EFFECT OF AI TOOL-CHATBOTS ON THE EXPERIENCE OF CUSTOMERS IN INDIA

Parag Kalkar, Savitribai Phule Pune University, Pune, Maharashtra
Aakansha Singh, Asian School of Business, Noida, Uttar Pradesh
Akanksha Kathuria, Asian School of Business, Noida, Uttar Pradesh
Shikha Nagar, Asian school of Business, Noida, Uttar Pradesh
Kavita Nitin Khadse, Chetana's Ramprasad Khandelwal Institute of Management & Research, (affiliated to Mumbai University), Mumbai, Maharashtra
Badhusha M H N, Jamal Mohamed College (Autonomous), (Affiliated to Bharathidasan University), Tiruchirappalli

ABSTRACT

The busy economy and diversified society of India create a unique setting where AI technologies are fast growing to fit the different requirements and tastes of its population. Indian businesses are using AI chatbots to improve customer interactions, streamline procedures, and boost operational efficiency due to their digital savvy and high service standards. AI-powered chatbots have transformed consumer service and experience across sectors worldwide in recent years. Intelligent systems provide real-time support, personalised recommendations, and efficient issue solving by mimicking human interactions. India, a dynamic and technologically advanced Southeast Asian city, has adopted AI technologies like chatbots, transforming customer experience. This study prepares to examine how AI tool-chatbots affect Indian consumer experience. Businesses can optimise customer interactions and grow in the digital age by understanding how AI chatbots are changing customer service paradigms in India and the opportunities and challenges they present.

Keywords: AI, Chatbots, Customer, India, Tools.

INTRODUCTION

The incorporation of Artificial Intelligence (AI) technology, specifically AI-driven chatbots, has significantly transformed customer service and experience in many sectors globally in recent times. The purpose of these intelligent systems is to replicate human-like interactions, offering immediate support, tailored suggestions, and effective resolution of issues. In the setting of India, a vibrant and technologically sophisticated centre in Southeast Asia, the utilisation of artificial intelligence (AI) solutions, such as chatbots, has gained significant prominence, thereby transforming the customer experience landscape (Pamnani, 2023).

India, a country known for its vibrant economy and diversified society, offers a distinctive setting in which artificial intelligence (AI) technologies are undergoing significant advancements to cater to the varied requirements and tastes of its population. India's populace, renowned for their proficiency in digital technology (Sharma, 2023) and their elevated standards of service excellence, is progressively adopting AI chatbots as a strategy to augment customer engagements, optimise workflows, and foster operational effectiveness. This research establishes

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the foundation for investigating the influence of AI tool-chatbots on customer experience within the context of India. This study aims to explore the complex dynamics of AI chatbots in the specific context of India, with a focus on identifying the various aspects that impact their efficacy in providing exceptional customer experiences. By acquiring a deeper understanding of the impact of AI chatbots on customer service models in India, organisations can enhance their comprehension of the potential advantages and obstacles linked to their integration. This knowledge can then be utilised to enhance customer interactions and stimulate business expansion in the era of digitalization.

Chatbots- A Concept

Chatbots, which is an abbreviation for "chat robots," are computer programmes or artificial intelligence (AI) systems that are intentionally designed to replicate human-like discussions with users through the use of text or speech interfaces. The majority of the time, these programmes is able to comprehend natural language input from users and generate relevant responses in real time. Typically, they are utilized within chat platforms, websites, or mobile applications. It is the primary purpose of chatbots to interact with people in a conversational fashion in order to offer information, answer questions, carry out tasks, or aid with a variety of inquiries or transactions (Jain, 2022). Chatbots can range from straightforward rule-based systems that adhere to predetermined scripts to more complex AI-powered bots that are equipped with natural language processing (NLP) and machine learning capabilities. These capabilities allow chatbots to learn from interactions and modify their responses over time. The use of chatbots may be found in a wide range of fields and applications, such as customer service, sales, marketing, e-commerce, healthcare, banking, and many more. A number of advantages are provided by them, including the enhancement of user engagement, the provision of quick support, the automation of mundane operations, the reduction of response times, and the improvement of overall customer experiences. All things considered, chatbots play a crucial part in modern communication and engagement channels. They make it possible for businesses to provide services that are both individualized and effective, while also providing users with help that is both convenient and available around the clock.

