

Artificial Intelligence – Consumers and Industry Impact

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Introduction

Broadly, artificial intelligence (AI) mainly entails technology constellations such as machine learning, natural language processing, perception, and reasoning since it is difficult to define [1]. Even though the field's application and principles have undergone investigation for more than sixty-five years, modern improvements, attendant society excitement, and uses ensured its return to focus. The influence of the previous artificial intelligence systems is evident, introducing both opportunities and challenges, which enables the integration of future AI advances into the economic and social environments. It is apparent that most people today view AI as a robotics concept but it essentially incorporates broader technology ranges that are used widely [2]. From search engines to speech recognition, to learning/gaming structures and object detection, AI application has the potential to intensify in the human daily lives. The application is already experiencing use in the world of business as companies seek to study the needs of the consumers, as well as, other fields including healthcare and crime investigation. In this paper, I will discuss the perceptions of consumers regarding artificial intelligence and outline its impact in retail, healthcare, crime investigation, and employment.

Artificial Intelligence and Consumers

The emergence of the concept of artificial intelligence received great attention invading the society's consciousness. In recent times, it is receiving massive discussions and some of the global consumers are quickly accepting its idea due to the frequent exposure. Many of the consumers interacted with the notions of AI through reading them in media channels or having personal experiences. Through this, the consumers gain confidence in the matter, especially if it leaves a positive impression. Additionally, many of these people have become very curious about the use, avenues, and ideas of artificial intelligence [3]. Resultantly, they have increase their interest and awareness in the topic and accepted its role in the 21st Century. Owing to this, they are even encouraging its growth since artificial intelligence seems to be the new reality.

It is true that AI plays a significant role in the background, monitoring consumer sentiments on the internet and social media. These social listening kits, driven by AI engines ensure that consumers easily find their preferences [4]. Consequently, these consumers often receive pop-up advertisements from the relevant websites to find the products they need. It is also able to allow the consumers to save their data on an online domain without many processes such that it becomes comfortable to navigate the internet the next time one uses it.

With the increasing know how of AI, consumers are afraid of the artificial intelligence capabilities and potential associated with taking over all aspects of life. The tension resulting from accepting aspects of artificial intelligence relates to its confusing nature. To prove this, Grewal et al conducted a survey and out of the sixty-six percent of the international consumers, eighteen percent claimed to know much about it while forty-eight percent knew a little. The remaining thirty-four percent admitted to knowing nothing about the topic. Even with these results, it is true that a huge percentage of consumers think that they are knowledgeable as far as artificial intelligence is concerned but

actually, most of them could not even identify with its simplest abilities such as problem solving and learning. Another survey found out that only thirty-four percent of the participating consumers had an idea of AI exposure in their daily activities. In real sense, eighty-four percent of them interacted with this technology via Chabot, search engines, intelligent assistants, online shopping recommendations, Facebook-suggested news, and email spam filters. The statistics are not impressive making it necessary for the consumers to undergo education on artificial intelligence so that they can make appropriate conclusions on the matter.

It is noteworthy that most of the well-informed consumers view artificial intelligence in a positive light [5]. They feel it will save time, offer relevant and improved information access, and allow the engagement in dangerous tasks [1]. Consumers also perceive that AI will bring about lower prices, companionship, and simplify decisions regarding purchases. They claim that this phenomenon has the ability to offer answers to the complicated issues the world is facing in the 21st Century. These concerns include international health, climate change, prevalence of terminal illnesses like cancer, and economic development. Others also believe that artificial intelligence can help bring sanity on matters of privacy, cyber security, fraud, individual financial security, and gender equality. These problems have intensified in the modern times making it necessary to come up with long-lasting solutions to ensure the wellbeing of every human. Despite this, the same consumers also have worries concerning the intelligence given to machines [6]. They point out that enhanced progress in machine learning is likely to harm employees through taking their responsibilities. Most of the employers will find the machines to be more efficient making the workforce experience a digital replacement, especially in office assistant, travel agent, and tutor careers.

