

# Crafting Connections: Generative AI's Impact on Post-Purchase Communication

Mirismoil USMONOV<sup>1</sup> 

Ibn Haldun University, Department of  
Communications, Faculty of Media and  
Communications, İstanbul, Türkiye.



## ABSTRACT

As e-commerce continues to expand, the importance of enhancing customer experience through effective post-purchase communication becomes more critical. This research addresses a significant gap in current knowledge by exploring the impact of generative artificial intelligence (Gen AI) on post-purchase communications, a largely underexplored area with substantial implications for customer satisfaction and brand loyalty. The objective of this study is to evaluate how Gen AI tools effect customer post-purchase interactions and to identify best practices and likely pitfalls in their application. Employing a qualitative analysis of 80 academic papers, this study utilizes Thematic Qualitative Data Analysis (TQDA) to categorize findings into key themes: Alignment with Expectations, Perceived Responsiveness, Emotional Resonance, and Customer Retention. The research revealed that Gen AI significantly enhances customer satisfaction by providing personalized and timely responses, which align with customer expectations. Moreover, AI-driven strategies are shown to improve customer retention by enhancing the overall emotional connections through consistent, quality interactions. The implications of these findings are profound for e-commerce businesses. Implementing Gen AI can lead to better customer loyalty and a competitive advantage in e-commerce. Still, companies must address the challenges to maximize the benefits. And ensure the ethical use of AI and maintain a balance amid automated and human interactions. This research contributes to the broader understanding of AI's role in e-commerce and offers a foundation for more exploration into optimizing AI tools.

**Keywords:** Generative Artificial Intelligence, Post-Purchase Communication, Responsiveness, E-Commerce, Customer Satisfaction, Retention, Brand Loyalty.

Received 14.01.2025  
Accepted 26.03.2025  
Publication Date 29.03.2025

Corresponding author: Mirismoil Usmonov

E-mail: muamiruz@gmail.com

Cite this article: Usmonov, M. (2025). Crafting Connections: Generative AI's Impact on Post-Purchase Communication in E-Commerce. *Contemporary Issues of Communication*, 4(1), 77-101.

<https://doi.org/10.62425/conicom.1620170>



Content of this journal is licensed under a Creative Commons Attribution-NonCommercial 4.0 International License.

## Introduction

The COVID-19 pandemic accelerated the global shift to digital shopping, making e-commerce platforms essential for businesses to survive and thrive. With lockdowns and social distancing, consumers embraced online shopping for safety and convenience, driving unprecedented growth in e-commerce adoption (Paraschiv et al., 2022). This shift has reshaped consumer behavior, creating a lasting demand for robust, user-friendly digital marketplaces (Gokila, 2021).

Since then, e-commerce platforms sales increased twice, in the year 2024 online sales hit 6,3 billion US dollars (Statista, 2024). In the growing landscape of e-commerce, the post-purchase phase is gradually recognized as an essential moment for shaping buyer experiences and building brand loyalty. Traditionally characterized by transactional communications such as order approvals and delivery updates, this phase now offers opportunities for richer, tailored engagement. Post-purchase communication has shifted from being a functional need to a strategic avenue for reinforcing trust, encouraging repeat purchases, and nurturing long-term relationships with customers (Muhammad & Stukalina, 2024).

Gen AI, a transformative innovation in artificial intelligence, has redefined this landscape by enabling businesses to create personalized, contextually relevant, and timely communication with customers (Da Xu et al., 2024). Its applications in post-purchase communication extend far beyond automation, serving as a critical tool for enhancing customer satisfaction and driving into brand loyalty.

This paper seeks to explore how Gen AI is reshaping the frameworks of post-purchase communication in e-commerce platforms. Led by the research question "How does Gen AI redefine post-purchase communication in e-commerce, and what are the implications for customer satisfaction and brand loyalty?" this study investigates the prospective of AI to transform customer engagement strategies to next level, while also addressing ethical considerations such as data transparency and trust.

## Understanding Post-Purchase Communication in the Age of Gen AI

Traditional strategies, including email confirmations and static customer service systems, often fall short of meeting the evolving expectations of consumers in a digital-first environment. Gen AI, present a transformative opportunity to reimagine these interactions by personalizing customer experiences and addressing challenges such as delayed responses and lack of contextual relevance (Thamma et al., 2024).

Extant empirical research refers to existing studies and scholarly work that have already been conducted and published on the topic or related areas of inquiry. These studies involve the collection and analysis of empirical data which are based on observation or experience to answer specific research questions or test hypotheses (Sekaran & Bougie, 2016). In this paper, extant empirical research contains formerly published studies on post-purchase communications, Gen AI in e-commerce, customer satisfaction in digital platforms, brand loyalty in a click bait time, and the influence of legal and ethical factors on Gen AI in e-commerce platforms.

By reviewing extant empirical research, this paper learns what existing tools are used and what techniques are practiced in the field. Moreover, it gains into what has already been explored and discovered in the field. This helps in identifying gaps in the existing knowledge, highlighting areas that require further investigation, and building on previous findings to contribute new knowledge to the academic community. In order to achieve most provision results several limitations will be applied in the literature part. First, there will be only reviewed papers from last two years which is 2023-2024. Second, this paper will discuss only Gen AI models currently active in use by 2025, and excludes outdated or experimental AI systems. Third, this paper constructs the theoretical framework by the perspective of Expectancy Confirmation Theory, Media Richness Theory, and Social Presence Theory. This evaluation processes will lead the paper to extract unique results and contributes future developments of Gen AI in post-purchase communications in e-commerce platforms.

## The Role of Post-Purchase Communication in E-Commerce

Earlier post-purchase strategies, such as email follow-ups, feedback requests, and loyalty programs, aim to cherish customer relationships and encourage repeat purchases (Thamma et al., 2024). Yet, these approaches often fall short due to their generic nature and limited capacity for real-time engagement. Customers increasingly demand personalized, immediate interactions that traditional methods cannot efficiently deliver (Ramirez-Asis et al., 2023).

Expectancy-Confirmation Theory (ECT) provides a valued lens to study this dynamic, suggesting that customer satisfaction hinges on the alignment between their post-purchase expectations and the actual communication received (Octalina, Rahimeh, & Arifin., 2023). Traditional strategies most of the time fail to meet these expectations, highlighting the potential for Gen AI to fill this gap by beating consumer expectations through personalized, engaging content. Recent studies have shown that AI-driven personalization in post-purchase communication can significantly enhance customer satisfaction and loyalty. For instance, research held in Indonesia by Utomo, Sundjaja, and Colline (2024) proved that Gen AI influenced shopping boosted online holiday sales, indicating a positive correlation between AI integration and consumer engagement. Moreover, the implementation of AI-powered chatbots and virtual assistants has transformed customer service by providing real-time, personalized interactions that meet the immediate needs of customers. This advancement addresses the limitations of traditional post-purchase strategies, which often lack the capacity for such engagement.

However, the rise of Gen AI also presents challenges, such as the proliferation of fake reviews, which can undermine customer trust and satisfaction. This issue underscores the need for ethical concerns and robust verification mechanisms in the deployment of AI tools in post-purchase communication (Fan-Chuan, 2024). Although Gen AI is aligning communications more closely with customer expectations, as suggested by ECT, the integration of Gen AI must be approached with caution, considering potential ethical issues and the need for maintaining customer trust.

### Gen AI Tools Used in E-Commerce

In the evolving landscape of e-commerce, global giant brands like Amazon, eBay, and also many other regional online platforms, are increasingly adding Gen AI tools to enhance post-purchase communication. AI driven solutions offer personalized, interactions that beat traditional methods, which posits that customer satisfaction is achieved when experiences meet or exceed expectations (Thamma et al., 2024).

**Chatbots and Virtual Assistants** have transformed customer service by providing real-time, human-like interactions. These tools handle inquiries, offer shipping updates, and resolve post-purchase issues efficiently (Pariere et al., 2024). Statista (2024) data shows increasing demand for AI chatbot providers. As of December 2023, the company ASAPP was the most funded chatbot AI worldwide, with around 380 million U.S. dollars (Thormundsson, 2024).

**Email Personalization**, which includes product suggestions, and promotional offers tailored to individual customer preferences. Personalization at this level fosters customer loyalty and encourages repeat purchases. This AI driven ability can enhance customer engagement and satisfaction in e-commerce platforms (Pariere et al., 2024).

**Review Summarization** provide businesses with actionable insights into customer sentiments and product feedback. This capability enables companies to make informed decisions and address customer concerns promptly. Integration of this AI tool has been shown to improve customer service and satisfaction by effectively managing and interpreting large volumes of customer feedback (Schermerhorn, 2023).

AI driven content generators update ***Dynamic Frequently Asked Questions (FAQs)*** based on emerging customer concerns, ensuring that data remains current and relevant. This proactive approach reduces customer effort in seeking assistance and enhances the overall user experience (Wilcox, 2024).

