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The Influence of Machine Learning Chatbots on Consumer Purchase Intention in the Fashion Industry

Hartini Azman[1], Thean Kah Keat[2], Atirah Sufian[3], Nor Azah Abdul Aziz[4], Afizan Azman[5]

[1,2,3,4]Faculty of Technology Management and Technopreneurship, Universiti Teknikal Malaysia Melaka, Malaysia, [5]Faculty of Innovation & Technology, Taylor's University, Malaysia,

Corresponding Author Email: hartini@utem.edu.my

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Abstract

This study explores the role of machine learning chatbots in influencing consumer purchase intentions within the fashion industry. The aim of this study is to identify the factors that influence consumer purchase intentions, analyze their relationships, and pinpoint the chatbot attributes that have the greatest impact. A quantitative approach was employed, involving a survey of 384 participants with prior experience using chatbots on fashion e-commerce platforms. The structured questionnaire assessed variables such as perceived usefulness (PU), ease of use (PEU), system quality (SQ) and information quality (IQ), with consumer purchase intention as the dependent variable. Data were analyzed using descriptive statistics, regression analysis, and correlation studies to determine the relationships between variables. The results reveal that system quality (SQ) significantly influences purchase intention, followed by perceived ease of use (PEU), information quality (IQ) and perceived usefulness (PU). High-quality chatbot systems foster trust and enhance user experiences, contributing to increased engagement and conversion rates. The study concludes that optimizing chatbot attributes can significantly improve consumer decision-making and satisfaction in e-commerce. These findings offer actionable insights for fashion businesses seeking to leverage AI technologies to enhance customer interactions and drive sales. Future research could explore integrating advanced features such as augmented reality to further enhance chatbot effectiveness.

Keywords: Machine Learning Chatbot, Ecommerce, Fashion Industry, Consumer Purchase Intention, Chatbot Attributes

Introduction

Machine learning chatbots are transforming the e-commerce landscape, particularly in the fashion industry, by providing consumers with personalized shopping experiences, real-time assistance, and intuitive navigation. These AI-driven tools streamline the decision-making process, offering tailored product recommendations based on user preferences, purchase history, and behavior, while simultaneously fostering customer satisfaction and loyalty (Nguyen, 2020). By automating routine interactions and delivering timely, accurate, and personalized responses, chatbots are designed to enhance the overall shopping experience and influence consumer purchase intentions. Despite their widespread adoption, the specific attributes that contribute to the effectiveness of these chatbots remain underexplored, leaving a critical gap in both academic literature and practical application. Existing research has explored general technology adoption, but limited studies focus on the specific role of chatbots in the fashion industry. This gap leaves businesses without clear guidance on optimizing chatbot features to enhance customer engagement and satisfaction. Without this understanding, poor chatbot implementation may lead to negative user experiences and reduced trust.

The increasing reliance on machine learning chatbots underscores the importance of understanding how factors such as perceived usefulness (PU), perceived ease of use (PEU), system quality (SQ), and information quality (IQ) impact consumer behavior. Perceived usefulness (PU) relates to consumers' belief that using chatbots will improve their shopping efficiency and satisfaction (Davis, 1989), while perceived ease of use (PEU) reflects the effortlessness of interacting with the chatbot system (Revels et al., 2010). System quality (SQ) refers to the reliability, functionality, and performance of the chatbot system (Azmi, 2020), and information quality (IQ) emphasizes the accuracy, relevance, and completeness of the content provided by the chatbot (Kulkarni et al., 2019). Addressing the influence of these attributes is essential for businesses aiming to optimize their chatbot strategies, build trust, and enhance customer engagement.

The objectives of this study are to identify the factors influencing consumer purchase intentions, explore their relationships, and determine the most impactful chatbot attributes. Through this investigation, the study seeks to provide actionable insights for businesses and contribute to the growing body of research on AI-driven tools in e-commerce.

This paper is structured as follows: the literature review provides theoretical and empirical context, the methodology outlines the research design and data collection, the results present key findings, and the discussion explores practical implications and theoretical contributions. Finally, the conclusion summarizes insights and suggests future research directions.