Subsequently, all consumers are always looking for convenience and a sense of flexibility. The presence of artificial intelligence in the world is allowing people to live their dreams since they can get their duties done from the comfort of their homes. Looking at aspects of shopping, the consumers are able to conduct a long and wide research on the materials they need and even compare prices and reviews to allow them buy the most suitable product for them, facilitating consumer intelligence [7]. Artificial intelligence search engines including Google necessitate the process; making it possible for consumers to shop online. Additionally, their shopping experience is even made easier because customers can conduct online payments and wait to receive their goods at home [3]. As noted by Shinn, this is made possible because machines record and process instructions and provide the relevant information

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to the business, guaranteeing delivery [3]. Such forms on interaction with AI enable consumers to have more control and carry out activities at their convenient times and terms.

Artificial Intelligence Implications

The concept of artificial intelligence is valuable in several domains, and it is receiving vast attention. Many researchers from different fields now understand the effects of AI to the different daily human lives. They went ahead to outline its influence on but not limited to retail, health care, crime investigation, and employment.

Retail

AI influences the international business environment greatly providing important benefits to both the sellers and buyers in retail. The technology taps into the retail domain's information pool associated with advertising, think-product development, and online search among others. Since retailers embraced market research for many years, AI allows them to reengineer complicated data into streamlines and easier experiences for customers and retailers alike. Its machine learning and predictive instruments often offer relief to the buyer efforts.

Artificial intelligence for retailers: The AI allows retailers to gain sharper predicting tools that ensure the making of sharper business decisions. Algorithms intensify the ability to view business implications and translating results like higher sales and lower costs through customer service, product inventory, and staffing. Customer service is an important aspect of any retailing business since it determines consumer brand loyalty and retaining. Platforms such as Facebook allow retailers to save operation costs linked to customer service through incorporating chatbots via Facebook Messenger. Artificial intelligence replaces the conventional customer service agent answering questions by sending links, images, and texts and only uses human respondents if the issue is more complicated. Retailers also acknowledge that managing the adequate availability of product is tasking because it experiences pressures from weather, future and economic events. If product inventory is mismanaged, it might initiate customer frustration and loss of sales. Due to this, retailers are now using AI to minimize the improbability of stock level maintenance through variables such as marketplace and consumer demand, and supply chain supervision. Further, AI assists retailer in recruiting the appropriate candidates for hire by assessing the employee's attribute and performance history, which reduces hiring costs and attrition. They can also use the platform to engage more with applicants, offer personalized feedback, updates, and oncoming suggestions.

Artificial intelligence for customers: AI reduces the possibility of consumer purchase manipulation and vulnerability. It helps customers on their buying experiences ensuring that they make sensible buying choices because it allows marketing, gift selection, and virtual dressing. Most often, the customers easily identify with items since they are often advertised while they use the internet depending on their search history. Due to this, it becomes easy for consumers to access what they need making AI a very important tool to marketing. Searching for appropriate gift items online can be hard; AI software can blend in data from occasion details, recipient, sentiment and the modern trends to pick ideal gifts. Buyers are also exposed to virtual dressing rooms that allow clothing customization enhancing their experience. Most times, the customers see a three-dimensional model of their selected outfit lessening online shopping guesswork.

Health care

Artificial intelligent technologies seem promising in healthcare because they have the potential to improve quality of life and health consequences for a substantial number of patients in future years [8]. However, this is only true if these individuals obtain patient, doctor, and nurse trust, as well as, the removal of commercial, regulatory, and policy barriers. The main AI applications in healthcare include patient coaching and monitoring, clinical resolution support, healthcare system management, and automated tools to help in patient care or surgery. Additionally, present triumphs in machine learning necessary to forecast patients at risk, searching social media to know probable health concerns, and supportive surgery robotics, have intensified the need of AI incorporation in healthcare.

Further, health care facilities can collect informative data from mobile apps, individual monitoring devices, electronic health records attained in the clinical settings, and robots fashioned to help with hospital operations and medical procedures. Nonetheless, utilizing this data to ensure precise patient diagnosis and treatment is still difficult. The processes of research and development undergo different challenges linked to incentive structures and redundant regulations. Additionally, poor interaction methods between humans and computers along with the characteristic risks and issues of technology implementation in complex and large systems have slowed AI's realization. Once these obstacles experience removal or limitation and merged with innovation, healthcare outcomes will become beneficial to many people in the future especially the elderly.

