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Antecedents and Consequence of Trust - Commitment Towards Artificial Based Customer Experience

**Antecedentes y Consecuencias de la Confianza:
Compromiso Hacia la Experiencia del Cliente
Basada en Artificiales**

I. INTRODUCTION

In-store AI applications range from customer-facing chatbots to content creation to data analytics. Previous assumptions suggest that the top 1 percent of customers focus on retail AI implementations since they are 18 times more valuable to businesses than other shoppers (Adam, Wessel, and Benlian, 2020). This is achieved via extensive customization and elevated participation based on contextual and behavioral data. Retailers are expected to invest \$7.3 billion in artificial intelligence by 2022, according to a report by Juniper Research. This is a significant increase from the \$2.1 billion invested in 2018. Meanwhile, spending on artificial intelligence infrastructure in the retail industry throughout the globe is expected to rise to \$12 billion by 2023, from an anticipated \$3.6 billion in 2019. It is also predicted that over 325,000 businesses will use AI systems throughout this time frame (Ameen et al., 2020).

AI technology might personalize service and product suggestions by assessing a client's past purchases and tastes. This has implications for various businesses, including the cosmetics industry, which has to respond rapidly to consumer requests and preferences by creating tailored product designs and conducting in-depth product assessments (Li and Shang, 2020). Faster automation, lower costs, more flexibility, and simpler user experiences are all likely outcomes (Haque, 2014). More research into and comprehension



EXECUTIVE SUMMARY

With the advent of AI, consumer-brand interactions are undergoing a dramatic transformation (Prikshat, Malik, and Budhwar, 2021). Consumer experience with AI is a lesser explored area of study. This research aims to examine how AI may be used in the retail industry to enhance the purchasing experience for AI users. With the trust-commitment theory and the service quality model as our inspiration, we developed our theoretical framework. Customers who have used a YouTube service powered by artificial intelligence were sent an online survey. Partial least squares-structural equation modeling was used to analyze the data (n=301 replies). Trust and relationship commitment was shown to play a pivotal role in moderating the connections between customers' evaluations of service convenience, individualization, and quality. We also discovered that trust is not the only factor that substantially influences relationship commitment and that relationship commitment acts as a mediator between service quality and AI-enabled customer experiences. This research fills a gap in the literature by identifying the direct influence of perceived convenience, personalization, and service quality on AI-enabled customer experience and the intermediary effects of trust and relationship commitment. Further, the research has real-world consequences for businesses that want to apply AI in the services they provide to YouTube subscribers.

RESUMEN DEL ARTÍCULO

Con la llegada de la inteligencia artificial (IA), las interacciones entre consumidores y marcas están experimentando una transformación dramática (Prikshat, Malik y Budhwar, 2021). La experiencia del consumidor con la IA es un área de estudio menos explorada. Esta investigación tiene como objetivo examinar cómo se puede utilizar la IA en la industria minorista para mejorar la experiencia de compra de los usuarios de IA. Con la teoría de confianza-compromiso y el modelo de calidad de servicio como nuestra inspiración, desarrollamos nuestro marco teórico. Se envió una encuesta en línea a clientes que han utilizado un servicio de YouTube impulsado por la inteligencia artificial. Se utilizó el modelado de ecuaciones estructurales de mínimos cuadrados parciales para analizar los datos (n=301 respuestas). Se demostró que la confianza y el compromiso en la relación desempeñan un papel fundamental en la moderación de las conexiones entre las evaluaciones de los clientes sobre la conveniencia del servicio, la individualización y la calidad. También descubrimos que la confianza no es el único factor que influye de manera sustancial en el compromiso en la relación y que el compromiso en la relación actúa como mediador entre la calidad del servicio y las experiencias de los clientes habilitadas por la IA. Esta investigación llena un vacío en la literatura al identificar la influencia directa de la conveniencia percibida, la personalización y la calidad del servicio en la experiencia del cliente habilitada por la IA y los efectos intermedios de la confianza y el compromiso en la relación. Además, la investigación tiene consecuencias en el mundo real para las empresas que desean aplicar la IA en los servicios que ofrecen a los suscriptores de YouTube.

of this dynamic process is needed to appreciate these advantages fully. Consumers' confidence might be harmed by factors like the growing importance of artificial intelligence and the need for ever-greater volumes of personal information. Customers may be forced to make sacrifices that diminish their overall experience if they cannot get the personalized attention they need or further assistance they may seek (Siang et al. 2018). Consequence analysis of these and similar challenges is essential for consumer interactions driven by AI. Determinants of customer satisfaction have been studied in numerous research attesting to its importance (Adetayo, 2022;Faisal et al, 2020;Fu, 2022; Hailong, 2022; Haque et al., 2020; Li, 2022;

Nellikunnel et al. 2017; Nellikunnel et al., 2015; Ogiemwonyi et al., 2018; Rahman et al., 2011; Rahman et al., 2017; Rahman et al., 2018; Senathirajah, 2022;Tsamwa,2022; Yi et al.,2018)

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It is generally accepted that there are several ways to think about the quality of service. Consumers' (a) service perception, (b) partnership commitment, and (c) appraisal of their complete AI-based purchasing experience can all be improved by interactions with machines, although this is less well-known (Jiayuan et al. 2018). Due to the gravity of AI's technological and organizational applications, they have dominated recent studies (Faisal et al. 2020). Therefore, there is a shortage of studies on how customers see artificial intelligence technology as part of the purchasing process and how it contributes to a more positive experience and better brand ties (Prentice et al. 2020a).

The use of artificial intelligence in the retail sector will enhance the shopping experience for customers. To this end, we offer a new paradigm that integrates the idea of trust with the model of service efficiency. In our model, perceived convenience and self-assurance mediate the service's effectiveness, ease of use, and impact on the customer's overall satisfaction. The model also considers the role of partnerships in influencing the quality of the AI-based product selection process for end users (Reis, Santos, and Melo, 2020). Both theoretical advances and practical results are included in the thesis. In a broader sense, it refers to the many requests for studies examining how users interact with emerging technologies like AI. The theoretical advances made in this study make it one of the most comprehensive insights into how consumers feel about

encounters with artificial intelligence. We hope our research will help researchers better understand how people interact with services powered by artificial intelligence (Ameen et al., 2021a; Ferreira et al., 2021; Oliveira et al., 2021, 2021). Our suggested conceptual model provides a more nuanced view of AI-based consumer interactions by highlighting the importance of trust and perceived sacrifice. This study offers recommendations for businesses that want to implement AI-centric customer care.

KEYWORDS

AI, Customers
Perspective, Trust,
Commitment,
Experience.

PALABRAS CLAVE

IA, Perspectiva del
Cliente, Confianza,
Compromiso,
Experiencia.

1.1. Research Objective

- i. To examine whether Client Trust, Customer Commitment, Perceived Convenience, Service Quality, and Relationship Commitment affects the AI-based service they get.
- ii. To learn whether there is a correlation between Service Quality and Relationship Commitment.
- iii. This study aims to determine whether and how Trust moderates the impact of Convenience, Personalization, and Service Quality on the Quality of AI-Based Customer Experience.
- iv. This study aims to determine whether there is a moderating effect of Relationship Commitment on the impact of AI-based convenience, personalization, and service quality.

2. LITERATURE REVIEW

2.1. AI-based customer experience

The term "customer experience," which refers to the normal contacts a customer has with a company, was coined by Harvard Business Review (Liu, Lee, and Hung, 2017; Findlater and Gajos, 2009; Jannach and Hegelich, 2009). In addition, previous studies have pointed out the emotional components of customer service that seem to be in constant motion. We may get both positive and negative outcomes from experiences like joy, sadness, aggravation, wrath, excitement, and surprise (Choi et al., 2020). Client contacts are compared to in-person and virtual contacts, including their physical and sensory aspects. Online experiences are characterized by technology aspects such as a user-friendly interface and a clear design, whereas offline ones are characterized by components such as goods, lighting, architecture, and signs (Wobcke et al., 2015). This suggests that AI has the potential to become one of the essential tools

for distributors to enhance customer service continuously and, as a result, retain a competitive edge (Zimmermann and Renaud, 2019). Virtual reality, visual identification made possible by machine vision, and predictive inventory are just a few examples of how AI technology is used in combination with other technologies in the retail sector. Understanding the client's preferences and history is crucial for these advances to effectively improve service delivery (Liu, Lee, and Hung, 2017; Mou and Xu, 2017; Rook, Sabic and Zanker, 2017; Jannach and Adomavicius, 2016). This learning may be sped up with the help of AI since these technologies can leverage consumer data and expert knowledge to figure out how to interact better with clients (Yu et al., 2023).

2.2. Service quality in AI-based services

According to conventional wisdom, consumers evaluate a brand's service quality based on their impressions of the company's provided services and the expectations those customers have of the company (Umesh et al., 2023). Originating from the principle of assumption dis-confirmation, this understanding of service quality holds that one may gauge the service's quality by comparing the customer's experience with their expectations (Khattak. et al., 2022); Nass et al., 1996; Carver and White, 1994). While there is a wealth of research on the quality of human services, there is a dearth of studies on how customers respond to automated systems, especially those based on artificial intelligence. The quality of AI-based services is unlikely to be consistent with interpersonal services since these systems seem to be built on self-managed technology (Wobcke et al., 2015).

Numerous tests provide evidence of how humans apply social norms to anthropomorphically created robots, according to the well-established concept of social response. Consistent with previous research in digital environments, we define anthropomorphism as the attribution to non-human agents of human-like characteristics, attitudes, and emotions. Providing anthropocentric details may help familiarize audiences with unknown performers, which may be a natural human propensity (Jannach and Adomavicius, 2016; Li, 2016; Maksai, Garcin, and Faltings, 2015). According to the concept of social responsibility, human-computer interactions (HCIs) are intrinsically psychological because individuals tend to see computers as social actors while knowing that computers do not have feelings or intents of their own. As a well-established psychological factor,



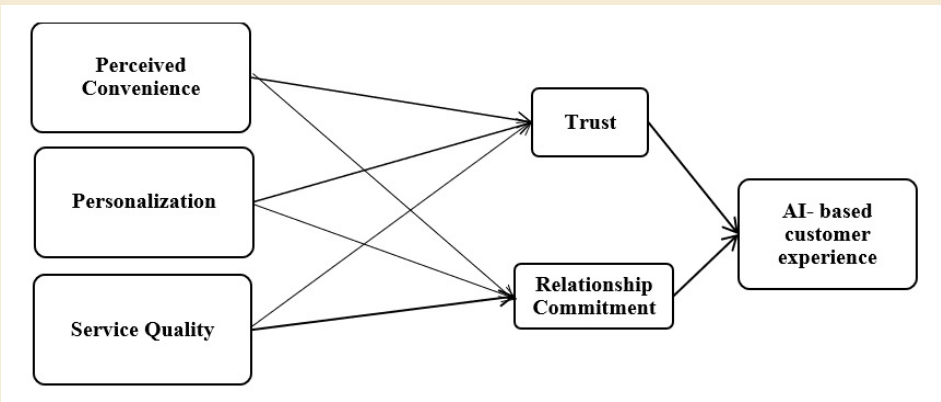
humans' innately skewed social orientation provides the foundation for the CASA model of computing.

2.3.Trust-commitment theory

The trust-commitment notion illustrates the roles that trust and commitment to a partnership play during the maturity of the buyer-vendor relationship. Numerous applications of this principle have been studied over the years, including e-commerce, community shopping websites, brand connections in online forums, social networking fan pages, online delivery behavior, and how increased customer confidence improves interactions between retailers and their customers both virtually and in person (Wang et al., 2020; Dimoka, 2010). Consistently, the research emphasizes the importance of consumers' and merchants' confidence and dedication to their online collaboration in achieving excellent results for both sides (Aziz et al., 2022b). Trust must be one of the idea's fundamental pillars for the trust-commitment notion to be effective. One definition of confidence is the readiness to engage in a situation despite the danger, regardless of whether the risk is the product of one's actions or the actions of others. Here, one's or a group's degree of faith decides whether or not they will pledge. In Plato's allegory of the ten kings, one king may be required to send his army to protect another's realm in the hope that the favor would be repaid, should it be necessary.

2.4. Proposed Conceptual model

Figure 1. Conceptual model



2.5. Hypothesis Development

2.5.1. Trust

A classic definition of trust is an optimistic expectation that one's flaws will not be exploited in a risky scenario. This requires trust in both the brand and the technology in online purchasing. A recent study in artificial intelligence reveals that trust is essential for this technology's acceptance, expansion, and development (DeFazio, 2003). Two study streams have emerged concerning trust in technology-mediated facilities: trust in technology and trust in creative enterprises, namely their interactions and processes. In AI-based customer service, confidence is defined in a more sophisticated way, including not just the technology and the brand but also the objective and strategy of deploying AI. The component of the method refers to the comprehensibility of the technology, while the component of the goal indicates a belief in causes. Where algorithms and logical reasoning are simple, confidence is more likely to increase. It is a dynamic technique for developing consumer confidence in a new brand and communicating its innovative items to consumers (Baumeister, Vohs, and Funder, 2007). Frequently, brands believe that new technology is sufficient to satisfy consumers; however, many studies indicate why certain revolutionary technologies fail to extend beyond technological obstacles and highlight the importance of trust in how brands communicate innovative technologies. According to Hengstler et al. (2016), proactive dialogue about deploying AI technology in the service environment should start within the early stages of integration (Li, 2016). They reason that brand interaction has a greater chance of influencing societal acceptance of developing ideas when levels of awareness are low.

Moreover, a previous study reveals that the stronger a buyer's confidence in a company, the more likely they are to build a long-term relationship with that brand (Ameen et al., 2021b, 2021a, 2021a). Retail marketing indicates that a higher degree of confidence in a company and its technology improves the consumer experience (Rajendran & Haque 2022). Although earlier research indicates a positive correlation between customer experience and brand trust, this positive relationship only applies to interactions after customers have earned this trust via the first experience. Due to the importance of keeping client data, we recommend that the connection between brand loyalty and consumer engagement be emphasized in the



context of digital interactions. Therefore, propose the following hypothesis:

H1. Trust has a positive direct effect on AI-based customer experience.

2.5.2. Relationship Commitment

Connection dedication refers to an enduring desire to cultivate a special relationship with a brand. Customers will become more engaged with a company's goods if they have positively interacted with it and formed strong relationships. This will result in increased brand loyalty (DeFazio, 2003). Relationship engagement is the product of gratifying long-term customer-retailer connections (Wang et al., 2020). This causes customers to believe that there are no other similar items on the market, reducing their propensity to purchase from other companies.

Affective or emotional loyalty refers to customers' emotional and personal commitment, which results in a greater degree of trust and commitment. The emphasis of normative or social interaction is on subjective expectations built up through time, in which customers think they can remain loyal to a brand. The relationship between the social atmosphere and normative involvement (Ameen et al., 2021a, 2021a; Bricci, Fragata, and Antunes, 2016; Stone and Cooper, 2001). Calculative or functional devotion considers the extra losses customers incur by switching brands, which may be attributable to a less attractive alternative brand or a lack of alternatives. Even though previous research has emphasized the significance of meaningful consumer engagement encounters, more recent findings indicate that once consumers have gone through the initial process of establishing brand involvement, their subsequent experiences will be influenced by this commitment (Azhari et al., 2023). As A single company technique will influence the commitment component (affective, normative, and calculative), management must comprehend the impact of each dimension on how customers evaluate their experience (Ameen et al., 2021b; Adam, Wessel and Benlian, 2020; Baumeister, Vohs and Funder, 2007). Consequently, these three factors will be decisive in determining how customers evaluate their whole experience. Hence:

H2. Relationship commitment has a positive direct effect on AI-based customer experience.



2.5.3. Perceived convenience

According to Alamoudi (2002), service convenience is "the capability to accomplish a work with minimum human effort and in the shortest time feasible." When things are easy, people are more likely to stick with them. A service is handy if it allows users to save time and energy while still providing them with the options they need to stay interested. Site relaxation was viewed as much more important than in the past during the coronavirus health pandemic (COVID 19) when the globe had to suffer self-isolation and social isolation (Ameen et al., 2021a, 2021a; Zanker et al., 2006). There has been much research on how customers respond to shorter wait times and more convenient locations. Many studies have examined how customers react to shorter wait times and how it affects the quality of service they get. Three main types of convenience may be attained via AI-based services. Second, both systems are accessible whenever needed; the AI-based self-service, for example, is always on and ready to be used. Two, customers get guidance and real-time updates as they go through the process (Adam, Wessel, and Benlian, 2020; Jannach et al., 2012). Finally, AI-enabled bots will engage customers in conversation, provide them with timely information, and back them up at every point of contact across the customer lifecycle. As a result, consumers may immediately obtain the answers they need without waiting for an agent to become available on hold, and the company's ability to serve and accommodate customers will increase. Customers are more likely to engage with a firm if they find it easy to do so (Ameen et al., 2021a, 2021b). Consumers are more likely to trust a company and its products or services if they use them with less hassle.

What is more, the comfort interpretation influences the customer's overall assessment of the service's usefulness. Last but not least, marketers use convenience to ease the hardships that buyers are expected to face. Therefore, a higher level of comfort is associated with less sense of sacrifice, and the opposite is true for convenience (Reis, Santos, and Melo, 2020). There is a good chance that user happiness will rise due to the portability and availability of AI-based applications. Hence:

H3a. Perceived convenience has a positive direct effect on trust.

