



Research on the impact of artificial intelligence on the customer experience

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ABSTRACT

Artificial Intelligence helps e-businesses to discover useful shopping patterns to offer customers the right product and content based on their own profile. Technology is used to help marketers create, communicate, deliver and enhance value in customers' lives, but companies must use a balanced symbiosis of human and computer intelligence to create new customer experiences (CX). These days there is a lack of empiric studies about AI-powered user experience. Therefore, the objective of this study is to analyze of how to combine and improve AI-powered user experience with artificial experience. We conducted a survey among 245 users who purchased beauty products from the businesses that used AI. The research findings showed that trust, comfort, marketing and relationship commitment are the main factors of the service quality that uses AI and it plays a key role in AI-powered consumer behavior. This study is aimed at expressing possibilities to directly influence AI-powered consumer experience through user comfort, trust and relationship commitment. Therefore, we believe that service organizations, including beauty brand retailers can improve their performance by optimally using artificial intelligence based on the outcomes of this study.

KEYWORDS: artificial intelligence, user experience, trust, perceived comfort, relationship commitment

I. INTRODUCTION

The application of marketing technology (martech) is much more than just distributing content through social media and creating a multi-channel presence. Artificial intelligence (AI), native language processing (NLP), sensor technology, and the Internet of Things (IoT) have enormous resources to change the game in marketing practice. For many years, artificial intelligence has developed to replicate human cognitive abilities, particularly to learn from unstructured consumer data and discover concepts that may be useful to marketers. When mixed with other potential technologies, AI can be used to make the right recommendations to the right customers. Big data analytics allow marketers to tailor their marketing strategies to each customer, a process known as "segments of one" marketing. Today, this practice is more widespread than before. (Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, 2021).

Artificial intelligence helps e-tailers to discover useful shopping patterns to recommend the right products and content to customer groups based on their profiles. They continuously analyze customers' past purchase history to create dynamic customer segmentation and profiling, find hidden relation between seemingly unrelated products, and cross-sell. Technology is being used to help marketers create, communicate, deliver, and increase value in consumers' lives. The goal is to create a new customer experience (CX) that is frictionless and engaging. To achieve this, companies must use a balanced symbiosis of human and computer intelligence. (Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, 2021).

With the introduction of artificial intelligence (AI), businesses can transform and innovate the methods they use to interact with their customers (McLean & Osei-Frimpong, 2019). Artificial intelligence differs from human intelligence because it is based on fast data processing. In AI, human intelligence can generally be defined as the ability to process data and transform it into information to inform goal-directed behavior. (Paschen, Kietzmann, & Kietzmann, 2019). More specifically, artificial intelligence is "computational agents that act intelligently" (Poole and Mackworth, 2010, p. 3), designed to mimic the capabilities of human strength and surpass their ability to be accurate (Dwivedi nap, 2019).

Advances in artificial intelligence can improve the customer experience by increasing companies' knowledge of their preferences and purchasing patterns. (Evans, 2019). The strategic use of artificial intelligence technology at different key customer touch points can bring significant benefits to companies and increase customer satisfaction. Service providers are using AI in a variety of ways, including AI-powered chatbots, content creation, and customer insights. This is done by increasing personalization and engagement based on contextual and behavioral data (Solis, 2017).

AI technology can personalize service and product recommendations by processing a user's previous purchases and preferences. (Maras, 2020). It has an impact on a variety of industries, including effective individual style and product recommendations based on demand and preferences of beauty brands. Expected benefits are increasing levels of automation, decreasing costs, increasing flexibility, and optimized relationship with customer. In order to fully realize these benefits, there is a need to study and more deeply understand this complex phenomenon. (Dwivedi et al., 2019).

There is a little understanding of how AI-based service experiences can change consumers' perceptions of (a) service quality, (b) adjusting commitment to relationships, and (c) evaluating the overall AI experience. While these issues may have an important role previous researches have mostly focused on using the AI from technical and organizational perspectives. (Jarrahi, 2018). As a result, there is a lack of research on how consumers consider AI technology as a part of their shopping experience, leading to more enjoyable experiences and stronger relationships with brands. (Shank et al., 2019; Wang, Molina & Sunder), 2020).

