Understanding the Impact of Artificial Intelligence (AI) on the Indian Youth in Contemporary Trend Products

Samarth Singh
Research Scholar
Teerthanker Mahaveer Institute of Management & Technology
Teerthanker Mahaveer University
Moradabad, Uttar Pradesh

Manoj Agarwal
Professor
Teerthanker Mahaveer Institute of Management & Technology
Teerthanker Mahaveer University
Moradabad, Uttar Pradesh

Abstract

Artificial intelligence (AI) is transforming the consumer trends in India among youth. This paper describes the impacts of AI on the purchasing behaviour, lifestyle choices, and brand engagements of the Indian youth regarding the most popular products such as smart devices, fashion, fitness tech, and online entertainment. It draws both theoretical inspiration and empirical evidence from current studies and market reports regarding the intelligence impact on the preferences shaped by recommendation algorithms, virtual influencers, personalized marketing, and voice shopping. Findings suggest that AI offers convenience, personalization, and engagement but raises issues of privacy, authenticity, and digital dependence. The final section of the paper provides suggestions for businesses and policymakers for striking an ethical balance in the innovation process.

Keywords: Artificial Intelligence, Indian Youth, Consumer Trend, Personalization, Digital Dependence, Data Privacy

Introduction

These days, the latest artificial intelligence (AI) technologies are completely altering the way consumers perceive products in India. They represent more than 50 percent of the entire country's population, who comprise of fresh Indian youth that promptly adopts AI functionalities amongst quite a few categories of products-it might be from AI recommendation systems across an e-commerce marketplace into smart fitness wearables into

voice-enabled assistants. All through daily life, it becomes instant decision-making, preferences, and brand loyalties, with a few exceptions. This demographic tends to follow the trend in all new technologies they adopt as most youth would early adopt a new technology and actively use it through digital platforms (Mishra & Singh, 2021).

As India moves towards a more digital economy, AI-based platforms become important in establishing a new market trend and transforming the ways consumers behave. They provide countries with strong, personalized services, recommendations, and advertisement patterns directly targeted at the specific little consumer audience because they are young and held naturally by technology. The paper discusses how AI products and services generated actions among Indian youth regarding their attitudes and intentions toward purchases.

Literature Review

Studies within the last year have highlighted the increasing influence of AI upon the lifestyle of young consumers within India and the world. AI facilitates finding products, creates personalized experiences, and subsequently boosts purchase intentions through targeted recommendations (Mishra & Singh, 2021). For example, in online shopping, websites like Amazon and Flipkart employ AI algorithms to analyse user-initiated data and propel highly personalized suggestions that lead to improved user engagement and brand loyalty.

As if this were not enough, there are software put into devices in place, such as Fitness trackers as in Fitbit, iPods from Apple, and Xiaomi, that utilize AI for health monitoring and increase the likelihood of adopting a healthier, goal-oriented lifestyle among youth. Virtual influencers and AI-generated content creators on Instagram, YouTube, and TikTok shape fashion, lifestyle, and entertainment choices among many (e.g. Sharma and Kaur, 2022). Amazon Alexa and Google Assistant are also other applications that take AI to everyday lives by allowing the performance of activities such as shopping, finding information, and even smart home control.

Even if it makes engagement and convenience better, there have been concerns from scholars on data security, use of ethical AI, mental health issues, and authenticity in AI-generated content. Among the highlighted problems are privacy concerning data, addiction to digital platforms, and also the ethical dimensions on AI systems influence consumer behaviour without transparency in it (Kapoor & Dwivedi, 2020).

Table 1

Application of AI	**Indian Youth Behaviour Impact**
E-Commerce Recommendations	Increases impulse buying and brand loyalty
Fitness Trackers	Promotes health awareness and goal orientation
Virtual Influencers	Influences fashion as well as lifestyle choices
Voice Assistants	Facilitates hands-free shopping and information search

Methodology

The qualitative methodology adopted by this study is secondary data-induced, assessing the reflections on existing academic research, are market reports, and those studies into consumer behaviours with regard to Indian students. Sources among others also include the survey by Deloitte (2022), Kapoor and Dwivedi (2020), Mishra, and Singh (2021), Sharma and Kaur (2022).

