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Understanding the Role of Social Influence on Consumer Trust in Adopting AI Tools

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ABSTRACT

Nowadays, technologies like AI are increasing and changing quickly, and others are becoming more difficult in common spaces. Consumer trusts very heavily influence its capabilities. So, in this research study, we use the multi-model methods of compliance and identifying internalization, with the help of developing a framework for understanding social media influence theory and exploring the relationship between them. We investigate with Ai-Tools technologies and get the Secondary dataset of questioner-based records from interviews. We identify the relationship between consumer trust in social media influence and AI-adopted tech. We implemented the thematic analysis to apply the PLS-SEM algorithm in our research to highlight relations and consumers' trust in AI tools and explored their communications with ethical trust concerns for building trust. The developer and marketer quickly adopted these technologies to classify their consumer understanding and interaction b/w social influences in AI tools, and this research is most beneficial in the future to rely on the developing strategies.
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Introduction

The widespread adoption of advanced artificial intelligence (AI) solutions is heavily affected by consumer trust in the rapidly evolving field of artificial data. From AI assistants like Amazon Alexa and Siri to algorithmic recommendations on sites like Netflix and Amazon, as these technologies proliferate in everyday living, it is imperative to understand the factors influencing consumer trust [1]. Dependability, security, and integrity are all part of the complex concept of trust. The primary one of these characteristics is the impact on society. Working with powerful social impacts has a substantial impact on the opinions and decisions of customers. Some of these effects are observations by public authorities, assessments within media coverage, and actions. We may better grasp the challenges and driving forces behind the broad use of AI technology by working with clients to assess the subtle mechanisms by which public opinion affects trust with these technologies [2].

Using company advertisements, global networks, review sites info, and other mediums is just knowing how social influence affects how customers feel about products. Reacting

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positively to remarks from loved ones, social media influencers, and colleagues may significantly increase the trustworthiness of artificial intelligence (AI) services. Anytime an application based on artificial intelligence is offered, the most trustworthy friend firms are mentioned [3]. There is an increased likelihood of technology adoption. Humans may become more cautious and hesitant to use advanced technology if they learn about societal negative experiences or concerns with social signals. Conventional forms of entertainment, with some news stories in television series and entire-length films, impact public perceptions regarding artificial intelligence. These pictures highlight questions about the possible negative impacts of AI while also having the ability to democratize technology [4]. In AI adoption, examining social impact techniques uncovers the mechanisms that strengthen and weaken confidence. Software engineers, advertising professionals, and lawmakers who wish to foster an environment that supports the societal integration and broad acceptance of AI technology must have an extensive knowledge of these mechanisms.

1.2 Research Objective

This research aims to understand and explore the impact of consumer trust in AI technologies and the role that societal influence plays in end-user acceptance of these products. We evaluate several artificial intelligence tools based on their public influence and trust and explore consumer perceptions of Gemini, ChatGrpt, Google Assistant, Amazon Alexa, and other technologies. PLS-SEM methods investigate associations and attitudes toward user influence on AI approaches to dependent evaluation. By giving developers access to AI tools, customer confidence has increased through social impacts.

1.3 Research Questions

Here are the critical research questions.

1. To identify the critical factors of AI tools that affect consumer trust.
2. Which AI tool has the highest impact on consumer and social influence trust compared to them?
3. How do developers and social marketers control social influence to improve consumer trust in AI tools?

1.4 Problem Statement

Artificial intelligence (AI) products such as ChatGPT, Google Assistant, Alexa, and Google Gemini are increasingly needed in today's rapidly changing consumer technology world. Despite its increasing ubiquity, gaining and maintaining customer trust is still very difficult. Trust build-up is essential to the implementation and application of these successful experiences. Building and maintaining trust involves several complex processes. Social influence plays a vital role in this process, but little is known about it. Customers of artificially intelligent goods might be significantly impacted by social influence regarding how they feel and what they do within societal customs, peer attitudes, and society.

