Weekly update - 2023-03-21 to 2023-03-28

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1 Users' Perception of Marketing

In the article by Puranik and Bansal [1], exploratory research was carried out on the perception of customers about online shopping. This study used a sample of 100 respondents from a city in India. As a result of a factor analysis, seven key factors emerged in the users' perception of online shopping. Ordered from the factor with the highest factorial load to the factor with the lowest factorial load, we have Relevant Information, Reliability, Previous Experience, Instant Review, Product Delivery, Transparency, and Seller Image.

In this way, it is possible to adapt the methodology of Viriato *et al.* [2], on the evaluation of humanization in chatbots to adapt the factors observed in Puranik and Bansal [1] for each case of placement of marketing. The association of the study by Puranik and Bansal [1] with Viriato *et al.* [2] makes it possible to study the generation of a user-centered marketing platform and its comfort.

2 Next Steps

As shown in Figure 1 in the next section, the next steps are:

- Read the paper *Predicting the Need for Xai from High-Granularity Interaction Data*;
- Project schedule generation;
- Explore courses within the scope of the project:
  - Neuromarketing and mental triggers;
  - Inbound marketing;
  - Digital marketing.
- MC750 Course Planning for Digital Marketing Assessment.

References

1. Puranik, R., Bansal, A.: A study of internet users' perception towards e-shopping. Pacific Business Review International **6**(9), 37–44 (2014)
2. Viriato, P.J.d.S., Souza, R.R.d., Villas, L.A., dos Reis, J.C.: A framework for humanization evaluation in chatbots. In: HCI International 2023: 25th International Conference on Human-Computer Interaction. Computer and Information Science (CCIS), Springer, Copenhagen, Denmark (2023)

3 Initial Project Overview

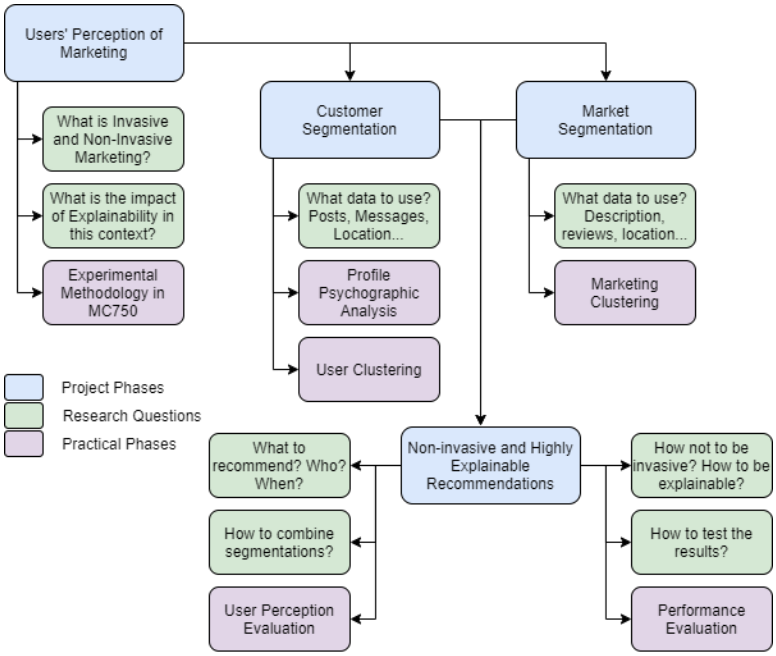

Fig. 1: Non-invasive and Highly Explainable Recommendations - Initial Project Overview