The adoption of Gen AI tools in post-purchase communication simplifies operations for e-commerce platforms. By delivering personalized, timely, and relevant interactions, these technologies address the limitations of traditional methods and meet the evolving expectations of consumers in the digital age (Pariere et al., 2024).

### **Media Richness and Enhanced Communication**

Gen AI has significantly changed customer engagement by aiding e-commerce platforms to deliver personalized experiences at scale. Tools such as chatbots, lively messaging systems, and AI-generated recommendations have redefined business-to-customer interactions, mainly in the post-purchase phase. These AI driven solutions boost consumer satisfaction by providing tailored responses and predictive insights, aligning with Media Richness Theory (MRT), which posits that the effectiveness of communication channels is determined by their capacity to convey rich, nuanced information (Zhu, Lin Tan & Panwar, 2024).

**Enhanced Personalization and Customer Satisfaction.** Gen AI facilitates the creation of highly personalized content, adapting to individual customer preferences and behaviors. This personalization leads to increased customer satisfaction and loyalty. Gen AI driven personalization in e-commerce significantly improves customer engagement and satisfaction, emphasizing the importance of tailored interactions in the digital marketplace (Choppadandi, 2023).

**Real-Time Interactions and Responsiveness.** The integration of AI powered chatbots and virtual assistants enables real-time communication, addressing customer inquiries and concerns promptly. This immediacy enhances the customer experience by providing timely support and information. Gen AI enabled knowledge sharing and real-time interactions contribute to improved service quality and customer satisfaction (Kulkarni, 2024).

In summary, the application of Gen AI in e-commerce post-purchase communication enhances media richness by delivering personalized, timely, and contextually relevant interactions. This advancement not only meets but often exceeds customer expectations, leading to increased satisfaction and loyalty. The alignment with Media Richness Theory underscores the effectiveness of AI-driven communication channels in conveying complex and nuanced information, thereby fostering deeper customer engagement and trust.

### **Building Trust Through Social Presence**

Amid the transformative digital era, consumer expectations in the post-purchase phase have increased pointedly. Customers now anticipate personalized, human-like interactions that reflect their preferences and behaviors. Failure to meet expectations can lead to dissatisfaction and decreased loyalty (Gülbaşı & Taşkın, 2024).

Social Presence Theory (SPT) offers a valuable framework for understanding how AI driven communication tools can simulate human-like interactions. By creating a sense of social presence, AI tools enhance emotional connections with customers, addressing their need for meaningful engagement even in automated settings. Recent study from BMC Psychology have demonstrated that Gen AI powered chatbots increase customer engagement with brands by providing personalized interactions and continuous availability (Ding & Najaf, 2024, p. 595). The integration of Gen AI in customer engagement strategies has been shown to significantly impact consumer behavior. A bibliometric analysis by AI and I journal of MIT Press about AI's effects over the last 30 years indicates that AI enhances customer engagement and advertising effectiveness (Charniak, 2024).

As Gen AI driven personalization is becoming very essential in e-commerce, one risk lays there. Its enhancement on customer engagement by delivering tailored content and experiences may also lead to further verification by actual human. This means current Gen AI only comforts, without critical analyzing (Choppadandi, 2023).

Nevertheless, the role of Gen AI in customer engagement is expected to grow. Many giant corporate putting their investments to exploring how Gen AI driven results enhance customer engagement can provide valuable insights for businesses aiming to improve their customer interaction strategies (Thormundsson, 2024).

In brief, the application of Gen AI driven communication tools, guided by SPT, enables businesses to meet evolving consumer expectations by providing tailored, human-like interactions. This approach promotes deeper emotional connections, enhances customer engagement, and builds trust, ultimately contributing to increased customer satisfaction and loyalty.

### **Addressing Research Gaps and State of Research Summery**

The evolving intersection of generative AI and post-purchase communication presents significant potential for transforming e-commerce practices. However, despite the advancements explored in this review, key gaps remain that merit further investigation. Traditional post-purchase strategies, as discussed in Section 2.1, often fail to meet the nuanced demands of contemporary consumers. Gen AI tools promise solutions to these limitations, yet the application of such tools, especially in aligning with consumer expectations through frameworks like ECT, requires deeper exploration.

The analysis in Section 2.1 highlights how Gen AI tools such as chatbots, email personalization platforms, and dynamic content generators are reshaping e-commerce communication. However, the academic discourse remains fragmented in providing systematic evaluations of these tools' long-term impact on customer loyalty and satisfaction. While practical uses thrive, theoretical validation remains underdeveloped.

In Section 2.2, the integration of MRT revealed how Gen AI fosters rich, engaging communication experiences. Yet, further research is needed to quantify its effectiveness across diverse consumer demographics and cultural contexts. Additionally, while Gen AI excels in delivering real-time, tailored interactions, its role in building trust and emotional resonance, as framed by SPT in Section 2.3, is still in its nascent stages. Furthermore, empirical studies that utilize qualitative methodologies, such as case studies or thematic analysis, remain scarce. These methods could offer valuable insights into the lived experiences of businesses and consumers navigating Gen AI driven post-purchase landscapes.

In summary, while the integration of Gen AI in post-purchase communication is transformative, the academic and practical understanding of its full potential remains deficient. This research paper seeks to address these gaps by exploring how Gen AI redefines post-purchase communication frameworks, offering recommendations for maximizing its effectiveness in enhancing customer satisfaction and brand loyalty.

The following table provides an outline and recap the theoretical construct of PPC in the age of Gen AI from articles used as literature review sections.

**Table 1:** Summary of state of research. Source: Own illustration.

Dimension	Article title	Authors	Journal	Year	Key findings
ECT	Exploring the Contingent Role of Effort Expectancy on Online Purchase Intention in an E Commerce Application	Lydia Ery Octalina, Anni Rahimah, and Zainul Arifin	Journal of Theoretical and Applied Management	2023	Perceived benefit has a positive and significant effect on purchase intention. However, effort expectancy does not have a significant role in moderating the relationships.
	The Determinant Factors of Continuance Use of Customer Service Chatbot in Indonesia E-Commerce: Extended Expectation Confirmation Theory	Arta Moro Sundjaja, Prio Utomo, and Fredelle Colline	Journal of Scinece and Technology Policy Management	2024	Perceived usefulness, confirmation & satisfaction positively affect customer service chatbot continuance intentions. Chatbot disclosure can enhance chatbot quality. However, technology anxiety negatively affects chatbot quality.
	Antecedents of Expectation and Continuance on Internet Group Buying Intention: An Empirical Study in Taiwan	Tseng Fan-Chuan	International Journal of Business and Management	2024	In the post-purchase phase, a higher level of confirmation reflects higher trust and lower perceived risk. In addition, trust, perceived risk, and attitude significantly affect consumer satisfaction.
MRT	Assessing the Influence Mechanism of Media Richness on Customer Experience, Trust and Swift Guanxi in Social Commerce	Kaiyan Zhu, Caroline Swee Lin Tan, and Tarun Panwar	HCI in Business, Government, and Organizations	2024	Social commerce adopters should focus on the quality and efficiency of media content, rather than information quantity, to facilitate a happy consumer experience.
	Enhancing Customer Experience in E-Commerce Through AI-Powered Personalization: A Case Study	Ashok Choppadan di	Tiujin Tishu / Journal of Propulsive Technology	2023	The result shown a superlative boost in a lot of customer experience metrics, such as loyalty, proactivity, predictability, and automation, after the execution of the advanced AI personalization engine.
	AI-Powered Innovations in E-Commerce and Their Effect on Business Performance	Digambar Kulkarni	Industrial Engineering Journal	2024	AI-powered automation tools significantly improve operational efficiency and lead to cost reductions. AI-driven automation explains a significant portion of the improvements in both efficiency and cost reduction, making it a crucial element for optimizing business performance.
SPT	The Two Faces of E-Commerce: A Comparison of E-Commerce Platforms and Social Commerce	Ali Gülbaşı and Ercan Taşkin	The Journal of Faculty of Economics and Administrative Sciences	2024	While e-commerce platforms stand out with their reliability and comprehensive services, social commerce offers a more direct and interactive shopping experience.
	Interactivity, Humanness, and Trust: A Psychological Approach to AI Chatbot Adoption in E-Commerce.	Yi Ding and Muzammil Najaf	BMC Psychology	2024	There is a significant mediating effect of trust toward chatbots in the relationships of inter-activity and perceived humanness to adopt chatbots for e-commerce.
	AI & I: An Intellectual History of Artificial Intelligence	Eugene Charniak	MIT Press Direct	2024	Issue with the controversy of AI—the fear that its invention means the end of jobs, creativity, and potentially even humans as a species—and explains why such concerns are unfounded.