Advantages - Effect of Al Tool-Chatbots

The integration of AI-driven chatbots in customer service in India has numerous benefits Figure 1.

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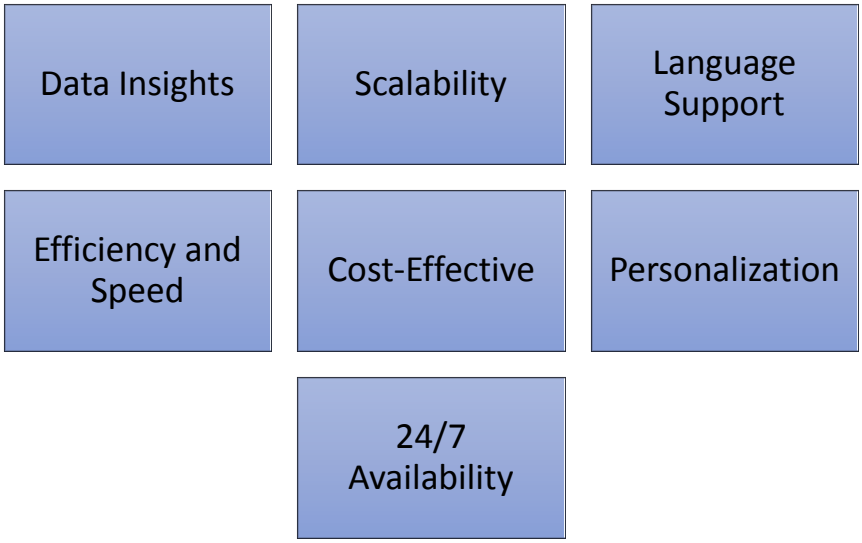

FIGURE 1
BENEFITS OF AL TOOL-CHATBOTS

1. Chatbots offer 24/7 help, promptly responding client inquiries and issues, hence improving customer satisfaction through rapid assistance.
2. Chatbots have the ability to manage many requests at the same time, allowing them to promptly respond to customer queries. This enhanced efficiency might result in expedited resolution times, hence enhancing the entire customer experience.
3. Implementing chatbots for customer care can lower the operational expenses linked to hiring and managing customer support teams. This cost-saving initiative might be especially advantageous for enterprises functioning in India's fiercely competitive market environment.
4. Chatbots can utilize sophisticated AI algorithms to examine consumer interactions and tailor responses according to individual preferences and previous behaviors. The incorporation of this individualized element elevates the client experience by rendering conversations more pertinent and captivating.
5. Chatbots have the ability to easily adjust to changes in consumer inquiries and requests, allowing for consistent support even during busy moments without sacrificing the quality of service.
6. Chatbots collect important data from consumer interactions, offering organizations meaningful insights into customer preferences, pain spots, and behavior trends. These observations can provide valuable information for making strategic decisions and facilitating enhancements in products and services specifically designed for the Indian market.
7. In a linguistically varied country like India, chatbots that have the ability to understand and respond in multiple languages can effectively serve clients in their desired languages, thereby removing communication obstacles and improving accessibility.
8. Incorporating AI-powered chatbots into customer care in India has the potential to improve client experiences, boost operational efficiency, and provide businesses operating in the country with a competitive edge.

REVIEW LITERATURE

This study examines the process of incorporating and integrating new technologies into smart supply chain management by focusing on dynamic capabilities. (Bhattacharyya, et al. 2021) examine the process by which firms cultivate and employ dynamic capacities to efficiently incorporate new technology into their supply chain operations. The study provides valuable insights into the tactics and procedures utilized by companies to adjust to the evolving field of supply chain management, highlighting the significance of dynamic capacities in maintaining competitiveness in the face of technological progress.

