FACTORS THAT IMPACT THE INTENTION OF ARTIFICIAL INTELLIGENCE ADOPTION IN RETAIL INDUSTRY AMONG GEN Z EMPLOYEES IN MALAYSIA

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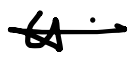DEPARTMENT OF MARKETING

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DECLARATION

We hereby declare that:

(1) This undergraduate FYP is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Equal contribution has been made by each group member in completing the FYP.

(4) The word count of this research report is ___**21,589**___.

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DEDICATION

This dissertation is dedicated to:

Our supervisor,

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For guided us throughout the completion of this research study.

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AI   Artificial Intelligence

AIA   AI Anxiety

EPQ   E-procurement quality

PEOU   Perceived Ease of Use

PU   Perceived Usefulness

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CHAPTER 1: INTRODUCTION

1.0 Introduction

Artificial Intelligence (AI) has become a game-changing technology, transforming numerous industries by automating processes, enhancing decision-making capabilities, and boosting efficiency. The retail sector has undergone significant disruption through the adoption of AI. It has empowered companies to personalize the customer experience, optimize supply chains, and streamline operations. However, the successful integration of AI in the retail industry heavily relies on the willingness and aptitude of employees, particularly the younger generation known as "Generation Z."

This chapter will be structured into seven key sections, including the search background, problem statement, research objectives, research questions, hypotheses of the study, significance of the study, chapter layout, and chapter summary.

1.1 Research Background

Malaysia's retail industry is undergoing a profound transformation spurred by the twin forces of technological advancement and the unprecedented challenges brought forth by the COVID-19 pandemic. Efforts by the government to promote technological adoption among SMEs and enhance IT competencies highlight the nation's commitment to embracing digitalization as the cornerstone of modern business practices. This shift is further accentuated by evolving consumer expectations, which emphasize the need for personalized and anticipatory services (Ammeran et al., 2022). As elucidated by Von Leipzig et al. (2017), adopting a digital-first approach is paramount for achieving consumer satisfaction and gaining a competitive edge in today's increasingly digitalized marketplace (Hashim, 2007).

The pandemic has acted as a catalyst, accelerating the adoption of e-commerce across Malaysia and reshaping consumer behaviors in its wake. This is particularly evident in the surge of online grocery shopping, which has witnessed exponential growth during the pandemic (Naseri, 2021). In response, local grocery retailers are swiftly pivoting towards online commerce and e-payment systems, recognizing the imperative to adapt to changing consumer preferences (Olazo, 2022). By embracing these technological advancements, retailers not only enhance their business opportunities but also cater to the evolving needs of consumers, thereby ensuring their relevance and resilience in the digital era. Moving forward, continued investment in technology and digital capabilities will be crucial for Malaysian retailers to remain competitive and thrive amidst ongoing organizational changes spurred by the pandemic and digital transformation (Wong, 2019).

The evolution of the retail industry has seen distinct phases, starting with Retail 1.0, marked by mechanization in the mid-18th to mid-19th century, transitioning from handmade to factory-based production. Retail 2.0, in the early 20th century, witnessed electrification and mass production, leading to low-cost products and the growth of suburban shopping centers. The emergence of Retail 3.0 occurred in the late 20th century with the advent of the Internet, revolutionizing shopping by enabling global production and online buying. In the early 21st century, Industry 4.0 technologies like artificial intelligence, Internet of Things (IoT), online computing, big data analytics, and virtual reality, retail 4.0 takes the lead. This phase brings about advancements in production and data analytics, a surge in online sales, and a focus on personalized customer experiences through digital marketing and social media, marking a paradigm shift in the retail landscape (Har et al., 2022).

As businesses embrace the era of automation, adopting AI will be critical to enhancing organizational outcomes and making data-driven decisions (Kaplan & Haenlein, 2019). Competitive pressures drive organizations to adopt AI strategies to maintain market leadership (Yang et al., 2015). By adopting AI applications, companies can transform their business processes, improve operational efficiency, and explore new ways to outperform their competitors.

AI applications have multiple benefits that can help increase profitability and business value. First, researchers anticipate AI's potential to improve labour efficiency by automating low-skill, routine tasks, freeing employees to focus on professional work (Arntz et al., 2017). This optimization can save organizations money and positively impact employee satisfaction and performance. Second, AI-driven automation increases operational efficiency, reducing production time and costs while improving product quality and safety (Wright & Schultz, 2018). Third, innovating with AI can accelerate new product development, reduce research costs, and generate new revenue streams, thereby increasing organizational profitability (Plastino & Purdy, 2018).

Artificial intelligence plays an important part in improving the quality of customer service by comprehending customer behaviour and introducing innovative service approaches (Kuo et al., 2017). Moreover, AI is good at processing large amounts of data at a speed exceeding human cognitive capabilities, optimizing the decision-making process, especially in complex scenarios (Jarrahi, 2018). This ability to handle complexity enables organizations to make faster, higher-quality decisions based on comprehensive data analysis.

The retail industry, especially Gen Z employees, is witnessing the integration of intelligent backend systems and chatbots to enhance customer interactions (Agag, 2017; Youkui et al., 2020). These AI-driven conversational systems enable 24/7 customer support, increase revenue and engagement, and reduce operational costs, providing organizations with a competitive advantage (Agag et al., 2020; Sugumar & Chandra, 2021).

In Malaysia, the transformation of retail business to e-retail has been marked by a significant integration of information technology (IT) into various aspects of the retail sector. Historically, traditional retailing operated without extensive IT due to its manageable size, limited scope, and less competitive environment (Vishal, 2012). However, with the emergence of modern retail formats, the necessity of robust IT systems became apparent. IT, comprising software, hardware, and communication technologies, has been widely utilized in retail for functions such as POS terminals, inventory management software, and interaction at different levels. Besides that,

technologies like Point of Sales (POS) systems and Radio Frequency Identification Technology (RFID) have become common in retail operations, facilitating efficient billing and automated stock management (Bakri & Carolyn, 2018).

The shift towards e-retail in Malaysia has been propelled by advancements in distribution logistics, technical innovations, and the use of Customer Relationship Management (CRM) systems. Consumers now engage in comprehensive product research and comparison through various online platforms, utilizing features like online surveys, comparisons, and CRM applications (Xing et al., 2010; Chong et al., 2014). The entire process, from product selection to order placement and delivery, is streamlined through e-business systems, enabling seamless transactions between businesses and consumers (B2C) as well as within the supply chain (B2B) (Agarwal & Yadav, 2015). Secure payment gateways and integrated ERP systems ensure smooth financial transactions and order processing. Furthermore, courier services are essential in guaranteeing the prompt and safe delivery of goods, aided by information management technologies that permit package tracking and tracing in real-time (Ishfaq et al., 2016).

The adoption of e-business systems has revolutionized the retail sector and, enhanced customer experiences, and streamlined logistics operations. With the widespread adoption of IT solutions like SCM, CRM, and ERP software among courier companies in Malaysia, technology integration into business operations has become indispensable (Izzah et al., 2021). This transformation underscores the significant impact of technology on entrepreneurial ventures and the broader business landscape in Malaysia, paving the way for a more efficient, interconnected, and customer-centric retail ecosystem (Chaudhury & Kuilboer, 2001; Ishfaq et al., 2016).

Furthermore, AI greatly benefits data-driven decision-making processes, providing reliable solutions to complex problems (Awan et al., 2021; Elia et al., 2021). By providing transformed data insights, AI systems enable business managers to address existing and potential challenges more effectively (Ashaari et al., 2021).

Businesses can leverage AI technologies to optimize operations, freeing human resources from repetitive tasks and freeing up more time for innovative work (Mikalef & Gupta, 2021). By deeply mining internal and external data, AI can help companies better understand customer needs and develop higher-quality products and services.

Recently, chatbots for customer service have seamlessly integrated into contemporary business operations. By enrolling natural language processing (NLP) and machine learning algorithms, these chatbots can comprehend and promptly address customer inquiries, delivering precise solutions in real time. The benefits of employing chatbots in customer service are numerous: reduced response times, consistent and standardized answers, and the ability to handle multiple customer queries simultaneously, improving service quality and customer satisfaction (El Khatib et al., 2019).

Different generations contribute their talents and perspectives to the current labor force landscape. Baby Boomers comprise 19 percent of the workforce, Gen Xers 35.5 percent, and Millennials 39.4 percent, making them the dominant generational cohort. With more than ten thousand Baby Boomers turning 65 daily, the demographic landscape is constantly changing. In addition, another major shift is expected in 2030, as Generation Z, born after the Millennials, is expected to make up 30 percent of the labor force. This infusion of demographics will bring fresh ideas, innovative work methods, and an in-depth understanding of technology that will undoubtedly profoundly impact the workplace (Kumar, 2023).

1.2 Problem Statement

The Malaysian retail industry serves as the bedrock of the nation's economic expansion. Although global rankings have shown a decline in recent years, Malaysia's retail industry continues to play a substantial role in the country's economy. To be specific, domestic consumption contributes a substantial 70% to Malaysia's Gross Domestic Product (GDP). Furthermore, the retail sector provides employment for an impressive 1.9 million individuals. This figure represents 14.6%

of Malaysia's total labor force across all industries and services. These statistics clearly demonstrate the dominance of the retail sector and its indispensable role in sustaining Malaysia's economic dynamism (Al-Suraihi et al., 2020; Derahman et al., 2014).

In addition, the retail sector is undergoing rapidly evolving technology due to shifts in consumer behavior, as well as technological development of AI is changing the retail industry in terms of fundamentals (Shankar et al., 2021). The retail sector is advancing towards implementing an intelligent service system that seamlessly integrates both individuals and elements within the service journey, including consumers' buying preferences. Ongoing advancements in technology are continually enhancing the capabilities of retailers' AI systems (Gursoy et al., 2019).

Despite the extensive integration of AI into the corporate landscape, organizations still exist that are slow to embrace or implement AI technologies (Weber & Schütte, 2019). Recent research findings indicate that a substantial 86% of executives are of the opinion that their respective companies ought to incorporate AI into their operations (Fu et al., 2023). Consequently, regardless of the industry, executives frequently wield significant influence when it is associated with the adoption of AI.

The integration of artificial intelligence (AI) into industries, including the retail sector, has spurred significant advancements. Generation Z (Gen Z), born between 1997 and 2012, emerges as a pivotal cohort with a distinct affinity for technology due to their digital upbringing. This raises the question of how Gen Z's positive orientation towards AI as a tool for skill development and collaboration influences their intention to adopt AI within the retail industry, ultimately shaping the trajectory of AI integration (Zaveria, 2023).

Gen Z's inherent comfort with technology, nurtured by ubiquitous digital exposure, prompts an investigation into their attitudes toward AI adoption. As the first digitally native generation, Gen Z's early immersion in technology fosters familiarity and a propensity for AI tools. This predisposition positions them as potential early adopters who could impact the manner and pace of AI integration in the retail sector. In a realm characterized by perpetual technological evolution, Gen

Z's tech-savviness serves as a catalyst for AI adoption within the retail industry. Their proactive engagement with AI tools for optimization and innovation indicates receptiveness to AI-driven advancements. Gen Z's perception of AI as an enhancer rather than a replacement for traditional practices presents opportunities for novel AI applications in retail operations (Zaveria, 2023).

Furthermore, Gen Zers are digitally attuned by nature, demonstrating an innate ability to navigate the digital workspace seamlessly. In addition, they have shown remarkable adaptability and confidence in the face of digital technological shifts. An impressive 80% of 724 Malaysian Gen Z respondents in a Dell Technologies survey expressed a willingness to mentor senior colleagues in technology. In the workplace, they may aptly refer to themselves as "digital ambassadors," ready to spread knowledge among colleagues and spearhead the uptake of new technologies (Tjiptono et al., 2020).

One of the distinguishing characteristics of Generation Z is their deep understanding of diversity and inclusion in the workplace. A report by Chan & Lee (2023) highlights that there is one distinguishing characteristic of Generation Z - a strong desire to uncover the truth. Their behavior revolves around expressing personal views, making connections through different perspectives, understanding different truths, and revealing the underlying truths of all issues. Compared to Millennials, Generation Z is clearly more receptive to different perspectives and encourages open expression of ideologies. This inclusivity is reflected in their strong support for gender mobility (Francis & Hoefel, 2018). The ubiquitous impact of technology has enabled Gen Z to form online communities rooted in common causes and shared goals rather than economic status. This shift may be why Gen Z is challenging traditional stereotypes and advocating for a more egalitarian approach in the workplace" (Mahapatra et al., 2022).

Therefore, this study aims to explore the factors that impact the intention of Artificial Intelligence adoption in the retail industry among Gen Z employees in Malaysia. This study mainly focused on the two outstanding retail companies in Malaysia which are 7-Eleven and Mr.Diy, despite the fact that only a few studies have thoroughly explored the important criteria and performance evaluation for

effective AI implementation in the retail industry. (Hsin-Pin Fu et al., 2022) Nonetheless, retail industry involvement in adopting AI cannot be overlooked because the retail industry in Malaysia comprises about 44.8% of the country's economy. Notably, the retail industry earns significant value from AI (Bughin et al., 2018), implying that applying AI to the sector might result in large benefits for merchants.

Despite the few empirical research in the field of AI adoption in Malaysia's retail business, many studies are visible in other industries. For example, Cheah and Farzana (2020) have conducted a study on the "Impact of AI" in the accounting industry. Besides, Somya Gupta et al (2022) focused their study on insurance industry. Furthermore, Faizan Ali et al (2021) have conducted research to understand Gen Z employees' intention to work with service robots in hotel industry. Finally, Li Yang et al (2019) have conducted a study on Artificial Intelligence in hospitality industry. However, limited studies have focused on the intention of AI adoption in the retail industry in Malaysia.

Thus, it is crucial to examine the variables that impact the intention of AI adoption in the retail industry among Gen Z employees in Malaysia. This study proposes to investigate the association between (perceived ease of use (PU), perceived usefulness (PEOU)), (trust), (AI anxiety (AIA), and the intention of AI adoption in the retail industry. Chatterjee et al: das Neves et al (2022) argue that people's motives to use AI technology are greatly impacted by how beneficial they perceive it to be. However, Muftiasa et al (2022) discovered that the PU of AI technology had no discernible influence on the decision to adopt it. Accordingly, an individual's perception of an application's advantages did not affect how frequently a user accessed the application.

Furthermore, Bou-Ghanem (2020) pinpointed that PEOU explains individuals' perception of the effort required to understand and use technology. However, Garos, 2020; das Neves et al., 2020 discovered that there is no relation between the desire to adopt AI and PEOU. With all of these AI adoption studies yielding varied results with significant, no significant, positive, and negative outcomes, a clear picture of

the association between PU, PEOU, trust, AIA, and AI adoption intention cannot be created. This is the gap that the current study aims to fill.

1.3 Research Objectives

The general objective of this research is to determine the factors that impact Artificial Intelligence adoption in the retail industry among Gen Z employees.

1.3.1 General Objective

This research will come up with perceptions and obtain more understanding of the Artificial Intelligence adoption in the retail industry among Gen Z employees. The specific research objectives are as follows.

1.3.2 Specific Objectives

These are the specific objectives from the stated general objective are as follows:

1. To examine whether a significant relationship exists between perceived usefulness and intention of AI adoption in the retail industry among Gen Z employees.
2. To examine whether a significant relationship exists between perceived ease of use and intention of AI adoption in the retail industry among Gen Z employees.
3. To examine whether a significant relationship exists between trust and intention of AI adoption in the retail industry among Gen Z employees.
4. To examine whether a significant relationship exists between AI anxiety and intention of AI adoption in the retail industry among Gen Z employees.

5. To examine whether a significant relationship exists between the independent variables (perceived usefulness, perceived ease of use, trust and AI anxiety) and intention of AI adoption in the retail industry among Gen Z employees.

1.4 Research Questions

The research questions will be the guide to examine and define each of the questions related to this research project. These are as follows:

1. Is there any significant relationship between perceived usefulness and intention of AI adoption in the retail industry among Gen Z employees?
2. Is there any significant relationship between perceived ease of use and intention of AI adoption in the retail industry among Gen Z employees?
3. Is there any significant relationship between trust and intention of AI adoption in the retail industry among Gen Z employees?
4. Is there any significant relationship between AI anxiety and intention of AI adoption in the retail industry among Gen Z employees?
5. Is there any significant relationship between independent variables (PU, PEOU, Trust, and AIA) and intention of AI adoption in the retail industry among Gen Z employees?

1.5 Hypotheses of the Study

Based on the research question, there are some hypotheses have been evolved to support and confirm the research objectives mentioned above:

H1: There is a significant relationship between perceived usefulness and AI adoption in the retail industry among Gen Z employees.

H2: There is a significant relationship between perceived ease of use and AI adoption in the retail industry among Gen Z employees.

H3: There is a significant relationship between trust and AI adoption in the retail industry among Gen Z employees.

H4: There is a significant relationship between AI anxiety and AI adoption in the retail industry among Gen Z employees.

H5: There is a significant relationship between independent variables (perceived usefulness, perceived ease of use, trust and AI anxiety) and intention of AI adoption in the retail industry among Gen Z employees.

1.6 Significance of the Study

This study is important because it delves into the determinants that determinants the acceptance of AI among Gen Z workers in the retail industry. By conducting this study, Gen Z, soon-to-be college graduates and organizations not using AI will learn more about the benefits and drawbacks of Gen Z workers implementing AI in the retail sector so they can leverage AI to boost productivity, save costs, improve product quality, and improve customer service (Bag et al., 2020). In addition, this study aims to provide a consolidated understanding of PU, PEOU, Trust and AIA that affect the adoption of AI by Gen Z workers in the retail industry. Additionally, this study aims to increase understanding of AI and facilitate improvement and implementation of changes that will lead to increased adoption of AI in the foreseeable future.