## Existing Research Gap and Methodology

In this section, research construction, research objective and methodology will be highlighted. Step-by-step guideline goes through existing research gap, research questions, conceptual framework, and methodology.

Objective of this paper is to analyze how Gen AI transforms post-purchase communication in e-commerce and to evaluate its impact on customer satisfaction and brand loyalty. In addition, this research examines the impact of Gen AI tools on post-purchase customer satisfaction in e-commerce by identifying key attributes of AI-driven communication that align with or exceed customer expectations. Additionally, the study seeks to explore how Gen AI techniques foster emotional connections with customers, ultimately driving repeat purchases and enhancing brand loyalty. Through this exploration, the research aims to provide actionable insights into the transformative potential of generative AI in shaping post-purchase communication strategies.

### Existing Research Gaps

While Gen AI's role in e-commerce is well observed in parts like pre-purchase and recommendation systems, its application in post-purchase communication remains underexplored. The study finds several critical gaps in existing literature and practice:

1. **Customer Satisfaction Gap:** There is few researches on how Gen AI tools exactly effect customer satisfaction in the post-purchase phase. Current literature often overlooks the role of dynamic, real-time, and context-aware AI responses in aligning with customer expectations.
2. **Brand Loyalty Gap:** Existing studies insufficiently tackle how Gen AI techniques foster emotional connections and long-term customer loyalty in automated, non-human interactions. The potential for AI generated communication to build trust and deepen engagement is understudied.
3. **Theoretical Framework Gap:** Limited integration of theoretical frameworks to assess Gen AI's impact on customer satisfaction and loyalty in the post-purchase phase.

### Research Design

This study tests its hypotheses with a qualitative case study approach by exploring how Gen AI redefines post-purchase communication in e-commerce. The approach is suitable because it enables a detailed investigation of complex facts within specific real-life contexts. It examines several well-known e-commerce platforms that added Gen AI into their communication strategies, it also reveals the nuanced ways in which these tools and techniques enhance customer satisfaction and brand loyalty.

#### Hypotheses on Customer Satisfaction:

H1: Gen AI driven post-purchase communication significantly improves customer satisfaction by aligning with customer expectations through context-aware responses.

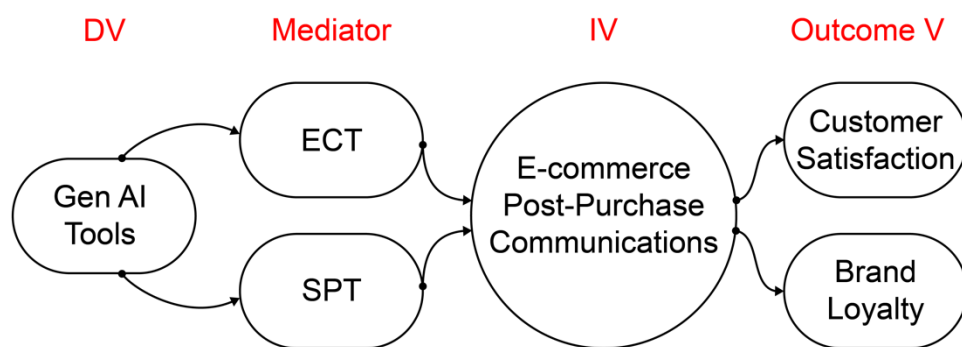
H2: The adoption of Gen AI tools in post-purchase communication is positively associated with increased levels of perceived responsiveness and engagement.

#### Hypotheses on Brand Loyalty:

H3: Gen AI techniques enhance brand loyalty by creating human-like, emotionally resonant interactions in the post-purchase phase.

H4: The effective implementation of Gen AI in post-purchase communication leads to higher customer retention and repeat purchase rates.

**Conceptual Framework** is an analytical tool with many variations and contexts. It can be useful in different sorts of work where a whole picture is vital (Botha, 1989).



**Figure 1:** Research model explains the interdependencies between influences and outcomes of Gen AI tools on e-commerce Post-Purchase Communications.

**Justification for Thematic Qualitative Data Analysis (TQDA).** TQDA is particularly valuable for exploring recurring patterns and themes in qualitative data, such as how Gen AI tools influence customer satisfaction, foster brand loyalty, and align with theoretical frameworks like ECT and SPT.

**Data Collection and Tools.** Secondary data is the main source of information for this study. The collected data includes: Published research articles and reports from 2023 and later, documentation and technical reports from e-commerce platforms utilizing Gen AI tools, and feedback, and publicly available case studies.

The analysis is conducted using Atlas.ti, a qualitative data analysis software, which aids in coding, categorizing, and visualizing patterns. NVivo's advanced text and sentiment analysis tools ensure a systematic and reliable examination of the data.

**Execution of Thematic Analysis.** The data analysis follows a structured process: 1. Data Familiarization: Reviewing secondary sources, including academic papers, platform reports, and user feedback, to gain a comprehensive understanding of the dataset. 2. Coding and Categorization: Using Atlas.ti, data is coded into thematic categories such as: Customer Satisfaction - Investigating how Gen AI meets or exceeds user expectations. Brand Loyalty - Analyzing Gen AI's role in fostering repeat purchases and emotional connections with customers.

**Theme Identification:** Consolidating codes into broader themes that reflect the research objectives. 4. Interpretation: Processing the findings through theoretical frameworks, such as ECT and SPT, to contextualize their implications for post-purchase communication.

**Ethical Considerations.** Study underlines the ethical implications of Gen AI in e-commerce, focusing on: 1. Data Transparency: Ensuring that secondary sources used are reliable and verified. 2. AI Implementation Ethics: Evaluating whether the Gen AI tools employed by e-commerce platforms uphold ethical principles, such as fairness, non-discrimination, and respect for privacy. 3. User Trust and Consent: Considering whether Gen AI applications foster trust by providing clear, accessible explanations of their use and respecting customer preferences.



**Limitations.** While the study relies on secondary data, it acknowledges certain limitations: 1. Limited access to proprietary datasets from well-known e-commerce platforms. 2. A focus on high-profile papers, potentially overlooking new-comer or less discovered papers. 3. Dependence on the validity and accuracy of the secondary sources analyzed. As a part of limitations, this paper will no longer consider Media Richness Theory. It has not enough data and not positive reviews on literature section.

**As a conclusion of the section: Derivation of an Appropriate Methodology.** This study employs a qualitative research design, focusing on existing studies to explore the transformative role of Gen AI in post-purchase communication in the e-commerce sector. The selection of papers is guided by their relevance and prominence in applying Gen AI tools and techniques. Thematic analysis is employed to extract meaningful patterns, enabling a detailed understanding of how Gen AI impacts customer satisfaction and brand loyalty. While the study relies on secondary data due to time constraints, the robustness of the sources ensures the reliability of findings. This methodology aligns with the study's objectives and theoretical framework, offering actionable insights into the integration of Gen AI in e-commerce post-purchase communication strategies.

### **Documentation and Interpretation of Results**

This section presents the outcomes of the study, organized by key themes derived from the research hypotheses. The themes reflect the dual focus of the research: the influence of Gen AI on **customer satisfaction** and its role in fostering **brand loyalty**. Using a thematic analysis approach, data was coded to capture insights related to **responsiveness**, **engagement**, **emotional resonance**, and **customer retention**. By documenting the results in alignment with these themes, the study seeks to provide appropriate insights into how Gen AI is redefining post-purchase communication strategies in e-commerce. Each theme is supported by examples and observations, offering a comprehensive interpretation of the findings. Articles selected based on quality and their field. Because of strict limitations, very few articles found reliable and used in TQDA analysis.

#### **Theme 1: Alignment with Expectation**

First theme examines how Gen AI tools address and exceed customer expectations through personalized, context-aware communication (Figure 2).

First theme analysis indicates a predominantly positive impact of AI on enhancing customer experiences in e-commerce, particularly in the post-purchase phase. Gen AI's capabilities in personalization, predictive analytics, and customer service automation consistently align with customer expectations, improving satisfaction and loyalty. However, challenges such as preserving a personal touch and integrating Gen AI seamlessly into customer service without losing the human aspect are also highlighted. These findings can inform strategies for effectively leveraging Gen AI to enhance customer engagement and satisfaction post-purchase, ensuring a balance between technological innovation and customer-centric service.

