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The Impact of Artificial Intelligence on the Service Industry and Consumer Behavior: A Bibliometric Analysis

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Abstract: This study aims to reveal, through a bibliometric analysis, more information about the transformation and impacts of artificial intelligence on the service industry and consumer behavior transformation and development over the last 32 years. Articles were collected from three databases using keyword combinations (artificial intelligence, service industry, consumer behavior, marketing, machine learning, etc.). Then, inclusion and exclusion criteria for the field were applied to obtain the final sample. The final sample consisted of 50 peer-reviewed articles. Three separate analyses were conducted to test the sample. A performance analysis identified the publication years of the articles, contributions per country, and the output of the relevant journals. The data analysis analyzed the articles in-depth and provided insights into the evolution of relevant scientific production. The study's findings provide a broad perspective on research to date and identify potential research gaps. This research endeavors to contribute to the marketing field by undertaking a bibliometric analysis of research concerning the impact of artificial intelligence on consumer behavior and the service industry, spanning the period from 1991 to 2024. It offers suggestions to academics and researchers for future research.

Keywords: Artificial intelligence, Service industry, Bibliometric analysis

Introduction

Marketing departments historically leveraged data analytics and key performance indicators to assess their advancement toward revenue and customer growth objectives (Morgan et al., 2002). Nevertheless, these endeavors challenge the growing volume of data, intricate landscapes, intensified competition, and swiftly evolving customer preferences. Digital technologies have opened up possibilities for revealing insights regarding customer needs and behaviors, from individuals to businesses and governmental bodies (Zaki, 2019).This has changed the way businesses connect with clients, comprehend their needs, and give esteem (Bednar & Welch, 2020). Different variables have driven the requirement for a modern-promoting worldview. Advanced innovations have gigantic control and can offer profitable experiences from tremendous amounts of information.

The way machines and humans interact is being changed by artificial intelligence. Artificial intelligence collects and analyzes real-time data to meet customers' needs. Marketing is one of the industries that has seen significant changes due to the rapid growth of artificial intelligence. Artificial intelligence techniques are used to reveal classified information. They help organizations generate real-time revenue growth and strengthen their customer relationships.

The advent of artificial intelligence (AI) in the corporate world holds the potential to significantly impact the economy and employment, much like the industrial and digital revolutions of the past (Bock et al., 2020). This type of automation affects not just manual tasks but also those that require analytical, intuitive, and empathetic abilities (Huang & Rust, 2021). Automation is being used to directly and efficiently interact with customers in

various industries, including banking and finance (Belanche et al., 2019), travel and tourism(Akdim et al., 2021; Belanche et al., 2020; Byrd et al., 2021; Romero & Lado, 2021), service operations (Ivanov & Webster, 2021), and healthcare (Wirtz et al., 2021).

Innovative technologies such as automated interactions in certain services have the potential to greatly impact customer choice, experience, service quality, and productivity. According to (Van Doorn et al., 2017), these types of interactions may even influence consumer behavior. Meanwhile, (Bock et al., 2020)suggest that AI has the power to disrupt services. While automation has clear benefits in some areas, such as the transportation of goods, its impact on social interaction and its ability to replace human interaction in service settings remain uncertain.

The development of big data analysis and AI led to the development of predictable analytics, including machine learning and data mining solutions. AI has transformed marketing by providing an advanced way to analyze and process data and make decisions. Business leaders who understand its potential see its use as an asset. AI can provide significant advantages in terms of data processing and prediction accuracy. In marketing, AI tools have proven useful in predicting consumer behavior. The brand spends time and money to understand customers' needs better, highlight their products or services, and define their market share. Companies use AI tools to analyze web metrics and optimize transportation and transformation strategies to increase customer satisfaction. To achieve our business objectives of enticing new customers and anticipating their purchasing habits, we utilize various forms of AI, including machine learning, natural language processing, expert systems, audio and visual recognition, planning, and robotics. Our aim is to enhance customer satisfaction, loyalty, and sales forecasts by leveraging smart systems that personalize and anticipate demands, while reducing decision-making risks and boosting sales.

This study aims to explore the expansion and impact of artificial intelligence within the service industry. By posing a series of research questions, valuable insights can be gained by companies. To accomplish these objectives and tackle the research questions, a bibliometric research approach has been adopted. In order to obtain a thorough understanding of the subject, various aspects, such as the co-occurrence of keywords, performance by decade, contributions by country, and academic journal publications, are analyzed.