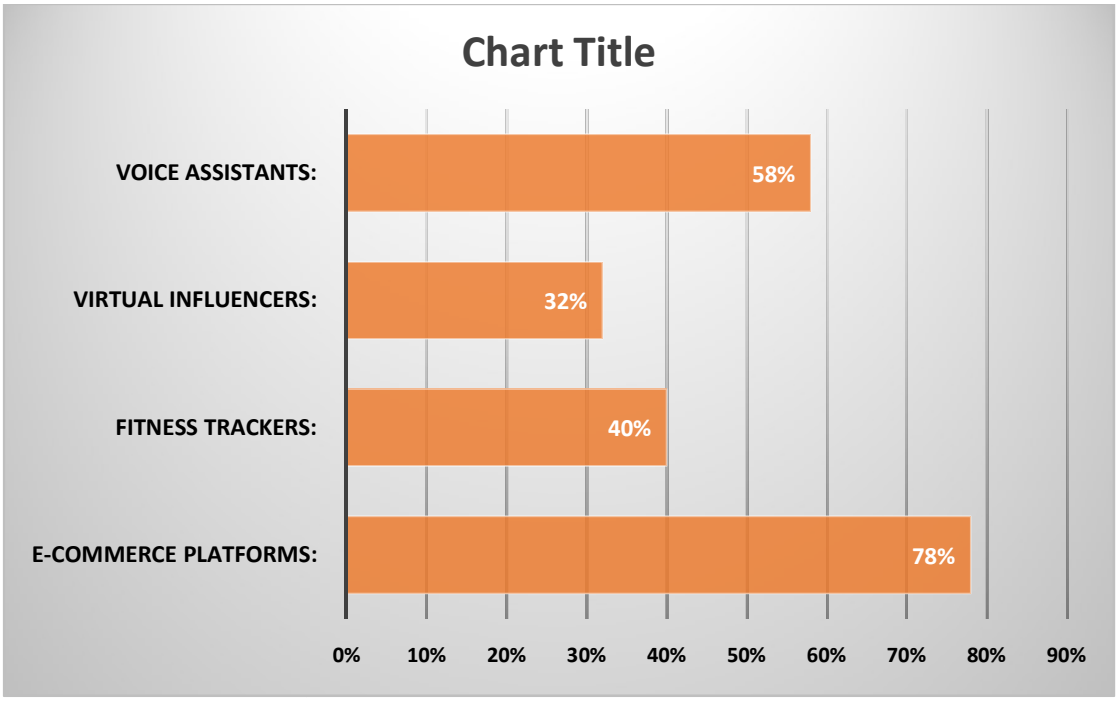
There were reviews related to the market research data to find patterns in AI product adoption and usage. For instance, Deloitte has ascertained that 78% of Indian urban consumers are aged between 18 and 30 years who frequently used AI-powered platforms but primarily are from areas of online shopping, fitness monitoring, entertainment, and virtual social interactions. After the pandemic, AI-based services grew in India's retail by 25% annually (Indian Brand Equity Foundation [IBEF], 2021).

The study summarizes the findings from peer-reviewed journals and market surveys that discuss AI in several contexts, such as e-commerce, fitness, digital entertainment, and home automation. In particular, descriptive synthesis was utilized to provide a summary of the key consumer behaviors and motivations for adoption based on aspects such as personalization, convenience, trendiness, and privacy in AI technologies.

Results and Discussion

Figure 1 illustrates the extent of AI-assisted product usage by Indian youth as inferred from secondary data sources.

Figure 1



[Usage of AI-Enabled Products by Indian Youth]

AI recommendation systems were the most pertinent signifiers as 78% of Indian urban youth actively engaged with either Amazon or Flipkart (Deloitte, 2022). The machine learning systems work with various algorithms that combine browsing history, preferences, and purchase patterns to suggest products likely to boost purchase probability and customer loyalty (Mishra & Singh, 2021).

Fitness trackers spur lifestyle changes; according to Deloitte (2022), about 40% of Indian youth say they now have raised health awareness and are goal oriented due to these devices. Survey reports have indicated that brands such as Fitbit, Apple, and Xiaomi have experienced a spur of increased demand since the post-COVID, when health and wellness trends further popularized.