H3b. Perceived convenience has a positive direct effect on relationship commitment.

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2.5.4. Personalization

The extent to which content is personalized to an individual user's preferences is what we refer to as "personalization," and it is a key aspect in determining the quality of interactions. With data processing techniques, information is tailored to the specifics of an individual shopper, which may pique their interest and encourage them to make a purchase (Zanker, Rook, and Jannach, 2019). It is usual to link AI-powered goods with a greater degree of personalization. Artificial intelligence (AI) and machine learning (ML) are increasingly focused on producing more complex algorithmic models of human judgment and prediction and narrowing in on custom-tailored applications.

Changing the appearance and feel of a user interface, for instance, to fit various screen sizes is an example of how the UI may be customized (Kirshenbaum, Forman, and Dugan, 2012; Findlater and McGrenere, 2010; Tam and Ho, 2006). Customizing content is personalizing information, such as product or service offers and pricing, to a specific user. The notion of "interaction method personalization" is connected to the idea that AI algorithms should have total autonomy about when and how people should be handled. Marketers may utilize AI and ML for predictive customization, guaranteeing that advertisements are constantly relevant by using profiling tools and evaluating user data in real time. The difficulty is acquiring the essential information for personalization without infringing on clients' privacy (Bawack, Wamba, and Carillo, 2021, 2021). The European Union's General Data Protection Regulation (GDPR) has reignited ethical concerns over the dependability of algorithmic decision-making.

Therefore, the obligation to examine the personalization of AI-based services across all three dimensions rather than in isolated silos indicates that compliance with regulatory requirements is difficult for businesses that use all three forms of experience customization (Wangyanwen et al., 2022). Prior study has shown that customers associate a high degree of personalization with a reputable brand (Ghorab et al., 2013; Dias et al., 2008; Montoya, Horton, and Kirchner, 2008). Consumers are more likely to trust a brand and follow its advice if it consistently provides sound judgments and acknowledges the importance of its customers' requirements. There may be a negative association between a high degree of customization and perceived sacrifice, such that consumers who put a high value on their customized experience are less receptive to what they are sacrificing (giving up) in AI-based consumer experiences. Lastly,



personalization tactics are related to increasing positive brand experiences and reducing negative brand experiences. Hence:

H4a. Personalization has a positive direct effect on trust.

H4b. Personalization has a positive direct effect on relationship commitment.

2.5.5. Service quality

AI-based services rely heavily on the quantity and quality of client data a business can amass. While most of it is not crucial, combining innocuous details (such as marketing preferences and selections) may provide a detailed user profile that fraudsters can use to establish phony identities with little to no resistance. With the assumption of 'impartial' client encounters, AI enhances the efficiency of consumer facilities (Li et al., 2021). Although AI-based systems are more prone to introduce new biases into operation, they are more flexible than conventional software and can serve more users at once (Choi et al., 2020; Li and Shang, 2020; Vatolkina et al., 2020). Chatbots and other AI-assisted customer support solutions are gaining popularity as an automated and, in theory, efficient technique for improving the customer journey. Due to the prevalence of the "self-service" model in AI-related systems, it is common to attribute the success of these services mostly to a polished user interface. Artificial intelligence (AI) has the potential to revolutionize the UI by constantly analyzing all of the interface's material, including the visual elements, typography, animations, and graphical detail. Previous studies have shown that consumers' opinions of a company may be affected by the reliability of its technical and functional support (Prentice, Dominique Lopes, and Wang, 2020b). The sacrifices (in terms of loss of control, loss of privacy, loss of money, effort, time consumption, or unpleasant feeling, such as dissatisfaction or anger) felt by a client are reduced when they get excellent service (Li and Shang, 2020; Chang, Wang and Yang, 2009). The relative worth of service has been studied extensively, and its relationship to the incentives and costs customers must bear in return for delivering the service has been analyzed in detail (Malnaad et al., 2022). To get the most out of an inquiry, we need to separate people's significance on operation from the value they place on convenience (Chawdhury et al., 2023). The impression of customers obtaining a high-quality service is vital for mitigating the impact of perceived compromises, particularly those connected with a lack of humanitarian assistance and authority while using AI-based

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services, which often do not need human involvement (Francis et al. 2023). Hence:

H5a. Service quality has a positive direct effect on trust.

H5b. Service quality has a positive direct effect on relationship commitment.

2.5.6. Mediating effects of trust and relationship commitment

Numerous research has examined the connection between customer trust and satisfaction, with some writers proposing a mediating function for trust and others recognizing it as a direct effect on this dimension. This study provides a model in which trust mediates the influence of convenience, personalization, and the efficiency of AI-based service on AI-based customer engagement. We contend that trust is crucial for the success of AI-based customer contact because it enhances the benefits of ease, personalization, and quick service (Ameen et al., 2021a, 2021a). Customers that use a reputable technology-based service have more expectations for the brand, technique, and technology and are therefore more at ease as a consequence of using the service. Consequently, confidence amplifies the influence that simplicity has on customer service (Haibin et al., 2022). In addition, customers may anticipate a far higher degree of customization from services driven by AI. Since systematically collecting and periodically evaluating consumer input is the key to effective customization. However, confidence directly affects the effectiveness of this function. In other words, consumers' perceptions of personalization are influenced by their trust in a company's use of artificial intelligence technology. The presence of trust may thus influence the interaction between customization and AI-based service experience. Additionally, prior research has shown that belief mediates the connection between service quality and customer loyalty (Ameen et al., 2021b). The amount and quality of information regarding a product or service directly correlate with buyer confidence. Customers are more likely to have a good experience with an AI-based service if they have confidence in the firm's brand, technology, and strategy. Hence

H6a. Trust mediates the effects of personalization on AI-based customer experience.

H6b. Trust mediates the effects of service quality on AI-based customer experience.

H6c. Trust mediates the effects of convenience on AI-based customer experience.



Relationship commitment is postulated to serve as a moderator alongside trust. The proposed model suggests that the relationship's commitment determines the impact of ease of use, customization, and service efficiency on the quality of the AI-based customer experience. More specifically, we argue that the convenience, personalization, and AI-based service efficiency of an AI-based customer experience are enhanced when partnership engagement is minimized when deploying a service. The ease with which a product may be acquired and used by a consumer is directly proportional to the monetary and time investments made by those consumers. Convenience is only one of many major advantages that AI-based bots provide to clients (Wang et al., 2020; Dimoka, 2010). A decline in partner involvement is driving the ease of AI-powered shopping experiences. There is also the fact that personalization has been shown to offer benefits in previous studies. Personalization reduces the client's perceived value to the connection because of how well the AI-based assistance fits the client's preferences. AI-powered consumer services may begin to take on a more individual flavor. For instance, if the service is tailored to each individual's needs, customers will be more comfortable sharing information that might improve their understanding of AI's role in their lives (Bawack, Wamba and Carillo, 2021; Bricci, Fragata and Antunes, 2016). Thus, cooperation between businesses will be essential to establishing a link between the quality of AI-based services and the quality of AI-based experiences. Previous studies have shown that using a high-quality service decreases the feeling of relationship loyalty. Hence.

H7a. Relationship Commitment mediates the effects of personalization on AI-based customer experience.

H7b. Relationship Commitment mediates the effects of service quality on AI-based customer experience.

H7c. Relationship Commitment mediates the effects of convenience on AI-based customer experience.

3. METHODOLOGY

3.1. Research Design

This analysis tries to appreciate the methods by which allocation is encouraged and linked, as well as the mathematical representation and administration of findings, which are known as quantitative

research, to explain and clarify the wonders these clarifications produce. The right to apply anything now needs modifications to the guide's outcomes, and the facts given by these techniques should be seen as very nuanced and used to comprehend a concluding approach (Sulaiman et al., 2020).

This work is accomplished using both primary and secondary sources. Primary data are gathered via questionnaires to validate hypotheses, while secondary data are gathered from a range of internet sources to support the study. The core evidence for this study originates from a self-administered test, and the several pieces of literature used to develop the hypothesis are all considered.

Hair et al. (2016) provide an exhaustive list of all suitable sample units, which they refer to as the sampling frame. Since the sample frame was incompatible with our non-probability sampling procedures, no consensus was established.

YouTube videos uploaded by users are used as examples. The poll is being disseminated online to prevent inconvenience and set a good example.

The suitable size of the analysis survey sample size is between 30 and 500 (Chow et al., 2017), so fundamental mistakes may be in an active stage. Three hundred questionnaires were sent in order to collect information for analysis.

3.2. Artificial Intelligence Uses on YouTube

YouTube viewers with the purpose in mind since this is one of the most violent artificial intelligence-powered websites. More than 1.9 billion people visit YouTube daily and watch over a billion hours of content. Its creators added approximately 300 hours of content to the site per minute. Because of the sheer volume of its users, videos, and other content, YouTube might benefit greatly from the application of AI (Bin et al., 2022); Ahmed et al., 2022c). YouTube, which Google owns, is now home to many AI-powered features.

The corporation spent money on human and machine learning tools to achieve this goal and maintain the program's momentum. YouTube's capacity to swiftly detect harmful videos is also largely attributable to AI. While just 8% of films featuring "violent extremism" (illegal on the site) were discovered and banned until 10 views existed before machine learning, more than 50% of removed movies had fewer than 10 views.



The business also uses a "trashy video classifier" to review the featured and suggested videos on YouTube. Analyzing user reviews for red flags like a false title, inappropriate subject matter, or other unwelcome material is a key part of this process.

Google's AI team has used Snapchat to teach a neural network how to change videos' backgrounds without specialized hardware automatically. Although it has been conceivable to replace green screens with visual effects for decades, the notion has been imagined in a fluid and time-consuming way. The result is a fast computer that can replay the video without lagging.

App users who regularly use YouTube's "Up Next" feature will like the app's AI. With viewers uploading hours of video every minute, YouTube's recommendation engine has to employ a different kind of AI than the ones powering Netflix and Spotify. Since users constantly provided new data, it had to be able to incorporate their recommendations in real-time. The device they come up with consists of two parts. The first is automatic nominations based on the user's YouTube viewing habits detected by the algorithm. The second part is the grading system that provides a letter grade for each video.

Artificial intelligence systems have found a fertile testing ground in YouTube images with great detail. Researchers at Google AI used over 2,000 'mannequin challenge' movies to train an AI model that can recognize the depth of field in video. For the "mannequin challenge," teams of participants stood still in front of a camera as a single actor walked around a set. In the end, this capacity to foresee depth might hasten the progress of augmented reality interactions.

U.S. President Donald Trump has called on social media companies to "develop systems that can anticipate mass shooters before they attack" in response to the epidemic of school shootings that has gripped the country. What is unique about the President's directive is that YouTube, Twitter, and Facebook must work with the Department of Justice and Facebook to remove terrorist-related content using AI. Concerns have been raised regarding the practicality of such a partnership if social media companies could identify real terrorists in advance of a reaction and so potentially impose restrictions on the civil freedoms of ordinary people. Who knows whether YouTube and other social networking sites will utilize artificial technology to discourage terrorism without invading users' privacy?



3.3. Research Instrument

Self-administered questionnaires are utilized for initial data gathering. The literature research serves as the basis for the queries. Due to the time efficiency of the questionnaire, it is employed in the study. Because it is easier for respondents and can have thorough replies as required, the questionnaire is built in English to give the convenience and potential to collect from numerous adaptable reference classes, encompassing both open-ended and closed-ended questions. Split into two sections, and the questionnaire begins with some introductory material and instructions for the responders. Part A will fill out the government-requested socio-economic profile details, including gender, age, income, and the number of years in the workforce.

3.4. Inferential Analysis

3.4.1. Pearson Correlation Analysis

Researchers turn to Pearson's method to find out how X and Y are related to one another (Goodwin & Leech, 2016). Furthermore, Pearson Correlation may determine the magnitude and direction of the association between two variables. According to (Henseler et al., 2014), the solution to the linear equation in two variables is 0. Both variables have a clear relationship with a mean of 1.00 or +1.00. However, at ± 0.90 , this rule does not hold (Müller et al., 2014). Calculating the association matrix for all independent variables might help identify multicollinearity when two strongly correlated independent variables develop. The correlation matrix should be used first to verify trends in collaboration. The goal is to establish a line of communication between the two parts. One may find the generalizations about the correlation coefficient in the table below. By quickly scanning the correlation coefficients, researchers may determine whether there is a multicollinearity problem in the results when the correlation coefficients are more than 0.9.

3.4.2. Factor Analysis

Exploratory Factor Analysis (EFA) was first run on the construct measures to see whether the projected factor structures were consistent with the data (Hair et al., 2014; Henseler et al., 2014). Extracting Principal Components with Varimax Rotation was employed for EFV. Our findings from the exploratory component analysis showed that we could eliminate one interdependence



element and four IS complexity components by focusing on fewer variables overall. The remaining 43 variables had similar loadings. The information gathered from the commodities utilized to evaluate the dependent and independent variables have been placed into a single exploratory factor analysis. Each dimension undergoes a factor loading analysis to establish its interrelationship level.

4. DATA ANALYSIS

4.1. Demographics of the respondents

In Section A, respondents' demographics and other background information are provided. Each respondent's gender, age, level of education, YouTube use, and experiences are collected via a series of six questions.

Table 1. Demographics of the respondents

		Frequency	Percent
Gender of the respondents	Male	237	78.7
	Female	64	21.3
The age group of the respondents	Below 25 years	247	82.1
	26 - 30 Years	34	11.3
	31 - 35 Years	15	5.0
	36 – 40 Years	4	1.3
	46 Years and Above	1	.3
Educational Respondents	None	22	7.3
	Primary	4	1.3
	Secondary	78	25.9
	College	178	59.1
	University	19	6.3
Do you use YouTube regularly?	Yes	273	90.7
	No	28	9.3

The respondents of this study are mostly male; 237 people and 64 of them are women, in percentages of 78.7% and 21.3%. According to **table 1**, 38 respondents (12.6 percent) are Malay, 56 respondents (18.6 percent) are Chinese, 35 respondents (11.6 percent) are Indian, and the remaining 172 respondents are from Arabic, American, Bangladeshi, African, and Taiwan. Grouping the respondents' age categories for simplifications, we have used 5 continuous scales: Less than 25, 26 to 30, 31-35, 36-40, 41-45, and above 46. Most

respondents are below 25 in number 247 or 82.1%; the second largest category is 26 to 30 in number 34 (05%); other percentages are 1.3% and 0.03%. In **table 1**, College qualification (diploma) and secondary holders comprised more than 59.1% and 25.9% out of 301 respondents. More than 6.3% of respondents are University qualification holders, and about 1.3% are Primary qualification holders. In addition, around 7.3% of respondents are formally educated. **Table 1** shows respondents mostly use social media regularly; 273 out of 301 and only 9.3% do not consider themselves regular YouTube users.

4.1.1. Experiences on YouTube

Table 2 states the respondent's satisfaction level using the YouTube AI algorithm. 171 out of 301 respondents were satisfied with their experience, 65 of them natural experiences, 20.6% or 62 were highly satisfied with the experience, 0.7% reported dissatisfactory, and only 1 reported dissatisfaction with the AI-added entertainment on YouTube.

Table 2. How would you rate your experience on YouTube?

	Frequency	Percent
Highly Dissatisfactory	1	.3
Dissatisfactory	2	.7
Natural	65	21.6
Satisfactory	171	56.8
Highly Satisfactory	62	20.6

4.2. Reliability analysis

Results show that the internal consistency of the various constructs ranged from 0.945 to 0.704, as shown in **Table 3**. The correlation between personalization and customer satisfaction is greatest (0.945), whereas the correlation between artificial intelligence-based customer experience, relationship commitment, and service quality is lowest (0.02, 0.02, and 0.02, respectively) (0.704).

Table 3. Cronbach's alpha & Average Variance Extracted

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
AI-based customer experience	0.704	0.812	0.789	0.302
Perceived Convenience	0.707	0.839	0.865	0.763
Personalization	0.945	1.021	0.972	0.946
Relationship Commitment	0.704	0.864	0.863	0.760
Service Quality	0.704	0.940	0.859	0.755
Trust	0.725	0.931	0.869	0.770

When the alpha coefficient is less than 0.7, the dependability of the variables is poor, as stated by Malhotra (2002). According to the data in the table, the variables of Perceived Convenience, Personalization, Relationship Commitment, Service Quality, and Trust all have high coefficients of determination in the context of AI-based customer experiences.

4.3. Correlations

First, one should examine the study's primary constructs for stability, congruence, and separation (Hair et al., 2017). Not all factor loadings met the 0.7 thresholds required for inclusion (Hair et al., 2017). Hence some variables were left out.

Table 4 shows no unfavorable signs for any of the components, suggesting that the association matrix had only positive relationships. In this study Service Quality = .445** significant at .01 level, it followed by Relationship Commitment= 0.519**, Trust = 0.561**, Perceived Convenience = 0.455**, Personalization = 0.289**. The significance threshold of all correlation studies was 0.01. As a result, the factors are significantly related to the AI-based customer experience. Each variable is less than 1, ruling out any possibility of multicollinearity.

