



e-ISSN: 2319-8753 | p-ISSN: 2347-6710

IJRSET

International Journal of Innovative Research in
SCIENCE | ENGINEERING | TECHNOLOGY

INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

Volume 12, Issue 3, March 2023

ISSN INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA

Impact Factor: 8.423

9940 572 462

6381 907 438

ijirset@gmail.com

www.ijirset.com



To Study on Youth Perception and Attitude toward Chatbots Adaption a Focus on Greater Noida

Abhishek Lohani

Student, School of business, Galgotias University, Greater Noida, UP, India

ABSTRACT: In today's world, as we are moving toward the modernization of technology. The company is more and more involved in leveling up its technology by introducing AI. And as per this context from a certain period, the introduction of chatbots has increased as a value-creating tool in human life and has proved vital. Chatbots are computer system that uses AI and takes user input and answers it via text, audio, or both without any person's intervention between the chatbot and the primary user. Chatbots provide a sense that a user is not talking to a computer programming it seems like having a conversation with a human being. The purpose of this research is to gather the information that how youth think about the increased introduction and usage of chatbots in the market and do they are interested in the adoption of chatbots in their life for creating value. The research was brought off through the determination and application and purposive sampling was done for the qualitative data. The target population covered for the research is the student of college and job residing in Greater Noida. The sample size of this research is 200 people with whom the survey was conducted and the respondent was just 50. The outcome was quite good. The people were ready to accept chatbots and they agreed that it will help them in creating value in their life. They don't feel it is risky to use. This technology is quite good and easy to use which can help them in providing information, study and some think it can also help them in reducing stress.

I. INTRODUCTION

We can say with changes in technology, companies, and society are shaping themselves on the same path as technology like chatbots and various others are introduced in the market. As a result competitiveness in industries has a global impact. In the coming future, we might notice a new era with a drastic change in business operations and due to this, companies are moving toward chatbot involvement in their business operation as the most promising technology. Chatbots are computer system that uses AI that takes user input and answers it via text, audio, or both without any person's intervention between the chatbot and the primary user. The journey of the chatbot started in 1966 when ELIZA (chatbot designed to mimic human conversation) came to function and then PARRY in 1972, JABBERWACKY in 1988, Dr. SBAITSO IN 1992, ALICE (artificial linguistic internet computer entity) in 1995 and companies just go in designing. In 2008 Chinese company WECHAT launch a chatbot, and the response was tremendous and able to concur the hearts of the public. And many tech giants also entered but back in 2017, a blunder was just to happen when a big tech company (FACEBOOK) also step into the field and created two chatbots (ALICE and BOB) which were made to solve problems people took to their innovation further the chatbots were commanded to chat with each other when they started to chat for some instance they continue in English but later on they got into their language that was unknown for the world and at the point of time the project was just closed in a sense that they may become a danger for future. At present time, there are many companies with chatbots in the market that are known to the public such as Siri and Alexa. In November 2022 when Chat-GPT has launched by Open AI and gained a positive attitude for chatbot, it is because it has certain features different from Google and other chatbots (ALEXA or SIRI) as they are meant to provide you information only but Chat-GPT is designed to engage in back and forth conversation and with the remembrance of the previous data. Chat-GPT gives a sense that the question is not been asked to an AI it seems like having a conversation with a friend. As per the latest, Google management reportedly issues CODE RED over the rise of Chat-GPT. A few days back Google Alphabet launch its chatbots which were turned a failure to Google as it show a factual error in its first demo. The global chatbot market length become estimated at USD five,132.8 million in 2022 and is expected to amplify at a compound annual growth rate (CAGR) of 23.3% from 2023 to 2030.

Research is done to know the solution to the particular problem which will have a positive impact on customers' daily activities, for researcher these research need question and the question may be how the technology is used and how it can create value for business and customers, and why customers will implement in its daily life and what features that may a customer like about the technology. Research needs to be with much more attention and discipline if done not then it may lead to a negative outcome of the research.

