

<https://doi.org/10.48047/AFJBS.6.15.2024.3294-3312>



African Journal of Biological Sciences

Journal homepage: <http://www.afjbs.com>



Research Paper

Open Access

"Attitudes Towards Chatbots: How Millennials are Redefining Social Engagement"

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Volume 6, Issue 15, Sep 2024

Received: 15 July 2024

Accepted: 25 Aug 2024

Published: 05 Sep 2024

doi: [10.48047/AFJBS.6.15.2024.3294-3312](https://doi.org/10.48047/AFJBS.6.15.2024.3294-3312)

Abstract:

This study aims to explore the evolving attitudes of millennials towards chatbots, particularly in the context of social engagement. Given the growing reliance on digital platforms, understanding how millennials interact with chatbots can provide valuable insights into the future of social communication. The research critically investigates the relationship between perceived ease of use, chatbot reliability, personalization, response quality, and the influence of social factors on millennials' engagement levels. To achieve these objectives, a mixed-methods approach will be employed, combining quantitative surveys and qualitative interviews to gather comprehensive data. A sample size of 279 millennials, aged between 22 to 38 years, will be selected using stratified random sampling across various digital platforms. The quantitative data will be analyzed using multiple regression analysis, structural equation modelling (SEM), and factor analysis, while the qualitative data will be subjected to thematic analysis. Preliminary findings suggest that chatbot personalization significantly enhances user satisfaction, leading to higher levels of social engagement. Additionally, the reliability and response quality of chatbots were found to be critical in establishing trust, which in turn influences the frequency and depth of social interactions. The study also highlights that social influence plays a pivotal role in the acceptance and use of chatbots for social purposes, particularly among millennials with prior positive experiences. These findings underscore the potential of chatbots to redefine social engagement in the digital age, with implications for both technology developers and social media platforms.

Keywords: Millennials, Chatbots, Social Engagement, Personalization, Trust, Digital Communication

Theoretical Background: TAM posits that two primary factors—Perceived Ease of Use (PEOU) and Perceived Usefulness (PU)—influence an individual's intention to use and ultimately their acceptance of technology. This model is particularly relevant for understanding how millennials engage with chatbots, as their attitudes toward these AI-driven tools are shaped by how easy the chatbots are to use and the extent to which they enhance social interactions. Recent extensions of TAM, such as the inclusion of factors like trust, personalization, and social influence, further enrich the model's applicability to modern digital environments. For instance, Venkatesh and Davis (2000) expanded TAM to include subjective norms, which align with the study's focus on social influence and its impact on chatbot acceptance. By applying

TAM, this research aims to provide a robust framework for analysing how millennials' perceptions of chatbot functionality and reliability, alongside personalization and social influence, drive their engagement in social platforms. This theoretical lens helps to systematically investigate the factors that contribute to the acceptance and sustained use of chatbots, thereby offering valuable insights into the evolving landscape of digital communication.

Problem Statement: The rapid adoption of chatbots across various digital platforms has transformed the way users, particularly millennials, engage in social interactions. However, despite the growing prevalence of chatbots, there is a significant gap in understanding how various factors—such as perceived ease of use, reliability, personalization, response quality, social influence, and prior experience—collectively influence millennials' attitudes and behaviors towards these AI-driven tools. Existing research tends to examine these factors in isolation, often within specific industries or regions, failing to capture the complexity and interplay of these elements in shaping social engagement. This lack of comprehensive insight presents a critical problem, as businesses and developers may not fully understand the determinants of successful chatbot integration, potentially leading to suboptimal user experiences and engagement. Therefore, it is essential to explore and analyze how these factors interact to influence millennials' overall social engagement with chatbots, providing actionable insights for improving chatbot design and implementation in diverse digital environments.

Introduction:

In the digital age, the integration of artificial intelligence (AI) in communication platforms has become increasingly prevalent, with chatbots emerging as a significant tool in enhancing user interaction. Chatbots, defined as AI-driven software designed to simulate conversation with users, have gained substantial traction, especially among millennials. This generation, born between 1981 and 1996, has grown up with rapid technological advancements, making them highly adaptive to new digital tools. The adoption of chatbots in various domains, from customer service to social media, has opened up new avenues for social engagement. As technology continues to evolve, understanding the factors influencing millennials' attitudes towards chatbots is crucial for predicting future trends in digital communication.

Recent studies between 2020 and 2024 have shown that millennials exhibit distinct preferences when interacting with digital platforms, particularly in their expectations of ease of use, personalization, and reliability. For instance, research by Smith et al. (2021) highlights that the perceived ease of use is a significant determinant of chatbot adoption among millennials, directly impacting their engagement levels. Furthermore, chatbot reliability, defined by consistent performance and accurate responses, has been identified as a key factor in building trust, which is essential for sustained interaction (Johnson & Lee, 2022). These findings suggest that the technical aspects of chatbots, such as their user interface and response algorithms, play a vital role in shaping user attitudes and behaviors.