Table 4. Pearsons' Correlations

	1	2	3	4	5	6
AI-based customer experience	1					
Service Quality	.445**	1				
Relationship Commitment	.519**	.393**	1			
Trust	.561**	.599**	.563**	1		
Perceived Convenience	.455**	.485**	.500**	.487**	1	
Personalization	.289**	.340**	.330**	.360**	.252**	1

1= AI-based customer experience, 2= Service Quality, 3= Relationship Commitment, 4= Trust, 5= Perceived Convenience, 6= Personalization
**. Correlation is significant at the 0.01 level (2-tailed)

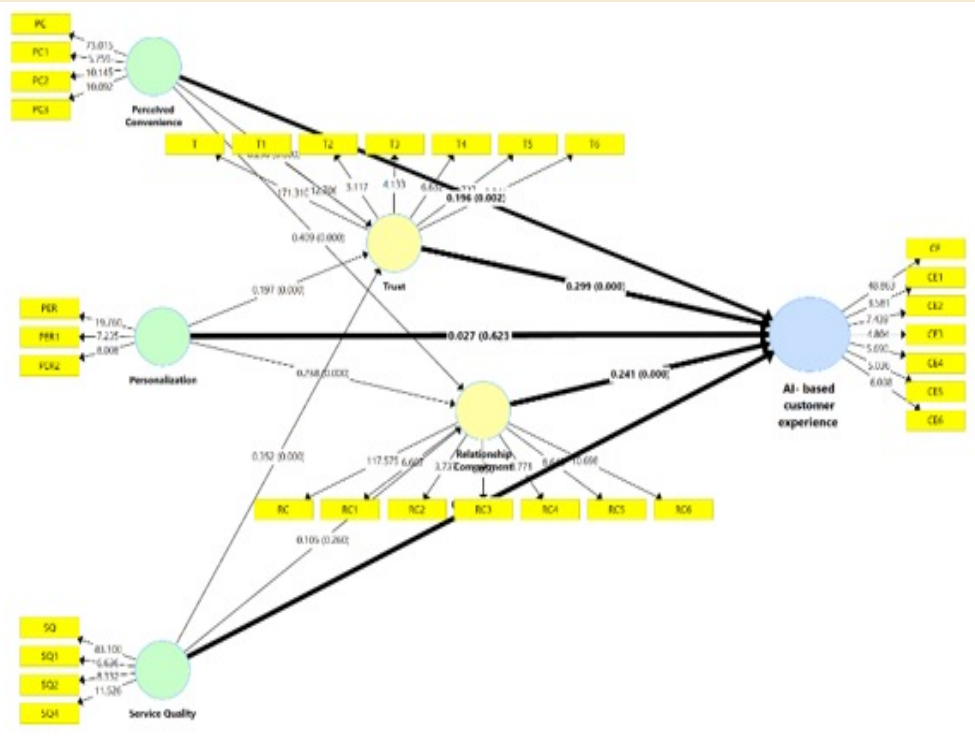
4.3.1. R square

Table 5 shows that after adjustment, the R-squared value is 0.825. As a result, the elements have contributed to an 82.5 percent shift in the AI-based consumer experience. It was also mentioned that the remaining 18.5% of the model might be attributed to other variables. Relationship commitment mediates 24.5% of the variation across factors, while trust mediates 34.8%.

Table 5. R square

	R Square	R Square Adjusted
AI-based customer experience	0.828	0.825
Relationship Commitment	0.252	0.245
Trust	0.354	0.348

Figure 2. Finalized model



4.3.2. Significance table

Estimates of the structural model's R2 were calculated using the t statistic, the significance level, and the standardized path coefficients. The significance of the association between the independent and dependent variables may be inferred from the path loadings (which are standardized regression coefficients) (Hair et al., 2017).

4.3.2.1. Direct Effect

Table 6 illustrate the t statistics which shows relation strengths among the independent and dependent variables, and the p value is the significance of the relation. So the Perceived Convenience -> AI- based customer experience (t= 3.189, p= 0.002), Perceived Convenience -> Relationship Commitment (t= 7.278, p= 0.000), Perceived Convenience -> Trust (t= 5.208, p= 0.000), Personalization -> Relationship Commitment (t= 3.595, p= 0.000), Personalization -> Trust (t= 4.637, p= 0.000), Relationship Commitment -> AI- based customer experience (t= 4.022, p= 0.000), Service Quality -> Trust (t= 5.799, p= 0.000), Trust -> AI- based customer experience (t= 4.442, p= 0.000) is significant for the study, at 95% confidence level. **Figure 2** also shows the final model. Service Quality -> AI- based customer experience (t= 0.940, p= 0.348), Service Quality -> Relationship Commitment (t= 1.127, p= 0.260), and Personalization -> AI- based customer experience (t= 0.492, p= 0.623), isn't significant at liberal approach for the study.

Table 6. Mean, STDEV,T-Values, P-Values

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Perceived Convenience -> AI- based customer experience	0.196	0.202	0.061	3.189	0.002
Perceived Convenience -> Relationship Commitment	0.409	0.403	0.056	7.278	0.000
Perceived Convenience -> Trust	0.296	0.288	0.057	5.208	0.000
Personalization -> Relationship Commitment	0.238	0.231	0.066	3.595	0.000
Personalization -> Trust	0.197	0.195	0.042	4.637	0.000
Relationship Commitment -> AI- based customer experience	0.241	0.242	0.060	4.022	0.000
Service Quality -> Relationship Commitment	0.105	0.103	0.093	1.127	0.260
Service Quality -> Trust	0.352	0.348	0.061	5.799	0.000
Trust -> AI- based customer experience	0.299	0.293	0.067	4.442	0.000

4.3.2.2. Specific Indirect Effect

Researchers might use mediation analysis to ascertain whether a certain relationship between independent variables (predictors)

and a dependent variable is direct (Risher, 2020). In this study, we propose that consumers' perceptions of ease, service quality, and personalization are influenced by their confidence in and commitment to the company providing the AI-enhanced service. The mediation effects were calculated using bootstrap techniques that account for potential sources of error (Sim, Kim, & Suh, 2022; Risher, 2020). We analyzed how the knock-on effects mattered by doing 2000 simulations. When the 95% confidence interval around the indirect effect does not include zero, we may conclude that mediation is effective (Schoemann, Boulton, and Short, 2017).

Table 7. (Specific Indirect Effects) Mean, STDEV, T-Values, P-Values

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Personalization -> Relationship Commitment -> AI- based customer experience	0.058	0.056	0.022	2.574	0.010
Personalization -> Trust -> AI- based customer experience	0.059	0.058	0.019	3.098	0.002
Service Quality -> Relationship Commitment -> AI- based customer experience	0.025	0.026	0.024	1.039	0.299
Service Quality -> Trust -> AI- based customer experience	0.105	0.104	0.035	3.007	0.003
Perceived Convenience -> Relationship Commitment -> AI- based customer experience	0.099	0.098	0.029	3.455	0.001
Perceived Convenience -> Trust -> AI- based customer experience	0.088	0.084	0.024	3.612	0.000

Table 7 illustrates the t statistics, which shows relation strengths among the independent and dependent variables with the mediation effect of Relationship commitment and trust, and the p-value is the significance of the relation. So the Personalization -> Relationship Commitment -> AI- based customer experience (t= 2.574, p= 0.010), Personalization -> Trust -> AI- based customer experience (t= 3.098, p= 0.002), Service Quality -> Trust -> AI- based customer experience t= 3.007, p= 0.003), Perceived Convenience -> Relationship Commitment -> AI- based customer experience (t= 3.455 and p= 0.001), Perceived Convenience -> Trust -> AI- based customer experience (t= 3.612, p= 0.000) is significant for the study, at 95% confidence level. **Figure 2** also shows the final model. The mediation path of Service Quality -> Relationship Commitment -> AI- based customer experience (t= 1.039, p= 0.299) was not found to significant on the study.

4.4. Hypothesis Testing

4.4.1. Summary Table

Table 8. Major findings of the study

Research Question	Hypothesis	Path	T Values	P value	Acceptance
Is there any relationship between trust and AI-based customer experience?	H1. <i>trust has a positive direct effect on AI-based customer experience.</i>	Trust -> AI- based customer experience	4.442	0.000	Yes
Is there any relationship between Relationship commitment and AI-based customer experience?	H2. <i>Relationship commitment has a positive direct effect on AI-based customer experience.</i>	Relationship Commitment -> AI- based customer experience	4.022	0.000	Yes
Is there any relationship between Perceived convenience and trust?	H3a. <i>Perceived convenience has a positive direct effect on trust.</i>	Perceived Convenience -> Trust	5.208	0.000	Yes
Is there any relationship between Perceived convenience and Relationship Commitment?	H3b. <i>Perceived convenience has a positive direct effect on Relationship Commitment.</i>	Perceived Convenience -> Relationship Commitment	7.278	0.000	Yes
Is there any relationship between personalization and trust?	H4a. <i>Personalization has a positive direct effect on trust.</i>	Personalization -> Trust	4.637	0.000	Yes
Is there any relationship between Personalization and Relationship Commitment?	H4b. <i>Personalization has a positive direct effect on Relationship Commitment.</i>	Personalization -> Relationship Commitment	3.595	0.000	Yes
Is there any relationship between Service quality and trust?	H5a. <i>Service quality has a positive direct effect on trust.</i>	Service Quality -> Trust	5.799	0.000	Yes
Is there any relationship between Service quality and Relationship Commitment?	H5b. <i>Service quality has a positive direct effect on Relationship Commitment.</i>	Service Quality -> Relationship Commitment	1.127	0.260	No
Does trust mediate the relationship between convenience, personalization, and service quality in AI-based customer experience?	H6a. <i>trust mediates the effects of personalization on AI-based customer experience.</i>	Personalization -> Trust -> AI- based customer experience	3.098	0.002	Yes
	H6b. <i>Trust mediates the effects of service quality on AI-based customer experience.</i>	Service Quality -> Trust -> AI- based customer experience	3.007	0.003	Yes
	H6c. <i>trust mediates the effects of convenience on AI-based customer experience.</i>	Perceived Convenience -> Trust -> AI- based customer experience	3.612	0.000	Yes
Does Relationship Commitment mediate the relationship between convenience, personalization, and service quality in AI-based customer experience?	H7a. <i>Relationship Commitment mediates the effects of personalization on AI-based customer experience.</i>	Personalization -> Relationship Commitment -> AI- based customer experience	2.574	0.010	Yes
	H7b. <i>Relationship Commitment mediates the effects of service quality on AI-based customer experience.</i>	Service Quality -> Relationship Commitment -> AI- based customer experience	1.039	0.299	No
	H7c. <i>Relationship Commitment mediates the effects of convenience on AI-based customer experience.</i>	Perceived Convenience -> Relationship	3.455	0.001	Yes

4.4.2. Exploring the Research questions

RQ1: Is there any relationship between trust and AI-based customer experience?

trust, have also proven to be important factors for AI-based customer experience Trust -> AI- based customer experience ($t= 4.442$, $p= 0.000$). In support of the findings of this study, the previous analysis also indicates that the more secure consumers are about a company they buy from, the more likely they are to associate with that trust in the brand (Ameen et al., 2021b, 2021a, 2021a).

RQ2: Is there any relationship between Relationship commitment and AI-based customer experience?

Relationship commitment have also proven to be an important factor for AI-based customer experience (Relationship Commitment -> AI- based customer experience, $t= 4.022$, $p= 0.000$). As a single business approach will impact the commitment factor, management must understand each dimension's effect on how clients measure their experience (Ameen et al., 2021b; Adam, Wessel and Benlian, 2020; Baumeister, Vohs and Funder, 2007). Thus, these relationship commitment serves as critical variables that decide how clients judge their overall experience, which is consistent with the findings of this study.

RQ3: Is there any relationship between Perceived convenience and trust?

Perceived convenience has also proven to be an important factor for trust (Perceived Convenience -> Trust, $t= 5.208$, $p= 0.000$). Three main dimensions may be categorized into the comfort of AI-based facilities second since the AI-based self-service is open 24/7 and the freedom to use the service anytime, the availability of both systems. Second, clients are supported throughout their trip with real-time knowledge and assistance (Adam, Wessel and Benlian, 2020; Jannach et al., 2012). Third, during the consumer lifecycle, AI-powered bots will proactively launch conversations with consumers, include related details, and assist with each contact point in line with this study also provides support.

RQ4: Is there any relationship between Perceived convenience and Relationship Commitment?

Perceived convenience has also proven to be important factors for Relationship Commitment (Perceived Convenience -> Relationship Commitment, $t= 7.278$, $p= 0.000$). Interpretation of the findings of this study, comfort impacts the general estimation of service utility



of consumers. Finally, comfort is used by marketers to reduce the supposed sacrifices of consumers. Therefore, a rise in comfort corresponds to a decline in perceived sacrifice, implying that convenience is negatively associated with perceived convenience (Reis, Santo and Melão, 2020).

RQ5: Is there any relationship between personalization and trust?

Personalization have also proven to be an important factor for trust (Personalization -> Trust, $t = 4.637$, $p = 0.000$). The data analysis findings are also supported by Zanker, Rook and Jannach (2019). It is illustrated that personalization relates to the extent to which content is personalized to a particular individual's desires and is, therefore, a significant determinant of positive interactions and trust.

RQ6: Is there any relationship between Personalization and Relationship Commitment?

Personalization has also proven to be an important factor for Relationship Commitment (Personalization -> Relationship Commitment, $t = 3.595$, $p = 0.000$); previous findings have shown that clients equate a high degree of personalization with the competence of the brand (Ghorab et al., 2013; Dias et al., 2008; Montoya, Horton and Kirchner, 2008).

RQ7: Is there any relationship between Service quality and trust?

Service quality has also proven to be an important factor for trust (Service Quality -> Trust, $t = 5.799$, $p = 0.000$).

RQ8: Is there any relationship between Service quality and Relationship Commitment?

Service quality have also proven to be an insignificant factor for Relationship Commitment (Service Quality -> Relationship Commitment, $t = 1.127$, $p = 0.260$). Although it was determined by (Prentice, Dominique Lopes, and Wang, 2020b) that AI-related systems employ a self-service paradigm, the success of such services is often described as a well-designed user interface. Artificial intelligence (AI) has the potential to revolutionize the user interface by keeping tabs on all the graphical and textual components of the interface. The reliability of the technology and useful service have been shown to impact consumers' opinions of companies.

RQ9: Does trust mediate the relationship between convenience, personalization, and service quality in AI-based customer experience?



Personalization -> Trust -> AI- based customer experience

Trust significantly mediates the relationship between personalization and AI based customer experience ($t= 3.098$, $p= 0.002$). According to Ameen et al., 2021a, 2021a, the impact of ease, personalization, and AI-based service efficiency on AI-based customer engagement is mediated in the model proposed in this analysis by the presence of confidence. More precisely, we suggest that the impact of ease, personalization and AI-based service efficiency on AI-based customer engagement are reinforced through confidence.

Service Quality -> Trust -> AI- based customer experience

Trust significantly mediates the relationship between Service Quality and AI based customer experience ($t= 3.007$, $p= 0.003$). The interaction between personalization and AI-based service experience may therefore be affected by confidence. Previous research also shows that faith mediates the connection between standard of service and loyalty (Ameen et al., 2021b).

Perceived Convenience -> Trust -> AI- based customer experience

Trust significantly mediates the relationship between Perceived Convenience and AI based customer experience ($t= 3.612$, $p= 0.000$). The more buyers know about a program, the more likely they trust it. Consequently, if clients trust the AI-based service's brand, technology, and method, an AI-based customer experience is likely to be more favorable.

RQ10: Does Relationship Commitment mediate between convenience, personalization, and service quality on AI-based customer experience?

Personalization -> Relationship Commitment -> AI- based customer experience

Relationship Commitment significantly mediates the relationship between personalization and AI based customer experience ($t= 2.574$, $p= 0.010$). The decline in partner interaction triggers the impact of ease on shopping experiences dependent on AI. Furthermore, past reports have demonstrated the value of personalization. Personalization reduces the understanding of clients of the partnership contribution they make since the AI-based support is customized to their specifications. This triggers the impact of personalization on consumer services dependent on AI.

Service Quality -> Relationship Commitment -> AI- based customer experience



Mediates effect of Relationship Commitment has proven to be non-significant between Service Quality and AI based customer experience ($t= 1.039$, $p= 0.299$). For example, if the service is customized, consumers will be less worried about a degree of privacy loss that may contribute to an increased understanding of their AI-based experience (Bawack, Wamba and Carillo, 2021; Bricci, Fragata and Antunes, 2016). Therefore, partnership interaction will underlie the link between AI-based service quality and AI-based experience.

Perceived Convenience -> Relationship Commitment -> AI- based customer experience

Relationship Commitment significantly mediates the relationship between Perceived Convenience and AI based customer experience ($t= 3.455$, $p= 0.001$). Relationship dedication is speculated as a mediating element in addition to trust. The impacts of ease, customization, and service efficiency on AI-based consumer experience are influenced by partnership dedication in the proposed model.

5. RECOMMENDATION AND CONCLUSION

5.1. Discussion

This thesis sets out to discover if and how artificial intelligence (AI) may be utilized to enhance the shopping experience for end users. Countermeasures include the trust-commitment theory and the service consistency model (Han, 2021; Han and Zhang, 2021; Mao et al., 2020). (Habiba, 2020). The trust and loyalty of clients to AI-enabled services have also been highlighted by previous studies (Habiba, 2020; Kasim and Karim, 2017), but none of these factors have been empirically proven as part of a full theoretical model. So, this research develops a novel theoretical model that considers trust and social participation as modifiers of the effects of AI-enhanced service uniqueness, usefulness, and quality (Narayanan et al., 2023). Our research analyzes the customer experience of an artificial intelligence-enhanced cosmetics company, and the results provide fresh light on how consumers see issues of self-confidence and self-sacrifice. The results also stress the significance of repeat business and brand loyalty when assessing the success of AI-enabled consumer interaction.



