MAJOR PROJECT REPORT

ON

CONSUMER PERCEPTION ON CHATBOTS BEING USED BY E-COMMERCE WEBSITE.

MASTER OF BUSINESS ADMINISTRATION
DELHI SCHOOL OF MANAGEMENT SESSION
(2020-2022)

Submitted by:
SAHIL SACHDEVA (2K20/DMBA/106)

Batch: **MBA 2020-22**

DELHI SCHOOL OF MANAGEMENT, DELHI TECHMOLOGICAL UNIVERSITY, DELHI

Table of Contents

CERTIFICATE FROM THE GUIDE

This is to certify that the Project titled "CONSUMER PERCEPTION ON CHATBOTS BEING USED BY E-COMMERCE WEBSITE" is an academic work done by SAHIL SACHDEVA submitted in the partial fulfillment of the requirement for the award of the Degree of **MBA** from **Delhi Technological University, DSM**. It has been completed under the guidance of DR. RAJAN YADAV. The authenticity of the project work will be examined by the viva examiner which includes data verification, checking duplicity of information etc. and it may be rejected due to non-fulfillment of quality standards set by the Institute.

DR. RAJAN YADAV
(FACULTY GUIDE)

STUDENT DECLARATION

This is to certify that I have completed the Project titled "Consumer perception on chat bots being used by E-Commerce website." under the guidance of DR. RAJAN YADAV in partial fulfillment of the requirement for the award of degree of Masters of Business Administration (MBA) at **Delhi Technological University, DSM,** New Delhi. This is an original piece of work and has not been submitted elsewhere.

SAHIL SACHDEVA

STUDENT SIGNATURE

ACKNOWLEDGEMENT

The present work is an effort to throw some light on “Consumer perception on Chatbots being used by e-commerce website.". The work would not have been possible to come to the present shape without the able guidance, supervision and help to me by number of people.

With deep sense of gratitude, I acknowledged the encouragement and guidance received by my guide DR. RAJAN YADAY

I convey my heartfelt affection to all those people who helped and supported me during the course, for completion of my Project Report.

SAHIL SACHDEVA

Roll No. : 2K20/DMBA/106

EXECUTIVE SUMMARY

The project takes up a study of consumer viewpoint on Chatbots incorporated on a ecommerce further working on TAM model by incorporating perceived value also to the model. This study is divided into 6 sections.

We start with the introduction of the topic of the study and gives an overview over the chatbots, their history and the industry overview. The scope and objectives of the study. Then I went on to study the past researches done on the Chatbots and did a review of the history of the topic of and different aspects as the literature review.

We further move into the research methodology and the tools used in the study explaining the sampling technique and the sample size and details.

We then move on to Data Analysis section which shows the interpretation of different questions.

The following chapter presents the findings and any suggestions derived from the data analysis and present the results produced by this research. It also consists of any suggestions to improve the Chatbots we can interpret from the results and tip the scales in the favor to the Chatbots. To improve the chances of people using Chatbots and their attitude towards the technology.

This study on the Chatbots is just the first step towards understanding the consumer perception of the technology and further research is essential to understand the factors directly affecting the acceptance of Chatbots. We hope our findings will encourage further research and more in-depth and extensive analyses to demystify the driving forces of Chatbot. This will be beneficial to academic researchers, practitioners and users alike

List of Graphs

Chapter 1

INTRODUCTION

1.1 BACKGROUND

Chatbots are computer programs that cooperate with clients using function languages. This innovation began within the 1960's; the factor changed into to test whether or not chatbots systems could trick clients that they have been actual people. Be that as it can, chatbot structures aren't just worked to mimic human discussion, and interact customers. in this paper, we discover special applications wherein chatbots will be beneficial, as an example, and education, information retrieval, commercial enterprise, and net primarily based business.

In this example a chatbot to make it easier for the consumer to find out information. The patron has an alternative to talk with the bot and pose it common questions to get reactions. The chatbot has pre-customized reactions, yet it may paintings with dynamic information from a patron message for you to make an vital dialogue and advise relevant facts. that is a promising alternative whilst contrasted with utilizing search and sort based totally devices. in this feel, a chatbot is utilized to image the substance of a corpus (as an instance assessments of actual content material) and to offer responses to a particular domain, which in this placing is a web business web page.

In this paper we study the TAM model further for Chatbots in ecommerce and the factors that influence the decision that affect the intention to use. First we understand the history of chatbots then we analyse the data collected with google forms and the primary data Chapter 3 explains the research methodology and chapter 4 analyses the data. Chapter 5 outlines the findings and suggestions while Chapter 6 concludes the paper.

Increased internet and smartphone adoption have fueled most of the industry's growth. India's entire internet user base is predicted to expand to 829 million by 2021, up from 636.73 million in FY19, thanks to the country's continuous digital transformation.

Because not all online merchants are honest and professional, and mistakes can

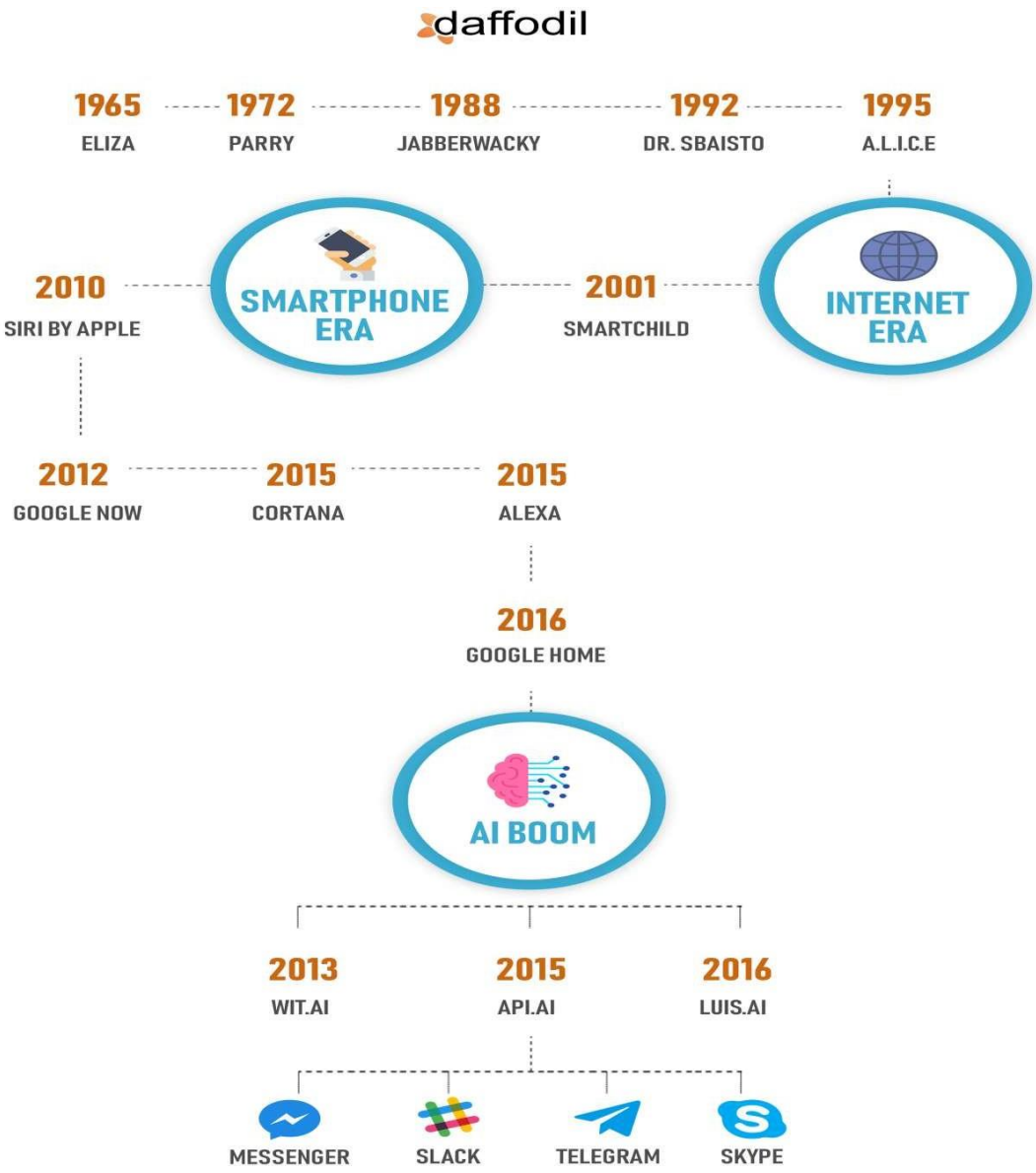
happen, e-commerce is not completely risk-free (Cooper et al., 2011). This risk is mostly present from the consumer's perspective because goods cannot be physically inspected before full payment is made and there is a period of time before the goods are delivered. Consumers must have faith in the merchant's ability to ship the product as soon as payment is received. As a result, merchants must strive to prevent problems from arising; nevertheless, if they do, they must be remedied as soon as possible, particularly because consumers will grow sceptical of e-commerce if they are not convinced that any problems they face will be rapidly resolved (Del Duca et al., 2011).

