

Consumer preference towards buying AI-enabled devices

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Abstract. After the Covid-19 pandemic, Use of A.I Enabled devices has been significantly increasing due to improved quality of living for the occupants and easy access to various services and most importantly the fact that with the click of fingers, people can do things which used a lot of resources and time. In this paper, We discuss the different factors that have a impact on adoption of the Internet of Things (IoT) in different age-groups, genders and various sectors-namely, Healthcare, Homes, Transportation, Manufacturing Industries, Education, and this paper also highlights the challenges that are required to be addressed and corrective measures that can be taken.

Keywords: smart home; artificial intelligence; AI enabled devices; AI in healthcare; intelligent interaction; automation; use of AI among older adults; AI in transportation.

1 Introduction

The volume of Automation devices being used has gradually improved over the last few years. In 2019, 3.25 billion devices were believed to be using voice assistants, and most well of which being Google Home and Amazon's Alexa. Various people in India now use A.I. enabled technology to make their homes "SMART HOMES." A.I. enabled speakers are all in growing market right now since they allow you to turn off your fan, AC, and lights with just a few phrases. Devices like this are very popular at the moment. Voice Activated apps, often referred to as "Skills" in Amazon's Alexa, are how smart devices communicate with their customers. More than 65,000 capabilities are offered [16]. From these skills, around 330 were related to shopping, and the number is growing quickly. The impact of AI technology on retail is still in its infancy, and much of its immense potential is still being explored. For instance, as competing retailers begin using Alexa as well as other AI devices to reach their customers, scholars and practitioners of marketing have started focusing the special importance of branding in voice ecosystems. This is because voice ordering will make brand names more important because customers will call by name to make purchases. My study paper, in particular, primarily focuses on a distinct set of questions regarding AI gadgets utilised in Smart Homes. First, what encourages people to purchase "smart home" technology [16].

This study uses a systematic review methodology to understand consumer preferences. In artificial intelligence (A.I.) products in various age groups, many nations, and every aspect connected to A.I. enabled items [1]. This article also discusses the adoption of the Internet of Things (IoT) in many important areas, such as the medical, home automation, building automation, transportation systems, mobility, and industrial IoT [6]. The shipping industry has made a substantial contribution to the movement of people and products across borders. It is essential in supply chain management, when materials are transported between several locations. Commodities must be transported to the right location at the right time for the logistics chain to work. Governments and organisations have successfully benefited from corporate investments by leveraging technologies like deep learning, artificial intelligence, and the internet of things, among others. in this essay [21]. The use of A.I. in education is also revolutionising the way that kids are taught. The COVID era brought the concept of the smart classroom, online learning, and online proctored exams. We have since identified their shortcomings and improved them with the aid of A.I. By responding to educators' and students' suggestions, we can make it more user-friendly for teachers (Beck, J., Stern, M., & Haugsjaa, E., 1996).

The main aim of this research paper is to analyse the Consumer Preference towards buying A.I enabled devices to make their homes “Smart”.

2 Research Methodology

The three primary forms of systematic literature review papers are method-based, theorybased, and domain-based. Along with these types of systematic literature assessments, meta-analytical reviews are becoming more and more frequent across a wide variety of subject areas [14] This paper uses the method of Systematic Literature Review [15] and the framework based 6 W Framework developed by [20]. This 6 W Framework is comprised of – Who, When, Where, How, What, and Why.

- Searched on which Website: Google Scholar
- Keyword Searched: “Consumer Buying Preference in A.I enabled Devices”, “A.I enabled homes”, “A.I In education”, “A.I In healthcare”, “A.I In transportation”, “A.I Purchase Factors”.
- No. of Research Papers Studied: 25
- Research Paper Selection Criteria: Selected on the basis of relevance.
- Type of Papers: Published Empirical Papers and Theoretical Papers
- Most of the papers are Scopus Indexed Journals.

3 Objectives

1. To study the past studies conducted during the last 5 years.
2. To provide future directions concerning the theme of study.