We analyze the data and isolate two distinct types of AI-enabled customer experiences: hedonic and recognition. This new information is useful for a variety of fields and studies (e.g., Vega-Jurado, Garca-Granero, and Manjarrés-Henrquez, 2021; Singh and Misra 2021; Hu, Kandampully, and Juwaheer, 2009; Table respondents' experiences with the integration of digital technology; consumer experiences in a digitized environment).

Additionally, prior research has shown the difficulty of AI applications and the concerns surrounding application areas, including stability, usability, and ethics (Gupta et al., 2021). Our study reveals the primary compromises that YouTube respondents make while using AI-enabled services. Such costs may include lost opportunities for interpersonal connection, privacy, autonomy, time, and even the more unpleasant emotions of annoyance and resentment. Our research highlights the significance of trust in the AI-enhanced purchasing process. Our research demonstrates that trust mediates the connections between (a) the degree to which an AI-enabled consumer interface may be personalized, (b) the extent to which the user is willing to make sacrifices, and (c) the effectiveness with which the service is delivered. Customers gain confidence in a business and its products when (a) the services it provides using artificial intelligence are adapted to each person, (b) accessible, and (c) of high quality. Customers have a better purchasing experience when they trust the company they are buying from. When considered as a whole, these results provide empirical credence to studies that have highlighted the need to preserve faith in AI technology (Diaz et al., 2021; Gu et al., 2021; Jeong, Kim and Roh, 2021; Zeinalizadeh, Shojiae and Shariatmadari, 2015). By delving into the role that partnership involvement plays as a mediator, our research provides a richer context for previously observed patterns in customer satisfaction with the services provided (Ameen et al., 2020, 2021a). Based on our findings, the relationship between (a) personalization, (b) perceived convenience, and (c) AI-service quality in the context of a customer's experience enabled by AI is moderated by a trust. These results extend those of previous research that has brought attention to problems associated with using AI in service businesses (e.g., Shank et al., 2019; Wang et al., 2020). According to our findings, customers are prepared to make concessions if it means receiving the personalized care and superior quality of service that AI can provide. At the same time, research on the efficacy of services has been done before (human-to-human).



Surprisingly, the relationship between service quality and AI-enhanced consumer experiences is unaffected by customer loyalty, which might mitigate the negative effects of personalization and ease. Despite the potential for increased value during the COVID-19 health crisis, our research shows that simplicity (i.e., time and place flexibility) does not always influence customers' perceptions of the compromises required to utilize these services. This is the case even though AI-enabled systems are correlated with higher service efficiency (Ameen et al., 2021a, 2021a).

5.2. Contribution of the study

5.2.1. Theoretical contribution

Our research significantly expands upon the available knowledge in three ways. First, we developed a theoretical model that accounts for every factor that influences the quality of the customer's interaction with AI. Based on what we have found, it seems like our hypothesis is pretty on point. We also include mediators of trust and perceived sacrifice in our model. Previous studies have shown the significance of trust and willingness to make a sacrifice when dealing with artificial intelligence (Ameen et al., 2021a; Tiwari, 2021). Our is the first to integrate and empirically evaluate these factors as mediators in a theoretical model of AI-customer experience. To continue, we found that customer involvement's hedonic and identification aspects were the most salient when artificial intelligence was introduced into retail settings. Even though AI-enabled services are devoid of human interaction, our research shows that human emotions and a feeling of belonging remain crucial. While several studies have examined how technology affects customer involvement (Dwivedi et al., 2021; Gupta et al., 2020), ours illuminates a particularly complex innovation for automating service delivery (AI). Our research shows that when AI is used, consumers' impressions of their interactions change, as do the factors they consider most important to the quality of such encounters (Rana et al., 2023). When analyzing AI-enabled services, it is also important to rethink the significance and scope of established frameworks like service quality in light of the unique qualities of AI. Third, we found that customer interaction facilitated by AI benefits greatly from business partnerships. Consumers' willingness to stick with a firm after a favorable first encounter is crucial to the success of AI-powered customer service. Our findings also show that customers

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interact with companies in three separate ways (emotional, normative, and logical), all of which may be improved with the help of AI. In conclusion, our study relates to the current push to examine the influence of relationship loyalty on AI-enabled customer interactions by looking at it in the context of smart digital environments (Barman et al., 2023; Ameen et al., 2020; Gupta et al., 2020).

5.2.2. Practical contribution

A.I. has been around for some time, but it's still not completely reliable. Despite retailers' awareness of the need to provide memorable encounters, several hurdles prevent them from fully embracing AI. Despite the importance of marketers adopting new technology, individuals whose activities impact the customer experience should consider how customers will perceive those effects and, more importantly, the potential value of those impacts. A better grasp of the customer's perspective is essential for developing a successful retail strategy using cutting-edge technologies. As a result of our research, we know that merchants should pay special attention to factors like perceived complexity and perceived expense. Users should be aware that the convenience that has been touted as a major benefit of AI-enabled services may not be sufficient to compensate for the significant sacrifices that users believe they will have to make in order to access a service, such as giving up control, giving up privacy, or giving up human interaction. Users' concerns about potential losses should not be ignored even after repeated encounters with AI-enabled services. Retailers and the developers of AI systems should collaborate to find solutions to these problems. However, the loss of human touch remains a concern for customers, which does not diminish in value even as the simplicity of AI-enabled services develops. For example, automation may enhance merchants' flexibility and cost savings.

As a result, firms may adopt a more all-encompassing approach to customer care by staffing in many areas (including marketing, sales, and customer support) with competent individuals whose combined efforts guarantee a pleasant experience for every client. This may have a beneficial influence on partnership attachment, leading to happier customers overall with AI-enabled interactions. Retailers should always keep consumer loyalty when introducing a new product. However, this may become even more crucial with the advent of AI. Our findings stress the need for trust in AI-enhanced



interactions. It may be challenging to pique customers' interest in services enhanced by artificial intelligence since the underlying technology is complex and, at least to some extent, unknown. Our findings indicate a strong correlation between (a) user friendliness and (b) service efficacy. When a service is (a) more accessible in terms of time and location and (b) provides a higher quality of service in terms of protection, interface design, efficiency, and customer care, users are more likely to have faith in the brand, the technologies and processes they employ, and the purpose for which they gather and analyze customer data. Businesses need to make clients aware of their successes in these areas.

5.3. Limitations and recommendations for the future study

Our research is among the first to highlight the importance of the customer experience when it comes to AI-enabled offerings. We encourage further cross-disciplinary research on the success criteria for AI-enabled services across client categories and countries, especially among marketing and information systems experts. Three hundred responses were also collected and examined. However, prospective studies should collect and evaluate data from larger sample size to increase the chance of generalizability. Future research may also investigate different stores and sectors since this study focused on customers of a dominant brand in the cosmetics market that offers AI-enhanced services (Jye et al., 2022). Even though our study acknowledges key success factors for AI-enabled customer interactions from the user's perspective (such as confidence, sacrifice, ease, personalization, and service quality), further study is needed to determine how any of these success factors can and should be applied within a retail organization. Finally, a market-based approach to studying AI technology's moral implications and security concerns provides fresh research opportunities. The use of AI in SMES is highly recommended as numerous studies have been conducted on SMEs and this technology can be used to improve the competitiveness of SMEs (Ahmed 2022; Alomari, 2022; Chowdhury,2022; Gunasagar, 2022; Khalil, 2022; Khattak, 2022).

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5.4. Conclusion

The findings of this study contribute to a fuller appreciation of the effects of artificial intelligence on end users' experiences. Our study is a first-of-its-kind look at how cutting-edge technology, artificial intelligence, may improve the shopping experience for consumers by focusing on the hedonic and appreciating aspects of AI-enabled customer interactions. Furthermore, our findings highlight the positive benefits of partnership involvement and the critical mediating effects of confidence and perceived sacrifice on the customer experience in the presence of AI.



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Antecedentes y Consecuencias de la Confianza: Compromiso Hacia la Experiencia del Cliente Basada en Artificiales

Antecedents and Consequence of Trust - Commitment Towards Artificial Based Customer Experience

I. INTRODUCCIÓN

Las aplicaciones de IA en tiendas físicas van desde chatbots orientados al cliente hasta la creación de contenido y el análisis de datos. Las suposiciones previas sugieren que el 1 por ciento superior de los clientes se centra en las implementaciones de IA en el comercio minorista, ya que son 18 veces más valiosos para las empresas que otros compradores (Adam, Wessel y Benlian, 2020). Esto se logra mediante una personalización extensa y una mayor participación basada en datos contextuales y de comportamiento. Según un informe de Juniper Research, se espera que los minoristas inviertan \$7.300 millones en inteligencia artificial para el año 2022. Esto representa un aumento significativo con respecto a los \$2.100 millones invertidos en 2018. Además, se prevé que el gasto en infraestructura de inteligencia artificial en la industria minorista a nivel mundial aumente a \$12.000 millones para el año 2023, partiendo de una estimación de \$3.600 millones en 2019. También se predice que más de 325,000 empresas utilizarán sistemas de IA durante este período (Ameen et al., 2020). La tecnología de IA puede personalizar el servicio y las sugerencias de productos al evaluar las compras y preferencias pasadas de un cliente. Esto tiene implicaciones para diversas empresas, incluida



RESUMEN DEL ARTÍCULO

Con la llegada de la inteligencia artificial (IA), las interacciones entre consumidores y marcas están experimentando una transformación dramática (Prikshat, Malik y Budhwar, 2021). La experiencia del consumidor con la IA es un área de estudio menos explorada. Esta investigación tiene como objetivo examinar cómo se puede utilizar la IA en la industria minorista para mejorar la experiencia de compra de los usuarios de IA. Con la teoría de confianza-compromiso y el modelo de calidad de servicio como nuestra inspiración, desarrollamos nuestro marco teórico. Se envió una encuesta en línea a clientes que han utilizado un servicio de YouTube impulsado por la inteligencia artificial. Se utilizó el modelado de ecuaciones estructurales de mínimos cuadrados parciales para analizar los datos (n=301 respuestas). Se demostró que la confianza y el compromiso en la relación desempeñan un papel fundamental en la moderación de las conexiones entre las evaluaciones de los clientes sobre la conveniencia del servicio, la individualización y la calidad. También descubrimos que la confianza no es el único factor que influye de manera sustancial en el compromiso en la relación y que el compromiso en la relación actúa como mediador entre la calidad del servicio y las experiencias de los clientes habilitadas por la IA. Esta investigación llena un vacío en la literatura al identificar la influencia directa de la conveniencia percibida, la personalización y la calidad del servicio en la experiencia del cliente habilitada por la IA y los efectos intermedios de la confianza y el compromiso en la relación. Además, la investigación tiene consecuencias en el mundo real para las empresas que desean aplicar la IA en los servicios que ofrecen a los suscriptores de YouTube.

EXECUTIVE SUMMARY

With the advent of AI, consumer-brand interactions are undergoing a dramatic transformation (Prikshat, Malik, and Budhwar, 2021). Consumer experience with AI is a lesser explored area of study. This research aims to examine how AI may be used in the retail industry to enhance the purchasing experience for AI users. With the trust-commitment theory and the service quality model as our inspiration, we developed our theoretical framework. Customers who have used a YouTube service powered by artificial intelligence were sent an online survey. Partial least squares-structural equation modeling was used to analyze the data (n=301 replies). Trust and relationship commitment was shown to play a pivotal role in moderating the connections between customers' evaluations of service convenience, individualization, and quality. We also discovered that trust is not the only factor that substantially influences relationship commitment and that relationship commitment acts as a mediator between service quality and AI-enabled customer experiences. This research fills a gap in the literature by identifying the direct influence of perceived convenience, personalization, and service quality on AI-enabled customer experience and the intermediary effects of trust and relationship commitment. Further, the research has real-world consequences for businesses that want to apply AI in the services they provide to YouTube subscribers.

la industria de la cosmética, que debe responder rápidamente a las solicitudes y preferencias de los consumidores mediante la creación de diseños de productos personalizados y la realización de evaluaciones detalladas de productos (Li y Shang, 2020). Automatización más rápida, menores costos, mayor flexibilidad y experiencias de usuario más sencillas son resultados probables (Haque, 2014). Se necesita más investigación y comprensión de este proceso dinámico para apreciar completamente estas ventajas. La confianza de los consumidores puede verse perjudicada por factores como la creciente importancia de la inteligencia artificial y la necesidad de volúmenes cada vez mayores de información personal.

Los clientes pueden verse obligados a hacer sacrificios que disminuyan su experiencia general si no pueden obtener la atención personalizada que necesitan o la asistencia adicional que buscan (Siang et al., 2018). El análisis de las consecuencias de estos y otros desafíos similares es esencial para las interacciones con los consumidores impulsadas por la IA. Los determinantes de la satisfacción del cliente se han estudiado en numerosas investigaciones que atestiguan su importancia (Adetayo, 2022; Faisal et al., 2020; Fu, 2022; Hailong, 2022; Haque et al., 2020; Li, 2022; Nellikunnel et al., 2017; Nellikunnel et al., 2015; Ogiemwonyi et al., 2018; Rahman et al., 2011; Rahman et al., 2017; Rahman et al., 2018; Senathirajah, 2022; Tsamwa, 2022; Yi et al., 2018).

Es generalmente aceptado que hay varias formas de pensar en la calidad del servicio. La percepción del servicio, el compromiso de la relación y la evaluación de su experiencia de compra basada en la IA pueden mejorar mediante interacciones con máquinas, aunque esto es menos conocido (Jiayuan et al., 2018). Debido a la importancia de las aplicaciones tecnológicas y organizativas de la IA, han dominado estudios recientes (Faisal et al., 2020). Por lo tanto, hay una falta de estudios sobre cómo los clientes perciben la tecnología de inteligencia artificial como parte del proceso de compra y cómo contribuye a una experiencia más positiva y a mejores relaciones con la marca (Prentice et al., 2020a).

El uso de la inteligencia artificial en el sector minorista mejorará la experiencia de compra de los clientes. Con este fin, ofrecemos un nuevo paradigma que integra la idea de la confianza con el modelo de eficiencia del servicio. En nuestro modelo, la conveniencia percibida y

La tecnología de IA puede personalizar el servicio y las sugerencias de productos al evaluar las compras y preferencias pasadas de un cliente.

la autoconfianza median en la eficacia del servicio, la facilidad de uso y el impacto en la satisfacción general del cliente. El modelo también considera el papel de las asociaciones en la influencia de la calidad del proceso de selección de productos basado en la IA para los usuarios finales (Reis, Santos y Melo, 2020). La tesis incluye avances teóricos y resultados prácticos. En un sentido más amplio, se refiere a las numerosas solicitudes de estudios El examen de cómo los usuarios interactúan con tecnologías emergentes como la inteligencia artificial (IA) es el enfoque de este estudio. Los avances teóricos realizados en esta investigación lo convierten en uno de los análisis más completos sobre cómo se sienten los consumidores ante los encuentros con la inteligencia artificial. Esperamos que nuestra investigación ayude a los investigadores a comprender mejor cómo las personas interactúan con los servicios impulsados por la inteligencia artificial (Ameen et al., 2021a; Ferreira et al., 2021; Oliveira et al., 2021, 2021). Nuestro modelo conceptual sugerido ofrece una visión más matizada de las interacciones de los consumidores basadas en la IA al resaltar la importancia de la confianza y el sacrificio percibido. Este estudio ofrece recomendaciones para las empresas que desean implementar la atención al cliente centrada en la IA.

PALABRAS CLAVE

IA, Perspectiva del Cliente, Confianza, Compromiso, Experiencia.

KEYWORDS

AI, Customers Perspective, Trust, Commitment, Experience.

1.1. Objetivos de la Investigación

- i. Examinar si la Confianza del Cliente, el Compromiso del Cliente, la Conveniencia Percibida, la Calidad del Servicio y el Compromiso en la Relación afectan el servicio basado en la IA que reciben.
- ii. Determinar si existe una correlación entre la Calidad del Servicio y el Compromiso en la Relación.
- iii. Este estudio tiene como objetivo determinar si y cómo la Confianza modera el impacto de la Conveniencia, la Personalización y la Calidad del Servicio en la Calidad de la Experiencia del Cliente basada en la IA.
- iv. Este estudio tiene como objetivo determinar si existe un efecto moderador del Compromiso en la Relación en el impacto de la conveniencia, la personalización y la calidad del servicio basado en la IA.