1.2 CONCEPTUAL FRAMEWORK

DEFINITION

A chatbot is an Artificial Intelligence computer that uses key pre-calculated user phrases and various texts which give the customer an experience similar to talking to a customer executive only. Chatbots are usually used for instant message reverting to help the customers in the marketing system.

HISTORY OF CHAT BOTS:



FROM ELIZA TO GOOGLE HOME

ELIZA

ELIZA was the first chatbot, established between 1964 and 1966, and it simulates conversation using pattern matching and substitution methods. It was created by Massachusetts Institute of Technology's Joseph Weizenbaum (MIT). The programme was created in such a way that it closely resembles human dialogue

PARRY

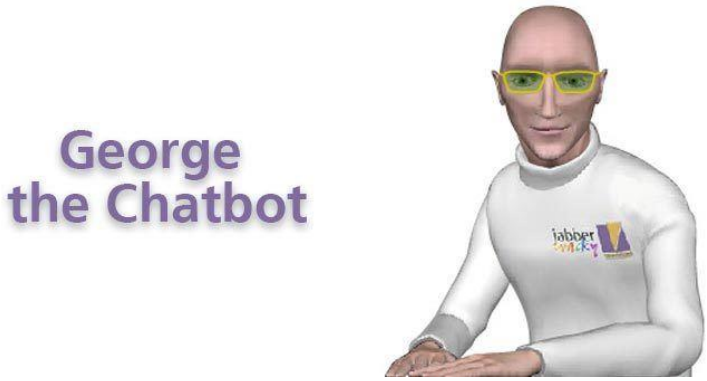
Kenneth Colby, who was an American psychiatrist, created PARRY in the year 1972. PARRY operates on the basis of a very difficult set of attributes, peoples reposnses etc.that is created because of the change in importance given to th inputs related to the speech.

.

JABBERWACKY

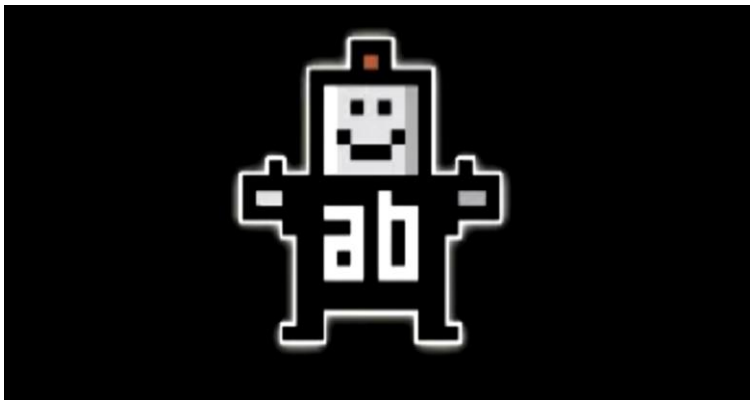
-

Rollo Carpenter, a developer, built it in 1988. The idea was to develop an interesting simulation similar to that of human speech. Many other chatbots have also come into the existence because of this. From the day it was created it has been used a lot of times for many research purposes. The chatbot is thought to use "contextual pattern matching," an AI method.



SMART CHILD

The Smart Child, created in 2001, was a forerunner of Siri in many aspects. It was available on AOL Instant Messenger and MSN, and it had the ability to create very surprising interactions and at the same time give easy acces to some other services as well. After the decline in the usage of AIM , Microsoft came up with the idea of this account as it catered to the need of specification related to a topic



SIRI

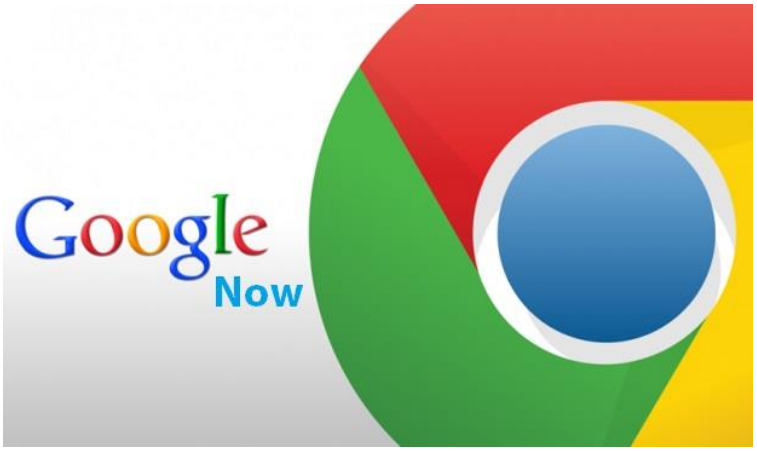
Apple created Siri in 2010 for iOS. It's a natural language-based intelligent personal assistant and learning navigator.

The patent that was filed by described the new service launched by Apple as an AI where you can ask different questions to SIRI and also have a conversation with her. The new patent was very close to the one that was released in the previous year but it has included stuff like audio, video, image visualization.

GOOGLE NOW

In 2012, Google Now was launched. It provided solutions to simple queries through web services and provided various recommendations.

It came along with SIRI which were a part of a cluster of chatbots that came across during that time for mobile phones and had slight tweaks from each other.



ALEXA

Alexa is an AI which was launched by Amazon. The 1st time it came into the market was in 2014 and from then till now it has come up with various upgrades aswell. Simply say "Alexa, play some music" or "Alexa, find me an Italian restaurant," and she will assist you. This is the main feature of the gadget. To enhance the functionality of any Alexa-enabled device you can customize it to only take commands to your voice.

GOOGLE HOME

Google Nest, formerly known as Google Home, is a speaker range involving AI created by Google. Using this device customer can have a conversation with the AI which is the virtual assistant created by the company. Google released it in November of 2016.

Google Home is a smart home hub with Wi-Fi connectivity and a voice-activated digital assistant. It's a little speaker tower that responds to spoken commands. Google Home has the ability to search the internet.

1.3 INDUSTRY OVERVIEW

Chat bots are increasingly being used to automate commercial processes in a variety of industries. Bots are currently being used in a variety of industries to provide greater customer service and enhance the consumer experience. Chat bots will revolutionise how companies connect with their customers and prospects. Customer support, lead generation, customer interaction, messaging apps, human resources, and other typical use cases are just a few examples.

MARKET AND SHARE BEING ANALYZED

• North America is expected to have the greatest chatbot market share over the forecast period. The increased deployment of chatbots across several market verticals is driving growth in this region.

Many Asian countries, including China, Singapore, India, and Japan, are utilising data-intensive AI technology, with chatbots being one among them. As a result of these leading technology advancements, APAC is predicted to grow rapidly during the projection period.

Artificial intelligence, the Internet of Things, and APIs are all rapidly evolving technologies. Chatbots can be built to deliver enhanced operations and so increase consumer demand using these technologies. Artificial intelligence and voice-based audio chatbots are expected to take the lead in the future market for talkbots.