This research is done to put up theoretical knowledge given by the university and by implementing it to generate a practical solution and to know the market reality of the thing that consumers consider before making a product in their daily routine. This is also done to know does youth actively follow the chatbots that are being introduced in the market and what is their stance on their adoption.

The objective of the research

- To know the consumer adoption of chatbots among the youth of greater noida.
- To provide knowledge about chatbots to the youth of greater noida.
- To analyze factors that are youth perception over the increasing use of chatbots

II. LITERATURE REVIEW

Technology acceptance model(TAM):

The model is cited model for technology it tells why the users will accept the technology. The model is based on two key constructs perceived ease of use (PEOU) and perceived usefulness (PU). PEOU defines that user thinks of ease of use of technology is avail, particularly with the technology. PU defines that the user thinks of enhancing his performance of the job by using a particular system (Davis et al., 1989).

A unified theory of acceptance and use of technology(UTAUT):

The cited model proposed by Venkatesh et al. (2003), consists of four components:- performance expectancy (PE), effort expectancy (EE), social influence (SI), and facilitating conditions (FC). EE is similar to the PEOU component of the TAM model and PE is similar to the PU of the TAM model. UTAUT is comprised of eight different tech theories:- innovation diffusion theory (IDT), the theory of reasoned action (TRA), the theory of planned behavior (TPB), the social cognitive theory (SCT), the motivational model (MM), the model of perceived credibility (PC) utilization, technology acceptance models (TAM) and a hybrid model combining constructs from TPB and TAM (C-TPB-TAM).

Gupta, Sharma (2019), a study on "Customers' Attitude towards Chatbots in Banking Industry of India" The study has shown positive attitudes among the respondents toward chatbot adoption in the banking industry and also positive attitudes of respondents toward its utility, accessibility, and threat.

Gatzioufa and Saprikis (2022), a study on "A literature review on users' behavioral intention toward chatbots' adoption" The study concluded that companies are engaging more and more in chatbots and customer are spending time in them for fun, personal and professional issue.

Malik, Sharma, Trivedi and Mishra (2021) a study on "Adoption of Chatbots for Learning among University Students: Role of Perceived Convenience and Enhanced Performance" The study shows that a positive relationship with perceived ease of use impacts positively on perceived convenience and attitude toward adopting any e-learning platform

Ambawat and Wadera (2019) a study on "A review of consumers' attitudes Towards chatbots adoption" The study outcome was on the positive side and the main reason was productivity, speed, convenience, and entertainment

III. METHODOLOGY

The study uses a mixed method to establish a relationship between AI chatbot adoptions among youth. The research has taken place through both quantitative and qualitative techniques.

A descriptive survey was somewhat accurate in determining the initiation status of AI chatbots among youth. The key focus of this research was to develop a framework for chatbot adoption. As many experts have their particular opinion whosoever having an experience in technology and their implementation. The research adopted this technique to validate the developed research model.



Location Of Study

The research was carried out in Greater Noida in India as the area is considered to be an emerging economy of the country and many of the famous university is located in this place youth of this place is generally aware of the latest technology and is eager to implement the technology in its daily life.

Target population

The target population was the youth of Greater Noida and in that are knowledge park 3 was the best-suited area for my researchor the youth coming from various regions and residing here for higher study and those who have a job in the tech field in such a region and having in the knowledge of intelligent machines.

