Influence Of Ai Driven Chatbot Among Gen Z In Thrissur

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Abstract: Artificial Intelligence (AI) has revolutionized customer engagement, with chatbots emerging as a widely adopted tool for enhancing user interaction in online platforms. This study investigates the influence of AI-driven chatbots among Gen Z consumers in Thrissur, a segment known for its high digital adoption and reliance on technology. Using a sample of 150 respondents, the research examines the level of awareness, usage patterns, and perceptions of Gen Z towards AI chatbots, with specific focus on convenience, personalization, trust, and satisfaction. Data was analyzed to identify the extent to which chatbot interactions impact Gen Z's online shopping experience and decision-making behavior. The findings reveal that chatbots significantly shape user engagement by providing instant assistance and personalized support, though challenges remain in building trust and reliability. The study provides valuable insights for businesses and service providers in Thrissur to design more effective AI-driven chatbot strategies tailored to the expectations of Gen Z consumers.

Keywords: Artificial Intelligence, Chatbots, Gen Z, Online Shopping, Consumer Perception

1.1 INTRODUCTION

Artificial Intelligence (AI) is the ability of machines or computer systems to perform tasks that usually require human intelligence, such as learning, reasoning, and problem-solving. It enables systems to analyse data, recognize patterns, and make decisions with little or no human intervention. In simple terms, AI allows machines to "think" and "act" smart, similar to how humans do**.** The rapid advancement of artificial intelligence (AI) has transformed digital consumer interactions, with AI-driven chatbots emerging as a key tool for enhancing engagement, support, and personalization in online platforms. Generation Z, as a digitally native and tech-savvy cohort, increasingly relies on digital tools for communication, information, and online shopping, making them an important demographic for studying the impact of AI technologies. In Thrissur, where digital adoption is growing, it is essential to understand Gen Z's awareness and usage of AI-driven chatbots, the influence of these chatbots on their online shopping experiences, and their perceptions and satisfaction with such technology. This study aims to examine the level of awareness and usage of AI chatbots among Gen Z, analyse how chatbots shape their online shopping experience, and assess their perception and satisfaction, providing insights into both consumer behaviour and practical applications for digital marketing strategies.

1.2 LITERATURE REVIEW

Samyukth and Supriya. (2020)[1] developed a chatbot to provide a human interaction for admission enquiry system. The researcher deploys the Latent Semantic Analysis algorithm (LSA) and cosine similarity in choosing right sentences for decision making, and considers maintaining data of questions not answered to be used for future analysis.

Adam, M., Wessel, M., & Belina. (2021)[2], chatbot technology was utilized for customer support. Based on the researched work, AI-based chatbots in customer service are discussed and their effects on user compliance were considered. Utilizing live chat interfaces to engage with customers has gained immense popularity as a real-time customer service solution mostly in ecommerce environments. Clients employ these chat services to acquire information, such as product details, or seek assistance for resolving technical issues

Goga, N. Radu, (2021)[3] introduced a chatbot called Rosa, designed specifically to address the main objective of decreasing the dropout rate among L2 learners studying abroad. The authors stressed the significance of an L2 chatbot's ability to improve learners' second language proficiency while considering their socio-economic status and providing support for their cultural differences.

Labadze, L. (2023)[4] This explores the integration of AI chatbots in educational settings, highlighting their impact on student engagement, personalized learning, and academic support. The findings suggest that AI chatbots can serve as effective tools for assisting with homework, providing study materials, and offering personalized feedback.

Guerra-Tamez, C. R. (2024)[5]This examines how AI chatbots influence Gen Z's purchasing decisions, focusing on factors like personalization, interactivity, and trust. Studies indicate that Gen Z values seamless and personalized shopping experiences, which AI chatbots can facilitate. The review also discusses the role of chatbots in enhancing brand trust and customer satisfaction

1.3 OBJECTIVES OF THE STUDY

1. To examine the usage of AI-driven chatbots among Gen Z consumers in Thrissur.

2. To analyze the influence of AI-driven chatbots on Gen Z's online shopping experience

3. To assess the perception and satisfaction of Gen Z consumers in Thrissur towards AI-driven chatbots

1.4 STATEMENT OF THE PROBLEM

The rise of AI-driven chatbots has transformed customer interaction by offering instant support, personalization, and convenience. For Gen Z in Thrissur, a tech-savvy group highly engaged in digital platforms, chatbots play a crucial role in shaping online shopping experiences. However, there is limited evidence on how these chatbots influence Gen Z's awareness, trust, satisfaction, and buying behaviour.

This gap highlights the need to study the influence of AI-driven chatbots on Gen Z in Thrissur, to understand their effectiveness in meeting expectations and enhancing engagement.

1.5 LIMITATIONS OF THE STUDY

1. Study is limited to Gen Z consumers in Thrissur.

2. Samples are limited with 150 respondents.

3. There is a chance of personal bias.

4. Rapid changes in AI chatbot technology may affect long-term relevance.

5. Focus on online shopping limits understanding of other chatbot applications

1.6 RESEARCH DESIGN

The study employs a descriptive survey of 150 Gen Z respondents in Thrissur to examine the influence of AI-driven chatbots among GEN Z. The primary data was collected using a structured questionnaire measuring perceptions, satisfaction, trust, and purchase intentions. The secondary data collected from websites and journals. The data was analyzed using percentage analysis and mean scores to interpret responses.