E-COMMERCE AND CHAT BOTS:

In recent years, the e-commerce industry has grown rapidly, and it is growing in 2019. By 2021, it is expected that worldwide retail e-commerce revenue would exceed $4.88 trillion. By 2021, the total number of buyers is estimated to reach 2.15 billion. Ecommerce chat bots are typically used to

Complete customers' purchases

Provide product recommendations to buyers

Provide customer service

Today, AI has taken over everything, including e-commerce. In the future years, AI-powered chatbots will disrupt the E-commerce business. Based on the data acquired, chatbots will be able to react to client enquiries promptly and accurately.

Chat bots allow e-commerce firms to decrease their customer service employees by automatically resolving the majority of enquiries.

AI assistants will aid with the completion of tasks that would normally necessitate one-on-one human interaction, such as inventory management or customer service.

Chatbots are changing the way people interact with one another on the internet. Chatbots are opening up new possibilities for website owners to market their brand and capture user attention to accelerate sales in the e-commerce industry.

1.4 Objectives

- To understand the perception of consumers on chatbots.
- To understand the efficiency of Chatbots in assisting the consumers
- To analyze the factors influencing attitude and intentions to use chatbots

1.5 Scope of research

The scope of the study is restricted to be of respondents of age more than 25

The data was collected from 81 respondents of both working and non-working class. The age ranged 25 to 60 and above.

1.6 Limitations of the research

• The study was geographically restricted. The results may vary with an expansion in the geographical scope of the study

• The research was time bound as it was conducted as a college project and has to be completed within the semester.

Chapter 2

Literature Review

- **Duijst, D. (2017). Can we improve the User Experience?** Stated that there was no critical association impact among personalization and errand on the client experience of chatbots. A huge contrast was found between the two errands as for the client experience of chatbots, anyway this distinction was not because of personalization.
- **Gefen, D., Karahanna, E., & Straub, D. W. (2003). Inexperience and experience with online stores: The importance of TAM and trust.** stated that returning clients confided in the e-seller increasingly, saw the site to be progressively valuable and simpler to utilize, and were increasingly disposed to buy from it. The information additionally shows that while rehash clients' buy goals were impacted by both their trust in the e-merchant and their discernment that the site was valuable, potential clients were not affected by seen convenience, yet just by their trust in the e-seller. Ramifications of this obvious trust-obstruction and rules for training are talked about.

- **Roy, S. K., Balaji, M. S., Quazi, A., & Quaddus, M. (2018). Predictors of customer acceptance of and resistance to smart technologies in** show complex connections among saw innovation availability, saw convenience, saw handiness, predominant usefulness, saw adaptiveness, and store notoriety in deciding clients' perspectives and conduct aims towards shrewd retail advances. The discoveries additionally show that innovation availability doesn't legitimately influence client disposition however does in a roundabout way through saw advancement qualities. The discoveries demonstrate that retail locations should concentrate on savvy innovations that are basic, yet offer upgraded client esteem through improved shopping proficiency. Discoveries additionally propose that retail locations can take part in brand the board procedures to improve clients' acknowledgement of brilliant advances.
- **Araújo, T., & Casais, B. (2020). Customer Acceptance of Shopping-Assistant Chatbots. In Marketing and Smart** accentuate that there is a need to acquaint better computerized arrangements with help the consequences of organizations. The interest in chatbots is along these lines a significant factor of separation.
- **Chen, M. F., & Lin, N. P. (2018). Incorporation of health consciousness into the technology readiness and acceptance** demonstrate that notwithstanding innovation status, wellbeing cognizance applies a constructive outcome on the apparent usability and value of dietary and wellness applications

- **Praveena, K., and Thomas, S. (2014). Duration goal to utilize Facebook: An investigation of saw delight and TAM. Bonfring** reveal that the model clarifies 36% variety in the duration aim to utilize Facebook. Seen Enjoyment apparently was a solid determinant of mentality towards utilizing Facebook in this examination.
- **Featherman, M., and Fuller, M. (2003, January). Applying TAM to e-administrations selection: the directing job of apparent hazard.** show that more significant levels of apparent hazard flattened usability impact and expanded emotional standard's impact on apparent handiness and selection goal.
- **Kim, H. W., Chan, H. C., & Gupta, S. (2007). Value-based adoption of mobile internet: an empirical investigation**. The hypothetical and commonsense ramifications of VAM identified with M-Internet are examined.
- **Tam, J. L. (2004). Customer satisfaction, service quality and perceived value: an integrative model**
- **Gnewuch, U., Morana, S., Adam, M., & Maedche, A. (2018). Faster is not always better: understanding the effect** indicate that dynamic reaction defers not just increment clients' impression of humanness and social nearness yet additionally lead to more noteworthy fulfillment with the general chatboτ

  connect

Chapter 3

RESEARCH METHODOLOGY

3.1 PURPOSE OF THE RESEARCH

The research might be conceptualized differently depending on if it’s done for creating or propagating theories or models or is done for resolving immediate managerial problems. Thus, the research might be conducted with a wider and all encompassing purpose, it’s known as basic research. However, in this case, the research generates knowledge specific to the problem situation and has limited relevance, thus making it an applied research.

The study's goal can be broken down even further, with exploratory and definitive research options. Exploratory research is mostly utilized to obtain a better grasp of a subject..

Conclusive research, on the other hand, verifies and validates the findings of exploratory research. It is used to test and validate hypotheses and correlations that have been formulated. In this example, the research is being carried out in order to better understand the aspects that influence Chatbots' intentions and attitudes.

The findings of the study are largely diagnostic in nature, i.e., the studies indicate existing symptoms of a particular situation without establishing a causality relationship.

3.2 RESEARCH OBJECTIVES OF THE STUDY

The main objective behind the study is to understand the intention and attitude of user towards usage of Chatbots in ecommerce

- To understand the perception of consumers on chatbots.
- To understand the efficiency of Chatbots in assisting the consumers
- To understand the intentions to use chatbots

3.3 RESEARCH METHODOLOGY

It is a method of studying and solving research problems in a systematic manner. It basically involves the set of techniques used to analyze data during research

3.3.1 RESEARCH DESIGN

It is the overarching operational pattern of the project's framework that specifies what information will be collected for source by those operations.

Exploratory research design and conclusive research design are the two primary categories of research designs. Descriptive and causal/experimental research designs are two types of conclusive research designs.

The nature of the problem, as well as the technique of data collection and analysis, determines the suitability of a research design for a certain study.

For this topic, a descriptive research strategy is applicable.

3.3.2 DATA COLLECTION

The methodological challenges and considerations for obtaining and handling the data utilised in the study are explained in this section. The section is divided into two sections, each of which represents a different aspect of the data collection process. The first section offers information on data gathering technologies, while the second section contains information on the questionnaire's incorporation and structure.

DATA COLLECTION TOOLS

We have used -

- **PRIMARY**

Primary data is information that has never been published before and has never existed before. Primary data is gathered with a specific goal in mind, namely, to be critically analyzed.

In order to establish facts regarding the topic, this study employs a quantitative research method (questionnaire).

The purpose of a structured questionnaire is to obtain information on people's intentions and attitudes concerning Chatbots. A questionnaire is a method in which series of questions are asked to collect information

- **SECONDARY**

  Secondary data includes information from already already published papers, reports etc.

  Various publications, journals, articles about the issue under investigation, and other online resources were used.

  Google forms were utilised to capture data, which were then sent via email, WhatsApp, and linkdn.

3.3.3 SAMPLING

1. SAMPLING METHOD-Convenience Sampling

Convenience sampling is a non-probability sampling strategy in which the samples that are taken are according to the convenience of the research conductor.

The convenience sampling technique was chosen for this study because of its speed, cost-effectiveness, and ease of availability of the sample, as well as the fact that respondents are easy to discover..

2. SAMPLING UNIT: The population is from Delhi NCR region and is limited to be of age greater than 25.

3. SAMPLE SIZE: 81 Respondents

Questionnaire was prepared keeping objectives in mind. The structured questionnaire comprises of total 25 questions using a 7 point

Likert scale

DATA ANALYSIS TOOL

The information collected from the questionnaire was subjected to statistical analysis. It is coded, collated, tabulated, employing bar graph frequency and percentages to analyze the data and derive results.

