# AI POWERED E-COMMERCE VIRTUAL ASSISTANT

## LITERATURE REVIEW

**Introduction:**

In the age of rapid technological advancement, Artificial Intelligence (AI) has emerged as a transformative force across various sectors, including e-commerce. One noteworthy application of AI in this domain is the development of voice commerce shopping assistants. These AI-powered virtual assistants, equipped with natural language processing and speech recognition capabilities, have revolutionized the way consumers interact with online marketplaces. Voice commerce shopping assistants enable users to make purchases, seek product recommendations, and inquire about order statuses using nothing more than their voice commands, offering a seamless and convenient shopping experience. As this technology continues to evolve, understanding its current landscape and future prospects through a comprehensive literature survey becomes imperative. This literature survey aims to explore the existing research, developments, challenges, and potential opportunities in the realm of AI-enhanced voice commerce shopping assistants, shedding light on their impact on the e-commerce industry and their potential to shape the future of online shopping.

**Scope of the Project:**

The scope of a voice commerce shopping project can vary depending on the specific goals of the project, but it typically includes the following:

1. **Designing a voice-enabled shopping experience:** This involves designing a user interface that is easy for customers to use with their voice, as well as developing voice commands that are natural and easy to remember.
2. **Creating a voice-enabled product catalog:** This involves creating a database of products that can be purchased through voice commands. The product catalog should be comprehensive and up-to-date, and it should also include information about product prices, availability, and shipping options.
3. **Integrating with payment processors:** This involves integrating the voice commerce platform with payment processors so that customers can easily make purchases with their voice.
4. **Testing and debugging the voice commerce platform:** This involves testing the platform to make sure that it works as expected and that it is free of bugs.
5. **Promoting the voice commerce platform:** This involves promoting the platform to potential customers so that they know about it and how to use it.
6. **Developing voice analytics:** This involves developing tools that can be used to analyze customer voice data to improve the voice commerce platform.
7. **Personalizing the voice commerce experience:** This involves using customer data to personalize the voice commerce experience, such as by suggesting products that the customer is likely to be interested in.
8. **Integrating with other systems:** This involves integrating the voice commerce platform with other systems, such as inventory management systems and customer relationship management (CRM) systems.

**Search Strategy:**

The search strategy for voice commerce shopping can be different from traditional search, as users are more likely to use natural language queries and ask questions. Here are some lines for developing a voice commerce search strategy:

1. **Use long-tail keywords:** Long-tail keywords are more specific and are more likely to be used in natural language queries. For example, instead of "shoes," you could use "black leather sneakers."
2. **Use conversational phrases:** Users are more likely to use conversational phrases in their voice queries, such as "what is the price of" or "show me the best deals on."
3. **Be specific**: The more specific you can be in your search queries, the more likely you are to get the results you want. For example, instead of "coffee maker," you could say "coffee maker with grinder."
4. **Use voice search intent**: Voice search intent refers to the purpose of the user's search query. For example, are they looking for information, making a purchase, or getting directions? Understanding the intent of the user's query can help you provide more relevant results.
5. **Use voice search analytics**: Voice search analytics can help you track how users are using your voice commerce platform and what types of queries they are using. This information can be used to improve your search strategy and provide a better user experience.
6. **The voice assistant**: The voice assistant that users are using will affect the way they search. For example, Google Assistant and Amazon Alexa have different voice recognition and natural language processing capabilities.
7. **The device**: The device that users are using to search will also affect the way they search. For example, users are more likely to use long-tail keywords on a smartphone than on a smart speaker.
8. **The context**: The context in which users are searching will also affect the way they search. For example, users are more likely to use specific keywords when they are in a store than when they are at home.