Literature Review

Introduction and Overview

The increasing integration of machine learning chatbots in e-commerce has transformed consumer experiences, particularly in the fashion industry. By leveraging artificial intelligence, these chatbots provide personalized recommendations and improve decision-making processes. This literature review explores the theoretical frameworks and

variables critical to understanding the influence of chatbots on consumer purchase intentions.

Underpinning Theories

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), introduced by Davis (1989), provides a theoretical foundation for understanding how users adopt and accept new technologies. The model focuses on two primary constructs: perceived usefulness (PU) and perceived ease of use (PEU). Perceived usefulness is defined as the degree to which a user believes that a particular technology will improve their performance or efficiency. In the context of chatbots, PU highlights the extent to which consumers perceive chatbots as beneficial tools for streamlining their shopping experience, providing personalized recommendations, and facilitating informed purchase decisions.

Perceived ease of use (PEU), on the other hand, reflects how effortless users find the technology to operate. If a chatbot is intuitive, user-friendly, and requires minimal effort to navigate, it positively influences consumers' willingness to adopt it. Both PU and PEU significantly shape attitudes toward using technology, influencing behavioral intentions and actual usage. In the fashion industry, these constructs are crucial for understanding how chatbots can impact purchase intentions by addressing the dual concerns of utility and ease of interaction (Davis, 1989).

Information Systems Success Model (ISSM)

The Information Systems Success Model (ISSM), proposed by DeLone and McLean (1992), serves as a framework for evaluating the effectiveness and success of information systems. The model identifies system quality (SQ), information quality (IQ), and user satisfaction (US) as key dimensions that collectively influence user behavior and system performance.

System quality (SQ) pertains to the technical attributes of the system, including its reliability, functionality, performance, and ease of use. High system quality ensures a smooth and efficient interaction with the chatbot, which enhances user satisfaction. Information quality (IQ) emphasizes the accuracy, relevance, completeness, and timeliness of the information provided by the chatbot. In e-commerce, particularly in the fashion sector, delivering precise and personalized product information is essential for building trust and facilitating informed decision-making.

User satisfaction (US), influenced by system and information quality, plays a central role in determining the overall success of chatbots in engaging consumers. According to the ISSM, these attributes significantly affect trust and engagement, both of which are pivotal in shaping consumer purchase decisions. Chatbots with high system and information quality can foster greater trust, enhance the shopping experience, and positively influence purchase intentions (DeLone & McLean, 1992).

By integrating TAM and ISSM, this study highlights how PU, PEU, SQ, and IQ collectively influence consumer acceptance and purchase intentions in the fashion industry. These

frameworks offer valuable insights into designing and implementing effective chatbot systems.

Independent Variables and Dependent Variable

Perceived Usefulness (PU)

Perceived usefulness (PU), a key concept in TAM, explains how people adopt technology based on its utility. Davis (1989) defined it as the belief that using a technology improves job performance. Individuals are more likely to adopt technologies that enhance their quality of life and are easy to use.

Studies have shown that PU influences attitudes and technology adoption. For instance, Cheon (2019) found that AI services form positive attitudes through PU, while Han et al. (2015) highlighted that innovative technologies like simple payment systems increase PU by making tasks more efficient. Additionally, PU affects consumer satisfaction and purchase intent. For example, Kim et al. (2015) found that the PU of mobile fashion shopping impacts consumer attitudes and purchasing behavior, and Amin et al. (2014) noted its influence on trust and satisfaction with mobile websites.

In the context of fashion chatbots, PU plays a key role in users' purchase intentions. AI-enabled technologies, like machine learning chatbots, use algorithms to personalize recommendations, improving the consumer experience (Nguyen, 2020).

H1: There is significant relationship between perceived usefulness of machine learning chatbot and consumer purchase intention.

Perceived Ease of Use (PEU)

Perceived ease of use (PEU) refers to how simple a person believes a system is to use. Factors such as product offerings, customer service, and site design affect e-commerce success, with users trusting websites that provide relevant information (Islam et al., 2019). Research by Amin (2007) and Al-Somali et al. (2009) showed that PEU positively impacts perceived usefulness. It influences consumers' intention to use technology, as easier systems lead to more engagement (Lu et al., 2014; Revels et al., 2010).