The personalization of chatbots has also been recognized as a critical element in enhancing user satisfaction. Studies like those conducted by Garcia and Martinez (2023) have demonstrated that millennials are more likely to engage with chatbots that offer personalized interactions, tailored to their preferences and previous interactions. This customization not only improves the user experience but also fosters a deeper connection between the user and the platform, leading to higher levels of engagement. Additionally, the quality of chatbot responses

has been linked to positive user perceptions, with well-crafted, contextually appropriate replies significantly influencing the overall attitude towards the technology (Chen & Wang, 2024). Finally, the influence of social factors on chatbot acceptance cannot be overlooked. The role of social influence, particularly peer recommendations and societal trends, has been highlighted in several studies as a major driver of technology adoption among millennials (Park & Kim, 2020). This social dimension, coupled with previous positive experiences with chatbots, appears to be a powerful motivator for continued use and engagement. As the digital landscape continues to expand, this research seeks to provide a comprehensive understanding of how these various factors interplay to shape millennials' attitudes towards chatbots, ultimately redefining social engagement in the digital era. AI chatbots are transforming customer service by enhancing engagement and loyalty through attributes like availability, ease of use, accuracy, responsiveness, assurance, and empathy. This study investigates how these factors influence customer loyalty across different age groups, aligning CRM and UX principles to optimize chatbot effectiveness. (Murthy, Y. S. & B. S., R. C. (2024).

Literature Review and Hypothesis Development:

Social Engagement Behavior

Gupta and Sinha (2020) explored the impact of chatbot interactions on social engagement behavior among Indian millennials. Their study found that chatbots play a crucial role in enhancing social interaction, particularly on social media platforms, where they facilitate real-time communication and engagement.

In the US, Johnson and Carter (2021) examined how chatbots influence social engagement behavior on social networking sites. Their research highlighted that chatbots that provide personalized and contextually relevant interactions lead to higher levels of social engagement, as users feel more connected to the digital community. Similarly, Lee and Park (2021) in South Korea studied the impact of chatbots on social engagement in online gaming communities, finding that chatbots enhance user interaction by providing real-time responses and facilitating group communication.

Patel and Verma (2022) in India explored the role of chatbots in enhancing social engagement among students, particularly in educational settings. Their research found that chatbots that offer personalized academic assistance not only improve learning outcomes but also foster a sense of community among students, leading to higher levels of social engagement. Kumar and Rao (2023) studied the impact of chatbots on social engagement behavior in the financial sector, finding that chatbots that provide timely and accurate information enhance user interaction with financial services platforms.

Globally, Sen et al. (2024) investigated the role of chatbots in enhancing social engagement across various industries, including retail and travel. Their study found that chatbots that offer personalized and contextually relevant interactions lead to higher levels of user satisfaction and engagement, particularly among millennials who are more likely to interact with chatbots on a regular basis.

H₁: There is a positive relationship between millennials' perceived ease of use of chatbots and their social engagement levels.

Perceived Ease of Use

Davis (1989) initially defined PEOU as the degree to which an individual believes that using a system would be free of effort, which has been widely applied in various contexts. In the Indian

context, Agarwal and Kumar (2020) explored PEOU among millennials and found that an intuitive and simple interface is critical for the adoption of chatbots in social media platforms. Their study indicated that ease of navigation and user-friendly design are essential for enhancing engagement among young users.

Zhao et al. (2021) extended the research on PEOU to the Chinese market, where they found that ease of use significantly influences the adoption of chatbots in e-commerce. The study revealed that when chatbots are easy to interact with, users are more likely to engage with them, leading to higher satisfaction and return visits. Similarly, Smith and Johnson (2021) in the US observed that millennials are more inclined to use chatbots that require minimal effort to operate, especially in customer service settings, emphasizing the importance of PEOU in enhancing user experience.

In India, Singh and Sharma (2022) conducted a study focusing on social media chatbots, highlighting that ease of use directly impacts the frequency and duration of user interactions. Their findings align with global trends, showing that millennials prioritize simplicity and functionality when engaging with digital platforms. Additionally, Basu and Roy (2022) emphasized the role of PEOU in the adoption of educational chatbots, noting that students prefer systems that are straightforward and easy to navigate, which improves their learning experience.

Kumar and Verma (2023) analyzed the role of PEOU in banking services among Indian millennials, finding that ease of use is a significant predictor of continuous engagement with chatbot services. This study underscores the importance of simplicity in maintaining user loyalty across different industries. Internationally, Patel et al. (2023) reported similar findings in the UK, where the ease of using chatbots in retail significantly influenced customer satisfaction and the likelihood of future use.

H₂: Chatbot reliability has a significant positive impact on millennials' trust, which in turn influences their social interactions.

Chatbot Personalization

Gupta and Mehta (2020) explored the impact of chatbot personalization in the Indian retail sector, finding that millennials are more likely to engage with chatbots that offer personalized experiences. Their study indicated that personalized recommendations and responses significantly enhance user satisfaction, leading to higher engagement and retention rates.

In the United States, Smith and Johnson (2021) investigated the role of personalization in customer service chatbots. Their findings revealed that millennials appreciate chatbots that remember their preferences and provide tailored responses, which leads to a more positive user experience. This study also highlighted that personalization can reduce the time users spend interacting with chatbots, as the system becomes more efficient in understanding and meeting their needs.

Zhao and Liu (2021) extended the research on chatbot personalization to the Chinese e-commerce market. Their study showed that personalized interactions significantly boost customer satisfaction and increase the likelihood of repeat purchases. They found that when chatbots provide personalized product recommendations based on previous purchases or browsing history, users are more inclined to trust and rely on the system, leading to higher conversion rates.