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Audience trust plays a significant role in the enduring appeal of artificial intelligence (AI) advancements in a rapidly advancing technological environment. The significance of trust in fostering the general adoption of AI technology is explored in this course, along with how perceptions of safety, dependability, and ethics impact trust. Its curriculum focuses on how peer influence influences customer attitudes about AI and trust. Web-based service lacks professional guidance and recommendation advertising regarding social media marketing. These important advertising forms can radically change how buyers see items and affect decisions. In the last section of the analysis, explore the research objectives and factors that influence consumer trust in AI technology in general and the impact of virtual agencies on adopting this technology [5]. This project aims to identify factors influencing consumer trust, assess the impact of different AI technologies, and understand how entrepreneurs and product designers can use social media platforms to create hope.

1. Literature Review

Numerous variables may come into play when determining the significance of customer trust. Trust is required for this AI technology to be adopted and utilized. Customers will use AI technologies more comfortably in everyday circumstances if they believe they are reliable, safe, and secure, with up to the highest levels of ethics [6]. The three primary obstacles to the broad use of AI are biases caused by algorithms, privacy, and public safety. All of these issues may be overcome with trust. By addressing a few concerns, developers can draw in more people and offer users a less dangerous, more straightforward experience. Trust is essential to customer happiness and loyalty. Artificial intelligence apparatuses can potentially boost user pleasure and promote recurring usage. Successful conversions and recommendations can increase usage. Suppliers and manufacturers can effectively adapt their tactics to meet customer requirements and expectations if they understand the drivers of trust [7].

Adoption rates: If customers are confident that an innovative AI technology will work as claimed and not cause harm or distress, they are likelier to try it out. Confidence influences people's initial interest in the technology and willingness to work with it, serving as a pass to adoption.

Long-term prospects: continued confidence is necessary for using AI technologies. People are more likely to incorporate an object into their daily lives and rely on it for various activities if they perceive it to be reliable and valuable. Because artificial intelligence (AI) solutions are becoming increasingly common in modern society, designing ethically and responsibly for clients demands a thorough grasp of customer trust. Individuals must believe in AI systems to utilize technology responsibly and prevent collateral damage to society. A profound comprehension of customer trust is necessary for long-term development and positive AI technology achievements [8].

2.1 Social Influence Role in Technology Adaption

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In social platforms, a quickly evolving field of artificial intelligence, gathering data on consumer trust in these technologies is helpful and required to ensure adoption, moral application, and long-term success [8].