For machine learning chatbots, PEU is critical. Consumers are more likely to engage with chatbots if they find them user-friendly, intuitive, and easy to navigate. A seamless and simple interface boosts chatbot acceptance, enhancing consumer decision-making and purchase intention.

H2: There is significant relationship between perceived ease of use of machine learning chatbot and consumer purchase intention.

System Quality (SQ)

System quality (SQ) refers to the technical characteristics of a system, including reliability, functionality, performance, usability, and security (Azmi, 2020). High system quality leads to better user satisfaction, trust, and perceptions of usefulness, ease of use, and performance, which influence continued system usage. Nassar (2020) proposed a SQ model for mobile learning based on the ISSM.

For machine learning chatbots, SQ is crucial in influencing consumer purchase intention. A high-quality chatbot system should be reliable, responsive, and user-friendly, delivering accurate, personalized recommendations and simulating natural conversations (Adeyemi & Issa, 2020). A well-performing chatbot builds consumer trust, enhancing purchase intention. Nicolescu and Tudorache (2022) found that accurate responses and personalized recommendations positively impacted consumer trust and purchase decisions. This highlights the importance of prioritizing SQ in e-commerce chatbots to drive engagement and sales.

H3: There is significant relationship between system quality of machine learning chatbot and consumer purchase intention.

Information Quality (IQ)

Information quality (IQ) refers to the accuracy, completeness, relevance, timeliness, and usefulness of information within a system. High-quality information enhances user satisfaction by being reliable and trustworthy, helping users make informed decisions (Prabawa et al., 2022). It also influences perceptions of the system's usefulness and its ability to achieve user goals.

In e-commerce, IQ is critical for providing accurate and relevant product details. Machine learning chatbots enhance IQ by personalizing recommendations based on user preferences, purchase history, and browsing behavior (Kulkarni et al., 2019; Qian et al., 2021). This improves customer satisfaction, boosts sales conversions, and fosters loyalty. Additionally, chatbots can continuously improve by learning from user interactions (Caldarini et al., 2022).

H4: There is significant relationship between information quality of machine learning chatbot and consumer purchase intention.

Consumer Purchase Intention (CPI)

Consume purchase intention (CPI) refers to a consumer's willingness to buy a product and their attitude towards the purchasing process. In the digital age, online shopping has become central, but the vast information and product choices can overwhelm consumers (Liao et al., 2021). Consumers often gather information online to compare products and reviews before making decisions, making assistance crucial. AI technologies, such as machine learning, help by processing data to provide personalized recommendations based on preferences, past purchases, and reviews.

AI has become essential in e-commerce, offering tailored options and automating assistance to enhance decision-making and reduce perceived risks (Reinartz et al., 2019; Yoo et al., 2010). Consumers are increasingly drawn to AI's ability to organize relevant information and support purchase decisions (Sohn & Kwon, 2020). Machine learning chatbots, with natural language processing, play a key role in analyzing data, understanding consumer preferences, and predicting purchase intentions.

Research Methodology

This research used a quantitative approach to objectively measure relationships between variables and generate generalizable insights. The use of surveys and statistical

analyses allowed for efficient data collection and robust testing of hypotheses, providing valuable insights into the role of AI-driven chatbots in e-commerce.

Data for this study were collected via an online survey with 384 respondents who had prior experience using machine learning chatbots in the fashion industry. The survey focused on independent variables that could influence consumer purchase intention in this sector. The questionnaire was designed to assess four key independent variables: PU, PEU, SQ, and IQ, with clear instructions provided for each section. Responses were gathered using a Likert scale, designed to make it easier for respondents to select the most appropriate answer. The scale offered five response options: Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree. The participants in this study were consumers who had engaged with machine learning chatbots in the fashion industry. Google Forms was used for survey administration

The data were analyzed using descriptive statistics, regression analysis, and correlation studies to identify trends and test relationships. SPSS software was used for statistical analysis, ensuring efficient data collection and rigorous interpretation of findings.

