

ANTECEDENTS OF CONSUMER ATTITUDE TOWARDS CHATBOTS USAGE IN SUPERMARKETS: WITH SPECIAL REFERENCE TO WESTERN PROVINCE, SRI LANKA

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1. Introduction

Consumers are fast moving to use chatbots in many industries around the world. The retail sector is more attractive to the use of chatbots. Among the retail stores, supermarkets increasingly use chatbots to interact with consumers and deliver product information to them. However, there is a growing negative attitude among customers toward chatbots in Sri Lanka's supermarket chains. However, it is useful to change the negative attitude to a positive attitude of chatbots for developing the economy in this technological era. The aim of this study is to examine the variables influencing consumers' attitudes towards chatbot usage in supermarkets with special reference to the Western province of Sri Lanka.

2. Research Methodology

In this study, the quantitative research method was used under the deductive approach. The survey was conducted among 384 samples of Western province consumers who used supermarket chatbots. The data was collected through a structured self-administered questionnaire using the purposive sampling method. Data were analyzed by using regression analysis.

3. Findings and Discussion

In this study, the researcher found that there is a significant impact of perceived usefulness, perceived ease of use, perceived enjoyment, price consciousness, perceived risk, trust, and personal innovativeness on attitude toward chatbot usage for shopping in supermarkets. Price consciousness is the most influential factor among these variables.

4. Conclusion and Implications

As per the research findings, Sri Lankan supermarkets have to consider the above factors when they practice these conversational marketing tools like chatbots. Moreover, supermarket managers and decision makers have to consider these factors when implementing a customer-centric and localized chatbot to customers. Also, when considering some variables like ease of use, decision makers have to implement Sinhala and Tamil chatbots for customers.

Keywords: *Attitude toward Chatbots usage, Chatbots, Retail sector, TAM.*