4 Findings and discussion

[16] The study indicates through tests that users of an AI device with OC (DS) capability gain higher positive utility and lower negative utility from DS (OC) functionality than users with weaker (stronger) brand preferences. This study will look into how customer attitudes toward technology affect both price discrimination and technological choices.

This research paper concludes the following points:

1. AI devices facilitate price discrimination.
2. Consumer aversion to AI may not be a bad thing from the perspective of firms.
3. AI technology providers may refrain from a perfect technology.

[17] The study helped to establish the connections between this field's literature and products as well as the trends in smart home technology and merchandise. This review was undertaken by the authors from the angles of architecture and human concern. This paper employs the Product Review Method to carry out the research, and it concludes that the study's goal was to demonstrate how AI creates smart houses. Numerous teachings from numerous books and products were studied in order to achieve this aim. The study discovered that AI technology, through job recognition and data processing, benefits smart homes, device management, power management, health care, smart interaction, security, entertainment systems, and personal robots.

[13] The establishment of a review process, search string design, database selection, exclusion and inclusion criteria, bibliographic analysis, content analysis, and statistics of the AISH literature were all used in the research. In order to find clusters of publications focusing on smart houses, including applications of sensors for energy management, the research paper examined the literature on smart homes. This evaluation includes both a quantitative, systematic review-style portion and a qualitative, content-analysis-style portion, laying the groundwork for future framework development and exposing any contradictions or inconsistencies and concluded the following points:

1. The effectiveness of the novel idea of creating smart home systems through the fusion of EMS and personal care systems, which are suitably accessible in a range of situations, has been completely rewritten in the article.
2. The first set of articles went into great detail about the application of IoT in smart homes and concentrated on the value of systems. As noted, usability is a key component of the design process and must be tested when developing a system. The second group concentrated on high energy savings, network power consumption, and network utilisation expenses, as well as energy efficiency in various scenarios. The team's studies concentrate on measuring energy efficiency and network development. For a thorough content analysis, the third AISH database group assembled several topics and split them into two themes: the use of AI in smart homes, such as machine learning and other forms of deep learning, (a) energy management in smart homes, introducing existing smart home systems on energy consumption monitoring, and (b) energy efficiency

3. This article has offered helpful jumping-off points for future investigations on the construction of a smart house for energy use and quality of life, based on experimental reports, assumptions on present processes, and published research. As it describes the contemporary world and draws attention to any intellectual home text problems, this review might be helpful to designers.

[2] The year 2022 saw the release of this study article. The purpose of this research study is to address the use of cutting-edge materials and manufacturing processes to enable practical and application-specific smart home technology. In particular, the creation of highly flexible polymers, bio combat, and self-adhesive and breathable fabrics, according to the research paper's findings. The usage of and materials with ease, comfort, and longterm monitoring have been discussed. At the time, big space uses in smart homes, such as floor sensors, bed nerves, and body-wide nerves, were launched, along with significant production processes like spray painting. Devices and wearables that are dispersed in the ambient field.

[6] The year 2021 saw the release of this study article. A thorough analysis of the research literature, a close inspection of the reports from top consulting firms, and conversations with a number of industry professionals serve as the foundation for the research paper's viewpoint and projection of the influence on IoT adoption. The document also covers significant IoT efforts launched in the wake of COVID-19 for each of these areas. The study also identifies key research directions that will speed up IoT deployment as well as hurdles that must be overcome. This study also reveals that COVID-19 serves as a catalyst for the uptake of new technology. a thorough examination of current research papers and a review of reports.

[7] Bjorn Frank Faculty of Commerce, Waseda University, Japan conducted the research paper. The year 2021 saw the release of this study article. This study looks at how these environmental advantages affect a consumer's purchasing intention and how it varies depending on the consumer type, the region, and the product. According to this study's analysis of 1635 user evaluations of AI-enhanced items using hierarchical linear modelling, perceived environmental benefits, both autonomous and static, both favourably influence purchase intent. The research paper emphasises the idea that incorporating AI into products presents a chance to improve their environmental sustainability, which will increase consumer purchase intent and enable marketers to reach out to new consumer segments that are less attracted to traditional environmental sustainability. Represents. As a result, the viability of an AI-enabled environment aids in the creation of new competitive advantages for organisations as well as more efficient product sales to customers. Additionally, the type of goods and the user have an impact on this effect. AI-based eco-sustainability offers a means of luring more female customers than traditional eco-sustainability does. This enables companies to broaden their use of eco-sustainability to engage customers across social divides and increase sales. for the sake of the environment. Nevertheless, customers don't appear to value sustainability.