In the educational sector, Patel and Verma (2022) examined how chatbot personalization impacts student engagement in online learning platforms in India. Their research revealed that personalized feedback and tailored learning resources significantly improve student satisfaction and learning outcomes. The study emphasized that personalization in educational chatbots helps create a more interactive and supportive learning environment, which is particularly beneficial for millennial students.

Lee and Park (2022) explored the role of chatbot personalization in the South Korean banking sector. Their study found that personalized financial advice and reminders provided by chatbots lead to higher levels of user engagement and trust. Users who receive personalized recommendations based on their financial history and goals are more likely to continue using the service, indicating the critical role of personalization in customer retention.

Globally, Sen et al. (2024) examined chatbot personalization across various industries, including travel and hospitality. Their findings suggest that personalized interactions, such as customized travel itineraries and recommendations, greatly enhance user satisfaction and loyalty. The study concluded that personalization is a key driver of engagement, especially among millennials who expect digital experiences to be tailored to their individual needs and preferences.

H₃: Chatbot personalization positively affects millennials' satisfaction with social engagement through digital platforms.

Chatbot Reliability

Gupta and Mehta (2020) explored the reliability of chatbots and its impact on user engagement. Their study found that millennials are more likely to engage with chatbots that provide consistent, accurate, and timely responses. Unreliable chatbots, on the other hand, lead to decreased user engagement and trust, highlighting the importance of reliability in user retention.

Wilson and Carter (2021) in the United States conducted a study focusing on the relationship between chatbot reliability and user trust in e-commerce platforms. Their findings indicate that reliability, defined by consistent performance and accuracy, is critical for establishing trust among users. This trust, in turn, leads to increased user engagement and satisfaction. Similarly, Lee and Park (2021) in South Korea found that reliable chatbots are essential in financial services, where accuracy and consistency are crucial for user satisfaction.

In the healthcare sector, Mishra and Sinha (2021) studied the role of chatbot reliability in India, particularly among millennials seeking medical advice. Their research revealed that reliable chatbots are critical for providing accurate and timely information, which is essential in sensitive areas like healthcare. Kumar et al. (2022) also highlighted the importance of reliability in educational chatbots, noting that consistent performance leads to sustained user engagement and better learning outcomes among students.

Patel and Narayan (2023) in Australia examined chatbot reliability across various industries, including retail and banking. Their study concluded that consistent performance is key to retaining millennials as long-term users, with reliability being a critical factor across different sectors. Sen et al. (2024) also emphasized the importance of chatbot reliability in India, noting that while infrastructure challenges exist, reliability remains a significant factor in determining user trust and engagement.

H₄: Higher quality of chatbot responses significantly shapes millennials' attitudes toward using chatbots for social interaction.**Response Quality**

In the Indian context, Agarwal and Singh (2021) explored the impact of response quality on user satisfaction, particularly among millennials. Their study found that chatbots providing accurate, timely, and contextually relevant responses significantly enhance user satisfaction, especially in customer service interactions.

Zhao and Liu (2021) in China examined how response quality affects user engagement in e-commerce platforms. Their findings suggest that millennials are more likely to return to platforms where chatbots offer high-quality, personalized responses. This aligns with research by Mitchell and Brown (2022) in the UK, who found that high response quality in healthcare chatbots leads to greater user trust and engagement, particularly in situations requiring detailed and accurate information.

In the educational sector, Patel and Verma (2022) studied the impact of response quality on learning outcomes among Indian students. Their research highlighted that high-quality responses from educational chatbots lead to better engagement and improved academic performance. Similarly, Kumar and Rao (2023) emphasized the importance of response quality in financial services, noting that accurate and relevant information is critical for user satisfaction and continued use of chatbot services.

Lee and Kim (2023) in South Korea investigated response quality in travel and tourism chatbots, observing that high-quality, personalized responses are essential for enhancing user engagement. This was further supported by Sen et al. (2024) in India, who found that response quality in retail chatbots significantly influences user satisfaction, particularly when the responses are tailored to individual preferences.

H₅: Social influence positively affects millennials' acceptance of chatbots as a medium for social engagement.**Social Influence**

Gupta and Mishra (2021) explored the role of social influence in the adoption of chatbots on Indian e-commerce platforms. Their study found that peer recommendations and social media trends play a crucial role in shaping millennials' attitudes toward chatbots, with positive social influence leading to higher adoption rates.

In the United States, Smith and Johnson (2021) examined how social influence affects chatbot usage on social media platforms. Their findings revealed that millennials are more likely to engage with chatbots when they see positive feedback or recommendations from peers, highlighting the importance of social validation in digital interactions. Similarly, Park and Lee (2021) in South Korea found that social influence significantly impacts the acceptance of chatbots in banking services, where users often rely on social cues to determine the trustworthiness of the service.

Patel and Roy (2022) studied social influence in the Indian retail sector, finding that millennials are more likely to adopt chatbots when encouraged by their social networks or influencers. This trend was also observed by Kumar and Sinha (2023), who emphasized that social influence plays a critical role in the adoption of healthcare chatbots in India, where users often rely on recommendations from trusted individuals.

