

Acceptance of Artificial Intelligence Chatbot for Academic Purpose among University Students: Role of Attitudes And Behavioral Intentions in Adoption of AI Chatbots

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Abstract

The study investigated the acceptance of artificial intelligence (AI) chatbots for academic purposes among university students, roles of attitudes and behavioural intentions in their adoption. The sample consisted of 430 students with age ranging 18-25 years (M=20.14, SD=2.66) were approached from public and private institutions of Rawalpindi and Islamabad using convenience sampling technique . The study employed Perceived Usefulness and Perceived Ease of Use scale ((Venkatesh et al., 2012), Attitudes towards AI scale (Grassini, 2023), Behavior Intention scale (Venkatesh et al., 2012) and Bot Usability scale (Borsci, 2022). The result illustrated significant positive correlation was found among study variables. Moreover Women actual of chatbot in women is higher than men .The findings of the study enable Educators can incorporate chatbots into their teaching methods, increasing students' exposure and encouraging adoption.

Introduction

Among Pakistani students aged 13-18, 60% had used online chatbots for educational purposes. The majority (70%) expressed interest in using AI-powered chatbots for academic and mental health support. Adolescents are early adopters and are often at the forefront of technology use. Students are early adopters and are often at the forefront of technology use. While AI chatbots are well-studied in sectors like customer service and healthcare, their use in academics remains underexplored. Studies like Huang and Rust (2018) focus on commercial applications, leaving a gap in academic contexts. Cultural, educational, and technological differences, particularly in Pakistan, may shape students' attitudes toward chatbots. Raza et al. (2020) emphasize studying technology acceptance across diverse cultures for deeper insights.

Method

Objectives

To examine the relationship between Perceived Ease of Use (PEOU), perceived Usefulness (PU), attitudes towards chatbots towards AI, behavioural intentions and actual use of chatbot among students.

Hypothesis

- Perceived usefulness , Perceived Ease of Use , Attitudes towards chatbot and behaviour intentions will be positively correlates with actual use of chatbots.
- The actual use of Chatbot in women will be higher than men

Sampling

Convenience sampling technique was used for this study. The sample consists of 430 university students from Islamabad and Rawalpindi.

Instruments

- Perceived usefulness
- perceived Ease of Use
- Attitudes towards AI
- Behaviour Intention scale
- Bot Usability scale