Sampling

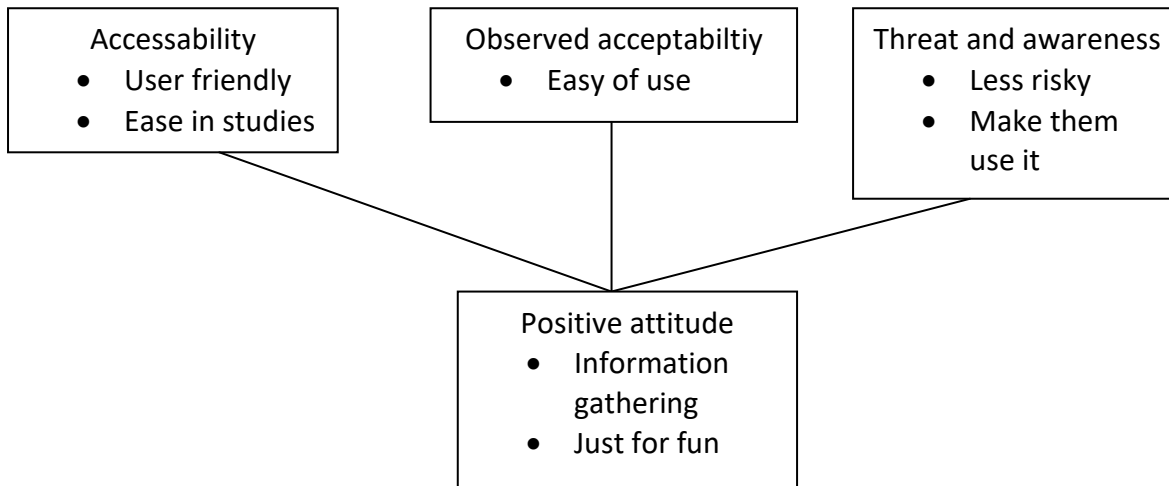
As per Saunders, sampling design is the technique that researchers use to select a subgroup from the total population that will be getting involved in the study. It helps the researcher by knowing what population are they catering to. Purposive sampling was used by the author in the research. Such a type of sampling is one in which a certain number of people are chosen and they have the same characteristics as your sample. And for that, the sample size was students of colleges of Greater Noida.

Data analysis and implementation

Data has been collected through a primary survey. The questionnaire link was sent through WhatsApp to 200 people and the response was relatively too low for just 50 students than by looking at certain questions the data have been cleaned in Microsoft excel.

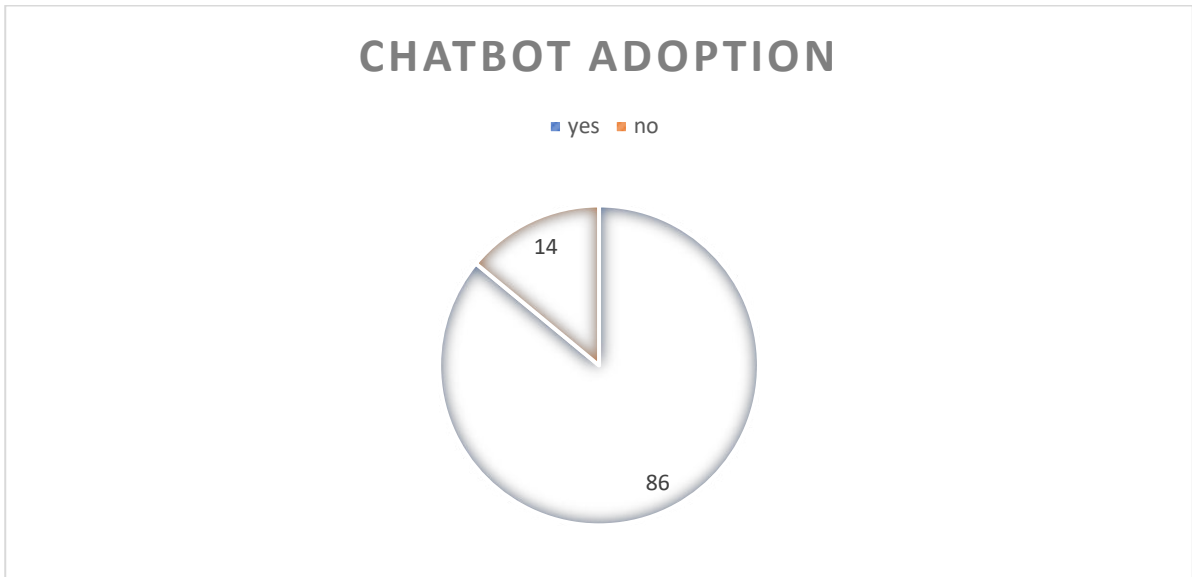
Five questions were asked to the respondent and that is being used to describe the effect adoption of chatbots by them in their daily activity such as risk, accessibility, observed acceptability, and awareness