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Cheng and Jiang (2020) analyze the influence of AI-powered chatbots on user experience, specifically focusing on factors such as gratifications, perceived privacy risk, contentment, loyalty, and continuing use. Their research illuminates the impact of chatbot interactions on user perceptions and behaviors, providing essential understanding of the relationship between technology adoption and user satisfaction in the context of AI-driven communication platforms. In their study, Haleem et al. (2024) examine the efficacy of ChatGPT in managing customer and patient services in the Intelligent Pharmacy setting. The project investigates the performance of ChatGPT in aiding customers and patients, perhaps yielding insights on its effectiveness in handling inquiries, delivering information, and improving overall service quality in pharmacy environments. Horák and Turková (2023) provide a comprehensive analysis of the utilization of artificial intelligence (AI) as lucrative prospects in the commercial industry. Their research examines the diverse uses and consequences of AI in the business environment, offering valuable perspectives on how companies might utilize AI technologies to take advantage of developing market patterns and achieve a competitive advantage. Hernandez et al. (2015) conducted a qualitative study on the implementation of Green IT in the business process outsourcing (BPO) industry in the Philippines. The study utilized a multi-theory perspective. Their research explores the elements that impact the adoption of Green IT in the BPO sector, providing insights into how different theoretical frameworks contribute to comprehending and advancing sustainability activities within the industry. (Ledro, et al. 2022) conducted a literature study on the utilization of artificial intelligence (AI) in the management of customer relationships (CRM). Their report offers a comprehensive analysis of current research on the utilization of AI to improve CRM procedures. It emphasizes significant discoveries and identifies potential areas for future research in this fast progressing domain.

(Krishnan, et al. 2022) examine the influence of chatbots powered by Artificial Intelligence (AI) on consumer engagement and the expansion of businesses. Their chapter, which appears in a book about Deep Learning for Social Media Data Analytics, examines the impact of AI-powered chatbots on customer interactions and their role in the general expansion and prosperity of enterprises. Muhammad et al. investigate the shift from external rewards to internal drive, with a specific emphasis on the use of Educational Technology (EdTech). Their study explores the ways in which EdTech interventions might support and encourage the transition towards intrinsic motivation in learners. They investigate the interactions between external rewards, internal drive, and the incorporation of educational technology tools in educational settings. Nair and Gupta (2021) investigate the utilization of artificial intelligence (AI) technologies in the contemporary digital marketing landscape. Their research examines the application of artificial intelligence in enhancing several parts of digital marketing. It provides valuable information on the growing trends and tactics that firms are doing to effectively apply AI for better marketing results and long-term growth.

Ramaul, (2021) conducted a thesis that examines the impact of Artificial Intelligence (AI) on marketing, specifically in relation to integrating Customer Relationship Management (CRM) systems, with a particular focus on chatbots. The study presumably explores the integration of AI-powered chatbots into CRM systems to increase marketing strategies, optimize customer interaction, and expedite communication processes within enterprises. (Rajan, et al. 2022) examine the applications and influence of chatbots in the hotel industry. Their chapter, included in a book about Machine Learning for Business Analytics, probably explores the utilization of chatbots in many aspects of the hospitality business, such as customer service, reservations, and feedback management. Additionally, it may examine the consequences of implementing chatbots

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on the customer experience and operational efficiency in the hotel industry. The study conducted by Raghupathi et al. (2022) investigates the utilization of artificial intelligence (AI) in market intelligence and the collaborative design of business-to-business (B2B) marketing strategies. Their chapter, which appears in a book on Machine Learning for Business Analytics, probably explores the ways in which AI technologies contribute to comprehending market dynamics, promoting collaboration between organizations, and improving B2B marketing strategies through data-driven insights and co-creation projects. (Sheth, et al. 2020) examine the strategic shift of customer support services as the upcoming realm of gaining a competitive edge. Their research, showcased in the European Journal of Marketing, probably explores methods for converting customer support from a cost center to a value-adding function. This involves utilizing technology, data analytics, and customer-centric approaches to improve the overall customer experience and gain a competitive advantage in the market. In their paper published in the International Journal of Operations & Production Management, Struyf et al. (2021) provide a comprehensive analysis of digital servitization from a multilayer approach. This entails analyzing the impact of digital technology on service delivery, taking into account several levels of analysis such as organizational, interorganizational, and ecosystem perspectives. Their research undoubtedly offers valuable insights into the intricacies and consequences of implementing digital servitization techniques at various levels of analysis.