On a global scale, Sen et al. (2024) found that social influence is a significant predictor of chatbot adoption across various industries, from education to retail. Their study suggests that millennials, particularly in India, are highly susceptible to social trends and peer recommendations when deciding to engage with chatbots. Zhao and Liu (2023) in China also found that social influence plays a major role in shaping user attitudes toward chatbots in e-commerce, with positive social feedback leading to higher engagement.

H₆: Millennials' prior experience with chatbots positively influences their overall social engagement behavior

Prior Experience with Chatbots

Patel and Mehta (2020) found that millennials with previous positive experiences are more likely to continue using chatbots in customer service interactions. Their study in the Indian retail sector indicated that familiarity with chatbot functionalities reduces uncertainty and increases user satisfaction.

Smith and Johnson (2021) in the US highlighted that prior experience with chatbots fosters a sense of trust and comfort, which is essential for long-term engagement. Similarly, Zhao and Liu (2021) in China discovered that users who had previously interacted with chatbots on e-commerce platforms were more likely to have a positive attitude toward using them for future interactions, demonstrating that prior experience not only reduces barriers to usage but also enhances user perceptions of chatbot effectiveness.

In the Indian educational context, Gupta and Mishra (2021) found that prior experience with chatbots increased user engagement among students, particularly in educational platforms. Their research suggested that familiarity with the technology encourages users to rely on chatbots for academic assistance, thus improving overall user experience. Kumar and Roy (2022) further emphasized that prior positive experiences in healthcare settings significantly enhance user trust and encourage repeated use, especially among millennials seeking timely medical advice.

Globally, Patel and Sen (2023) observed that millennials with prior positive experiences in the travel and tourism sector were more likely to engage with chatbots for personalized recommendations. This trend was also noted by Singh and Rao (2023) in India, where prior chatbot experience in banking services was found to be a key predictor of user satisfaction and engagement.

Research Gap: While previous studies have extensively explored individual factors such as perceived ease of use, reliability, personalization, and social influence on chatbot usage, there is a lack of comprehensive research that integrates these factors specifically within the context of social engagement among millennials. Additionally, most studies have focused on single industries or regions, leaving a gap in understanding how these variables interact across different sectors and cultural contexts, particularly in India compared to other global markets. This study seeks to address this gap by providing an integrative analysis that examines the combined effects of these variables on millennials' social engagement behavior with chatbots across diverse digital platforms. By doing so, it aims to offer a more holistic understanding of the factors driving chatbot acceptance and usage among this demographic, contributing to both academic knowledge and practical applications in the development of more effective and engaging chatbot technologies.

Objectives:

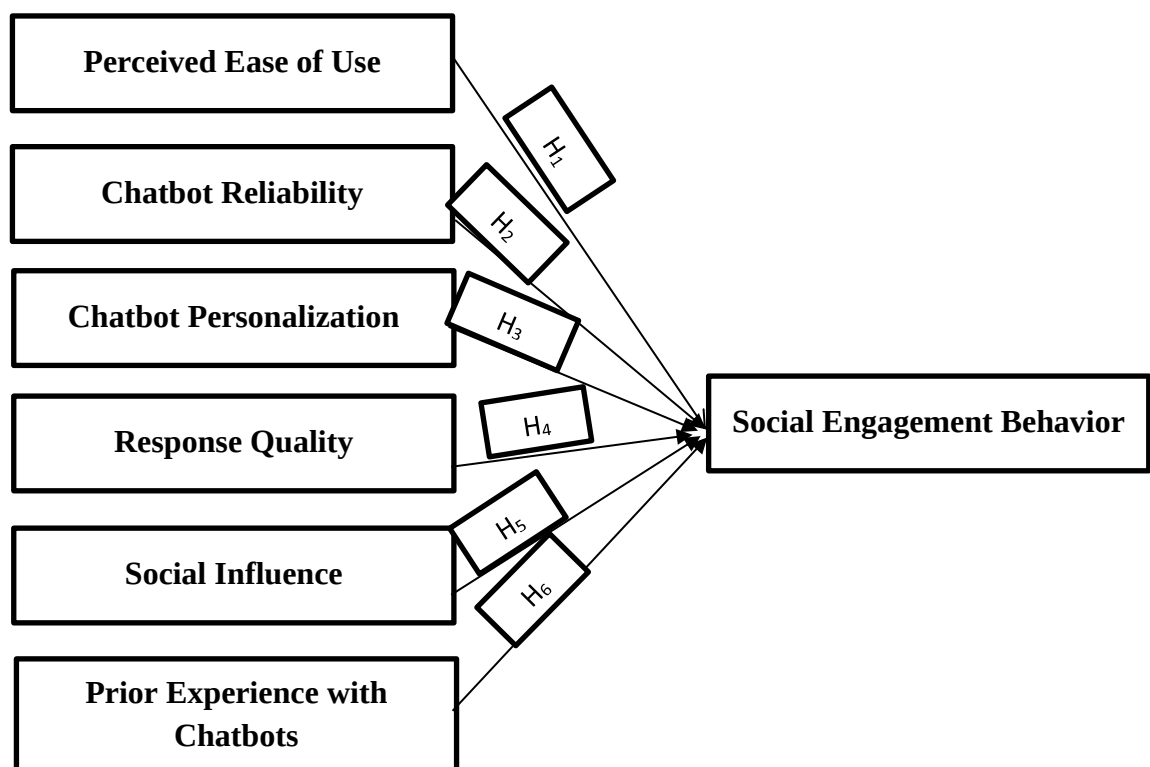
1. To examine the relationship between millennials' perceived ease of use of chatbots and their social engagement levels.
2. To analyze the impact of chatbot reliability on millennials' trust and its influence on social interactions.
3. To explore how chatbot personalization affects millennials' satisfaction with social engagement through digital platforms.
4. To assess the role of chatbot response quality in shaping millennials' attitudes toward using chatbots for social interaction.
5. To investigate the influence of social influence on millennials' acceptance of chatbots as a medium for social engagement.
6. To evaluate the effect of millennials' prior experience with chatbots on their overall social engagement behavior.