Chapter 4

DATA ANALYSIS

Question 1.

Data:

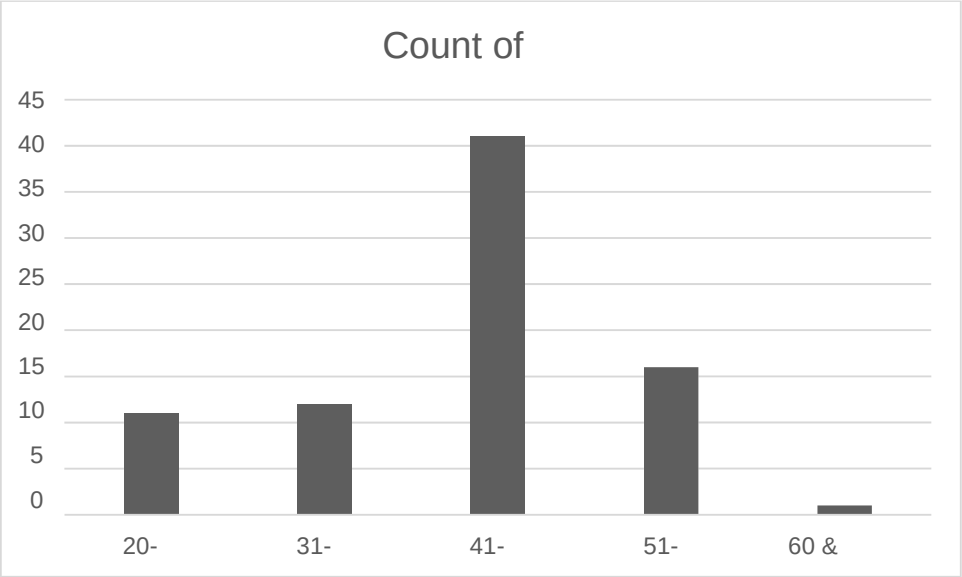


Fig. 1: Graph of the age of the respondents

Interpretation:

We see that maximum respondents are from 41-50 ages.

Question 2.

Data:

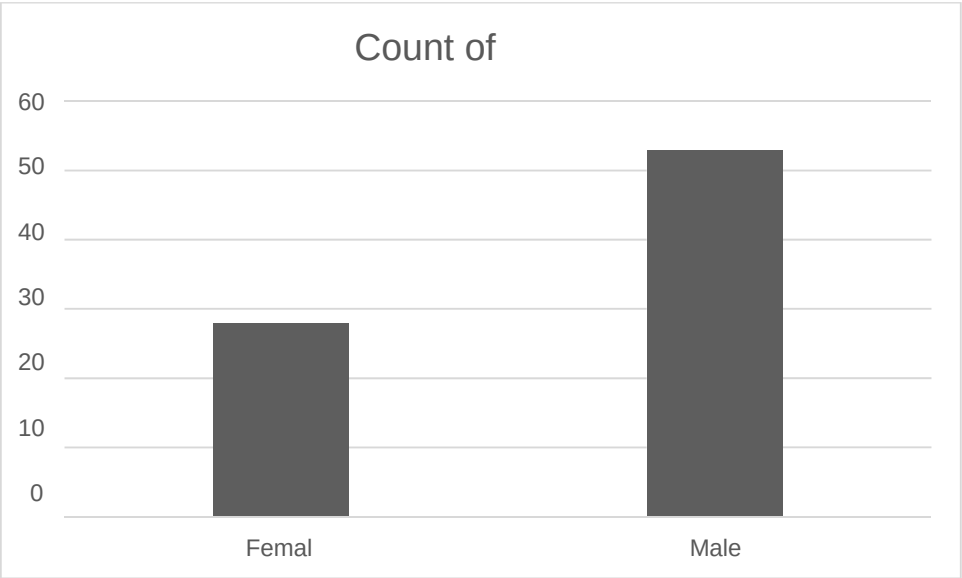


Fig. 2: Graph of the gender of the respondents.

Interpretation:

We are able to see that the maximum respondents are male.

Question 3.

Data:

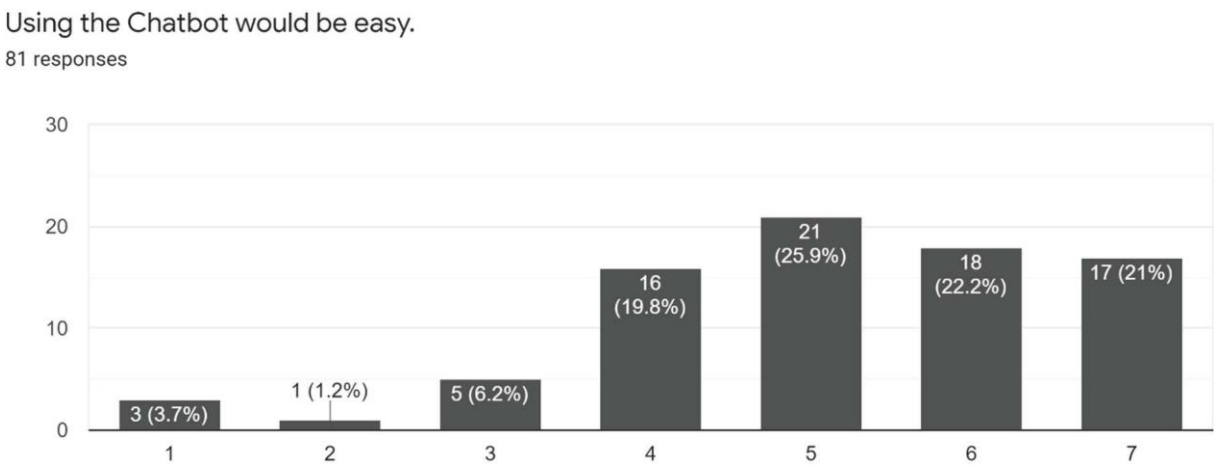


Fig. 3: Graph of the answers to statement Using Chatbot would be easy

Interpretation:

The respondents vary from strongly disagree to strongly agree with the major number choosing to slightly agree with the statement 25.9% of the respondents chose to slightly agree with the statement and an overall of 69.13% somewhat agreed with the statement. 3 out of the 81 respondents went as far as to strongly disagree with the statement.

Question 4.

Data:

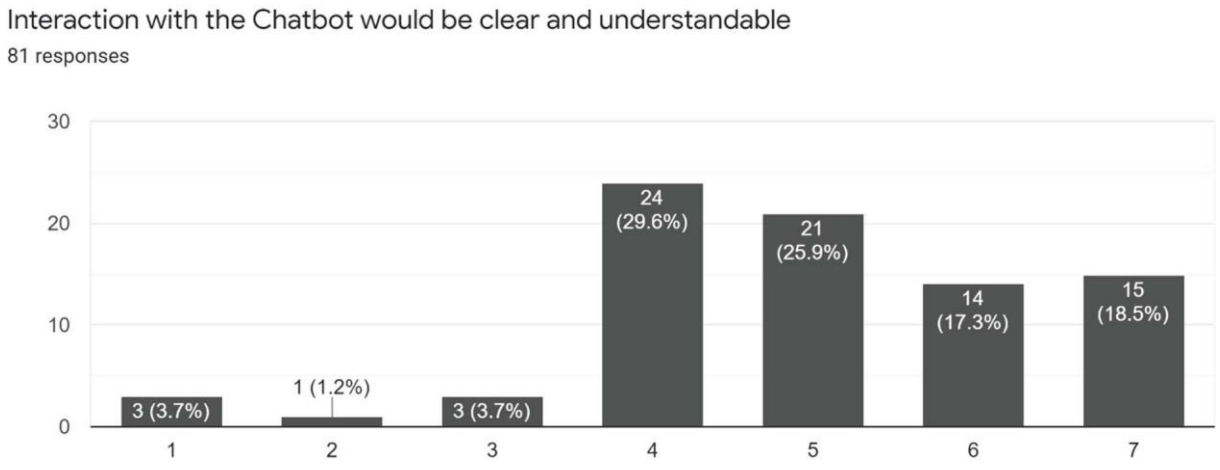


Fig. 4: Graph of the answers to statement Interaction with Chatbot would be clear and understandable

Interpretation:

When asked whether the interaction with Chatbot will be clear and understandable the majority of the respondents (29.6%) chose neutral while 50 out of 81 respondents (61.72%) to some extent agree with the statement.