For Mr DIY, this study offers direct implications for workforce management and operational efficiency. Understanding the factors that influence Gen Z workers' embrace of AI allows Mr DIY to adjust its technology initiatives to recruit, engage, and retain this cohort. The insights can help the organization implement AI solutions that correspond with Gen Z preferences, perhaps leading to higher satisfaction among workers, simpler procedures, and better productivity. As Mr DIY navigates the ever-changing retail market, this research can serve as a valuable resource for strategic decision-making.

Besides, this study contributes to Ministry of Higher Education (MOHE) and Ministry of Science, Technology & Innovation (MOSTI) by shedding light on the

evolving dynamics of technology adoption among the future workforce in the retail sector. This information may be used by the ministry to create educational programs and policies that provide students, particularly those in the Gen Z group, with the skills and knowledge required for a technologically driven job. Furthermore, MOESTY may use the findings to partner with industry and educational institutions to develop a curriculum that meets the needs of an AI-centric work environment, promising a smooth transition from academia to the workforce (Sharon, 2019).

On a larger scale, this research benefits the community and society by examining the socio-technological elements of AI adoption in the retail industry. It encourages a deeper knowledge of how technology innovations affect the workforce, particularly among young people. This understanding may spark educated public debate, policy lobbying, and community participation around the responsible and ethical use of AI technology. This research helps to establish a more tech-savvy, educated, and adaptive society by encouraging a discussion on the societal implications of AI adoption (Sen, 2023).

1.7 Chapter Layout

Discuss what informant will be serve in each chapter, such as Chapter 1, Chapter 2, and Chapter 3.

1.7.1 Chapter 1: Introduction

The first chapter serves as an introduction, providing an overview of the study and presenting the research problem. It demonstrates the research objectives that need to be attained, the research questions that will be addressed, and the hypotheses that will be examined. Additionally, Chapter 1 highlights the significance of the study, emphasizing its importance. It concludes with a chapter overview and a summary of key points.

1.7.2 Chapter 2: Literature Review

Chapter 2 begins with an introduction that outlines the purpose and structure of the chapter. It includes a comprehensive overview, drawing from secondary sources to examine the research's variables that are independent and dependent. The chapter also reviews appropriate theoretical models, which serve as the foundation for the conceptual framework. The conceptual framework is then presented, analyzing the connections between the variables. The chapter further develops hypotheses based on the literature review and concludes with a summary.

1.7.3 Chapter 3: Research Methodology

Chapter 3 outlines the research methodology and design, specifying whether the research approach is qualitative or quantitative. The chosen research design is justified in this section. The chapter proceeds to describe the data collection methods used to collect primary and secondary data, which will be applied to address the research hypotheses and questions. It also covers aspects such as sampling design, sampling techniques, sampling size, sampling elements, sampling frame, and sampling location. Furthermore, the chapter discusses the selection of measurement instruments, referred to as research instruments, and addresses constructs measurement, data processing, and data analysis, and concludes with a summary.

1.8 Chapter Summary

This chapter reviews the AI background and the various factors that impact its adoption. Specifically, we have focused on the PU, PEOU, Trust and AIA that influence the adoption of artificial intelligence among Gen Z employees in the retail industry. Through this study, we anticipate that retail businesses will gain deeper insights into the variables that affect the adoption of AI by Gen Z employees.

Subsequent chapters will delve into these variables and explore their interrelationships more deeply.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

In Chapter 2, we will detail the study's research. This chapter will explain the topic's fundamentals. This chapter evaluates relevant journal articles. Next, we'll explain the dependent variable and two independent variables and theoretical framework analyses. Furthermore, Chapter 2 explains the issue's aims and questions and journal articles linked the theory's dependent and independent variables. This chapter overview concludes.

2.1 Underlying Theories

The theory's underlying hypotheses were utilized to study factors that affect the employee's adoption behaviour on AI. This study uses a technology acceptance model (TAM). This theory comprehends and assesses the aspects that impact the acceptance and implementation of technological breakthroughs. It takes two major dimensions into account, which are perceived usefulness (PU) and perceived ease of use (PEOU). According to Mohr & Kühl (2021) TAM is a critical predictor for the acceptance of latest technologies. Similar words or the phrases have existed in nearly every language and culture since the 20th century, It began in the same era as the rise in personal computer use. As we all know AI has already strongly influenced the world of work in the 21st century. It is inconceivable to think how most of our decidable tasks in the workplace can be completed without computers, algorithms, and software. Besides, it is impossible to foresee how most of the process stages may be carried out without the need for human force (Wisskirchen et al., 2017).

Technological acceptance model theory having of two elements which are PU and PEOU that may impact people's adoption behaviour on AI. Although there are other theoretical models that have been proposed and used to study the acquiring and

using behaviour of information technologies, the Technology Acceptance Model (TAM), among the many theories proposed, is regarded as one of the most powerful and most frequently adopted by researchers to explain how people accept a certain technology. PU measures the degree to which individual assume the technologies will enhance their performance and have easier completion of responsibilities at work.

PU refers to user's perception that utilizing an AI virtual assistant would enhance their performance. From the researcher Davis (1989) the result was shown that perceived utility is a primary predictor of an individual's propensity to embrace latest technology, whereas PEOU is a minor predictor. Although is a minor predictor it still has the importance to include in our study. According to the TAM concept, the easier an AI application is predicted to be to use, the more likely it will be regarded as valuable for the user, and the more likely it will encourage the employee's technological uptake.

The employee's attitude toward usage is his or her assessment of the desirability of adopting certain information technology also being considered in the TAM model. Under the TAM model, it is important for a deeper understanding of the behaviour of the individual, such as the attitudes and motives that stimulate AI adoption among employees. Furthermore, most present research does not investigate the numerous components and complexities of adoption processes (Radhakrishnan & Chattopadhyay, 2020). As a result, both the TAM are employed as theoretical frameworks in this study to provide more knowledges of the elements impacting employees' intentions to adopt AI.

2.2 Review of the Literature

2.2.1 Dependent Variable –Employee intention to adopt AI

The dimension for intention among employees to adopt artificial intelligence will be the attitude, perceived behavioural, subjective norm, and information cascade (Hong, 2018).

Attitude

Attitude as one of the dimensions will refer to the employee's attitude toward the AI as implemented within the organization. It could serve as the personal dimension that significantly related to individual's behavioural intention to adopt and use AI (Hong, 2018). A number of research have been TAM that would show that when a user believes that AI can significantly affect the organization ties to study antecedents to attitude toward adoption of AI. Additionally, if individuals think utilizing AI requires no effort on their part and encourages information exchange with others, they are more likely to learn how to utilize it and acquire a good attitude toward doing so (Sohn & Kwon, 2019). An individual's point of view has a significant role in examine their emotions and conduct. A major subject in TRA, TPB, and TAM is the impact of attitude on intention and behaviour in particular.

Perceived behavioural control

According to Sohn & Kwon (2019), the dimension interpreted actions derived from Bandura's self-efficacy theory. This theories the most crucial need for effective behavioural change, according to Bandura. Similar to perceived behavioural control, perceived behavioural control demonstrates the level of easy or difficult a person perceives a certain activity to be. The perceived behavioural is determined by an individual's beliefs that could help or hinder the performance of the behaviour. Hence the result shows that behavioural intention is known to be significantly preceded by perceived behavioural control.

<u>Subjective norms</u>

The third aspect of the desire to use AI. A norm in sociology is a common expectation of conduct that reflects what is seen as acceptable and suitable culturally by the employee. Social norms are unwritten rules that guide members of a society's behaviour, and the employee's behaviour within the organization (Sohn & Kwon, 2019). In the same way, subjective norms are the expectations that a significant individual or group would endorse a specific conduct. Individuals' perception towards the social pressure from others in the organization to act in a specific way and the individual's desire and intention to adopt AI within the organization.

<u>Information cascade</u>

Hong (2018) stated that the fourth dimension is the information cascade, which refers to the individual person's adoption decision without taking into account his or her own information after observing others' behaviour. Mostly will be the case of an individual facing an uncertain situation. Therefore, the individual's rational option would be to watch the social environment around the usage of AI and then adopt it by joining the bandwagon. The habit of "jumping on the bandwagon" seems to be more pronounced in young adults which will be the Gen Z in the organization.

2.2.2 1ˢᵗ Independent Variable – Perceived usefulness (PU)

Brandon-Jones & Carey (2011) stated that processing, content, and usability are the three major PU that will affect the attitude the behaviour of employees adopt. These dimensions are supported by the user-perceived e-procurement quality (EPQ) dimensions, which can indicate PU. These three categories of factors have played an important role in employee adoption behaviour as they will further influence the individual's actual usage of AI within the organization.

<u>Processing</u>

The processing dimension of EPQ is related to the way of people view a new technology that an organization has implemented to affect order processing speed, ease of authorization, the period it takes for orders to reach suppliers, analysis of customer data, on-time delivery, and order correctness. The efficiency may result from the streamlining and simplicity of purchasing procedures and the shorter cycle times can help to enhance the preciseness of data gathered from the customer. This is related to another theory which is the diffusion of innovation theory's relative advantage, which explains the extent to which an invention is regarded as superior to the concept, program, or product it replaces. Individuals are unlikely to like the system unless they can attribute work performance benefits to it. In the EPQ, it refers to the efficiency with which orders are processed (Brandon-Jones & Carey, 2011). Such efficiency may be due to the simplicity and simplifying of purchasing procedures, shorter cycle times, and increased preciseness of information communicated between purchasers and suppliers. Evidence suggests that the comparative lead time of a new system plays a crucial influence on user acceptability.

Content

The content dimension takes into account the sufficiency of suppliers and customer data placed into an EPQ, as well as how easy is to search for material. It emphasizes the importance of great system content in assisting people in achieving their learning objectives and improving their work performance and the employee perceives the usefulness of the AI. We propose that content can have a favourable impact on PU in the context of e-procurement.

Usability

The usability dimension involves system availability, navigation ease, and screen loading speed. multiple studies have found that system availability, navigation, and speed is essential to influence on employees' ability to complete jobs promptly and efficiently which lead indicates the employee's perceived usefulness at the same time. User-interface elements on the AI

system such as menus and icons contribute to the utility of a system and enable individuals to accomplish their activities with higher efficient.

Table 1

Mixed Result of Perceived Usefulness Elements

Dimensions / Journal Article	Processing	Content	Usability
Jones & Carey (2011)	Significant	Not Significant	Significant
Almajali et al. (2023)	Significant	Significant	Significant
Kim & Lee (2014)	Significant	Not related	Not related

Table 1 shown the mixed result of the dimension in PU. As Jones & Carey research result shown that content of the AI does not significant related to the individual's PU on the AI, while processing and usability having significant to the PU on AI (Jones & Carey, 2011). On the other hand, researcher Almajali et al., shown that processing, content, usability all having significant relationship to the PU on the AI (Almajali et al. ,2023). Researcher Kim and Lee has determined that the processing of the AI is significant related to the individual's PU on the AI in their research (Kim & Lee, 2014).

2.2.3 2nd Independent Variable – Perceived eased-of-use (PEOU)

PEOU is defined as the degree to which an individual feels that utilizing a technology requires no effort. Employee intention to use AI is strongly and significantly influenced by PEOU. It comprises determining how simple it is to learn the technology. Three essential components of PEOU are professionalism, training, and usability (Almajali et al. 2023).

Usability

First will be in terms of usability, a system that is dependable, versatile, and easy to use has higher likelihood to provide a favourable user experience (Holden & Rada, 2011). In the context of e-procurement quality (EPQ) dimensions the perceived ease of is referred to as usability. First and foremost, a system should be accessible at all times since any downtime may lead customers to get frustrated. On the other hand, if a system is inaccessible, for example, because of an unstable server, users are tend to seek alternate methods of placing orders outside of the system (Almajali et al. 2023).

Training

The second dimension of PEOU is the training. It extends the scope of assistance by investigating how successfully information about the use of an EPQ is conveyed from service providers to users. Therefore, productive training should be targeted to the needs of each individual user by conducting virtual tutorials, team sessions, up to date training on specific areas of the system, refresher courses, or one-to-one assistance provided by the organization (Almajali et al. 2023). The efficiency of the training delivered is measured not only by the quality of the training itself but also by the quality of the accompanying manuals. Training is offered to influence users' readiness and competence to the employee's PEOU.

Professionalism

The last dimension is professionalism, which refers to the availability of assistance, responsiveness, dependability, and the amount of technical competence required to handle problems in a flexible and effective manner under the e-procurement system (Brandon-Jones & Carey, 2011). This dimension focuses on support staff attitudes and measures them by levels of friendliness, care displayed, and interactions confidentially. Professionalism refers to the continual assistance offered to employees within the organization, including availability, dependability, knowledge, attitude, and responsiveness, of the support team of the organization.

Table 2

Mixed Result of Perceived Ease Of Use Elements

Dimensions / Journal Article	Usability	Training	Professionalism
Jones & Carey (2011)	Significant	Not Significant	Significant
Almajali et al. (2023)	Not signifcant	Significant	Not related
Singh & Punia (2011)	Not related	Significant	Not related
Ramkumar & Jenamani (2015)	Not related	Significant	Not related

Table 2 shown the mixed result of the dimension in PEOU. As Jones & Carey, 2011 research result shown that training of the company provided to the employees does not significant related to the individual's PEOU on the AI, while usability and professionalism of the AI having significant to the individual's PEOU on AI. On the flip side, researcher Almajali et al., shown that usability of the AI will not significant reflect the individual PEOU of the AI (Almajali et al., 2023). Training of the company provided would have significant related to the individual's PEOU on the AI as shown in the many research (Almajali et al., 2023, Singh & Punia, 2011, and Ramkumar & Jenamani, 2015).

2.2.4 3rd Independent Variable – Trust

The most recent methods have expanded on the idea of trust as a predictor of technology adoption. It has been extensively studied in a number of domains, including the use of new information systems and a range of online services, including social networking sites, gaming, banking, and shopping (Kelly et al., 2023).

Human-like Trust

Firstly, human-like trust is mostly related to the nature of the technology. It may describe emotional trust and emotional attachment to technology. It has to do with the ethics and values that inform AI design as well as the cultural and social norms of the algorithms. AI is a type of technology that replaces human decision-making and task-solving. In the context of artificial intelligence (AI), trust is crucial for both human and technological reasons. This is because these technologies are often presented as having human qualities like reasoning and drives, which can increase initial trust and expectations (Choung et al., 2022).

Functionality Trust

Plus, functionality trust explains whether an individual trusts an AI technology's functionality or not. Trust in functionality includes competence, dependability, and security. Functionality refers to technology's capability just like human ability. It also has to do with knowledge and expertise in technology. Both human-like and functionality-related trust in AI had a positive impact on the perceived usefulness, attitude, and intention to use. The overall impact of the functionality trust was higher than that of the human-like trust dimension (Choung et al., 2022).

Table 3

Mixed Result of Trust Elements

Dimensions / Journal Article	Human-Like Trust	Functionality Trust
Choung et al. (2022)	Significant	Significant
Kesslr et al. (2017)	Significant	Not related
Chen & Park (2021)	Not significant	Not related
Chi & Hoang (2023)	Not significant	Not related

Table 3 shown the mixed result of the dimension in trust. The research done by Choung et al. in year 2022, the human-like trust and functionality trust does significantly affect the individual's trust on the AI technologies. Plus, researcher Kesslr et al., suggested that human-like trust has significant relationship with individual trust (Kesslr et al., 2017). However, there were some contrary opinions, human-like trust has insignificant relationship with the individual's trust on the AI technologies (Chen & Park, 2021, and Chi & Hoang, 2023).

2.2.5 4th Independent Variable – AI Anxiety (AIA)

AI Anxiety (AIA) is referring to unusual moods in its prospective users when new technology were introduced. These distinct emotions can range from optimism to unease or anxiety when utilizing new technology (Ayanwale et al., 2022). Anxiety associated with artificial intelligence (AI), commonly known as "technophobia", "AI Phobia", or "AI anxiety" (AIA). The three main causes of AIA have generally been identified as follows: misunderstandings regarding computational entities and humans, the exclusion of humans from the use of AI, and inaccurate conceptions of technological development. AIA negatively influence to the employee's intention to adopt artificial intelligence (Novita & Sulastri, 2023). It entails assessing the ease with which the technology may be learned. AIA covers both computer-anxiety and robot-anxiety constructs. The following are key dimensions of AIA are Learning, Ai configuration , Job replacement, and Sociotechnical Blindness (Wang & Wang, 2022).

<u>Learning</u>

First dimension is the Learning, similar to the computer-anxiety construct. It refers to a person's lack of confidence in their ability to learn a challenging subject (Li & Huang, 2020). Anxiety is caused by the belief that learning AI technology will be difficult. It has been demonstrated that learning on a computer can cause anxiety. Similar to this, anxiety can also result from learning challenges in AI. Since AI is an algorithmic technology, most

people will find it challenging to learn, and in some fields, AI programs have outperformed the most skilled humans, which makes people even less confident about learning AI (Li & Huang, 2020). Other Researcher also stated that The fear of not being able to learn particular AI knowledge and skills is known as AI learning anxiety (Terzi,2020; Wang & Wang,2022). To their possible harm, people who worry that they lack the personal resources necessary to learn the knowledge and skills required for AI may steer clear of AI-powered products. Many Artificial intelligence user experience learning anxiety when learning AI because it requires them to comprehend a wide variety of complicated and specialized algorithmsAn employee's intention to adopt artificial intelligence will be impacted if they are fearful about learning AI because they will be less willing to learn and won't see the advantages and enjoyment of doing so.