2. REVISIÓN DE LA LITERATURA

2.1. Experiencia del cliente basada en la IA

El término "experiencia del cliente", que se refiere a los contactos normales que un cliente tiene con una empresa, fue acuñado por Harvard Business Review (Liu, Lee y Hung, 2017; Findlater y Gajos, 2009; Jannach y Hegelich, 2009). Además, estudios previos han señalado los componentes emocionales del servicio al cliente que parecen estar en constante movimiento. Podemos obtener resultados tanto positivos como negativos de experiencias como alegría, tristeza, molestia, ira, emoción y sorpresa (Choi et al., 2020). Los contactos con el cliente se comparan con contactos en persona y virtuales, incluyendo sus aspectos físicos y sensoriales. Las experiencias en línea se caracterizan por aspectos tecnológicos como una interfaz fácil de usar y un diseño claro, mientras que las experiencias fuera de línea se caracterizan por componentes como productos, iluminación, arquitectura y señalización (Wobcke et al., 2015). Esto sugiere que la IA tiene el potencial de convertirse en una de las herramientas esenciales para los distribuidores para mejorar continuamente el servicio al cliente y, como resultado, mantener una ventaja competitiva (Zimmermann y Renaud, 2019).

La realidad virtual, la identificación visual posible mediante la visión por computadora y el inventario predictivo son solo algunos ejemplos de cómo se utiliza la tecnología de IA en combinación con otras tecnologías en el sector minorista. Comprender las preferencias e historial del cliente es crucial para que estos avances mejoren eficazmente la prestación de servicios (Liu, Lee y Hung, 2017; Mou y Xu, 2017; Rook, Sabic y Zanker, 2017; Jannach y Adomavicius, 2016). Este aprendizaje puede acelerarse con la ayuda de la IA, ya que estas tecnologías pueden aprovechar los datos del consumidor y el conocimiento experto para descubrir cómo interactuar mejor con los clientes (Yu et al., 2023).

2.2. Calidad del servicio en los servicios basados en IA

Según la sabiduría convencional, los consumidores evalúan la calidad del servicio de una marca en función de sus impresiones de los servicios proporcionados por la empresa y las expectativas que tienen los clientes de la empresa (Umesh et al., 2023). Originario del principio de la desconfirmación de la suposición, esta comprensión de la calidad del servicio sostiene que uno puede medir la calidad del



servicio comparando la experiencia del cliente con sus expectativas (Khattak et al., 2022; Nass et al., 1996; Carver y White, 1994). Si bien existe una gran cantidad de investigaciones sobre la calidad de los servicios humanos, hay escasez de estudios sobre cómo responden los clientes a los sistemas automatizados, especialmente los basados en inteligencia artificial. La calidad de los servicios basados en IA es poco probable que sea consistente con los servicios interpersonales, ya que estos sistemas parecen estar contruidos sobre tecnología autogestionada (Wobcke et al., 2015).

Numerosas pruebas proporcionan evidencia de cómo los humanos aplican normas sociales a robots creados de forma antropomórfica, según el concepto bien establecido de respuesta social. De acuerdo con investigaciones previas en entornos digitales, definimos la antropomorfización como la atribución de características, actitudes y emociones humanas a agentes no humanos. Proporcionar detalles antropocéntricos puede ayudar a familiarizar a la audiencia con actores desconocidos, lo que puede ser una tendencia natural en los seres humanos (Jannach y Adomavicius, 2016; Li, 2016; Maksai, Garcin y Faltings, 2015). Según el concepto de responsabilidad social, las interacciones humano-computadora (IHC) son intrínsecamente psicológicas, ya que las personas tienden a ver las computadoras como actores sociales a pesar de saber que las computadoras no tienen sentimientos ni intenciones propias. Como factor psicológico bien establecido, la inclinación social innata de los humanos proporciona la base para el modelo CASA de la informática.

2.3. Teoría de la confianza y el compromiso

El concepto de confianza y compromiso ilustra los roles que juegan la confianza y el compromiso en una asociación durante la madurez de la relación comprador-vendedor. A lo largo de los años, se han estudiado numerosas aplicaciones de este principio, que incluyen el comercio electrónico, sitios web de compras en comunidad, conexiones de marca en foros en línea, páginas de seguidores en redes sociales, comportamiento de entrega en línea y cómo la confianza aumentada del cliente mejora las interacciones entre los minoristas y sus clientes tanto virtual como físicamente (Wang et al., 2020; Dimoka, 2010). De manera constante, la investigación enfatiza la importancia de la confianza y el compromiso de los consumidores y comerciantes en su colaboración en línea para lograr excelentes resultados para ambas partes (Aziz et al., 2022b). La confianza debe ser uno de los pilares

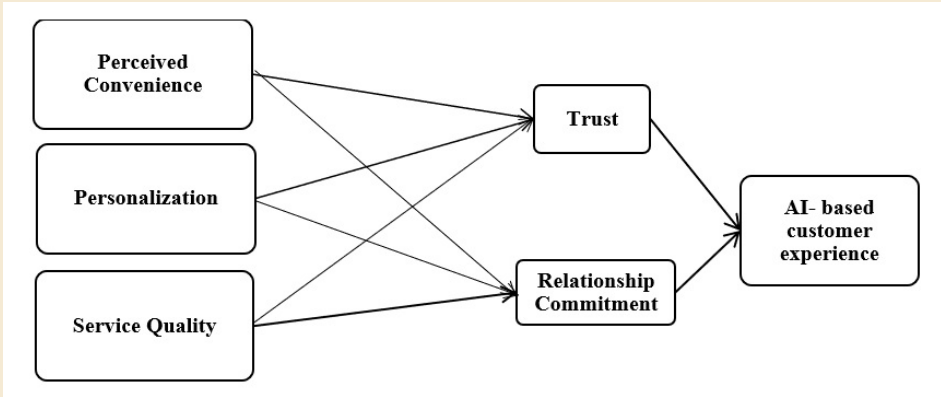


fundamentales de la idea de la teoría de la confianza y el compromiso para que sea efectiva.

Una definición de la confianza es la disposición a participar en una situación a pesar del peligro, independientemente de si el riesgo es producto de las acciones de uno o de las acciones de otros. Aquí, el grado de fe de una persona o de un grupo decide si se comprometerá o no. En la alegoría de los diez reyes de Platón, un rey puede estar obligado a enviar su ejército para proteger el reino de otro con la esperanza de que el favor sea correspondido si es necesario.

2.4. Modelo Conceptual Propuesto

Figura 1. Modelo conceptual



2.5. Desarrollo de Hipótesis

2.5.1. Confianza

Una definición clásica de la confianza es una expectativa optimista de que las debilidades de uno no serán explotadas en una situación de riesgo. Esto requiere confianza tanto en la marca como en la tecnología en la compra en línea. Un estudio reciente en inteligencia artificial revela que la confianza es esencial para la aceptación, expansión y desarrollo de esta tecnología (DeFazio, 2003). Han surgido dos corrientes de estudio en lo que respecta a la confianza en los servicios mediados por la tecnología: la confianza en la tecnología y la confianza en las empresas creativas, es decir, en sus interacciones y procesos. En el servicio al cliente basado en la IA, la confianza

se define de manera más sofisticada, incluyendo no solo la tecnología y la marca, sino también el propósito y la estrategia de despliegue de la IA. El componente del método se refiere a la comprensibilidad de la tecnología, mientras que el componente del propósito indica una creencia en las causas. Cuando los algoritmos y el razonamiento lógico son simples, es más probable que la confianza aumente. Es una técnica dinámica para desarrollar la confianza del consumidor en una nueva marca y comunicar sus productos innovadores a los consumidores (Baumeister, Vohs y Funder, 2007). Con frecuencia, las marcas creen que la nueva tecnología es suficiente para satisfacer a los consumidores; sin embargo, muchos estudios indican por qué ciertas tecnologías revolucionarias no logran superar obstáculos tecnológicos y destacan la importancia de la confianza en la forma en que las marcas comunican tecnologías innovadoras. Según Hengstler et al. (2016), el diálogo proactivo sobre la implementación de la tecnología de IA en el entorno de servicio debe comenzar en las primeras etapas de integración (Li, 2016). Argumentan que la interacción de la marca tiene una mayor probabilidad de influir en la aceptación social de las ideas en desarrollo cuando los niveles de conciencia son bajos.

Además, un estudio previo revela que cuanto más fuerte es la confianza de un comprador en una empresa, más probable es que establezca una relación a largo plazo con esa marca (Ameen et al., 2021b, 2021a, 2021a). El marketing minorista indica que un mayor grado de confianza en una empresa y su tecnología mejora la experiencia del consumidor (Rajendran y Haque 2022). Aunque investigaciones anteriores indican una correlación positiva entre la experiencia del cliente y la confianza en la marca, esta relación positiva solo se aplica a las interacciones después de que los clientes hayan ganado esta confianza a través de la primera experiencia. Debido a la importancia de mantener los datos de los clientes, recomendamos que se haga hincapié en la conexión entre la lealtad a la marca y la participación del consumidor en el contexto de las interacciones digitales. Por lo tanto, proponemos la siguiente hipótesis:

H1. La confianza tiene un efecto directo positivo en la experiencia del cliente basada en la IA.

2.5.2. Compromiso en la Relación

El compromiso en la relación se refiere a un deseo duradero de cultivar una relación especial con una marca. Los clientes se involucra-



rán más con los productos de una empresa si han interactuado de manera positiva con ella y han establecido relaciones sólidas. Esto resultará en una mayor lealtad a la marca (DeFazio, 2003). El compromiso en la relación es el producto de satisfactorias conexiones a largo plazo entre el cliente y el minorista (Wang et al., 2020). Esto hace que los clientes creen que no hay otros productos similares en el mercado, reduciendo su propensión a comprar en otras empresas. La lealtad afectiva o emocional se refiere al compromiso emocional y personal de los clientes, lo que resulta en un mayor grado de confianza y compromiso. El énfasis de la lealtad normativa o social se centra en las expectativas subjetivas acumuladas con el tiempo, en las cuales los clientes creen que pueden seguir siendo leales a una marca. La relación entre el ambiente social y la participación normativa (Ameen et al., 2021a, 2021a; Bricci, Fragata y Antunes, 2016; Stone y Cooper, 2001). La lealtad calculativa o funcional considera las pérdidas adicionales que los clientes incurren al cambiar de marca, lo que puede deberse a una marca alternativa menos atractiva o a la falta de alternativas. Aunque investigaciones anteriores han enfatizado la importancia de experiencias significativas de participación del consumidor, hallazgos más recientes indican que una vez que los consumidores han pasado por el proceso inicial de establecer la participación de la marca, sus experiencias posteriores serán influenciadas por este compromiso (Azhari et al., 2023). Dado que una única estrategia de la empresa influirá en el componente de compromiso (afectivo, normativo y calculativo), la dirección debe comprender el impacto de cada dimensión en la forma en que los clientes evalúan su experiencia (Ameen et al., 2021b; Adam, Wessel y Benlian, 2020; Baumeister, Vohs y Funder, 2007). En consecuencia, estos tres factores serán decisivos para determinar cómo los clientes evalúan su experiencia en su totalidad. Por lo tanto:

H2. El compromiso en la relación tiene un efecto directo positivo en la experiencia del cliente basada en la IA.

2.5.3. Percepción de la conveniencia

Según Alamoudi (2002), la conveniencia del servicio es "la capacidad de realizar una tarea con el mínimo esfuerzo humano y en el menor tiempo posible". Cuando las cosas son fáciles, las personas tienden a seguir con ellas. Un servicio es conveniente si permite a los usuarios ahorrar tiempo y energía, al mismo tiempo que les proporciona las opciones que necesitan para mantener su interés. La relajación



del sitio web se consideró mucho más importante que en el pasado durante la pandemia de salud del coronavirus (COVID 19) cuando el mundo tuvo que sufrir el autoaislamiento y el aislamiento social (Ameen et al., 2021a, 2021a; Zanker et al., 2006). Ha habido mucha investigación sobre cómo los clientes responden a tiempos de espera más cortos y ubicaciones más convenientes. Muchos estudios han examinado cómo los clientes reaccionan a tiempos de espera más cortos y cómo afecta a la calidad del servicio que reciben. A través de los servicios basados en la IA, se pueden lograr tres tipos principales de comodidad. En primer lugar, ambos sistemas están disponibles cuando se necesitan; el autoservicio basado en la IA, por ejemplo, está siempre encendido y listo para ser utilizado. En segundo lugar, los clientes reciben orientación y actualizaciones en tiempo real a medida que avanzan en el proceso (Adam, Wessel y Benlian, 2020; Jannach et al., 2012). Por último, los bots habilitados para la IA interactuarán con los clientes, les proporcionarán información oportuna y los respaldarán en cada punto de contacto a lo largo del ciclo de vida del cliente. Como resultado, los consumidores pueden obtener inmediatamente las respuestas que necesitan sin tener que esperar a que un agente esté disponible en espera, y la capacidad de la empresa para atender y satisfacer a los clientes aumentará. Los clientes son más propensos a interactuar con una empresa si encuentran que es fácil hacerlo (Ameen et al., 2021a, 2021b). Los consumidores son más propensos a confiar en una empresa y en sus productos o servicios si los utilizan con menos dificultades.

Además, la interpretación de la comodidad influye en la evaluación general del cliente sobre la utilidad del servicio. Por último, los comercializadores utilizan la comodidad para aliviar las dificultades que se espera que enfrenten los compradores. Por lo tanto, un mayor nivel de comodidad se asocia con menos sensación de sacrificio, y lo contrario es cierto para la conveniencia (Reis, Santos y Melo, 2020). Existe una buena probabilidad de que la felicidad del usuario aumente debido a la portabilidad y disponibilidad de las aplicaciones basadas en la IA. Por lo tanto:

H3a. La percepción de la conveniencia tiene un efecto directo positivo en la confianza.

H3b. La percepción de la conveniencia tiene un efecto directo positivo en el compromiso en la relación.



2.5.4. Personalización

El grado en que el contenido se personaliza según las preferencias de un usuario individual es lo que llamamos "personalización", y es un aspecto clave para determinar la calidad de las interacciones. Con técnicas de procesamiento de datos, la información se adapta a los detalles de un comprador individual, lo que puede despertar su interés y alentarlos a realizar una compra (Zanker, Rook y Jannach, 2019). Es común vincular los productos impulsados por la inteligencia artificial con un mayor grado de personalización. La inteligencia artificial (IA) y el aprendizaje automático (AA) se centran cada vez más en la creación de modelos algorítmicos más complejos de juicio y predicción humanos y se centran en aplicaciones personalizadas.

Cambiar la apariencia y la sensación de una interfaz de usuario, por ejemplo, para adaptarse a diferentes tamaños de pantalla, es un ejemplo de cómo se puede personalizar la interfaz de usuario (Kirschenbaum, Forman y Dugan, 2012; Findlater y McGrenere, 2010; Tam y Ho, 2006). Personalizar el contenido es personalizar la información, como ofertas de productos o servicios y precios, a un usuario específico. La noción de "personalización del método de interacción" está relacionada con la idea de que los algoritmos de IA deben tener total autonomía sobre cuándo y cómo deben interactuar con las personas. Los comercializadores pueden utilizar la IA y el AA para personalización predictiva, garantizando que los anuncios sean siempre relevantes mediante herramientas de perfilado y la evaluación de datos de usuario en tiempo real. La dificultad radica en adquirir la información esencial para la personalización sin infringir la privacidad de los clientes (Bawack, Wamba y Carillo, 2021, 2021). El Reglamento General de Protección de Datos de la Unión Europea (GDPR) ha reavivado preocupaciones éticas sobre la confiabilidad de la toma de decisiones algorítmicas.

Por lo tanto, la obligación de examinar la personalización de los servicios basados en la IA en las tres dimensiones en lugar de en silos aislados indica que el cumplimiento de los requisitos normativos es difícil para las empresas que utilizan las tres formas de personalización de la experiencia (Wangyanwen et al., 2022). Estudios anteriores han demostrado que los clientes asocian un alto grado de personalización con una marca de buena reputación (Ghorab et al., 2013; Dias et al., 2008; Montoya, Horton y Kirchner, 2008). Los consumidores son más propensos a confiar en una marca y seguir sus recomendaciones si esta proporciona consistentemente juicios acer-

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tados y reconoce la importancia de las necesidades de sus clientes. Puede existir una asociación negativa entre un alto grado de personalización y el sacrificio percibido, de modo que los consumidores que valoran en gran medida su experiencia personalizada son menos receptivos a lo que están sacrificando (renunciando) en las experiencias del consumidor basadas en la IA. Por último, las tácticas de personalización están relacionadas con el aumento de experiencias positivas de la marca y la reducción de experiencias negativas de la marca. Por lo tanto:

H4a. La personalización tiene un efecto directo positivo en la confianza.

H4b. La personalización tiene un efecto directo positivo en el compromiso en la relación.