Questions 5.

Data:

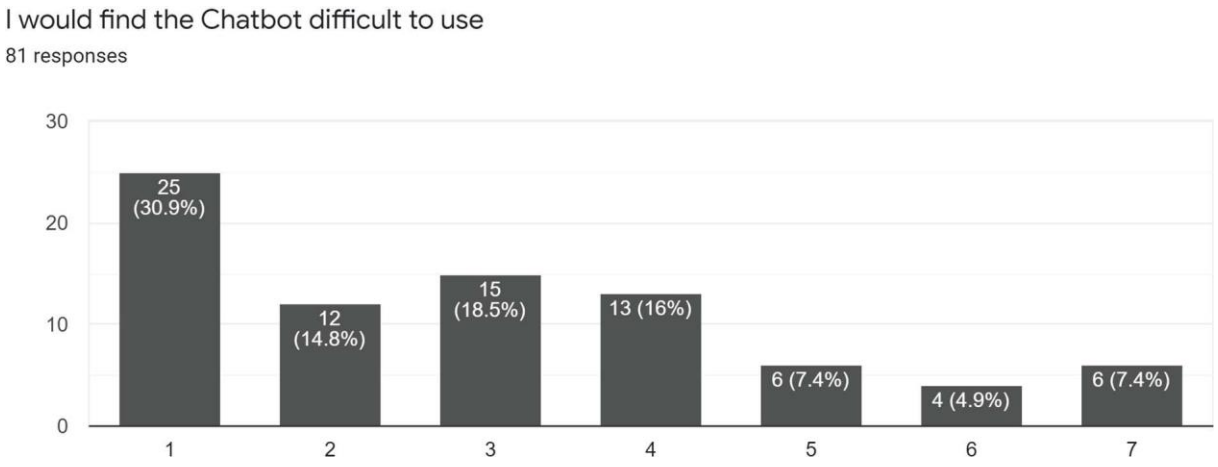


Fig. 5: Graph of the answers to statement I would find Chatbot difficult to use.

Interpretation:

25 out of the 81 respondents (30.9%) strongly disagreed when asked whether they would find it difficult to use a Chatbot. While only 16 out of the 81 agreed with the statement and 13 chose to remain neutral on the topic.

Question 6.

Data:

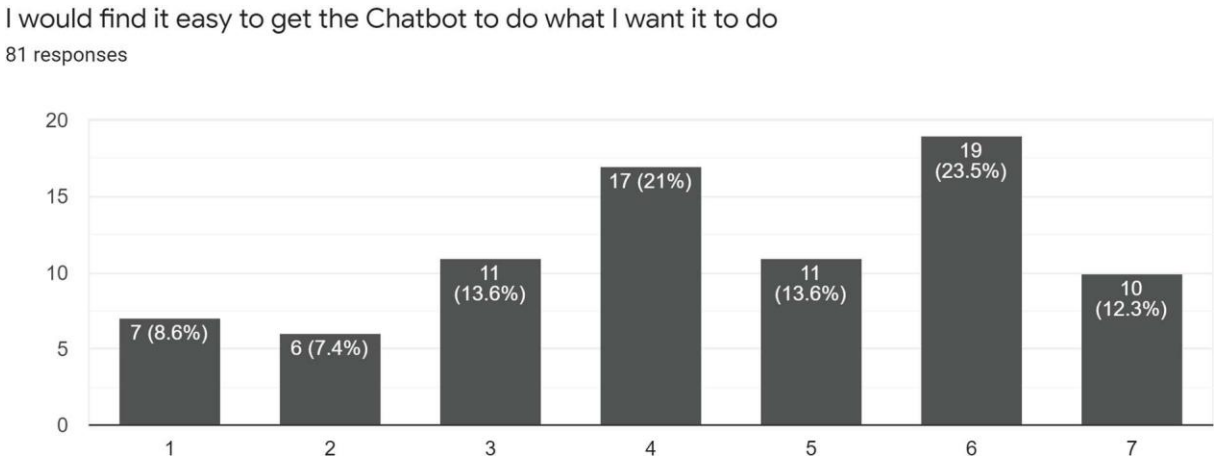


Fig. 6: Graph of the answers to statement I would find it easy to get Chatbot do what I want it to do.

Interpretation:

40 of the 81 respondents chose to agree with the question of whether they would find it easy to get the Chatbot do what they want. Out of these 19 (23.5%) seem to agree while 10(12.3%) strongly agreed with the statement.

Question 7.

Data:

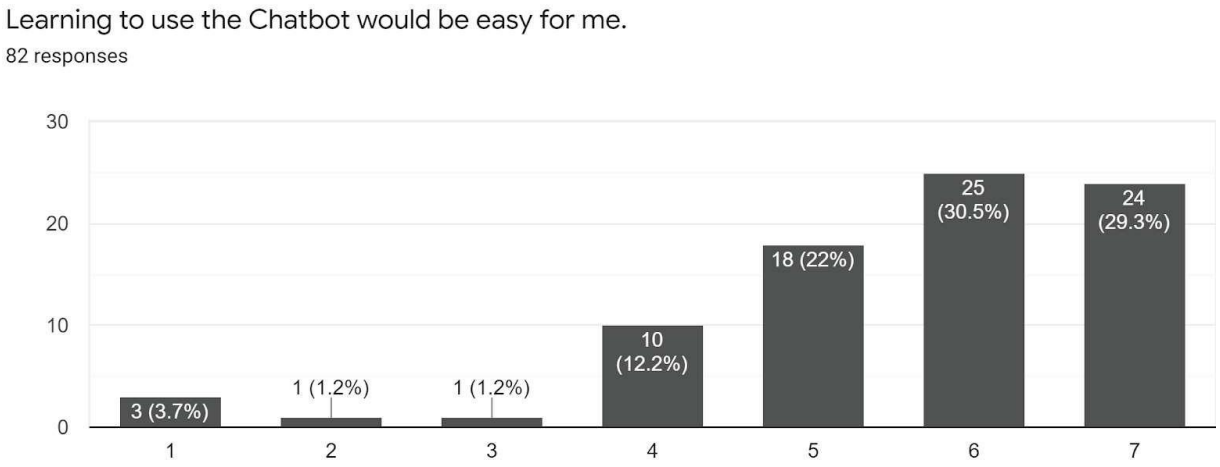


Fig. 7: Graph of the answers to statement Learning to use the Chatbot would be easy for me/

Interpretation:

When asked whether they would be able to learn how to use the Chatbot easily and quickly 67 out of the 81 (82.71%) respondents chose to somewhat agree with the statement with 24 of them strongly agreeing and 10 respondents (12.2%) chose to remain neutral with 5 respondents (6.71%) disagreeing.

Question 8.

