Chapter 1
Modeling Factors Influencing Consumer Behavior:
Intention to Use Chatbot Among Malaysian Public

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ABSTRACT

This research examines the factors that shape consumers' attitudes towards chatbots, considering the unique cultural and contextual characteristics of the Malaysian market. The study employs a quantitative approach and utilises survey data gathered from a representative sample of Malaysian consumers. This study examines the independent variables (IV) of technology awareness, perceived usefulness, perceived simplicity of use, trust in chatbots, and prior experience with chatbots. The dependent variable (DV) is the likelihood of utilising chatbots. The research aims to offer valuable insights into the factors that drive Malaysian customers to embrace chatbots. The findings from this study can be utilised by businesses and organisations in Malaysia to enhance their customer service through the development of more effective chatbot strategies. This study holds significance not only for the academic community but also for businesses in Malaysia seeking to leverage chatbot technology for practical purposes.

INTRODUCTION

The increasing popularity of chatbots in recent years has significantly transformed the communication methods employed by companies when interacting with their clients. Chatbots, which are powered by AI, have the capability to facilitate automated and personalised conversational interactions. This technology enables businesses to enhance their customer service, streamline transaction processing, and efficiently distribute information. According to Ikumoro and Jawad (2019), the adoption of chatbots is increasing in Malaysia, a country known for its advanced technology and thriving digital economy. In order to effectively utilise chatbot technology, businesses and organisations need to comprehend the factors that impact consumers' inclination to use chatbots within a particular cultural and contextual setting.

The level of consumers' willingness to adopt technology serves as a crucial indicator for determining their actual usage of it. Several studies have been conducted to examine the factors that drive individuals to embrace novel forms of technology, including smartphones, online stores, and social media (Casale et al., 2021). The factors that drive Malaysian consumers' interest in engaging with chatbots remain largely unknown. The adoption of chatbot technology by consumers is influenced by various factors. These factors include the consumers' familiarity with the technology, their perception of its usefulness and convenience, their level of trust in chatbots, and their prior experience with chatbots.

The level of consumers' tech savvy can be seen as an indicator of their understanding and comfort with chatbots. As individuals gain knowledge about chatbots, their inclination to adopt and utilise them increases. Perceived usefulness refers to the ways in which customers perceive chatbots as beneficial and the expectations they have regarding their assistance. According to Mogaji et al. (2021), consumers are more likely to embrace chatbots when they perceive them as valuable tools that enhance the quality of their interactions and transactions. This metric is based on customers' perceptions of the ease with which they can achieve their goals when interacting with chatbots. The likelihood of customers showing interest in using chatbots is higher when they perceive them as easy to use.

The extent to which consumers trust chatbots plays a significant role in their decision to utilise them. The user's text highlights the importance of confidence in chatbots, specifically in terms of their dependability, safety, and ability to protect users' privacy. According to Beattie et al. (2020), the likelihood of customers engaging with chatbots is higher when they hold a favourable perception of them. Additionally, it is important to note that consumers' attitudes and intentions towards the use of chatbots are greatly impacted by their previous encounters with these automated systems. Poor interactions with chatbots can lead to a lack of trust or hesitation in using them again in the future.

The purpose of this study is to fill a gap in knowledge by examining the factors that influence Malaysian consumers' decision to interact with chatbots. The success of chatbot implementation in Malaysian enterprises and organisations will depend on their ability to consider the mentioned aspects. The research findings will contribute to our comprehension of consumer behaviour regarding the adoption of chatbots. Additionally, it will provide insights into the unique circumstances surrounding Malaysia.

This study explores the factors that influence consumers' inclination to use chatbot technology, specifically focusing on its implications for businesses and organisations in Malaysia. According to Jo et al. (2023), the utilisation of this tool can assist individuals in developing and implementing chatbot services that effectively cater to the needs and preferences of their specific target audience.

The upcoming sections of the study will provide a detailed explanation of the methodology used, present the findings and analysis of the study, and examine the potential consequences of the study. The

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