

TÜKETİCİ DAVRANIŞLARI-IV

Güncel Akademik Çalışmalar

Editör
Doç. Dr. Davut KARAMAN

EĞİTİM
yayinevi

TÜKETİCİ DAVRANIŞLARI – IV
GÜNCEL AKADEMİK ÇALIŞMALAR

Editör: Doç. Dr. Davut Karaman

Genel Yayın Yönetmeni: Yusuf Ziya Aydoğan (yza@egitimyayinevi.com)

Genel Yayın Koordinatörü: Yusuf Yavuz (yusufyavuz@egitimyayinevi.com)

Sayfa Tasarımı: Kübra Konca Nam

Kapak Tasarımı: Eğitim Yayinevi Grafik Birimi

T.C. Kültür ve Turizm Bakanlığı

Yayınçı Sertifika No: 47830

ISBN: 978-625-6489-56-1

1. Baskı, Ekim 2023

Baskı Cilt

Repro Bir Matbaacılık

İvedik OSB Matbaacılar Sitesi 1514 Cad. No: 23-25 Yenimahalle/Ankara
Matbaa Sertifika No: 47381

Kütüphane Kimlik Kartı

TÜKETİCİ DAVRANIŞLARI – IV

GÜNCEL AKADEMİK ÇALIŞMALAR

Editör: Doç. Dr. Davut Karaman

254 s., 135x215mm

Kaynakça var, dizin yok.

ISBN: 978-625-6489-56-1

Copyright © Bu kitabın Türkiye'deki her türlü yayın hakkı Eğitim Yayinevi'ne aittir. Bütün hakları saklıdır. Kitabın tamamı veya bir kısmı 5846 sayılı yasanın hükümlerine göre kitabı yayımlayan firmانın ve yazarlarının önceden izni olmadan elektronik/mekanik yolla, fotokopi yoluyla ya da herhangi bir kayıt sistemi ile çoğaltılamaz, yayımlanamaz.



Yayinevi Türkiye Ofis: İstanbul: Eğitim Yayinevi Tic. Ltd. Şti., Atakent mah.
Yasemen sok. No: 4/B, Ümraniye, İstanbul, Türkiye

Konya: Eğitim Yayinevi Tic. Ltd. Şti., Fevzi Çakmak Mah. 10721 Sok. B Blok,
No: 16/B, Safakent, Karatay, Konya, Türkiye
+90 332 351 92 85, +90 533 151 50 42, 0 332 502 50 42
bilgi@egitimyayinevi.com

Yayinevi Amerika Ofis: New York: Eğitim Publishing Group, Inc.
P.O. Box 768/Armonk, New York, 10504-0768, United States of America
americaoffice@egitimyayinevi.com

Lojistik ve Sevkıyat Merkezi: Kitapmatik Lojistik ve Sevkıyat Merkezi, Fevzi Çakmak
Mah. 10721 Sok. B Blok, No: 16/B, Safakent, Karatay, Konya, Türkiye
sevkiyat@egitimyayinevi.com

Kitabevi Şubesi: Eğitim Kitabevi, Şükran mah. Rampalı 121, Meram, Konya, Türkiye
+90 332 499 90 00
bilgi@egitimkitabevi.com