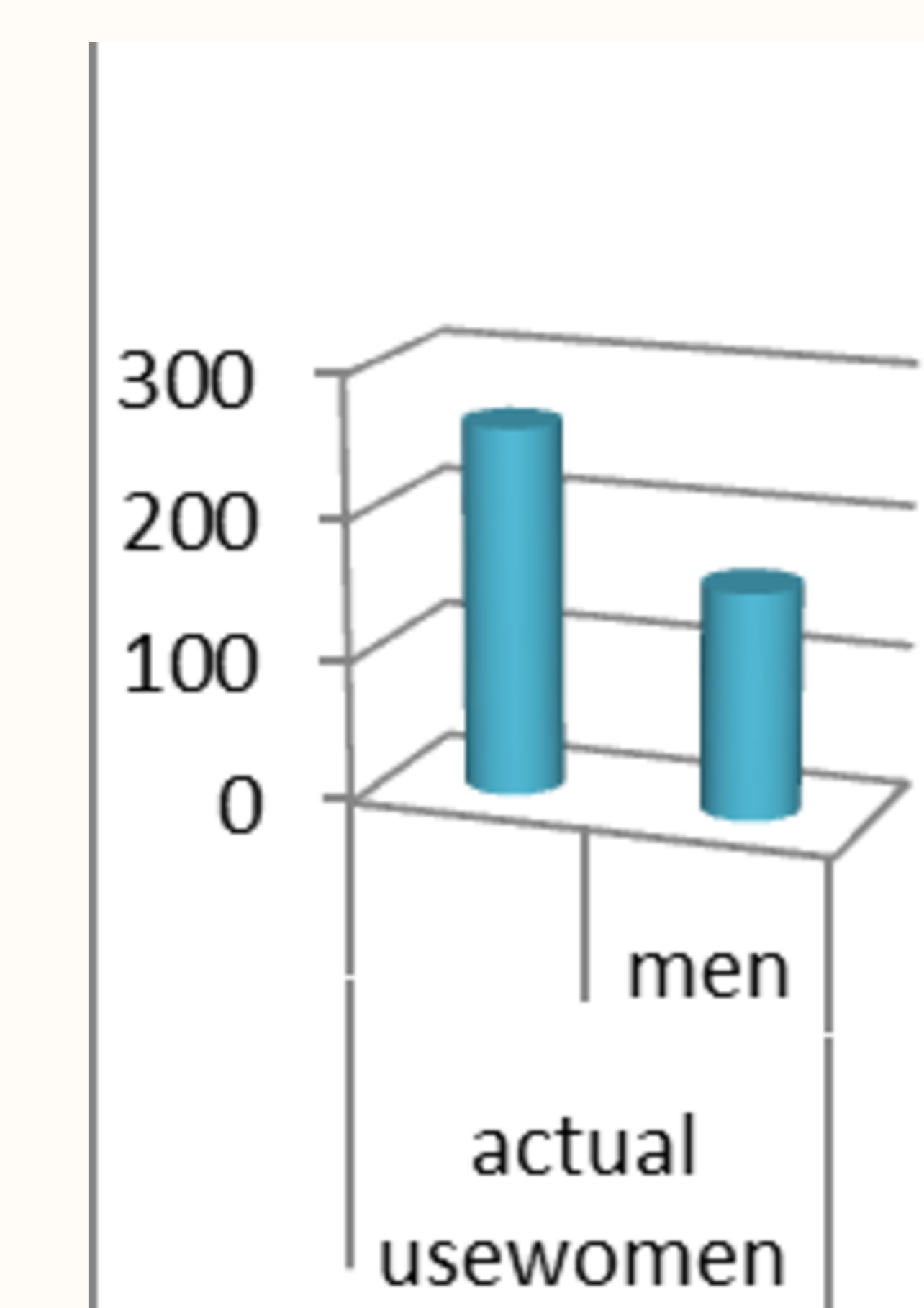
Procedure



Results

Actual Use of chatbot in women

Figure 1



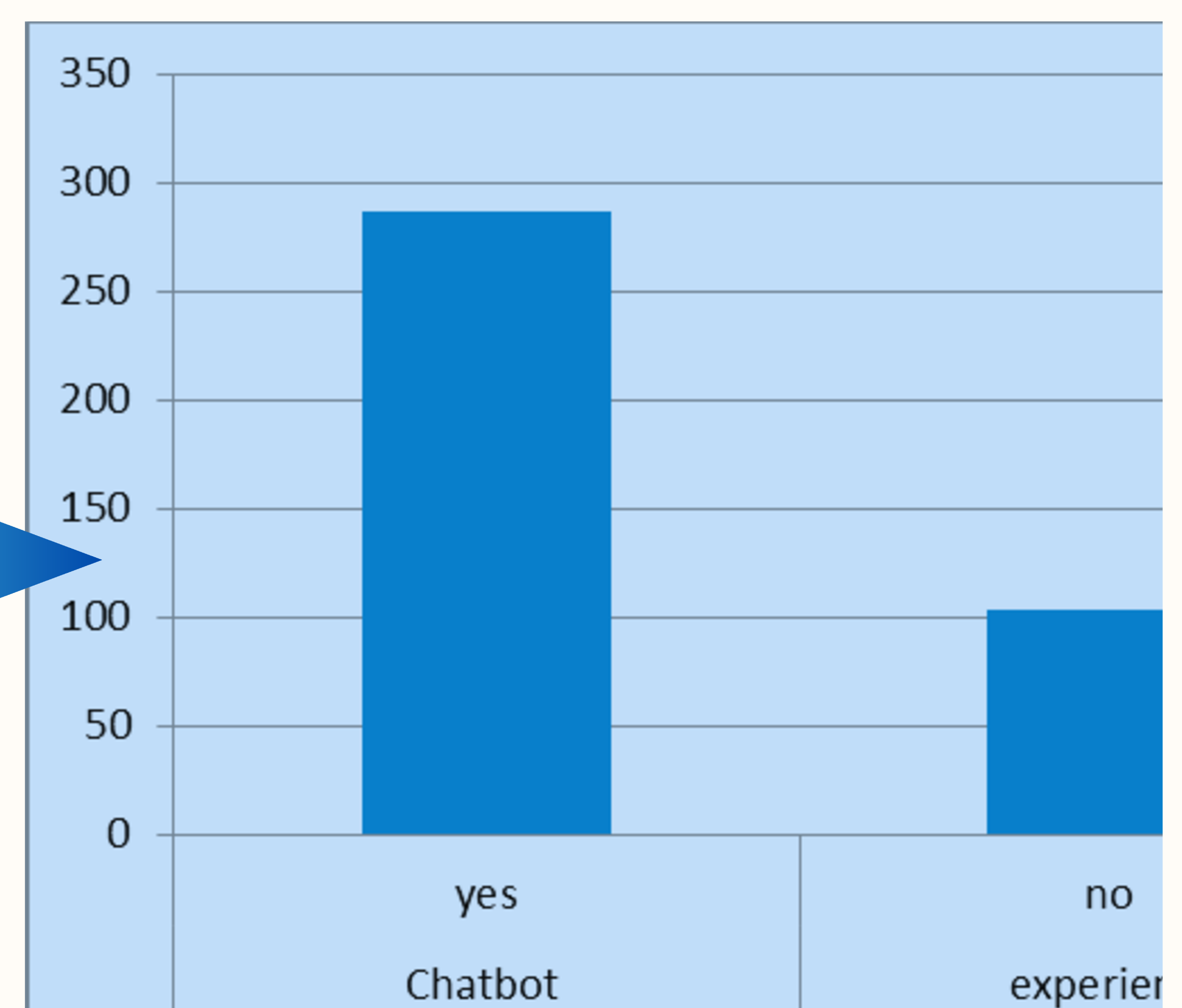
Correlation between study variables

figure 2

Scales	1	2	3	4	5
PU	-	-	-	-	-
PEOU	.77**	-	-	-	-
ATTIT	.52**	.52**	-	-	-
BI	.52**	.47**	.53**	-	-
BUS	.47**	.50**	.46**	.68**	-

Prior chatbot experience

Figure 3



Limitations and recommendations

The study only examined gender, institution type, work status, and chatbot experience, leaving out other potential factors like socioeconomic status, ethnicity, or rural/urban location.3. Include additional demographic factors to provide a more comprehensive understanding.Us emixed methods approaches (e.g., interviews, observations) to triangulate data and increase validity.

Conclusion

The present study aimed to explore the relationship between study variables and found significant positive correlations between perceived usefulness, perceived ease of use, attitudes towards AI, behavioral intentions to use AI chatbots, and actual use of chatbots. Additionally, women were found to use chatbots more frequently than men