Therefore, this study aims to study the ways improving the customer experience by integrating AI in service organizations. With this goal in mind we use the service quality model (Parasuraman et al., 1994) and the customer experience based model. Our model integrates AI-enabled customer experience with perceived convenience, trust, and marketing communication commitment as factors of AI-enabled service quality. Our research follows the recent call for user interaction using advanced technologies such as artificial intelligence. The results of this research will give recommendations to define the user experience using artificial intelligence.

2. THEORETICAL BACKGROUND

AI-powered customer experience.

Previous studies distinguish four elements of a customer experience: (a) cognitive, (b) Emotional, (c) physical and sensorial, and (d) social elements (Ladhari, Souiden, & Dufour, 2017). *Cognitive* elements refer to “higher mental processes, such as perception, memory, language, problem solving, and abstract thinking” (American Psychological Association, 2016). According to Keiningham et al. (2017), cognitive elements of a customer experience refer to the functionality, speed, and availability of a service. In addition, previous studies highlighted the *emotional* elements of the customer service which tend to be complex in nature. (Ladhari et al., 2017). These feelings can be positive or negative, for example delight, regret, anger, outrage, joy or surprise (Keiningham et al., 2017).

Customer experience refers to the overall experience a customer has with a retailer, based on their interactions with and thoughts about the brand (Oh, Teo, & Sambamurthy, 2012; Verhoef et al., 2009).

In contrast, *physical and sensorial elements* of a customer experience are often differentiated between those in an offline and online context. Offline experiences encompass features like artefacts, lighting, layout, and signage (Lam, 2001), while online experiences encompass technology-related features, such as a friendly-user interface and a clear design (Keiningham et al., 2017). Finally, *social elements* of the customer experience refer to the influence of other people, such as family, friends, and a customer's wider social network (Verhoef et al., 2009). *Social elements* also include a customer's social identity or the mental identity of how they view themselves (Keiningham et al., 2017).

AI has the potential to become one of the main tools to continuously improve the customer experience and thus to remain competitive (Newman, 2019). In service, AI technology is often used in conjunction with other technologies, such as augmented reality, computer vision-driven image recognition, and predictive inventory (Saponaro, Le Gal, Gao, Guisiano, & Maniere, 2018). For these technologies to successfully enhance customer experiences, there is a requirement for a sound understanding of the customer, including their preferences and past experiences. Leveraging AI can help accelerate this understanding as AI tools use data and customer profiles to learn how to best communicate with customers (Omale, 2019).