AI Configuration

The fear of humanoid being AI is the second dimension, or AI configuration (Wang & Wang, 2022). People may be frightened of robots that seem like humans, as the movie "I, Robot" demonstrates (Mark et al., 2004). Social anxiety has been shown by Yuan et al. (2022) to moderate the relationship between people's views toward AI-powered assistants and their perceptions of humanoid assistants. Additionally, they discovered that negative attitudes toward interacting with humanoid robots were linked to anxiety. However, the lack of widespread use of humanoid AI robots in Turkey suggests that people may have learned about the concept of these robots through other channels, such as the media.

Job Replacement

The third dimension is job replacement, which refers to the fear that "Job replacement anxiety" is the the fear that an extensive number of existing jobs will be replaced by AI as mentioned by Li & Huang (2020); Wang & Wang (2022). Bessen, J.(2018) predicts that as AI becomes more sophisticated, More jobs, such as those of telemarketing firms, front-desk employees market analysis analysts, retail salespersons, and others, will be replaced by it. In actuality, AI has already started to replace jobs. Service

employees, receptionists, and cashiers are being replaced by these new technologies (Blut et al., 2021; Huang & Rust, 2020; Joerling et al., 2019), which is leading to unemployment and anxiety among the populace regarding their employability.

AI Sociotechnical Blindness

The Last dimension is AI sociotechnical blindness, which refers worries for failing to recognize that artificial intelligence is a system that always and only works in collaboration with people and social institutions (Johnson & Verdicchio, 2017). Turkey is seeing a rise in the use of AI technology in the workplace. That being said, most workers in regular jobs still rely on human labor (Ermağan, 2021). (Johnson & Verdicchio, 2017) Turkey is seeing a rise in the use of AI technology in the workplace. That being said, most workers in regular jobs still rely on human labor (Ermağan, 2021).

Table 4

Mixed Result of AIA Elements

Dimensions / Journal Article	Learning	AI Configuration	Job Replacement	Sociotechnical Blindness
Wang & Wang (2022)	Significant	Significant	Significant	Significant
Kaya et al. (2024)	Significant	Significant	Not significant	Not significant
ÇOBANOĞLU & OĞUZHAN (2023)	Significant	Significant	Significant	Significant

Table 4 shown the mixed result of the dimension in AIA. As Kaya et al., 2022 research result shown that Job replacement and sociotechnical

blindness of the employees does not significant related to anxiety on the artificial intelligence, while learning and AI configuration of user having significant to the individual's Anxiety on AI. On the flip side, researcher Wang & Wang and , ÇOBANOĞLU & OĞUZHAN shown that learning, AI configuration, Job replacement , and Sociotechnical blindness of the user will significantly reflect the individual AIA scale and significantly impact on the employees intention to AI in their workplace.

2.3 Proposed Conceptual Framework

Figure 1

Proposed Theoretical Framework
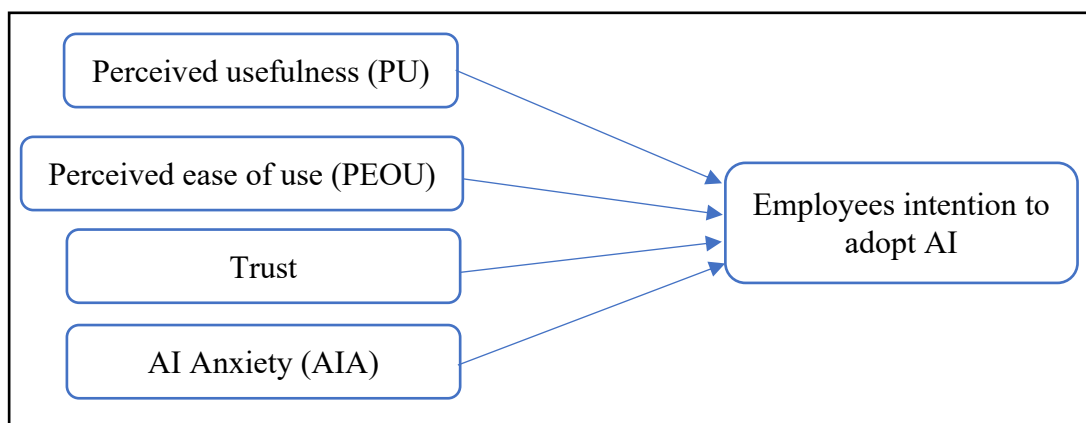
Figure 1 demonstrates how the intention of AI adoption among employees is affected by the PU, PEOU, trust, and AIA. In this framework, the factors of the intention of AI adoption among Generation Z employees are the PU, PEOU, trust, and AIA.

First, perceived usefulness (PU) measures people's belief that implementing a particular system will enhance their productivity at work. In other words, Google is advanced in mail autotyping, improving consumers' perceptions of its usefulness. It will contribute to more individuals adopting AI tools. A stronger the PU of AI will result in a stronger the technology adoption will be (Bou-Ghanem, 2020). The PU of a new technology is also affected by the level of difficulty to implement it, which means the easier it is to utilize a new technology, the higher the PU will be.

An employee is less likely to reject adopting new technology if they anticipate it is taking no effort at all (Garos, 2020). It explains that the easier the AI to use, individuals will likely adopt AI. The PU is significantly related to the intention of using AI.

If users believe that technology is helpful, there will be more individuals who intend to use the technology and intend to use technology more (Wicaksono & Maharani, 2020). Users are more willing to adopt AI technology when it is deemed beneficial and meets their demands as they have higher tendency to develop a good attitude toward AI technology once it is seen to have a practical use (Gamal Aboelmaged, 2010). The perceived usefulness significantly related to the intention of using AI technology in organizations. Hence, if the technology is useful in enhancing employees' job performance, it leads to operational excellence. Improved operational efficiency will result in speedy product delivery and higher customer satisfaction (Mukherjee et al., 2023).

In addition, the **PEOU** is significantly and positively related to the usage intention of AI. PEOU ris the degree to which an individual thinks it will take work to adopt a specific system. AI improves the sense of usage by predicting user preferences for autotyping, facial traits, and other AI aspects. The intention to adopt AI will be affected by the PEOU (Muftiasa et al., 2022). PEOU has a significant effect on the intention of adopting AI (Wicaksono & Maharani, 2020).

Since the PEOU can significantly affect the intention to adopt AI, the greater the PEOU, the greater the technology adoption will be (Bou-Ghanem, 2020). AI technology can be popular among employees if it is simple to access and use. For example, if the AI is user-friendly, it enables individuals to save time and effort, which results from the instant solutions and prompt responses provided by AI technology. Individuals' perceptions of AI's PEOU are related to their intentions to use it (Alboqami, 2023).

Moreover, **trust** is the subjective attitude that enables individuals to make a risky course of action. Individuals who have trust in technology sometimes think that using a device can help them accomplish their goals (Kelly et al., 2023).

Trust, a basic human mechanism, is needed to manage risk, which is comprised of vulnerability, uncertainty, complexity, and ambiguity. Usually, trust has been associated with interpersonal connections and has been necessary to establish mutuality and interdependence in human communication. Since trust is an integrity factor and perceived reliability, it is essential to understanding interpersonal interaction. Positive user experiences and perceptions of AI technologies are greatly affected by trust (Choung et al., 2022).

The degree of dependence on technology can be predicted by trust, and whether an individual would use technology is influenced by the degree to which a person's trust and skills of the technology coincide. It means that an individual who has low trust in highly capable technology will result in disuse, whereas high trust in incapable technology would cause misuse. Due to the perceived risk involved in human-AI relationships, and the complexity and uncertainty of AI activities, trust is important in the context of human-AI interaction. Unlike the initial lack of trust that arises between unfamiliar human, new technologies may lead to overly optimistic views about their capabilities and usefulness. (Glikson & Woolley, 2020).

AIA describes emotions of fear or unease about AI that is beyond their control as mentioned by Johnson & Verdicchio (2017) in their study. Wang & Wang (2022) stated that behavior prediction is the primary goal of creating an AIA measure, behavior theory and self-perceived anxiety and discomfort with AI products and technologies are closely related. In spite of this theoretical foundation, it can be interpreted as an ideal that serves as a bridge or intermediary between the intention of behavior and the attitudes and causative variables that eventually result in the behavior itself. Numerous researchers have examined the relationship between personal beliefs and anxiety related to computers and how it affects performance later on (e.g., Brosnan & Lee, 1998; Russon, Josefowitz, & Edmonds, 1994; Wang, 2007). Their results indicate that future behavioral intention is either clearly restricted or increased by anxiety perceptions related to an AI technology or product.

Anxiety can have either enabling or incapacitating effects. Surprisingly, there hasn't been much research done on anxiety's facilitating effects in relation to IT. This

circumstance might support the theory that enabling anxiety is typically linked to less cognitively taxing tasks, on the other hand, adopting IT is usually perceived as a difficult task, and anxiety is more likely to prevent adoption. However, it is important to acknowledge the results of the current research on AIA and the beneficial relationship between AIA and intentions of learning (Wang & Wang, 2022).

2.4 Hypotheses Development

2.4.1 There is a relationship between perceived usefulness and intention of AI adoption among employees.

The PU is significantly related to the intention of using AI (Chatterjee et al., 2021; das Neves et al., 2022). In the employee circumstances, it is the perceived likelihood that the AI technology will benefit the employee in job performance. The perceptions mainly involve the perceptions of the functional result of technology usage. PU has a strong and significant influence in determining the intention to use AI; Therefore, when people see that AI technology is useful and helpful, they are more likely to adopt it. (Dabbous et al., 2022). Since PU can significantly affect the intention to adopt AI technology, organizations implement AI technology that is valuable to encourage employees to adopt or continue to use it (Choung et al., 2022).

However, the intention to adopt AI technology was not significantly related to PU. Accordingly, an individual's perception of an application's advantages did not affect how frequently a user accessed the application (Muftiasa et al., 2022). It indicates that whether AI technology can bring advantages to individuals or not will have no influence on their decision to adopt the technology. Therefore, we hypnotized that the association between PU and the intention of AI adoption among employees is significant.

H0: There is no significant relationship between perceived usefulness and the intention of AI adoption among employees.

H1: There is a significant relationship between perceived usefulness and the intention of AI adoption among employees.

2.4.2 There is a relationship between perceived ease of use and intention of AI adoption among employees.

PEOU explains individuals' perception of the effort needed to understand and use technology (Bou-Ghanem, 2020). The main factor influencing how people accept, embrace, and utilize technology is PEOU. Therefore, even after experiencing a system, a person's general attitudes towards AI technology are still very powerful predictors of how easy they believe it is to be to use. Additionally, there are relationships between external factors and attitudes about utilizing, use behavior, perceived utility, and perceived ease of use (Holden & Rada, 2011). When AI technology does not deliver productive performance, the ease of use may be seen from the user's view point as part of the cost of using the technology (Karunarathne & Abeyratne, 2020). There is a strong impact of behavioral intention to adopt artificial intelligence (AI) and the PEOU (Wicaksono & Maharani, 2020; Choung et al., 2022). Across a variety of industries PEOU strongly and positively influenced the behavioral intention, willingness, and use behavior of AI technologies (Kelly et al., 2023).

However, the PEOU is insignificant related to the intention to use AI technology (Garos, 2020; das Neves et al., 2022). It means that whether individuals think that AI technology is uncomplicated to use or not has no effect on their decision to adopt the technology. Thus, we hypnotized that PEOU is significantly related to the intention of AI adoption among employees.

H0: There is no significant relationship between perceived ease of use and the intention of AI adoption among employees.

H1: There is a significant relationship between perceived ease of use and the intention of AI adoption among employees.

2.4.3 There is a relationship between trust and intention of AI adoption among employees.

When individuals trust AI, they are more likely to view it favorably. On the other hand, low trust may cause people to worry more about the hazards and threats associated with technology than its advantages. Thus, there is a significant impact of trust in influencing individual perceptions and adoption of AI technology through the TAM framework (Choung et al., 2022). Additionally, employees with poor prior experience will be greatly influenced by technological trust in usage intentions compared to employees with a neutral or positive prior experience. Trust is the factor for employees with poor prior experience of their intention to use AI technology. Therefore, the relationship between trust and employees' intention to use AI is significant and positive (Garos, 2020). It was shown that perceived trust can strongly and positively affect the intention to adopt banking technology. Hence, increasing individuals' trust in the usage of new technology in banking transactions can lead to a higher intention to accept new technology (Rahman et al., 2023).

However, there were some contrary opinions. The opinion of the influence of trust on intention to use was not supported. It means that there is an insignificant relationship between trust and the intention to adopt AI. This may be because individuals accept the possibility that the data-receiving party may already have access to sensitive information (Walter & Abendroth, 2020). Besides that, although trust had a positive impact on attitude, trust had no significant effect on the intention to adopt AI (Chen, 2019).

H0: There is no significant relationship between trust and the intention of AI adoption among employees.

H1: There is a significant relationship between trust and the intention of AI adoption among employees.

2.4.4 There is a relationship between AI anxiety and intention of AI adoption among employees.

AIA explains Anxiety is the emotion that results from fearing and anticipating future misfortune. Therefore, anxiety related to using AI can be defined as a psychological state characterized by fear, worry, and the expectation of unfavourable outcomes from using AI in the future. Anxiety affects acceptance of technology (Wang & Wang, 2022). The main factor influencing user anxiety towards AI are learning, job replacement, AI configuration, Sociotechnical blindness. There has been research linking anxiety disorders to users' adoption of new technologies. For instance, anxiety negatively impacts instructors' and students' attitudes toward the use of mobile technologies (MacCallum & Jeffrey, 2014). Research has indicated that the attitudes of university instructors regarding the use of technology in the classroom are impacted by their anxiety (Novita & Sulastri, 2023).

However, the AIA is insignificant related to the intention to use AI technology (Ayanwale et al., 2022). It means that whether individuals fear to use AI technology or not has no effect on their decision to adopt the technology. Thus, we hypnotized that AIA is significantly related to the intention of AI adoption among employees.

H0: There is no significant relationship between AI anxiety and the intention of AI adoption among employees.

H1: There is a significant relationship between AI anxiety and the intention of AI adoption among employees.

2.4.5 There is a relationship between independent variables (PU, PEOU, trust, and AIA) and intention of AI adoption among employees.

In this study, we are going to conduct a multiple regression analysis approach to study how the independent variable (PU, PEOU, trust, and AIA) affects the regression model. PU refers to individuals' perception that adopting a certain system will improve his or her performance at work conversely PEOU explains individuals' perceived needed effort to understand and use technology (Bou-Ghanem, 2020). Furthermore, increasing individuals' trust in the usage of AI can lead to a higher intention to accept new technology and higher of AIA with lead to low intention to adopt AI. The purpose of multiple regression analysis is to conduct a comparison among the model's overall predictive fit of the TAM model. The association between the independent variable (PU, PEOU, trust, and AIA) and the behavioral intention to adopt AI technology is significant. According to research, the independent variables (PU, PEOU, trust, and AIA) are all interdependent and have effect on employee's intention to adopt AI in retail companies.

H0: There is no significant relationship between the independent variables (PU, PEOU, trust, and AIA) and the intention of AI adoption among employees.

H1: There is a significant relationship between the independent variables (PU, PEOU, trust, and AIA) and the intention of AI adoption among employees.

2.5 Chapter Summary

To sum up, this chapter provides a literature review on the dependent variable, the intention of AI adoption among employees, and the independent variables, which are perceived usefulness, perceived ease of use, trust, and AI anxiety. Chapter 2 also

defines the applied theory, which is the Technology Acceptance Model (TAM). The relationship between independent variables and the dependent variable is discussed by developing a hypothesis statement. For Chapter 3, the research methods used to carry out the research are demonstrated in terms of research design, data collection methods, sampling design, operational definition of construction, measurement scales, and data analysis methods.

CHAPTER 3: METHODOLOGY

3.0 Introduction

This chapter demonstrates the research design, data obtaining methods, sampling design, research instrument, constructs measurement, data processing, and data analysis, as well as a summary. In other words, this chapter focuses on the procedures employed to assess the study's outcomes. The objective of the research approach is to further discover the association between the given variables. It has been described as a strategy used by researchers to solve research problems.

3.1 Research Design

A method of study is defined as a strategy that has been applied to collect data for analysis to have a clearer perception of the topic. Quantitative methods are ideal for our research due to their focus on numerical data analysis using statistical techniques to understand and explain phenomena. This empirical approach involves measuring variables and applying statistics to assess the applicability of theories in explaining or predicting events. Typically employing questionnaires to gather data (Yilmaz, 2013), quantitative research is well-suited for our study. In this research, we have opted for the **judgment sampling method**, as it aligns with our unique circumstances. Given that obtaining a comprehensive list of potential respondents is not feasible, judgment sampling offers a suitable approach. This method involves selecting a sample based on the researcher's expertise and judgment, allowing for the inclusion of individuals with specific characteristics relevant to our study (Olayemi, 2023).

In this study, the sampling strategy focusing on the two retail companies in Malaysia, which is 7-Eleven and MR.D.I.Y . Both of the companies have adopted AI in their operation and this will be further discussed in the next paragraph

(Krishnan et al., 2018). Besides, the sample size of our research will consider the total number of Gen Z employees in these two companies.

7-11 Corporation's position as the foremost leader in the Malaysian convenience store industry is widely influential, with more than 2,400 stores in Malaysia. 7-11 convenience stores can be found almost anywhere in the country. They usually operate 24 hours a day, and 7 days a week. The round-the-clock service is especially convenient for consumers who need to shop anytime, making them a popular choice for consumers looking for quick and convenient shopping (Krishnan et al., 2018). 7-11 corporation is wholly owned by Seven & I Holdings Co.Ltd, and it was one of the leading retailers worldwide in 2022. 7-11 is a global brand with more store than any other retailers in the world, which having 40,325 number of stores around the worlds, which ranked in the first place according to (Tighe, 2023). 7-eleven is being the largest convenient store operator with a market share about of about 64% which will having an important impact on the retail industry (Shak, 2022). Additionally, Kumar (2023) mention that they employ the Anaplan AI tool, which leverages thousands of insights across the enterprise to help make data-driven decisions, analyze, and plan for greater efficiency

7-Eleven Malaysia Sdn. Bhd. implementing the Anaplan platform, the company can enable informed decision-making across departments, promote enhanced collaboration, and gain real-time visibility into critical performance metrics. 7-Eleven Malaysia's financial planning and analysis will be able to make data-driven decisions with predictability and agility due to Anaplan. Using AI, the Anaplan platform helps the whole retail value chain, including supply chain and store planning and operations, maintain market segments, increase cost effectiveness and revenue predictability, and guarantee sufficient staffing (Gandharv, 2023).

