The Impact of AI-Powered Chatbots on Customer Satisfaction in E-commerce Marketing (TAM Approach)

Dr. Anita Soni[1]
Dr. Shalini Dubey[2]

Abstract: The integration of AI-powered chatbots in e-commerce has transformed customer interactions, potentially impacting satisfaction and purchase behaviour. This paper investigates the influence of chatbots on customer satisfaction within the framework of the Technology Acceptance Model (TAM). Using quantitative data analysis, we examine the relationships between perceived ease of use, perceived usefulness, and user satisfaction with chatbots in e-commerce settings. The findings of this research will contribute valuable insights to both academic and practical domains. In conclusion, this paper aims to provide a comprehensive analysis of the interplay between AI-powered chatbots, customer satisfaction, and e-commerce marketing within the TAM framework, offering valuable knowledge for further research and practical applications.

Keywords: AI-powered chatbots, customer satisfaction, e-commerce marketing, TAM, perceived ease of use, perceived usefulness.

[1]Faculty MCU(Bhopal), Department of New Media Technology
[2]Faculty LNCT(Jabalpur), Management Department