

LEVEL 5 ASSESSMENT SPECIFICATION

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Programme:	IUMW Business Administration (Dual Award)		
Module:	Changemakers: Creativity and Value Creation		
Module code:	IUBA5002	Contribution to Overall Module Assessment (%):	50%
Lecturer:	Emma Roberts	Internal Verifier:	Vic Saunders
Assignment Title:	E-Portfolio Evidence of Learning	Word count (or equivalent):	2000 words or equivalent
Submission deadline:	30th July 2024	Return date of provisional marks & written feedback:	50%
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark:		

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TASK 1

Investigating the Impact of AI on Online Shopping Platform

The study topic asks what are the main elements impacting the acceptance and efficacy of artificial intelligence (AI) and how it may be used to improve personalization and consumer experience on online shopping platforms. Online purchasing has increased dramatically as a result of e-commerce growth, with consumers demanding smooth interactions and customized experiences. Artificial Intelligence (AI) holds great potential to transform e-commerce by offering customized suggestions, optimizing workflows, and enhancing customer support. It's still unknown, though, how AI will be used and how useful it will be in online purchasing platforms. By offering insights on the effects of AI on online purchasing platforms, this study hopes to advance the fields of e-commerce and artificial intelligence. The study will examine the advantages and difficulties of adopting AI, pinpoint important variables impacting its efficacy, and offer suggestions for online merchants looking to improve consumer satisfaction and loyalty. Researchers, politicians, and online retailers that want to know how AI will affect e-commerce in the future will find value in the findings.

The research will utilize a quantitative technique. In order to have a deeper knowledge of the current status of AI adoption and its perceived benefits and obstacles, the research will start with an inductive approach, employing questionnaires with online retailers and customers. The results obtained from the questionnaires will guide the creation of a survey that will be sent to a wider group of online shoppers and retailers. Quantitative techniques, such as inferential analysis and descriptive statistics, will be used to analyze the survey data. The study will make use of primary data gathering techniques. Primary data on AI adoption, customer experience, and loyalty will be gathered quantitatively using a survey questionnaire sent to online businesses and customers. A random sampling technique is used to choose a sample of one thousand internet buyers. A population of internet shoppers who have made an online purchase during the last six months is used to choose the sample. Participants in the survey are asked to answer questions on their experiences using AI-powered online shopping platforms. The poll is conducted online. Along with demographic data, the questionnaire asks about customer experience, loyalty, and AI adoption.

Both inferential analysis and descriptive statistics are used to analyze the data. To give a summary of the sample characteristics and to describe the data, descriptive statistics are utilized. Relationships between customer experience, loyalty, and AI adoption are found by inferential analysis. While factor analysis is used to pinpoint the critical elements affecting AI acceptance and efficacy in online shopping platforms, regression analysis is utilized to investigate the relationship between AI adoption and consumer experience.

Purposive sampling will be used in the study to choose online merchants and consumers having prior exposure to AI-powered e-commerce platforms. To ensure diversity in terms of size, industry, and use of AI, the sample size will comprise online merchants of various sizes, including small, medium, and large businesses. Customers to record a variety of viewpoints on AI-powered e-commerce platforms, including regular and irregular online shoppers. The quantitative techniques will be applied to the data analysis. In order to determine the correlations between AI adoption, customer experience, and loyalty, the survey data will be evaluated using both descriptive statistics and inferential techniques, such as factor analysis and regression analysis. This study used a probability sampling technique, more precisely, a stratified random sampling technique. Because it makes it possible to pick a representative sample of online shoppers from a bigger population, this strategy is preferred. Online shoppers who have made a purchase within the last six months are the target population. To make sure the sample is representative of the population, it is stratified according to demographic factors including age, gender, and economic level. By using the stratified random sampling approach, the population is split up into strata or subgroups according to their shared demographic traits. To make sure the sample is representative of the population, a random sample is then chosen from each stratum. When the population is heterogeneous and the researcher wants to make sure the sample is representative of the population, this method can be helpful.

By offering insights into the effects of AI on online purchasing platforms, this study will benefit the fields of e-commerce and artificial intelligence. The results will be helpful for researchers looking to further our understanding of artificial intelligence in online shopping platforms, legislators trying to understand how AI will shape the future of e-commerce, and online businesses looking to improve consumer experience and loyalty. The findings of the study will guide the creation of AI-driven online shopping platforms that put the needs and preferences of their customers first. This will eventually boost company expansion and competitiveness in the e-commerce sector.

TASK 2

This study employed questionnaires to gather data about participants' experiences using social media in various kind like entertainment purpose, online shopping and many more. In terms of ethnography, this procedure is also referred to as fieldwork and can offer a detailed account of the social reality. Additionally, by using this method, the researcher can gain insight into people's experiences with a given activity as well as the subtleties of their mental processes and behavioral inclinations. The results of the questionnaire revealed that social media has both beneficial and detrimental effects on mental health. Fifty percent of those surveyed said using social networks made them feel good, and the same percentage claimed it improved their mood. Additionally, 41% of respondents said they felt valued when utilizing the online buying site. Nonetheless, the study also reveals that 25% of those polled had shopped online more than twice a week. The appendices are attached below .

TASK 3

Hello madam. I'm delighted to provide a research opportunity that investigates how artificial intelligence can revolutionize e-commerce sites. AI is being used more and more to improve customer experiences, optimize operations, and propel corporate success as e-commerce grows. However, what are the actual effects of AI on e-commerce sites? Artificial Intelligence (AI) is becoming a major force behind innovation in commercial operations as a result of the explosive expansion of e-commerce. Examining the effects of AI integration on the online retail sector is crucial as these platforms integrate AI technology more and more. This study is to investigate the revolutionary potential of artificial intelligence (AI) on online shopping platforms, looking at how it affects revenue streams, corporate processes, and consumer behavior. The study will examine how AI is currently being used in e-commerce and examine how it affects consumer preferences, loyalty, and the overall purchasing experience. It will also look at how AI affects supply chain management, inventory control, and marketing tactics in the context of corporate operations. This study will offer useful information to customers, legislators, and e-commerce companies by highlighting best practices and obstacles in the application of AI. In the end, our research will guide tactics for successful AI integration, spurring development and innovation in the field of online retail.