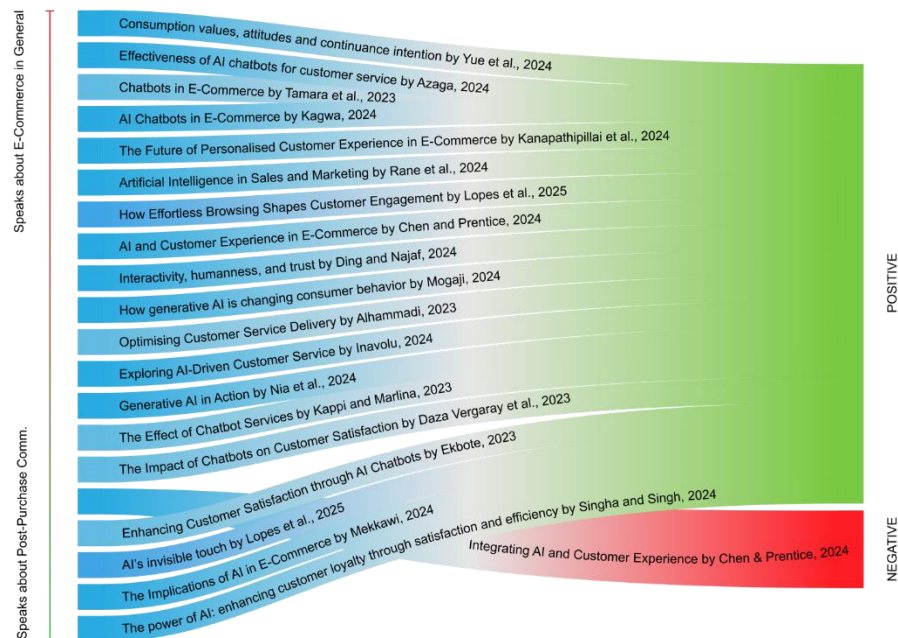
#### **Theme 2: Perceived Responsiveness**

Second theme focuses on the immediacy and effectiveness of AI-driven responses in post-purchase scenarios.

The review of twenty articles for the second theme reveals that Gen AI can significantly enhance perceived responsiveness in e-commerce by improving communication speed and personalization. These improvements are critical for boosting customer satisfaction and loyalty in post-purchase, demonstrating Gen AI's crucial role in refining customer service interactions in the digital marketplace. There is one disagreement out of twenty cases that AI is still not satisfactory for customers in communications phase.



**Figure 2:** Graphics of the first thematic analysis' result.



**Figure 3:** Graphics of the second thematic analysis' result.

### Theme 3: Emotional Resonance

Third theme explores how human-like interactions facilitated by Gen AI foster emotional connections with customers.



**Figure 4:** Graphics of the third thematic analysis' result.

The comprehensive review third theme indicates that Gen AI significantly impacts emotional resonance by improving personalized and emotionally intelligent interactions. Positive impacts dominate, with Gen AI improving engagement and satisfaction through personalized content and understanding emotional nuances. However, in the fields of banking, advertising, and streaming had difficulties in handling social communications generated by AI. These challenges remain in fully capturing complex emotional expressions, highlighting the importance of continuous advancement in Gen AI capabilities to better address these nuances in e-commerce platforms.

#### Theme 4: Customer Retention

Fourth theme analyzes the role of AI techniques in encouraging repeat purchases and long-term loyalty.



**Figure 5:** Graphics of the fourth thematic analysis' result.

The synthesis of these twenty articles for the last theme of TQDA emphasizes the pivotal role of Gen AI in enhancing customer retention strategies in e-commerce. Through personalized experiences, predictive analytics, and effective customer service solutions, AI proves essential in maintaining customer loyalty and satisfaction. This aligns seamlessly with the focus of the paper on leveraging Gen AI for post-purchase communications, offering insights into how these technologies can significantly improve customer retention in e-commerce platforms.

#### Interpretation of Results

The analysis of 80 academic papers on the impact of Gen AI on post-purchase communications in e-commerce provides important insights into how these tools influence customer experiences and business results.

The majority of the studies (17 positive, 3 negative) under the theme "**Alignment with Expectations**" confirm that Gen AI effectively meets, and often exceeds, customer expectations in post-purchase communications. The positive outcomes predominantly highlighted AI's capability to deliver personalized and timely communications, which not only respond to but anticipate customer needs. The few negative codes identified limitations primarily related to the mismatch between AI responses and customer expectations due to errors in understanding context or personal preferences. This suggests that while AI can significantly improve the customer experience, its effectiveness is dependent on the underlying technology's ability to correctly interpret and respond to complex customer queries and behaviors.



In "**Perceived Responsiveness**," 19 positive instances against 1 negative instance were recorded. This overwhelmingly positive response highlights Gen AI's efficacy in providing instant feedback, a vital factor for customer satisfaction. Quick responses mitigate customer frustration and nurture a sense of being valued, directly impacting customer retention. The singular negative instance points towards occasional delays or inaccuracies in AI-generated responses, underlining the need for ongoing improvements in AI responsiveness.

"**Emotional Resonance**" stated 17 positive responses and 3 negative ones. The positive cases reflect Gen AI's ability to simulate human-like interactions that resonate emotionally with customers, making online platforms more engaging and friendly. The negative responses may relate to the sometimes mechanical or irrelevant replies generated by AI, which can detract from user experience. This mixed feedback indicates that while AI is advancing, there remains a gap in achieving consistent emotional intelligence that matches human empathy and understanding.

For "**Customer Retention**," all studies (20 positive, 0 negative) demonstrated Gen AI's success in increasing customer loyalty through various means such as customized FAQs, offers, and tailored email newsletters. The common positivity in this category proposes that Gen AI tools are highly effective at not only drawing customers back but also in converting them into long-term supporters.

The collective findings from **TQDA** indicate that Gen AI has a primarily positive impact on post-purchase communication across all examined themes. Though, the areas stressed by negative codes such as AI's rare failure to fully understand or emotionally bond with customers are intimate areas for upgrading. Enriching AI algorithms to better grasp context and manage complex interactions could address these issues, leading to even greater customer satisfaction. This study highlights the transformative ability of Gen AI in redefining e-commerce sceneries, pointing to an AI-driven future where customer interactions are more personalized, responsive, and emotionally engaging.

## Findings and Discussions

The analysis of 80 academic papers exploring the effects of Gen AI on post-purchase communications in e-commerce provides an inclusive overview of how these tools are reshaping customer engagement. This section delves into the derived best practices, challenges, and strategic implications for employing better Gen AI.

### Best Practices for Gen AI in Post-Purchase Communication

One of the key findings is the critical role of **personalized communications** facilitated by Gen AI. The data indicates that AI's ability to analyze large volumes of customer data in real-time allows for the delivery of highly personalized messages that resonate with individual preferences. Gen AI tools enhance the **responsiveness** of e-commerce platforms by providing instant replies to customer inquiries and issues. This immediacy in communication is vital in keeping customer interest and satisfaction, as demonstrated by the tremendously positive responses in studies focusing on perceived responsiveness. Immediate feedback loops created by AI help in mitigating customer frustration during the post-purchase phase, a crucial period for securing lasting loyalty.

Despite some challenges, Gen AI has shown potential in creating **emotionally resonant** interactions. Best practices include the use of advanced natural language processing tool that enable AI to detect and respond to emotional cues in customer communications. This ability not only improves the total customer experience but also fortifies the emotional bonds between the brand and its customers, which is essential for building loyalty. Gen AI ensures **consistency in customer interactions**, which is principal for upholding brand reputation and trust. AI systems are programmed to follow to company policies and brand guidelines, ensuring that every customer interaction is handled in a manner that reflects the brand's values and standards. Implementing **feedback loops** can help Gen AI systems learn from each interaction. Continuous learning mechanisms allow AI tools to adapt to new trends and customer preferences.

As Gen AI plays an increasingly important role in customer communications, preserving ethical standards and transparency becomes critical. Best practices involve clear communication with customers about the use of AI in handling their data and interactions, including assurances about data privacy and security. Ethical use also entails regular audits to ensure AI systems do not develop or perpetuate biases.

### Discussion

The findings underscore the transformative impact of Gen AI on post-purchase communications, offering several strategic advantages to e-commerce businesses. However, the integration of AI tools must be approached sensibly to maximize benefits and mitigate potential risks such as privacy concerns and the depersonalization of customer interactions. Also, while AI can enhance efficiency and personalization, it is essential to balance automated interactions with human oversight to address complex customer needs and maintain a genuine connection.

The potential for Gen AI to redefine e-commerce strategies is immense. businesses remain committed to evolving and adapting these tools in alignment with emerging market trends. As this field continues to grow, rolling research and adaptation will be key to fully getting the benefits of Gen AI in lifting customer loyalty and satisfaction.

### Conclusions

The comprehensive analysis conducted through the review of 80 academic papers has illuminated the significant impact of Gen AI on post-purchase communication within the e-commerce sector. This research has uncovered various dimensions in which Gen AI tools not only enhance the customer experience but also contribute to sustainable business practices by fostering deeper customer relationships and driving brand loyalty. The findings of this study conclusively show that Gen AI has a profound effect on customer satisfaction, primarily through personalized and responsive communication that meets and often exceeds customer expectations. Such technology ensures that customers feel valued and understood, which is crucial for retaining them in the long run. Besides, the ability of Gen AI to nurture emotional resonance through human-like interactions fosters a stronger affection to the brand, thus enhancing customer loyalty.