İnternet Satış: www.kitapmatik.com.tr
+90 537 512 43 00
bilgi@kitapmatik.com.tr



KAYNAKÇA

- ABRARDI, R., Cambini, C. ve Rondi, L. (2021). "Artificial Intelligence, Firms and Consumer Behavior: A Survey, *Journal of Economic Surveys*. 36, pp. 969- 991. DOI: 10.1111/joes.12455
- AGRAWAL, A., Kapur, A., Nibber, P. ve Yun, J. (2018). "Is Artificial Intelligence The Customer of The Future?", *American Marketing Association*.
- AK, T. (2009). "Marka Yönetimi ve Tüketicilerin Karar Sürecine Etkileri", *Yüksek Lisans Tezi*, Karamanoğlu Mehmetbey Üniversitesi Sosyal Bilimler Enstitüsü.
- AKYILMAZ, B. (2022). "Yapay Zekâ ve Tüketicilerin Davranışı Alanındaki Yayınların Bibliyometrik Analizi", *İşletme Araştırmaları Dergisi*, C.14, S.1, s. 947-963.
- ANGWIN, J., Larson, J., Mattu, S., ve Kirchner, L. (2016). "Machine Bias: There's Software Used Across The Country To Predict Future Criminals And It's Biased Against Blacks". Online erişim- www.propublica.org/article/machinebias-risk-assessments-in-criminal-senencing (Erişim Tarihi: 08.09.2023).
- ATALAY, M. ve Çelik, E. (2017). "Büyük Veri Analizinde Yapay Zeka ve Makine Öğrenmesi Uygulamaları-Artificial Intelligence and Machine Learning Applications in Big Data Analysis". *Mehmet Akif Ersoy Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, C.9, S. 22, s.155-172.
- BAYUK, M. N. ve Demir, B. N. (2019). "Endüstri 4.0 Kapsamında Yapay Zekâ ve Pazarlanmanın Geleceği". *Sciences*, C. 5, S. 19, s. 781-799. <http://dx.doi.org/10.31589/JOSHAS.163>.
- BEUC Raporu (2018). "Automated Decision Making and Artificial Intelligence - A Consumer Perspective", BEUC Position Paper. Co-funded by the European Union.
- BHAGAT, R., Chauhan, V. ve Bhagat, P. (2022). "Investigating the Impact of Artificial Intelligence on Consumer's Purchase Intention in E-Retailing". *Foresight*, <https://doi.org/10.1108/FS-10-2021-0218>
- BHUSHAN, B., Sahoo, C., Sinha, P., ve Khamparia, A. (2021). "Unification of Blockchain and Internet of Things (BIoT): Requirements, Working Model, Challenges and Future Directions". *Wireless Networks*, Vol. 27, pp. 55-90.
- BISWAS, K., ve Patra, G. (2023). "Role of Artificial Intelligence (AI) in Changing Consumer Buying Behaviour". *International Journal of Research Publication and Reviews*, February, Vol. 4, No. 2, pp. 943-951.
- BRAGA, F. M. I. (2020). ISCTE – "The Influence and Impact of Artificial Intelligence in the Consumer Decision-Making Process: Comparing Generation X with Millennials". Italy: Instituto Universitário de Lisboa, Master Thesis.

- CHEN, H., Chan-Olmsted, S., Kim, J., ve Mayor Sanabria, I. (2022). “Consumers’ Perception on Artificial Intelligence Applications in Marketing Communication”. *Qualitative Market Research: An International Journal*, Vol. 25, No.1, pp. 125-142.
- Çerkez, M. ve Kızıldemir, Ö. (2020). “Yiyecek-İçecek İşletmelerinde Yapay Zeka Kullanımı”. *Türk Turizm Araştırmaları Dergisi*, C. 4, S. 2, s. 1264-1278.
- DAVENPORT, T., Guha, A., Grewal, D. ve Bressgott, T. (2020), “How Artificial Intelligence Will Change the Future of Marketing”, *Journal of the Academy of Marketing Science*, Vol. 48 No. 1, pp. 24-42.
- DEMİR, K. A., Döven, G., ve Sezen, B. (2019). Industry 5.0 and Human-Robot Co-Working. *Procedia computer science*, Vol. 158, pp. 688-695.
- DE BRUYN, A., Viswanathan, V., Beh, Y. S., Brock, J. K. U., ve von Wangenheim, F. (2020). “Artificial Intelligence and Marketing: Pitfalls and Opportunities”. *Journal of Interactive Marketing*, Vol. 51, pp. 91–105.
- DOMINGOS, P. (2017). “*Master Algoritma*”, İstanbul: Paloma Yayınevi. 2. Baskı.
- EFENDİOĞLU, İ. H. (2023). “Yapay Zeka Pazarlaması: İnternetten Yapılan Alışverişlerde Yapay Zekanın Satın Alma Niyetine Etkisi”. *Turkish Studies - Economy*, C. 18, S. 1, s. 133-153. <https://dx.doi.org/10.7827/TurkishStudies.66785>
- GERA, R., ve Kumar, A. (2023). “Artificial Intelligence in Consumer Behaviour: A Systematic Literature Review of Empirical Research Papers Published in Marketing Journals (2000-2021)”. *Academy of Marketing Studies Journal*, C. 27, S. 1, s. 1-15.
- GUHA, A., Grewal, D., Kopalle, P. K., Haenlein, M., Schneider, M.J., Jung, H., ve Hawkins, G. (2021). “How Artificial Intelligence Will Affect The Future of Retailing”. *Journal of Retailing*, Vol. 97, No. 1, pp. 28-41.
- GUPTA, N. (2020). “How Does Digital Marketing Influence Consumers?” <https://candentseo.com/how-digital-marketing-affects-consumerbehaviour/> Erişim Tarihi: 10.09.2023.
- GURSOY, D., Chi, O. H., Lu, L., ve Nunkoo, R. (2019). “Consumers Acceptance of Artificially Intelligent (AI) Device Use in Service Delivery”. *International Journal of Information Management*, Vol. 49, pp. 157–169.
- GÜLSEN, I. (2019). İşletmelerde Yapay Zeka Uygulamaları Ve Faydaları: Perakende Sektöründe Bir Derleme. *Tüketici ve Tüketim Araştırmaları Dergisi= Journal of Consumer and Consumption Research*, C. 11, No. 2, s. 407-436.
- GÜVEN, H., ve Güven, E. T. A. (2023). “Yapay Zeka Uygulamalarının E-Ticarette Kullanımı”. *International Journal of Management and Administration*, C. 7, S. 13, s. 69-94.