2.5.5. Calidad del servicio

Los servicios basados en la IA dependen en gran medida de la cantidad y calidad de los datos de los clientes que una empresa puede recopilar. Aunque la mayoría de ellos no son cruciales, la combinación de detalles inocuos (como preferencias y selecciones de marketing) puede proporcionar un perfil de usuario detallado que los estafadores pueden utilizar para establecer identidades falsas con poca o ninguna resistencia. Con la suposición de encuentros con el cliente "imparciales", la IA mejora la eficiencia de las instalaciones del consumidor (Li et al., 2021). Aunque los sistemas basados en la IA son más propensos a introducir nuevos sesgos en el funcionamiento, son más flexibles que el software convencional y pueden atender a más usuarios al mismo tiempo (Choi et al., 2020; Li y Shang, 2020; Vatulkina et al., 2020). Los chatbots y otras soluciones de asistencia al cliente asistidas por IA están ganando popularidad como una técnica automatizada y, en teoría, eficiente para mejorar el viaje del cliente. Debido a la prevalencia del modelo de "autoatención" en los sistemas relacionados con la IA, es común atribuir el éxito de estos servicios en su mayoría a una interfaz de usuario pulida. La inteligencia artificial (IA) tiene el potencial de revolucionar la interfaz de usuario al analizar constantemente todo el material de la interfaz, incluidos los elementos visuales, la tipografía, las animaciones y los detalles gráficos. Estudios anteriores han demostrado que la opinión de los consumidores sobre una empresa puede verse afectada por la confiabilidad de su soporte técnico y funcional (Prentice, Dominique Lopes y Wang, 2020b). Los sacrificios (en términos de pérdida de



control, pérdida de privacidad, pérdida de dinero, esfuerzo, consumo de tiempo o sensaciones desagradables, como insatisfacción o enojo) sentidos por un cliente se reducen cuando reciben un excelente servicio (Li y Shang, 2020; Chang, Wang y Yang, 2009). El valor relativo del servicio se ha estudiado ampliamente, y su relación con los incentivos y costos que los clientes deben soportar a cambio de la prestación del servicio se ha analizado en detalle (Malnaad et al., 2022). Para sacar el máximo provecho de una consulta, es necesario separar la importancia de las operaciones de las necesidades de conveniencia que los clientes valoran (Chawdhury et al., 2023). La impresión de que los clientes obtienen un servicio de alta calidad es fundamental para mitigar el impacto de los compromisos percibidos, especialmente aquellos relacionados con la falta de asistencia humanitaria y autoridad al utilizar servicios basados en la IA, que a menudo no requieren la intervención humana (Francis et al. 2023). Por lo tanto:

H5a. La calidad del servicio tiene un efecto directo positivo en la confianza.

H5b. La calidad del servicio tiene un efecto directo positivo en el compromiso en la relación.

2.5.6. Efectos mediadores de la confianza y el compromiso en la relación

Numerosas investigaciones han examinado la conexión entre la confianza del cliente y la satisfacción, con algunos autores proponiendo una función mediadora para la confianza y otros reconociéndola como un efecto directo en esta dimensión. Este estudio proporciona un modelo en el que la confianza media la influencia de la conveniencia, la personalización y la eficiencia del servicio basado en la IA en la participación del cliente basada en la IA. Sostenemos que la confianza es crucial para el éxito del contacto con el cliente basado en la IA porque mejora los beneficios de la facilidad, la personalización y el servicio rápido (Ameen et al., 2021a, 2021a). Los clientes que utilizan un servicio basado en tecnología de buena reputación tienen más expectativas sobre la marca, la técnica y la tecnología y, por lo tanto, se sienten más a gusto como consecuencia de utilizar el servicio. En consecuencia, la confianza amplifica la influencia que la simplicidad tiene en el servicio al cliente (Haibin et al., 2022). Además, los clientes pueden anticipar un nivel mucho más alto de personalización de los servicios impulsados por la IA. Dado que recopilar

sistemáticamente y evaluar periódicamente la retroalimentación del consumidor es la clave para una personalización eficaz. Sin embargo, la confianza afecta directamente la eficacia de esta función. En otras palabras, la percepción de los consumidores sobre la personalización está influenciada por su confianza en el uso de la tecnología de inteligencia artificial por parte de una empresa. La presencia de la confianza puede influir en la interacción entre la personalización y la experiencia del servicio basado en la IA. Además, investigaciones anteriores han demostrado que la creencia media la conexión entre la calidad del servicio y la lealtad del cliente (Ameen et al., 2021b). La cantidad y la calidad de la información sobre un producto o servicio se correlacionan directamente con la confianza del comprador. Los clientes tienen más probabilidades de tener una buena experiencia con un servicio basado en la IA si tienen confianza en la marca, la tecnología y la estrategia de la empresa. Por lo tanto,

H6a. La confianza media los efectos de la personalización en la experiencia del cliente basada en la IA.

H6b. La confianza media los efectos de la calidad del servicio en la experiencia del cliente basada en la IA.

H6c. La confianza media los efectos de la conveniencia en la experiencia del cliente basada en la IA.

Se postula que el compromiso en la relación sirve como moderador junto con la confianza. El modelo propuesto sugiere que el compromiso en la relación determina el impacto de la facilidad de uso, la personalización y la eficiencia del servicio basado en la IA en la calidad de la experiencia del cliente basada en la IA. Más específicamente, argumentamos que la conveniencia, la personalización y la eficiencia del servicio basado en la IA de una experiencia del cliente basada en la IA se mejoran cuando se minimiza el compromiso de la relación al implementar un servicio. La facilidad con la que un consumidor puede adquirir y usar un producto es directamente proporcional a las inversiones monetarias y temporales realizadas por esos consumidores. La conveniencia es solo una de las principales ventajas que ofrecen los bots basados en la IA a los clientes (Wang et al., 2020; Dimoka, 2010). Una disminución en la participación de la pareja impulsa la facilidad de las experiencias de compra impulsadas por la IA. También está el hecho de que la personalización ha demostrado ofrecer beneficios en investigaciones anteriores. La personalización reduce el valor percibido del cliente para la relación debido a lo bien que se ajusta la asistencia basada en la IA a las preferencias del



cliente. Los servicios de consumidores impulsados por la IA pueden comenzar a tener un sabor más individual. Por ejemplo, si el servicio se adapta a las necesidades de cada individuo, los clientes se sentirán más cómodos compartiendo información que podría mejorar su comprensión del papel de la IA en sus vidas (Bawack, Wamba y Carillo, 2021; Bricci, Fragata y Antunes, 2016). Por lo tanto, la cooperación entre las empresas será fundamental para establecer una conexión entre la calidad de los servicios basados en la IA y la calidad de las experiencias basadas en la IA. Investigaciones anteriores han demostrado que el uso de un servicio de alta calidad disminuye la sensación de lealtad en la relación. Por lo tanto,

H7a. El compromiso en la relación media los efectos de la personalización en la experiencia del cliente basada en la IA.

H7b. El compromiso en la relación media los efectos de la calidad del servicio en la experiencia del cliente basada en la IA.

H7c. El compromiso en la relación media los efectos de la conveniencia en la experiencia del cliente basada en la IA.

3. METODOLOGÍA

3.1. Diseño de la Investigación

Este análisis busca comprender los métodos mediante los cuales se fomenta y se relaciona la asignación, así como la representación matemática y la administración de los hallazgos, conocidos como investigación cuantitativa, para explicar y aclarar los fenómenos que estas explicaciones producen. El derecho a aplicar cualquier cosa en este momento necesita modificaciones en los resultados de la guía, y los datos proporcionados por estas técnicas deben ser considerados como muy matizados y utilizados para comprender un enfoque conclusivo (Sulaiman et al., 2020).

Este trabajo se lleva a cabo utilizando fuentes primarias y secundarias. Los datos primarios se recopilan a través de cuestionarios para validar hipótesis, mientras que los datos secundarios se recopilan de una variedad de fuentes en línea para respaldar el estudio. Las pruebas principales para este estudio se originan a partir de una prueba autoadministrada, y se consideran todas las diversas piezas de literatura utilizadas para desarrollar las hipótesis.

Hair et al. (2016) proporcionan una lista exhaustiva de todas las unidades de muestra adecuadas, a las que se refieren como marco

de muestreo. Dado que el marco de muestra no era compatible con nuestros procedimientos de muestreo no probabilístico, no se llegó a un consenso.

Los videos de YouTube cargados por los usuarios se utilizan como ejemplos. La encuesta se está difundiendo en línea para evitar inconvenientes y establecer un buen ejemplo.

El tamaño adecuado de la muestra de la encuesta de análisis se sitúa entre 30 y 500 (Chow et al., 2017), de manera que los errores fundamentales puedan estar en una etapa activa. Se enviaron trescientos cuestionarios para recopilar información para el análisis.

3.2. Usos de la Inteligencia Artificial en YouTube

Los espectadores de YouTube tienen en mente su propósito, ya que este es uno de los sitios web con inteligencia artificial más potentes. Más de 1.9 mil millones de personas visitan YouTube a diario y ven más de mil millones de horas de contenido. Sus creadores agregan aproximadamente 300 horas de contenido al sitio por minuto. Debido al gran volumen de sus usuarios, videos y otro contenido, YouTube podría beneficiarse enormemente de la aplicación de la IA (Bin et al., 2022; Ahmed et al., 2022c). YouTube, propiedad de Google, es ahora el hogar de muchas características con inteligencia artificial.

La corporación invirtió dinero en herramientas de aprendizaje humano y automático para lograr este objetivo y mantener el impulso del programa. La capacidad de YouTube para detectar rápidamente videos dañinos se debe en gran medida a la inteligencia artificial. Mientras que solo el 8% de los videos con "extremismo violento" (prohibidos en el sitio) se descubrieron y se prohibieron antes de que existieran 10 vistas antes del aprendizaje automático, más del 50% de los videos eliminados tenían menos de 10 vistas.

La empresa también utiliza un "clasificador de videos basura" para revisar los videos destacados y sugeridos en YouTube. Analizar las reseñas de los usuarios en busca de señales de alerta, como un título falso, contenido inapropiado u otro material no deseado, es una parte fundamental de este proceso.

El equipo de IA de Google ha utilizado Snapchat para enseñar a una red neuronal cómo cambiar automáticamente los fondos de los videos sin hardware especializado. Aunque ha sido posible reemplazar las pantallas verdes con efectos visuales durante décadas, la idea se ha imaginado de manera fluida y que consume mucho tiempo. El resultado es una computadora rápida que puede reproducir el video sin retrasos.



Los usuarios de aplicaciones que utilizan regularmente la función "Up Next" de YouTube disfrutarán de la IA de la aplicación. Con los espectadores cargando horas de video cada minuto, el motor de recomendación de YouTube debe utilizar un tipo diferente de IA que los que impulsan Netflix y Spotify. Dado que los usuarios proporcionan constantemente nuevos datos, debe ser capaz de incorporar sus recomendaciones en tiempo real. El dispositivo que idearon consta de dos partes. La primera son las nominaciones automáticas basadas en los hábitos de visualización de YouTube del usuario detectados por el algoritmo. La segunda parte es el sistema de calificación que proporciona una calificación por letra para cada video.

Los sistemas de inteligencia artificial han encontrado un terreno fértil para las pruebas en las imágenes de YouTube con gran detalle. Los investigadores de Google AI utilizaron más de 2,000 videos del "reto del maniquí" para entrenar un modelo de IA que puede reconocer la profundidad de campo en el video. Para el "reto del maniquí", equipos de participantes se mantenían inmóviles frente a una cámara mientras un actor caminaba alrededor del set. Al final, esta capacidad para predecir la profundidad podría acelerar el desarrollo de interacciones de realidad aumentada.

El presidente de los Estados Unidos, Donald Trump, ha instado a las empresas de redes sociales a "desarrollar sistemas que puedan anticipar a los tiradores en masa antes de que ataquen" en respuesta a la epidemia de tiroteos en escuelas que ha afectado al país. Lo que es único en la directiva del presidente es que YouTube, Twitter y Facebook deben trabajar con el Departamento de Justicia y Facebook para eliminar el contenido relacionado con el terrorismo utilizando la IA. Se han planteado preocupaciones sobre la viabilidad de tal asociación si las empresas de redes sociales pudieran identificar a terroristas reales antes de una reacción y, por lo tanto, imponer posibles restricciones a las libertades civiles de las personas comunes. ¿Quién sabe si YouTube y otros sitios de redes sociales utilizarán la tecnología artificial para desalentar el terrorismo sin invadir la privacidad de los usuarios?

3.3. Instrumento de Investigación

Se utilizan cuestionarios autoadministrados para la recopilación de datos iniciales. La investigación de la literatura sirve de base para las preguntas. Debido a la eficiencia en tiempo del cuestionario, se emplea en el estudio.

Dado que es más fácil para los encuestados y puede brindar respuestas detalladas según sea necesario, el cuestionario se elabora en inglés para brindar comodidad y la posibilidad de recopilar información de diversas clases de referencia adaptables, que incluyen preguntas abiertas y cerradas. Dividido en dos secciones, el cuestionario comienza con cierta información introductoria e instrucciones para los encuestados. La Parte A completará los detalles del perfil socioeconómico solicitados por el gobierno, que incluyen género, edad, ingresos y el número de años en la fuerza laboral.

3.4. Análisis Inferencial

3.4.1. Análisis de Correlación de Pearson

Los investigadores recurren al método de Pearson para descubrir cómo X e Y están relacionados entre sí (Goodwin y Leech, 2016). Además, la correlación de Pearson puede determinar la magnitud y dirección de la asociación entre dos variables. Según (Henseler et al., 2014), la solución a la ecuación lineal en dos variables es 0. Ambas variables tienen una relación clara con una media de 1.00 o +1.00. Sin embargo, a ± 0.90 , esta regla no se cumple (Müller et al., 2014). Calcular la matriz de asociación para todas las variables independientes podría ayudar a identificar la multicolinealidad cuando se desarrollan dos variables independientes fuertemente correlacionadas. La matriz de correlación debe utilizarse primero para verificar tendencias en la colaboración. El objetivo es establecer una línea de comunicación entre las dos partes. Uno puede encontrar las generalidades sobre el coeficiente de correlación en la tabla a continuación. Al escanear rápidamente los coeficientes de correlación, los investigadores pueden determinar si hay un problema de multicolinealidad en los resultados cuando los coeficientes de correlación son mayores de 0.9.



3.4.2. Análisis de Factores

Se realizó primero un Análisis de Factores Exploratorios (EFA, por sus siglas en inglés) en las medidas de los constructos para ver si las estructuras de factores proyectadas eran consistentes con los datos (Hair et al., 2014; Henseler et al., 2014). Se empleó la Extracción de Componentes Principales con Rotación Varimax para el EFA. Nuestros hallazgos en el análisis de componentes exploratorios mostraron que podíamos eliminar un elemento de interdependencia y cuatro

componentes de complejidad de SI al centrarnos en menos variables en general. Las 43 variables restantes tenían cargas similares. La información recopilada de los productos utilizados para evaluar las variables dependientes e independientes se ha colocado en un solo análisis de factores exploratorios. Cada dimensión se somete a un análisis de carga de factores para establecer su nivel de interrelación.

4. ANÁLISIS DE DATOS

4.1. Datos demográficos de los encuestados

En la Sección A se proporcionan los datos demográficos de los encuestados y otra información de fondo. A través de una serie de seis preguntas, se recopilan datos sobre el género, la edad, el nivel de educación, el uso de YouTube y las experiencias de cada encuestado.

Tabla 1. Demographics of the respondents

		Frequency	Percent
Gender of the respondents	Male	237	78.7
	Female	64	21.3
The age group of the respondents	Below 25 years	247	82.1
	26 - 30 Years	34	11.3
	31 - 35 Years	15	5.0
	36 – 40 Years	4	1.3
	46 Years and Above	1	.3
Educational Respondents	None	22	7.3
	Primary	4	1.3
	Secondary	78	25.9
	College	178	59.1
	University	19	6.3
Do you use YouTube regularly?	Yes	273	90.7
	No	28	9.3

Los encuestados de este estudio son en su mayoría hombres; 237 personas, y de ellas 64 son mujeres, lo que equivale al 78.7% y al 21.3%, respectivamente. Según la **tabla 1**, 38 encuestados (12.6 por ciento) son malayos, 56 encuestados (18.6 por ciento) son chinos, 35 encuestados (11.6 por ciento) son indios, y los 172 encuestados restantes son de origen árabe, americano, bangladesí, africano y

taiwanés. Agrupando las categorías de edad de los encuestados para simplificar, hemos utilizado 5 escalas continuas: Menos de 25, 26 a 30, 31-35, 36-40, 41-45 y más de 46. La mayoría de los encuestados tienen menos de 25 años, en un número de 247, lo que equivale al 82.1%; la segunda categoría más grande es la de 26 a 30, con un número de 34 (05%); otros porcentajes son 1.3% y 0.03%. En la **tabla 1**, más del 59.1% de los encuestados tienen estudios de nivel universitario (diploma) y el 25.9% tienen estudios secundarios, de un total de 301 encuestados. Más del 6.3% de los encuestados tienen estudios universitarios, y alrededor del 1.3% tienen estudios primarios. Además, alrededor del 7.3% de los encuestados tienen educación formal. La **tabla 1** muestra que la mayoría de los encuestados utilizan regularmente las redes sociales; 273 de 301, y solo un 9.3% no se consideran usuarios regulares de YouTube.

4.1.1. Experiencias en YouTube

La **Tabla 2** muestra el nivel de satisfacción de los encuestados con el algoritmo de inteligencia artificial de YouTube. De los 301 encuestados, 171 de ellos estaban satisfechos con su experiencia, 65 de ellos tuvieron experiencias naturales, el 20.6% o 62 estaban muy satisfechos con la experiencia, el 0.7% reportó insatisfacción y solo 1 reportó insatisfacción con el entretenimiento añadido por la inteligencia artificial en YouTube.

Tabla 2. ¿Cómo calificaría su experiencia en YouTube?