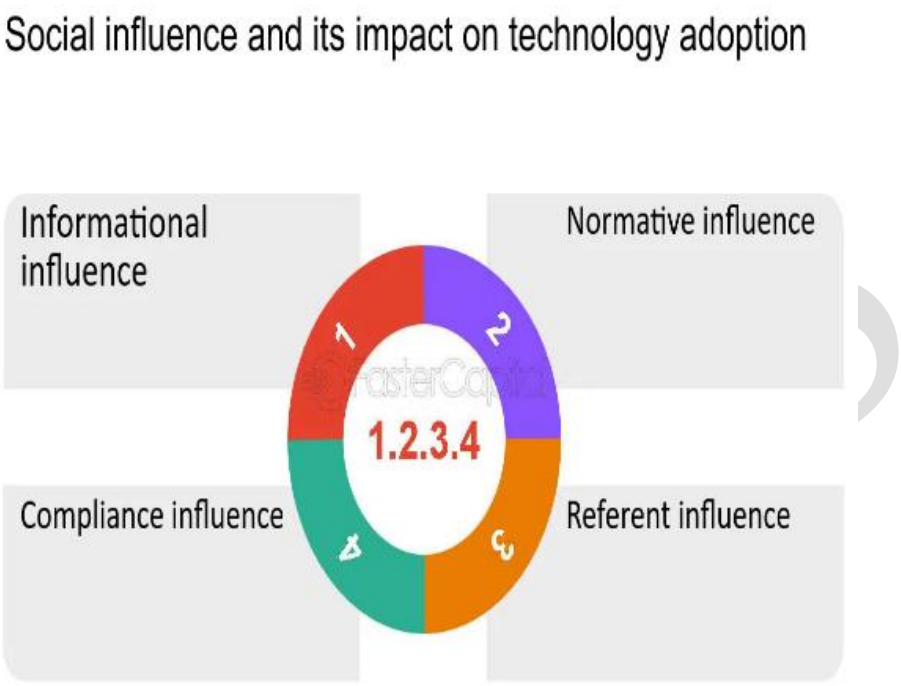

Figure 1: Social Influence Technologies' impact

Informational influences: The process by which consumers who lack knowledge or experience depend on knowledge gained from others when making decisions is known as the "informational effect." Because many clients might not wholly comprehend the technical elements of these technologies used, informational impact must be unavailable when using intelligence-based solutions. In order to assist people in making decisions, they consult reviews and reliable, trustworthy sources [8-9]. Clienteles assess a product's usefulness and dependability by looking at information provided by technology professionals, including reviews and insights from cutting-edge artificial intelligence abilities like the assistant offered by Google. This type of influence increases ease of use and customer confidence when using AI-based solutions, eliminating ambiguity and filling in knowledge gaps.

Normative influence: Behaviour is how the norms and expectations of society influence a person's behavior. It involves conforming to people's expectations to gain favor or avoid difficulties. The normative influence on technology use is manifested when consumers use AI technologies because they believe they are expected or accepted as normal behavior. If the majority of individuals in the social circle of the customer use Alexa, the consumer may face pressure to use it to feel integrated and not neglected. Because the normative effect

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appeals to people's need for acceptance and social belonging, it can significantly impact how products use AI.

References-influences: Discourses of people or groups that people admire or identify with influence their behavior. This influence results from the power of identifying with or empathizing with these discourses. Technological acceptance is strongly influenced by subjective influence; this can happen when consumers choose AI products based on the beliefs of influencers, opinion leaders, or authority figures. If a well-known tech company uses ChatGPT, its fans and followers may do so because they value and trust the opinions of its participants. Targeting consumers' emotions, personalities, and behavioral patterns, influencer programs create a driving force for the use of AI technologies [10].

Compliances: When someone behaves in a certain way to take advantage of something or to avoid conflict with other people. This type of influence usually involves explicit or implicit expectations from a trusted person or social group. Rules or incentives at work can influence compliance with the adoption of AI tools. Employees who use AI tools, such as Google Assistant, to increase productivity may be rewarded by their employer. Customers may turn to AI solutions when they see advantages, progress, or recognition in personal or professional situations [11]. Decision-making is driven by compatibility, which results from the desire to avoid dire consequences or gain advantages from external sources.

When using AI systems, reference variables, social messages, rules, customs, traditions, and conformity influence consumer sentiments and behavior. Engineers and salespeople can effectively meet customer expectations and use social dynamics to increase trust and acceptance of AI technologies when these elements are identified and methods of dealing with them are developed [12].

2.3 AI Tools In Consumer Technology

This examination examines the many uses and characteristics of four major artificial intelligence platforms for consumer electronics, including ChatGPT, Alexa, Google Assistant, and Google Gemini. With its natural solid language-generating capabilities, ChatGPT is a good tool for customer service but has little training and content manufacturing. The assistants of Google and Alexa, as well as Amazon's digital assistant, automate home chores and make information more accessible to reach. For assignment administration and mobile phone control, Google Assistant offers convenient access to Google services [13]. The forthcoming machine learning technology known as "Googling Gemini" claims to provide sophisticated language interpretation. User confidence in these technologies will depend on usability, data security, transparency, and ethical execution. These trust issues must be understood and resolved to facilitate widespread adoption and smooth integration.

