



Artificial Intelligence & Customers' Perception: A Study

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Abstract

Artificial Intelligence is the new synonym for technology in today's era at the global level. With the complex combination of software, programming, hardware, and other tools, artificial intelligence has become one of the most powerful weapons in these times. It will not be wrong to say that there is hardly any industry or sector left where artificial intelligence has not been infused. From online shopping, to net-banking, to online match making, artificial intelligence is omnipresent. There are different perceptions, beliefs, thought processes, responses of customers and users towards artificial intelligence. On one hand some customers are quite positive with the new technology for the advantages and ease of work it bring in with itself, and on the other hand many are concerned regarding the possible risks and threats associated with artificial intelligence in the form of frauds, and theft of data. This paper will enunciate upon the customers' perception towards artificial intelligence, the benefits and risks associated with the use of this technology in everyday life, and also the scope of the same.

Keywords: Artificial Intelligence, Technology, Customer, Perception

Introduction

The infusion of Artificial intelligence has been rapidly seen increasing in different sectors of various economies around the globe. It would not be wrong to mention that today hardly any sector or industry is left where artificial intelligence is not being used for efficiency and effectiveness in work. Some of the latest tools the artificial intelligence technology has provided to the world of internet are chatbots, voice assistants, models for large languages, applications to create content with just a click, and many such applications which have provided a new meaning to the customer-internet interface. Artificial intelligence has delved deeper into customers' day-to-day life as well apart from the complex jobs, and therefore people have varied perceptions regarding the same. Many surveys and researches have been done in this area wherein mixed responses of artificial intelligence users have come to light. The age also has been one of the biggest factors in the acceptance of artificial intelligence by customers, wherein the younger generation has been seen to be more comfortable with the usage of artificial intelligence and also supports its expansion to various other fields also. On the other hand, the older generations have been somewhat uncomfortable with the increased interaction with artificial intelligence for their day-to-day tasks. The customers comfort with the artificial intelligence, his or her trust with the privacy issues, risks associated with the technology are

some of the aspects which have to be looked into in order to better understand the positive and negative impact of the technology on people.

The main crux of the issue related to artificial intelligence is that there is a huge gap between what people perceive about the technology and what it really has to provide from its side to the users. With proper education and usage of the same customers might be able to better understand the technology and also deal with the risks more efficiently.

Literature Review

(Huan Chen & Sylvia Chan-Olmsted, 2022) It was enunciated by many marketers and companies all over the globe that artificial intelligence has transformed the day-to-day lives of individuals of all cadres. On the side of marketers' artificial intelligence has provided them with the required aid to understand their customers' needs efficiently, but there are also many such uncovered aspects related to the technology which need to be still studied for reaping full benefits, therefore marketers should try to analyse the artificial intelligence from the perspective of multi-diversified consumer groups of different cultural educational backgrounds.

Ananthakrishnan, R., & Arunachalam, T. (2022) studied the difference between the artificial intelligence generated content and human generated content. Various aspects and theoretical models were taken as base for analysing the above stated relationship and what consumers perceived regarding both.

(Isidore. R, & Arun, n.d.) studied the happiness level of Indian customers to the artificial intelligence technology. Data was collected with the help of questionnaire and t-test and ANOVA were used for the analysis. It was found that usually males prefer artificial intelligence in their day-to-day lives since it involves less interaction; and also, younger customers i.e. below the age of 25 years are more welcoming to the technology unlike the older generation.

Customers' perception on various aspects related to the use of artificial intelligence

Artificial Intelligence has changed the way the companies communicate with their present and prospective customers. Many new tools and technologies have been brought into use with the help of artificial intelligence for the companies and marketers to be able to know their customers better. A survey was done in the United States with 2500+ respondents on various aspects related to artificial intelligence and their perception about the same. Below are the aspects and related perceptions of the customers:

- A. Artificial Intelligence being used by companies for personalization is being favoured by customers but with a direct touch:

Percentage	Aspect related to artificial intelligence preferred by customers
58%	Product Recommendation based on their search history.
51%	Personalised recommendations for entertainment based on their past ratings and likes.
43%	Recommendations based on past purchases.

- B. Relevance & accuracy of the product or service when one gets Personalised Communication through Artificial Intelligence:

Percentage	Aspect related to artificial intelligence preferred by customers
32%	Extremely accurate
58%	Somewhat accurate
10%	Not accurate at all

C. Customer perception being changed by artificial intelligence in various sectors:

Sector	Positive Customer Perception (%)	Neutral Customer Perception (%)	Negative Customer Perception (%)
Entertainment	54	39	11
Shopping	51	38	11
Healthcare	48	39	12
Advertising	44	40	17
Finance/Banking	40	44	16
Customer service	40	38	23
Sports	35	48	17

D. Online Privacy with artificial intelligence being used by companies for recommendations, customer service, and technical support as perceived by customers.

Respondents Type	Very Concerned (%)	Somewhat Concerned (%)	Not Concerned (%)
All respondents	33	49	18
Work with AI	42	43	15
Do not work with AI	27	53	20

Artificial intelligence and customer experience

Another survey done on 2201 customers to know about their perception on artificial intelligence had some other insights to look into, the following tables give a clear picture about the responses of customers' regarding artificial intelligence overtaking humans completely when it comes to services like customer care, and others.

A. Customers' Perception on whether they would like artificial intelligence replacing humans in various aspects.

Customers' Perception	%
Humans understand their needs better than artificial intelligence	61
Humans provide more through explanations than artificial intelligence	53
Human customer service are less likely to frustrated the customer as compared to chatbots	52

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