Method

Bibliometric analysis is a valuable statistical tool utilized to analyze publication patterns within a field. By employing this method, researchers can efficiently identify current trends and gaps in research, thereby providing direction for future studies (Guo et al., 2019). This approach is especially beneficial for academics keen on exploring a specific area of study as it offers a rapid comprehension of the field. The main bibliometric analysis tools are performance analysis and science mapping. Performance analysis assesses scientific impact by analyzing journals, authors, and citations. Meanwhile, science mapping creates a visual representation of the structure and progression of scientific research through co-word and co-citation analyses (Feng et al., 2017). This study's methodology focuses on four primary areas, including a four-step process that entails selecting bibliometric databases, identifying keywords, refining initial results, and developing a data analysis plan.

Selecting the Bibliometric Databases

The first step was a comprehensive search of three databases: Google Scholar, Scopus, and Web of Science. This method made it possible to analyze articles from a larger range of nations and sources. The Web of Science is a widely used and well-known research database worldwide. The Google Scholar database was utilized to obtain a range of viewpoints from different researchers, and the Scopus database offered access to more than 20,000 peer-reviewed journals from multiple publishers (Verma et al., 2021). This made it easier to conduct a thorough analysis of the body of literature that was available, which advanced our understanding of the topic at hand.

Defining the keywords and identification of key outcomes

The initial search used keywords included in the research questions, ‘artificial intelligence’, ‘service industry’ and ‘consumer behavior’. These keywords were entered into the three databases using the ‘all fields’ search function. As can be seen in Table 1, this methodology was used with all three databases. While Scopus and

Google Scholar returned a higher number of articles, some were not closely related to the primary subject matter of the research. From all these possible combinations, 40,716 articles were collected. The review was conducted in April 2024.

Table 1. Keyword combinations

Database	Number of studies
Web of Science	10.729
Scopus	542
Google Scholar	29.445
Total	40.716

A broad search was conducted, but the results were filtered based on two main factors relevant to the research topic. First, publications had to be in English. Second, out-of-field studies, such as those in engineering and psychology, were excluded. However, studies in business were included in the research results. Thus, 50 peer-reviewed articles on artificial intelligence in marketing were identified as suitable for the field.

Conducting Data Analysis

Once the final sample was identified, the data was analyzed. To obtain a cluster-oriented organization of a sample and show visual links between keywords, the researchers used VOSviewer software (Van Eck & Waltman, 2010). VOSviewer is a tool that creates and visualizes bibliometric networks by generating a cloud map based on various relevant factors such as authors, journals, and keywords (Srivastava & Sivaramakrishnan, 2021).

The study aimed to analyze keywords related to artificial intelligence and customer behavior in the service industry. The analysis included the number of studies conducted by year, country-based contributions, and journal-based publications. The initial research exploring the intersection of artificial intelligence and marketing dates back to 1991. Since then, a growing number of studies have been conducted, with a notable increase in publications during the 2020s, particularly in the area of customer behavior and the service industry. Findings suggest a significant uptick in studies during the 2010s compared to the 1990s with 10 studies conducted in 2022, 8 in 2023, and 4 in 2024. A total of 50 studies that were subject to the research and met the basic separation criteria, published in English and the field of business administration, and published in peer-reviewed journals were conducted. The studies published every year are shown in Figure 1.