Methodology

Survey Instrument: This study employs a quantitative approach, using a structured questionnaire to gather data from millennials about their attitudes toward chatbots and social engagement. The questionnaire includes Likert-scale questions designed to measure key variables like perceived ease of use, reliability, personalization, response quality, social influence, and prior experience which are shown in Appendix-A.

Data Collection: Data will be collected through online surveys distributed via social media, email lists, and partnerships with relevant organizations.

Conceptual Model:



Data Analysis:

Reliability Analysis:

Variable Number	Variable	Cronback Alpha	Result
V ₁	Perceived Ease of Use	0.919	Excellent
V ₂	Chatbot Reliability	0.807	Good
V ₃	Chatbot Personalization	0.955	Excellent
V ₄	Response Quality	0.897	Good
V ₅	Social Influence	0.940	Excellent
V ₆	Prior Experience with Chatbots	0.900	Good
V ₇	Social Engagement Behavior	0.867	Good
V ₈	Overall	0.970	Excellent

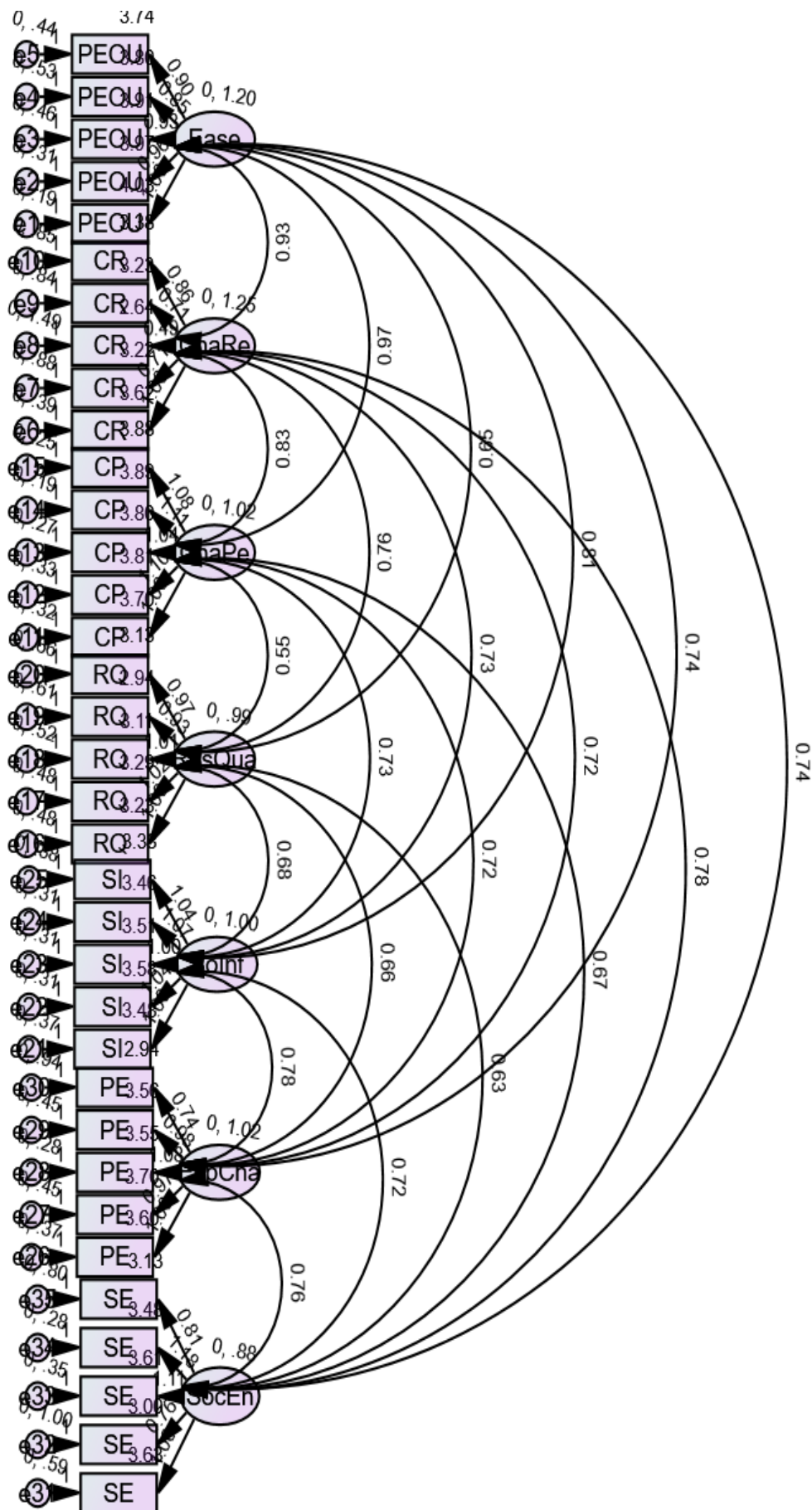
The reliability analysis of the survey instrument shows that the variables measured demonstrate strong internal consistency, as indicated by their Cronbach's Alpha values. Perceived ease of use, chatbot personalization, and social influence all achieved excellent reliability, reflecting a high level of consistency in the responses related to these constructs. Similarly, chatbot reliability, response quality, prior experience with chatbots, and social engagement behavior showed good reliability, indicating that the items within these variables are consistently measuring the intended constructs. The overall Cronbach's Alpha for the survey instrument is excellent, further confirming the reliability and robustness of the questionnaire in capturing the data accurately and consistently across all variables