Elder care

In the coming years, the United States of America will see a growth in the proportion of elderly people in their society. Resultantly, home health supports will increase within the next few years. Despite the various opportunities of AI in elder care including communication and interaction devices, primary social support, and home health supervision, little change is present in this domain. However, the new generation is likely to welcome technological acceptance even among the old people owing to their skill regarding information technology (IT). Consequently, available and developing technologies will attract more market and interest to support social, emotional, mental, and physical health.

The elderly care will involve fostering independence and improving life quality through automates transportation that will allow them to expand their social horizon and become increasingly self-governing. The families of these individuals will also receive shared information necessary for proper engagement in absentia supporting positive behaviours. The availability of house based smart devices will help the elderly to go to the toilet and dress. Further, the employment of AI in elder care promotes wellness and health using mobile application, which observe activities and movements and allow social platforms to recommend ways to preserve physical and mental health. Monitoring can go as far as detecting behaviour and mood alterations in the patients promptly alerting their caregivers. Since there will be the personalization of health management, these patients will be able to cope with multifaceted conditions and get the essential treatment. Additionally, the elder patients will receive better treatment devices including visual assistive and hearing aids to enhance social connection and safety. They will also experience less care facility or hospital stays and enjoys physical assistive machines including wheel chairs, exoskeletons, and intelligent walkers increasing their scope of independent activities. With such changes in the healthcare domain, it

is true that AI is significant to individual wellbeing and it is important to study it further and incorporate it into the system.

Crime investigation

Public security and safety are instrumental to guarantee the development of any country. Owing to this, most cities not only in the United States but also around the world are integrating artificial intelligence technologies to aid in fighting crime. These technologies are in form of surveillance cameras, which easily identify anomalies that may result in crime, predictive policing applications, and drones [9]. It is apparent that AI may allow more targeted policing since it will undergo usage only when necessary [9]. In matters linked to careful deployment, the concept may eliminate bias instilled in the decision-making processes of humans. Further, AI is more successful in recognizing white-collar crimes like credit card fraud [9]. Many people within the years have grown wry of cyber security but machine learning helped police detect these crimes. The artificial intelligent tools also allow the police to control crime scenes or the rescue and search proceedings by assisting the commanders to concentrate on specific tasks and allocate the necessary resources, even though these mechanisms are not ready to automate such activities [9].

The deployment of camera systems almost in every region globally helps police solve and prevent crime [9]. In previous times, the process was cumbersome since the police had to look at low quality and massive streams of videos to identify crime. As the improvement of AI technologies grow each day, the police will have a higher chance of prosecuting criminals using great accuracy and limit the possibility of police malpractice in evidence collection [9].

Employment

Even though artificial intelligent technologies have a higher chance of influencing the future trends of workplace and employment, it is hard to precisely examine its present effects, advantageous or disadvantageous. Throughout time, the workplace has seen a shift in employment because of intensified globalization and the major recession. In the 1990s, the United States experienced continued GDP and productivity growth, however, its median income has since stagnated making the ration of population to employment fall. It is true that the use of AI in the employment systems will affect the future of employees in the work market because it will shift the demands for skills. Presently, the AI technologies has influence the middle-skilled employees like the travelling agents instead of the lowest or highest skilled workforce [5]. Additionally, the number of tasks people can engage in in digital systems is evolving as the AI technologies mature that will probably increase the range of employees to be considered for a job position [10].

Artificial intelligence is also said to affect the workforce location and size [5]. Several of the institutions and firms are massive because they execute functions scaled by increasing human labour, either vertically in managerial hierarchies or horizontally across different geographical regions [6]. As artificial intelligence controls multiple of these functions, scalability is a previous concept to these larger organizations. Some companies in recent years have gone ahead to employ a limited number of workers even though they are highly

popularized internet corporations. Despite this, AI has the potential to create jobs in other sectors since it introduced new employment categories [5]. These employment categories will be driven by new markets connected with AI, which will lower entry barriers and increase participation of employees and consumers alike. Therefore, AI enables the creation of new markets and allows the effective operation of existing ones at the advantage of the employees.

Conclusion

It is true that artificial intelligence is a new trend in the 21st century making it necessary for people to accept and use it to establish benefits. Even though the consumers of AI find it intimidating, they are also embracing its ability to make life easier. The many influences of AI are seen across vast domains including retail, healthcare, crime investigation, and employment among others indicating that it is instrumental to the wellbeing of individuals. It is important for the society to identify the benefits and demerits of AI so that they can give it its appropriate place in the advancing world.

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