260. ADAPTING TO THE ACCELERATING WORLD: AI, INFORMATION OVERLOAD, AND E-COMMERCE

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The paper examines three interconnected developments reshaping internet marketing from 2023 to 2026: the integration of artificial intelligence in consumer behaviour analysis, the paradox of information overload, and the structural transformation of e-commerce. It is argued that AI enables predictive audience understanding, excessive information reduces consumer decision quality, and e-commerce is evolving through social commerce, polarised pricing, and agentic transactions. Adaptation is identified as the defining professional skill of the era.

The digital marketing landscape of 2023–2026 is defined by three interconnected developments. The first is the practical emergence of artificial intelligence as an everyday tool: corporate AI spending reached $252.3 billion in 2024, and 88 % of companies now report regular AI use [1]. Research presented at the BSUIR 2025 Scientific Conference reveals a fundamental shift in what understanding an audience means: where traditional analytics described what had happened, AI-powered systems describe what is about to happen [2]. Deep neural networks detect behavioural signals in real time — a user lingering on a checkout page, or rushing through twenty pages in thirty seconds — allowing timely intervention. Companies applying AI to behavioural analysis report 22 % higher ROI and 47 % better click-through rates; Starbucks's "Deep Brew" increased customer spending by 34 % across 27.6 million loyalty members.

The growing capacity of AI to process data draws attention to a deeper problem: the paradox of information overload. Global data volume is projected to reach 175 zettabytes by 2025 — nearly three times the 2020 figure — while human cognitive capacity has remained unchanged [2]. Research from the BSUIR 2025 conference formalises this with the utility function $U(I) = a \times \ln(I) - b \times I^2$: beyond a certain threshold, more information overloads the consumer and the probability of purchase declines [2]. The "jam experiment" of Iyengar and Lepper demonstrated this intuitively: shoppers shown 24 varieties were far less likely to buy than those shown only 6. The strategic response is AI-driven hyper-personalisation, which delivers exactly what a specific customer needs and has been shown to produce conversion rate improvements of up to 202 % [2].

These shifts unfold alongside equally rapid structural changes in e-commerce. Online retail reached 20.5 % of global sales in 2025 and is projected to grow to 22.5 % by 2028 [3]. Product discovery has migrated to social media: 76 % of Generation Z encounter new products there, and 39 % complete purchases directly within a social platform [3]. Pricing strategy is being restructured by the "Barbell Effect": analysis of 9.8 million price signals shows that premium and ultra-low-cost offerings thrive, while the mid-range tier becomes a dead zone [4]. Most radically, agentic commerce is emerging: Mastercard's "Agent Pay," launched in April 2025, enables AI shopping agents to complete transactions autonomously [5], fundamentally changing what marketing communication must optimise for.

All three trends converge on the same professional challenge: the need to adapt continuously. The World Economic Forum projects 170 million new roles created and 92 million displaced between 2025 and 2030 [6]. Specific platforms will keep changing, but the underlying task remains constant — understanding why people make the decisions they make and communicating in ways that respect cognitive limits. The utility function of information overload explains why campaigns that bombard audiences underperform targeted ones; the behavioural anomalies AI detects in traffic data are the same patterns experienced professionals have always read intuitively. Organisations failing at digital transformation are typically treating adaptation as a one-time event rather than a permanent posture. What unites all three trends is a shared dependency on human behaviour: digital tools change rapidly, but the psychology they serve changes far more slowly. For those entering the field, building that stable foundation — and making adaptability a defining professional habit — is both the central challenge and the defining opportunity of the era.

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