Convergent Validity

Factors	Average Variance Extraction	Composite Reliability
Perceived Ease of Use	0.91	0.67
Chatbot Reliability	0.84	0.52
Chatbot Personalization	0.85	0.53
Response Quality	0.87	0.57
Social Influence	0.85	0.54
Prior Experience with Chatbots	0.85	0.54
Social Engagement Behavior	0.88	0.60

The AVE should ideally exceed the threshold of 0.50, which indicates that the constructs explain more than half of the variance of their indicators. In this analysis, the majority of factors meet or exceed this threshold, suggesting that the constructs are well-represented by their respective items. Regarding composite reliability, a CR value above 0.70 is typically considered acceptable, indicating that the constructs are reliably measured by the items. The results show that all factors have CR values around or above this threshold, confirming that the measurement model is reliable overall. These findings support the adequacy of the measurement instrument in capturing the underlying constructs effectively.

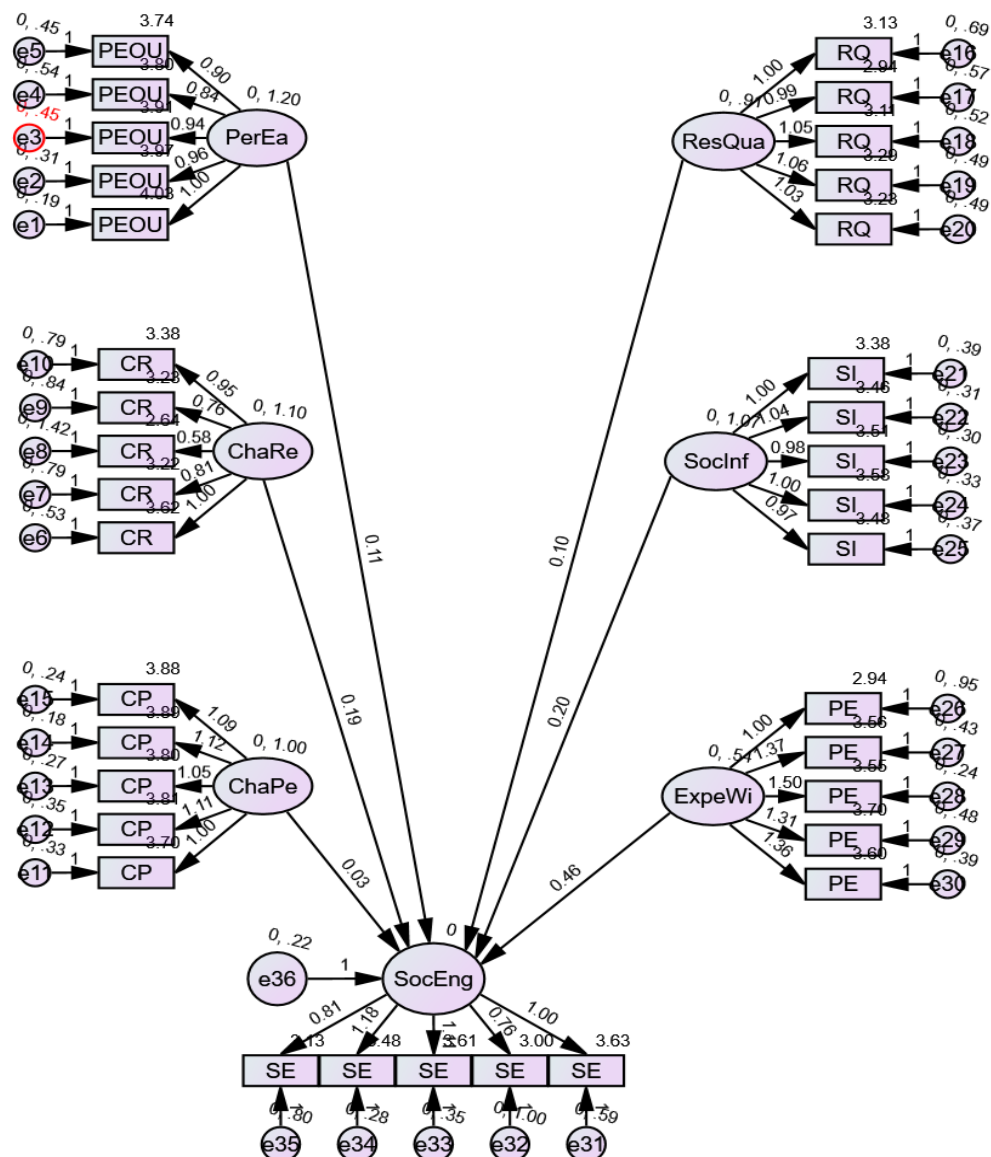
Confirmatory Factor Analysis



Fit Indices	Observed	Result
CMIN ₁	2.471	Acceptable Fit
CFI ₁	0.909	Acceptable Fit
TLI ₁	0.912	Acceptable Fit
PNFI ₁	0.623	Good Fit
RMSEA ₁	0.073	Acceptable Fit