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Figure 2: Powerful AI tools

ChatGPT: ChatGPT is the best AI dialogue tool that creates human-like writing based on input. It understands and communicates in everyday English, so it can be used for various tasks, from simple conversations to more complex tasks, such as writing emails and articles and answering questions [14].

Applications-Usage: It is also a valuable tool for generating ideas and writing content. Its versatility makes it useful in many situations where language needs to be created and understood.

Terms of customer trust: The three critical elements of trust are responsiveness and accuracy, security and confidentiality of data managed by the company, and candor about the company's shortcomings. The primary three aspects of trustworthiness are honesty regarding the enterprise, confidentiality as the secrecy of the data it manages, and timeliness and accuracy. Consumers want assurances regarding the integrity of communications with the AI and the objectivity and integrity of the data it offers.

Alexa: Part of the Echo line of devices, Alexa is an AI personal assistant designed for Google. You can examine images, set notifications, listen to musical instruments, operate smart home appliances, and receive assistance with conversational comprehension [15].

Applications: Alexa's primary usage is in home automation, where voice commands are used to operate automated equipment like lights and stoves. Reading and writing books to record and rewrite topics gives easy solutions for understanding their knowledge.

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Factors that impact consumer trust include the online retailer's accuracy in comprehending and carrying out voice requests, its secure handling of user information, and the transparency of how the company utilizes and maintains voice recordings.

Google Assistant: This allows consumers to access their cell phones and other desktop laptops, which can be authorized to use Assistants. It is driven by algorithms that learn easily and quickly with track records [13-14]. It can perform many tasks, such as setting calendars, managing smart home devices, answering questions, and giving directions.

How to use: Play media, message, call, and set reminders using Google Assistant. Integration with the Google ecosystem makes using services like Google Street View, Google Calendar, and Gmail easy.

Consumer-Truts: The ability of artificial intelligence to understand a wide range of dialects and languages and the privacy and transparency of data use policies are all issues that affect user trust. Consistency of user experience and integration with other Google products and services are also important.

Google Gemini: Google Gemini is an artificial intelligence model that integrates the latest language production and interpretation skills into Google's suite. Although private consumer applications are still fashionable in the primary growth phases, Gemini is the subsequent development in artificial intelligence within the Google ecosystem [14-15].

Applications: Advanced search capabilities, better language translation, better natural language processing for Google Assistant, and complex data analysis tools are some possible uses. It seeks to provide more accurate and context-sensitive interactions and responses.

Consumer Trust Factors: Google Gemini's ability to provide clear and valuable improvements to existing tools, its accuracy in performance, user data processing, and transparency in the AI process will likely determine how confident users feel about the software. Google's status and commitment to creating AI ethics will also be essential factors.

It fulfills various customer requests in job management, information retrieval, and automation with its features and benefits. Understanding the elements that affect consumer confidence in modern technology is essential for their widespread adoption and smooth assimilation into everyday life to create and maintain customer trust, and these AI technologies must be used reliably, securely, transparently, and ethically [16].

2.4 Literature Gap

Even with the increasing research on AI tools and their integration into consumer technology, many unanswered questions remain. One such question is how social influence plays a complex role in consumer confidence and adoption [17]. The technical capabilities and potential applications of AI tools such as ChatGPT, Alexa, Google Assistant, and Google Gemini have been the subject of many studies. However, comprehensive research lacks how social influences such as normative, informative, referral, and compliance effects

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specifically shape consumer confidence in these technologies. Much of the literature now available focuses on elements of public trust, such as reliability, safety, and openness, to address consumer confidence broadly. Little research has been done on how these trust characteristics interact with social influence processes. For example, little is known about the subtle effects of peer reviews (informational influence) and influencer endorsement (reference effect) on how people perceive data security and privacy in AI systems. While compliance and normative factors have been recognized in technology adoption research, their precise implications for adopting AI tools and how regulatory requirements and social norms shape customer behavior have not been well explored [18]. Longitudinal studies on how this social impact changes and affects people's long-term use of AI technologies are also lacking.