- HAENLEIN, M., ve Kaplan, A. (2019). "A Brief History Of Artificial Intelligence: On The Past, Present, and Future of Artificial Intelligence". *California management review*, Vol. 61, No.4, pp. 5-14.
- HALEM, A., Javaid, M., Qadri, M. A., ve Suman, R. (2022). "Understanding the Role of Digital Technologies in Education: A review". *Sustainable Operations and Computers*, Vol. 3, pp. 275-285.
- HERMANN, E. (2022). "Anthropomorphized artificial intelligence, attachment, and consumer behavior". *Marketing Letters*, pp.1-6.
- URL-1: <https://www.tableau.com/best-marketing-dashboards>, (Erişim Tarihi: 22.08.2023).
- URL-2:<https://www.marketwatch.com/press-release/symphony-retailai-named-a-recipient-of-supply-demand-chain-executives-green-supply-chain-awards-2018-12-12> (Erişim Tarihi: 05.08.2023).
- URL-3:<https://foodindustryexecutive.com/2018/04/6-examples-of-artificial-intelligence-in-the-food-industry/> (Erişim Tarihi: 07.08.2023).
- HUANG, M. H., ve Rust, R. T. (2021). "A Strategic Framework for Artificial Intelligence in Marketing". *Journal of the Academy of Marketing Science*, Vol. 49, No. 1,pp. 30-50.
- ICT Media (2021). "Yapay Zeka E-Ticaretin DNA'sını Değiştiriyor". <https://www.ictmedia.com.tr/News/Index/10420/yapay-zeka-e-ticaretin-dna-sini-degistiriyor>-(Erişim Tarihi: 15.08.2023).
- İŞERİ, İ., Aydin, Ö. ve Tutuk, K. (2021). "Müşteri Hizmetleri Yönetiminde Yapay Zeka Temelli Chatbot Geliştirilmesi". *European Journal of Science and Technology*, C.29, s. 358-365.
- JAREK, K. ve Mazurek, G. (2019). "Marketing and Artificial Intelligence". *Central European Business Review*, Vol. 8, No.2.
- KARAMAN, D. (2018). "Hizmet Sektöründe İlişkisel Pazarlamanın Önemi: Teorik Bir Araştırma". Bingöl Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi, C.2, S.1, s.23-40.
- KARAMAN, D. ve YILDIZ, A. (2022). "The Effect of Social Media Tools' Effectiveness at the Purchasing Process on Consumer Behavior: Mediating Role of the Generations". *Journal of Business-Research-Turk*, Vol. 14, No.1, pp.155-168.
- KAYGUSUZ, N. A. (2023). "Nöropazarlama ve Yapay Zekâ İlişkisinin Tüketici Davranışları Üzerindeki Etkisine Yönelik Kavramsal Bir Model Önerisi". *Journal of Academic Social Science Studies*, C. 16, S. 95.
- KHAN, S., Tomar, S., Fatima, M., ve Khan, M. Z. (2022). "Impact of Artificial Intelligent and Industry 4.0 Based Products on Consumer Behaviour Characteristics: A Meta-Analysis-Based Review". *Sustainable Operations and Computers*, Vol. 3, pp. 218-225.
- KHATRI, M. (2021). "How Digital Marketing Along With Artificial Intelligence is Transforming Consumer Behaviour". *International Journal for Research in Applied Science and Engineering Technology*, 9 (VII), 523-527.