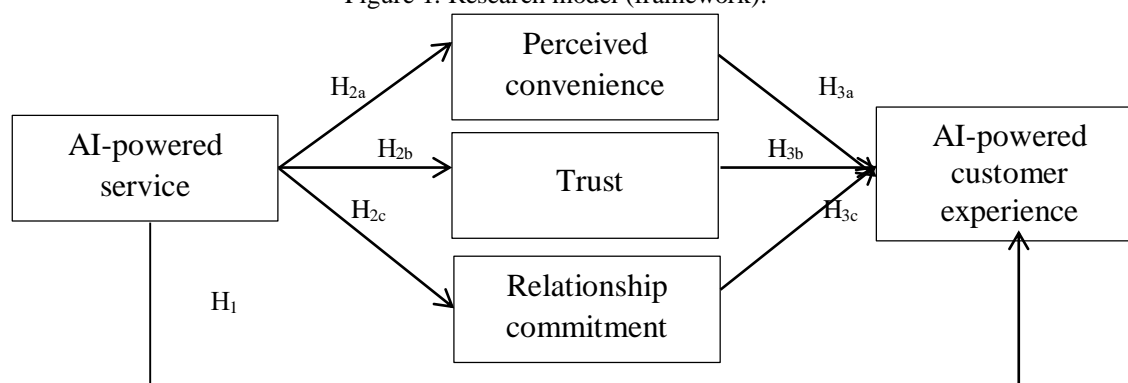
Service quality in AI-powered services

Service quality is traditionally defined as the difference between expected and perceived service and assessed by how customers perceive a brand's service offerings (Parasuraman et al., 1994). This conceptualisation of service quality has its roots in the expectancy dis-confirmation theory (Collier & Bienstock, 2006), where the evaluation of service quality is the result of a comparison between the perception of service received with prior expectations of what that service should provide (Choi, Lee, Lee, & Subramani, 2004). The existing body of research is rich with studies on the quality of interpersonal services (e.g. Prentice & Kadan, 2019; Scheidt & Chung, 2019; Suhartanto et al., 2019), with a lack of research on customer responses to automated services, specifically AI-enabled services (Prentice, Dominique Lopes, & Wang, 2020). As AI-enabled services tend to be built around self-service technologies, service quality in the context of AI-enabled services is likely to differ significantly from interpersonal services.

3. METHODOLOGY

Research methodology: Theoretically, based on the research works of scientists and researchers, AI-powered customer experience (Foroudi et al., 2018; Oh et al., 2012; Otto & Ritchie, 1996), AI-powered service quality (Wolfenbarger & Gilly, 2003; Chang & Wang, 2011), relationship commitment (Fullerton, 2005), trust (Wang et al., 2019; Paparoidamis, Tran, & Leonidou, 2019), perceived convenience (Collier & Sherrell, 2010), as the main concept of the research work. Based on the theory and methodology of researchers, the above-mentioned scientists expressed their research model as follows (Figure 1).

Figure 1. Research model (framework):



In this research we propose the following 3 main hypotheses:

H1 – AI-powered service has a positive direct effect on AI-powered customer experience

H2 - AI-powered service has a positive direct effect on perceived convenience, trust and relationship commitment

H3 - Perceived convenience, trust and relationship commitment has a positive direct effect on AI-powered customer experience

Measurement scales: Respondents rated the frequency of the identified behavior on a 5-point Likert scale.

Sampling and data collection: AI-powered apps are used by many beauty brands for aims improve the customer experience. The target participants of this research were the customers who buy and use famous cosmetic brands sold by the research company. Participants were selected and enrolled in the study by simple random sampling, and data were collected by distributing the questionnaire through social media using google forms. The case used in this research integrated a color matching tool and chatbot service with an AI-powered customer experience.

AI-color matching technology helps customers to determine the most suitable foundation cream based on their skin tones. Beauty skin care, skin health, and texture apps used by survey respondents include a color matching tool that analyzes a user's skin and facial images to calculate a product's suitability, and a skin texture and moisture measurement tool.

The case promotes and advertises the use of their AI-powered service through an AI-powered virtual artist app platform. A beauty and skin health app platform shows a reasonable level of customer interaction, so using this platform provided a higher level of access to the target audience. We used purposive (judgment) sampling based on two criteria: Respondents (1) must be members of Generation Z who were was serving by the company

conducting the survey; and (2) used a service that uses artificial intelligence to select brands. The questionnaire included 40 questions and the survey was collected from a total of 245 people between January and March 2024.

3. ANALYSIS AND RESULTS

Statistics of survey participants: The respondents were of various ages: 26% of the respondents were 20-22 years old, 62% were 23-25 years old, and 12% were 26-28 years old. In terms of gender, the majority of participants (85%) were female, while only 15% were male. Table 1 shows the descriptive statistics of the sample.

Хүснэгт 1. Descriptive statistics of the sample.

