Abstract

In the context of the new era of marketing and Digital transformations [1][2], the multiple means of advertising and the unrestricted creation of needs joined to the excessive on-line temptations are constantly overwhelming the consumer with offers that he is becoming unable to evaluate [3]. Accordingly, he finds himself turning to comparison shopping engines (CSEs). Although, multiple surveys have declared that most consumers show major dissatisfaction with these engines' services.[4][5][6].

The progress of artificial intelligence is transforming all e-commerce’s practices therefor it becomes essential to think of a new concept of approaching CSEs. Hence, this article presents an innovative concept presenting a Smart Virtual Consumer Assistant (SVCA) aggregated into an intelligent digital eco-system specific to online sales. Such an assistant will be able first to help the consumer in innovative, comprehensive and adapted way to his needs, his profile and his purchasing ethical values during all his consumption processes, and second to protect him from making any purchases that may present either a physical or a digital harm.
References

Toward a New Concept of a Future Generation of Comparison Shopping Engines


**Index Terms**

Computer Science  Information Systems

**Keywords**

Comparison shopping engines, Consumer rights, Ethics of consumption, virtual consumer assistant.