

Consumer Attitudes Towards using Digital Assistants in Online Shopping

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ABSTRACT

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Consumers' shopping habits have undergone a significant shift in the past decade. Although people still shop in physical stores, they find online shopping to be very convenient because they don't have to physically go to the store. Making choices and evaluating prices against those of competitors' products can be done comfortably and at home. The retail industry's advertising, sales, and delivery channels have changed as a result of the widespread use of the internet. Online retailers are currently spending a lot of money to expand their sales capabilities and handle a wider variety of transactions. Digital assistants are now available to offer customers text-based and voice-driven interfaces that are specifically tailored to their needs. This enables e-retailers to better support their online customers by creating a marketing strategy that will draw in potential customers and turn them into active customers by effectively incentivizing them to make a purchase decision. To gain a competitive edge in online shopping, it is necessary to analyse consumer attitudes towards digital assistants. This study emphasises consumer attitudes towards digital assistants when they shop online.

Keywords: Online Shopping, Digital Assistant, E-Commerce

1. Introduction

Our daily lives have been significantly impacted by technology. Nowadays, we have easy access to the internet via smartphones and other portable devices, which has increased the popularity of online services and commerce. The internet has grown exponentially and gained power as a result of improved advanced technology networks. We were all aware of the potential of the internet before, but now we are actually using it. The internet and digitization have played a significant role in the internet's and technology's remarkable evolution. Technology today has greatly improved every aspect of society, including the business sector. The rise of eCommerce can be attributed to technological advancement. Ecommerce started a revolution, gained popularity quickly, and is probably going to have a big impact on business.

Conversational Marketing

What is conversational marketing and which job do informing applications like WhatsApp play in this recent fad? It's anything but a balanced center, not-to-many. Conversational advertising is, at its center, more like a discussion with a companion or reference as opposed to conversing with a group of people. The thought is that it's anything but an alternate method to impart than how we do with enormous gatherings. Conversational promoting is tied in with making accessibility to speak with prospects, when they're

willing to talk. Conversational marketing is a blend framework: it incorporates both AI scripts that help chatbots to respond genuinely to customers, yet it also incorporates continuous conversations between your customers and human gathering. As these chatbots can collect data, customers will need to understand how your organization sets and uses the information you get during your conversational marketing chats.

Digital Assistants and Chatbots

A digital assistant, also referred to as a predictive chatbot, is a sophisticated computer programme that mimics conversations with its users, usually online and offer a personalised, conversational experience by combining machine learning, advanced artificial intelligence, and natural language processing. Digital assistants can provide complex answers, suggestions, predictions, and even start conversations by learning about a user's past, preferences, and other information. Computer programmes called chatbots simulate and process spoken or written human communication so that users of digital devices can converse with them as if they were speaking to a real person. It's simple to mistake chatbots for digital assistants, but a chatbot that can handle more complex interactions naturally is what a digital assistant is. The primary form of communication with a chatbot is text. Chatbots can mimic a conversation with a human user. For basic questions and to connect with a live person if needed, many businesses use them in the

customer service industry.

Voice Assistants

A voice assistant is a digital assistant that uses voice recognition, speech synthesis, and natural language processing (NLP). Voice assistants are used by many of the devices we use every day, such as smart speakers and smartphones, which both contain them. Both mobile operating systems and apps make use of them. Additionally, some technology can be controlled by voices in retail, educational, healthcare, and telecommunications settings as well as in cars.

Role of Digital Assistants

Different digital assistants have different skills. A digital assistant gathers information from various sources and contextualises it. It can process what you say or type thanks to advanced natural language processing. With the help of sophisticated natural language understanding (NLU), it can analyze what you say or type and then produce precise responses. A multipart request or question can be broken down into its component parts by advanced NLU, which can then return an accurate response. The more sophisticated digital assistants can handle multiple tasks and complex questions and converse with you in an understandable manner. These digital assistants understand and learn your preferences based on your previous actions using AI and machine learning.

2. Review of Literature

Francis *et al.* (2021) despite the fact that numerous services were accessible, there was still more work to be done to improve the usability of these systems. The challenges that have yet to be resolved in this discipline include speech recognition, contextual comprehension, and human interaction. Balakrishnan *et al.* (2021) observed that in order to create a positive attitude and purchase intention through digital assistants, Technology and AI factors are playing an important role. Anthropomorphism plays a prominent role in forming a more positive attitude and purchase intention. Davenport *et al.* (2020) observed that policy related to data privacy requires balancing two competing priorities. Too little protection means that customers may not adopt AI-related applications; too much regulation may strangle innovation. Javaid & Hammad (2020) observed that now a days, artificial intelligence is used to enhance the efficacy, effectiveness and profitability of a company. Artificial Intelligence helps the companies to produce prophetic model to find the relevant product for the customers. A