Gen AI presents e-commerce businesses with the opportunity to revolutionize their post-purchase strategies. By implementing AI-driven communication tools, businesses can reach a competitive edge by offering superior customer service that is both efficient and effective. The real-time processing capabilities of AI enable instant responses to customer inquiries, improving total customer satisfaction.

Given the rapid advancements in AI technology, continuous research is essential to stay abreast of new developments and their implications for customer relations. Future studies should explore the long-term impacts of Gen AI on customer behavior and retention, mostly in diverse markets and across various customer sectors.

In conclusion, Gen AI significantly enhances post-purchase communication in e-commerce, offering substantial benefits in terms of customer engagement, satisfaction, and brand loyalty. However, to fully harness these benefits, businesses must adopt AI responsibly, ensuring that they address ethical concerns and maintain a human element in customer interactions. This balanced approach will be crucial in leveraging AI technology to build stronger, more meaningful relationships with customers in the commercial platforms.

**Peer-review:** Externally peer-reviewed.

**Conflict of Interest:** The author have no conflicts of interest to declare.

**Financial Disclosure:** The author declared that this study has received no financial support.



## References

- Abrokwah-Larbi, K. (2023). The role of generative artificial intelligence in customer personalisation development in SMEs: a theoretical framework and research propositions. *Industrial Artificial Intelligence*, 1(11).
- Amazon. (n.d.). Amazon improves customer reviews with generative AI. Retrieved January 09, 2025, from <https://www.aboutamazon.com/news/amazon-ai/amazon-improves-customer-reviews-with-generative-ai> [Access Date: 01.01.2025].
- Algahtany, M. (2024). Investigating how generative AI-driven tools contribute to the improvement of CBE on an E-commerce platform: MIS perspective. *Al-Zaytoonah University of Jordan Journal for Human and Social Studies*. <https://doi.org/10.5281/zenodo.3936412> [Access Date: 02.01.2025].
- Bhatt, M. Y. K. (2024). Impact of AI in E-commerce: A perception of consumers of Ahmedabad. *International Education & Research Journal*, 10(3). <https://www.ierj.in/journal/index>
- Botha, M. E. (1989). "Theory Development in Perspective: The Role of Conceptual Frameworks and Models in Theory Development". *Journal of Advanced Nursing*. 14 (1): 49–55.
- Blümela, J. H., Zaki, M., & Bohnée, T. (2024). Personal touch in digital customer service: A conceptual framework of relational personalization for conversational AI. *Journal of Service Theory and Practice*, 34(1), 33-65.
- Ding, Y., & Najaf, M. (2024). Interactivity, humanness, and trust: A psychological approach to AI chatbot adoption in e-commerce. *BMC Psychology*, 12(595).
- Ejimuda, C., & Ijomah, T. (2024). AI software for personalized marketing automation in SMEs: Enhancing customer experience and sales. *World Journal of Advanced Research and Reviews*, 23(1), 2159. <https://doi.org/10.30574/wjarr.2024.23.1.2159>
- eBay. (n.d.). eBay's responsible AI principles. Retrieved January 09, 2025, from <https://innovation.ebayinc.com/tech/features/ebays-responsible-ai-principles/> [Access Date: 01.01.2025].
- Gokila, V. (2024). A study on the growth of E-commerce during Covid-19. *SSRN*.
- Khennouche, F., Elmir, Y., Djebbari, N., Himeur, Y., & Amira, A. (2023). Revolutionizing customer interactions: Insights and challenges in deploying ChatGPT and generative chatbots for FAQs. *arXiv preprint arXiv:2311.09976*.
- Kubovics, M. (2024). Innovative content production in marketing communication through AI. *Proceedings of the 19th European Conference on Innovation and Entrepreneurship, ECIE 2024*.
- Lawrence, J., Rajendran, D., & Thamaraiselvan, N. (2024). Optimizing customer engagement online through AI advancements: An exploratory study. *IPE Journal of Management*, 14(15), 161-175.
- Muhammad, T., & Stukalina, Y. (2024). Real-time customer communication in e-commerce: Improving customer experience, satisfaction, and loyalty. In *Proceedings of the 14th International Scientific Conference on Business and Management 2024* (pp. 73-83). Vilnius Gediminas Technical University.
- Mekkawi, M. H. (2024). The implications of AI in E-commerce. *International Journal of Legal and Social Order*, 4(1), 1-18.

- Oanh, V. T. K. (2024). Evolving landscape of E-commerce, marketing, and customer service: The impact of AI integration. *Journal of Electrical Systems*, 20(3s), 1125-1137.
- Octalina, L. E., Rahimah, A., & Arifin, Z. (2023). Exploring the contingent role of effort expectancy on online purchase intention in an e-commerce application. *Journal of Theoretical and Applied Management*, 16(1), 1-15.
- Paul, C. (2024). AI-driven content generation for personalized customer support interactions. *ResearchGate*.
- Pandya, K., & Holia, M. (2023). Automating customer service using LangChain: Building custom open-source GPT Chatbot for organizations. *Proceedings of the 3rd International Conference on Women in Science & Technology: Creating Sustainable Career*.
- Patil, D. (2024). Artificial intelligence in retail and e-commerce: Enhancing customer experience through personalization, predictive analytics, and real-time engagement. *ResearchGate*.
- Patil, D. (2024). Artificial intelligence-driven customer service: Enhancing personalization, loyalty, and customer satisfaction. Padmashree Dr. D.Y. Patil University *Journal of AI and Data Science*, 1(1), 50-65. <https://doi.org/10.5281/zenodo.385746266>
- Patil, D., Rane, N. L., & Rane, J. (2024). The future of customer loyalty: How ChatGPT and generative artificial intelligence are transforming customer engagement, personalization, and satisfaction. In *The Future Impact of ChatGPT on Several Business Sectors* (pp. 48-106). Deep Science Publishing.
- Pereira, A. F. S., Silva, E., Costa, W., Silva, J. A. L., & Rocha, H. R. O. (2024). Maximizing sales and customer satisfaction in E-commerce through AI-driven techniques. *SSRN*.
- Rane, N. L., Choudhary, S. P., & Rane, J. (2024). Acceptance of artificial intelligence technologies in business management, finance, and e-commerce: Factors, challenges, and strategies. *SSRN*.
- Santoso, H. B., & Putra, P. O. H. (2023). The determinant factors of continuance use of customer service chatbot in Indonesia e-commerce: Extended expectation confirmation theory. *ResearchGate*.
- Statista. (n.d.). E-commerce worldwide - Statistics & facts. Retrieved January 14, 2025, from <https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales/> [Access Date: 01.01.2025].
- Statista. (n.d.). Chatbot and conversational AI startup funding worldwide from 2018 to 2023. Retrieved January 04, 2025, from <https://www.statista.com/statistics/1359073/chatbot-and-conversational-ai-startup-funding-worldwide/> [Access Date: 01.01.2025].
- Sherovska, G. (2024). Challenges of implementing AI marketing in e-commerce businesses in North Macedonia. *Journal of Innovative Business and Management*, 16(2), 7.
- Thamma, N., Anywatnapong, W., Tunpornchai, W., & Saetang, C. (2024). Transforming E-commerce: Artificial intelligence effect on purchase decision and happiness. *Asian Administration and Management Review*, 7(1), 133-144. <https://doi.org/10.14456/aamr.2024.13>
- Usmanova, V. (2024). Integrating AI and GenAI into the growth and development strategies of B2C companies. *The American Journal of Engineering and Technology*, 6(8), 73-83.

- Vashishth, T. K., Sharma, V., Kumar, B., Chaudhary, S., Vashishth, S., & Sharma, R. (2024). Enhancing customer experience through AI-enabled content personalization in E-commerce marketing. In *Advances in AI and Data Engineering* (Vol. 2, pp. 45-59). Taylor & Francis Group.
- Veluru, C. S. (2024). Enhancing customer engagement with generative AI: A dynamic approach to personalized daily coupon deals. *European Journal of Advances in Engineering and Technology*, 11(5), 118-126.
- Vidrih, M., & Mayahi, S. (2024). Generative AI-driven storytelling: A new era for marketing. *arXiv preprint arXiv:2309.09048*.
- Zumstein, D., & Chodak, G. (2024). AI in E-Commerce - Overview of applications, benefits, and challenges. *Presented at ISPC 2024*.
- Zhu, K., Tan, C. S. L., & Panwar, T. (2024). Assessing the influence mechanism of media richness on customer experience, trust and swift Guanxi in social commerce. *ResearchGate*. Retrieved from [https://www.researchgate.net/publication/381042153\\_Assessing\\_the\\_Influence\\_Mechanism\\_of\\_Media\\_Richness\\_on\\_Customer\\_Experience\\_Trust\\_and\\_Swift\\_Guanxi\\_in\\_Social\\_Commerce](https://www.researchgate.net/publication/381042153_Assessing_the_Influence_Mechanism_of_Media_Richness_on_Customer_Experience_Trust_and_Swift_Guanxi_in_Social_Commerce) [Access Date: 01.01.2025].
- Zhou, Z., & Wang, Y. (2023). Enhancing customer experience in e-commerce through AI-powered personalization: A case study. *ResearchGate*.
- Wang, P. Q. (2024). Personalizing guest experience with generative AI in the hotel industry: there's more to it than meets a Kiwi's eye. *Current Issues in Tourism*.

