

Examining the Influence of AI Chatbot Attributes on Customer Purchase Intention in Online Apparel Retail

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Abstract

The growing use of artificial intelligence (AI) in e-commerce has reshaped how customer service is delivered in digital retail environments. Among these technologies, AI-powered chatbots have become widely used to support automated customer interaction and improve service efficiency. Although previous studies have examined chatbot adoption and customer satisfaction, limited research has explored how specific chatbot service attributes influence customer purchase intention, particularly in the context of online apparel retail. To address this gap, this study investigates the influence of key AI chatbot attributes on customer purchase intention in online apparel retail.

A quantitative approach was used, and survey data were collected from 370 online consumers who have experience purchasing apparel products online. The study focuses on three chatbot attributes: 24-hour availability, response consistency, and personalized responses. Statistical analysis was conducted to examine the relationships between these attributes and customer purchase intention.

The results indicate that chatbot service attributes significantly influence customer purchase intention in online apparel retail. These findings contribute to the literature on AI-enabled customer service by demonstrating how chatbot attributes can shape consumer purchasing behavior in digital retail environments.

Keywords

Artificial Intelligence Chatbots, Customer Purchase Intention, Online Apparel Retail, Chatbot Service Attributes, E-commerce Consumer Behavior.