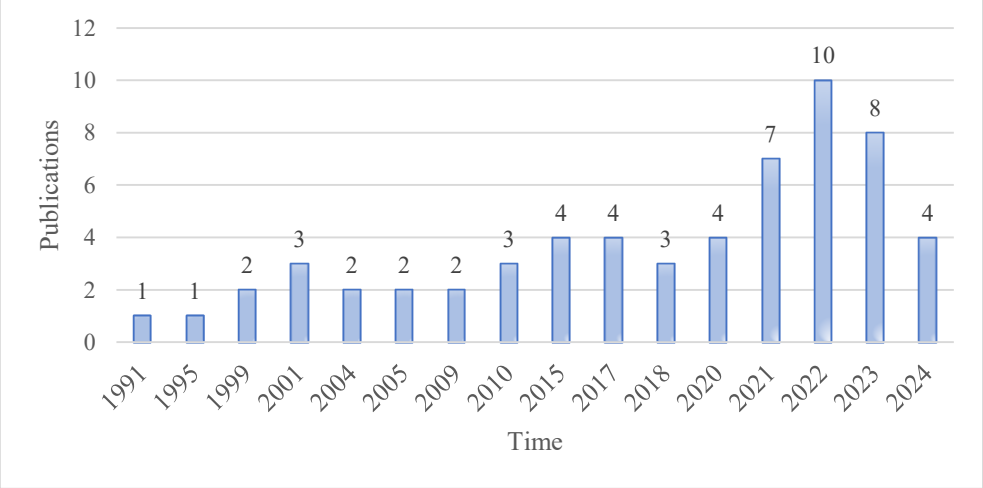

Figure 1. Number of publications by year

Determining Country-Based Contribution

The research identifies the top-producing countries in a field based on the authors' country of origin. The map shows the country with the highest number of publications. The top 10 contributing countries were identified. The map is shown in Figure 2.

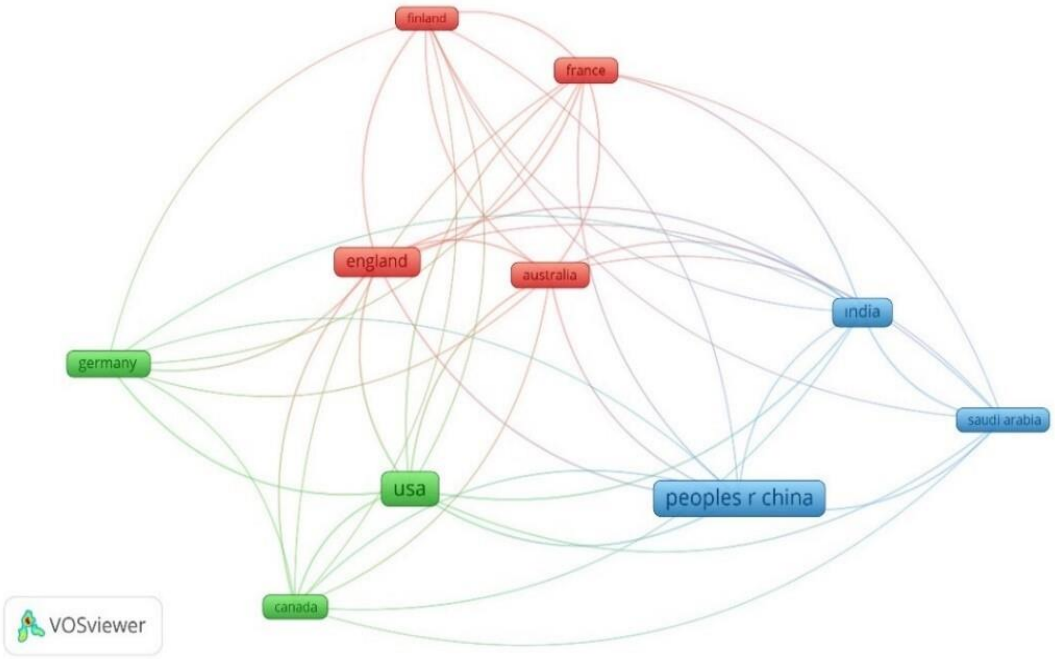

Figure 2. Map of the most prolific authors.

Source: VOSviewer

Studies that revealed the relationship between artificial intelligence and marketing analyzed the findings of which authors contributed the most to the field and identified the countries of the most productive authors. The country map shows that authors from a wide range of countries have contributed to the field. A map of countries by origin of the most prolific authors was created and is shown in Figure 3.