[8] The year 2020 saw the publication of this document. According to the paper's point of view, technologies, such as "just-walk-out" checkouts, provide functional as well as sensory usefulness by stimulating consumers through their distinctive and original digital presence and eventually impacting patronage likelihood and purchase decisions. However, if customers find such in-store contact intimidating, they may avoid it.

According to the author's investigations, compared to self-service checkouts, AI-enabled checkouts are seen favourably and increase purchase intent (a measure of consumer

patronage). Through the 2 subject research and a web test providing a complete of 820 participants, performed previous to the COVID-19 pandemic, the studies suggests that AI-enabled in-shop conversation is extra persuasive than conventional in-shop conversation infused with self-provider and human, in phrases of each shop ecosystem opinions and buy intent. Consistent with the statement concerning the stimulating as opposed to intimidating account, AI-enabled in-shop conversation evoked better stimulation, which in addition ended in better patronage chance. In Study 3, the paper examined stimulating as opposed to intimidating account with the aid of using introducing a moderator: purchasers' perceptions of AI's threats. The deployment of AI-enabled in-shop conversation brought about better patronage chance most effective while purchasers perceived it as much less threatening. In contrast, once they determined it to be extra threatening, the wonderful impact of AI-enabled in-shop conversation dissipated.

The results, nonetheless, continue to be relevant throughout this pandemic because of the reality that cashier-much less buying continues personnel and clients more secure with the aid of using decreasing the wide variety of contact factors at each the product and checkout levels.

[3] The study examines tourists' attitudes towards the use of artificial intelligence (AI) devices in relatively convenient or more lively tourism services (airline and hospitality services, respectively). The end result is that visitor attractiveness of the use of AI gadgets in each carrier contexts is encouraged via way of means of social impacts, hedonic motivations, anthropomorphism, overall performance and attempt expectations, and feelings closer to synthetic intelligence gadgets. Suggests. Tourists do now no longer need to just accept the usage of AI gadgets to offer hospitality offerings extra than airlines. These effects advocate that it's miles ideal to apply AI gadgets to offer useful offerings.

The effects of this survey now no longer handiest offer essential insights into the literature at the attractiveness of AI carrier gadgets, however additionally offer beneficial guidelines for the improvement and advertising of tourism offerings furnished via way of means of AI gadgets. This studies paintings makes use of the AIDUA framework, that's the primary paintings to apply the AIDUA framework withinside the context of tourism. Participants withinside the cutting-edge examine have been US residents Findings indicated that social impact reasons extra effect withinside the hospitality carrier context than it does withinside the airline ser vice context; the overall performance expectancy is better in airline offerings; and the willingness to just accept the usage of AI gadgets in carrier shipping is decrease in hospitality offerings. These go context variations emphasize that tourists' AI tool adoption behaviour fluctuate throughout special offerings and those variations are probable to be resulting from tourists' carrier value (hedonic or utilitarian) orientation in special carrier contexts. This have a look at isn't freed from limitation but a look at best investigated traveler's perceptions of AI tool use in hospitality and airline services. Even alevn though effects of this have a look at offer convincing proof that the difference in carrier price searching for efficaciously explains variations in attitudes towards the usage of AI carrier gadgets throughout those industries, it does now no longer imply that the form of carrier price is the best issue that may purpose variations throughout distinct carrier contexts. Therefore, destiny studies will want to research different context elements in distinct carrier contexts. In addition, this have a look at best investigated the recognition of travelers for AI carrier gadgets the usage of the AIDUA framework.

This does now no longer imply that the AIDUA framework is the maximum suitable framework for reading the adoption of AI gadgets in carrier encounters. In fact, different elements now no longer included via way of means of the AIDUA framework (including consider and privateness issues (Ostrom, Fotheringham, Bitner 2019)) might also impact employment conduct and can require in addition have a look at.