- KING, K. (2020). "Pazarlamada Yapay Zeka Kullanımı". İstanbul: the Kitap.
- KOTLER, P., Kartajaya, H., ve Setiawan, I. (2017). "Pazarlama 4.0". İstanbul: Optimist Yayın Grubu.
- KRISHNA, S. H., Sargunam, S. S., Kulkarni, N., Nandal, N., Chellam, V. V., ve Praveenkumar, S. (2023). "Application of Artificial Intelligence in E-Marketing". In *2023 International Conference on Artificial Intelligence and Knowledge Discovery in Concurrent Engineering (ICECONF)*, January IEEE, s. 1-7.
- KUMAR, V., Rajan, B., Venkatesan, R., ve Lecinski, J. (2019). "Understanding the Role of Artificial Intelligence in Personalized Engagement Marketing". *California Management Review*
- KUMAR, V., Ramachandran, D. ve Kumar, B. (2021). "Influence of New Age Technologies on Marketing: A Research Agenda". *Journal of Business Research*, Vol. 125, No. 3, pp. 864- 877.<https://doi.org/10.1016/j.jbusres.2020.01.007>
- LI, X. (2022). "The Impact of the Live Delivery of Goods on Consumers' Purchasing Behaviour in Complex Situations Based on Artificial Intelligence Technology". *Computational Intelligence and Neuroscience*, pp. 1-9.
- LO PRESTİ, L., Maggiore, G. ve Marino, V. (2021). "The Role Of The Chatbot On Customer Purchase İntention: Towards Digital Relational Sales". *Italian Journal of Marketing*, Vol. 3, pp. 165-188. <https://doi.org/10.1007/s43039-021-00029-6>
- MA, L. ve Sun, B. (2020). Machine Learning and AI in Marketing – Connecting Computing Power to Human Insights. *International Journal of Research in Marketing*, 37(3), 481-504. <https://doi.org/10.1016/j.ijresmar.2020.04.005>
- MARIANI, M. M., Hashemi, N., ve Wirtz, J. (2023). Artificial Intelligence Empowered Conversational Agents: A Systematic Literature Review and Research Agenda. *Journal of Business Research*, Vol. 161, No. 113838, pp. 1-23.
- MATHEW, V. (2022). "AI Marketing Statistics: Data Shows Emerging Technologies are Here Now". <https://imeanmarketing.com/blog/ai-marketing-statistics>. (Erişim Tarihi: 01.08.2023).
- MEHTA, S., ve Mehta, M. (2020). "How Artificial Intelligence and Deep Learning led to a Breakthrough in Marketing and Consumer Behaviour: A Review". *International Research Journal of Engineering and Technology (IRJET)* e-ISSN: 2395-0056, Vol. 7, No.10, pp. 1945-1948.
- MILLER, A., ve Tucker, C. (2018). "Historic patterns of racial oppression and algorithms". *Mimeo*, MIT.
- MILLS, S., Costa, S. ve Sunstein, C. R. (2023). "AI, Behavioural Science, and Consumer Welfare". *Journal of Consumer Policy*, Vol. 1, No. 14.
- NABİYEV, V. V. (2012). "Yapay Zeka: İnsan-Bilgisayar Etkileşimi". Seçkin Yayıncılık.