RESEARCH METHODOLOGY

For the sake of the study, the data has been collected from Indian customers to identify factors which justifies AI tool-chatbots & customer experience. The proper structured questionnaire has been prepared & get filled responses from the customers who are the users of chatbots. Total 140 respondents filled but only 110 finalized due to improper information. In addition, secondary data has been captured from various published articles relevant to topic, freely available theoretical data through websites, books, thesis etc. Data collection involved gathering information from various sources, including customers, businesses deploying AI chatbots, and industry experts. This data could include customer feedback, usage metrics, demographic information, and qualitative insights. Simple random, convenience sampling employed for collection of data. Research design is descriptive by nature. Researcher analyzed the collected data to identify key factors that influence the interaction between AI chatbots and customer experience. This analysis involved statistical techniques to quantify the relationship between different variables and identify significant predictors of customer satisfaction or dissatisfaction. Multiple regression analysis & Correlations has been used to justify results. Multiple regression analysis is a robust statistical technique that can effectively examine the association between AI chatbots and customer experience while considering the influence of other relevant factors, providing valuable insights for businesses and researchers alike

Objective of the Study

1. To study & explore the factors which impacts AI tool-chatbots & customer experience in India.
2. To quantitively analyze the factors which impacts AI tool-chatbots & customer experience in India.
3. To Suggest Findings & Conclusion

Hypothesis of the Study

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The identification of pertinent variables that can be utilised to evaluate the impact of workplace ethics on banking sector employees is imperative. In order to accomplish this, the data are subjected to multiple regression analysis with the following hypothesis Tables 1-5.

H_1: *There is no strong association between AI tool-chatbots & customer experience in India.*

H_2: *There is strong association between AI tool-chatbots & customer experience in India.*

Data Analysis and Interpretation

Table 1
DEMOGRAPHIC PROFILE OF RESPONDENTS

Distribution	Categories	Responses	Percentage (%)
Age (Wise)	21 – 25	45	40.90%
	26 – 30	31	28.18%
	31 – 35	22	20.00%
	36 - 40 & above	12	10.90%
	Total	**110**	**100**
Qualification (Wise)			
	Grad.	29	26.36%
	Post_Grad.	14	12.72%
	Professional_Courses	67	60.9
	Total	**110**	**100**
Marital Status (Wise)			
	Single/Un-Married	76	69.09%
	Married	34	30.90%
	Total	**110**	**100**
Level of Income			

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This table offers a concise summary of the respondents' age, education, and marital status distribution, enabling insights into the demographics of the population polled. The age range of 21 to 25 years old has 45 respondents, or 40.90% of all respondents. The age range of 26 to 30 years comprises 31 respondents, signifying 28.18% of the total respondents. Twenty percent of the total responders, or 22 people, are in the age category of 31 to 35 years. In the age range of 36 years and above, there are 12 respondents, or 10.90% of all respondents. Similarly, 29 responders, or 26.36% of the total, were Graduate (Grad.) respondents. Postgraduate (Post_Grad.): 14 responders, or 12.72% of the total, answered the questionnaire. Professional Courses: 67 responders, or 60.90% of all responders, answered. In the same way, 34 respondents, or 30.90% of the total respondents, are married, and 76 respondents, or 69.09% of the total respondents, are single or unmarried.