Furthermore, since the biggest home improvement retailer in Malaysia is MR.D.I.Y., which delivers more than 20,000 everyday items at 'Always Low Prices' at 1,080 convenient locations countrywide and on its e-commerce platform, the regional brand seeks to touch the lives of the communities positively, we decided to include MR.D.IY is one of the targets of our study (Kheng & June 2023). MR.D.I.Y.

warehouses also automate operations with robots to triple operational efficiency and decrease human error (Tan, 2021).

Their customer are able to anticipate getting their online orders more quickly due to this warehouse, which allows MR.D.I.Y. to process online orders at a rate that is three times faster than before. Because of its creative design and automated selection features, which lessen the chance of human error, the warehouse can stock a greater range of products, providing their customers with an extensive online selection of over 20,000 products. Repetitive tasks no longer require physical labor due to the increased level of automation. As a result, MR.DIY has the chance to upskill our warehouse workers in robotics and automation (MR.DIY, n.d.).

This approach ensures that our selected sample is tailored to the characteristics of interest, even in the absence of a complete list of potential participants. By employing judgment sampling, we aim to achieve a representative subset of Gen Z employees in the retail industry, effectively capturing their perspectives on AI adoption intentions based on perceived ease of use and perceived usefulness.

3.2 Data Collection Method

To perform the study successfully, consistently, and properly, researchers must collect adequate data as well as all essential data by combining primary and secondary data.

3.2.1 Primary Data

Primary data is empirical information gathered independently by researchers for a specific study goal from a variety of data sources without the use of existing sources. Interviews, surveys, experiments, and observations are among the methods used. (Joop J. & Heannie R., 2005) This study will be performed using a questionnaire survey. The data is

collected directly from the source, in this case, Gen Z employees in the retail industry, for the specific purpose of our research.

A survey is a set of inquiries designed to elicit personal data and views from respondents. A questionnaire was selected for this study because it is economical, quick, and simple to assess (Joop & Heannie, 2005). In this study, we will send our intended respondents the online survey form through email Because it is more dependable and simpler to execute the procedures of data coding, data analysis, and data interpretation, this type of data-gathering technique was chosen.

To ensure that the information we obtain accurately addresses the determinants of perceived ease of use, perceived utility, and AI adoption aspirations among Gen Z employees, the primary data we collect will be appropriately targeted to our research objectives. The primary data is latest and current, representing the participants in our study's most recent opinions and attitudes towards the adoption of AI, which is especially important in quickly changing technological contexts. With primary data collection, we have complete control over the survey question design and can make sure that it is in line with the objectives and variables of our research. This flexibility also applies to the sample procedure, enabling us to focus on a particular group of Gen Z employees working in the retail industry.

However, the process of gathering primary data can be time- and resource-consuming. The survey's creation, distribution, and analysis need thoughtful preparation and execution. Besides, depending on how we sample, there might be a chance of sampling bias, which would mean that some groups of Gen Z employees might be overrepresented or underrepresented. Furthermore, online surveys may have poor response rates, which might reduce the sample's representativeness and introduce bias.

3.2.2 Secondary Data

Information that has already been collected and recorded by other researchers, organizations, or sources for purposes other than the present study was referred to as secondary data (Joop & Heannie, 2005). Secondary data will be adopted in our research endeavor as supplemental data to contextualize our results. To understand trends, industry practices, and related ideas in the area of AI adoption and technology usage among employees, we may consult current market research reports, academic studies, publications, and other sources. We have to validate our own findings against existing information and develop a comprehensive grasp of the research landscape with the help of secondary data.

In our research project, we used primary data from an online survey as the basis for our analysis. This data will give us direct information from Gen Z employees on their perspectives and intentions toward the use of AI. However, secondary data has strengthen our analysis by supplying a wider context, allowing us to compare our results with prior research and market trends, strengthening the validity and reliability of our study.

3.3 Sampling Design

Sampling design is the methodology employed for choosing an adequate number of elements from the intended population, facilitating data collection. The significance of the sampling design lies in its ability to encompass all suitable participants for the survey. Typically, it encompasses aspects such as identifying the target population, sample framework and location, sampling elements, sampling procedure, and sample size. Hence, the findings derived from sample analysis can be generalized to the entire population, effectively curtailing costs and expediting the process. Acquiring data from a subset of the total population proves to be more budget-friendly and economically advantageous, affording researchers additional time for data collection.

3.3.1 Target Population

According to Bridier (2021), the target population is a precise, conceptually restricted set of potential participants accessible to researchers who best reflect the characteristics of the population of interest. In this study, we focus on Gen Z employees working in the 7-Eleven and MR.D.I.Y in Malaysia as the target population. We will identify how perceived usefulness and perceived ease of use influence Gen Z employees' willingness to adopt AI in the retail industry.

3.3.2 Sampling Frame and Sampling Location

The sampling frame includes a comprehensive list of individuals in the relevant population. Currently, the precise list of Gen Z employees in 7-Eleven and MR.D.I.Y in Malaysia's retail industry remains undisclosed. Thus, this research project will apply the non-probability sampling approach. Conversely, the study's sampling location that we selected is the Selangor. The reason why we choose Selangor as the location for us to collect our respondent is because both of MR.D.I.Y. and 7-11 headquarters is located at there. Hence the it is considered one of most developed states in Malaysia and one of the largest economic center in Malaysia. It was the highest contributor to the Malaysia national GDP in 2022 (Statista 2023). The questionnaire mainly distributed to the MR.D.I.Y and 7-11 store's employee were located in the Selangor though sending them emails and seeking for their cooperation to distribute our questionnaire to the Gen Z employees.

3.3.3 Sampling Elements

In the context of population measurement, the sampling element serves as the primary unit of analysis or case, which can encompass individuals, groups, or organizations selected In this research, the sampling element pertains specifically to Gen Z employees engaged in the 7-Eleven and MR.D.I.Y in Malaysia. Therefore, all Gen Z employees within those company have the opportunity to be selected by participating in the questionnaire.

Targeted respondents should meet the following criteria:
1. Respondents must be Gen Z employees from retail companies that have implemented AI in Malaysia

3.3.4 Sampling Technique

The sampling technique is the method adopted to pick the entities for the sample and it can be identified in numerous ways. Essentially, the two main categories of sampling techniques are probability and nonprobability sampling. Nonprobability sampling lacks randomness and relies more on the researcher's capacity to assist in the selection of sample elements, making it challenging for each element to have an equal opportunity of being included in the sample. In this study, **judgment sampling** is the most suitable type of sampling to conduct. This occurs because researchers can directly connect with their desired target audience, thereby enhancing the sample's alignment with the population of interest, as it exclusively comprises individuals meeting specific criteria. As in the questionnaire under the demographic section, we have set several questions such as do they have experience in using AI and has your company has implemented AI, these questions help us make sure the respondent meets those criteria, which are those Gen Z employees that working in the retail company that already implemented AI in their company.

3.3.5 Sampling Size

In market research, a population selected from the target companies that is
considered representative of the sample size of the study is referred to as a
sample size. In this study, we are going to emphasize the Gen Z employees
of 7-Eleven and MR.D.I.Y The total amount of the population is shown in
Table 1 below. We can conclude that the sample size required for this study
is 379 when the population size is more than 20,000 people.

Table 5

Gen Z Employee Population in Mr DIY and 7-Eleven

	Total Employee	Generation Z
7-Eleven	9,845	7,216
MR.D.I.Y	16,500	13,695
Total	26,345	20,911

Adapted from Mr.DIY. (2022). Annual Report 2022. Mr.DIY.
https://mrdiy.listedcompany.com/misc/ar/MRDIY_AR2022.pdf

7-Eleven Holdings Berhad. (2022). Annual Report 2022. 7-Eleven Holdings
Berhad. https://www.7eleven.com.my/pdf/ar-2022.pdf

Table 6

Determining Sample Size for Research Activities

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—*N* is population size.
S is sample size.

Adapted from Krejcie, R.V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and Psychological Measurement, 30*, 607-610.

3.4 Research Instrument

3.4.1 Questionnaire survey

A questionnaire is a research tool consisting of a series of surveys designed to collect relevant information and data from respondents. In our study, we created questionnaires using Google Forms and sent them via email to MR.D.I.Y and 7-Eleven, and request cooperation to distribute to their

Generation Z employees. Questionnaires was the best method of data collection in our study and was efficient in terms of time and cost. Before distributing these questionnaires to the study participants, the questionnaires were scrutinized to ensure their accuracy and to make sure that there were no misleading questions in the questionnaires.

3.4.2 Questionnaire design

We designed the questionnaire with fixed-option questions, providing only a limited number of questions for respondents to choose from so that respondents could select the answer that was closest to their own viewpoint as the answer to the questionnaire. The questionnaire is designed in 4 sections including Section A, Section B, Section C, Section D, Section E, and Section F. Section A provides demographic information for respondents to fill in including gender, age, education, work experience, job title, experience, and number of times of using AI. Section B, Section C, Section D, Section E, and Section F provide Likert scales for setting questions associated to the willingness of employees of Generation Z working in MR.D.I.Y and 7-Eleven to adopt AI. Section B deals with perceived usefulness, Section C deals with perceived ease of use, Section D deals with trust with AI , Section E deal with the respondent's AI anxiety , and Section F deals with the respondent intention to adopt AI. respondents will give their opinion on how the above variables affect their intention to adopt AI and select the answer most similar to their opinion as the answer to the questionnaire. The respondents will express their opinions on how the above variables affect their willingness to adopt AI and choose the answer that is closest to their opinion as the answer to the questionnaire.

3.4.3 Pilot test

A pilot test is a preliminary investigation ran in research to evaluate the planned research before full-scale implementation. It is a small preliminary study used to assess the feasibility of a research project, usually following the exact same processes and procedures as its full-scale counterpart. To enhance the precision and dependability of our questionnaire, we opted to administer the survey with 50 respondents.

Pilot Study

Table 7

Pilot Study

Day 1	Send out Questionnaires to targeted companies' HR departments through Email.
Day 10	Collected 50 respondents and started running data analysis.

3.5 Constructs Measurement

Our questionnaire mainly involves 3 scale measurements. The first one is nominal scale, followed by the ordinal scale, and lastly is the interval scale.

Nominal Scale

We applied a nominal scale in the questionnaire's Section A (Demographic), Questions 1, 2, and 5 are categorized as nominal scales. It shows the most basic level of measurement. A nominal scale delivers a value to an object for categorization purposes. However, the categories are not in any particular order (Mishra et al., 2018). The value could be a number but need not be as there are no quantities being represented,

Ordinal Scale

Moreover, we applied an ordinal scale in the questionnaire's Section A (Demographic Profile), Questions 3, 4, 6, 7, 8, and 9 are categorized as ordinal scales. The ordinal scale is similar to the nominal scale. However, it allows items

to be ranked and ordered according to how much of a particular idea they contain
(Mishra et al., 2018). These questions usually included ranking scales or
comparative degrees.

Interval Scale

We applied an interval scale in the questionnaire's Section B (Perceived
Usefulness), Section C (Perceived Ease of Use), Section D (Trust), Section E (AI
Anxiety), and Section F (Intention to adopt AI). Every question in Section B, C, D,
E and F are categorized as an interval scale. The values in the interval scale are
equally spaced apart from each other (Bhandari, 2020). It indicates that intervals
are the distances that separate the values. We used the Likert scale in Sections B, C,
D, E, and F of the questionnaire.

The table below shows the questions we adopted and adapted from different journal
articles. Since the questions provided in Almajali (2023) journal mainly focus on e-
procurement technology, we made minor changes to the questions. The
questionnaire to study employee trust on AI was adapted from Choung et al. (2022),
and the AI anxiety was adapted from Wang & Wang (2022).

Table 8

Source of Questionnaire

Demographic		
Dimension	Question	Sources
Do you have experience in using any artificial intelligence tool ?	Yes No	(Kapoor et al., 2014)
Have your organization implement artificial intelligence	Yes No	(Kapoor et al., 2014)

Frequency of Artificial intelligence use	Many times a week Once a week Once in two weeks Once a month Others	(Kapoor et al., 2014)
Age	18-20 21-23 24-and older	(Rahman et al., 2021)
Gender	Male Female	(Nan et al., 2020)
Educational	SPM or lower Diploma Degree Master Ph.D.	(Nan et al., 2020)
Experience in retail industry	Less than 1 year 2-3 years 4-5 years 6 years and above	(Nan et al., 2020)
Position	Staff Senior Staff Supervisor Manager	(Nan et al., 2020)
Income	1,500 and less 1501-2500 2501 and above	(Kara et al., 2012)

Independent Variable: **Perceived usefulness**		
Dimension	Question	Sources
Processing	1.The artificial intelligence ensures customer data and procurement orders are processed quickly	Almajali et al., 2023

	2. The artificial intelligence accurately predict customer demand patterns to adjust procurement orders	
	3. The artificial intelligence reduces customer data processing time the lead time of orders	
	4. The artificial intelligence integrate customer insights from data processing into company existing inventory management system.	
Content	5. The artificial intelligence has significantly improves overall efficiency in various retail operations	
	6. The artificial intelligence accurately process customer data for efficient inventory order management	
Usability	7. The artificial intelligence is available at all times.	
	8. The artificial intelligence moves quickly from one screen to the next	
	9. The artificial intelligence allows easy navigation through the order process	
Independent Variable: **Perceived ease of use**		
Usability	11. My interaction with the artificial intelligence is clear and understandable.	Holden & Rada, 2011
	12.Interacting with the artificial intelligence does not require a lot of my mental effort.	
	13.I find the artificial intelligence to be easy to use.	
	14.I find it easy to get the artificial intelligence to do what I want it to do.	
	15.I find the artificial intelligence to be flexible to interact with.	
Training	16.Oganization provided me with training to use the system in time	Almajali et al., 2023

	17. Organization provided me with appropriate training to use the system	
Professionalism	18.Company support team always available to deal with my queries or problems	
	19.Company support team always gets back to me when they say they will	
	20.Company support team responds quickly to my queries or problem	
	21.Company support team is knowledgeable in dealing with my queries or problem	
	22.Company support team is flexible when dealing with unusual request or problem	
	23.Company support team deals effectively with any mistakes they make	
	24.Company support team is friendly when dealing with queries or problem	
	25.Company support team shows concern when dealing with my queries or problems	
Independent Variable: **Trust**		
Human-like Trust	26. Artificial intelligence care about our well-being.	Choung et al., 2022
	27. Artificial intelligence are sincerely concerned about addressing the problems of human users.	
	28. Artificial intelligence try to be helpful and do not operate out of selfish interest.	
	29. Artificial Intelligence are truthful in their dealings.	
	30. Artificial Intelligence keep their commitments and deliver on their promises.	

	31. Artificial Intelligence are honest and do not abuse the information and advantage they have over their users.	
Functionality Trust	32. Artificial Intelligence work well.	Choung et al., 2022
	33. Artificial Intelligence have the features necessary to complete key tasks.	
	34. Artificial Intelligence are competent in their area of expertise.	
	35. Artificial Intelligence are reliable.	
	36. Artificial Intelligence are dependable.	
Independent Variable: **AI Anxiety**		
Learning	37. Learning to understand all of the special functions associated with an AI technique/product makes me anxious.	Wang & Wang, 2022
	38. Learning to use specific functions of an AI technique/product makes me anxious.	
	39. Learning to interact with an AI technique/product makes me anxious.	
	40. Taking a class about the development of AI techniques/products makes me anxious.	
AI Configuration	41. Being unable to keep up with the advances associated with AI techniques/ products makes me anxious.	
	42. I am afraid that an AI technique/product may make us even lazier.	
Job Replacement	43. I am afraid that an AI technique/product may replace humans.	
	44. I am afraid that widespread use of humanoid robots will take jobs away from people.	
	45. I am afraid that if I begin to use AI techniques/products I will become dependent upon them and lose some of my reasoning skills.	

	46. I am afraid that AI techniques/products will replace someone's job.	
Sociotechnical Blindness	47. I am afraid that an AI technique/product may be misused.	
	48. I am afraid of various problems potentially associated with an AI technique/ product.	
	49. I am afraid that an AI technique/product may get out of control and malfunction.	
	50. I am afraid that an AI technique/product may lead to robot autonomy.	
	51. I find humanoid AI techniques/products (e.g. humanoid robots) scary.	
	52. I find humanoid AI techniques/products (e.g. humanoid robots) intimidating.	
Dependent Variable: **Intention to adopt artificial intelligence**		
Dimension	Question	Sources
Attitude	26.I have positive respond towards using the artificial intelligence	Hong, 2018
	27.I feel pleasant towards using the artificial intelligence	
	28.I have favourability towards using the artificial intelligence	
Perceived Behavioral control	29.I have control over using the artificial intelligence	
	30.I have necessary resources & knowledge about the artificial intelligence	
	31.I feel confident about using the artificial intelligence	
Subjective Norm	32.Organization support my artificial intelligence use	
	3.3 Organization understand my artificial intelligence use	

	34. Organization having expectation on my artificial intelligence use	
	35. Organizational find it necessary on the use of artificial intelligence	
Information Cascade	36.I use it to follow others' recommendations about the artificial intelligence	
	37.I use it because of positive feedback about the artificial intelligence	
	38.I want to jump on the artificial intelligence bandwagon	

3.6 Data Processing

Data Checking

Before distributing the questionnaire to our targeted respondents, we checked whether there were missing questions and grammar errors. We also make sure all questions fulfill the dependent and independent variables dimensions and are easy to understand. It is to ensure that the answer that we receive is accurate and complete. Since the questionnaire is conducted through Google Forms, we can confirm that all respondents answer every questions.