TASK 4

AI and Online Shopping

The Future of Shopping

How does the integration of AI technology impact online shopping platforms, and what are the key benefits and challenges associated with its adoption?

Research Purpose

This research aims to explore the transformative power of AI on online shopping platforms, examining its effects on customer behavior, business operations, and revenue streams.

How It Works

The study will delve into the current state of AI adoption in e-commerce, analyzing its influence on customer preferences, loyalty, and overall shopping experience. The study examines the impact of AI on business operations, including supply chain management, inventory control, and marketing strategies.

Result

This study will inform strategies for effective AI integration, driving innovation and growth in the online shopping landscape.

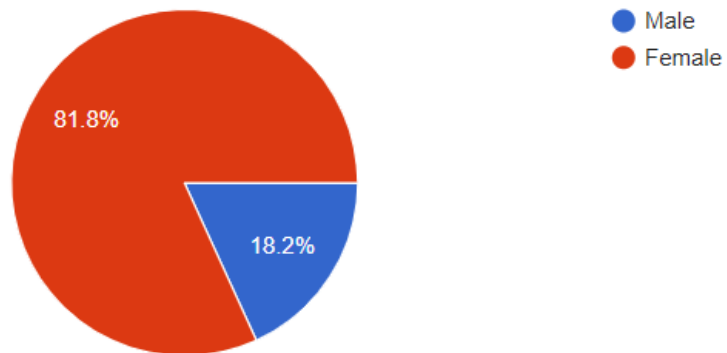


Revolutionizing the relationship between AI and online shopping

Appendices

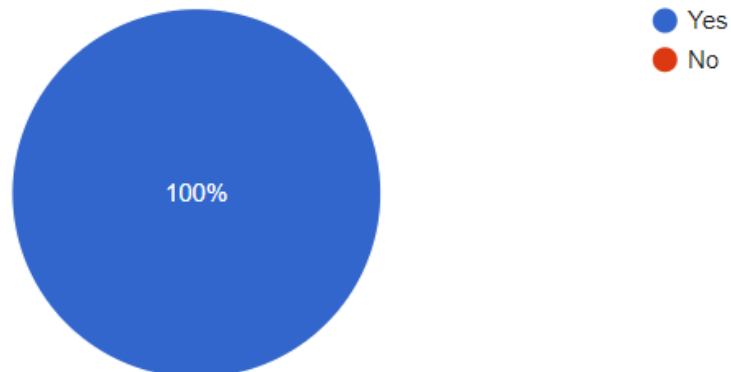
What is your gender?

11 responses



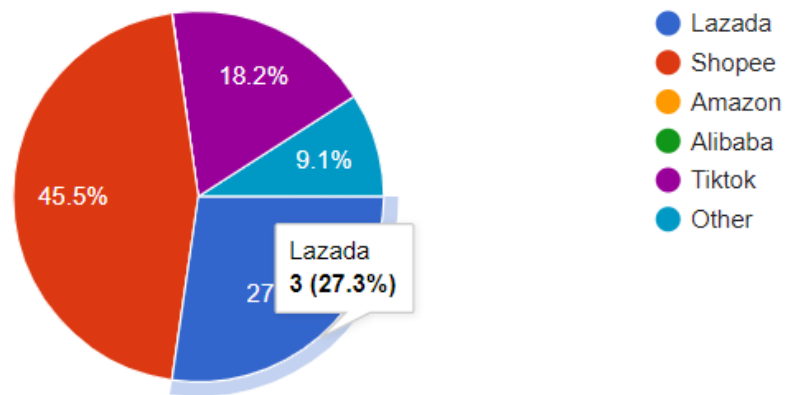
Have you ever made online shopping before?

11 responses



Which online shopping platform do you frequently use?

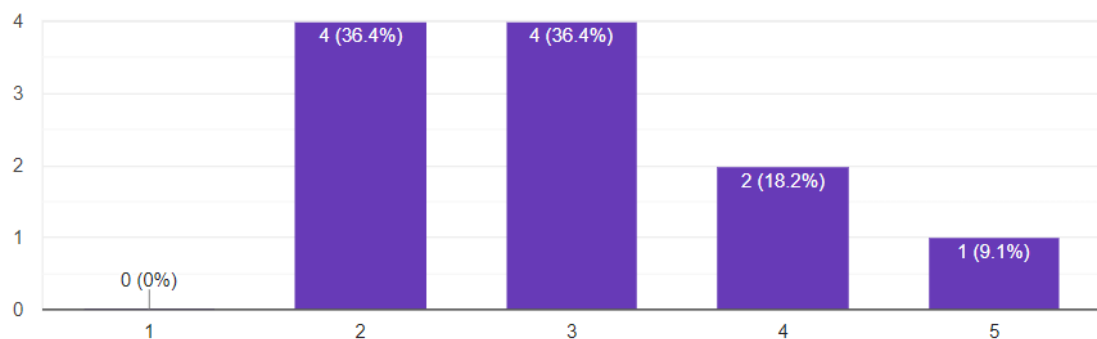
11 responses



I am disturbed about the loss of control when I use the virtual/mobile app of my online shopping platform

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11 responses



The virtual/mobile app of my online shopping platform is reliable

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12 responses