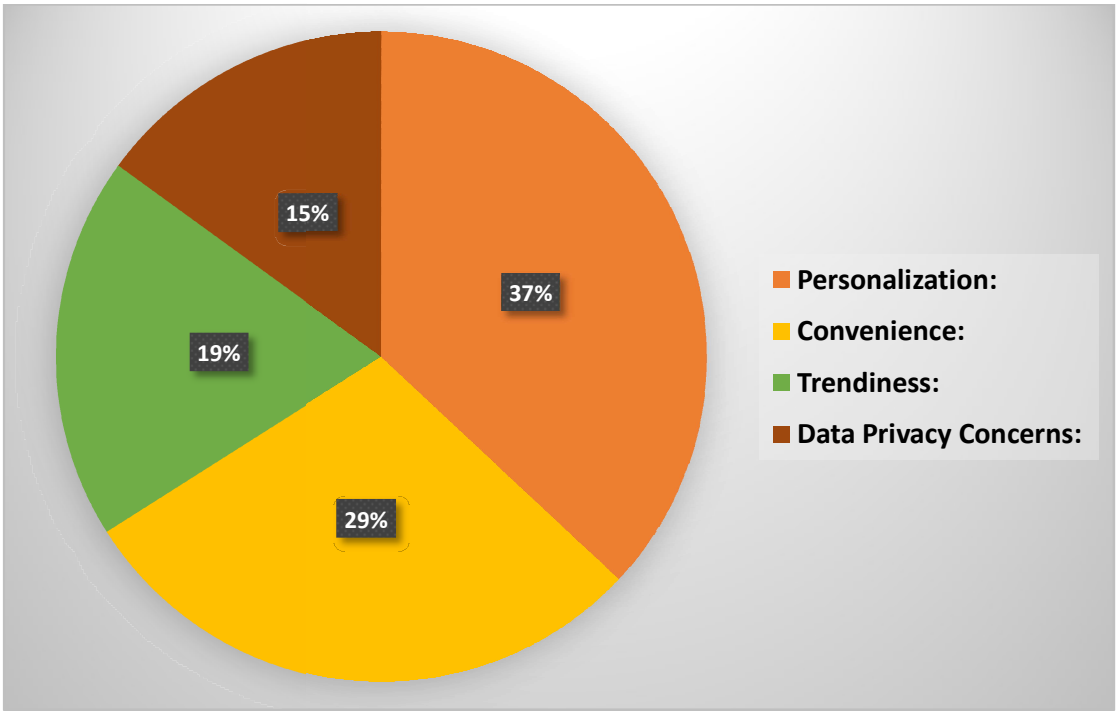
Virtual influencers on Instagram and YouTube dictate 32% of the youth's choices regarding fashion and entertainment. AI-generated influencers including Kyra within India are making headlines through endorsement of products toward fashion and lifestyle content, raising

concerns regarding the authenticity and consumer trust that surround them (Sharma & Kaur, 2022).

An estimated 58% of youths use voice assistants like Alexa or Google Assistant. These tools have enabled hands-free shopping, information searches, and smart home management, reflecting the shift toward AI-integrated living environments (Kapoor & Dwivedi, 2020).

Figure 2 describes some of the key factors that influence the adoption of AI products.

Figure 2



[Key Factors Influencing Adoption of AI Products]

The primary drivers include personalization at 37% and convenience at 29%. They relate to preferences for personalized recommendations, tailored content and health insights of youth who crave a more customized experience (Kapoor & Dwivedi, 2020). Trendiness, mentioned by 19% of those surveyed, is the reason AI products are viewed as modern and innovative.

Nonetheless, 15% of youths were concerned about data privacy, indicating a rising consciousness of ethical issues in AI usage. Data breaches incidences and uncleared data handling by technology firms contribute to this concern, which then affects trust and consequently adoption rate (Sharma & Kaur, 2022).

Limitations and Future Studies

The study has a number of limitations. First, it drew entirely from secondary data, without collecting real-time data from the primary sources but its consumers can be enriched into the findings with real-time consumer narratives.

Secondly, most of the reports and studies taken into consideration tend to focus on metropolitan and urban youth, thereby making the perspectives and adoption behaviours of rural and semi-urban population in India go unattended. AI adoption pattern might be different across socio-economic groups, access to infrastructure, and educational background. (Deloitte, 2022).

Thirdly, the study focused on four distinct areas of AI-enabled products - there are other niches such-as AI empowers education tools, digital finance apps, and AI-driven healthcare services-they come to picture very increasingly with young consumers (IBEF, 2021). Future research should focus on wider areas including exploration of these new emerging sectors.

Finally, longitudinal study will give interesting insights about why/ how youth preferences change regarding AI, literacy in AI, or ethical awareness over the years keeping into account the dynamic change character of AI and consumer behaviour. Comparative studies with youth population in other developing countries would further strengthen the cross-national dimensions of the study.

Conclusion

AI is moderating the interaction of Indian youngsters with products and modifying preferences, behaviours, and lifestyle styles. This shows that AI is enhancing the engagement, personalization, and convenience by which people develop certain behavioural attitudes towards using AI in e-commerce, fitness, lifestyle, and smart living. People reported

personalization to be the most important factors in adopting AI products; convenience, trendy occupied the next positions.

Regrettably, this is far outweighed by 15% citing ethical problems as a barrier to using AI. The legacy issue of data privacy and dependence remains glaring. Businesses have much to do concerning transparent data practices and sound ethical usage of AI to win the consumer trust necessary to keep them engaged over a longer term.

It should be closer to research on the impacts of AI on rural and diverse youth segments, longitudinal behavior patterns, emerging AI applications beyond entertainment and shopping. Efforts should be instilled in collaboration with policymakers and technology firms to develop ethical AI frameworks protecting the rights of consumers while promoting innovation.

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