[9] This research paper was published in the year 2021. Artificial intelligence (AI) is revolutionising the manner clients have interaction with manufacturers. there can be a loss of research into AI-enabled client reports. subsequently, this test interests to examine how the aggregate of AI in shopping for also can bring about a sophisticated AI-enabled purchaser enjoy. We advise a theoretical model drawing at the believe-willpower precept and repair satisfactory version. a web survey become dispensed to customers who've used an AI- enabled provider provided with the aid of using the use of a beauty emblem. an entire of 434 responses were analysed the use of partial least squares-structural equation modelling. The findings mean the diverse function of consider and perceived sacrifice as elements mediating the results of perceived comfort, personalisation and AI-enabled service fine.The version proposed on this examine gives a singular technique to the knowledge of the way the combination of AI enabled services.

This studies will assist you higher apprehend the patron revel in that AI supports. By emphasizing the pride and cognitive elements of AI-powered patron reviews, our studies is a pioneer in reading how present day technology, synthetic intelligence, can enhance consumers' purchasing reviews. is. The examine similarly highlights the energetic function of courting involvement in AI-enabled patron reviews and the considerable mediating impact of believe and perceived sacrifice.

[1] This research paper was published in the year 2021. The goal of this paper is to check the gender precise perceptions and possibilities in the direction of anthropomorphic and empathetic trends of AI devices and robots. Anthropomorphic trends of an AI tool or robotic may have a wonderful have an effect on client's perception in the direction of them and within side the route of the selection of buying those products. This paper offers the manner wherein AI impacts the emotional perception of consumers and the versions of attitude among men and women closer to the interaction with robots and AI devices. The empirical a part of this paper includes the results of a studies concerning the versions of belief and choice of consumers, in the direction of the anthropomorphic trends of AI gadgets and robots, counting on gender. The outcomes of this research display that there are slight versions withinside the perceptions and opportunities of women and men regarding anthropomorphic and empathetic traits of AI gadgets and robots. what is exciting to have a examine is that in spite of the reality that women have a tendency to be a hint greater positive and open approximately the functionality capacity of robots of experiencing emotions and have a tendency to just accept less complicated the reality that AI devices is probably similar to humans, they are not as satisfied as men are with regards to the matters that represent the interaction with such gadgets. Many commercial enterprise sectors can be affected and could undergo trade via it. From a purchaser' angle, it can be critical to raise conscious ness and willingness to interact and benefit from AI technologies

[4] This research paper was published in the year 2021. This research paper uses the fsQCA method on data generated by 291 participants to develop a CB meta-framework tailored to the

concepts of AI, CB, and KS. The findings display that whilst AI improves patron attitudes and behaviors whilst it profits expertise, the net network is curious and learns through sharing stories with particular merchandise and services. In addition, this paper presents essential decision-making insights for entrepreneurs throughout the enterprise in finishing an knowledge of the causal relationships among AI, CB, and KS concepts. The paper in addition suggests that as participants of the net network unknowingly proportion essential expertise, patron focus and expertise of opportunity alternatives is increasing.

[10] This research paper discusses sensors, intelligent computing, communication protocols, and artificial intelligence that enable AI-based sensors to be used in nextgeneration IoT applications. The research paper concludes with the following: The application's IoT subject matter facilitates to gather a wealth of sensor fusion facts from a couple of sources. However, the big quantity of facts generated with the aid of using limitless IoT gadgets complicates real-time facts collection, processing, and analysis. With the convergence of AI because the IoT and the IoT, we will reconsider how business, enterprise, and financial facts are processed. Artificial shrewd IoT gadgets power machines to generate gadgets that behave intelligently. The integration of those streams (AI and IoT) to manipulate shrewd sensor structures facilitates with simple character normal needs. The IoT manages devices that paintings collectively at the Internet, whilst AI lets in devices to gain from records and experience.