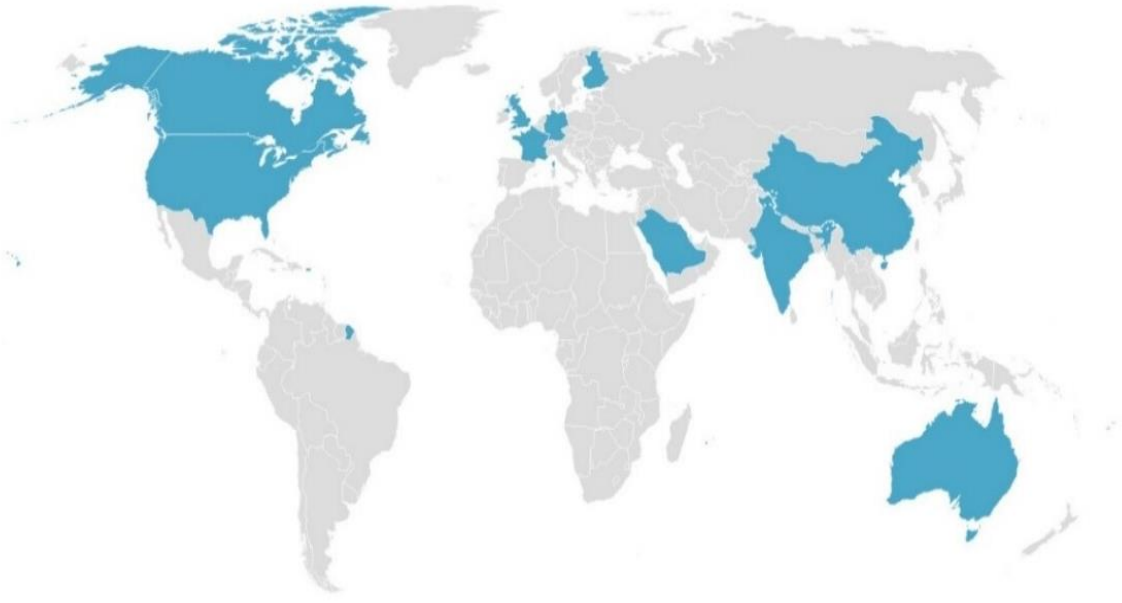

Figure 3. Map of the most prolific countries

Source: VOSviewer

Several studies have been conducted regarding the influence of artificial intelligence on customer behavior and the service industry. The findings reveal that the United Kingdom, China, and the United States of America are the top three countries with the highest number of published research papers on the subject. Table 2 outlines the top 10 countries with the most publications.

Table 2. The 10 most productive countries (based on author origin)

Number	Country	Number of articles
1	China	206
2	USA	193
3	England	108
4	India	99
5	Germany	63
6	Australia	60
7	France	58
8	Saudi Arabia	44
9	Canada	40
10	Finland	27

Determining the Number of Publications according to Journals

The 17 articles were published in 15 journals: the statistics show that the articles were not concentrated on just a few journals but were published over a wide variety. Table 3 lists the 15 most featured academic journals. Since customer behavior and the service industry are related to the business field and, more specifically, to marketing, most of the journals are associated with marketing in some way. Academic studies within the scope of artificial intelligence, service industry, and customer behavior are still very new, and there are still few studies in this field.

Tablo 3. Fifteen of the most prominent academic journals

Name of the journal	Number of articles
International Journal of Bank Marketing	2
Sustainability	2
Entrepreneurship and Sustainability Issues	1
Global and National Business Theories and Practice: Bridging the Past with the Future	1
International Journal of Entrepreneurial Behavior & Research	1
Journal of Asia Business Studies	1
Journal of Hospitality and Tourism Technology	1
Journal of Service Management	1
Journal of Theoretical and Applied Electronic Commerce Research	1
Marketing and Management of Innovations	1
Market-Tržište	1
Pacific Business Review International	1
Technology Innovation Management Review	1
Tourism Management Perspectives	1
Tourism Review	1

Publication Performance of Academic Journals

An analysis was carried out for the keywords used in the studies conducted within the scope of artificial intelligence. In the analysis, the studies conducted in the field of business administration were determined in accordance with the purpose of the study. The keywords used in the journals in which these articles were published were determined, and various clustering results were obtained regarding the scope of the studies conducted so far. The results for keywords are shown in Figure 4.

Results

The VOSviewer tool was used for keyword analysis. The results showed the presence of 8 clusters. Network visualization is shown in Figure 4. Given the different colors, groups can be easily distinguished, and keywords have different sizes depending on the size of the production concerned. This helped us to differentiate between clusters and made it easy to answer the question of which areas of work under top-layer visualization and

artificial intelligence were concentrated. Although there are a total of 8 clusters, some groups have been merged because of very close keywords, and therefore, a whole of 5 clusters will be studied. The clusters generated by means of keywords are shown in Figure 5.