	Percentage		Percentage
Age		Use of chatbot service	
20-22	8	Yes	100
23-25	38	No	0
26-28	54	Education level	
Gender		Complete secondary education	25
Male	15	Higher education	45
Female	85	Professional education	30
Time used of cosmetic brand products		Employment status	
One to two years	12	Not employed	25
Three to four years	40	Employed	75
More than five years	48	Number used of AI in service organization	
Have used by AI-powered services?		One to two times	51
Yes	100	Three to five times	29
No	0	More than six times	20
Is it OK to use AI to choose beauty products?			
Yes	100		
No	0		

54% of the respondents are 26-28 years old, 38% are 23-25 years old, and 8% are 20-22 years old, which is the target Z generation of the research. 85% of the respondents are women and 15% are men, which fully represented the cosmetic product consumers. Also, 12% of respondents have been using cosmetic products for 1-2 years, 40% for 3-4 years, and 48% for more than 5 years. All participants in the sample have 100% using AI in the service organization, and 100% believe it is appropriate to use AI to choose cosmetics, and use the brand's chatbot service. In addition, 51% of respondents used AI in service organization 1-2 times, 29% 3-5 times, and 20% more than 6 times.

Results.

Questionnaire Reliability Analysis: Mean and Cronbach's alpha were analyzed for each question and each group. A Cronbach's alpha value close to one indicates that the sum of the questions represents the group meaning well. According to the preliminary criteria, Cronbach's alpha coefficient was significant at $\alpha=5\%$.

In the analysis of research data, SPSS 23 software was used to calculate the results. Factor analysis has determined whether the relevant variables used in the study and the independent variables representing them can represent the reliability of the research results. Multivariate regression analysis, distribution analysis of variables, correlation analysis methods, and analysis methods to check the significance of the model were used to calculate the relationship between the variables.

Before the factor analysis, the consistency of the sample was checked by the KMO test measure and Bartlett's sphericity test, which determines the correlation of the variables.

After that, the dependent variables used in the research were evaluated by Cronbach's alpha coefficient to determine how well the dependent variables represented the independent variables (reliability). Cronbach's alpha coefficient greater than 0.5, ranging from 0.743 to 0.838, indicated the reliability of the variables used in the research.

Table 2. Reliability analysis results for each variable

№	Variable	Кронбах альфа угга
1	AI-powered service	0.743
2	Perceived convenience	0.772
3	AI-powered customer experience	0.794
4	Trust	0.838
5	Relationship commitment	0.789

Source: Results of data reliability analysis

Cronbach's alpha coefficient ranged from 0.743 to 0.838, indicating that the relevant variable is well represented its characteristics. The results of factor analysis and reliability analysis proved the validity and reliability of the analysis.

Factor analysis results. The component (PSA) method was used in the factor analysis of this study.

Table 3. Factor analysis results

№	Factors	KMO	Bartlett's	Sig	Variance
1	AI-powered service	0.741	212.666	.000	36.232
2	Perceived convenience	0.702	104.671	.000	34.902
5	AI-powered customer experience	0.779	266.363	.000	34.033
6	Trust	0.725	107.169	.000	75.651
7	Relationship commitment	0.789	99.279	.000	61.461
	Average rating	0.747	158.03	.000	48.455

Source: Factor analysis results

(A KMO statistic of 0.5-0.6 is moderate, 0.7-0.8 is good, 0.8-0.9 is excellent, and above 0.9 is exceptionally good).

By factor analysis of the variables used in the study showed that the KMO (Kaiser Meyer Olkin) statistic was 0.747, which means that it is good. (Valid if $KMO \geq 0.5$). The Bartlett's Test significance value should be less than 0.05 at 95 percent probability, and our analysis showed Sig = 0.000, which proves that the factor analysis is significant. The coefficient of variation is 48.455, which is a very good indicator (greater than 10 is important).

Table 4. Correlation analysis of variables

Correlations						
		AI-PS	PC	AI-PCE	Trust	RC
AI-powered service	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	245				
Perceived convenience	Pearson Correlation	.508	1			
	Sig. (2-tailed)	.000				
	N	245	245			
AI-powered customer experience	Pearson Correlation	.516	.541**	1		
	Sig. (2-tailed)	.000	.000			
	N	245	245	245		
Trust	Pearson Correlation	.575	.518**	.532**	1	