While the IoT affords records, synthetic questioning affords the capacity to open responses, imparting each the creativeness and framework for riding shrewd activities. The records despatched with the aid of using the sensors may be decomposed with the aid of using AI, permitting organisations to make shrewd decisions. Artificial Brainpower-IoT is making consistent development in allowing shrewd sensor structures.

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This research paper discusses sensors, intelligent computing, communication protocols, and artificial intelligence that enable AI-based sensors to be used in next-generation IoT applications.

[21] This studies paper summarizes the numerous troubles that plague the transportation enterprise, which is classed as an wise transportation system. Some of the subsystems below

attention are associated with visitors control, public transport, protection control, manufacturing, and logistics for wise transportation structures that make use of AI. This look at addresses particular hassle regions withinside the transportation enterprise and associated troubles that AI can remedy. This method entails table studies primarily based totally on country-particular statistics to be had from quite a few sources. It additionally consists of discussions on AI answers to remedy troubles withinside the transportation enterprise in one-of-a-kind nations of the sector and states of India. This article summarizes the capabilities and blessings of AI for constructing ITS. This look at proposes a framework wherein ITS subsystems are diagnosed with the aid of using their functionality. ITS is one of the maximum essential gear for figuring out capability troubles withinside the transportation enterprise, and this look at shows answers to particular troubles. This recruitment calls for funding from pinnacle control and longtime period vision, so it calls for the assist and management of every company. Some businesses and governments are nevertheless reluctant to rent for 2 reasons: they may be worried approximately the dangers related to adopting AI, or they may be weakly adopting era amongst residents of those nations. AI programs boost some of ethical, social, monetary and felony troubles. Data-pushed AI-primarily based totally programs are specifically intricate for cybersecurity and privateness in self-riding cars. The consequences of this text will gain governments and businesses seeking to put money into new technology for particular programs associated with the transportation enterprise to have a fine effect on their business. This article is meant to help businesses that need to remedy transportation troubles the usage of era answers. It additionally allows to make tasks and funding selections withinside the enterprise to offer sustainable answers to groups and societies.

[11] This evaluation additionally objectives to deal with the currently proposed clever domestic power control system. In addition, we are able to talk the demanding situations of clever grids, that have a excessive penetration fee of clever domestic electricity. Modern device-primarily based totally home equipment boom strength best troubles such as: B. Harmonic components, unbalanced loads, and unpredictable brief circuit currents. The grid government, on the alternative hand, do now no longer fee house owners for the effect the constructing has on strength best.

Therefore, all proposed power control structures are in the main associated with the discount of strength intake and the financial advantages of promoting electric power to the strength grid. In the destiny, grid government will want to outline price-primarily based totally strength best limits to make certain right strength alternate among clever houses and grids. A viable destiny route is aggregated clever domestic / clever town conduct modeling in numerous operational eventualities to deduce capacity strength grid eventualities for balance and best.

[5] Despite the improvement of numerous aid structures tailor-made for the aged, the adoption price of fitness strategies is low. This review describes the moral and suited demanding situations that lessen the adoption price of healthcare technologies, in particular the ones centered on clever houses for the aged. The research study encourages researchers and builders to offer an easier-to-use interface for older human beings and comply with their comments to satisfy their needs. The studies paper concludes that: Elderly human beings as cease customers want to be concerned withinside the assessment of those merchandise. If older human beings are unusual or disenchanted with the product, it's far not going that they may be inclined to simply accept and receive those strategies. Therefore, this newsletter recommends that destiny research consist of investigating older human beings's perceptions of

presently to be had industrial merchandise and presenting early comments at the ultra-modern research. It is essential to recollect the present day recruitment price of the aged and the reputation of assistive technology.