company can also transfer the data from manual to digital medium on urgent basis. Rese *et al.* (2020) in his study revealed that chatbots allow humans to pose shopping-related questions and receive answers in natural language without waiting for a salesperson or using other automated communication forms. Whereas privacy concerns and the immaturity of the technology had a negative effect on usage intention and frequency. Soni & V. D. (2020) found that Artificial Intelligence can help people excel in their high sales and customer relationships in the ecommerce business, day by day people are getting more drawn towards it. AI is one of the smartest way to understand the needs and expectations of the customers and this is why e commerce companies prefer to use Artificial Intelligence for their marketing. Priscilla *et al.* (2018) in their study found Natural Language Processing depicts the interaction between humans and robots. Some research has shown that chatbots with a female voice are more effective than male ones due to the wider perception that women are friendlier. Daniel (2018) in their study revealed that voice interface provides efficient input of information, efficient output of information is less in comparison to visual commerce channels, particularly in high-complexity situations. The fortes of increased input efficiency and multi-tasking opportunities should therefore be restricted by intricacy of the transaction. Schlicht (2018) in their study revealed that CC adds several new heights compared to today's way of shopping and interacting online. The interaction between parties, e.g. buyer and seller, will contain a greater amount of animations than before. Also, CC will eliminate the several steps that are needed to complete a session or an action such as shopping, customer support etc. Wilson & Clarke (2018) in their study observed that people are tended towards the social media now a days, everything is available for transaction online. Brandtzaeg & Folstad (2017) in their study highlighted that the motivational factor for using conversational agent is "productivity". Chatbots help users to get appropriate and efficient assistance or information. Chatbot users also described motivations relating to social, relational and entertainment factors, and curiosity about what they view as a unique phenomenon. Hwang & Seo (2016) suggested that companies need to adopt a comprehensively coordinated strategy to making a paramount involvement with which multidimensional worth can be conveyed through different, consecutive phases of involvement. The co-production of involvement can prompt a practical encounter that can be life changing or viewpoint

changing. Luger & Sellen (2016) in their study highlighted that Voice Commerce systems involve artificial intelligence (AI, speech synthesis, recommender systems, intent recognition, and natural language processing (NLP) technologies. Rzepka *et al.* (2021) shown in their study Speech has more perceived efficiency, lower cognitive effort, higher enjoyment, and higher service satisfaction than text-based engagement, and these impacts are dependent on the task's goal-directedness, according to the study. These findings apply task-technology fit theory to consumers' preferred interaction modes and provide guidance to practitioners on how to deploy virtual assistants for information retrieval tasks. Følstad *et al.* (2021) emphasized in their study that Customer service, health, education, and job support are all areas where chatbots are becoming increasingly significant gateways to digital services and information. However, there is a scarcity of information about the influence of chatbots on individuals, groups, and society. Furthermore, before the full potential of chatbots can be achieved, a number of difficulties must be overcome. Bhambre *et al.* (2020) in their findings concluded that a personal digital assistant system is built for normal persons as well as blind and visually handicapped people who get information via audio. It is able to send and receive emails, get daily news and weather forecasts, set reminders, alarms, and create to-do lists with this system. Singh, G. (n.d.). 2022 highlighted the offline market is being phased out in favor of the online market. Customers are increasingly using online platforms to make retail purchasing decisions and interact with companies about their issues. Chat and messaging are increasingly gaining popularity as tools to communicate with company stakeholders. Milhorat *et al.* (2014) in their work emphasize the need of dialogue models to be simple and promptly adjustable in order to make a system really adaptive as well as versatile. Preez *et al.* (2009) found in their study that the web-based bot delivers personalised user responses aligned to the intended character by adding an artificial brain. Questions not comprehended by the bot are processed by a third-party expert system (an online intelligent research assistant), and the response is archived, enhancing the artificial brain's skills for future response generation. Conversational commerce uses artificial intelligence to automate retail transactions and payments using chatbots, texting, and digital voice assistants. The practice of Behavioral Targeting has emerged as a new tool for advertisers to effectively track online consumers and deliver targeted