Data:

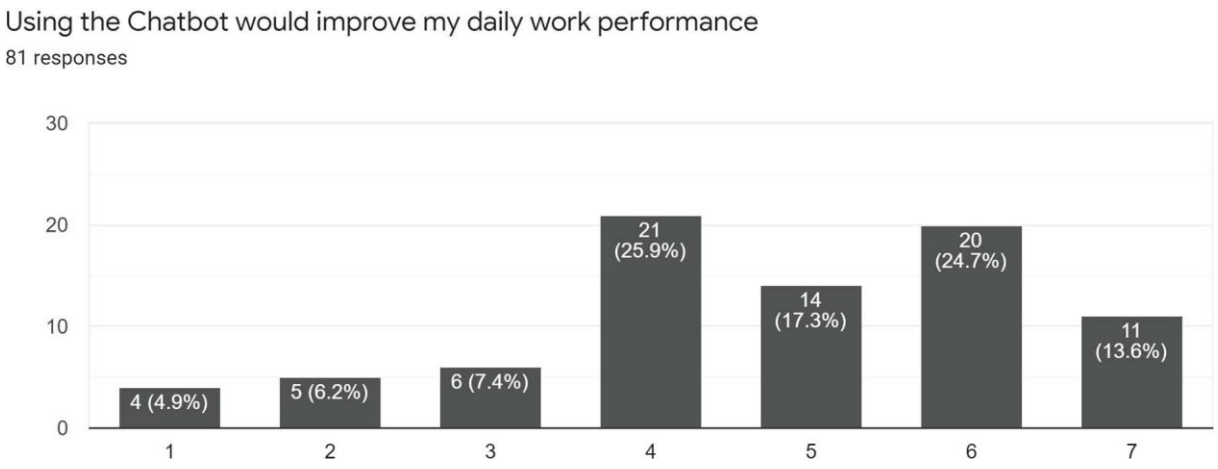


Fig. 8: Graph of the answers to statement Using the Chatbot would improve my daily work performance

Interpretation:

45 (55.56%) of the 81 respondents agreed that using the Chatbot will improve their daily work performance, while the 25.9% chose to be neutral about the statement. 18.51 % disagreed with the statement to some extent

Question 9.

Data:

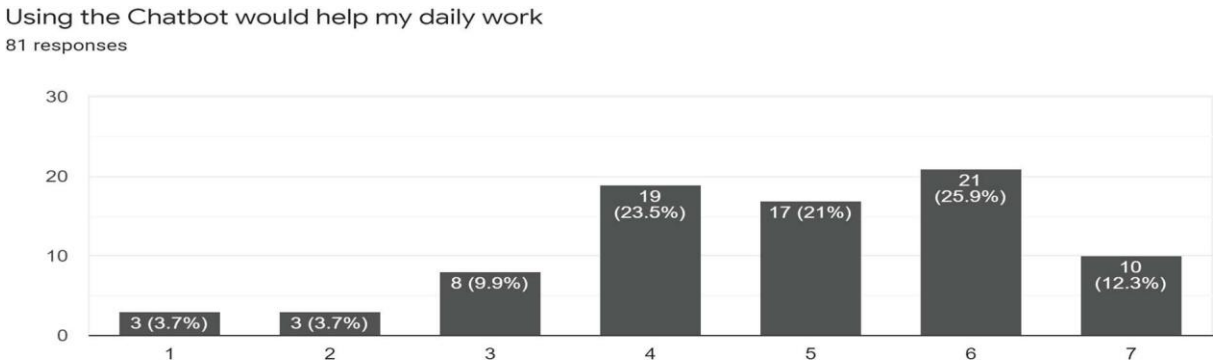


Fig. 9: Graph of the answers to statement Using the Chatbot would help my daily work.

Interpretation:

59.25 % i.e. 48 out the 81 respondents agreed that using the Chatbot will help their daily work and 14 disagreed with the statement.

Question 10.

Data:

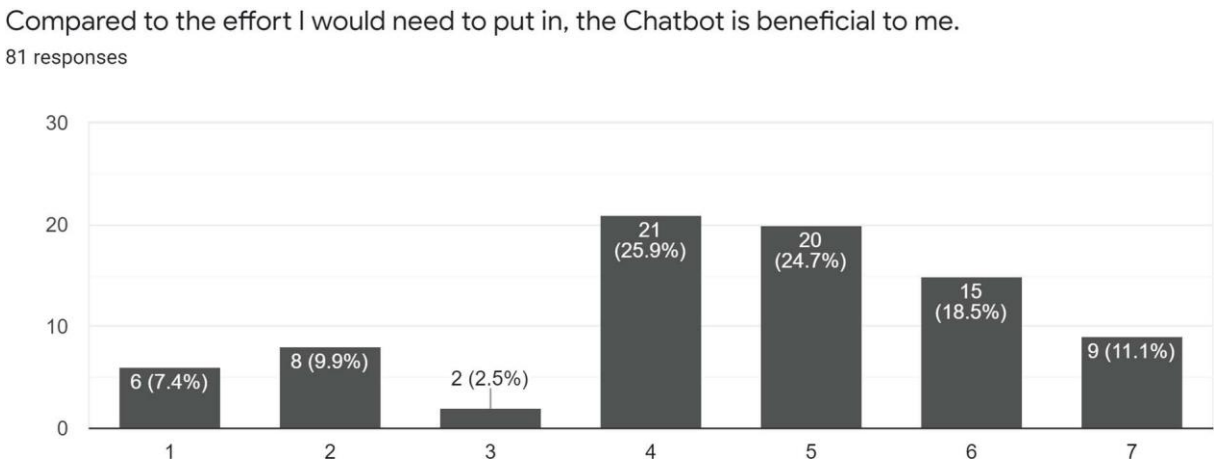


Fig. 10: Graph of the answers to statement Compared to the effort I would need to put in, the Chatbot is beneficial to me.

Interpretation:

44 (54.32%) of the 81 respondents agreed when asked whether the result provided by the Chatbot is worth the effort while 16 of them disagreed.

Question 11.

Data:

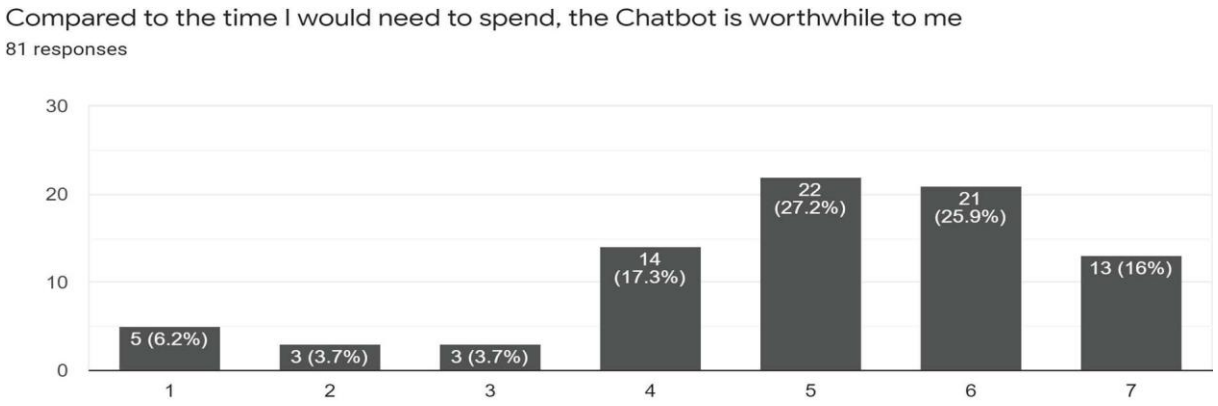


Fig. 11: Graph of the answers to statement Compared to the time I would need to spend, the Chatbot is worthwhile to me.

Interpretation:

56 (69.13%) of the respondents agreed that the time put into to work with the Chatbot is worthwhile. 11 respondents disagreed with the statement and 14 chose to be neutral about it.

Question 12.