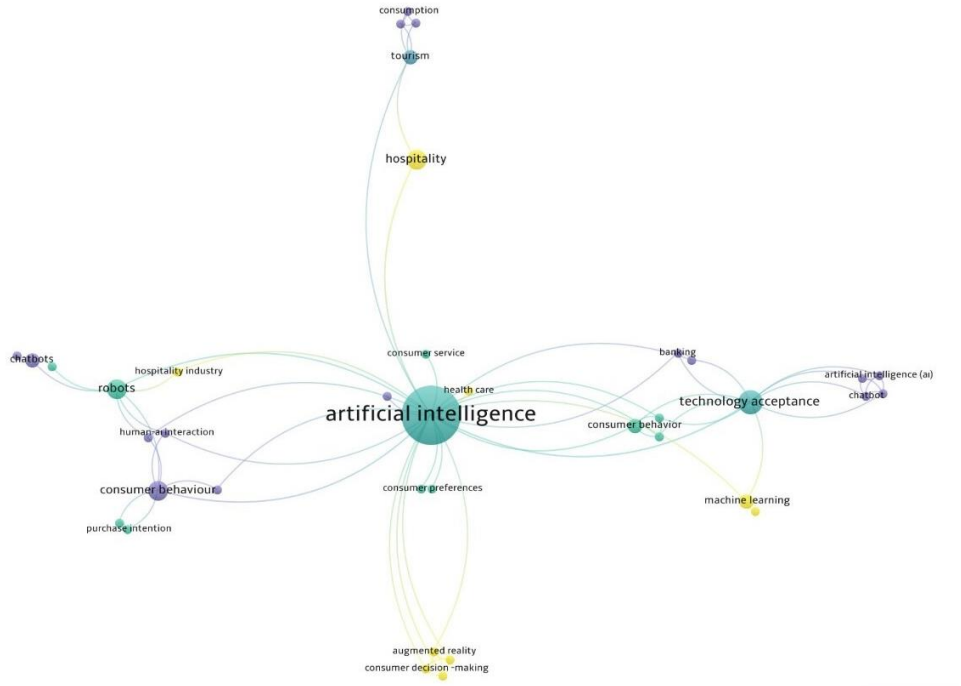

Figure 4. Visualization of keywords

Source: VOSviewer

Cluster 1	Cluster 2	Cluster 3	Cluster 4	Cluster 5
• Digitalization in the service industry	• Adoption of new technologies	• Changes in consumer behavior	• Using Artificial Intelligence to engage customers	• Artificial intelligence applications on social media

Figure 5. Grouping of clusters

Cluster 1. Digitalization in the Service Industry

In the first cluster, more services include human-computer interaction, thus highlighting digitization. It has been concluded that research on the implementation of robots in the service industry has focused on exploring the connection between consumer behavior and buying patterns. Particularly in the travel sector, changes in consumer behavior have been observed with the adoption of artificial intelligence applications. Research into the tourism and accommodation sector is highlighted in this group. Considering that unexpected crises, natural disasters, or epidemics affect whatever sector, it can be said that the existence of alternative instruments can reduce the losses by preventing the disadvantages from being experienced. With changing consumer needs, the importance of using new technologies in marketing is highlighted. It can be said that human and artificial intelligence applications will be more intrinsic in the coming years and will contribute to shaping consumer needs and behavior.

Cluster 2. Adoption of New Technologies

In the second cluster, more emphasis is placed on the adoption of new technologies. Studies include how artificial intelligence applications are used in determining the customer segment. In this context, the banking sector appears to be at the forefront. With the introduction of chatbot applications in the banking sector, the

differences in consumer behavior are also highlighted. In the field of AI-driven transformation, robots have found relevance in various sectors, including the hospitality industry. Recent developments have led to the deployment of robots in hotels and resorts to improve customer experiences. These autonomous machines can perform a range of tasks, such as delivering room service, assisting concierges, or even acting as guides around the property. Research indicates that the integration of robotic services in the hospitality industry can enhance guest perception and operational performance (Alboqami, 2023). In addition to traditional methods, applications that provide more flexible transportation for consumers are preferred, but the critical point here is that consumers accept new technologies.

Cluster 3. Changes in Consumer Behavior

This cluster includes changing consumer behavior and artificial intelligence applications. In this context, with changing consumer behavior, it can be said that there are new service offerings, especially in the accommodation and tourism sector, especially online. Artificial intelligence applications, especially virtual reality and augmented reality applications, are increasing. Businesses do not have to lag behind current practices to adapt to rapidly changing consumer demands. Consumers seeking services without time and space constraints are now choosing easier access. The consumer is faced with many alternatives in the decision-making process, and the key point here is that it can offer the consumer a faster and more differentiated service experience. Therefore, the study emphasizes the importance of providing consumers with virtual experiences that create a unique sense of physical environment in order to save more time.