3. Theoretical Framework of Social Influence

The idea of social impact provides a comprehensive framework for understanding how the social environment shapes people's attitudes, beliefs, and behaviors. The proposed model works very well in analyzing factors related to customer trust and the adoption of AI technologies. Several ways to identify and recognize the idea include matching, detection, and integration.

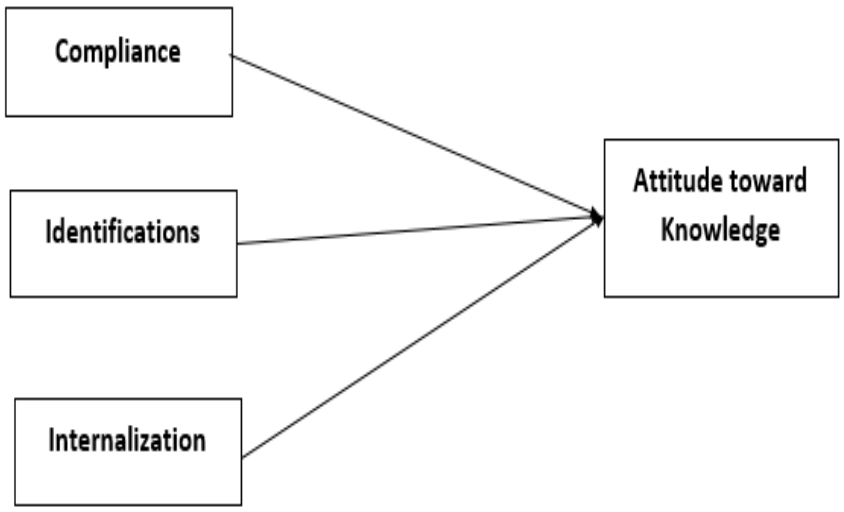

Figure 3: Social-Influence Theory

3.1 Social Influence Theory

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The research field of social influence theory focuses on how the beliefs, attitudes, and actions of others influence people. Three main mechanisms are recognized: conformity, identification, and assimilation.

Compliance: Complying with the demands of others in order to gain advantages or avoid difficulties is called conformism. This type of social behavior often has an external cause. Special workers can use Google Assistant or other specialized AI technologies in the workplace because their company asks them to do so or offers incentives [19]. Rather than being motivated by a strong personal belief, compliance is driven by the need to meet external obligations or avoid adverse outcomes.

Identification: Identification is the process by which people take action to identify a specific individual or group they find impressive. Since this process involves connection or a sense of belonging, it is more internally driven than compliance. When adopting AI tools, users can choose to take advantage of those their peers like or who have the support of celebrities and other influencers they look forward to. For example, if a well-known tech influencer supports ChatGPT, their followers will likely use it as they relate to the influencer's niche and knowledge.

Internalization: It is known as assimilation when people adopt a behavior or belief because it aligns with their beliefs and personal ideals. This type of social influence is the most established and long-lasting because it represents a genuine agreement rather than coercion from external sources. Customers are more likely to adopt AI technologies on their own when they understand the benefits of the technology, such as realizing how they can increase productivity and improve everyday life. Because assimilation causes intrinsic motivation, it leads to long-term behavior change.

3.2 AI-Adoption to the Relevance Theory

Since social impact theory illustrates the basic social processes that shape consumer behavior, adopting AI products is extremely important. Although artificial intelligence technologies such as ChatGPT, Alexa, Google Assistant, and Google Gemini are becoming increasingly ingrained in everyday life, societal considerations still significantly impact how well they are adopted. Understanding the compliance, identification, and intake mechanisms underpinning social impact can help explain why and how consumers use these technologies [19-20].