1.7 DATA ANALYSIS AND INTERPRETATION

Table 1: Demographic Profile of Respondents

Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	80	53.3
	Female	70	46.7
Age Group (years)	18–20	40	26.7
	21–23	55	36.7
	24–26	35	23.3
	27–28	20	13.3
Education	Higher Secondary	20	13.3
	Undergraduate	80	53.3
	Postgraduate	40	26.7
	Diploma/Other	10	6.7
Occupation/Status	Student	95	63.3
	Working Professional	40	26.7
	Job Seeker	15	10.0

INTERPRETATION

The demographic profile indicates a slightly higher representation of male respondents (53.3%) compared to females (46.7%), which reflects the relatively higher online activity among young men in Thrissur. Age-wise, the largest group of participants falls between 21–23 years (36.7%), showing that early adulthood is the most active stage for chatbot usage and online shopping. In terms of education, more than half of the respondents (53.3%) are undergraduates, with postgraduates (26.7%) also forming a significant portion, suggesting a highly educated sample. A majority of respondents are students (63.3%), while working professionals account for 26.7%, indicating that the study largely reflects youth perspectives. Furthermore, the urban population (56.7%) dominates the sample, pointing to greater access to digital platforms, though semi-urban (30%) and rural (13.3%) respondents add valuable diversity

Table 2: Usage of AI-Driven Chatbots among Gen Z

Variable	Category	Frequency (n)	Percentage (%)
Usage of chatbots	Occasionally	95	63.3
	Often	40	26.7
	Very Often	15	10.0

INTERPRETATION

Most respondents (63.3%) use chatbots only occasionally, indicating high usage. Only about one-third (36.7%) use them often or very often.

Table 3: Influence of AI-Driven Chatbots on Online Shopping Experience

Factors	Mean Score	Rank
Convenience	3.85	1
Personalization	3.70	2
Decision-Making	3.55	3
Engagement	3.48	4
Trust & Reliability	3.40	5

INTERPRETATION

The table shows that convenience (3.85) is the most influential factor for Gen Z in online shopping, followed by personalization (3.70) and decision-making (3.55). Engagement (3.48) has moderate influence, while trust and reliability (3.40) rank the lowest, indicating some hesitation among Gen Z to fully depend on chatbots.

Table 4: Perception and Satisfaction of Gen Z Towards AI-Driven Chatbots

Factors	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Mean Score	Rank
Ease of Use	6 (4.0%)	12 (8.0%)	24 (16.0%)	68 (45.3%)	40 (26.7%)	3.82	1
Satisfaction	8 (5.3%)	14 (9.3%)	28 (18.7%)	66 (44.0%)	34 (22.7%)	3.70	2
Trust & Reliability	10 (6.7%)	18 (12.0%)	30 (20.0%)	62 (41.3%)	30 (20.0%)	3.56	3
Enjoyment	12 (8.0%)	20 (13.3%)	32 (21.3%)	58 (38.7%)	28 (18.7%)	3.47	4

Preference over Humans	20 (13.3%)	24 (16.0%)	35 (23.3%)	48 (32.0%)	23 (15.3%)	3.20	5

INTERPRETATION

The table shows that ease of use (3.82) ranks the highest, followed by overall satisfaction (3.70). Trust and reliability (3.56) hold a moderate position, while enjoyment (3.47) is slightly lower. The lowest ranked factor is preference over humans (3.20), indicating that although Gen Z finds chatbots helpful, they still favor human interaction for complex support.

1.8 FINDINGS

A majority of Gen Z respondents in Thrissur are actively use AI-driven chatbots, highlighting their growing role in digital interaction.

Male respondents showed slightly higher awareness and usage compared to females, reflecting greater online activity among young men.

Among shopping experience factors, convenience ranked highest, followed by personalization, showing that Gen Z values time-saving and tailored interactions.

Decision-making support was moderate, indicating chatbots assist but are not the sole factor in purchase choices.

In terms of perception and satisfaction, ease of use and overall satisfaction ranked highest, confirming that chatbots are user-friendly and useful.

Preference for human interaction over chatbots remains, as trust and reliability were rated lower, showing that Gen Z still depends on humans for complex queries.

1.9 SUGGESTIONS

Developers should improve chatbot accuracy, transparency, and problem-solving ability to build greater trust among Gen Z users.

Since many still prefer human interaction for complex issues, e-commerce platforms should adopt a hybrid model combining chatbot efficiency with human assistance.

Chatbots should offer more customized recommendations and conversational experiences, as personalization significantly impacts Gen Z's satisfaction.

Adding interactive elements like gamification, instant feedback, and multilingual options can make chatbot use more enjoyable for young consumers.

Conduct awareness campaigns and simple tutorials to help less tech-savvy users explore the full potential of AI-driven chatbots.

1.10 CONCLUSION

The study concludes that AI-driven chatbots have a growing influence on Gen Z consumers in Thrissur, with high levels of awareness and frequent usage observed. Convenience and personalization emerged as key strengths, while trust and reliability remain significant challenges. Although decision-making support is useful, many users still prefer human assistance in certain situations. The findings highlight the need for businesses to integrate both AI efficiency and human empathy in customer service. Enhancing engagement

features and creating awareness will further strengthen chatbot adoption. Ultimately, AI-driven chatbots hold strong potential to shape future online shopping behaviours among Gen Z in Thrissur.

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