Data Editing

We will check and fix the errors on questionnaires with missing, ambiguous, inaccurate, and nonsense responses. Otherwise, the answer should be eliminated. For inconsistent responses, we will try to make some amendments based on the respondent's answers. Therefore, we can ensure that the respondents' information and responses are complete and accurate.

Data Coding

Each response choice for every question is given a number as part of the data coding process. This is to allow the researchers to access the data easily and enter the data into the database. Each response choice for every question in Section A is coded as:

Table 9

Data Coding

Q1	Do you have experience in using any artificial intelligence tool?	1 = Yes 2 = No
Q2	Have your organization implement artificial intelligence?	1 = Yes 2 = No
Q3	Frequency of Artificial intelligence use	1 = Many times a week 2 = Once a week 3 = Once in two weeks 4 = Once a month 5 = Others
Q4	Age	1 = 18-20 2 = 21-23 3 = 24-and older
Q5	Gender	1 = Male 2 = Female
Q6	Educational	1 = SPM or lower 2 = Diploma 3 = Degree 4 = Master 5 = Ph.D.
Q7	Experience in retail industry	1 = Less than 1 year 2 = 2-3 years 3 = 4-5 years 4 = 6 years and above
Q8	Position	1 = Staff 2 = Senior Staff 3 = Supervisor 4 = Manager
Q9	Income	1 = 1,500 and less 2 = 1501-2500 3 = 2501 and above

Next, the response to each question in Section B (PU), Section C (PEOU), and Section D (Trust), Section E (AIA), and Section F (Intention to Adopt Artificial Intelligence) are arraged as:

1 = Strongly disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly agree

<u>Data Transcribing</u>

After completing data coding, we will key in all coded data into the Statistical Package for Social Sciences (SPSS). SPSS can help us analyze all the data after transcribed into a database.

3.7 Data Analysis

3.7.1 Descriptive Analysis

Analysis for all the questions under the demographic profile will be conducted in this research. In this research study, we conducted 9 questions under demographic profile. After successfully collecting the targeted number of respondents, we will use the data to conduct a table to measure the distribution of the percentage and frequency distribution.

In section A, there are 3 questions using the nominal scale which are Q1, Q2, and Q5 while the rest are using the ordinal scale which is Q3, Q4, Q6, Q8, and Q9. Therefore, we will use the draw the bar chart for Q1, Q2, and Q5 to indicate the frequency distribution. This is because, the questions are regarding whether the respondents have experience using any AI whether the organization has implemented AI within the company, and the respondents' gender. Those questions are classified as the nominal scale

because these questions only have the purpose of identification and classification, thus using the primary level of measurement is enough. Besides, the reason why the bar chart indicates the data is because the data type has a broader range.

Furthermore, the questions regarding Q3, Q4, Q6, Q8, and Q9 are the frequency of using AI, respondents' age, education level, experience in the retail industry, position in the organization, and income levels. These questions have shown the ranking scale as they need to be arranged accordingly. Thus, they are considered as ordinal scales. Besides, we will be conducting the pie chart to represent those data.

3.7.2 Reliability Analysis

We have selected 50 Gen Z employees who are working in retail companies, which have already implemented AI within their companies.

Table 10

The rule of Thumb of Cronbach's Coefficient Alpha

Cronbach's Coefficient Alpha (α) Value	Strength of Association
0.80 to 0.95	Excellent reliability
0.70 to 0.80	Good reliability
0.60 to 0.70	Fair reliability
Less than 0.60	Poor reliability

Table 11

Cronbach's Coefficient Alpha (α) Value

Type of Variables	Variables	Items	α	Reliability
Independent variable	PU	9	0.837	Excellent reliability
	PEOU	15	0.708	Good reliability
	Trust	11	0.70	Good reliability
	AIA	16	0.765	Good reliability
Dependent variable	Intention to adopt artificial intelligence	13	0.643	Fair reliability

After 50 respondent has been collected from our pilot study, those data are use in SPSS analysis tools to conduct reliability analysis on our pilot study. We will use SPSS to measure conduct the reliability analysis. Cronbach's alpha (α) is a commonly used measure the internal consistency and reliability of the study. This Cronbach's alpha value is fall under fair reliability. Reliability analysis result for all four independent variable are 0.70 or above, which fall under the categories Excellent reliability.

The PU having a value of 0.837,which between the range of 0.8 and 0.9, this indicate that the item to measure PU are considering excellent reliable. On the other hand PEOU having a value of 0.708, Trust having a value of 0.7 and AIA is having a value of 0.765. In this cases, the Cronbach's alpha value is between the range of 0.7 and 0.8, this indicate that the item to measure PEOU, trust and AIA are considering good reliable. Lastly the reliability analysis for intention to adopt AI will also be conducted by using SPSS. The Cronbach's alpha value is 0.643. and in falls under categories of fair reliability after the reliability test has conducted. Since the Cronbach's alpha

in this case is 0.643 and it fall under the range between 0.6 and 0.7, the item in the questionnaire to measure the intention to adopt AI in reliable.

3.7.3 Inferential Analysis

Independent-sample T-test, One-way ANOVA, Chi-square test, Pearson Correlation Coefficient, and Multiple Regression Analysis are the 5 different types of Inferential Statistics. We will be choosing the inferential statistic based on the objective and hypothesis of our study, due to different specific research designs should be using the appropriate inferential statistic to conduct.

H1: There is a significant relationship between perceived usefulness and Artificial Intelligence adoption in the retail industry among Gen Z employees.
SPSS for H1: Pearson Correlation Coefficient Analysis

H2: There is a significant relationship between perceived ease of use and Artificial Intelligence adoption in the retail industry among Gen Z employees.
SPSS for H2: Pearson Correlation Coefficient Analysis

H3: There is a significant relationship between trust and the intention of AI adoption among employees.
SPSS for H1: Pearson Correlation Coefficient Analysis

H4: There is a significant relationship between AI anxiety and the intention of AI adoption among employees.
SPSS for H1: Pearson Correlation Coefficient Analysis

The reason is that we want to know the effect of each independent variable (PU, PEOU, trust, and AIA) on the Dependent variable (intention to adopt AI). Besides, based on the questions we conducted in our survey, for each

question in sections B, C, D, E, F our variable refers to PU, PEOU, Trust, AIA, and intention to adopt AI In the questionnaire, we are using the interval scale by applying the Linkert scale to represent the extent of consensus from strongly disagree to strongly agree.

If both are combined into one hypothesis, then we need to use the Multiple Regression Analysis to examine our group's hypothesis. This is because it can help users test how the PU, PEOU, Trust, and AIA can affect the employees' intention to adopt AI within the organization.

H5: There is a significant relationship between the independent variables (PU, PEOU, Trust, and AIA) and the intention of AI adoption among employees.

SPSS for H3: Multiple Regression Analysis

3.8 Chapter Summary

To sum up, we utilize quantitative research and causal research in our study design. For our study, we employed a questionnaire approach to collect primary data from the target group. We also described the sampling data that we used for the whole investigation. We have included the units for measurement for each variable in our questionnaire and outlined the steps involved in gathering the data in order to move on to data analysis. In addition, we described how SPSS's reliability test works to finish data analysis. Our descriptive, reliable, and inferential analyses were then explained and compiled. We will examine the research findings in Chapter 4.

CHAPTER 4: RESEARCH RESULT

4.0 Introduction

Chapter Four will undertake the examination of analyses and trends pertaining to the research question and hypotheses. Additionally, it will encompass a descriptive analysis delineating the demographic profiles of respondents alongside the central tendencies measurement of constructs. Furthermore, the chapter will delve into the discussion of reliability analysis outcomes, encompassing scale measurement. Subsequently, inferential analysis will be employed to formulate hypotheses regarding population characteristics based on sample data and to scrutinize the relationship between independent and dependent variables. Finally, a comprehensive summary will be provided to conclude this chapter.

4.1 Descriptive Analysis

4.1.1 Respondent Demographic Profile

4.1.1.1 Age

Table 12

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20	59	15.6	15.6	15.6
	21-23	187	49.3	49.3	64.9
	24- 27	133	35.1	35.1	100.0
	Total	379	100.0	100.0	

Figure 2

Statistic of Respondent's Age
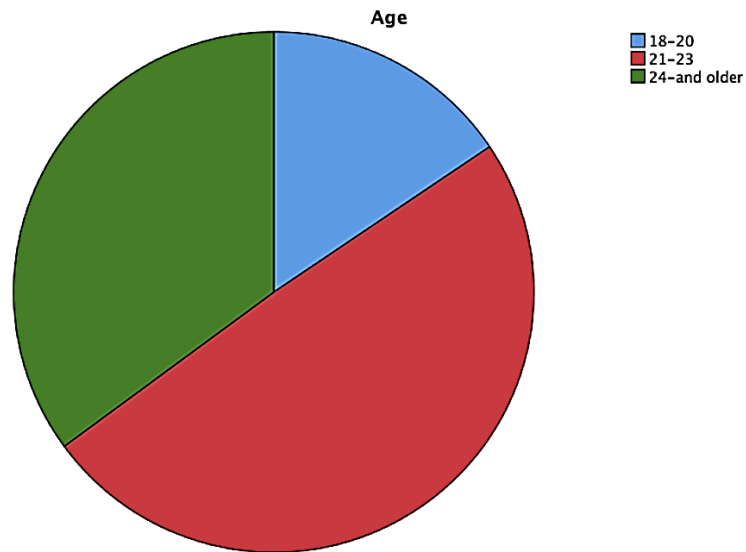
Table 12 and Figure 2 illustrate the age distribution of the respondents. It was observed that most respondents fell within the 21 to 23 age brackets, constituting 187 individuals (49.3%). Following this, 133 respondents (35.1%) were aged 24 and above. Lastly, there were 59 respondents (15.6%) in the 18 to 20 age range.

4.1.1.2 Gender

Table 13

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	175	46.2	46.2	46.2
	Female	204	53.8	53.8	100.0
	Total	379	100.0	100.0	

Figure 3

Statistic of Respondent's Gender
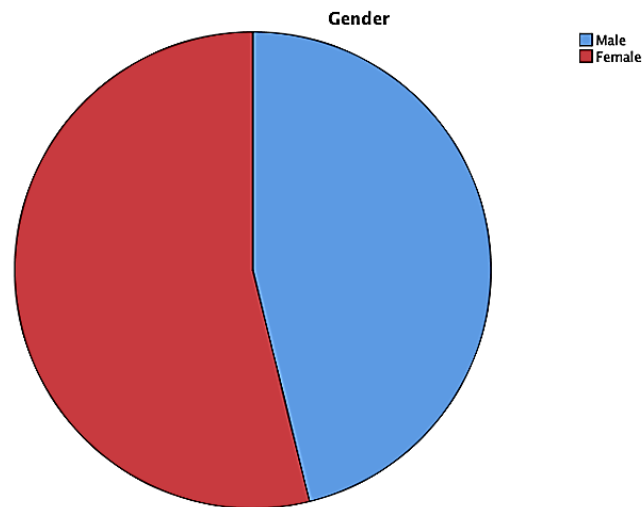
Table 13 and Figure 13 illustrates the distribution of male and female respondents who took part in our research, totalling 379 valid respondents. Among them, 204 were female, comprising 53.8% of the total, while 175 were male, accounting for 46.2% of the total respondents.

4.1.1.3 Experience in retail industry

Table 14

Experience in Retail Industry

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 years	80	21.1	21.1	21.1
	2-3 years	155	40.9	40.9	62.0
	4-5 years	113	29.8	29.8	91.8
	6 years and above	31	8.2	8.2	100.0
	Total	379	100.0	100.0	

Figure 4

Statistic of Respondent's Experience in Retail Industry
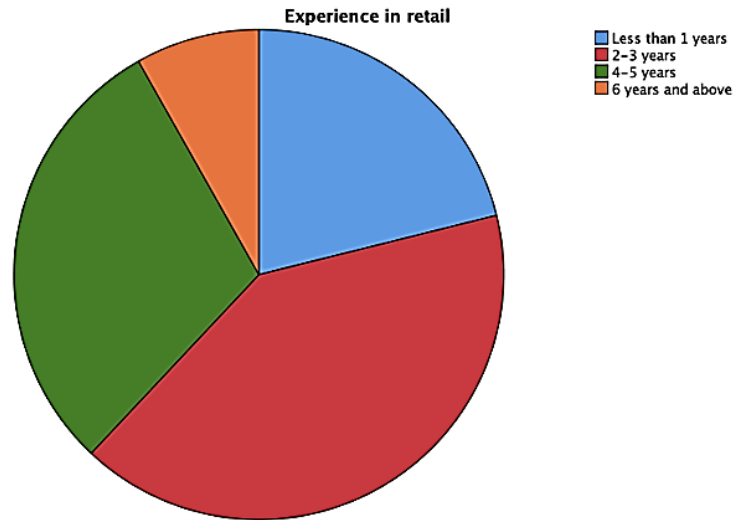
In the retail industry, 21.1% of respondents had less than 1 year of experience, while 40.9% had 2 to 3 years of experience. Furthermore, 29.8% of respondents had 4 to 5 years of experience, and 8.2% had more than 6 years of experience in the retail sector.

4.1.1.4 Position

Table 15

Position

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Staff	156	41.2	41.2	41.2
	Senior Staff	116	30.6	30.6	71.8
	Supervisor	82	21.6	21.6	93.4
	Manager	25	6.6	6.6	100.0
	Total	379	100.0	100.0	

Figure 5
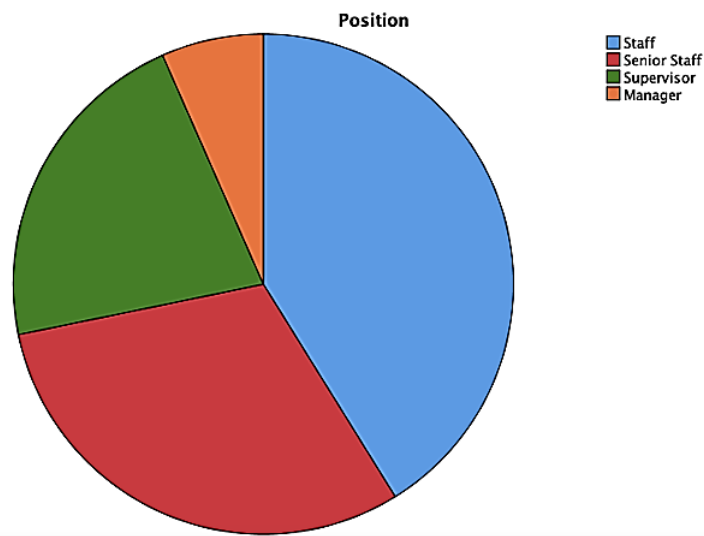
Statistic of Respondent's Job Position

Table 15 and Figure 5 outline the job positions held by the 379 respondents in the questionnaire. Among them, 156 respondents hold positions as staff, followed by 116 respondents as senior staff, 82 respondents as supervisors, and 25 respondents as managers.
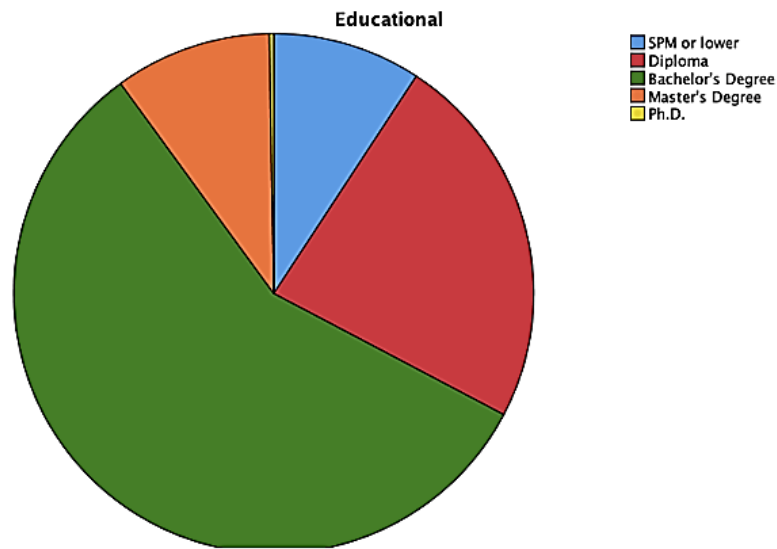
4.1.1.5 Educational

Table 16

Educational

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SPM or lower	35	9.2	9.2	9.2
	Diploma	89	23.5	23.5	32.7
	Bachelor's Degree	217	57.3	57.3	90.0
	Master's Degree	37	9.8	9.8	99.7
	Ph.D.	1	.3	.3	100.0
	Total	379	100.0	100.0	

Figure 6

Statistic of Respondent's Education Level

According to Table 16, individuals with an education level of SPM or lower, totalling 35 people, accounted for 9.2% of the respondents. Those with a diploma, numbering 89 individuals, represented 23.5%. In Figure 6, bachelor's and master's degrees were 57.3% and 9.8%, respectively. Lastly, only one person, constituting 0.3%, held a Ph.D.
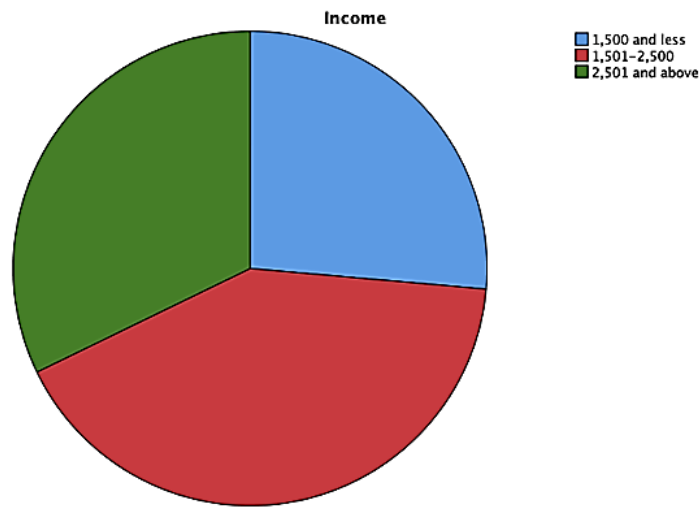
4.1.1.6 Income

Table 17

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,500 and less	100	26.4	26.4	26.4
	1,501-2,500	157	41.4	41.4	67.8
	2,501 and above	122	32.2	32.2	100.0
	Total	379	100.0	100.0	

Figure 7

Statistic of Respondent's Income

In the meantime, 26.4% of respondents reported a monthly income of less than or equal to RM 1,500, while 41.4% reported an income between RM 1,501 and RM 2,500. Additionally, 32.2% reported a revenue of RM 2,501 and above.