Compliance: AI adoption can be seen in workplaces where employees are assigned or encouraged to use specific AI techniques to achieve the company's goals. Companies can create incentive programs that effectively encourage employees to adopt AI tools through a better understanding of compliance.

Identification: This influences the adoption of AI, as people often seek out social networks and trusted individuals for advice on which technology to buy. Using influencer approvals

and integrating AI tools into pop culture can significantly increase perceived reliability and attractiveness for marketers and developers.

Internalization: Necessary for the integration and long-term adoption of AI technologies. Customers are likelier to become loyal users and AI champions when they accept its benefits and ethical implications. Transparent communication regarding AI technology's benefits, safety, and ethical use is essential to achieve this more profound impact.

This conceptual model demonstrates how social impact processes are essential in shaping customer trust, improving the uptake, and continuously applying AI products. Developers and vendors can better secure the ethical and widespread use of AI technologies and commercialize them by understanding and using these interactions [20-21].

4. Thematic Analysis of Ai Tools

The purpose of this study was to collect demand-specific data from Internet sources. There are a hundred questions involved in this data set. Use the PLS-SEM SmartPLS method analysis and implementation software to prepare data for subject analysis in artificial intelligence (AI) products. The intent was to help users increase consumer confidence in AI technologies and establish the relationship between social impact and tool trust. They also looked at critical elements of societal impact. Finally, the products in question should be compared to see what they believe, think about, and trust about AI solutions.

Figure 4 represents the thematic analysis structure in which 4 AI tools are interlinking with each other to compare and identify their relation and trust of consumers in the social influences world.

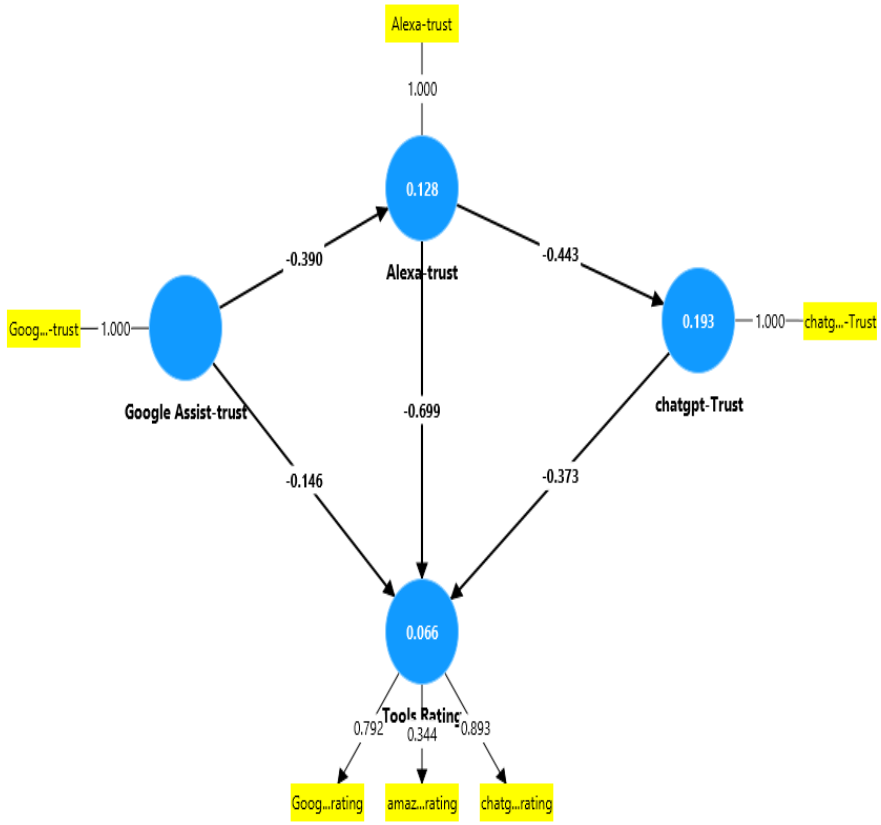

Figure 4: Thematic Analysis Diagram

4.1 Descriptive Statistics

The path coefficients in the structural comparison model show the direction and intensity of interactions between variables. By overlapping factors, indirect effects determine the effect of one variable over another. Both direct and indirect effects are included in the overall effects. They build originality and reliability and analyze measurement accuracy and consistency. This is ensured by the discriminatory validity that different concepts are different. Multiple parallelism problems are identified using linear metrics such as VIF. Model suitability and selection criteria evaluate a model's ability to match data by comparing it with other models to find the best fit.

