

Navigating Agentic Commerce: How Brand Choice Shifts in AI Driven Marketplaces

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Abstract

The swift dispersal of self-governing artificial intelligence (AI) driving force that can find, contrast, and trigger buying decisions entire virtual marketplaces is reforming how consumers and brands interact. In this nascent “agentic commerce” surroundings, choice is progressively filtered-or even superseded—by software applications running all e-commerce marketplaces like Amazon, E-shops, and super-app ecosystems. This study blends multidisciplinary imagination on the use of machine, computer and automatic system to operate marketing activities, intermediation, and E-marketing to evaluate how brand choice is transformed when algorithms, in place of human observation, make the ultimate buying decision.

Four core concepts are examined: (1) algorithm antipathy versus algorithm gratitude, (2) platform lock-in and data-driven path dependence, (3) zero-click commerce and frictionless purchasing, and (4) B2B2C marketing dynamics in AI-mediated channels.

The article emphasized consequences for brand visibility, Customer loyalty, and product differentiation, and finds research gaps related to clearness, administration, and sovereignty. It summers with a research agenda and rules for brands seeking to remain salient in AI-driven marketplaces.

Keywords: *Agentic Commerce, E-marketing, AI-mediated channels*