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Customer Perception to Artificial intelligence in MCR (Madras City Region)

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Introduction

In modern days,the waves of Artificial Intelligence capturing the imagination of all over the world. Some other emerging technologies also like data science and big data, cloud computing, and block chain may create achievers and losers across the world. Technology development has a better capability to convert the standard of living of human and the lifestyle and the business models of companiesall over the world. The current scenario is possibly the most live period for human where innovation of technologies taking place. Car driving them, robots are working in industries, smart watches monitoring patients' health and AI playing game better than human are some of the examples of technology innovations. "**Reciprocal actions with customers is going to be managed without human in upcoming decades"-**Gartner. Businesses are adopting AI out of the box and for customers they are exposing it whose expectations for best experience in rising brands like Alexa,Siri and the like found everywhere. Every high tech company holds their company as an 'Artificial Intelligence Company'. Adoption of AI is results in advanced and better world. Automatic cars, robots, Google maps, Spam filters in email are a few examples of AI which easier our life style. It is also forcing entrepreneurs, business persons and investigators to apply these AI are also made changes in customer relationship management, using some kind of software like Zoho. The main problem is it is very important to understand that AI is about to expanding of human capabilities not to replace people. Recent developments in data processing speeds, algorithms at cheaper cost and machine learning methods mean the assurance of the technology that can be instantly extended generally to engagement of any customer. When it comes to engagement of customer, promise of technology will be develop the experience by predicting the needs of customer and most effective work to provide optimal outcome of customer.

Artificial Intelligence

Artificial Intelligence is one of the parts in computer science which aims to generate machines intelligently. In recent years, the technology of artificial intelligence has become extremely important

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part of different industries. In other words Artificial Intelligence is the skill of computer program to think and learn.

According to McCarthy, Every perspective of learning or other intelligence feature can in fundamental theory be so described in exact terms that a machine could be made to encourage it.

Customer Perception

Customer perception is an admiring of individual's about goods or service marketed or furnished to him. The customer perception term is the chain or process that begins when the consumer receives product information and ends when customer make or frame an opinion about it.

Recently, customers have positive learning, yet mixed thought about AI. The majority of customers think that system of AI will make better society. According to survey conducted by Global Independent 61% of customers believe that AI will create better society and 22% of customers believe that AI will make worse society pointing out positive learning perceptions.

Need of AI system in customers experience

Customer experience is a major part of growth if successful and risk of failure. An insight of data is the primary tool for enhancement of customer experience. However, Customer experience datasets are little dirty and the behavior of customers also chaotic. The rule are not be defined and criteria for success are ambiguous. Overall, customer experience dataset is nightmare for developer of AI system. In same time this problem is precisely the factor or reason why AI let loose the value of customer experience. Call center agents, sales people and other customer facing cannot able to understand an entire history of customer and their own insights.

Customer Attitude

Customer attitudes are a blended beliefs of a person about, emotions, feelings and intention of behavior towards a business. It may be based on the past experience of a business or competitors. Understanding about your customer can used to analyze the attitudes and also changes in their intentions about continuing business with you. In other words attitude of customer may define a favorable or unfavorable feeling of a person towards certain object.

Review of Literature

Steven Livingston and Mathias Risse (2019)

The future Impact of Artificial Intelligence of Humans: From last decade Artificial Intelligence is developing in this decade it has almost reach success but what in next decade? What may be implications of the technology? It is a rapid growth of artificial intelligence and innovation that is hyper rate. Artificial intelligence is still on basis research to precise the answers to the imprecise challenges of Artificial intelligence. But the most attention of the technology towards consequence only, which that

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much the technology has influenced human and also have an impact on daily life. It is an entail of that procedure of algorithm that is trying something super intelligence than human to make life easier and feel excellent. It is contested with moral as well as ethical issues to overcome for efficient development. Still there is some questions how machines are more intelligence than humans more than what we imagine[1].

Leonardo Vanneschi and Ales Popovic (2018)

An artificial intelligence system for predicting customer default in e-commerce: The increasing number of e-commerce booking results in increasing of risk management to protect default in payment. Payment in default is the pending of customer settle bill within particular days say like 90 days. To determine probability of customer in default way credit score (cs) will be handled. Credit score method has to be studied widely and a different computational method has been proposed. Credit scoring method is to develop a lot for replace the checking of pre-risk of the ecommerce system with the help of artificial intelligence. Using artificial intelligence the checking of pre-risk enables data from booking or ordering process which contains heavy rules in credit score model[2].

Meenakshi Nadimpalli (2017)

Artificial intelligence and Customers: Trending concept of artificial intelligence receiving big responds in society. In current days, it is receiving mass attention and some global consumers are ready to accept the notion due to the frequent changes in technology. customer who are connected with the conceptions of AI through social networking channels or having personal experiences. It is true that AI plays very big role in customer beliefs on the social media. But the customers are afraid about the increasing concept of AI whether it is probable to the part of life. Now-a-days customers are looking for suitable. The presence of AI allows customers to enjoy their dreams of ideas since they can do duties from their convenient or their home itself.AI search engines like Google facilitates the process, which makes possible for customers to shop online. Also the shopping meet that come across is even good and easier payments and they can receive their purchased item at home[3].

Leonardo Vanneschi and Ales Popovic (2018)

An artificial intelligence system for predicting customer default in e-commerce: The increasing number of e-commerce booking is results in increasing of risk management to protect default in payment. Payment in default is the pending of customer settle bill within particular days say like 90

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[1]Steven Livingston, Mathias Risse,"The future Impact of Artificial Intelligence of Humans", *Ethics & International Affairs, Cambridge University press*, 2019.