4.1.2 Central Tendencies Measurement of Constructs

Table 18

Mean and Standard Deviation

Variable	Mean	Standard Deviation
Perceived Usefulness AVE	4.2489	.33093
Perceived ease of use AVE	4.2834	.31215
Trust AVE	4.2910	.29605
AI anxiety AVE	3.7665	1.02612
Intention to adopt AI AVE	4.3274	.28487

Table 18 indicates that the average score for Intention to adopt AI is highest, at 4.3274, with a standard deviation of 0.28487. Following this is the trust average, with a mean of 4.2910 and a standard deviation of 0.29605. Additionally, the PEOU and PU averages are 4.2834 and 4.2489

respectively, with standard deviations of 0.31215 and 0.33093. Finally, the AIA average has a mean of 3.7665 and a standard deviation of 1.02612.

4.2 Scale Measurement

Table 19

Scale Measurement

Variables	No. Items	Cronbach's Alpha Value(α)
PU	9	.779
PEOU	15	.836
Trust	11	.748
AIA	16	.986
Intention to adopt AI	13	.773

According to Table 19, the highest Cronbach value among the variables is for AIA, standing at 0.986. Following this, the second highest Cronbach value is 0.836, attributed to PEOU. Subsequently, PU has a Cronbach value of 0.779, while the variable Intention to adopt AI registers at 0.748. Trust exhibits the lowest Cronbach value among the variables, recorded at 0.748. Overall, all variables demonstrate excellent and robust levels of reliability based on their results, suggesting a striving towards a moderate degree of reliability.

4.3 Inferential Analysis

4.3.1 Pearson Coefficient Correlation

In Pearson Product-Moment Correlation (2020), the most popular method is the Pearson correlation method, which assigns a value between − 1 and 1, where 0 indicates no correlation, 1 indicates total positive correlation, and − 1 indicates total negative correlation. This can be explained as follows: two variables have a significant and positive relationship if their correlation

coefficient is 0.7. If the correlation is positive, it means that when variable A rises, so will variable B; conversely, if the correlation is negative, then as A rises, so does B.

Table 20

Scale of Correlation Coefficient

Scale of correlation coefficient	Value
0< $r \leq$ 0.19	Very Low Correlation
0.2 $\leq r \leq$ 0.39	Low Correlation
0.4 $\leq r \leq$ 0.59	Moderate Correlation
0.6 $\leq r \leq$ 0.79	High Correlation
0.8 $\leq r \leq$ 1.0	Very High Correlation

Source: Selvanathan, M., Jayabalan, N., Saini, G. K., Supramaniam, M., & Hussain, N. (2020). Employee productivity in Malaysian private higher educational institutions. *PalArch s Journal of Archaeology of Egypt / Egyptology*, 17(8), 66-79. 10.48080/jae.v17i3.50

Table 21

Correlations between PU and Employee Intention to Adopt AI

		PU	Employee Intention to Adopt AI
PU	Pearson Correlation	1	0.402**
	Sig. (2-tailed)		0.000
	N	379	379
Employee Intention to Adopt AI	Pearson Correlation	0.402**	1
	Sig. (2-tailed)	0.000	
	N	379	379
**. Correlation is significant at the 0.01 level (2-tailed).			

Direction

From the results, there is a positive relationship between PU and employee intention to adopt AI because of the positive value for the correlation coefficient. The PU factors have a 0.402** correlation with the employee intention to adopt the AI variable. Thus, when PU factors are high, employee intention to adopt AI is also high.

Strength

This correlation coefficient's value of 0.402** lies within the range of coefficients between ±0.40 and ±0.59. As a result, there is a moderate correlation between employee intention to adopt AI and PU.

Significance

The significant positive relationship between employee intention to adopt AI and PU is demonstrated by the fact that the alpha value of 0.01 is less than the p-value of 0.00.

Table 22

Correlations between PEOU and Employee Intention to Adopt AI

		PEOU	Employee Intention to Adopt AI
PEOU	Pearson Correlation	1	0.539**
	Sig. (2-tailed)		0.000
	N	379	379
Employee Intention to Adopt AI	Pearson Correlation	0.539**	1
	Sig. (2-tailed)	0.000	
	N	379	379
**. Correlation is significant at the 0.01 level (2-tailed).			

Direction

The results indicate that employee intention to adopt AI and PEOU are positively correlated, as indicated by the positive correlation coefficient value. There is a 0.539** correlation between the employee intention to

adopt the AI variable and the PEOU factors. Employee intention to adopt AI is therefore higher when PEOU factors are high.

Strength

This correlation coefficient's value of 0. 539** lies within the range of coefficients from ±0.40 to ±0.59. As a result, there is a moderate correlation between employee intention to adopt AI and PEOU.

Significance

The p-value is less than the alpha value (0.01), indicating a positive correlation between employee intention to adopt AI and PEOU. The moderate employee intention to adopt AI and the p-value being less than the alpha value of 0.01 indicate a significant positive relationship between PEOU and intention to adopt AI.

Table 23

Correlations between Trust and Employee Intention to Adopt AI

		Trust	Employee Intention to Adopt AI
Trust	Pearson Correlation	1	0.505**
	Sig. (2-tailed)		0.000
	N	379	379
Employee Intention to Adopt AI	Pearson Correlation	0.505**	1
	Sig. (2-tailed)	0.000	
	N	379	379
**. Correlation is significant at the 0.01 level (2-tailed).			

Direction

The positive correlation coefficient value indicates that there is a positive correlation between employee intention to adopt AI and factors (trust). The employee intention to adopt the AI variable and the trust factors have a 0.505** correlation. Therefore, when trust factors are high, employee intention to adopt AI is higher.

Strength

The correlation coefficient of 0. 505** falls between ±0.40 and ±0.59 in the range of coefficients. As a result, employee intention to use AI and trust have a moderate correlation.

Significance

A favorable association has been found between employee intention to adopt AI and trust; this relationship is statistically significant, as evidenced by the p-value of 0.00 being less than the alpha value of 0.01, indicating statistical significance.

Table 24

Correlations between AIA and Employee Intention to Adopt AI

		AIA	Employee Intention to Adopt AI
AIA	Pearson Correlation	1	-0.029
	Sig. (2-tailed)		0.575
	N	379	379
Employee Intention to Adopt AI	Pearson Correlation	-0.029	1
	Sig. (2-tailed)	0.575	
	N	379	379
**. Correlation is significant at the 0.01 level (2-tailed).			

Direction

Since the correlation coefficient has a negative value, the results indicate an adverse correlation between AIA and staff intention to adopt AI. There is a -0.029 correlation between the AIA factors and the employee's intention to adopt the AI variable. Therefore, employee intention to adopt AI will be low when AIA factors are high.

Strength

With a correlation coefficient value of -0.029, it is within the range of ±0.00 to ±0.19. The correlation between employee intention to adopt AI and AIA is thus very low.

Significance

Given that the alpha value of 0.01 is less than the p-value of 0.575, the relationship between AIA and employee intention to adopt AI is not statistically significant, but it is moderate. Therefore, there is no statistically significant negative correlation between AIA and employee intention to adopt AI.

4.3.2 Multiple Linear Regression Analysis

Based on Kenton (2020), the association between two variables is determined using multiple linear regression analysis. To ascertain and model the linear relationship between the dependent and independent variables, multiple linear regression analysis is used.

Table 25

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.557[a]	0.311	0.303	0.23777
a. Predictors: (Constant), PU, PEOU, trust, and AIA				
b. Dependent Variable: Employee intention to adopt AI				

R value

The correlation coefficient between the independent variables added together and the dependent variable is represented by the R value. For this study, the correlation value (R value) is 0.557. The direction of the results is shown in Table 25. The positive correlation coefficient indicates that there is a positive relationship between the dependent variable (employee intention to adopt AI) and each of the independent variables (PU, PEOU, trust, and AIA). The dependent component (employee intention to adopt AI) and the variables that are independent (PU, PEOU, trust, and AIA) have a 0.557 correlation. Therefore, the dependent variable (employee intention to

adopt AI) is also high when the independent variables (PU, PEOU, trust, and AIA) are high.

The correlation coefficient, 0.557a, falls within the range of ±0.40 to ±0.59. Thus, there is a slight positive correlation between the dependent variable (employee intention to adopt AI) and the independent variables (PU, PEOU, trust, and AIA). As shown in Table 25, the intention of employees to adopt AI has an adverse relationship with AIA, as indicated by the negative correlation coefficient value. Therefore, a high AIA may have an effect on the correlation between the dependent variable and the intention of staff members to adopt AI overall.

R square

The R square shows how much, in percentage terms, the independent variables can account for changes in the dependent variable. As indicated by Table 25, the study's independent variables (PU, PEOU, trust, and AIA)account for 31.1% of the variances observed in the dependent variable, which is the intention of employees to adopt AI. Still, 68.9% (100% - 31.1%) of the data in this study remain unexplained. Put differently, this research has taken into account other crucial factors that explain why employees want to use AI.

Table 26

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.532	4	2.383	42.153	.001[b]
	Residual	21.143	374	0.057		
	Total	30.676	378			
a. Dependent Variable: Employee intention to adopt AI						
b. Predictors: (Constant), PU, PEOU, trust, and AIA						

H_1: There is a significant relationship between the independent variables (Perceived usefulness, perceived ease of use, trust, and AI anxiety) and the intention of AI adoption among employees.

A statistically significant p-value is one that is less than the alpha threshold (0.01) and indicates strong evidence opposing the null hypothesis. This implies that the results are purely random and that there is less than a 1% chance that the null hypothesis is correct. As a result, we accept the alternative hypothesis and reject the null hypothesis. The p-value (Sig. 0.001b) is below the alpha threshold of 0.01, indicating statistical significance, as shown by Table 26. Furthermore, the F-statistic becomes significant. As a result, the model used in this investigation successfully depicts the connection between the predictor and dependent variables. As a result, the independent variables which significantly account for the differences in employee intention to adopt AI are PU, PEOU, trust, and AIA. The alternative hypothesis is supported by the data.

Table 27

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.030	.195		10.430	.000
	PU average	-0.17	.056	-.019	-.298	.766
	PEU average	.346	.074	.379	4.670	.000
	Trust average	.216	.066	.225	3.280	.001
	AIA average	-.011	.012	-.038	-.872	.384
a. Dependent Variable: employee intention to adopt AI						

H[1]: There is a significant relationship between perceived usefulness and the intention of AI adoption among employees.

Check out the table to see if the hypothesis is supported. In this study, the dependent variable (employee intention to adopt AI) is not significantly predicted by PU. This is due to the fact that the PU p-value of 0.766 is greater than the alpha value of 0.01.

H2: There is a significant relationship between perceived ease of use and the intention of AI adoption among employees.

In this study, the dependent variable (employee intention to adopt AI) is significantly predicted by PEOU. This is due to the fact that the PEOU p-value is 0.00, which is lower than the 0.01 alpha value. As a result, this study supports the hypothesis.

H3: There is a significant relationship between trust and the intention of AI adoption among employees.

The dependent variable (employee intention to adopt AI) for this study is significantly predicted by trust, which supports the hypothesis. This is due to the fact that the trust p-value is 0.001, which is lower than the 0.01 alpha value.

H4: There is a significant relationship between AI anxiety and the intention of AI adoption among employees.

In this study, the dependent variable (employee intention to adopt AI) is not significantly predicted by AIA. This is due to the fact that the p-value for AIA is 0.384, exceeding the 0.01 alpha value. As a result, this study does not support the hypothesis.

Regression equation

$y = a + b_1 (x_1) + b_2 (x_2) + b_3 (x_3) + b_4 (x_4)$

x_1 = Independent variable 1 (PU)

x_2 = Independent variable 2 (PEOU)

x_3 = Independent variable 3 (Trust)

x_4 = Independent variable 4 (AIA)

Employee intention to adopt AI= 2.030 -0.17 (PU) + 0.346 (PEOU) +0.216(Trust) -0.011(AIA).

<u>Highest contribution</u>

According to Table 27, PEOU is the predictor variable that most influences the variation of the variable that is dependent (employee intention to adopt AI). This is because, when compared to other variables used as predictors (PU, trust, and AIA), PEOU has the largest beta value (0.379) among the

standardized coefficients. This indicates that, after accounting for the variance explained by all other predictor variables in the model, PEOU factor contributes most uniquely to explaining the variance in the dependent variable (employee intention to adopt AI).

Lowest contribution

When compared to other predictor variables (PU,PEOU, and trust), the beta value (under standardized coefficients) for AIA is the lowest (-0.038), making it the predictor variable that contributes the least to the variance in the variable that is dependent (employee intention to adopt AI), according to Table 27. This indicates that, after accounting for the variance explained by all other predictor variables in the model, personal factors contribute the least to explaining the variation in the dependent variable's value (employee intention to adopt AI).

Recommendation

Multiple regression analysis reveals that since employee intention to adopt AI is more strongly influenced by perceived AI ease of use, retail industry management should focus more on that aspect. Compared to the other variable (Trust), the PEOU factor is the most significant and contributes the most. The intention of employees to adopt AI isn't significantly affected by the AIA factor. Based on the presented data, it can be inferred that Gen Z workers are more concerned about robot autonomy and have apprehension of AI eliminating over their jobs. Table 27 indicates that employees' intent to adopt AI in their workplace is not significantly impacted by PU. This suggests that Gen Z employees' intention to adopt AI is not significantly affected by the PU of AI.

In contrast, the other predictor variables (PUand AIA)are not significant to the study of employee intention to adopt AI because their p-values are less than the alpha values. The two predictor variables (PEOU and trust) are significant to the study.

4.4 Conclusion

Statistics and research findings are frequently cited in this chapter. Every completed review is covered in detail in this chapter. To provide a complete picture, SPSS Statistics was utilized to summarize and analyze the data collected for the study. The validity and reliability of the instrument used in this study are demonstrated by the Cronbach's alpha coefficient test. To determine the relationship between the independent factors and the dependent variable, multiple regression analysis was employed. After that, the study comes to an end, and Chapter 5 discusses the findings.

CHAPTER 5: DISCUSSION, CONCLUSION, AND IMPLICATION

5.0 Introduction

The field survey will yield inferential as well as descriptive data, which will be included in an outline of the outcome analysis. After that, a more thorough discussion of the main conclusions drawn from our data analysis will take place. We will also examine the limitations of the research as well as the implications of our findings for management. Lastly, we will fully conclude the research project and offer recommendations for additional research based on the overall study findings.

5.1 Summary of Statistical Analysis

5.1.1 Descriptive Analysis

Table 28

Summary of Descriptive Analysis

Variables	Frequency	Percentage (%)
Gender		
Male	175	46.2
Female	204	53.8
Age		
18-20 years old	59	15.6
21-23 years old	187	49.3
24 and older	133	35.1
Experience in retail		
Less than 1 years	80	21.1

2-3 years	155	40.9
4-5 years	113	29.8
6 years and above	31	8.2
Educational level		
SPM or lower	35	9.2
Diploma	89	23.5
Bachelor's Degree	217	57.3
Master's Degree	37	9.8
Doctor of Philosophy (PhD)	1	.3
Job Position		
Staff	156	41.2
Senior Staff	116	30.6
Supervisor	82	21.6
Manager	25	6.6
Job Income		
1,500 and less	100	26.4
1,501 – 2,500	157	41.4
2,501 and above	122	32.2

Table 28 provides an overview of the demographic and professional characteristics of 379 respondents, offering insights into factors influencing the intention of artificial intelligence adoption in the retail industry among Gen Z employees in Malaysia.

The demographic profile of the 379 participants indicates a slightly higher representation of women (53.8%) compared to men (46.2%). The majority of participants fall within the age range of 21 to 23 years old (49.3%), followed by those aged 24 and older (35.1%). Participants aged 18 to 20 years old constitute 15.6% of the sample. In terms of experience in the retail sector, a significant proportion of respondents have 2-3 years of experience (40.9%), followed by those with 4-5 years (29.8%). A smaller percentage of respondents have less than 1 year of experience (21.1%), while those with 6 years and above of experience represent the smallest proportion (8.2%)

Educationally, the majority of respondents hold a Bachelor's degree (57.3%), followed by those with a Diploma (23.5%). A smaller proportion possess a Master's degree (9.8%). Besides, In our descriptive analysis, we observed that a minimal percentage of respondents, specifically 0.3%, reported holding a Doctor of Philosophy (PhD) degree while occupying a manager position. However, considering that our survey specifically targeted Generation Z employees, it seems unlikely that individuals with PhDs would typically be in managerial roles within this demographic. This discrepancy suggests a potential error in respondent selection or data input, where respondents may have mistakenly selected the 'PhD' option. Another possibility is that the sample of respondents may not fully reflect the target group of Generation Z employees, resulting in biased results. If the survey was disseminated in a way that favored those with PhDs or in managerial positions, the results may be deceptive. Further investigation into the accuracy of this data point is warranted to ensure the integrity of our findings.