Cluster 4. Using Artificial Intelligence to Engage Customers

Studies on the service sector and consumer behavior are highlighted in this cluster. In the service sector, it was concluded that there was a trend towards the banking and financial sectors. Banking is one of the most prominent sectors for AI applications. In this context, consumer behavior and consumer satisfaction are seen to play an important role. Given that today's consumers do more than mobile applications, should take account of this change in behavior. Studies in this area show that the two most important factors in consumer behavior are quality perception and satisfaction with service procurement.

Artificial intelligence is utilized in the banking sector to enhance operational effectiveness, safety and the customer experience. It automates repetitive actions such as data collection and fraction recognition, reducing operational expenses. AI-powered chatbots provide round-the-clock customer assistance. Machine learning algorithms assess client data to customize services and identify uncommon operations, improving safety. AI is a versatile technology that combines machine learning, natural language processing, and computer visualization to analyze data, make decisions, and automate operations. The banking industry utilizes AI to enhance customer care and security while also developing tailored financing solutions. The increasing use of artificial intelligence applications in the financial sector and in the banking sector, confirms the increase in research in this area.

Cluster 5. Artificial Intelligence Applications on Social Media

This cluster includes social media and artificial intelligence applications. With the shaping of consumer behavior, social media in particular has become a means for businesses to obtain much more data. In today's digital age, huge amounts of data are produced every day. Artificial intelligence (AI) plays an important role in large social networks to help manage this data. The integration of artificial intelligence (AI) with social media has revolutionized marketing operations and elevated user experiences. AI-powered tools facilitate text and visual content creation, influencer research, advertising management, social media monitoring, and brand awareness campaigns. Brands can leverage AI to personalize content, optimize influencer marketing strategies, and track ad performance, leading to increased engagement and improved marketing outcomes. As AI technology advances, it will continue to offer more advanced and refined tools, transforming the social media landscape even further.

Conclusion

Artificial intelligence has quickly evolved over the past few years and is changing the way we perceive and understand marketing. Proper employment of AI provides significant advantages. The main benefit is how well

the technology has impacted marketers' ability to study and understand consumer behavior. Marketers are researching online behavior to improve their strategies. In recent years, artificial intelligence (AI) and marketing have been collaborating strongly. Many sectors, including marketing, are rapidly adopting artificial intelligence and machine learning. Undoubtedly, technology is constantly evolving, and AI has changed the face of marketing.

The most fundamental outcome of the literature study is that very few studies have been conducted on the impact of artificial intelligence on customer behavior and the service industry. The current study provides a contribution to marketing by filling a gap, i.e., with a biometric analysis that studies the impact of AI on customer behavior and the service industry. The visualization performed with VOSviewer identified 5 clusters associated with the central theme of the study:

- Digitalization in the service industry
- Adoption of new technologies
- Changes in consumer behavior
- Using Artificial Intelligence to engage customers
- Artificial intelligence applications on social media

The study also identified future research directions. After the clustering, it was concluded that the most intensive research areas were "artificial intelligence, consumer behavior, digitalization, banking and travel sector and chatbot" through the following keywords. In the realm of digital marketing, artificial intelligence applications have become increasingly prevalent. Specifically, there has been an emphasis on the use of AI in the tourism and banking industries to engage with customers beyond physical service provision. As a result, the use of robots and chatbots has become a popular tool in the service sector.

Recommendations

Within the scope of the studies carried out, research gaps in the field have been identified for future research, and it is important to carry out more studies in this field both to ensure progress in the academic field and to benefit businesses. The keywords and research areas identified to guide future studies are shown in figure 6.

Figure 6. Content analysis visualization

The content analysis, which was created to provide guidance for future research, consists of three main headings. These three main topics, with artificial intelligence and marketing at the core, are as follows: service industry, machine learning and customer orientation. In the studies on the impact of artificial intelligence applications on the service sector, it is seen that the banking, finance and tourism sectors are mostly investigated. It is suggested that logistics and supply chain, health and retail sectors can also be the subject of future studies. Since there is a literature gap in the field regarding these sub-fields, it is thought that future studies will be beneficial.