[2]Leonardo Vanneschi, Ales Popovic," An artificial intelligence system for predicting customer default in e-commerce", *Elsevier publishers, Expert Systems with Applications,* volume 104, pages 1-21, 2018.

[3]MeenakshiNadimpalli," Artificial Intelligence- Consumers and Industry Impact", *International Journal of Economics & Management Studies*, 2017.

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days. To identify customer probability in default method of credit score (cs) will be handled. Credit score method has to be studied widely and a different computational method has been proposed. Credit scoring method is to develop more for replace the checking of pre-risk of the ecommerce system with the help of artificial intelligence.

Yong Seong Kim and W. Nick Street (2007)

An Intelligent System for Customer Targeting: A Data Mining Approach: The main goal of decision support system is to provide the information to a manager that helps to understand various aspects of managing a problem and taking decision respect with that in different of alternatives. Using AI a novel approach can be proceeds for target customer in database marketing. To get possible combinations of features we can use genetic algorithm and to score customers artificial neural networks are to be used. In future there will be some technology for customer targeting model for heterogeneous structure for each prospect[4]

Objectives of the Study

- To analyze the perception of customers towards Artificial Intelligence.
- To determine attitudes of customers towards Artificial Intelligence.
- To know the customer satisfaction regard to Artificial Intelligence.

Hypothesis

Ho : There is a significant relationship between perception of customers and Artificial Intelligence.

Ho : There is significance relationship between attitudes of customers and Artificial Intelligence.

Ho : There is a significant relationship between customer satisfaction and Artificial Intelligence.

Research Methodology

The research design is the insight for the collection and investigation of data. The research is done in descriptive method. The researcher use survey method wherein participants will have to answer to the closed ended questions asked through interview and questionnaires. The work of data collection starts after a research problem has been drafted. Primary Data: Primary data is used for the purpose of the study. It is the data collected through direct source. Secondary Data: Secondary data is a data that exist already available from different sources like books, journals, company websites and also company websites. Sampling size is 130. Total population of the study is aimed various people in Chennai. Convenience sampling method is applied in the research study**.**

[4]YongSeong Kim, W. Nick Street," An Intelligent System for Customer Targeting: A Data Mining Approach", *Business Information System, Utah State University, Logan,* 2007.

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Tools for Analysis

The various tools that are used for analyses are ANOVA One Way, Correlation, Regression and Covariance.

Data Analysis and Interpretation

H 1: Relationship between perception of customers and artificial intelligence

ANOVA Single Factor Analysis						
Source of Variation	**SS**	**df**	**MS**	**F**	**P-value**	**F crit**
Between Groups	211	4	52.75	**7.992424**	0.021269	**5.192168**
Within Groups	33	5	6.6			
Total	**244**	**9**				

In this case, calculated value is F-value and the table value is F-Cri.

Here calculated value, i.e., 7.992424 is greater than the table value, i.e., 5.192168. So we accept H_1 hypothesis which says that there is a significant relationship between the perception of the customers and artificial intelligence.

H_0: Relationship between attitudes of Customers and Artificial Intelligence.

Correlation		
	Column 1	Column 2
Column 1	1	
Column 2	0.817629	1

Table Value @ 5% : 2.58

Calculated Value : 0.817629

The calculated value 0.817629< table value @ 5% i.e., = 2.58

Ho is accepted and H_1 is rejected, i.e., there exists a significant relationship between attitude of the customers and artificial intelligence.

H3: Relationship between Customer satisfaction and Artificial Intelligence

ANOVA Single Factor Analysis						
Source of Variation	**SS**	**df**	**MS**	**F**	**P-value**	**F crit**
Between Groups	18959.67	5	3791.933	**161.3589**	2.61797E-06	**4.387374**
Within Groups	141	6	23.5			
Total	19100.67	11				

In this case, calculated value is F-value and the table value is F-Cri.

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Here calculated value, i.e., 161.3589 is greater than the table value, i.e., 4.387374. So we accept H_1 hypothesis which says that there is a significant relationship between customer satisfaction and artificial intelligence.

Suggestions

- ✓ Fast and real time response by **Chabot** will helps to reduce time delay also reduce burden for human.
- ✓ Evaluate the existing approach to overcome the daily work obstacles.
- ✓ Connect customers with their emotional level To build strong bondage with customer and try to promote an experience positively
- ✓ Positive language always makes to feel much better and change our understating and also perception possibilities.
- ✓ Commit to steadiness from the first hand to sales to end of success customer.
- ✓ Be aware to fill the skill gaps when the customer raises a question. This will leads to comprise the perception of customer in positive manner.

Conclusion

Customer perception has long been a main point of information technology and as well as marketing. This research advances our knowledge of understating about the theoretical foundations for perceptions of customer as related with new technology called Artificial Intelligence which includes the digital assistants. The research endorses the role of the assumptions of confirmation procedure in customer perception evaluation. Moreover, it provides depth knowledge that allows understanding the degree of customer perception to artificial intelligence. These elements can influence in perception of customer to Artificial intelligence evaluations. To move the perception of customer to the next level in whole, listen to the customer know exactly what customer need and increase the engagement or interaction with customer to gain a better knowledge.In the current scenario the competition is increasing rapidly so it is important to maintain permanent eyeon customers to capture the image of perception and attitude of the customers in both rural and urban areas.

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