**Selection Criteria:**

The selection criteria for voice commerce shopping platforms can vary depending on the specific needs of the business, but some of the most important factors to consider include:

1. **Market share**: The market share of the voice commerce platform is an important consideration, as it indicates the number of users who are already familiar with the platform and how likely they are to use it.
2. **Integration capabilities**: The voice commerce platform should be able to integrate with the business's existing systems, such as inventory management and order processing systems.
3. **Voice recognition and natural language processing capabilities**: The voice commerce platform should have strong voice recognition and natural language processing capabilities to accurately understand user queries.
4. **Security and privacy features**: The voice commerce platform should have strong security and privacy features to protect user data.
5. **Pricing**: The pricing of the voice commerce platform should be competitive and affordable for the business.
6. **Support and training**: The voice commerce platform should offer good support and training to help businesses get started and use the platform effectively.

In addition to these factors, businesses should also consider the specific features and functionality that they need from a voice commerce platform. For example, businesses that sell a wide variety of products may need a platform with a large product catalog, while businesses that sell a limited number of products may be able to get by with a platform with a smaller product catalog.

**Data Extraction:**

Data extraction is the process of extracting data from a source and transforming it into a format that can be easily analyzed or used. In the context of voice commerce shopping, data extraction can be used to extract data from voice recordings, such as customer queries, product recommendations, and purchase orders.

There are a number of different techniques that can be used for data extraction from voice recordings. Some of the most common techniques include:

1. **Speech recognition:** Speech recognition is the process of converting spoken words into text. This can be used to extract the text of customer queries from voice recordings.
2. **Natural language processing**: Natural language processing is the process of understanding the meaning of text. This can be used to extract the meaning of customer queries from voice recordings, such as the product that they are interested in or the action that they want to take.
3. **Machine learning**: Machine learning can be used to automate the process of data extraction from voice recordings. This can be done by training a machine learning model on a dataset of voice recordings and their corresponding text transcripts.

The specific technique that is used for data extraction from voice recordings will depend on the specific needs of the business. For example, businesses that need to extract a large amount of data from voice recordings may use a machine learning model, while businesses that need to extract a small amount of data may use a manual process.

Data extraction from voice recordings can be a challenging task, but it can be a valuable tool for businesses that want to improve their understanding of customer behavior and preferences. By extracting data from voice recordings, businesses can gain insights into what products and services customers are interested in, how they use voice commerce, and what their pain points are. This information can be used to improve the customer experience and increase sales.

**Organization:**

The organization of a voice commerce shopping platform can vary depending on the specific needs of the business, but some of the most common components include:

1. **Voice assistant**: The voice assistant is the software that interprets and responds to user voice commands.
2. **Product catalog**: The product catalog is a database of products that can be purchased through voice commands.
3. **Payment processor**: The payment processor is responsible for processing payments made through voice commands.
4. **Voice analytics**: Voice analytics is the process of analyzing voice data to improve the voice commerce platform.
5. **Personalization**: Personalization is the process of using customer data to personalize the voice commerce experience.
6. **Integrations**: The voice commerce platform should be integrated with other systems, such as inventory management and customer relationship management (CRM) systems.

The specific organization of a voice commerce shopping platform will depend on the specific needs of the business. For example, businesses that sell a wide variety of products may need a more complex product catalog, while businesses that sell a limited number of products may be able to get by with a simpler product catalog.

**Synthesis:**

Voice commerce shopping is a rapidly growing field, and there is a growing body of research on the topic. The research on voice commerce shopping can be synthesized into the following key themes:

1. **Growth**: The research shows that voice commerce shopping is growing rapidly. In 2021, the global voice commerce market was valued at $18.4 billion and is expected to reach $192.8 billion by 2028. This growth is being driven by a number of factors, including the increasing popularity of voice assistants, the growing adoption of smart speakers, and the increasing demand for convenience.
2. **Convenience and efficiency**: The research shows that voice commerce shopping is convenient and efficient. Users can simply speak their commands instead of typing or clicking on buttons, which can be especially helpful for people who are busy or have limited mobility. Voice commerce shopping can also be more efficient than traditional shopping methods, as users can complete purchases without having to navigate through multiple screens or menus.
3. **Personalization**: The research shows that voice commerce shopping can be personalized to the user's interests and needs. This can be done by using customer data, such as purchase history and browsing behavior, to make recommendations. Personalized voice commerce shopping can lead to a more satisfying shopping experience.
4. **Accessibility**: The research shows that voice commerce shopping can be accessible to people with disabilities, such as those who are deaf or hard of hearing. This is because voice commerce platforms can be used with a variety of devices, including smart speakers, smartphones, and tablets.
5. **Challenges**: The research also identifies a number of challenges to the adoption of voice commerce shopping, such as:
6. Accuracy of voice recognition: Voice recognition technology is not perfect and there can be high error rates when users make voice commands. This can lead to frustration and a poor customer experience.
7. Limited product selection: The product selection on voice commerce platforms is still limited compared to traditional e-commerce platforms. This is because voice commerce is still in its early stages of development and there are not as many products that are optimized for voice search.
8. Security concerns: There are some security concerns about voice commerce, such as the possibility of unauthorized access to user data. Businesses need to take steps to mitigate these risks.
9. Acceptance: Voice commerce is still a relatively new technology and not everyone is comfortable using it. Businesses need to educate consumers about the benefits of voice commerce in order to gain wider acceptance.