Data:

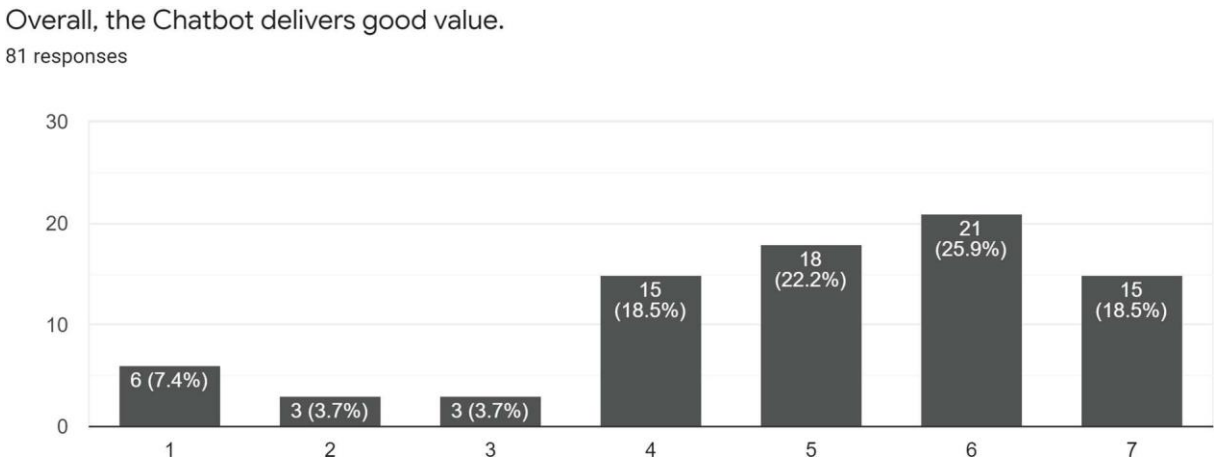


Fig. 12: Graph of the answers to statement Overall Chatbot delivers good value.

Interpretation:

54 out of 81 respondents agreed overall chatbots deliver good value while 12 respondents disagreed with the statement,

Question 13.

Data:

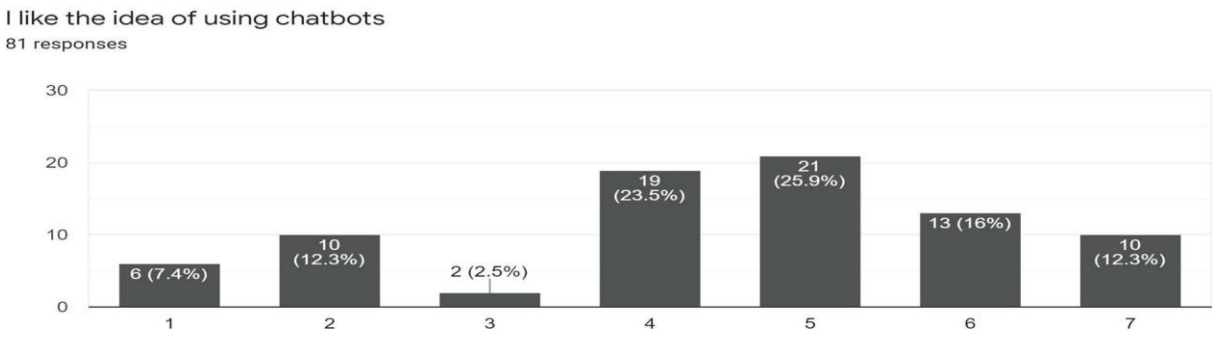


Fig. 13: Graph of the answers to statement I like the idea of using Chatbots.

Interpretation:

When asked their views on whether they would like to use Chatbots in the future 44 respondents agreed while 18 disagreed at the prospect of using Chatbots in the future.

Question 14.

Data:

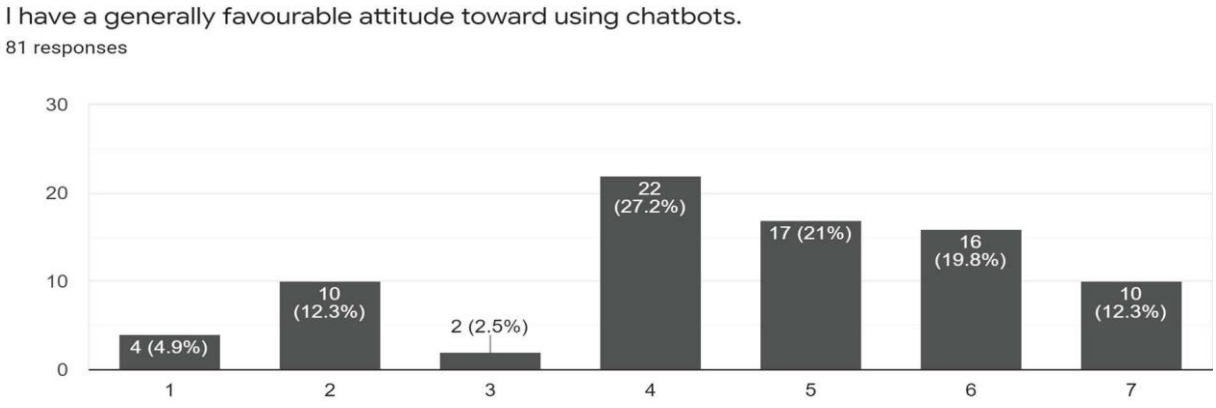


Fig. 14: Graph of the answers to statement I have a generally favorable attitude towards using Chatbots.

Interpretation:

Majority of the respondents were neutral when asked if they generally have a favorable attitude towards Chatbot and 43 respondents out of 81 agreed with the statement while 16 disagreed.

Question 15.

Data:

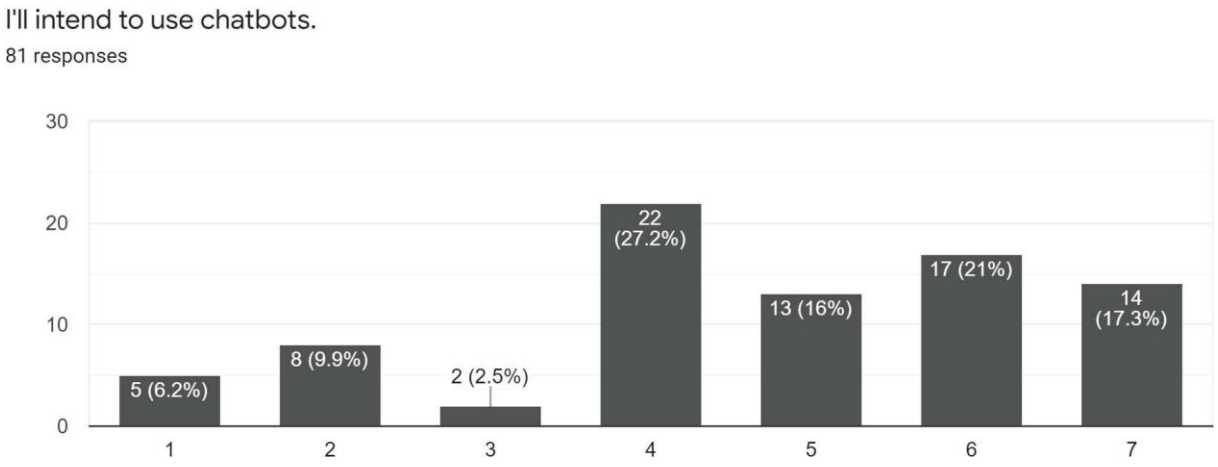


Fig. 15: Graph of the answers to statement I'll intend to use Chatbots.

Interpretation:

When asked with the question of whether they have any intention to use chatbots 44 out of the 81 respondents actually agreed that they have an inclination to use Chatbots in the future while 15 others disagreed with the statement.

Question 16.

Data:

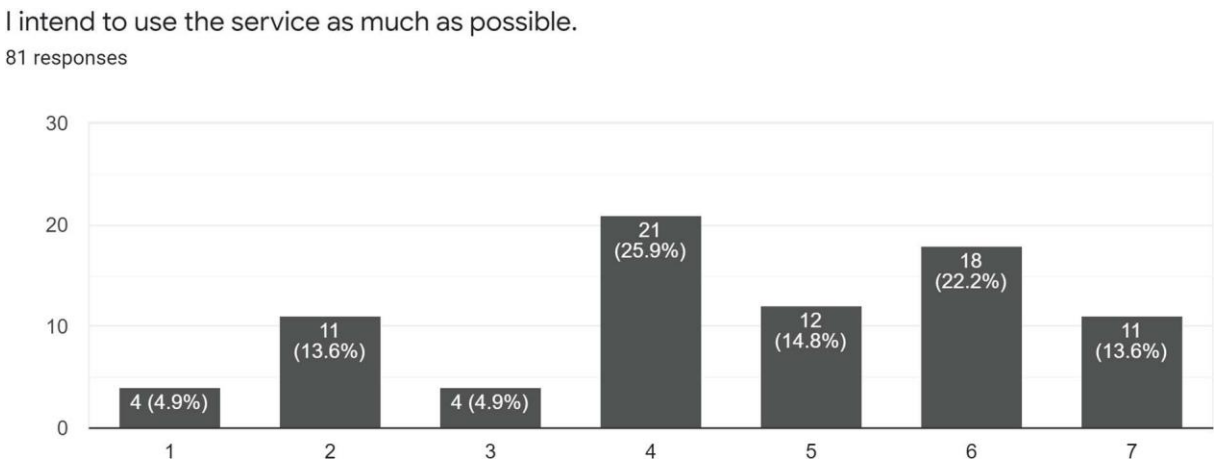


Fig. 16: Graph of the answers to statement I'll intent to use the service as much as possible.