Table 2
MULTIPLE REGRESSION ANALYSIS: MEASURING RESULTS THE ASSOCIATION BETWEEN AI TOOL-CHATBOTS & CUSTOMER EXPERIENCE IN INDIADESCRIPTIVE STATISTICS

Factor Statements	Factor codes	Values of Mean	Values of Standard Deviation	Number of Respondents (Frequency)
AI chatbots boost customer service availability and Indians like having 24/7 access to aid	247_A_1	4.8378	.20125	110
Chatbots respond promptly to client requests, saving time and enhancing efficiency	QR_2	3.3356	.05634	110
Chatbots analyse client data and offer personalized solutions using advanced AI algorithms	PI_3	4.5571	.20189	110
Indians have speedier problem-solving and higher customer satisfaction	EPR_4	2.1502	.15943	110
Language preferences vary in multicultural India. Multilingual AI chatbots can connect with clients & removing language barriers and improving accessibility	LS_5	4.8765	.21267	110
AI chatbots work smoothly with websites, social media, and messaging apps	SI_6	3.0125	.64515	110
AI chatbots gather significant customer data on preferences, behaviour, and interactions & this data can help Indian businesses	DDI_7	4.9971	.52731	110
These cost reductions can be used to improve customer service	CS_8	4.8952	.60736	110
Implementing AI chatbots lead to cost savings for businesses	RI_9	2.3214	.58206	110
This omnichannel approach ensures a consistent and unified customer experience across different touchpoints	OA_10	4.9697	.57301	110

247_A_1 = 24/7 Availability; QR_2 = Quick Responses; PI_3 = Personalized Interactions; EPR_4 = Efficient Problem Resolution; LS_5 = Language Support; SI_6 = Seamless Integration; DDI_7 = Data-driven Insights; CS_8 =Cost Savings; RI_9 =Routine Inquiries; OA_10 = Omnichannel Approach

Table 2 indicates Respondents highly rate the availability of customer service 24/7 provided by AI chatbots, with a mean score of 4.8378 and low variability (standard deviation of .20125). Chatbots' ability to respond promptly to client requests is moderately rated, with a mean score of 3.3356 and low variability (standard deviation of .05634). Respondents appreciate

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chatbots' ability to offer personalized solutions, rating it relatively high with a mean score of 4.5571 and low variability (standard deviation of .20189). The speed of problem-solving and customer satisfaction through chatbots is rated lower, with a mean score of 2.1502 and moderate variability (standard deviation of .15943). Multilingual chatbots for language preferences are highly rated, with a mean score of 4.8765 and moderate variability (standard deviation of .21267). Chatbots' smooth integration with various platforms receives a moderate rating, with a mean score of 3.0125 and relatively high variability (standard deviation of .64515). The ability of chatbots to gather significant customer data is highly rated, with a mean score of 4.9971 and moderate variability (standard deviation of .52731). The potential for cost savings to improve customer service is highly rated, with a mean score of 4.8952 and moderate variability (standard deviation of .60736). Chatbots' effectiveness in handling routine inquiries is rated lower, with a mean score of 2.3214 and moderate variability (standard deviation of .58206). The ability of chatbots to ensure a consistent customer experience across different touchpoints is highly rated, with a mean score of 4.9697 and moderate variability (standard deviation of .57301). Respondents generally have positive perceptions of AI chatbots, especially regarding their availability, personalized interactions, language support, data-driven insights, cost savings, and omnichannel approach, although there are areas, such as efficient problem resolution and handling routine inquiries, where improvements could be made.

Table 3
***CORRELATIONS**

		247_A_1	*QR_2*	*PI_3*	*EPR_4*	*LS_5*	*SI_6*	*DDI_7*	*CS_8*	*RI_9*	*OA_10*
(Pearson Correlation)	*247_A_1*	1.04	.291	.374	.402	.393	.189	.302	.193	.256	.367
	QR_2	.291	1.04	.472	.478	.292	.043	.281	.421	.397	.288
	PI_3	.374	.472	1.04	.311	.276	.090	-.097	.022	-.081	-.023
	EPR_4	.402	.478	.311	1.04	.523	.102	.097	.184	.221	.261
	LS_5	.393	.292	.276	.523	11.04	.266	.169	.234	.148	.349
	SI_6	.189	.043	.090	.102	.266	1.04	.611	.576	.493	.501
	DDI_7	.302	. .281	-.097	.097	.169	.611	1.04	.599	.681	.573
	CS_8	.193	.421	.022	.184	.234	.576	.599	1.04	.678	.601
	RI_9	.256	.397	-.081	.221	.148	.493	.682	.678	1.04	.694
	OA_10	.367	.288	-.023	.261	.349	.501	.573	.601	.694	1.036
(Sig. (1-tailed))	*247_A_1*	.	.000	.000	.000	.000	.000	.000	.002	.000	.000
	QR_2	.000	.	.000	.000	.000	.295	.000	.000	.000	.000
	PI_3	.000	.000	.	.000	.000	.136	.074	.302	.273	.412
	EPR_4	.000	.000	.000	.	.000	.089	.123	.002	.002	.000