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Table 1: Descriptive Stats-table

Descriptives-stats	Mean	Median	Observed minimum	Observed maxi	Standards deviations	Excess-of kurtosis	Skew-ness	Numbers of observations
Alexa-trust	0.300	0.000	0.000	1.000	0.458	-1.240	0.886	100.000
Google Assist-trust	0.230	0.000	0.000	1.000	0.421	-0.309	1.303	100.000
Tools Rating	0.000	0.223	-2.908	0.884	1.000	1.489	-1.425	100.000
chatgpt-Trust	0.310	0.000	0.000	1.000	0.462	-1.331	0.834	100.000

Table 1 represents the Prominent trends seen in the descriptive statistics of tool classification and confidence in ChatGPT, Google Assistant, and Alexa. The average confidence levels of all these AI tools-tech are deficient, as evidenced by their similar averages, ranging from 0.230 to 0.310. Since the average for the three is 0.000, many respondents do not seem confident in these assistants. These confidence measures show modest variation, with observed values ranging from 0.000 to 1,000 and standard deviations of about 0.42 to 0.46. The instrument classification refers to a broader range of ratings and a negatively skewed distribution, with an average of 0.000 and a more significant standard deviation of 1,000, with values ranging from -2,908 to 0.884. Unlike the normal distribution, the instrument rating has a positive plus hypertonia, indicating heavier tails, while excess hyperbolism values for confidence measures are negative, meaning lighter tails. Although the instrument rating is negatively skewed, variance values indicate that confidence metrics are positively biased. There are 100 observations per variable, and the values and statistics p from the Cramér-von Mises test show significant deviations from the expected distributions (value $p < 0.001$).

4.2 Correlations

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Table 2: Correlation Analysis

Correlations	Alexa-trust	Google Assist-trust	Tools Rating	chatGpt-Trust
Alexa-trust	1.000	-0.358	-0.223	-0.439
Google Assist-trust	-0.358	1.000	0.116	-0.366
Tools Rating	-0.223	0.116	1.000	-0.009
chatgpt-Trust	-0.439	-0.366	-0.009	1.000

The links between variables in Table 2 are AI tools like Alexa Trust, Google Assist-Trust, Tools Rating, and Chatgpt-Trust, displayed in the correlation matrix. Higher absolute values indicate more robust ratios. Interestingly, a reasonably lousy relationship (-0.439) between Alexa trust and ChatGPT trust suggests that as one grows, the other tends to lose trust. The correlation between ChatGPT and Google Assist trust is also somewhat negative (-0.366). On the other hand, there seems to be a less direct correlation between tool rating and trust in these digital assistants. These results shed light on the relationships between people's perceived utility and their level of trust in different technologies, suggesting possible directions for further research or model improvement.

4.3 Concept Reliability-Validity

Table 3: Reliability plus validity tables of AI tools

Overview				
	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Tools Rating	0.430	0.538	0.738	0.514

They identify the reliability and data validity in Table 3, in which several essential measures are included in the review of the reliability and suitability of the construction for the "Classification of tools." The elements evaluating this construction have a low internal consistency, as indicated in Cronbach's alpha 0.430. Like Cronbach's alpha, a composite reliability (rho_a) of 0.538 indicates inconsistent building components. The elements were

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somewhat more reliable after considering the latent variable model, as evidenced by the composite reliability (rho_c) of 0.738, indicating moderate reliability.