Interpretation:

41 respondents agreed that they intend to use the service as much as possible while 19 respondents disagreed with the statement and 25.9% of the respondents remained neutral to the query.

Chapter 5

FINDINGS AND SUGGESTIONS

5.1 Findings

- The result shows that most of the respondents perceive Chatbots are easy to use.
- The research showed that maximum number respondents were men.
- Most people were between the age of 40 to 50.
- Analysis revealed that the most people perceive Chatbots to be useful.
- It was found that the majority of the respondents only somewhat perceive the Chatbot as something worth effort and of some value.
- It was found that most respondents are neutral about their attitude to use the Chatbot
- Unsurprisingly the majority of respondents intending to use the Chatbots is similar to the attitude of the respondents i.e. the majority is neutral towards their intention to use the service which means they may or may not use the technology.

5.2 Suggestions

The study clearly indicates that the respondents don't have a definite intention to use the Chatbot technology and have a neutral attitude towards the technology. Even though the majority somewhat agrees with the usefulness and ease of use of the technology but it is not enough to sway the opinion of the respondents to have a definite interest in the technology.

The Chatbots company to work to make the technology less complex and easier to work with. The study while proves that people are somewhat agreeing that Chatbot has some value so the companies to promote the usefulness of the technology more and also make it efficient enough to be worth the effort and time of user to work with it.

For any future researches we propose a more in-depth analysis of the factors and an attempt to identify the root cause behind the impartiality towards the technology,

Chapter 6

Conclusion And Limitations

Conclusion

This study has discussed the perception of the respondents towards the Chatbots on the biased on their perceived usefulness and ease of use. This study furthers the previously devised Technology Acceptance Model (TAM) by adding perceived value. The model is then applied to study the acceptance level amongst the respondents towards Chatbot technology and understand the factors on which the acceptance depend.

This is study found that the Chatbot technology is not perceived to be as useful as it actually is by the respondents although it was found they somewhat agree that it is a useful technology yet the intention to use is not a confirmed yes thus requiring more in-depth analysis on the different factors that make up the usefulness according to the respondents.

Further we find that while it agreed that the technology has some value, it is not exactly important in the eyes of the consumer and needs to be more robust and efficient to make it worth the consumer's time and effort. The complexity of the technology and the precise keyword requirements discourage consumers from using the Chatbots.

This study on the Chatbots is just the first step towards understanding the consumer perception of the technology and further research is essential to understand the factors directly affecting the acceptance of Chatbots.

Limitations

1. The study was done under a time constraint as it was done as a subject in a course.
2. The number of respondents are not sufficient to make it a reliable research with insufficient time and resources.

3. The subject requires more in-depth analysis with more effective analysis tools to understand the core factors.

BIBLOGRAPHY

1. Duijst, D. (2017). Can we improve the User Experience of Chatbots with Personalization. *Master's thesis. University of Amsterdam*
2. Gefen, D., Karahanna, E., & Straub, D. W. (2003). Inexperience and experience with online stores: The importance of TAM and trust. *IEEE Transactions on engineering management, 50(3), 307-321*
3. Abdullah, F., Ward, R., & Ahmed, E. (2016). Investigating the influence of the most commonly used external variables of TAM on students' Perceived Ease of Use (PEOU) and Perceived Usefulness (PU) of e-portfolios. Computers in Human Behavior, 63, 75-90
4. Roy, S. K., Balaji, M. S., Quazi, A., & Quaddus, M. (2018). Predictors of customer acceptance of and resistance to smart technologies in the retail sector. Journal of Retailing and Consumer Services, 42, 147-160
5. Araújo, T., & Casais, B. (2020). Customer Acceptance of Shopping-Assistant Chatbots. In Marketing and Smart Technologies (pp. 278-287). Springer, Singapore
6. Chen, M. F., & Lin, N. P. (2018). Incorporation of health consciousness into the technology readiness and acceptance model to predict app download and usage intentions. Internet Research obtained from the HC-TRAM and the TRAM
7. Praveena, K., and Thomas, S. (2014). Duration goal to utilize Facebook: An investigation of saw delight and TAM. Bonfring International Journal of Industrial Engineering and Management Science, 4(1), 24-29
8. Featherman, M., and Fuller, M. (2003, January). Applying TAM to e-administrations selection: the directing job of apparent hazard. In 36th Annual Hawaii International Conference on System Sciences, 2003.

9. Kim, H. W., Chan, H. C., & Gupta, S. (2007). Value-based adoption of mobile internet: an empirical investigation. Decision support systems, 43(1), 111-126
10. Tam, J. L. (2004). Customer satisfaction, service quality and perceived value: an integrative model. Journal of marketing management, 20(7-8), 897-917
11. Gnewuch, U., Morana, S., Adam, M., & Maedche, A. (2018). Faster is not always better: understanding the effect of dynamic response delays in human- chatbot interaction

ANNEXURE

QUESTIONNAIRE

Age *

- ◯ 20-30
- ◯ 31-40
- ◯ 41-50
- ◯ 51-60
- ◯ 60 and above

Gender *

- ◯ Male
- ◯ Female
- ◯ Other: _____

Using the Chatbot would be easy. *

	1	2	3	4	5	6	7	
Strongly Disagree	○	○	○	○	○	○	○	Strongly Agree

Interaction with the Chatbot would be clear and understandable

	1	2	3	4	5	6	7	
Strongly disagree	○	○	○	○	○	○	○	Strongly Agree

I would find the Chatbot difficult to use

	1	2	3	4	5	6	7	
Strongly Disagree	○	○	○	○	○	○	○	Strongly agree

I would find it easy to get the Chatbot to do what I want it to do

	1	2	3	4	5	6	7	
Strongly Disagree	○	○	○	○	○	○	○	Strongly Agree

Learning to use the Chatbot would be easy for me

	1	2	3	4	5	6	7	
Strongly Disagree	○	○	○	○	○	○	○	Strongly Agree

Using the Chatbot would improve my daily work performance

	1	2	3	4	5	6	7	
Strongly Disagree	○	○	○	○	○	○	○	Strongly agree

Using the Chatbot would help my daily work

	1	2	3	4	5	6	7	
Strongly disagree	○	○	○	○	○	○	○	Strongly agree

Compared to the effort I would need to put in, the Chatbot is beneficial to me.

	1	2	3	4	5	6	7	
Strongly Disagree	○	○	○	○	○	○	○	Strongly agree

Compared to the time I would need to spend, the Chatbot is worthwhile to me

	1	2	3	4	5	6	7	
Strongly Disagree	○	○	○	○	○	○	○	Strongly Agree

Overall, the Chatbot delivers good value.

	1	2	3	4	5	6	7	
Strongly Disagree	○	○	○	○	○	○	○	Strongly agree

I like the idea of using chatbots.

	1	2	3	4	5	6	7	
Strongly Disagree	○	○	○	○	○	○	○	Strongly Agree

I'll intend to use chatbots.

	1	2	3	4	5	6	7	
Strongly disagree	○	○	○	○	○	○	○	Strongly agree

I intend to use the service as much as possible

	1	2	3	4	5	6	7	
Strongly Disagree	○	○	○	○	○	○	○	Strongly agree

Submit Clear form