	Frequency	Percent
Highly Dissatisfactory	1	.3
Dissatisfactory	2	.7
Natural	65	21.6
Satisfactory	171	56.8
Highly Satisfactory	62	20.6

4.2. Análisis de confiabilidad

Los resultados muestran que la consistencia interna de las diversas construcciones varió de 0.945 a 0.704, como se muestra en la **Tabla 3**. La correlación entre la personalización y la satisfacción del cliente es la más alta (0.945), mientras que la correlación entre la experiencia del cliente basada en la inteligencia artificial, el compromiso de la relación y la calidad del servicio es la más baja (0.02, 0.02 y 0.02, respectivamente) (0.704).

Tabla 3. Alfa de Cronbach y Varianza Promedio Extraída

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
AI-based customer experience	0.704	0.812	0.789	0.302
Perceived Convenience	0.707	0.839	0.865	0.763
Personalization	0.945	1.021	0.972	0.946
Relationship Commitment	0.704	0.864	0.863	0.760
Service Quality	0.704	0.940	0.859	0.755
Trust	0.725	0.931	0.869	0.770

Cuando el coeficiente alfa es inferior a 0.7, la confiabilidad de las variables es deficiente, según lo señalado por Malhotra (2002). Según los datos de la tabla, las variables de Percepción de Comodidad, Personalización, Compromiso de Relación, Calidad del Servicio y Confianza tienen coeficientes de determinación elevados en el contexto de las experiencias de los clientes basadas en inteligencia artificial.

4.3. Correlaciones

En primer lugar, se deben examinar las construcciones principales del estudio en términos de estabilidad, congruencia y separación (Hair et al., 2017). No todas las cargas factoriales cumplieron con los umbrales de 0.7 requeridos para su inclusión (Hair et al., 2017). Por lo tanto, algunas variables se excluyeron.

La **Tabla 4** no muestra signos desfavorables para ninguno de los componentes, lo que sugiere que la matriz de asociación tenía solo relaciones positivas. En este estudio, Calidad del Servicio = .445** es significativa al nivel .01, seguida por Compromiso de Relación = 0.519**, Confianza = 0.561**, Percepción de Comodidad = 0.455**, Personalización = 0.289**. El umbral de significancia de todos los

Tabla 4. Pearsons' Correlations

	1	2	3	4	5	6
AI-based customer experience	1					
Service Quality	.445**	1				
Relationship Commitment	.519**	.393**	1			
Trust	.561**	.599**	.563**	1		
Perceived Convenience	.455**	.485**	.500**	.487**	1	
Personalization	.289**	.340**	.330**	.360**	.252**	1

1= AI-based customer experience, 2= Service Quality, 3= Relationship Commitment, 4= Trust, 5= Perceived Convenience, 6= Personalization
**. Correlation is significant at the 0.01 level (2-tailed)

estudios de correlación fue de 0.01. Como resultado, los factores están significativamente relacionados con la experiencia del cliente basada en IA. Cada variable es menor que 1, descartando cualquier posibilidad de multicolinealidad.

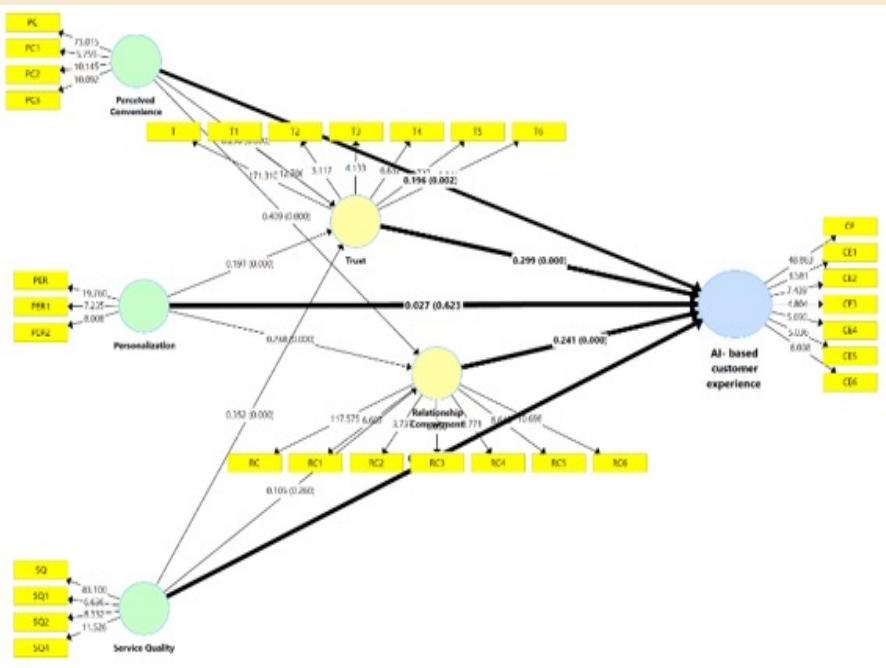
4.3.1. R cuadrado

La **Tabla 5** muestra que después del ajuste, el valor de R cuadrado es 0.825. Como resultado, los elementos han contribuido a un cambio del 82.5 por ciento en la experiencia del consumidor basada en IA. También se mencionó que el 18.5% restante del modelo podría atribuirse a otras variables. El compromiso de relación media el 24.5% de la variación entre los factores, mientras que la confianza media el 34.8%.

Tabla 5. R square

	R Square	R Square Adjusted
AI-based customer experience	0.828	0.825
Relationship Commitment	0.252	0.245
Trust	0.354	0.348

Figure 2. Modelo finalizado



4.3.2. Tabla de Significancia

Se calcularon estimaciones del R2 del modelo estructural utilizando la estadística t, el nivel de significancia y los coeficientes de camino estandarizados. La significancia de la asociación entre las variables independientes y dependientes se puede inferir a partir de las cargas de camino (que son coeficientes de regresión estandarizados) (Hair et al., 2017).

4.3.2.1. Efecto Directo

La **Tabla 6** ilustra las estadísticas t que muestran las fuerzas de relación entre las variables independientes y dependientes, y el valor p es la significancia de la relación. Así que Perceived Convenience -> AI- based customer experience (t= 3.189, p= 0.002), Perceived Convenience -> Relationship Commitment (t= 7.278, p= 0.000), Perceived Convenience -> Trust (t= 5.208, p= 0.000), Personalization -> Relationship Commitment (t= 3.595, p= 0.000), Personalization -> Trust (t= 4.637, p= 0.000), Relationship Commitment -> AI- based customer experience (t= 4.022, p= 0.000), Service Quality -> Trust (t= 5.799, p= 0.000), Trust -> AI- based customer experience (t= 4.442, p= 0.000) son significativos para el estudio, con un nivel de confianza del 95%. La **Figura 2** también muestra el modelo final. Service Quality -> AI- based customer experience (t= 0.940, p= 0.348), Service Quality -> Relationship Commitment (t= 1.127, p= 0.260) y Personalization -> AI- based customer experience (t= 0.492, p= 0.623) no son significativos en enfoque liberal para el estudio.

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Tabla 6. Media, DESV,Valores-T,Valores P

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Perceived Convenience -> AI- based customer experience	0.196	0.202	0.061	3.189	0.002
Perceived Convenience -> Relationship Commitment	0.409	0.403	0.056	7.278	0.000
Perceived Convenience -> Trust	0.296	0.288	0.057	5.208	0.000
Personalization -> Relationship Commitment	0.238	0.231	0.066	3.595	0.000
Personalization -> Trust	0.197	0.195	0.042	4.637	0.000
Relationship Commitment -> AI- based customer experience	0.241	0.242	0.060	4.022	0.000
Service Quality -> Relationship Commitment	0.105	0.103	0.093	1.127	0.260
Service Quality -> Trust	0.352	0.348	0.061	5.799	0.000
Trust -> AI- based customer experience	0.299	0.293	0.067	4.442	0.000

4.3.2.2. Efecto Indirecto Específico

Los investigadores pueden utilizar análisis de mediación para determinar si una relación específica entre variables independientes (predictores) y una variable dependiente es directa (Risher, 2020). En este estudio, proponemos que las percepciones de los consumidores sobre la facilidad, la calidad del servicio y la personalización se ven influenciadas por su confianza y compromiso con la empresa que proporciona el servicio mejorado por inteligencia artificial (IA). Los efectos de mediación se calcularon utilizando técnicas de remuestreo que tienen en cuenta posibles fuentes de error (Sim, Kim y Suh, 2022; Risher, 2020). Analizamos cómo importaban los efectos secundarios mediante 2000 simulaciones. Cuando el intervalo de confianza del 95% alrededor del efecto indirecto no incluye el cero, podemos concluir que la mediación es efectiva (Schoemann, Boulton y Short, 2017).

Tabla 7. (Efectos Indirectos Específicos) Media, DESV,Valores t,Valores p

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Personalization -> Relationship Commitment -> AI- based customer experience	0.058	0.056	0.022	2.574	0.010
Personalization -> Trust -> AI- based customer experience	0.059	0.058	0.019	3.098	0.002
Service Quality -> Relationship Commitment -> AI- based customer experience	0.025	0.026	0.024	1.039	0.299
Service Quality -> Trust -> AI- based customer experience	0.105	0.104	0.035	3.007	0.003
Perceived Convenience -> Relationship Commitment -> AI- based customer experience	0.099	0.098	0.029	3.455	0.001
Perceived Convenience -> Trust -> AI- based customer experience	0.088	0.084	0.024	3.612	0.000

La **Tabla 7** ilustra las estadísticas t, que muestran las fuerzas de relación entre las variables independientes y dependientes con el efecto de mediación de Compromiso en la Relación y Confianza, y el valor p es la significación de la relación. Por lo tanto, Personalización -> Compromiso en la Relación -> Experiencia del cliente basada en IA (t= 2.574, p= 0.010), Personalización -> Confianza -> Experiencia del cliente basada en IA (t= 3.098, p= 0.002), Calidad del Servicio -> Confianza -> Experiencia del cliente basada en IA (t= 3.007, p= 0.003), Comodidad Percibida -> Compromiso en la Relación -> Experiencia del cliente basada en IA (t= 3.455, p= 0.001), Comodidad Percibida -> Confianza -> Experiencia del cliente basada en IA (t= 3.612, p= 0.000) son significativas para el estudio, con un nivel de confianza del 95%. La **Figura 2** también muestra el modelo final. No se encontró que la vía de mediación de Calidad del Servicio ->

Compromiso en la Relación -> Experiencia del cliente basada en IA
(t= 1.039, p= 0.299) fuera significativa en el estudio.

4.4. Pruebas de hipótesis

4.4.1. Tabla resumen

Tabla 8. Principales hallazgos del estudio

Research Question	Hypothesis	Path	T Values	P value	Acceptance
Is there any relationship between trust and AI-based customer experience?	H1. trust has a positive direct effect on AI-based customer experience.	Trust -> AI- based customer experience	4.442	0.000	Yes
Is there any relationship between Relationship commitment and AI-based customer experience?	H2. Relationship commitment has a positive direct effect on AI-based customer experience.	Relationship Commitment -> AI-based customer experience	4.022	0.000	Yes
Is there any relationship between Perceived convenience and trust?	H3a. Perceived convenience has a positive direct effect on trust.	Perceived Convenience -> Trust	5.208	0.000	Yes
Is there any relationship between Perceived convenience and Relationship Commitment?	H3b. Perceived convenience has a positive direct effect on Relationship Commitment.	Perceived Convenience -> Relationship Commitment	7.278	0.000	Yes
Is there any relationship between personalization and trust?	H4a. Personalization has a positive direct effect on trust.	Personalization -> Trust	4.637	0.000	Yes
Is there any relationship between Personalization and Relationship Commitment?	H4b. Personalization has a positive direct effect on Relationship Commitment.	Personalization -> Relationship Commitment	3.595	0.000	Yes
Is there any relationship between Service quality and trust?	H5a. Service quality has a positive direct effect on trust.	Service Quality -> Trust	5.799	0.000	Yes
Is there any relationship between Service quality and Relationship Commitment?	H5b. Service quality has a positive direct effect on Relationship Commitment.	Service Quality -> Relationship Commitment	1.127	0.260	No
Does trust mediate the relationship between convenience, personalization, and service quality in AI-based customer experience?	H6a. trust mediates the effects of personalization on AI-based customer experience.	Personalization -> Trust -> AI- based customer experience	3.098	0.002	Yes
	H6b. Trust mediates the effects of service quality on AI-based customer experience.	Service Quality -> Trust -> AI- based customer experience	3.007	0.003	Yes
	H6c. trust mediates the effects of convenience on AI-based customer experience.	Perceived Convenience -> Trust -> AI- based customer experience	3.612	0.000	Yes
Does Relationship Commitment mediate the relationship between convenience, personalization, and service quality in AI-based customer experience?	H7a. Relationship Commitment mediates the effects of personalization on AI-based customer experience.	Personalization -> Relationship Commitment -> AI- based customer experience	2.574	0.010	Yes
	H7b. Relationship Commitment mediates the effects of service quality on AI-based customer experience.	Service Quality -> Relationship Commitment -> AI- based customer experience	1.039	0.299	No
	H7c. Relationship Commitment mediates the effects of convenience on AI-based customer experience.	Perceived Convenience -> Relationship	3.455	0.001	Yes

4.4.2. E Exploración de las preguntas de investigación

RQ1: Existe alguna relación entre la confianza y la experiencia del cliente basada en la inteligencia artificial (IA)?

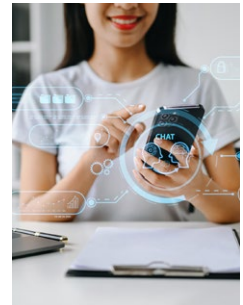
La confianza ha demostrado ser un factor importante para la experiencia del cliente basada en la IA (Confianza -> Experiencia del cliente basada en la IA, $t = 4.442$, $p = 0.000$). En apoyo de los hallazgos de este estudio, el análisis previo también indica que cuanto más seguros se sienten los consumidores acerca de una empresa de la que compran, más probable es que asocien esa confianza con la marca (Ameen et al., 2021b, 2021a, 2021a).

RQ2: Existe alguna relación entre el compromiso en la relación y la experiencia del cliente basada en la IA?

El compromiso en la relación también ha demostrado ser un factor importante para la experiencia del cliente basada en la IA (Compromiso en la relación -> Experiencia del cliente basada en la IA, $t = 4.022$, $p = 0.000$). Dado que un enfoque de negocio único afectará al factor de compromiso, la dirección debe comprender el efecto de cada dimensión en la forma en que los clientes evalúan su experiencia (Ameen et al., 2021b; Adam, Wessel y Benlian, 2020; Baumeister, Vohs y Funder, 2007). Por lo tanto, el compromiso en la relación sirve como variables críticas que determinan cómo los clientes juzgan su experiencia en general, lo cual es coherente con los hallazgos de este estudio.

RQ3: Existe alguna relación entre la conveniencia percibida y la confianza?

La conveniencia percibida también ha demostrado ser un factor importante para la confianza (Conveniencia Percibida -> Confianza, $t = 5.208$, $p = 0.000$). Tres dimensiones principales pueden categorizarse en la comodidad de las instalaciones basadas en la IA, en segundo lugar, ya que el autoservicio basado en la IA está disponible las 24 horas del día y la libertad de utilizar el servicio en cualquier momento, la disponibilidad de ambos sistemas. En segundo lugar, los clientes reciben apoyo durante todo su viaje con conocimientos y asistencia en tiempo real (Adam, Wessel y Benlian, 2020; Jannach et al., 2012). Tercero, durante el ciclo de vida del consumidor, los bots con inteligencia artificial iniciarán conversaciones con los consumidores de manera proactiva, incluirán detalles relacionados y ayudarán en cada punto de contacto, lo que concuerda con el estudio que también brinda apoyo.





RQ4: Existe alguna relación entre la conveniencia percibida y el compromiso en la relación?

La conveniencia percibida también ha demostrado ser un factor importante para el compromiso en la relación (Conveniencia Percibida -> Compromiso en la Relación, $t = 7.278$, $p = 0.000$). La interpretación de los hallazgos de este estudio es que la comodidad afecta la valoración general de la utilidad del servicio por parte de los consumidores. Por último, los especialistas en marketing utilizan la comodidad para reducir los sacrificios supuestos de los consumidores. Por lo tanto, un aumento en la comodidad se corresponde con una disminución en la conveniencia percibida, lo que implica que la comodidad está asociada negativamente con la conveniencia percibida (Reis, Santo y Melão, 2020).

RQ5: Existe alguna relación entre la personalización y la confianza?

La personalización también ha demostrado ser un factor importante para la confianza (Personalización -> Confianza, $t = 4.637$, $p = 0.000$). Los hallazgos del análisis de datos también son respaldados por Zanker, Rook y Jannach (2019). Se ilustra que la personalización se relaciona con el grado en que el contenido se adapta a los deseos de una persona en particular y, por lo tanto, es un determinante significativo de las interacciones positivas y la confianza.

RQ6: Existe alguna relación entre la personalización y el compromiso en la relación?

La personalización también ha demostrado ser un factor importante para el compromiso en la relación (Personalización -> Compromiso en la Relación, $t = 3.595$, $p = 0.000$); hallazgos anteriores han demostrado que los clientes asocian un alto grado de personalización con la competencia de la marca (Ghorab et al., 2013; Dias et al., 2008; Montoya, Horton y Kirchner, 2008).

RQ7: Existe alguna relación entre la calidad del servicio y la confianza?

La calidad del servicio también ha demostrado ser un factor importante para la confianza (Calidad del Servicio -> Confianza, $t = 5.799$, $p = 0.000$).