Artificial intelligence has demonstrated significant potential in a variety of fields, including healthcare, consumer analytics, financial services and marketing. The use of AI is increasingly supported by both businesses and academics. In healthcare, AI helps in recording and processing documents and providing medical support. Artificial intelligence is improving many sectors, including healthcare, and especially differentiating the customer experience. It is changing the way healthcare-related services are delivered. An example of this is the use of surgical robots in the healthcare sector.

AI chatbots can assist patients with a range of health problems. In this digital era, we cannot disregard the fact that consumers expect quick gratification. Virtual assistants can provide effective treatment for health issues and symptoms, eliminating the need for a patient's doctor to travel to a distant hospital for an appointment or response. In order to provide patients with a special experience, healthcare staff and bots need to connect.

The logistics and supply chain sector is a popular area of research for AI applications. Artificial intelligence is becoming increasingly important in global logistics and supply chain management. It offers significant advantages over competitors and opportunities to reduce costs in areas such as demand forecasting, demand management, manufacturing scheduling, transportation, and delivery planning. Artificial intelligence has the potential to significantly increase effectiveness and aid in making intelligent decisions.

Its applications in logistics and supply chain processes, such as autonomous vehicles, route optimization, and smart roads, are particularly noteworthy. Given the benefits in terms of cost and time, it is crucial for academic and business professionals to conduct further research in this area.

Online businesses are utilizing artificial intelligence to connect with customers. With the assistance of modern AI and online business platforms, vast amounts of data related to consumer behavior and usage patterns can be utilized. This allows for personalized purchasing experiences for online shoppers through computer-assisted computation and self-learning tools. AI-powered online shopping provides features such as visual tracking, voice search, and selection intelligence tools. The use of AI in online shopping facilitates a more effective sales process by providing a customer-centric approach and a new level of personalization. Emerging marketing techniques are supported by new technologies, including AI systems, which are designed to effectively reach target consumers and deliver enhanced consumer experiences.

It is seen that the impact of artificial intelligence applications on the service sector is very important, it saves time and cost, and most importantly, it is one of the critical tools to provide more personalized and faster service to customers. In this context, the fields of healthcare, logistics and supply chain, and online retail are recommended for researchers who want to study the service sector. Another area of research proposed for future research is machine learning. An AI system that incorporates machine learning will increase your client's experience and help you to significantly improve conversion, revenue and profit. Businesses that provide online services can decrease their workload by implementing AI on their e-commerce sites. This will enable them to respond more quickly to evolving trends than a human can, especially when it comes to executing business operations.

In particular, the use of chatbots in e-commerce and the use of augmented reality applications in online purchases will provide a flexible application service against changing customer behavior. Virtual reality, three-dimensional visualization applications will allow consumers to have a different experience. Chatbots are a valuable tool for online customers. They provide information about product availability and suggest options, as well as updates on delivery and order progress. They provide information about product availability and suggest options, as well as updates on delivery and order progress. Additionally, they can suggest products related to the customer's search.

For future research, studies can be conducted including how artificial intelligence applications, especially augmented reality and machine learning, affect customers' online purchasing behaviors and the impact on firm performance within the scope of firm and customer interaction in e-commerce transactions. Another concept

suggested for future research is customer orientation. Nowadays, companies are increasingly using artificial intelligence (AI) to improve customer experience and engagement. AI technology has the potential to revolutionize the way companies interact with customers, providing new opportunities to personalize applications, streamline processes, and enhance outcomes.

Digital transformation can improve customer experiences and engagement by utilizing technologies such as AI, machine learning, and data analytics to help businesses meet these expectations. Businesses can improve customer experience by using chatbots and virtual assistants to provide prompt, personalized customer assistance through these implementations. These systems can help organizations simplify customer service procedures and reduce response times. For future research, it is recommended to conduct studies on how customer-oriented artificial intelligence applications affect customer experience and customer engagement. In addition, studies can also be conducted to determine whether this results in customer loyalty.

In this study, the impact of artificial intelligence applications on changing customer behavior and its applications in the service sector were discussed. In this context, it can be said that the study is very important because it analyzes the studies conducted so far in the field, reveals the gaps in the field and identifies keywords and concepts that can be used for future research. As a result, the information provided and analyzed in this research will be a great service to practitioners and the field for researchers involved in the relationship between AI and consumer behavior and the service industry.

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Scientific Ethics Declaration

The author declares that the scientific, ethical, and legal responsibility of this article published in EPSTEM Journal belongs to the author.

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