Results and Findings

Descriptive analysis

Data were collected from 384 Malaysian consumers who shop for fashion products online and may interact with machine learning chatbots. The respondents included 174 males (45.3%) and 210 females (54.7%), with ages ranging from under 18 to over 40 years. Educational levels were distributed as follows: secondary (0.3%), pre-university (10.4%), and tertiary (89.3%). Monthly incomes were reported as no income (33.3%), less than RM2500 (40.6%), RM2501-RM5000 (20.8%), RM5001-RM10000 (5.25%), and above RM10001 (0%). All participants (100%) had prior experience shopping for fashion items online, while 46.1% (177 respondents) had interacted with chatbots during online shopping, and 53.9% (207 respondents) had not.

Correlation analysis

Perceived usefulness (PU), perceived ease of use (PEU), system quality (SQ), and information quality (IQ) were examined as independent variables, and their relationships with the dependent variable, consumer purchase intention (CPI), were analyzed using the Pearson Correlation test. The outcome of the correlations is summarised in Table 1.

Table 1
Correlations

		PU	PEU	SQ	IQ	CPI
PU	Pearson Correlation	1	.116**	.230**	-.236**	.150**
	Sig. (2-tailed)		.023	.000	.000	.003
PEU	Pearson Correlation	.116**	1	.625**	.367**	.477**
	Sig. (2-tailed)	.023		.000	.000	.000
SQ	Pearson Correlation	.230**	.625**	1	.545**	.562**
	Sig. (2-tailed)	.000	.000		.000	.000
IQ	Pearson Correlation	-.236**	.367**	.545**	1	.428**
	Sig. (2-tailed)	.000	.000	.000		.000
CPI	Pearson Correlation	.150**	.477**	.562**	.428**	1
	Sig. (2-tailed)	.000	.000	.000	.000	

** Correlation is significant at the 0.01 level (2-tailed).
Notes: PU: Perceived Usefulness, PEU: Perceived Ease of Use, SQ: System Quality, IQ: Information Quality, CPI: Consumer Purchase Intention

The results, summarized in Table 1, indicate that all variables have a significant correlation with consumer purchase intention (CPI). Among these, system quality (SQ) exhibited the strongest correlation, with a value of 0.562, statistically significant at the 0.01 level (2-tailed). Conversely, perceived usefulness (PU) showed the weakest correlation, with a value of 0.150, also statistically significant at the 0.01 level.

Multiple Regression analysis
This study employs multiple regression analysis to evaluate the impact of the independent variables (perceived usefulness (PU), perceived ease of use (PEU), system quality (SQ), and information quality(IQ)) on the dependent variable (consumer purchase intention (CPI)).

Table 2
Model Summary

Model	R	R^2	Adjusted R^2	Std. Error of the Estimate
1	.609[a]	.371	.365	.77427

Table 2 presents the results of the multiple regression analysis on consumer purchase intention. The R-square value of 0.371 indicates that the four independent variables collectively explain 37.1% of the variance in consumer purchase intention, while the remaining 62.9% is influenced by other factors not examined in this study.

Empirical Results

As shown in Table 3, all proposed determinants significantly influence consumer purchase intention. The coefficient estimates for perceived usefulness (Beta = 0.187; p = 0.016), perceived ease of use (Beta = 0.266; p = 0.000), system quality (Beta = 0.398; p = 0.000), and information quality (Beta = 0.236; p = 0.000) are statistically significant at a p-value of 0.000. The direction of the standardized regression estimates (Beta) indicates that all predictors have a positive effect on the dependent variable. Thus, consumer purchase intention is positively influenced by perceived usefulness, perceived ease of use, system quality, and information quality. The regression equation, based on the data in Table 3, is as follows:

CPI= -0.481 + 0.187 (PU) + 0.266 (PEU) + 0.398 (SQ) + 0.236 (IQ)

Table 3
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	Constant	-.481	.400		-1.203	.230
	PU	.187	.077	.113	2.425	.016
	PEU	.266	.069	.201	3.859	.000
	SQ	.398	.087	.289	4.591	.000
	IQ	.236	.057	.224	4.132	.000