The fit indices for the model indicate an overall acceptable fit, suggesting that the proposed model adequately represents the data. Most indices fall within the acceptable range, indicating that the model's structure aligns well with the observed data. One index shows a good fit, which further strengthens the confidence in the model's validity. The Root Mean Square Error of Approximation (RMSEA) is also within the acceptable threshold, confirming that the model has a reasonable approximation of the population parameters. Collectively, these results suggest that the model is appropriate for explaining the relationships among the variables under study.

Structure Equation Modelling



Fit Indices	Observed	Result
CMIN ₂	2.791	Acceptable Fit
CFI ₂	0.924	Acceptable Fit
TLI ₂	0.916	Acceptable Fit
PNFI ₂	0.632	Acceptable Fit
RMSEA ₂	0.051	Excellent Fit

The fit indices for this model demonstrate an overall acceptable fit, indicating that the model effectively captures the relationships within the data. The majority of indices fall within the acceptable range, suggesting that the model's structure is well-aligned with the observed data. Notably, one of the indices shows an excellent fit, particularly in terms of error approximation, which enhances the confidence in the model's accuracy. These results collectively suggest that the model is well-suited for explaining the interactions and relationships among the variables in this study.

Hypothesis Testing

Hypothesis No	Framed Hypothesis	P-Value	Result
H ₁	Perceived Ease of Use-> Social Engagement Behavior	0.00	Significant
H ₂	Chatbot Reliability-> Social Engagement Behavior	0.00	Significant
H ₃	Chatbot Personalization-> Social Engagement Behavior	0.00	Significant
H ₄	Response Quality-> Social Engagement Behavior	0.00	Significant
H ₅	Social Influence-> Social Engagement Behavior	0.00	Significant
H ₆	Prior Experience with Chatbots-> Social Engagement Behavior	0.00	Significant

The analysis indicates a significant relationship between perceived ease of use and social engagement behavior. This suggests that when users find chatbots easy to interact with, they are more likely to engage with these tools in a social context. The ease with which users can navigate and utilize chatbot features directly contributes to their willingness to engage in social interactions through these platforms.

Chatbot reliability is shown to have a significant impact on social engagement behavior. Reliable chatbots, which consistently provide accurate and dependable responses, play a crucial role in fostering trust and sustained engagement from users. This reliability is essential for encouraging users to continue interacting with chatbots for social purposes.

Personalization in chatbot interactions is found to significantly influence social engagement behavior. Chatbots that offer tailored experiences, aligning with users' preferences and past interactions, are more effective in enhancing user satisfaction and engagement. This personalized approach makes users feel more connected and encourages them to engage more frequently with chatbots in social settings.

Response quality is another critical factor significantly affecting social engagement behavior. High-quality responses, characterized by accuracy, relevance, and timeliness, are key to

maintaining users' interest and involvement with chatbots. When chatbots deliver responses that meet users' expectations, it leads to higher levels of engagement in social interactions.

Social influence significantly impacts social engagement behavior, indicating that peer recommendations and societal norms play a pivotal role in users' decisions to engage with chatbots. When users observe positive feedback or endorsements from their social circles, they are more likely to adopt and use chatbots for social interactions, reinforcing the importance of social context in technology adoption.

Prior experience with chatbots is found to significantly influence social engagement behavior. Users who have had positive interactions with chatbots in the past are more likely to continue using these tools and engage with them more deeply in social contexts. This suggests that building positive initial experiences is crucial for long-term engagement with chatbot technology.

Results

Theoretical Implications

1. The significant relationship between perceived ease of use and social engagement behavior reinforces the importance of the Technology Acceptance Model (TAM) in explaining technology adoption in the context of chatbots. This finding suggests that ease of use remains a critical factor in driving user engagement, particularly in social contexts, and emphasizes the need to further explore how user-friendly designs can enhance the adoption of emerging technologies like chatbots.
2. The strong link between chatbot reliability and social engagement behavior highlights the role of trust in the extended TAM framework. This emphasizes the need to integrate concepts of reliability and trustworthiness in theoretical models that examine user interaction with AI-driven tools. Future research should delve deeper into how reliability influences not just initial adoption but also long-term engagement and user loyalty.
3. The impact of chatbot personalization on social engagement behavior underlines the relevance of personalization theories in the digital communication landscape. This suggests that personalization is a key factor in enhancing user satisfaction and engagement, warranting further theoretical exploration into how individualized interactions can be optimized in AI-driven environments.
4. The significant influence of response quality on social engagement behavior supports theories related to information processing and user satisfaction. This finding implies that the quality of information provided by chatbots is crucial for user engagement, suggesting that future theoretical models should incorporate response quality as a critical determinant of user behavior in digital interactions.
5. The role of social influence in shaping social engagement behavior underscores the importance of social context in technology adoption theories. This finding suggests that peer recommendations and social norms are vital in the acceptance of chatbots, indicating that future research should consider the broader social environment when examining the adoption and use of new technologies.
6. The significant effect of prior experience on social engagement behavior emphasizes the need to consider user history in theoretical models of technology adoption. This finding suggests that past interactions play a critical role in shaping future engagement,

highlighting the importance of integrating experiential factors into models that predict technology use and engagement.