In terms of job positions, the largest category of respondents is Staff (41.2%), followed by Senior Staff (30.6%), and Supervisors (21.6%). Managers represent the smallest category (6.6%). Regarding job income, a significant proportion of respondents earn between 1,501 and 2,500 units (41.4%), followed by those earning 2,501 and above (32.2%). A smaller percentage of respondents earn 1,500 or less (26.4%).

5.1.2 Scale Measurement

Table 29

Summary of Reliability Test Result

No.	Variables	No. Items	Cronbach's Alpha Value(α)	Reliability
1	Perceived Usefulness (PU)	9	.779	Moderate
2	Perceived ease of use (PEOU)	15	.836	High
3	Trust	11	.748	Moderate
4	AI anxiety (AIA)	16	.986	High
5	Intention to adopt AI	13	.773	Moderate

In the research, the variables, which are PU, PEOU, Trust, AIA and intention to adopt AI, are tested by the reliability analysis. Two of the IVs, PEOU and AIA, are highly reliable based on the results obtained; their values fall between the ranges of 0.80 and 0.90. PU, Trust, and intention to adopt AI, all show a Cronbach value below 0.80, indicating a moderate level of reliability.

5.1.3 Inferential Analysis

5.1.3.1 Pearson Correlation Coefficient

Table 30

Summary of Pearson Correlation Coefficient Result

		Cronbach's Alpha
PU	Pearson Correlation	0.402
	Sig. (2-tailed)	<0.001
	N	379
PEOU	Pearson Correlation	0.539

	Sig. (2-tailed)	<0.001
	N	379
Trust	Pearson Correlation	0.505
	Sig. (2-tailed)	<0.001
	N	379
AIA	Pearson Correlation	-0.029
	Sig. (2-tailed)	0.575
	N	379

Table 30 shows that employee intention to adopt AI is significantly correlated with PU (r = 0.402*), PEOU (r = 0.539*), and trust (r = 0.505*). Based on these correlations, it can be concluded that intentions to adopt AI are more likely when PU, PEOU, and trust are higher. These connections are in the middle of the spectrum. Since all of these correlations' p-values are less than 0.01 there is compelling evidence to refute the null hypothesis. On the other hand, there is a marginally negative correlation (r = -0.029) between employee intention to adopt AI and Artificial Intelligence Anxiety (AIA). Higher levels of AIA may marginally reduce intention to adopt AI, despite the correlation's lack of statistical significance (p > 0.01). Despite this, the association between AIA and intention to adopt AI remains moderate.

5.1.3.2 Multiple Regression Analysis

Table 31

Summary of Multiple Regression Analysis Result

Variable	Standardized Coefficients	Sig.	R-Square
PU	-0.019	0.766	0.311
PEOU	0.379	<0.001	0.311
Trust	0.225	0.001	0.311
AIA	-0.038	0.384	0.311

PU has a standardized coefficient of -0.019, which suggests a not significant relationship with employee intention to adopt AI. However, this relationship is not statistically significant (p = 0.766). PEOU has the highest standardized coefficient of 0.379, indicating a significant positive relationship with employee intention to adopt AI (p < 0.001). This suggests that PEOU has the most substantial impact on the dependent variable. Trust also has a positive relationship with employee intention to adopt AI, with a standardized coefficient of 0.225, and is statistically significant (p = 0.001). This implies that trust is a significant predictor of employee intention to adopt AI. AIA has a small adverse relationship with employee intention to adopt AI, with a standardized coefficient of -0.038. However, this relationship is not statistically significant (p = 0.384). Overall, the independent variables collectively explain 31.1% of the variance in employee intention to adopt AI, as indicated by the R-Square value of 0.311. PEOU emerges as the most influential predictor, followed by trust. However, PU and AIA do not significantly contribute to predicting employee intention to adopt AI.

5.2 Discussions of Major Findings

5.2.1 Perceived Usefulness (PU) and Employee intention to adopt AI

The results of this study demonstrated a positive relationship between PU and employee intention to adopt AI among Gen Z in the retail business, which is supported by the findings in Chapter 4. The connection between PU and staff intention to adopt AI is significant because the value of P (<0.001) is less than the alpha value (0.01). Muftiasa et al. (2022) corroborate the results of this study, arguing that people's decisions to adopt AI technology will not be influenced by the technology's potential benefits. This is consistent with the findings of our study, which showed that

employee intentions to adopt AI is not significantly impacted by PU (Lee and Kim, 2014).

Moreover, Kim et al., 2021 (cited in Bandura, 2001) asserted that direct and indirect experiences constitute the primary source of human knowledge. People may find it hard to imagine AI being a part of their lives since they haven't been exposed to it in everyday life. However, when people think about the possible uses for artificial intelligence, they assume that particular form of AI will be accessible soon.

Besides, other researchers' results show that perceived usefulness has an insignificant impact on the employee intention to adopt AI. As Raza et al. (2017) have stated, perceived usefulness insignificantly impacted the attitude to use technologies mainly because the technology user tended to stick to their opinions based on personal experience. Hence, the reason for having no significant result on the perceived usefulness towards intention to adopt AI will be the AI technologies user using the AI based on their own experience and might have a wrong way of using the technology.

Furthermore, researchers Algerafi et al. (2023) also claimed that AI-based robots are unsuitable for human-centered jobs requiring continuous interaction. While AI-driven robots can be trained to simulate empathy in certain situations, they cannot replicate human emotional intelligence or empathy. Empathy and an emotional connection are essential for developing a trustworthy relationship with clients or patients in occupations that demand constant interaction. Hence, this study reflects that PU contribution does not significantly impact the employee intention to adopt AI in the workplace.

Last but not least, Nguyen et al. (2022) stated that PU does not significantly impact the behavior intention to use but significantly impacts the attitude to use. Hence, one of our study limitations could include the attitude to use AI as the mediator. This shows the fact that the attitude of the user determines the learning and using the technology effect; if the PU is high, the attitude

to use AI is high, but the user behavior toward the use of AI technologies is not supported by PU, which supports by out study result, the user's PU is not significantly impacted on the intention to adopt AI. (Mailizar, Burg, & Maulina, 2021).

5.2.2 Perceived Ease of Use (PEOU) and Employee intention to adopt AI

The results of this study demonstrated a positive and significant relationship between PEOU and employee intention to adopt AI among Generation Z in the retail business, which is supported by the findings presented in Chapter 4. Given that the P-value (<0.001) is less than the alpha value (0.01), there is a positive and statistically significant relation between employee intention to adopt AI and PEOU. Wicaksono & Maharani (2020), who claimed that there is a significant relation between the PEOU and behavioral intention to adopt AI technology, corroborate the study's findings. According to Karunarathne & Abeyratne (2020), users may view artificial intelligence technology's ease of use as an extra cost if it doesn't produce the desired results. PEOU and behavioral intention to use AI technology have been found to be significantly correlated (Wicaksono & Maharani, 2020; Choung et al., 2022). According to Kelly et al. (2023), PEOU significantly and favorably impacted the behavioral intention, willingness, and use of AI technologies across a range of industries.

5.2.3 Trust and Employee intention to adopt AI

The results of this study demonstrated a favorable and significant connection between employee intention to adopt AI in the retail industry among Generation Z and trust, which is based on the findings presented in Chapter 4. The significant relation between employee intention to adopt AI and trust can be attributed to the The value of the P (<0.001) being smaller than the alpha value (0.01). Choung et al. (2022), who claimed

that trust has a major impact on AI technology adoption through the TAM framework, corroborate the results of this study. Employees with neutral or positive prior experiences will be more affected by technological trust in usage intentions when compared to those with negative prior experiences. When it comes to employees who haven't had good prior knowledge of their intention to use AI technology, trust is important. As a result, employees' intention to use AI and their degree of trust are strongly and favorably correlated (Garos, 2020). Moreover, a study by Rahman et al. (2023) suggested that increasing people's trust in the use of cutting-edge technology in banking transactions may lead to a greater intention to accept new technology.

5.2.4 AI Anxiety (AIA) and Employee intention to adopt AI

The results of this study indicated a negative and insignificant relationship between employee intention to adopt AI among Generation Z in the retail business and AIA, which is consistent with the findings presented in Chapter 4. The association between AIA and the intention of staff to adopt AI is not significant because the P-value (<0.001) is less than the alpha value (0.01). Ayanwale et al. (2022), who claimed that AIA is insignificant in one's intent to use AI technology, support the findings of this study. Furthermore, according to Chai et al. (2022) anxiety around AI predicts an individual's attitude toward use, optimism, and purpose for learning AI, as well as their perception of social good. It seems that people's optimism and attitude toward the use of AI, as well as their desire to learn about and develop AI for social good, are all negatively correlated with AI anxiety. The power of artificial intelligence is likely to challenge many and cause anxiety once people understand the ramifications. The only practical course of action is to educate themselves and to be prepared and capable of rising above. Technology never seems to be abandoned once it is developed, even in spite of any possible downsides.

Choi et al.'s (2023) study results show that trust and perceived ease of use in AI technologies, organizations, and businesses could reduce fears about the potential drawbacks of AI, making people feel more at ease with its adoption. This reflects on our study results, which significantly impacted trust, perceived ease of use, and employee intention to adopt AI. Furthermore, other researchers' studies show that Generation Z was far more engaged with AI technologies as compared to different generations, which AI may normalize as it is incorporated more and more into daily life, which would make users accept it as a necessary component of technological advancement rather than something to be fear of (Ho et al., 2022).

Moreover, Schiavo et al. (2024) stated that not every subconstruct of AI Anxiety significantly predicts an individual's attitude toward artificial intelligence. Job replacement anxiety and sociotechnical blindness (the inability to recognize that AI systems operate in conjunction with people) did not significantly predict either positive or negative attitudes toward AI while learning anxiety and AI configuration anxiety (fear of humanoid AI) predicted more tolerant attitudes toward the drawbacks of AI. Besides, the study shows that the user might have less anxiety about the technological progress of A, I, which indicates that Gen Z is tech-savvy and more likely not to have a fear of AI.

5.3 Implications of the Study

5.3.1 Managerial Implications

The focus of this study is on the factors influencing the willingness of Generation Z employees in Malaysia's retail industry to adopt artificial intelligence (AI). This research can assist management in the retail industry in correctly understanding the factors influencing the willingness of Generation Z employees to adopt AI. It is precisely due to better perceived ease of use and trust that will lead to higher adoption willingness among

Generation Z employees, which will further improve efficiency and effectiveness, making them more satisfied with their goals. By understanding this, organizational management can effectively implement policies to change the attitudes of Generation Z employees, thereby improving employee productivity.

By understanding the factors influencing Generation Z employees' willingness to adopt artificial intelligence in the retail industry, the Ministry of Science, Technology, and Innovation (MOSTI) of Malaysia can better understand the application and potential demand for artificial intelligence technology in the retail industry. This can help the government formulate more targeted policies to promote the adoption and application of artificial intelligence technology in the retail industry. The Ministry of Science, Technology, and Innovation can use the results of understanding to conduct education and training activities for Generation Z employees, enhancing their awareness and understanding of artificial intelligence technology and increasing their willingness to apply it in the retail industry. This contributes to the widespread application and promotion of artificial intelligence technology in Malaysia's retail industry.

In our study, data supported the first hypothesis, which suggests a significant relationship between perceived ease of use and employees' willingness to adopt AI. This indicates that companies need to consider user experience and employee acceptance when introducing artificial intelligence (AI) technology. Companies must provide adequate training and support to help employees understand and master the use of AI technology, thereby enhancing their confidence and willingness to adopt it. Additionally, establishing feedback mechanisms to encourage employees to share their experiences and suggestions can continuously improve AI systems, further enhancing usability and employee acceptance.

The third hypothesis of this study suggests a strong correlation between employees' willingness to adopt artificial intelligence and trust. Therefore, management should ensure that AI systems adhere to ethical standards and

principles of fairness and justice. Emphasizing the ethical and moral values of the system can enhance employees' trust in it. When artificial intelligence systems demonstrate efficiency and accuracy, employees tend to trust them more. If an AI system can provide useful results and reduce errors when performing tasks, employees are more willing to accept and use it. Management needs to establish effective oversight mechanisms to monitor the operation of artificial intelligence systems and address any issues that may arise promptly. This can enhance employees' trust in the system because they know it operates under supervision and management.

Furthermore, the results also indicate that there is not a strong correlation between perceived ease of use and AI anxiety with employees' willingness to adopt artificial intelligence. Sometimes employees may have misconceptions about the actual value of technology. Although artificial intelligence may be theoretically useful, if employees perceive it as not applicable to their specific work environment or tasks, they may be less willing to adopt it. Employees' cultural and educational backgrounds may also influence their attitudes and willingness to adopt artificial intelligence technology. Employees from different cultural and educational backgrounds may have different views and reactions to technology.

Nevertheless, 68.9% of the data in this study remains unexplained. Future research may delve deeper into other factors influencing employees' willingness to adopt artificial intelligence. This may include the influence of organizational culture, management support, personal preferences, technological maturity, and other factors. Moreover, interdisciplinary approaches that combine theories and methods from psychology, sociology, management, and other disciplines can comprehensively understand employees' attitudes and behaviors towards artificial intelligence technology.

5.3.2 Theoretical Implications

This study emphasized on the factors that affect the intention to adopt AI technology among Gen Z employees in retail industry by applying the Technology Acceptance Model (TAM) theory. TAM is a theory explains how an individual come to accept and adopt a technology. In this study, TAM helps to enhance the understanding on the intention to use AI technology among Gen Z employees. There were few past studies have examined the relationship between the TAM that involved PEOU and PU, and the intention to adopt AI technology. This study has expanded the model by including trust and AIA as new variables and the previous independent variables (PU, PEOU). Thus, this study has provided a theoretical understanding on the independent variables (PU, PEOU, trust, and AIA)'s impact on the dependent variable (intention to adopt AI).

The past researchers stated that PEOU is one of the important determinants in affecting the intention to adopt AI technology (Wicaksono & Maharani, 2020; Bou-Ghanem, 2020). This study determined that trust is also one of the important determinants in influecing the intention to adopt AI technology (Rahman et al., 2023; Choung et al., 2022; Garos, 2020). Surprisingly, PU in the study showed no impact on the intention to adopt AI technology, which is consistent with the past finding (Muftiasa et al., 2022) as well as AIA, which is aligned with the past study (Ayanwale et al, 2022). Therefore, PEOU and trust played important role in affecting employees intention to adopt AI, while PU and AIA not.

To sum up, this study can serve as a reference for future research to determine the factors that affect the intention to adopt AI technology among Gen Z employees in Malaysia retail industry and enable a further exploration of the research from different perspective. Consequently, this study can expand the knowledge horizon that PEOU and trust are important to affect the intention to adopt AI among Gen Z employees. When explores establishing strategic recommendations for encouraging the adoption of AI technology among Gen Z employees, it is essential to consider their perceptions of trust and PEOU.

5.4 Limitations of the Study

Despite the above implications of this study, some limitations were identified. Firstly, we designed and distributed the questionnaire online, a self-administered questionnaire. Although it helps to save costs and is convenient for us to collect data, we have faced some challenges during data collection such as the possibility of respondent misunderstanding, and respondent confusion. Since the respondents can simply ignore online questionnaires, it may lead to a lower response rate. Plus, the respondents might lack clarity on questions due to the interviewers' absence. As a result, the data collected might not be highly reliable and accurate.

Besides that, despite the fact that two of our independent variables (PEOU and trust) are significant, we have a low R-squared value, which is 31.1%. It indicates that the independent variables (PU, PEOU, trust, and AIA) can only explain 31.1% of the variations in our dependent variable (employee intention to adopt AI). Thus, there is still 68.9% remain unexplained in our study. It shows that the independent variables in the study are not comprehensive enough although we adopted and expanded the TAM. Therefore, TAM might be insufficient to explain the intention to adopt AI technology.

Furthermore, although we gathered data such the position, education, and experience in the retail industry in the questionnaire, we did not include the results to evaluate the intention to adopt AI among Generation Z employees. However, it might be also influenced by demographic factors. Failing to include those factors may lead to biased results as certain demographic groups might be overrepresented or underrepresented in the sample.

In addition, although we have high reliability for our study, there is a moderate correlation between our independent variables (PU, PEOU, trust) and dependent variable (employee intention to adopt AI), and a very low correlation our independent variable (AIA) and dependent variable (employee intention to adopt AI). It might because we approached the respondents who are not really our target population.

5.5 Recommendations for Future Research

Here are some recommendations for future research to the limitations of the study. Firstly, future research may consider conducting face-to-face interviews with their target respondents to gain more comprehensive information. There is a higher likelihood that respondents will provide the answer and they can clear the doubts on questions, which improves the response rate. The researcher can further explain the questions to ensure that respondents understand the rationale behind the questions. Future researchers can modify the questions with more concise and simple language to avoid confusion or misunderstandings. It contributes to a more accurate result.

Additionally, future research can take other independent variables that are also crucial in demonstrating employee intention to adopt AI into account, including perceived innovativeness, perceived risk, and perceived security. Those independent variables should be studied to certify the present implications and findings. Hence, the R-squared value can be improved, showing a more useful beta figure. In addition to the Technology Acceptance Model (TAM), future research could consider employing alternative theoretical frameworks to examine employee intention to adopt AI. The TAM provides valuable insights into the factors influencing technology adoption, but other theories such as the Theory of Planned Behavior (TPB), Unified Theory of Acceptance and Use of Technology (UTAUT), or the Diffusion of Innovations theory could offer complementary perspectives. Exploring alternative theoretical frameworks may provide a more comprehensive understanding of the factors driving AI adoption among employees, offering new insights and avenues for research.