Conceptual framework



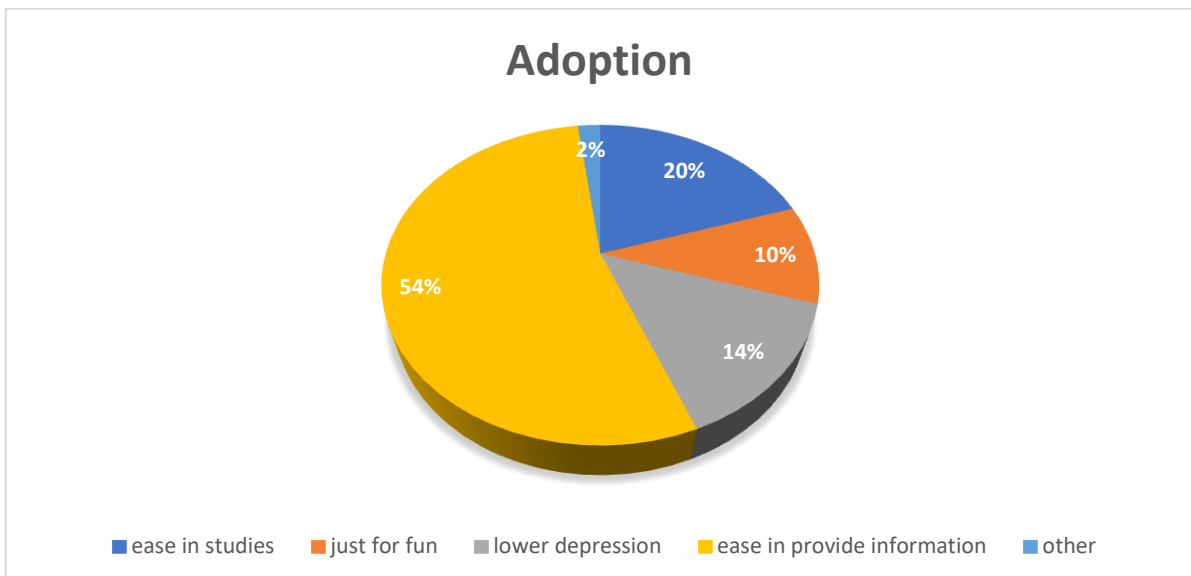
Question 1

S. No.	acceptability	Frequency	Percentage
1	Yes	43	86
2	No	7	14
	Total	50	100



Question 2

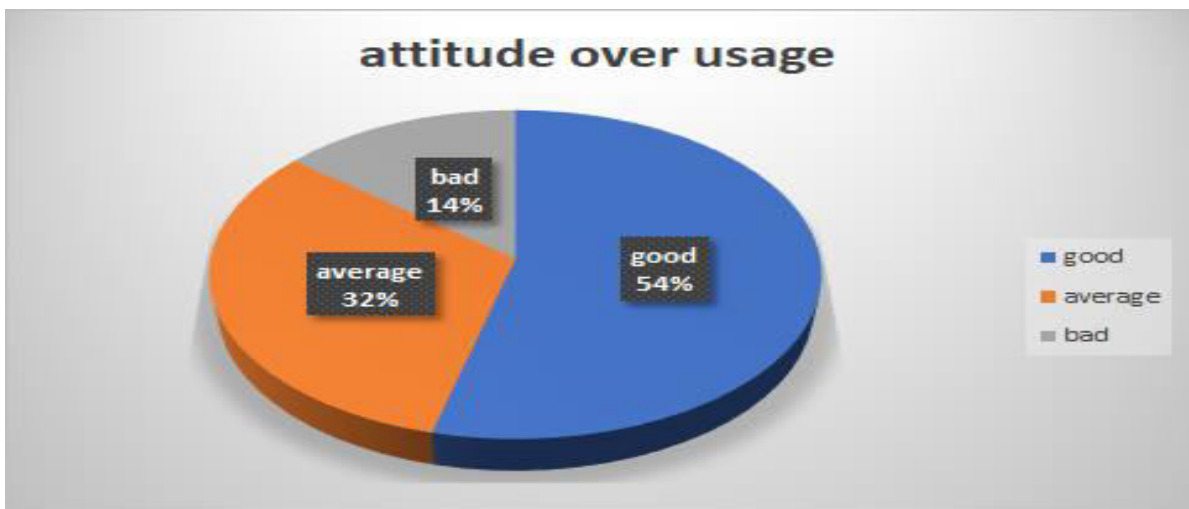
S.no.	Behavioral intention Adoption	Frequency	Percentage
1	Ease in studies	10	20
2	Just for fun	5	10
3	Lower depression	7	14
4	Ease in providing information	27	54
5	Other	1	2
	Total	50	100





