Ramification of Agentic AI on Customer Experience: Balancing Personalization and Data Privacy

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KEYWORDS	ABSTRACT
Artificial Intelligence; Agentic AI; Perceived Customer Experience; Personalization; Data Privacy. **ARTICLE HISTORY** Date of Publication:30-10-2025 **Conference Organizer(s)** University of Lahore, Sargodha Campus, Pakistan & Research Consultancy on Social & Management Development	With the emergence of Artificial Intelligence (AI), e-commerce has been evolved tremendously and transformed customer experience with personalization, automation, and tailored customer support by AI Chatbots. Agentic AI is an advance and refined form of AI that works as AI Agent founded on neural networks and machine learning with latent ability of learning from previous data. Agentic AI is humanoid system having fundamental traits of Autonomous decision -making, environment-directed, and self-starting without human involvement.. Moreover, Data privacy moderated the relationship between Personalization and Perceived Customer Experience that needs an appropriate balance to mitigate the customer concerns about Data privacy. Agentic AI is a buzzword and needs exploration, how it has been transforming the customer experiences in online shopping while mitigating the data privacy concerns in hyper personalization. This research assists E-retailers and businesses to enhance their business operation, cutting cost, and high conversion rate in online shopping. For future researchers, it provides the basis of Agentic AI in e-commerce and will give understanding about customer data privacy concerns that needs to be addressed in personalization.
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