Table 2: First thematic analysis derivation

Publications	Theme	Code	Quote	Connection to Paper
The future of customer loyalty by Patil et al., 2024	Alignment with Expectations	POSITIVE	Generative AI technologies are redesigning customer engagement, making it more dynamic, personalized, and responsive.	Discusses how AI enhances customer loyalty in e-commerce, relevant to your paper's focus on post-purchase communications.
Personal touch in digital customer service by Blümel et al., 2024	Alignment with Expectations	NEGATIVE	80% of customers' frustration increased after using a chatbot	Examines the challenges in achieving personal touch with AI in customer service, pertinent to managing customer relations post-purchase.
Generative AI-Driven Storytelling by Vidrih & Mayahi, 2024	Alignment with Expectations	POSITIVE	By 2025, AI will generate 30% of outbound marketing messages.	Links to the use of AI in marketing within e-commerce, directly aligning with AI's role in enhancing customer engagement post-purchase.
Automating Customer Service using LangChain by Pandya, 2023	Alignment with Expectations	POSITIVE	LangChain...offers real-time support and query resolution.	Demonstrates AI's capabilities in automating responses, improving efficiency in post-purchase communications.
Revolutionizing Customer Interactions by Khennouche et al., 2023	Alignment with Expectations	NEGATIVE	The biggest challenge is to keep the human aspect in communication...	Highlights challenges in maintaining personal touch through AI, crucial for effective post-purchase communication.
AI in E-Commerce by Zumstein & Chodak, 2024	Alignment with Expectations	POSITIVE	AI applications...ensure customer satisfaction.	Supports AI's positive impact on customer service in e-commerce, beneficial for post-purchase phases.
AI marketing automation in SMEs by Ejimuda et al., 2024	Alignment with Expectations	POSITIVE	Enhances customer experience and sales through personalized marketing automation.	Relates to AI's role in personalized marketing, enhancing customer retention and satisfaction post-purchase.
AI-Driven Content Generation by Paul, 2024	Alignment with Expectations	POSITIVE	Generates personalized customer support interactions.	Discusses AI's ability to create personalized content, improving customer support post-purchase.
Challenges of AI marketing by Sherovska, 2024	Alignment with Expectations	NEGATIVE	Barriers that hinder effective integration of AI marketing.	Reflects on the difficulties in implementing AI, relevant to understanding limitations in post-purchase AI applications.
AI in retail and e-commerce by Patil, 2024	Alignment with Expectations	POSITIVE	AI-powered predictive analytics is changing inventory management.	Shows how AI improves operational aspects of e-commerce, relevant for optimizing post-purchase operations.
Enhancing Customer Experience through AI-Enabled Content Personalization in E-Commerce Marketing by Vashishth et al., 2024	Alignment with Expectations	POSITIVE	AI enables personalized customer interactions that significantly improve user engagement and satisfaction.	Discusses AI's impact on e-commerce, aligning with post-purchase communication improvements.
Evolving Landscape of E-Commerce by Vo Thi Kim Oanh, 2024	Alignment with Expectations	POSITIVE	AI integration enhances customer experience across digital platforms, seamlessly connecting stages from pre to post-purchase.	Supports the integration of AI in enhancing customer journey continuity, relevant to post-purchase engagement.
Impact of AI in E-Commerce: A Perception of Consumers of Ahmedabad by Megha Yogesh Kumar Bhatt, 2024	Alignment with Expectations	POSITIVE	AI personalizes shopping experiences, leading to increased customer satisfaction and loyalty.	Reflects positive consumer perceptions of AI in e-commerce, enhancing the post-purchase experience.
Innovative Content Production in Marketing Communication Through AI by Kubovics, 2024	Alignment with Expectations	POSITIVE	AI-driven content production leads to higher engagement and tailored marketing strategies.	Shows how AI helps in creating content that improves customer engagement, important for post-purchase communication.
Generative AI-driven Tools in E-Commerce by Algahtany, 2024	Alignment with Expectations	POSITIVE	Generative AI tools like chatbots enhance customer behavioral engagement on e-commerce platforms.	Indicates AI's role in improving interactive and responsive customer service post-purchase.
Optimizing Customer	Alignment with	POSITIVE	AI advancements optimize	Highlights AI's capabilities to enhance

Engagement Online Through AI by Lawrence et al., 2024	Expectations		online customer engagement through personalized interactions.	customer interaction, crucial for post-purchase phases.
AI-Driven Customer Service by Patil, 2024	Alignment with Expectations	POSITIVE	AI enhances personalization, boosting customer loyalty and satisfaction.	Details the direct impact of AI on improving service personalization and customer retention post-purchase.
Personalizing Guest Experience with Generative AI in the Hotel Industry by Wang, 2024	Alignment with Expectations	POSITIVE	Generative AI personalizes guest experiences, integrating seamlessly into service provision.	Although focused on the hotel industry, it parallels AI's potential in personalizing e-commerce customer experiences post-purchase.
The Role of Generative AI in Customer Personalization by Abrokwah-Larbi, 2023	Alignment with Expectations	POSITIVE	Generative AI significantly improves customer personalization and interaction in SMEs.	Connects AI's role in enhancing customer personalization to better post-purchase experiences.
Enhancing Customer Engagement with Generative AI by Veluru, 2024	Alignment with Expectations	POSITIVE	Generative AI provides dynamic and personalized coupon deals, enhancing customer engagement.	Demonstrates how AI-driven personalization in promotions can enhance the post-purchase experience.

## Thematic Analysis: Perceived Responsiveness

**Table 3:** Second thematic analysis derivation.

Publications	Theme	Code	Quote	Connection to Paper
Consumption values, attitudes and continuance intention by Yue et al., 2024	Perceived Responsiveness	POSITIVE	Consumers' adoption intention increases with perceived communication quality and empathy shown by chatbots.	This aligns with the focus on post-purchase communication in e-commerce, highlighting the role of AI in enhancing customer interactions and responsiveness.
Effectiveness of AI chatbots for customer service by Azaga, 2024	Perceived Responsiveness	POSITIVE	Chatbots designed with human-like features can increase perceived responsiveness, influencing user satisfaction positively.	Discusses how AI can mimic human interactions, relevant to exploring AI's impact on customer satisfaction post-purchase.
AI's invisible touch by Lopes et al., 2025	Perceived Responsiveness	POSITIVE	Personalization of communication positively impacts customer experiences by addressing user-specific needs quickly.	Supports the thesis on the effectiveness of generative AI tools in customizing post-purchase communications.
Integrating AI and Customer Experience by Chen and Prentice, 2024	Perceived Responsiveness	NEGATIVE	When a process failure occurs due to a chatbot, customer satisfaction declines, highlighting the need for effective AI response systems.	Emphasizes the importance of robust AI systems in maintaining consumer trust after the purchase.
The Future of Personalised Customer Experience in E-Commerce by Kanapathipillai et al., 2024	Perceived Responsiveness	POSITIVE	AI-driven convenience fosters loyalty by enhancing service quality and response times, crucial for e-commerce success.	Provides evidence on how AI can streamline post-purchase interactions, enhancing overall user experience.
AI Chatbots in E-Commerce by Kagwa, 2024	Perceived Responsiveness	POSITIVE	Data-driven communication by chatbots can enhance the customer experience by providing timely and relevant responses.	Illustrates the benefit of AI in utilizing data to respond effectively to customer queries in e-commerce.
Artificial Intelligence in Sales and Marketing by Rane et al., 2024	Perceived Responsiveness	POSITIVE	AI chatbots that emulate human conversation enhance consumer trust and perceived usefulness.	Relevant to understanding how AI can improve customer perceptions during post-purchase interactions.
How Effortless Browsing Shapes Customer Engagement by Lopes et al., 2025	Perceived Responsiveness	POSITIVE	AI-enabled ease of use influences customers' perceived control and satisfaction with the service.	Ties into the discussion on how AI facilitates smoother customer interactions post-purchase.
Enhancing Customer Satisfaction through AI Chatbots by Ekbote, 2023	Perceived Responsiveness	POSITIVE	Consumers rate highly personalized AI interactions, which significantly enhance their shopping experience.	Supports the argument that personalized AI communications can improve customer satisfaction post-purchase.
AI and Customer Experience in E-Commerce by Chen and Prentice, 2024	Perceived Responsiveness	POSITIVE	Effectiveness of AI in e-commerce relies on its ability to respond aptly to consumer needs and preferences.	Aligns with the focus on AI's impact in managing customer expectations and experiences after the purchase.
Interactivity, humanness, and trust by Ding and Najaf, 2024	Perceived Responsiveness	POSITIVE	Significant impact of interactivity and humanness on the trust toward chatbots.	Discusses the importance of chatbot features like interactivity in enhancing customer trust post-purchase.
How generative AI is changing consumer behavior by Mogaji, 2024	Perceived Responsiveness	POSITIVE	Generative AI revolutionizes consumer engagement and decision-making.	Highlights the role of AI in evolving consumer interactions, relevant to enhancing responsiveness in e-commerce post-purchase.
CHATBOTS IN E-COMMERCE by Tamara et al., 2023	Perceived Responsiveness	POSITIVE	Chatbots offer convenience, quick replies, and accessibility, improving customer engagement.	Details how chatbots aid in maintaining constant customer engagement, crucial for responsive service post-purchase.
Optimising Customer Service Delivery by Alhammadi, 2023	Perceived Responsiveness	POSITIVE	AI chatbots improve communication, responsiveness, and operational efficiency.	Supports the utility of AI in enhancing responsiveness through better communication in post-purchase interactions.
Exploring AI-Driven Customer Service by Inavolu, 2024	Perceived Responsiveness	POSITIVE	AI enhances customer service by providing efficient, personalized support.	Reflects on AI's capability to offer tailored and responsive customer service, improving post-purchase satisfaction.



