

Factors Influencing Adoption of Artificial Intelligence (AI) Tools in Online Shopping

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ABSTRACT

Purpose: To investigate the main factors influencing consumers acceptance and use of AI technologies in online shopping focusing on how perceived usefulness of AI, perceived ease of use, familiarity with AI technology and perceived risks affect consumer acceptance of AI in purchasing online.

Design/methodology/approach: This study employed a quantitative research design, gathering data through a structured survey distributed to a sample of 350 online shoppers using convenience sampling technique. The questionnaire assessed the perceived usefulness of AI, perceived ease of use, familiarity with AI technology and perceived risks and consumer acceptance of AI in purchasing online using five-point Likert scale questions. Statistical analyses, including correlation and regression, were used to examine the relationships between the independent and dependent variables.

Findings: The results of the study indicated that all independent variables such as how perceived usefulness of AI, perceived ease of use, familiarity with AI technology and perceived risks are positively correlated with the dependent variable of consumer acceptance of AI in purchasing online. Increased perceived ease of use significantly contributed to a greater willingness to use AI technologies, suggesting that users prioritize ease of use in their shopping experiences.

Practical implications: The findings of this study suggest that online marketers should prioritize enhancing the convenience and personalization of their AI tools to foster greater acceptance among consumers. By investing in user-friendly interfaces and ensuring that AI systems provide tailored recommendations, marketers can significantly improve customer engagement and satisfaction.

Originality/ value: This study contributes to the existing literature by providing a comprehensive analysis of the factors that influence consumer acceptance of AI technologies in Sri Lanka.

Keywords: *Perceived Usefulness of AI, Perceived Ease of Use, Familiarity with AI Technology and Perceived Risks*