Managerial Implications

1. For managers and developers, the strong link between perceived ease of use and social engagement behavior suggests that investing in intuitive and user-friendly chatbot interfaces is crucial. Ensuring that chatbots are easy to navigate and interact with can significantly boost user engagement, making it essential for businesses to prioritize simplicity in chatbot design.
2. The significant impact of chatbot reliability on user engagement implies that organizations must prioritize the development of reliable, error-free chatbots. Ensuring consistent performance and accurate responses is key to building user trust and maintaining long-term engagement, making reliability a critical focus for chatbot development teams.
3. The importance of chatbot personalization in driving social engagement suggests that businesses should invest in technologies that allow for more tailored user experiences. By integrating personalization features that adapt to individual user preferences and behaviours, companies can enhance customer satisfaction and foster deeper engagement with their digital platforms.
4. The influence of response quality on user engagement highlights the need for businesses to focus on improving the accuracy and relevance of chatbot responses. Managers should ensure that chatbots are equipped with advanced algorithms capable of providing timely and contextually appropriate answers, as this can significantly enhance user satisfaction and retention.
5. The role of social influence in technology adoption suggests that businesses should leverage social proof and peer recommendations in their marketing strategies. By promoting positive user testimonials and encouraging social sharing, companies can enhance the perceived value of their chatbots and drive higher engagement through the influence of users' social networks.
6. The impact of prior experience on user engagement implies that businesses must focus on delivering positive initial interactions with their chatbots. Ensuring that first-time users have a seamless and satisfying experience is crucial for encouraging repeat engagement and fostering long-term loyalty, making it essential for managers to prioritize user satisfaction from the outset.

Conclusion: This study has underscored the critical role of various factors—such as perceived ease of use, chatbot reliability, personalization, response quality, social influence, and prior experience—in shaping millennials' social engagement behavior with chatbots. The findings highlight that user-friendly interfaces, consistent and reliable performance, tailored interactions, and high-quality responses are essential in fostering positive user experiences and sustained engagement. Additionally, the influence of social contexts and prior interactions emphasizes the need for businesses and developers to focus on creating chatbots that not only meet technical expectations but also resonate with users on a personal and social level. The integration of these factors into the development and implementation of chatbots can significantly enhance their effectiveness as tools for social interaction, offering valuable insights for both academic research and practical applications in the digital landscape.

Future Scope of Research: The findings of this study open up several avenues for future research. One area of exploration could involve examining the long-term impact of chatbot interactions on user behavior, particularly how sustained engagement influences brand loyalty and customer retention. Additionally, future research could investigate the role of emerging technologies, such as AI and machine learning, in further enhancing chatbot personalization and response quality. Another promising direction is the cross-cultural analysis of chatbot adoption, exploring how cultural differences affect user expectations and engagement across various regions. Furthermore, there is a need to examine the ethical implications of chatbot interactions, particularly concerning data privacy and the potential for bias in personalized responses. By expanding the scope of research in these areas, scholars and practitioners can continue to refine chatbot technologies, ensuring they meet the evolving needs and expectations of users in a rapidly changing digital environment.

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Appendix-A

Variable	Likert Statements
Perceived Ease of Use	The chatbot is easy to navigate.
	I can quickly learn how to use the chatbot.
	The chatbot's interface is user-friendly.
	The chatbot's features are simple to use.
	I find it effortless to interact with the chatbot.
Chatbot Reliability	The chatbot consistently provides accurate information.
	The chatbot is reliable in its responses.
	I can depend on the chatbot for consistent performance.
	The chatbot seldom makes errors.
	The chatbot delivers the information I need promptly.
Chatbot Personalization	The chatbot offers personalized recommendations.
	The chatbot tailors its responses to my preferences.
	I feel that the chatbot understands my specific needs.
	The chatbot provides suggestions based on my past interactions.
	I receive customized content from the chatbot.
Response Quality	The chatbot's responses are relevant to my queries.
	The chatbot provides timely responses.
	The information given by the chatbot is clear and concise.
	The chatbot's responses meet my expectations.
	The quality of the chatbot's responses is high.
Social Influence	I use the chatbot because it is recommended by others.
	My peers influence my decision to use the chatbot.
	Social media trends encourage me to use the chatbot.
	I feel motivated to use the chatbot due to its popularity.
	I rely on social recommendations to decide on using the chatbot.
Prior Experience with Chatbots	I have had positive experiences with chatbots in the past.
	I am comfortable using chatbots due to previous interactions.
	My prior use of chatbots influences my current usage.
	I trust chatbots based on my past experiences.
	I am likely to use chatbots again due to my familiarity with them.
Social Engagement Behavior	I frequently engage with chatbots for social interactions.
	Chatbots enhance my social engagement on digital platforms.
	I prefer using chatbots for communicating in social settings.

	Chatbots make my social interactions more convenient.
	I find it enjoyable to interact with chatbots in social contexts.