advertising offerings to them. BT allows online advertisers to increase the effectiveness of advertising campaigns and play an important role in online advertising Yan *et al.* (2009). Consumers use social media activities and share a wide variety of user-generated content (UGC) and interact in two-way relationships with online products with other consumers in the market. Broniarczyk & Griffin (2014) Consumers feel strongly about the personal information they collect and use online. Product reputation influences the relationship between the beliefs of trust and value, and the willingness to give. Consumers are not influenced by the presence of a promise or incentive. Doig (2015). Web based shopping assists the clients with getting a wide scope of item and they additionally alludes that it assists with upgrading the relationship with the organization. It requires some investment to buys any item and it additionally assists the clients with purchasing more item than the customary organization. (Mascarenhas, 2018). Security has been seen as the main part in development of the online client experience, online retailers need to work in making secure electronic shopping experience for purchasers. Systems, for example, significant degree of encryption alongside advanced mark can be utilized to accomplish got exchanges (Kim, Yang, and Jun, 2004). Productive client complaints dealing with system, great return and trade strategy, pay to clients in the event that they bring about any misfortunes are a portion of the methodologies embraced by e-retailers to build the fulfillment of their clients (Karimov and Brengman, 2014). Security; data quality; installment mode; client care; quality and combination have a huge beneficial outcome on buyer fulfillment. For better online shopping experience a secure online platform should be provided and to reduce customer skepticism and privacy concerns strong security measures should be adopted by online retailers with higher encryption. (Jain, D. R., 2020). Internet business shopping offers best cost or least value, great nature of items, client well disposed interface, entryway step on time conveyance, simple returns and trade and so on and these are the components which aggregately improve the client experience and when the experience is acceptable then it prompts fulfillment. (Hussain, T., and Gour, S. 2020). Chatbots are more advantageous than calling, on the grounds that occasionally individuals talk with an indistinct complement and the client support can't help them. Security is significant for most clients particularly when the chatbot handles financial information. Openness must be considered while carrying out chatbots.

Telegrams, WhatsApp and Facebook Messenger are largely instances of informing applications that individuals use on an every day base to discussion with companions, association with brands, settling on decisions, content promoting, buying and selling of products, and in any event, for booking of a restaurant. These are only a couple of the huge loads of highlights that it is feasible to do with informing applications these days. The advertisers use applications like Telegrams, Facebook, Whatsapp and so on to give customer assistance, convey content to clients, and promote just as to sell items. (Chi, 2017). Client experience (CE) is "the evolvement of an individual's sensorial, full of feeling, intellectual, social, and conduct reactions to a firm or brand by living through an excursion of touchpoints along prepurchase, buy, and postpurchase circumstances and ceaselessly making a decision about this excursion against reaction edges of co-happening encounters in an individual's connected climate" (Homburg, Jozić, and Kuehnl, 2017). IVR (Interactive Voice Response) frameworks are another kind of exchange framework that permit a PC to interface with people thought the utilization of voice through a keypad (Radziwill, 2017). It is feasible to discover distinctive normal language cooperation with conversational specialists. That is, these days correspondence happens through advanced advances instead of face to face. Thusly, PC intervened correspondence (CMC) has become a basic space of examination to investigate human regular language recreation (Hill, et al., 2015). Shoppers don't have to burn through their time hanging tight for a human specialist replying. Shoppers don't have a fixed schedule that should follow to speak with the brand. In this way, another significant assignment identified with chatbots is client assistance every minute of every day accessibility. Shoppers can communicate their questions and pose inquiry at whatever point without the sensation of holding up minutes to be associated with the primary administrator accessible to reply (Schlicht, 2016). Web based shopping assists the clients with getting a wide scope of item and they additionally alludes that it assists with upgrading the relationship with the organization. It requires some investment to buys any item and it additionally assists the clients with purchasing more item than the customary organization. (Mascarenhas, 2018). Security has been seen as the main part in development of the online client experience, online retailers need to work in making secure electronic shopping experience for purchasers. Systems, for example, significant degree of encryption alongside

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The main objective of the study is to know the customer attitude towards the use of digital assistants in online shopping.

3. Research Methodology

Primary data was collected after interviewing 120 respondents. Generation Z and purposive sampling was used for collection of data. Secondary data was collected from recent research papers, articles from various reputed journals and websites.

4. Findings of the Study

Digital assistants would be specific about product details, according to the respondents. False messages should not be delivered to customers. When placing an order and paying through secure payment gateways, more security should be offered. Real-time images and accurate product descriptions must be provided by businesses. Customers should take their time getting acquainted with complex products like computers, laptops, refrigerators, washing machines, TVs, music systems, and cars. In order to confirm the high-involvement products' dependability, quality, and various other aspects, they should also visit the

store and physically inspect them. Customers' search terms should be more individually tailored. Live chat should be available to them. Fees for shipping and delivery must be decreased. To use digital assistants, users must acquire specific skills. Chatbot usage must be explained to prospective customers from remote locations. Delivery services should also reach remote areas. Reservations made online should be made simpler. For potential customers, more amenities and features could be added. The absence of augmented reality disappointed customers. The customers would have access to the augmented reality feature. After the purchase, customer experience must be taken into account using CX strategies like customer journey mapping and sophisticated strategies like creating customer rooms. Digital assistants can improve online shopping by raising customer awareness of and trust in online payments.

5. Conclusion

Conversational commerce has recently revolutionised online commerce on a global scale. The personalised experience that customers long for when making online purchases of goods and services has been made possible by this new interactive way of shopping and interacting with brands. Conversational commerce is becoming better and better each year thanks to new technologies. Investing in the right technologies is the way to go if businesses want to expand and develop a devoted customer base. An effective effort should be made to raise overall customer satisfaction among online retailers, as this can improve the shopping experience for customers.

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