The research on voice commerce shopping is still in its early stages, but it is clear that this technology has the potential to revolutionize the way we shop. The findings from the literature review can help businesses to develop and improve their voice commerce platforms, and it can also help consumers to understand the benefits and challenges of this new technology.

**Identifying Gaps:**

Here are some of the gaps that can be identified in voice commerce shopping:

1. **Limited product selection**: Voice commerce platforms typically have a limited product selection compared to traditional e-commerce platforms. This is because voice commerce platforms are still in their early stages of development and there are not as many products that are optimized for voice search.
2. **High error rates**: Voice recognition technology is not perfect and there can be high error rates when users make voice commands. This can lead to frustration and a poor customer experience.
3. **Lack of personalization:** Voice commerce platforms typically do not personalize the shopping experience as much as traditional e-commerce platforms. This means that users may not see products that are relevant to their interests or needs.
4. **Security concerns**: There are some security concerns about voice commerce, such as the possibility of unauthorized access to user data. Businesses need to take steps to mitigate these risks.
5. **Accessibility issues**: Voice commerce platforms can be difficult to use for people with disabilities, such as those who are deaf or hard of hearing. Businesses need to make sure that their voice commerce platforms are accessible to all users.

These are just some of the gaps that can be identified in voice commerce shopping. Businesses that are considering implementing voice commerce should carefully consider these gaps and take steps to address them.

**Critical Evaluation:**

Here are some of the factors to consider when assessing the quality and credibility of sources for voice commerce shopping:

1. **Author's qualifications:** The author's qualifications should be relevant to the topic of the source. For example, if the source is about the benefits of voice commerce shopping, the author should have expertise in the field of e-commerce or marketing.
2. **Publication venue**: The publication venue should be reputable and credible. For example, a source published in a peer-reviewed journal is more likely to be reliable than a source published on a personal blog.
3. **Research methodology**: The research methodology should be sound and transparent. The author should explain how the data was collected and analyzed.
4. **Potential biases**: The source should be free of any potential biases. For example, a source that is sponsored by a company that sells voice commerce products may be biased in favor of those products.

**Discussion:**

The findings from this research suggest that voice commerce shopping is a promising new technology with the potential to revolutionize the way we shop.

Here are some of the key implications of the findings from the literature review:

1. **Voice commerce shopping is growing rapidly**: The research shows that voice commerce shopping is growing rapidly. In 2021, the global voice commerce market was valued at $18.4 billion and is expected to reach $192.8 billion by 2028. This growth is being driven by a number of factors, including the increasing popularity of voice assistants, the growing adoption of smart speakers, and the increasing demand for convenience.
2. **Voice commerce shopping is convenient and efficient**: The research shows that voice commerce shopping is convenient and efficient. Users can simply speak their commands instead of typing or clicking on buttons, which can be especially helpful for people who are busy or have limited mobility. Voice commerce shopping can also be more efficient than traditional shopping methods, as users can complete purchases without having to navigate through multiple screens or menus.
3. **Voice commerce shopping is personalized:** The research shows that voice commerce shopping can be personalized to the user's interests and needs. This can be done by using customer data, such as purchase history and browsing behavior, to make recommendations. Personalized voice commerce shopping can lead to a more satisfying shopping experience.
4. **Voice commerce shopping is accessible:** The research shows that voice commerce shopping can be accessible to people with disabilities, such as those who are deaf or hard of hearing. This is because voice commerce platforms can be used with a variety of devices, including smart speakers, smartphones, and tablets.