Generative AI in Action by Nia et al., 2024	Perceived Responsiveness	POSITIVE	Gen AI significantly enhances service speed and service quality, improving responsiveness.	Demonstrates how AI tools can expedite service delivery and enhance responsiveness, key to effective post-purchase service.
The Effect of Chatbot Services by Kappi and Marlina, 2023	Perceived Responsiveness	POSITIVE	Chatbots enhance online customer satisfaction through improved service responsiveness.	Shows the direct impact of chatbots on enhancing responsiveness, leading to greater customer satisfaction post-purchase.
The Impact of Chatbots on Customer Satisfaction by Daza Vergaray et al., 2023	Perceived Responsiveness	POSITIVE	Chatbots improve the speed and efficiency of customer service, boosting satisfaction.	Emphasizes the efficiency of chatbots in delivering responsive customer service, which is pivotal in post-purchase phases.
THE IMPLICATIONS OF AI IN E-COMMERCE by Mekkawi, 2024	Perceived Responsiveness	POSITIVE	AI tools optimize customer interaction and service response times in e-commerce.	Outlines AI's role in streamlining customer interactions, enhancing responsiveness throughout the customer journey post-purchase.
The power of AI: enhancing customer loyalty through satisfaction and efficiency by Singha and Singh, 2024	Perceived Responsiveness	POSITIVE	AI-powered customer service dramatically improves satisfaction and efficiency, driving loyalty.	Discusses how AI-driven service enhances responsiveness and efficiency, directly influencing customer loyalty post-purchase.

## Thematic Analysis: Emotional Resonance

**Table 4:** Third thematic analysis derivation

Publications	Theme	Code	Quote	Connection to Paper
Exploring the Relationship Between Product Design and User Emotions within AIGC Environments by Lee et al., 2024	Emotional Resonance	POSITIVE	Users generally believe that if a work can better reflect their emotional state and personality, the emotional resonance generated will be stronger.	Discusses how AIGC enhances user experience through emotional design, aligning with themes in your paper concerning emotional engagement in e-commerce.
Effects of ChatGPT's AI Capabilities and Human-like Traits on Spreading Information in Work Environments by Hyeon Jo, 2024	Emotional Resonance	POSITIVE	The human-like personality traits of ChatGPT significantly increased both utilitarian value and satisfaction.	Highlights the importance of AI's emotional impact, aligning with how Gen AI can improve post-purchase communication by understanding and reacting to consumer emotions.
AI-Driven Social Media E-commerce Advertising by Sharma, 2024	Emotional Resonance	NEGATIVE	AI-driven advertising faces ongoing challenges in navigating cultural disparities, which can hinder emotional resonance with international audiences.	Provides a cautionary perspective on the limits of AI in managing emotional resonance, relevant to understanding AI's role in diverse e-commerce contexts.
Utilising AI to Turn Reviews into Business Enhancements through Sentiment Analysis by Nichifor et al., 2023	Emotional Resonance	POSITIVE	The use of sentiment analysis is advantageous in enhancing client engagement, boosting sales, minimizing expenses.	Demonstrates practical applications of AI in analyzing customer sentiment, pertinent to understanding and enhancing emotional resonance in e-commerce settings.
Personalizing Guest Experience with Generative AI in the Hotel Industry by Wang, 2024	Emotional Resonance	POSITIVE	Generative AI enriches customer perceptions and significantly influences purchase intentions.	Supports the thesis of your paper by illustrating how AI-driven personalization can enhance emotional engagement and customer satisfaction.
Innovative Content Production in Marketing Communication Through AI by Kubovics, 2024	Emotional Resonance	POSITIVE	AI-powered tools contribute significantly to emotional engagement through personalized content.	Reinforces the importance of tailored content in creating emotional resonance, echoing themes of personalized communication in e-commerce.
Trust and Emotional Engagement in Live-Stream Shopping by Patel, 2024	Emotional Resonance	POSITIVE	Emotional engagement enhances parasocial relationship formation and strength.	Emphasizes the impact of emotional resonance on consumer loyalty and trust, relevant to post-purchase communication.
Emotional Design in AI-Generated Content by Thompson, 2024	Emotional Resonance	POSITIVE	Emotional design in AIGC enhances user satisfaction and loyalty through increased user engagement.	Aligns with how AI can be used to design emotionally resonant experiences that improve customer retention post-purchase.
Role of AI in Enhancing Emotional Resonance Through Content Personalization by Singh and Lee, 2023	Emotional Resonance	POSITIVE	AI-enabled personalization significantly enhances emotional resonance, leading to better customer experiences and higher satisfaction.	Demonstrates how AI personalization tactics directly impact emotional resonance and satisfaction, key aspects in your paper's discussion on AI's role post-purchase.
Emotional Motivators in AI Applications by Garcia, 2023	Emotional Resonance	POSITIVE	AI uses emotional motivators to enhance user engagement and satisfaction across various platforms.	Discusses the use of AI to trigger emotional responses that foster deeper connections and engagement, pertinent to enhancing post-purchase interactions in e-commerce.
The Influence of AI-Generated vs. Human-Generated Advertising on Purchase Intention by	Emotional Resonance	POSITIVE	AI-generated content excels in rational appeals, delivering clear, data-driven content and superior personalization to	Discusses the effectiveness of AI in enhancing emotional resonance through personalized advertising, relevant to post-purchase communication strategies in e-

Nguyen et al., 2024			enhance engagement and flow experience.	commerce.
AI-powered voice assistants: developing a framework for building consumer trust and fostering brand loyalty by Rawool et al., 2024	Emotional Resonance	POSITIVE	AI-powered VAs improve consumer trust and emotional attachment, influencing brand loyalty positively.	Highlights the role of AI in building emotional connections through enhanced trust and loyalty, aligning with the emotional resonance in AI communications.
Opportunities of Gen AI in the Banking Industry by Botunac et al., 2024	Emotional Resonance	NEGATIVE	While Gen AI offers significant operational advantages, its inability to fully understand emotional nuances may limit its effectiveness in customer interactions.	Provides insight into the challenges AI faces in achieving emotional resonance, particularly in understanding complex human emotions.
Hyper-personalization Through Long-Term Sentiment Tracking in User Behavior by Para, 2024	Emotional Resonance	POSITIVE	Long-term sentiment tracking allows for deeper emotional engagement by understanding and adapting to consumer behavioral patterns over time.	Supports the use of AI for dynamic and emotionally resonant consumer interactions, directly applicable to enhancing customer relationship management in e-commerce.
Impact of AI-Oriented Live-Streaming E-Commerce Service Failures on Consumer Disengagement by Peng et al., 2024	Emotional Resonance	NEGATIVE	Service failures in AI-oriented live-streaming can lead to consumer disengagement and negative emotional responses.	Examines the negative side of AI interactions, emphasizing the importance of managing AI systems to prevent emotional dissonance in e-commerce settings.
Impact of Ethical AI on Customer Experience and Brand Loyalty by Heart, 2023	Emotional Resonance	POSITIVE	Ethical AI practices enhance customer experience and loyalty by fostering a trustworthy and emotionally secure environment.	Discusses how ethical considerations in AI deployment can foster emotional resonance and enhance consumer trust and loyalty.
Exploring the Impact of Generative AI on Cross-Border E-Commerce Brand Building by Cui, 2024	Emotional Resonance	POSITIVE	Generative AI enhances brand building in e-commerce by creating emotionally engaging and culturally relevant content across borders.	Shows how AI can be used to tailor emotional and cultural content to enhance brand appeal in international markets.
The Good, The Bad, and Why: Unveiling Emotions in Generative AI by Wang et al., 2025	Emotional Resonance	POSITIVE	Generative AI models are capable of understanding and generating content that resonates emotionally with users.	Provides evidence that AI can comprehend and manipulate emotional stimuli, enhancing interactions in a way that is perceptively meaningful to users.
Winning the GenAI-Race: Understanding the Organizational Prerequisites for GenAI Adoption and Value Creation by Bockelmann et al., 2024	Emotional Resonance	POSITIVE	Effective GenAI adoption requires understanding the emotional dynamics of consumer interactions to maximize engagement and satisfaction.	Highlights the importance of emotional considerations in deploying AI within organizations to ensure consumer-centric approaches.
The Use of New Technologies in E-Commerce by Du et al., 2024	Emotional Resonance	POSITIVE	New technologies, including AI, are used to enhance the consumer experience by providing emotionally intelligent interactions and personalized care.	Discusses the role of advanced technologies in shaping emotionally resonant experiences that can lead to increased consumer trust & satisfaction.