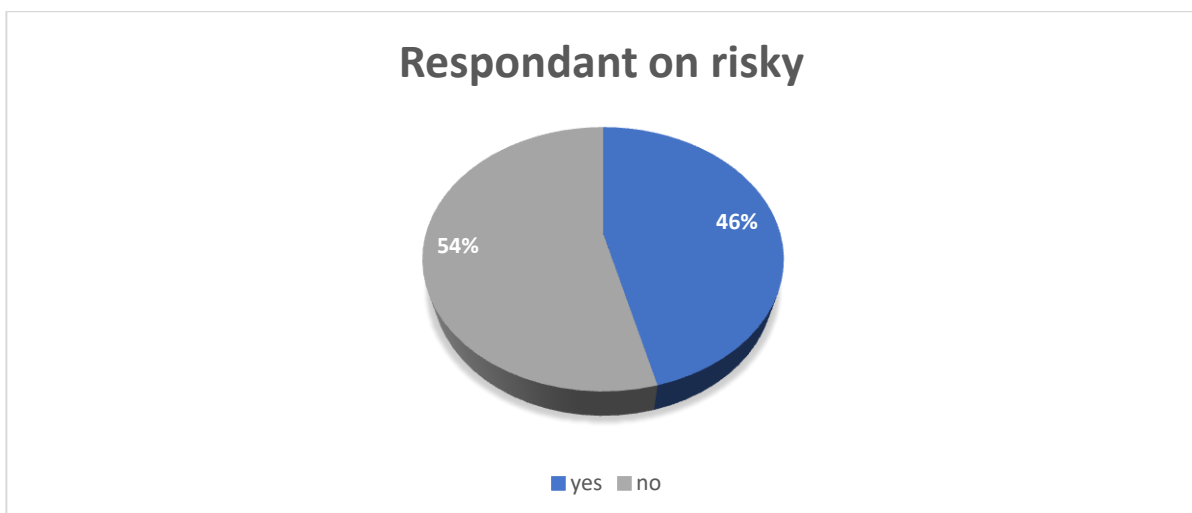
Question 3

S.NO.	Ease of usage	Frequency	Percentage
1	Good	27	54
2	Average	16	32
3	Bad	7	14
	Total	50	100



Question 4

S.no.	Risky	Frequency	Percentage
1	Yes	23	46
2	No	27	54
	Total	50	100



Findings

86% of the respondents were ready to accept chatbots in their work of daily activities.

84% of the respondents think that chatbot can create value in their daily life and is easy to use.