Discussion and Conclusion

This research explored how perceived usefulness (PU), perceived ease of use (PEU), system quality (SQ), and information quality (IQ) influence consumer purchase intention (CPI), with a focus on the role of AI-driven chatbots in e-commerce. The findings demonstrated that perceived usefulness (PU) significantly impacts consumer engagement and satisfaction. Consumers are more likely to use AI systems, such as chatbots, when they believe these technologies simplify decision-making and enhance their ability to perform tasks effectively (Cheon, 2019; Nguyen, 2020). Similarly, perceived ease of use (PEU) plays a crucial role in reducing resistance to adopting AI technology. When chatbots are user-friendly and intuitive, consumers are more inclined to accept and engage with them, leading to improved overall satisfaction (Revels et al., 2010).

System quality (SQ) emerged as another critical factor, with reliable, functional, and secure chatbot systems enhancing consumer trust and confidence. This, in turn, positively influenced purchase intentions (Azmi, 2020; Nicolescu & Tudorache, 2022). Furthermore, information quality (IQ), characterized by the accuracy, timeliness, and relevance of information provided by AI systems, was found to significantly enhance consumer decision-making and satisfaction (Kulkarni et al., 2019; Qian et al., 2021). The study highlighted the pivotal role of AI chatbots in reducing perceived risks and fostering trust by tailoring recommendations to individual consumer preferences. By leveraging machine learning and natural language processing, chatbots deliver personalized, data-driven experiences that

improve consumer trust and drive purchase intention (Reinartz et al., 2019; Sohn & Kwon, 2020).

The findings validate the Technology Acceptance Model (TAM), emphasizing the importance of perceived usefulness (PU) and perceived ease of use (PEU) in shaping consumer attitudes toward AI systems. Additionally, the integration of machine learning chatbots enhances consumer experiences by addressing challenges such as information overload and decision fatigue. These systems are adaptable and capable of evolving with user behavior, further increasing their effectiveness.

From a theoretical standpoint, integrating AI technology into existing consumer behavior models strengthens the framework for future research on intelligent digital interactions. Contextually, the study is particularly relevant given the increasing reliance on automation and AI in online retail, reinforcing the need for businesses to optimize chatbot functionalities to meet changing consumer expectations. These insights establish a foundation for future advancements in AI-powered customer engagement strategies, ensuring that businesses can enhance conversion rates, consumer trust, and overall satisfaction through the strategic implementation of machine learning chatbots. By demonstrating how chatbot attributes influence consumer purchase intentions, the study enhances the understanding of AI's role in e-commerce decision-making.

The implications of this research are both theoretical and practical. Theoretically, it extends the TAM framework by demonstrating how system and information quality mediate consumer technology adoption. Practically, it provides valuable insights for e-commerce platforms to improve customer engagement and sales by investing in high-quality chatbot systems. By prioritizing personalization and user-centric designs, businesses can enhance customer satisfaction and loyalty in a competitive market.

However, this study has limitations. It focuses exclusively on e-commerce, and the findings may not be directly applicable to other industries, such as healthcare or education. Additionally, the reliance on secondary data limits the ability to capture real-time consumer behaviors and preferences in dynamic markets. Factors such as digital literacy, age, and cultural differences were not explicitly considered, which could affect the generalizability of the results.

Future research should address these limitations by conducting cross-industry studies and exploring the role of demographic and cultural factors in AI adoption. Businesses should continue refining chatbot algorithms to improve natural language understanding and responsiveness, leveraging real-time feedback for continuous optimization. Developers should ensure that chatbots provide accurate, relevant, and personalized recommendations to meet consumer expectations and foster trust.

In conclusion, AI chatbots hold immense potential to enhance consumer experiences and drive purchase intentions in e-commerce. By addressing key factors such as perceived usefulness, ease of use, system quality, and information quality, these systems can build trust, reduce risks, and improve consumer satisfaction. Continuous improvement and broader research are necessary to maximize the potential of AI-driven chatbots across various

contexts, enabling businesses to achieve greater consumer engagement and long-term loyalty.

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