4.4 PLS-SEM Algorithm

The latent constructs of the dataset and the variables that can be observed were analyzed using the Partial-Least-Squares Structural-Equation Modelings (PLS-SEM) techniques. PLS-SEM is very useful for complex models with limited sample numbers or irregular data distributions and exploratory research. PLS-SEM helps develop theory and test hypotheses in various fields, including social sciences, marketing, and management. It prioritizes forecast accuracy and enables simultaneous evaluation of measurement and structural models.

f-square Matrix				
	Alexa-trust	Google Assist-trust	Tools Rating	ChatGPT-Trust
Alexa-trust			0.055	0.238
Google Assist-trust	0.147		0.002	
Tools Rating				
ChatGPT-Trust			0.016	

Table 4:PLS-SEM algorithm implementations

PLSEM algorithm	
	Setting
Initial weights	1.0
Max. number of iterations	3000
Stop criterion	10^{-7}
Type of results	Standardized
Use Lohmoeller settings?	No
Weighting scheme	Path

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Table 4 shows that the PLS-SEM method is built with certain parameters for analysis. Identical initial weights were assigned to all variables set to 1.0. With stopping standards of 10^-7, the maximum number of permissible iterations is set to 3000, which ensures an effective convergence of the algorithm to stable results. The data are standardized, making comparing variables at a similar scale easy. A rail weighting system, which emphasizes direct links between variables, was used rather than Lohmoeller settings. Due to this design, the software efficiently estimated model parameters and provided insight into the connections between variables in the structural comparison model.

Table 5: Model final Correlation Matrix results

Model implied estimated correlation matrix	Alexa-trust	Google Assiatant rating	Google Assist-trust	Amazon Alexa rating	chatGPT rating	ChatGPT-Trust
Alexa-trust	1.000	-0.388	-0.390	-0.168	-0.437	-0.453
Google Assiatant rating	-0.388	1.000	0.049	0.354	0.918	-0.067
Google Assist-trust	-0.390	0.049	1.000	0.021	0.055	0.173
Amazon Alexa rating	-0.168	0.354	0.021	1.000	0.399	-0.029
chatgpt rating	-0.437	0.918	0.055	0.399	1.000	-0.075
chatgpt-Trust	-0.453	-0.067	0.173	-0.029	-0.075	1.000

The final results matrix, Table 5, shows the links between the variables included in the structure comparison model and the estimated correlation matrix derived for the model. The correlation coefficient between two variables, showing the degree and direction of their relationship, is represented by each cell. A significant relationship between these two concepts is demonstrated by intrinsically positive correlations (0.918) between variables such as ChatGPT classification and Google Assistant rating. On the other hand, variants such as Chatgpt-Trust and Alexa-trust show negative correlations (-0.453), indicating a negative correlation between ChatGPT and Alexa trust. These correlations guide additional research and interpretation of the relationships between variables by helping to understand how different combinations interact within a model.

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5. Conclusion

Using the PLS-SEM algorithm and thematic analysis and examining the theory of social impact in the context of the tool's adoption of AI provides important insights into the factors influencing customer confidence and behavior. Consumer decisions to use AI technologies such as ChatGPT, Google Assistant, and Alexa are heavily influenced by social influence processes for compliance, identification, and intake. Workplace conformism occurs when external factors influence the use of tools, while identification emphasizes the influence of authority figures or social groups. Assimilation is a deeper, more practical acceptance dictated by personal values and perceptions. Correlation matrices showing the subtle relationship between trust in different AI technologies further demonstrate the complex relationship between these variables. Validity and reliability assessments emphasize the need to address ethical issues and transparent communication in developing AI technologies, especially in the context of different acceptance patterns and levels of trust. Understanding and utilizing socially beneficial practices can increase customer confidence among marketers and software developers and promote long-term adoption of AI solutions.

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