

Sample Business Research Proposal

Module: Research Methods for Business (LCLM6004)

Assignment Topic: The Impact of Artificial Intelligence (AI) Chatbots on Customer Satisfaction in the UK Retail Industry: A Case Study of Tesco

1. Introduction and Background

Artificial Intelligence (AI) is increasingly transforming customer service operations within the retail industry. Many organisations are implementing AI-powered chatbots to improve customer interaction, reduce waiting times, and increase operational efficiency. Retail companies such as Tesco are using AI technologies to support online customer services and digital shopping experiences(FU,2023).

However, despite the advantages of AI chatbots, some customers still report dissatisfaction due to limited emotional interaction, inaccurate responses, and poor problem-solving capabilities(Ebrahimi, Ebrahimi and Ebrahimi, 2024). This creates an important business issue because customer satisfaction directly affects customer loyalty, reputation, and profitability(Singh,2023).

The proposed research aims to investigate how AI chatbots influence customer satisfaction within the UK retail industry, focusing specifically on Tesco.

2. Research Aim

The aim of this research is to investigate the impact of AI chatbot services on customer satisfaction in the UK retail sector, using Tesco as a case study.

3. Research Objectives

1. To examine the role of AI chatbots in customer service operations within Tesco.
2. To identify customer perceptions towards AI chatbot interactions.
3. To evaluate the impact of AI chatbots on customer satisfaction levels.
4. To recommend strategies for improving AI chatbot effectiveness in retail businesses.

4. Research Questions

1. How are AI chatbots used within Tesco's customer service operations?
2. What are customer perceptions regarding AI chatbot services?
3. What impact do AI chatbots have on customer satisfaction?
4. How can Tesco improve its AI chatbot services to enhance customer experience?

5. Literature Review

AI technologies have become an important part of modern business operations. According to Kaplan and Haenlein (2019), AI refers to systems capable of performing tasks that normally require human intelligence.

Research by Huang and Rust (2021) suggests that AI improves efficiency and reduces operational costs. However, they argue that AI systems still lack emotional intelligence.

The Technology Acceptance Model (TAM), developed by Davis (1989), explains how perceived usefulness and ease of use influence technology adoption.

Although previous studies have explored AI in customer service, limited research focuses specifically on AI chatbot effectiveness within UK retail supermarkets such as Tesco.

6. Research Methodology

Research Approach: Quantitative research approach.

Research Strategy: Case study strategy focusing on Tesco.

Data Collection: Online questionnaires distributed to Tesco customers.

Sampling: Convenience sampling with approximately 50 participants.

Data Analysis: Descriptive statistics such as percentages, charts, and graphs.

Ethical Considerations: Confidentiality, informed consent, and voluntary participation.

7. Business Relevance and Practical Implications

This research may help Tesco improve its AI customer service systems by identifying customer expectations and weaknesses in chatbot performance. The findings could support better decision-making regarding digital transformation and customer engagement strategies.

8. Conclusion

AI chatbots are becoming increasingly important in retail customer service operations. This research proposal aims to investigate the relationship between AI chatbot services and customer satisfaction within Tesco.

9. Sample Reference List (Harvard Style)

Fu, H.P., Chang, T.H., Lin, S.W., Teng, Y.H. and Huang, Y.Z., 2023. Evaluation and adoption of artificial intelligence in the retail industry. *International Journal of Retail & Distribution Management*, 51(6), pp.773-790.

Ebrahimi, A., Ebrahimi, M. and Ebrahimi, N., 2024. Analyzing the relationship between artificial intelligence and customer experience improvement in the online retail industry. *Digital Transformation and Administration Innovation*, 2(4), pp.73-81.

Singh, V., Sharma, M.P., Jayapriya, K., Kumar, B.K., Chander, M.A.R.N. and Kumar, B.R., 2023. Service quality, customer satisfaction and customer loyalty: A comprehensive literature review. *Journal of Survey in Fisheries Sciences*, 10(4S), pp.3457-3464.