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An Exploration of Millennials' Attitudes Towards the Use of Artificial Intelligence Chatbots for Customer Service within Ecommerce Platforms

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Abstract

The research aims to identify the determinants impacting millennials' adoption intention towards AI-powered chatbots in e-commerce customer service. This quantitative study employed a survey instrument to collect data from 113 millennials, utilizing a convenience sampling approach. The well-established Technology Acceptance Model (TAM) served as the foundation, extended to incorporate trust and social influence alongside perceived usefulness and ease of use. Linear regression analysis tested the hypothesized relationships. The findings reveal a significant positive influence of all four factors (PU, ease of use PU, PEOU, trust, and SI) on millennials' intention to utilise AI chatbots. Trust emerged as the most impactful determinant. The study's generalizability might be limited due to the sample size and recruitment method. Future research should consider a more diverse sample encompassing socio-cultural, technical, and socioeconomic factors. E-commerce companies can leverage these findings to optimise their AI chatbots for customer service and achieve greater adoption among millennials. Strategies include prioritising trust-building mechanisms, harnessing social influence, enhancing the perceived usefulness of the chatbot's functionalities, and ensuring user-friendly interfaces. This research contributes to narrowing the knowledge gap by investigating factors influencing millennials' adoption of AI chatbots in eCommerce customer service.

Keywords: AI Chatbots, Customer Experience, Electronic Commerce, Generation Y, Technology Acceptance Model (TAM)