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Utilizing Large Language Models to Enhance the Digital Diversity Experience in Online Shopping

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Abstract

The conventional B2C model often restricts our shopping autonomy due to a monotonous and technically constrained shopping flow. However, we believe that shopping autonomy can be revitalized by focusing on three essential elements of digitalization: digital equality, diversity, and inclusiveness. To address these challenges, we propose a web intelligence framework built upon these three elements, enhancing the shopping experience and empowering users with greater autonomy. With our approach, customers can interact with the online shopping platform like interacting with a sales assistant, making the experience more engaging and personalized. Besides, this research introduces the "LLM as Product Catalogs" concept to illustrate how AI can be applied to non-design tasks. Web designers can significantly reduce their workloads, freeing them from the tedious task of creating numerous catalog web pages. This improvement enhances efficiency and allows for greater creativity and innovation in the web page industry.

Keywords: large language model (LLM); digital diversity; shopping autonomy; online shopping