RQ8: Existe alguna relación entre la calidad del servicio y el compromiso en la relación?

La calidad del servicio también ha demostrado ser un factor no significativo para el compromiso en la relación (Calidad del Servicio

-> Compromiso en la Relación, $t = 1.127$, $p = 0.260$). Aunque se determinó que los sistemas relacionados con la IA emplean un paradigma de autoservicio, el éxito de dichos servicios a menudo se describe como una interfaz de usuario bien diseñada. Se ha demostrado que la fiabilidad de la tecnología y el servicio útil influyen en la opinión de los consumidores sobre las empresas (Prentice, Dominique Lopes y Wang, 2020b).

RQ9: La confianza media la relación entre la conveniencia, la personalización y la calidad del servicio en la experiencia del cliente basada en la IA?

Personalización -> Confianza -> Experiencia del cliente basada en la IA

La confianza media significativamente la relación entre la personalización y la experiencia del cliente basada en la IA ($t = 3.098$, $p = 0.002$). Según Ameen et al., 2021a, 2021a, el impacto de la facilidad, la personalización y la eficiencia del servicio basado en la IA en la participación del cliente basada en la IA se media en el modelo propuesto en este análisis mediante la presencia de confianza. Más precisamente, sugerimos que el impacto de la facilidad, la personalización y la eficiencia del servicio basado en la IA en la participación del cliente basada en la IA se refuerza a través de la confianza.

Calidad del Servicio -> Confianza -> Experiencia del cliente basada en la IA

La confianza media significativamente la relación entre la calidad del servicio y la experiencia del cliente basada en la IA ($t = 3.007$, $p = 0.003$). Por lo tanto, la interacción entre la personalización y la experiencia del servicio basado en la IA puede verse afectada por la confianza. La investigación anterior también muestra que la confianza media la relación entre la calidad del servicio y la lealtad (Ameen et al., 2021b).

Conveniencia Percibida -> Confianza -> Experiencia del cliente basada en la IA

La confianza media significativamente la relación entre la conveniencia percibida y la experiencia del cliente basada en la IA ($t = 3.612$, $p = 0.000$). Cuanto más conocen los compradores acerca de un programa, más probable es que confíen en él. En consecuencia, si los clientes confían en la marca, la tecnología y el método del servicio basado en la IA, es probable que la experiencia del cliente basada en la IA sea más favorable.



RQ10: El compromiso en la relación media entre la conveniencia, la personalización y la calidad del servicio en la experiencia del cliente basada en la IA?

Personalización -> Compromiso en la Relación -> Experiencia del cliente basada en la IA

El Compromiso en la Relación media significativamente la relación entre la personalización y la experiencia del cliente basada en la IA ($t = 2.574$, $p = 0.010$). La disminución de la interacción con el socio desencadena el impacto de la facilidad en las experiencias de compra basadas en la IA. Además, informes anteriores han demostrado el valor de la personalización. La personalización reduce la comprensión de los clientes de la contribución de la asociación que hacen, ya que el soporte basado en la IA se adapta a sus especificaciones. Esto desencadena el impacto de la personalización en los servicios al cliente basados en la IA.

Calidad del Servicio -> Compromiso en la Relación -> Experiencia del cliente basada en la IA

El efecto mediador del Compromiso en la Relación ha demostrado no ser significativo entre la calidad del servicio y la experiencia del cliente basada en la IA ($t = 1.039$, $p = 0.299$). Por ejemplo, si el servicio está personalizado, los clientes estarán menos preocupados por un grado de pérdida de privacidad que pueda contribuir a una mayor comprensión de su experiencia basada en la IA (Bawack, Wamba y Carillo, 2021; Bricci, Fragata y Antunes, 2016). Por lo tanto, la interacción en la relación subyace en la relación entre la calidad del servicio basado en la IA y la experiencia basada en la IA.

Conveniencia Percibida -> Compromiso en la Relación -> Experiencia del cliente basada en la IA

El Compromiso en la Relación media significativamente la relación entre la conveniencia percibida y la experiencia del cliente basada en la IA ($t = 3.455$, $p = 0.001$). Se especula que la dedicación en la relación es un elemento mediador además de la confianza. Los efectos de la facilidad, la personalización y la eficiencia del servicio en la experiencia del consumidor basada en la IA se ven influenciados por la dedicación en la relación en el modelo propuesto.

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5. RECOMENDACIÓN Y CONCLUSIÓN

5.1. Discusión

Esta tesis tiene como objetivo descubrir si y cómo la inteligencia artificial (IA) se puede utilizar para mejorar la experiencia de compra de los usuarios finales. Se incluyen contramedidas como la teoría de la confianza-compromiso y el modelo de consistencia del servicio (Han, 2021; Han y Zhang, 2021; Mao et al., 2020) (Habiba, 2020). La confianza y la lealtad de los clientes a los servicios habilitados por IA también han sido destacadas en estudios anteriores (Habiba, 2020; Kasim y Karim, 2017), pero ninguno de estos factores ha sido demostrado empíricamente como parte de un modelo teórico completo. Por lo tanto, esta investigación desarrolla un nuevo modelo teórico que considera la confianza y la participación social como modificadores de los efectos de la singularidad, utilidad y calidad del servicio mejorado por la IA (Narayanan et al., 2023). Nuestra investigación analiza la experiencia del cliente de una empresa de cosméticos mejorada por inteligencia artificial, y los resultados arrojan nueva luz sobre cómo los consumidores perciben cuestiones de autoconfianza y sacrificio propio. Los resultados también subrayan la importancia de la repetición de negocios y la lealtad a la marca al evaluar el éxito de la interacción del consumidor habilitada por la IA. Analizamos los datos y aislamos dos tipos distintos de experiencias del cliente habilitadas por la IA: hedónicas y de reconocimiento. Esta nueva información es útil para una variedad de campos y estudios (por ejemplo, Vega-Jurado, García-Granero y Manjarrés-Henríquez, 2021; Singh y Misra, 2021; Hu, Kandampully y Juwaheer, 2009; Experiencias de los encuestados con la integración de la tecnología digital; experiencias de los consumidores en un entorno digitalizado). Además, investigaciones anteriores han mostrado la dificultad de las aplicaciones de IA y las preocupaciones relacionadas con áreas de aplicación, incluyendo estabilidad, usabilidad y ética (Gupta et al., 2021). Nuestro estudio revela los compromisos principales que asumen los encuestados de YouTube al utilizar servicios habilitados por la IA. Estos costos pueden incluir oportunidades perdidas de conexión interpersonal, privacidad, autonomía, tiempo e incluso emociones más desagradables como la molestia y el resentimiento. Nuestra investigación destaca la importancia de la confianza en el proceso de compra mejorado por la IA. Nuestra investigación demuestra que la confianza media las conexiones entre (a) el



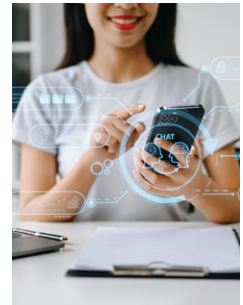
grado en que una interfaz de usuario habilitada por la IA puede ser personalizada, (b) el grado en que el usuario está dispuesto a hacer sacrificios y (c) la eficacia con la que se presta el servicio. Los clientes adquieren confianza en una empresa y sus productos cuando (a) los servicios que ofrece utilizando la inteligencia artificial se adaptan a cada persona, (b) son accesibles y (c) son de alta calidad. Los clientes tienen una mejor experiencia de compra cuando confían en la empresa de la que están comprando. Considerados en su conjunto, estos resultados respaldan empíricamente estudios que han destacado la necesidad de preservar la confianza en la tecnología de la IA (Díaz et al., 2021; Gu et al., 2021; Jeong, Kim y Roh, 2021; Zeinalzadeh, Shojaie y Shariatmadari, 2015). Al adentrarse en el papel que desempeña la participación en asociaciones como mediador, nuestra investigación proporciona un contexto más rico para los patrones previamente observados en la satisfacción del cliente con los servicios prestados (Ameen et al., 2020, 2021a). Según nuestros hallazgos, la relación entre (a) personalización, (b) conveniencia percibida y (c) calidad del servicio de la IA en el contexto de la experiencia del cliente habilitada por la IA está moderada por la confianza. Estos resultados amplían los de investigaciones anteriores que han llamado la atención sobre los problemas asociados con el uso de la IA en las empresas de servicios (por ejemplo, Shank et al., 2019; Wang et al., 2020). Según nuestros hallazgos, los clientes están dispuestos a hacer concesiones si ello implica recibir atención personalizada y una calidad de servicio superior que la IA puede proporcionar. Al mismo tiempo, la investigación sobre la eficacia de los servicios se ha realizado anteriormente (de persona a persona). Sorprendentemente, la relación entre la calidad del servicio y las experiencias del consumidor mejoradas por la IA no se ve afectada por la lealtad del cliente, lo que podría mitigar los efectos negativos de la personalización y la facilidad. A pesar del potencial para aumentar el valor durante la crisis sanitaria de la COVID-19, nuestra investigación muestra que la simplicidad (es decir, la flexibilidad en cuanto a tiempo y lugar) no siempre influye en las percepciones de los clientes sobre los compromisos necesarios para utilizar estos servicios. Esto es así incluso cuando se correlacionan los sistemas habilitados por la IA con una mayor eficiencia del servicio (Ameen et al., 2021a, 2021a).



5.2. Contribución del estudio

5.2.1. Contribución teórica

Nuestra investigación amplía significativamente el conocimiento disponible de tres maneras. En primer lugar, desarrollamos un modelo teórico que tiene en cuenta cada factor que influye en la calidad de la interacción del cliente con la inteligencia artificial (IA). Según lo que hemos encontrado, parece que nuestra hipótesis es bastante acertada. También incluimos mediadores de confianza y percepción de sacrificio en nuestro modelo. Estudios anteriores han demostrado la importancia de la confianza y la disposición a hacer un sacrificio al tratar con la inteligencia artificial (Ameen et al., 2021a; Tiwari, 2021). El nuestro es el primero en integrar y evaluar empíricamente estos factores como mediadores en un modelo teórico de la experiencia del cliente con la IA. En segundo lugar, descubrimos que los aspectos hedónicos e identificados de la participación del cliente eran los más relevantes cuando se introducía la inteligencia artificial en entornos minoristas. A pesar de que los servicios habilitados por IA carecen de interacción humana, nuestra investigación muestra que las emociones humanas y la sensación de pertenencia siguen siendo cruciales. Si bien varios estudios han examinado cómo la tecnología afecta la participación del cliente (Dwivedi et al., 2021; Gupta et al., 2020), el nuestro ilumina una innovación particularmente compleja para la automatización de la prestación de servicios (IA). Nuestra investigación demuestra que cuando se utiliza la IA, las impresiones de los consumidores sobre sus interacciones cambian, al igual que los factores que consideran más importantes para la calidad de dichos encuentros (Rana et al., 2023). Al analizar los servicios habilitados por IA, también es importante repensar la importancia y el alcance de marcos establecidos como la calidad del servicio a la luz de las cualidades únicas de la IA. En tercer lugar, descubrimos que la interacción del cliente facilitada por la IA se beneficia enormemente de las asociaciones comerciales. La disposición de los consumidores a mantenerse fieles a una empresa después de un primer encuentro favorable es crucial para el éxito del servicio al cliente impulsado por la IA. Nuestros hallazgos también muestran que los clientes interactúan con las empresas de tres formas separadas (emocional, normativa y lógica), todas las cuales pueden mejorarse con la ayuda de la IA. En conclusión, nuestro estudio se relaciona con el actual impulso de examinar la influencia de la lealtad en las relaciones en



las interacciones del cliente habilitadas por la IA al observarlo en el contexto de entornos digitales inteligentes (Barman et al., 2023; Ameen et al., 2020; Gupta et al., 2020).

5.2.2. Contribución práctica

La inteligencia artificial (IA) ha estado presente durante algún tiempo, pero aún no es completamente fiable. A pesar de que los minoristas son conscientes de la necesidad de proporcionar encuentros memorables, varios obstáculos les impiden adoptar por completo la IA. A pesar de la importancia de que los especialistas en marketing adopten nuevas tecnologías, las personas cuyas actividades impactan en la experiencia del cliente deben considerar cómo los clientes percibirán esos efectos y, lo que es más importante, el valor potencial de esos impactos. Comprender mejor la perspectiva del cliente es esencial para desarrollar una estrategia minorista exitosa utilizando tecnologías de vanguardia. Como resultado de nuestra investigación, sabemos que los comerciantes deben prestar especial atención a factores como la complejidad percibida y el gasto percibido. Los usuarios deben ser conscientes de que la conveniencia que se ha promocionado como un beneficio importante de los servicios habilitados por IA puede no ser suficiente para compensar los sacrificios significativos que los usuarios creen que tendrán que hacer para acceder a un servicio, como renunciar al control, la privacidad o la interacción humana. Las preocupaciones de los usuarios sobre posibles pérdidas no deben ser ignoradas, incluso después de encuentros repetidos con servicios habilitados por IA. Los minoristas y los desarrolladores de sistemas de IA deben colaborar para encontrar soluciones a estos problemas. Sin embargo, la pérdida del toque humano sigue siendo una preocupación para los clientes, que no disminuye en valor incluso a medida que se desarrolla la simplicidad de los servicios habilitados por IA. Por ejemplo, la automatización puede mejorar la flexibilidad y el ahorro de costos de los comerciantes.

En consecuencia, las empresas pueden adoptar un enfoque más integral para la atención al cliente, contratando personas competentes en muchas áreas (incluyendo marketing, ventas y soporte al cliente) cuyos esfuerzos combinados garanticen una experiencia agradable para cada cliente. Esto puede tener una influencia beneficiosa en la vinculación de socios, lo que lleva a clientes más satisfechos en general con las interacciones habilitadas por IA. Los minoristas

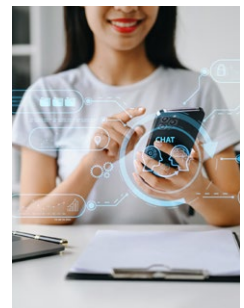
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siempre deben mantener la lealtad del consumidor al introducir un nuevo producto. Sin embargo, esto puede volverse aún más crucial con la llegada de la IA. Nuestros hallazgos subrayan la necesidad de confianza en las interacciones mejoradas por la IA. Puede ser un desafío despertar el interés de los clientes en los servicios mejorados por la inteligencia artificial, ya que la tecnología subyacente es compleja y, al menos en cierta medida, desconocida. Nuestros hallazgos indican una fuerte correlación entre (a) la facilidad de uso del usuario y (b) la eficacia del servicio. Cuando un servicio es (a) más accesible en términos de tiempo y lugar y (b) proporciona una mayor calidad de servicio en términos de protección, diseño de interfaz, eficiencia y atención al cliente, los usuarios son más propensos a tener confianza en la marca, las tecnologías y los procesos que emplean, y el propósito para el cual recopilan y analizan los datos del cliente. Las empresas deben hacer que los clientes sean conscientes de sus éxitos en estas áreas.

5.3. Limitaciones y recomendaciones para estudios futuros

Nuestra investigación se encuentra entre las primeras en destacar la importancia de la experiencia del cliente cuando se trata de ofertas habilitadas por la inteligencia artificial. Fomentamos una mayor investigación interdisciplinaria sobre los criterios de éxito para los servicios habilitados por la IA en diferentes categorías de clientes y países, especialmente entre expertos en marketing y sistemas de información. También se recopilaron y examinaron trescientas respuestas. Sin embargo, los estudios prospectivos deberían recopilar y evaluar datos de un tamaño de muestra más grande para aumentar la posibilidad de generalización. Las investigaciones futuras también pueden examinar diferentes tiendas y sectores, ya que este estudio se centró en los clientes de una marca dominante en el mercado de cosméticos que ofrece servicios mejorados por la IA (Jye et al., 2022). A pesar de que nuestro estudio reconoce factores clave de éxito para las interacciones con los clientes habilitadas por la IA desde la perspectiva del usuario (como la confianza, el sacrificio, la facilidad, la personalización y la calidad del servicio), se necesita más investigación para determinar cómo se pueden y deben aplicar estos factores de éxito en una organización minorista. Por último, un enfoque basado en el mercado para estudiar las implicaciones morales y las preocupaciones de seguridad de la



tecnología de IA brinda nuevas oportunidades de investigación. Se recomienda encarecidamente el uso de la IA en las PYMES, ya que se han realizado numerosos estudios sobre las PYMES y esta tecnología puede utilizarse para mejorar la competitividad de las PYMES (Ahmed 2022; Alomari, 2022; Chowdhury, 2022; Gunasagar, 2022; Khalil, 2022; Khattak, 2022).

5.4. Conclusión

Los hallazgos de este estudio contribuyen a una apreciación más completa de los efectos de la inteligencia artificial en las experiencias de los usuarios finales. Nuestro estudio es una mirada pionera sobre cómo la tecnología de vanguardia, la inteligencia artificial, puede mejorar la experiencia de compra para los consumidores al centrarse en los aspectos hedónicos y apreciativos de las interacciones de los clientes habilitadas por la IA. Además, nuestros hallazgos resaltan los beneficios positivos de la participación de la colaboración y los efectos mediadores críticos de la confianza y el sacrificio percibido en la experiencia del cliente en presencia de la IA.

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