

The Use of Ai in Sales – Behavioral Intention and Financial Aspect

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Abstract

Technological advancements and the rapid adoption of new information solutions continue to reshape modern life and work. Many of these systems, based on artificial intelligence (AI), have already been implemented in the retail industry. They can enhance customer experience while enabling retailers to reduce costs and improve business efficiency and accuracy. Bearing in mind the importance of AI technologies for both retailers and customers, their implementation should be carefully managed. Particular attention should be given to analyzing customers' behavioral intention of use of AI in sales. In this study, behavioral intention was examined in the context of three customer perceptions: AI usefulness, AI ease-of-use, and AI human-like qualities. The results indicated that all effects were positive; however, a statistically significant effect was recorded only for AI usefulness. In addition, certain financial aspects of AI adoption in retail were also considered.

Keywords: Ai Ease-Of-Use, Ai Usefulness, Artificial Intelligence, Costs, Retail