54% of respondents think that it is less risky to use chatbots.

54% of respondents want to use chatbots to efficiently provide the latest information and 14% want it to lower depression by talking to it. 20% will be helpful in their studies and the rest think using chatbots is a fun

For 54% of respondents, the performance of chatbots is good, and for 16% it's just average

Some of the respondents who use Chat-GPT were happy with the performance and the way it provides the information because it was easy to know and can resolve their every query

IV. CONCLUSION

In this research, research has been done to a small extent and the main purpose was to gather consumer perceptions of how they think before buying a product our country is called a youth country so my targeted population was the youth residing in Greater Noida who are in college. The study includes qualitative approaches for the research. The result confirmed that people want to adopt chatbots in their life. The technology will be believed to be beneficial for them and may help them in various aspects as studying, helping them in making their project, and may also help them spend their time exploring new things sometimes people need professional help but they do not have a right person with them to make understand them in such case chatbots may play a crucial role to guide them.

Limitations and future research

This research also carries a certain amount of limitation in that the research is done to a smaller extent of the population and due to the low budget and time it can be as accurate as it can be done. In the future, the research can be done to a greater extent of the population and can make them aware of forthcoming chatbots.

REFERENCES

1. History of chatbots by Mitusha Arya <https://chatbotslife.com/a-brief-history-of-chatbots-d5a8689cf52f>
2. Edmondo Candella (2018) "Consumers' perception and attitude towards chatbots' adoption. A focus on the Italian market". Master thesis https://projekter.aau.dk/projekter/files/281244069/IM_thesis_EdmondoCandela.pdf
3. <https://www.botsplash.com/post/chatbots-a-brief-history>
4. Geoffrey Nyongesa, Kelvin Omieno, Daniel Otanga (2020). "Artificial Intelligence Chatbot Adoption Framework for Real-Time Customer
5. Amisha Gupta, Deepti Sharma (2019), "Customers' Attitude towards Chatbots in Banking Industry of India", International Journal of Innovative Technology and Exploring Engineering
6. Himanshu Joshi (2021), "Perception and Adoption of Customer Service Chatbots among Millennials: An Empirical Validation in the Indian Context", 17th International Conference on Web Information Systems and Technologies
7. Monika Ambawat, Dr. Deepti Wadera (2021), "A REVIEW OF CONSUMERS' ATTITUDES
8. TOWARDS CHATBOTS ADOPTION
9. Care Support in Kenya". International Journal of Scientific Research in Computer Science, Engineering and Information Technology
https://www.researchgate.net/publication/348462595_Artificial_Intelligence_Chatbot_Adoption_Framework_for_Real-Time_Customer_Care_Support_in_Kenya
10. Dr. Vishwanath Karad MIT World Peace University. "Research Paper on Chatbot Development for Educational Institute"
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3861241
11. Aafiya Shaikh, Dipti More, Ruchika Puttoo, Sayli Shrivastav, Swati Shinde (2019). "A survey paper on chatbots". International research journal of Engineering and technology.
<https://www.mantralabsglobal.com/blog/how-chatbots-are-changing-the-digital-indian/>
12. Reena Malik, Ambuj Sharma, Sonal Trivedi, Rikkee Mishra (2021), "Adoption of Chatbots for Learning among University Students: Role of Perceived Convenience and Enhanced Performance", International Journal of Emerging Technologies in Learning.
<https://www.researchgate.net/publication/354703502>
13. Paraskevi Gatzoufa and Vaggelis Saprikis, "A literature review on users' behavioral intention toward chatbots adoption", Emerald Publishing Limited
<https://www.emerald.com/insight/2210-8327.html>



INNO SPACE
SJIF Scientific Journal Impact Factor
Impact Factor: 8.118



ISSN INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA



INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

 **9940 572 462**  **6381 907 438**  **ijirset@gmail.com**



www.ijirset.com

Scan to save the contact details