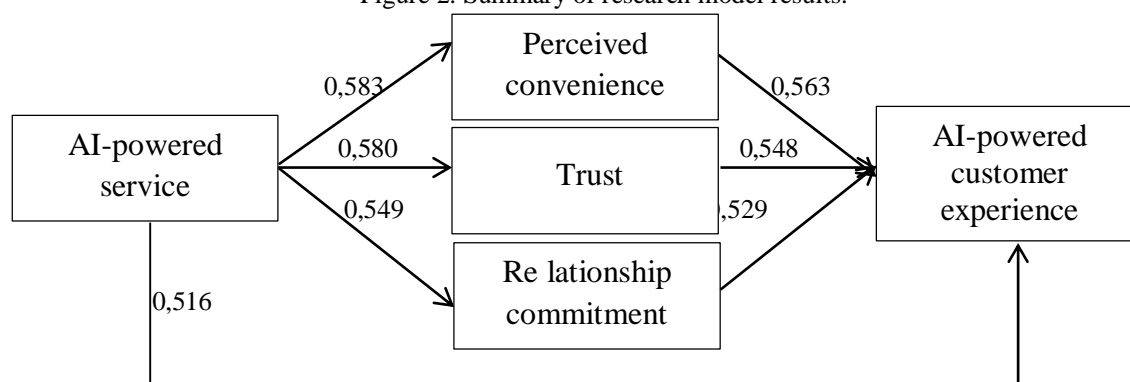
	Sig. (2-tailed)	.000	.000	.000		
	N	245	245	245	245	
Relationship commitment	Pearson Correlation	.488	.580**	.578**	.597**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	245	245	245	245	245

According to the research results, AI-powered service has a strong positive correlation with Perceived convenience (0.508), Trust (0.575), Relationship commitment (0.488), and AI-powered customer experience (0.516). Also AI-powered customer experience has a strong positive correlation with Perceived convenience (0.541), Trust (0.518), and Relationship commitment (0.578).

According to the results of the regression analysis, the F ratio of the ANOVA table showed a positive probability value of 16.270. We tested the hypothesis at a significance level <0.05. The result of the analysis is Sig =0.000, which proves that the significance of the model is high. The results of the analysis show that the T-statistic significance tends to 0, and the T-statistic is significantly different from 0, which indicates that the statistical estimation of the model is significant.

As for coefficient B, AI-powered service has a strong correlation of 0.580 with Trust, 0.549 with Relationship commitment, and 0.583 with Perceived convenience. Also AI-powered customer experience has a strong correlation of 0.548 with Trust, 0.529 with Relationship commitment, and 0.563 with Perceived convenience.

Figure 2. Summary of research model results:



The research results show that AI-powered customer experience can be predicted.

4. CONCLUSION AND LIMITATIONS

Limitations. This study is conducted within the framework of services that sell AI-powered cosmetics and aims to determine the customer experience. It is possible to study more precisely the impact of AI-powered services on customer experience in different contexts of 5 generations (Baby Boomers, Generation X, Generation Y, Generation Z, and Generation Alpha) of consumers and lifestyles. We also believe that it will be very important if we study many factors affecting AI-powered customer experience in detail. We conducted a survey based on the data of 245 users. Results and returns will increase if subsequent researchers' studies collect, analyze, and consolidate more data with larger samples. In our research, we defined AI-powered customer experience using 3 factors (trust, perceived convenience, and relationship commitment). I think that further studies should expand these factors and study them on a variety of organizations with AI-powered services and how they affect the 5A's Customer Path of new customer experience.

Conclusion

Our research is designed to understand AI-powered service and AI-powered customer experience. It is also aimed at understanding the general characteristics of AI-powered customer experience and expressing the influence of the factors affecting it.

Humans are unique beings, blessed with unparalleled cognitive ability. But most importantly, the user learns from experience. The way our brain develops cognitive skills is through contextual learning, acquiring

knowledge, finding relevance based on our own life experience, and developing our holistic views. Although AI are yet to possess human-level consciousness and finesse, they have better endurance and reliability, making it possible to learn a massive volume of knowledge in a short period.

AI has now reached far and wide into the everyday lives of customers. AI will create value but must be carefully managed. Biases, coming from human preferences and historical decisions, may sneak into the AI algorithm. And without inclusive development, AI may lead to a widening income disparity.

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