

THE IMPACT OF TRANSPARENCY IN ARTIFICIAL INTELLIGENCE DRIVEN COMMUNICATION ON PURCHASE INTENTION AND CUSTOMER LOYALTY

T. Prabakar

Assistant Professor, Department of Computer Science
SRM Arts and Science College, Kattankulathur

Email: patprabakar@gmail.com

ABSTRACT

Artificial Intelligence is helpful more and more in interacting with their customers. Artificial systems are getting better where it is helpful to the customers can share their personal experience. It is now a day's transparent and trust worthy too. This research study how transparent based AI tools used communication affects what customers want to buy and how much they are loyal to the company with customer trust. For this study used type of modeling to look at the relationships. The results of the study show that when AI communication is transparent it will increase the customer trust and loyalty and makes customers to buy more. The trust is positive effects on both what customers are want to buy and how much they are loyal to the company.

Keywords: *transparency, trust, loyal, company.*