[19] The study proposes an effect at the promoting of the clever domestic marketplace through studying the elements that have an effect on the adoption and popularization of clever homes. A era recognition version became used to provide an explanation for the adoption of clever homes, and a multivariate probit version became used to provide an explanation for the adoption of clever homes. Therefore, growing marketplace call for calls for techniques to inspire younger purchasers to shop for smart homes. The consequences of this take a look at display that compatibility, cognizance of ease of use, and cognizance of usefulness had a high-quality effect on buy intent. The perceived usefulness became more with inside the aged and male corporations, even as compatibility became greater vital with inside the fantastically knowledgeable girl group. In phrases of buy time, older humans with better profits degrees and proprietors of huge home equipment are much more likely to shop for a clever domestic inside a year. In addition, the usefulness of clever domestic offerings rather than pre-detection had a highquality effect on buy time. In different words, you want to plot for the adoption of clever domestic offerings the use of the Lagard Group's strategy, that's the lengthy tail of the innovation diffusion curve. Among purchasers with distinctly low buy motivation, the application of more youthful generations and ladies became much less vital, and the compatibility of much less knowledgeable corporations and guys became much less vital. With the improvement of clever homes, new functions have now no longer been taken into consideration and problems might also additionally stand up on this take a look at.

[18] The motive of this observe is to research the elements that have an effect on the attractiveness and use of clever houses through residents. Extending the generation attractiveness version, this observe centered at the position of clever domestic attributes withinside the rationale to apply them and quantitatively investigated their effects. The proposed conceptual version considers cost, personalization, and availability and examines their effect on attitudes and rationale to apply clever houses.

This studies treatise concludes with the subsequent points: In this paper, we taken into consideration the advent of clever houses through growing a conceptual version. Additional clever domestic associated factors delivered to Advanced TAM B. Cost, availability, and personalization. A questionnaire has been created for statistics collection. Future paintings will discover the effect of PU, PEOU, PERS, AVA, and COS on ATT and IU. In addition, we plan to check the conceptual prediction version through acting a couple of regression evaluation and checking out the applicable hypotheses.

[12] Applying artificial intelligence technology to intelligent transportation systems can improve the efficiency of vehicle planning and communication systems. This research is very important for improving the communication performance and planning efficiency of transportation systems.

To observe the utility of synthetic intelligence in smart transportation structures, an automobile crossing time prediction version primarily based totally on BP's neural community has been proposed. Next, primarily based totally at the verbal exchange era of the smart transportation machine, create a simulation version primarily based totally at the technical traits of CAN bus verbal exchange and enhance the machine the usage of the EDF algorithm.

The end result is that the prediction mistakes of all neural community fashions implemented to automobile crossing instances in extraordinary instructions are much less than 10%, and the information achievement fee of various nodes with inside the EDF-primarily based totally CAN bus simulation version is substantially increased has been shown by the authors. Data achievement charges at diverse fee charges are over 95%. However, BP neural networks have the trouble of gradual convergence speeds and gradual minimums. Other overall performance assessment fashions were decided on with inside the survey below. In summary, the effects of this observe can offer a theoretical foundation for enhancing the verbal exchange performance of smart transportation structures and the effect of automobile planning.

5 Conclusion

AI Devices may adjust some Price Discrimination [16]. Through task recognition, data processing, decision-making, image recognition, prediction, and voice recognition, artificial intelligence (AI) technology assists with smart homes device management, power management, health care, smart interaction, security, entertainment systems, and personal robots[17]. COVID-19 has proven to be a catalyst for technological adoption and innovation [6]. By incorporating AI into products, companies can improve their environmental sustainability while also attracting new consumer segments that are less interested in traditional environmental sustainability [7]. The evaluation of these items must include elderly consumers as end users. It is unlikely that elderly individuals will be prepared to adopt and use these tactics if they are unfamiliar with or unsatisfied with the product [5]. Compatibility, awareness of usability, and awareness of simplicity of use influenced purchase intent favourably [19].

6 Future Direction

Factors such as buying capacity and utility for different age-groups of different products should be studied and taken into consideration for research. Location-wise surveys can be conducted to collect more data to analyse the reason behind lesser use of A.I devices in some areas and greater use in some areas [4]. Studies on preference of passengers in boarding an Autonomous Vehicle instead of a human driven vehicle can be done to know the factors influencing the consumer [21]. The next research about the Consumer Preference should definitely take responses from older adults and should definitely consider taking their feedback to improve the User Interface and design it to cater their needs. [5] Additionally, this paper recommends a further study and a Questionnaire Based Research on the subject.

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