The research on voice commerce shopping is still in its early stages, but it is clear that this technology has the potential to revolutionize the way we shop. The findings from the literature review are significant in that they provide a foundation for further research on this emerging technology. This research can help businesses to develop and improve their voice commerce platforms, and it can also help consumers to understand the benefits and challenges of this new technology.

The research on voice commerce shopping is also significant in that it contributes to the broader field of e-commerce. E-commerce is the process of buying and selling goods and services over the internet, and it is a rapidly growing market. Voice commerce shopping is a new and innovative way to shop online, and it has the potential to further disrupt the e-commerce market.

Overall, the research on voice commerce shopping is promising and has the potential to revolutionize the way we shop. The findings from the literature review provide a foundation for further research on this emerging technology and can help businesses and consumers to understand the benefits and challenges of voice commerce shopping.

**Conclusion:**

In conclusion, the literature survey on AI-enhanced voice commerce shopping assistants underscores the burgeoning significance of this technology in reshaping the landscape of e-commerce and consumer interactions. Through a comprehensive review of existing research, it becomes evident that these virtual assistants have evolved to become indispensable tools, enhancing user experiences, streamlining the shopping process, and driving sales for businesses. The studies highlighted various aspects, including natural language processing, speech recognition, personalized recommendations, and user satisfaction, all of which contribute to the success of these AI-driven systems. However, the research also reveals ongoing challenges such as privacy concerns, ethical considerations, and the need for continuous improvement in understanding user intent. As the technology continues to advance, further exploration and development in these areas will be vital to realizing the full potential of AI-enhanced voice commerce shopping assistants in the modern retail landscape. In sum, the existing body of literature provides valuable insights into the current state and future prospects of this innovative technology, emphasizing its pivotal role in shaping the future of e-commerce and customer engagement.

**References :**

1. Abdollahpouri, H., Adomavicius, G., Burke, R., Guy, I., Jannach, D., Kamishima, T., ... & Pizzato, L. (2019). Beyond Personalization:

Research Directions in Multistakeholder Recommendation. arXiv preprint arXiv:1905.01986.

2. Abowd, G. D., Dey, A. K., Brown, P. J., Davies, N., Smith, M., & Steggles, P. (1999). Towards a better understanding of context and

context-awareness. In International symposium on handheld and ubiquitous computing (pp. 304-307). Springer, Berlin, Heidelberg.

3. Ahmadian, M., & Lee, O. K. D. (2017). AI-based voice assistant systems: Evaluating from the interaction and trust perspectives.

4. André, Q., Carmon, Z., Wertenbroch, K., Crum, A., Frank, D., Goldstein, W., ... & Yang, H. (2018). Consumer choice and autonomy in the

age of artificial intelligence and big data. Customer Needs and Solutions, 5(1-2), 28-37.

5. Avis, M. (2003). Do we need methodological theory to do qualitative research?. Qualitative health research, 13(7), 995-1004.

6. Bentley, F., Luvogt, C., Silverman, M., Wirasinghe, R., White, B., & Lottrjdge, D. (2018). Understanding the long-term use of smart

speaker assistants. Proceedings of the ACM on Interactive, Mobile, Wearable and Ubiquitous Technologies, 2(3), 91.

7. Brill, T. M. (2018). Siri, Alexa, and Other Digital Assistants: A Study of Customer Satisfaction With Artificial Intelligence Applications.

DBA Dissertation.

8. Chaudhuri, S., & Terlep, S. (2018, February 27). The Next Big Threat to Consumer Brands (Yes, Amazon’s Behind It). The Wall Street

Journal. Retrieved July 29, 2019, from https://www.wsj.com/articles/big-consumer-brands-dont-have-an-answer-for-alexa-1519727401