

THE FACTORS INFLUENCE TOWARDS ARTIFICIAL INTELLIGENCE (AI) USAGE ON BEHAVIOURAL INTENTION: SPECIAL REFERENCE TO RESTAURANTS IN SRI LANKA

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1. Introduction

This study explores the impact of customer attitudes towards Artificial Intelligence (AI) usage on behavioral intentions in Sri Lankan restaurants. Its primary goal is to understand how customers' perception of AI in the service industry influences their attitudes and behaviors. The study focuses on assessing the influence of attitudes toward AI deployment, distinguishing between perceived benefits and drawbacks, and investigating how AI's social capabilities affect customer behavioral intentions.

2. Research Methodology

This study employs the survey strategy under the quantitative methodology. To ensure a meaningful and diverse dataset, data was collected from a sample of 384 individuals who were seeking to utilize AI services in restaurants located in the Western province of Sri Lanka using a convenience sampling method. The data were analyzed using multiple regression analysis after ensuring the validity and reliability of the measurement properties.

3. Findings and Discussion

AI has the capacity to enhance customer loyalty and contribute to the prosperity of the restaurant sector. It is important to incorporate social skills into AI systems to improve consumer satisfaction and engagement. Need to understand how important it is to cultivate a good customer attitude towards Artificial Intelligence (AI) usage and maximize AI systems to improve the customer experience if they want to stay competitive in an increasingly AI-driven environment.

4. Conclusion and Implications

This research not only broadens the comprehension of the relationship between customer attitudes and behavioral intentions concerning artificial intelligence but also carries practical implications for the Sri Lankan restaurant sector. In summary, this study delves into the intricate interplay between customer perceptions of AI and their actions in the restaurant context, the significance of AI optimization and social integration for a thriving industry in Sri Lanka.

Keywords: Artificial Intelligence, Behavioral Intention, Customer Attitudes, Customer Service, Restaurant Industry.