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	LS_5	.000	.000	.000	.000	.	.000	.002	.000	.004	.000
	SI_6	.000	.287	.131	.089	.000	.	.001	.000	.000	.000
	DDI_7	.000	.000	.062	.123	.003	.000	.	.000	.000	.000
	CS_8	.001	.000	.255	.001	.000	.000	.000	.	.000	.000
	RI_9	.000	.000	.242	.000	.007	.000	.000	.000	.	.000
	OA_10	.000	.000	.314	.000	.000	.000	.000	.000	.000	.
N	*CE_1*	110	110	110	110	110	110	110	110	110	110

Table 4
MODEL SUMMARY

Model	*R*	*R-Square*	*Adjusted-R Square*	*Std._Error of the Estimate*	*Change Statistics*				
					R Square - Change	*F-Change*	*Df_1*	*Df_2*	*Sig. F Change*
6	.829[f]	.674	.621	.51672	.014	7.997	1	102	.001
a. Predictor (s): (Constant), QR_2									
f. Predictor (s): (Constant), QR_2 , PI_3 , LS_5, DDI_7, CS_8, OA_10									

Table 5
ANOVA[a]

Model		Sum of Squares	Df	Mean_Square	F	Sig.
6	Regression	81.853	7	13.654	73.034	.000[g]
	Residual	162.173	102	.427		
	Total	244.026	109			
a. Dependent_Variable: 247_A_1						
g. Predictor (s): (Constant), QR_2 , PI_3 , LS_5, DDI_7, CS_8, OA_10						

Hence alternate hypothesis accepted i.e., AI-powered chatbots have had a significant impact on customer experience in India across various industries.

Findings of the Study

AI-driven chatbots have greatly enhanced the customer experience in India by offering prompt, tailored, and effective support at several points of contact, ultimately resulting in increased customer happiness and loyalty. Major findings of the study:

1. Chatbots utilize sophisticated AI algorithms to analyze client data and offer tailored recommendations and solutions.
2. The implementation of customization optimizes the customer experience by accommodating the unique requirements and preferences of each individual.
3. AI chatbots are capable of effectively managing ordinary client inquiries and problems, so allowing human agents to dedicate their attention to more intricate responsibilities.

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4. Consequently, this results in expedited problem resolution and elevated levels of customer satisfaction in India.
5. AI chatbots offer 24/7 support, enhancing the accessibility and promptness of client service. Indian customers value the ability to receive prompt assistance at any hour of the day.
6. Chatbots have the capability to promptly address client concerns, thereby diminishing waiting periods and enhancing operational effectiveness.
7. The promptness of the response time contributes to the improvement of the entire customer experience through the provision of timely assistance.
8. As a cosmopolitan society, India exhibits a wide range of language preferences.
9. Artificial intelligence chatbots that possess the ability to speak multiple languages can effectively interact with clients in their language of choice, thereby overcoming linguistic obstacles and improving accessibility.
10. AI chatbots have the capability to effectively and smoothly incorporate themselves into diverse communication channels, including websites, social media platforms, and messaging applications.
11. Artificial intelligence chatbots gather significant data pertaining to client interactions, preferences, and behaviour.
12. Indian businesses have the opportunity to utilise this data in order to acquire valuable insights on client demands and preferences.
13. This enables them to make well-informed decisions that can effectively enhance the overall customer experience.

The saved costs might be allocated to other areas in order to enhance the client experience even further.

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