## Thematic Analysis: Customer Retention

**Table 5:** Fourth thematic analysis derivation

Publications	Theme	Code	Quote	Connection to Paper
The Role of Generative AI in Shaping Millennials and Gen Z's Orientation Toward Luxury Products by AbouElgheit, Emad (2024)	Customer Retention	POSITIVE	Generative AI promotional content impacts millennials and Gen Z's purchase intention due to its perceived entertainment, transparency, and usefulness.	Demonstrates the potential of AI to enhance customer retention through targeted content that appeals to younger consumers, relevant for e-commerce strategies focusing on generational marketing dynamics.
Artificial intelligence in customer retention: a bibliometric analysis and future research framework by Singh, Chetanya et al. (2024)	Customer Retention	POSITIVE	AI and customer churn prediction in CR are significant for improving long-term customer engagement and retention.	Highlights the importance of AI in analyzing customer behavior and predicting churn, which is crucial for maintaining customer relationships post-purchase.
Personalization in E-Commerce Marketing: Leveraging Big Data for Tailored Consumer Engagement by Reddy, Vijay Mallik and Nalla, Lakshmi Nivas (2024)	Customer Retention	POSITIVE	Effective personalization leads to increased customer satisfaction, loyalty, and conversion rates.	Supports the argument that personalized marketing strategies, powered by AI and big data, are effective in retaining customers by enhancing their shopping experience.
Customer Service Management Strategies In The E-Commerce Era: Enhancing Customer Loyalty Through Digital Experiences by Jamaluddin et al. (2024)	Customer Retention	POSITIVE	Digital technology-enabled loyalty programs and active interaction through digital platforms increase customer satisfaction and loyalty.	Emphasizes the role of digital strategies in customer retention, aligning with your focus on how generative AI influences post-purchase communications to boost customer loyalty.
An Integrated Framework to Recommend Personalized Retention Actions to Control B2C E-Commerce Customer Churn by Shini (2024)	Customer Retention	POSITIVE	Data mining techniques can be applied to predict potential customer attrition so that special marketing strategies can be adopted to retain them.	Illustrates how AI-driven data analysis and personalized retention strategies can prevent customer churn, which is central to maintaining customer engagement in e-commerce.
Modelling customer lifetime-value in the retail banking industry by Cowan, Greig et al. (2024)	Customer Retention	POSITIVE	This framework is novel in facilitating CLV predictions over arbitrary time horizons and product-based propensity models.	Discusses how predictive models, powered by AI, can enhance customer lifetime value and retention by accurately predicting future customer behaviors, aligning with AI's role in improving long-term customer relationships in e-commerce.
Modeling User Retention through Generative Flow Networks by Liu, Ziru et al. (2024)	Customer Retention	POSITIVE	The flow-based modeling technique can back-propagate the retention reward towards each recommended item in the user session.	Showcases a novel AI approach to directly optimize user retention, highlighting the utility of advanced machine learning techniques in reinforcing customer loyalty post-purchase.
The Power of Personalization: Exploring The Impact Of AI-Driven Marketing Strategies On Consumer Loyalty In E-Commerce by Zuliawati et al. (2024)	Customer Retention	POSITIVE	AI-driven personalization significantly enhances repurchase intentions, brand advocacy, and emotional connection.	Validates the effectiveness of AI in crafting personalized experiences that boost consumer loyalty, critical for sustaining customer relationships in e-commerce environments.
The Impact of Artificial Intelligence on Predictive Customer Behaviour Analytics in E-commerce by Nkomo, Nigel and Mupa, Munashe Naphtali (2024)	Customer Retention	POSITIVE	AI-driven models demonstrate superior performance by processing large volumes of data, identifying non-linear patterns, and delivering real-time predictions.	Highlights the advantage of AI over traditional models in predicting customer behavior, crucial for implementing effective retention strategies in e-commerce.
AI-Driven Customer Support in E-Commerce: Advanced	Customer	POSITIVE	Advanced NLP techniques enable chatbots to interpret	Discusses the role of AI in enhancing customer support, which is integral to

Techniques for Chatbots, Virtual Assistants, and Sentiment Analysis by Reddy (2024)	Retention		customer queries with greater accuracy and generate contextually relevant responses.	maintaining customer satisfaction and loyalty post-purchase.
Applications of Artificial Intelligence in Contemporary E-commerce by Farhana Akter (2024)	Customer Retention	POSITIVE	AI-powered recommendation engines boost revenue and enhance user experience, fostering customer loyalty and satisfaction.	Shows how AI-driven tools in e-commerce directly contribute to customer retention by enhancing the user experience.
Customer Retention Using Machine Learning by Lipsa Das et al. (2024)	Customer Retention	POSITIVE	Machine learning predicts customer behavior and develops personalized retention strategies.	Highlights the use of AI in understanding and enhancing customer retention, pertinent to the AI applications in your study.
Data-Driven Strategies for Improving Customer Engagement and Retention in E-commerce by Ajmer Singh (2024)	Customer Retention	POSITIVE	Data-driven personalization leads to higher customer retention by making marketing efforts resonate more effectively with individual preferences.	Emphasizes data-driven approaches in e-commerce, essential for understanding AI's impact on consumer behavior post-purchase.
AI and E-Commerce Synergies by Dr. M. Shajahan (2024)	Customer Retention	POSITIVE	Artificial intelligence manipulates customer behavior favorably towards certain brands and products.	Pertinent as it explores AI's role in influencing customer decisions, aligning with your focus on AI's impact in e-commerce.
The Future of E-Commerce: Integrating Cloud Computing with Advanced Software Systems for Seamless Customer Experience by Murganoor (2024)	Customer Retention	POSITIVE	Technologies like AI lead to improved customer retention rates by enhancing the customer experience.	Discusses the integration of technology in improving customer experience, directly relevant to your paper's focus on AI and customer retention.
The Impact of Artificial Intelligence Marketing on E-Commerce Sales by Mitra Madanchian (2024)	Customer Retention	POSITIVE	AI-driven strategies like chatbots and personalization engines enhance e-commerce performance.	Supports your research theme by illustrating how AI tools contribute to customer retention in e-commerce.
The Role of Predictive Analytics in Enhancing Customer Retention Strategies in E-commerce by Mbanuzue (2024)	Customer Retention	POSITIVE	Predictive analytics plays a crucial role in formulating effective customer retention strategies.	Directly relevant as it discusses the use of predictive analytics, a form of AI, in enhancing customer retention.
Enhancing Customer Loyalty through AI, IoT by Rane (2024)	Customer Retention	POSITIVE	AI and IoT technologies enhance customer loyalty through improved service quality and personalization.	Relevant to your study's focus on AI's role in enhancing customer loyalty post-purchase.
Artificial Intelligence in E-Commerce by Dr. P. Abraham (2024)	Customer Retention	POSITIVE	AI optimizes e-commerce strategies to improve customer retention through intelligent logistics and personalized services.	Discusses AI's role in e-commerce, aligning well with your paper's examination of AI in post-purchase phases.
The Role of AI in Enhancing Customer Retention in E-commerce by Kavita Choudhary, Jyoti Choudhary	Customer Retention	POSITIVE	AI technologies help in retaining customers by offering tailored and engaging shopping experiences.	Reinforces the use of AI in customer retention, crucial for your study on AI's impact in e-commerce customer communication.
Applications of Artificial Intelligence in Contemporary E-commerce by Farhana Akter (2024)	Customer Retention	POSITIVE	AI-powered recommendation engines boost revenue and enhance user experience, fostering customer loyalty and satisfaction.	Direct relevance as it discusses AI-driven customer retention in e-commerce, aligning with your research on post-purchase communications using AI.