- NAGY, S. ve Hajdu, N. (2021). "Consumer Acceptance of The Use of Artificial Intelligence in Online Shopping: Evidence from Hungary". *Amfiteatru Economic*, Vol. 23, No. 56. <https://doi.org/10.24818/EA/2021/56/155>
- OLAN, F., Suklan, J., Arakpogun, E. O., ve Robson, A. (2021). "Advancing Consumer Behavior: The role of Artificial Intelligence Technologies and Knowledge Sharing". *IEEE Transactions on Engineering Management*.
- PANWAR, D., Anand, S., Ali, F., ve Singal, K. (2019). "Consumer Decision Making Process Models and Their Applications To Market Strategy". *International Management Review*, Vol. 15, No. 1, pp. 36-44.
- PUNTONI, S., Reczek, R. W., Giesler, M. ve Botti, S. (2021). "Consumers and Artificial Intelligence: An Experiential Perspective". *Journal of Marketing*, Vol. 85, No. 1, pp. 131-151.
- PwC, (2017). "What's the real value of AI for your business and how can you capitalise?".
- RABBY, F. Chimhundu, R. ve Hassan, R. (2021). "Artificial Intelligence in Digital Marketing Influences Consumer Behaviour: A Review And Theoretical Foundation For Future Research". *Academy of Marketing Studies Journal*, Vol. 25, No. 5, pp. 1-7.
- RATHORE, B. (2023). "Digital Transformation 4.0: Integration of Artificial Intelligence & Metaverse in Marketin"g. *Eduzone: International Peer Reviewed/Refereed Multidisciplinary Journal*, Vol. 12, No. 1, pp. 42-48.
- SALEH, M., Alhosseini, S. E., ve Slambolchi, A. (2017). "A Review Of Consumer Decision-Making Styles: Existing Styles And Proposed Additional Styles". *International Journal of Research in IT, Management and Engineering*, Vol. 7, No. 1, pp. 33-44.
- SCHIFFMAN, L. G., ve Wisenblit, J. L. (2015). "Consumer Behavior", Eleventh Edition.
- SHARMA, P., Ueno, A., Dennis, C., ve Turan, C. P. (2023). "Emerging Digital Technologies and Consumer Decision-Making in Retail Sector: Towards an Integrative Conceptual Framework". *Computers in Human Behavior*, Vol. 148, 107913, pp. 1-20.
- SIAU, K.L. ve Yang, Y. (2017), "Impact of Artificial Intelligence, Robotics, and Machine Learning on Sales and Marketing", *MWAIS 2017 Proceedings*, Vol. 48.
- SOLOMON, M. R. (2013). "Consumer Behavior: Buying, Having and Being". Harlow: Pearson, Education Limited.
- SRIVASTAVA, G., ve Singh, N. (2021)." Artificial Intelligence to Predict Consumer Behaviour: A Literature Survey". *Recent Trends in Communication and Electronics*, pp. 367-371.
- STANKEVICH, A. (2017). "Explaining the Consumer Decision-Making Process: Critical Literature Review". *Journal of International Business Research and Marketing*, Vol. 2, No. 6, pp. 7-14.

- STERNE, J. (2017). “*Artificial Intelligence for Marketing: Practical Applications*”. Print ISBN:9781119406334, Online ISBN:9781119406341. Rising Media, Inc.
- STONE, M., Aravopoulou, E., Ekinci, Y., Evans, G., Hobbs, M., Labib, A., ve Machtynger, L. (2020). “Artificial Intelligence (AI) in Strategic Marketing Decision-Making: A Research Agenda”. *The Bottom Line*, Vol. 33, pp. 183–200.
- ŞAHİN, O. (2021). “Yapay Zeka Ve Makine Öğreniminin Pazarlama Süreçleri Üzerindeki Etkileri”. İşletmeciliği Yeniden Düşünmek, içinde (241-258), Türkmen Kitabevi.
- THİRAVİYAM, T. (2019), “Artificial intelligence marketing”, Online erişim: [www.researchgate.net/ publication/328580914_Artificial_intelligence_Marketing](http://www.researchgate.net/publication/328580914_Artificial_intelligence_Marketing). (Erişim Tarihi: 01.08.2023).
- WALKER, W. L. (2018). “AI in Food Dish Preparation –Mouth Watering Food Prepared By Robots”. Online. <https://crowbarprotein.com/ai-in-food-dish-preparation>. (Erişim Tarihi: 05.08.2023).
- SELLERS, D., Elliott, T., ve Noga, M. (8). Ways Machine Learning is Improving Companies’ Work Processes. *Harvard Business Review*, Vol. 1, No. 1, pp. 2-6.
- WILLMAN-IIVARINEN, H. (2017). The Future of Consumer Decision Making. *European Journal of Futures Research*, Vol. 5, No. 1, pp. 14.
- World Economic Forum Report. (2020). https://www3.weforum.org/docs/WEF_Annual_Report_2020_21.pdf, 01.09.2023 tarihinde erişildi.