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Media & Mass Communication

English Researches:

- *Associate Prof. Dr. Layla Hasan Al Saqer - Bahrain University*
The Role of Innovation Social Media Strategies in Supporting Small Businesses during the COVID-19 Pandemic: A Case Study 7
- *Associate Prof. Dr. Iman Mohamed Mohamed Zahra - Cairo University*
PR goes to War: Warfare Tactics Utilized Amidst Russia Ukraine Conflict 25
- *Dr. Nesrin Nader El-Sherbini - MSA University*
Strategic Digital Content Marketing: The PESO Model in Practice 59

Abstracts of Arabic Researches:


- *Prof. Dr. Rizk Saad Abd EL Moaty - Misr International University*
Trends of International Press Media on Social Networking Sites towards Development Initiatives in the Kingdom of Saudi Arabia and Egypt: A Comparative Study 87
- *Prof. Dr. Abdulmalek Aldanani - Liwa College - Abu Dhabi*
Dr. Amor Ben Amor - Liwa College - Abu Dhabi
Dr. Khalid Abd Allah Ahmed Dirar - Liwa College - Abu Dhabi
The Uses of the ChatGPT Application in The Field of Media: Exploratory Study 88
- *Associate Prof. Dr. Elsayed Abdelrahman Ali Abdelrahman - Suez University*
The Reality of Specialized Media: Locally and Globally 89
- *Dr. Moeen Fathy Mahmoud Koa - Quds University*
Hala Hashim Abo Hasan - An-Najah National University
The Role of Arab Media, Digital Security Media in Educating the Public in the Arab World About Cryptocurrency Crimes 90
- *Dr. Doaa Mohamed Fawzy - Minia University*
The Role of The Artificial Intelligence Applications on Influencing the Purchasing Decisions: A Field Study on a Sample of Electronic Shoppers 92

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The Role of The Artificial Intelligence Applications on Influencing the Purchasing Decisions: A Field Study on a Sample of Electronic Shoppers

Dr. Doaa Mohamed Fawzy

doaa.oraby@mu.edu.eg

*Assistant Professor of Public Relations & Advertising,
Public Relations & Advertising Department,
Faculty of Arts,
Minia University*

Abstract

With the spread of Artificial Intelligence applications across various domains, particularly in the realm of e-commerce, the main point of the current study focuses on understanding the role of Artificial Intelligence applications in influencing purchasing decisions. This is achieved by applying the study to a purposive sample consisting of 400 online shoppers with the utilization of an electronic survey tool. The study aims to explore the extent of shoppers' awareness of Artificial Intelligence applications, their usage of these applications during shopping, and to determine the impact of their usage on purchasing decisions. This impact is measured through stages such as problem recognition, needs recognition, information search about the product, evaluation of available alternatives, purchase decision-making, and post-purchase behavior. Additionally, the study examines the advantages and disadvantages of these applications based on the shoppers' real-life usage experiences. It also captures their suggestions for optimizing the effective use of these applications in online shopping channels. The study results demonstrate a statistically significant positive correlation between the use of Artificial Intelligence applications and the purchasing decision-making process. The more shoppers employ Artificial Intelligence applications, the more pronounced their purchasing decisions become. Moreover, the study reveals the influence of using these applications on all stages of the purchasing decision-making process, with statistically significant positive correlations found in all stages. Furthermore, the study identifies the prominent Artificial Intelligence applications employed by the e-shoppers sample. The top-ranking applications respectively include; intelligent visual search, smart voice search, Chatbot application, suggested product listing, pre-purchase product experience technology and finally both of 360-degree imaging and electronic clothing measurement.

Keywords: Artificial Intelligence Applications, Purchasing Decision, E- Shoppers, e-Channel Shopping.