Besides, future research could explore the use of alternative analytical tools such as POSIT, JMP, or Stata. These tools offer unique features and functionalities that may complement or enhance the analysis conducted with SPSS or other traditional software. POSIT, for example, specializes in sentiment analysis and can provide valuable insights into qualitative data, such as customer reviews or employee

feedback. JMP offers advanced data visualization capabilities, allowing researchers to explore complex datasets and identify trends more intuitively. Stata can versatile statistical software for data analysis and management. It can provide a wide range of statistical tools and techniques for quantitative analysis, including linear and nonlinear modeling, survival analysis, and panel data analysis. Stata is useful for analyzing large datasets, conducting complex statistical tests, and producing publication-quality graphs and reports. By leveraging these alternative tools, researchers can expand their analytical toolkit and uncover new insights that may not be accessible with conventional software alone.

Moreover, other than those independent variables mentioned above, future research could consider position, education, and experience as independent variables. Therefore, future research might not overlook the opportunities for further exploration to discover interesting trends.

Additionally, future research may carefully approach the respondents to ensure that they are the right respondents. Future researchers can distribute the questionnaire physically and make sure they are qualified for answering the questionnaire. They can also do double checking and eliminate those response that does not make sense.

5.6 Conclusion

In summary, the main objective of this study is to discuss the factors that affect the intention to adopt AI technology among Generation Z employees in the Malaysian retail industry. Perceived ease of use, perceived usefulness, trust, and AIA (independent variables) and research model were applied in the study. This study revealed that perceived ease of use and trust play a significant role in affecting the intention to adopt AI, while perceived usefulness and AIA interestingly brought insignificant effects. However, there are several limitations to the study, thus, recommendations were given for future researchers. Hence, our study will benefit company managers as this study has provided a comprehensive framework to develop appropriate strategies to encourage the usage of AI among Generation Z employees as well as future researchers for a more validated study.

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Appendices

Appendix 1: Permission Letter

UNIVERSITI TUNKU ABDUL RAHMAN
Wholly Owned by UTAR Education Foundation (Company No. 578227-M)

Re: U/SERC/246/2022

26 September 2023

Dr Siti Fazilah Binti Abdul Shukor
Head, Department of Business and Public Administration
Faculty of Business and Finance
Universiti Tunku Abdul Rahman
Jalan Universiti, Bandar Baru Barat
31900 Kampar, Perak.

Dear Dr Siti Fazilah,

Ethical Approval For Research Project/Protocol

We refer to the application for ethical approval for your students' research projects from Bachelor of Business Administration (Hons) programme enrolled in course UBMZ3016. We are pleased to inform you that the application has been approved under <u>Expedited Review</u>.

The details of the research projects are as follows:

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
1.	A Study on Factors Affecting the Adoption of AI Chatbots Among Students' Perspectives in Malaysian Universities	1. Tan Zhi Yi 2. Woon Zheng De 3. Soo Yue Er 4. Kho Zong Wei	Dr Peter Tan Sin Howe	
2.	Factors that Impact the Intention of Artificial Intelligence Adoption in Retail Industry Among Gen Z Employees in Malaysia	1. Pong Kai Ping 2. Wu Qiao Jie 3. Low Kai Yang 4. Chin Zhi Kang	Ms Norharyani Binti Adrus	
3.	Factors Affecting Female Employee Turnover in Fast-food Restaurants in Malaysia	1. Tang Pei Shan 2. Loke Jia Xuan 3. Loo Siew Mei 4. Tneh Kar Seng	Pn Che Natheera Banu Binti Syed Abdul Aziz	
4.	Impact of Personality Types on Transformational Leadership Effectiveness in Technology Startup Industry	1. Sean Kam Yu Xuan 2. Tan Dong Ye 3. Tan You Jun 4. Yeoh Jun Xiang	Mr Julian Teh Hong Leong	26 September 2023 – 25 September 2024
5.	A Study on the Factors Affecting Work Engagement Among Employees in Fast Food Industry in Malaysia	1. Chan Ying Xuan 2. Choy Li Hua 3. Foo Wen Kei 4. Lai Hor Lay	Dr Azeyan Binti Awee	
6.	Impacts of Academic Resilience, Procrastination and Self-regulation on Student Engagement Among Undergraduates in a Malaysian Private University	1. Ng Huat Lin 2. Low Xiao Ying 3. Ng Shi Qin 4. Koghulan a/l Agilanananth	Dr Ng Lee Peng	
7.	A Study on the Influence of Corporate Social Responsibility Dimensions on Employee Engagement in Banking Industry	1. Hew Kah Mun 2. Chen Yen Teng 3. Siak Wen Jing 4. Prem Kumar a/l Munusamy	Mr Kuek Thiam Yong	
8.	Leadership Styles' Effects on Students Performance in Extracurricular Activities and Academic Work	1. Beh Ze Feng 2. Leong Siu Chung 3. Ng Chan Hong 4. Taryshiniy a/p Sathivell	Ms Khairunnisa Binti Ishak	

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
9.	Factors Affecting Employee Turnover Intention Among Generation Z Workers in Fast-Food Industry	1. Lum Li Heng 2. Yap Chen Mun 3. Khor Wei Man 4. Too Jing Yu	Dr Tee Chee Wee	26 September 2023 – 25 September 2024
10.	The Relationship Study-Life Balance and Academic Performance	1. Ng Siao Wei 2. Yew Fang Yan 3. Cheoh Wen Hui 4. Kasturi Manikam	Pn Farhana Hanim Binti Mohsin	
11.	A Study on the Factors Affecting Students' Motivation in Learning Among UTAR Students	1. Angeline Cheam Ching Ie 2. Chia Khai Xin 3. Lee Ker Xin 4. Lee Min Yee	Ms Lim Yong Hooi	
12.	Factors Affecting Stress Among Private Universities Students	1. Hoo Min Wei 2. Tiong Hor Jie 3. Tay Wei Quan 4. Kogilavany Ravi Shanker	Ms Norhayati Binti Md Isa	

The conduct of this research is subject to the following:

(1) The participants' informed consent be obtained prior to the commencement of the research;

(2) Confidentiality of participants' personal data must be maintained; and

(3) Compliance with procedures set out in related policies of UTAR such as the UTAR Research Ethics and Code of Conduct, Code of Practice for Research Involving Humans and other related policies/guidelines.

(4) Written consent be obtained from the institution(s)/company(ies) in which the physical or/and online survey will be carried out, prior to the commencement of the research.

Should the students collect personal data of participants in their studies, please have the participants sign the attached Personal Data Protection Statement for records.

Thank you.

Yours sincerely,

Professor Ts Dr Faidz bin Abd Rahman
Chairman
UTAR Scientific and Ethical Review Committee

c.c   Dean, Faculty of Business and Finance
       Director, Institute of Postgraduate Studies and Research

Appendix 2: Questionnaire

Survey on factors affecting impact the intention of Artificial Intelligence adoption in retail industry among Gen Z employees in Malaysia

Dear respondents,

We are final year students from Universiti Tunku Abdul Rahman (UTAR). The purpose of this study for our final year project is to study factors that impact the intention of Artificial Intelligence adoption in retail industry among Gen Z employees in Malaysia.This study can help organization consider the factor that influence the employees intention to adopting artificial intelligence in the retail industry.

There are (6) sections in this questionnaire. Section A is demographics. Section B, C, D, E, and F cover all of the variables in this study. Please read the instructions carefully before answering the questions. Please answer ALL questions in ALL sections. Completion of this questionnaire will take you approximately 5 to 10 minutes.

The information collected from you will be kept strictly private and confidential. All responses and findings will be used solely for academic purposes.

Your assistance in completing this questionnaire is very much appreciated. Thank you for your participation. If you have any questions regarding this questionnaire, you may contact us by E-mail.

Thank you very much for your cooperation and willingness to participate in this study.

Yours sincerely,
Pong Kai Ping kelvenpong@gmail.com
Wu Qiao Jie qiaojie287@gmail.com
Low Kai Yang lowkaiyang17@gmail.com
Chin Zhi Kang chinzhikang@gmail.com

Personal Data Protection Notice

Please be informed that in accordance with Personal Data Protection Act 2010 ("PDPA") which came into force on 15 November 2013, Universiti Tunku Abdul Rahman ("UTAR") is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

1. Personal data refers to any information which may directly or indirectly identify a person which could include sensitive personal data and expression of opinion. Among others it includes:
a) Name
b) Identity card
c) Place of Birth
d) Address
e) Education History
f) Employment History
g) Medical History
h) Blood type
i) Race
j) Religion
k) Photo
l) Personal Information and Associated Research Data

2. The purposes for which your personal data may be used are inclusive but not limited to:
a) For assessment of any application to UTAR
b) For processing any benefits and services
c) For communication purposes
d) For advertorial and news
e) For general administration and record purposes
f) For enhancing the value of education
g) For educational and related purposes consequential to UTAR
h) For replying any responds to complaints and enquiries
i) For the purpose of our corporate governance
j) For the purposes of conducting research/ collaboration

3. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

4. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

5. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Consent:

6. By submitting or providing your personal data to UTAR, you had consented and agreed for your personal data to be used in accordance to the terms and conditions in the Notice and our relevant policy.

7. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

8. You may access and update your personal data by emailing us:

Pong Kai Ping kelvenpong@gmail.com

Wu Qiao Jie qiaojie287@gmail.com

Low Kai Yang lowkaiyang@gmail.com

Chin Zhi Kang chinzhikang@gmial.com

1. Acknowledgement of Notice

☐ I have been notified and that I hereby understood, consented and agreed per UTAR above notice.

☐ I disagree, my personal data will not be processed. (End of the questionnaire, thank you)

Section A: Demographic

Please click on the appropriate box.

1. Do you have experience in using any artificial intelligence tool?
   ☐ Yes
   ☐ No (End of the questionnaire, thank you)

2. Have your organization implement artificial intelligence?
   ☐ Yes
   ☐ No (End of the questionnaire, thank you)

3. Frequency of Artificial intelligence use
   ☐ Many times a week
   ☐ Once a week
   ☐ Once in two week
   ☐ Once a month_____
   ☐ Other:

4. Age
   ☐ 18-20
   ☐ 21-23
   ☐ 24- 27

5. Gender
   ☐ Male
   ☐ Female

6. Educational
   ☐ SPM or lower
   ☐ Diploma
   ☐ Bachelor's Degree
   ☐ Master's Degree
   ☐ Ph.D.

7. Experience in retail industry
   ☐ Less than 1 years
   ☐ 2-3 years
   ☐ 4-5 years
   ☐ 6 years and above

8. Position

☐ Staff
☐ Senior Staff
☐ Supervisor
☐ Manager

9. Income
☐ 1,500 and less
☐ 1,501-2,500
☐ 2,501 and above

Section B: Perceived Usefulness

Based on your experience, please choose the most appropriate option that best indicate your agreement level about the following statement. Circle the appropriate numbers.

Strongly Disagree = 1

Disagree =2

Neutral =3

Agree = 4

Strongly Agree = 5

1. The artificial intelligence ensures customer data and procurement orders are processed quickly.

1	2	3	4	5

2. The artificial intelligence accurately predict customer demand patterns to adjust procurement orders.

1	2	3	4	5

3. The artificial intelligence reduces customer data processing time the lead time of orders.

1	2	3	4	5

4. The artificial intelligence integrate customer insights from data processing into company existing inventory management system.

1	2	3	4	5

5. The artificial intelligence has significantly improves overall efficiency in various retail operations.

1	2	3	4	5

6. The artificial intelligence accurately process customer data for efficient inventory order management.

1	2	3	4	5

7. The artificial intelligence is available at all times.

1	2	3	4	5

8. The artificial intelligence moves quickly from one screen to the next.

1	2	3	4	5

9. The artificial intelligence allows easy navigation through the order process.

1	2	3	4	5

Section C: Perceived Ease Of Use

Based on your experience, please choose the most appropriate option that best indicate your agreement level about the following statement. Circle the appropriate numbers.

Strongly Disagree = 1

Disagree =2

Neutral =3

Agree = 4

Strongly Agree = 5

1. My interaction with the artificial intelligence is clear and understandable.

1	2	3	4	5

2. Interacting with the artificial intelligence does not require a lot of my mental effort.

1	2	3	4	5

3. I find the artificial intelligence to be easy to use.

1	2	3	4	5

4. I find it easy to get the artificial intelligence to do what I want it to do.

1	2	3	4	5

5. I find the artificial intelligence to be flexible to interact with.

1	2	3	4	5

6. Organization provided me with training to use the system in time.

1	2	3	4	5

7. Organization provided me with appropriate training to use the system.

1	2	3	4	5

8. Company support team always available to deal with my queries or problems.

1	2	3	4	5

9. Company support team always gets back to me when they say they will.

1	2	3	4	5

10. Company support team responds quickly to my queries or problem.

1	2	3	4	5

11. Company support team is knowledgeable in dealing with my queries or problem.

1	2	3	4	5

12. Company support team is flexible when dealing with unusual request or problem.

1	2	3	4	5

13. Company support team deals effectively with any mistakes they make.

1	2	3	4	5

14. Company support team is friendly when dealing with queries or problem.

1	2	3	4	5

15. Company support team shows concern when dealing with my queries or problems.

1	2	3	4	5

Section D: Trust

Based on your experience, please choose the most appropriate option that best indicate your agreement level about the following statement. Circle the appropriate numbers.

Strongly Disagree = 1

Disagree =2

Neutral =3

Agree = 4

Strongly Agree = 5

1. Artificial intelligence care about our well-being.

1	2	3	4	5

2. Artificial intelligence are sincerely concerned about addressing the problems of human users.

1	2	3	4	5

3. Artificial intelligence try to be helpful and do not operate out of selfish interest.

1	2	3	4	5

4. Artificial Intelligence are truthful in their dealings.

1	2	3	4	5

5. Artificial Intelligence keep their commitments and deliver on their promises.

1	2	3	4	5

6. Artificial Intelligence are honest and do not abuse the information and advantage they have over their users.

1	2	3	4	5

7. Artificial Intelligence work well.

1	2	3	4	5

8. Artificial Intelligence have the features necessary to complete key tasks.

1	2	3	4	5

9. Artificial Intelligence are competent in their area of expertise.

1	2	3	4	5

10. Artificial Intelligence are reliable.

1	2	3	4	5

11. Artificial Intelligence are dependable.

1	2	3	4	5

Section E: AI Anxiety

Based on your experience, please choose the most appropriate option that best indicate your agreement level about the following statement. Circle the appropriate numbers.

Strongly Disagree = 1

Disagree =2

Neutral =3

Agree = 4

Strongly Agree = 5

1. Learning to understand all of the special functions associated with an AI technique/product makes me anxious.

1	2	3	4	5

2. Learning to use specific functions of an AI technique/product makes me anxious.

1	2	3	4	5

3. Learning to interact with an AI technique/product makes me anxious.

1	2	3	4	5

4. Taking a class about the development of AI techniques/products makes me anxious.

1	2	3	4	5

5. Being unable to keep up with the advances associated with AI techniques/ products makes me anxious.

1	2	3	4	5

6. I am afraid that an AI technique/product may make us even lazier.

1	2	3	4	5

7. I am afraid that an AI technique/product may replace humans.

1	2	3	4	5

8. I am afraid that widespread use of humanoid robots will take jobs away from people.

1	2	3	4	5

9. I am afraid that if I begin to use AI techniques/products I will become dependent upon them and lose some of my reasoning skills.

1	2	3	4	5

10. I am afraid that AI techniques/products will replace someone's job

1	2	3	4	5

11. I am afraid that an AI technique/product may be misused.

1	2	3	4	5

12. I am afraid of various problems potentially associated with an AI technique/ product.

1	2	3	4	5

13. I am afraid that an AI technique/product may get out of control and malfunction.

1	2	3	4	5

14. I am afraid that an AI technique/product may lead to robot autonomy.

1	2	3	4	5

15. I find humanoid AI techniques/products (e.g. humanoid robots) scary

1	2	3	4	5

16. I find humanoid AI techniques/products (e.g. humanoid robots) intimidating.

1	2	3	4	5

Section F: Intention to Adopt artificial intelligence

Based on your experience, please choose the most appropriate option that best
indicate your agreement level about the following statement. Circle the
appropriate numbers.

Strongly Disagree = 1

Disagree =2

Neutral =3

Agree = 4

Strongly Agree = 5

1. I have positive respond towards using the artificial intelligence.

1	2	3	4	5

2. I feel pleasant towards using the artificial intelligence.

1	2	3	4	5

3. I have favorability towards using the artificial intelligence.

1	2	3	4	5

4. I have control over using the artificial intelligence.

1	2	3	4	5

5. I have necessary resources & knowledge about the artificial intelligence.

1	2	3	4	5

6. I feel confident about using the artificial intelligence.

1	2	3	4	5

7. Organization support my artificial intelligence use.

1	2	3	4	5

8. Organization understand my artificial intelligence use.

1	2	3	4	5

9. Organization having expectation on my artificial intelligence use.

1	2	3	4	5

10. Organization find it necessary to use the artificial intelligence.

1	2	3	4	5

11. I use it to follow others' recommendations about the artificial intelligence.

1	2	3	4	5

12. I use it because of positive feedback about the artificial intelligence.

1	2	3	4	5

13. I want to jump on the artificial intelligence bandwagon.

1	2	3	4	5

Appendix 3: Demographic Analysis

Demographic Profile: Age

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18–20	59	15.6	15.6	15.6
	21–23	187	49.3	49.3	64.9
	24–and older	133	35.1	35.1	100.0
	Total	379	100.0	100.0	
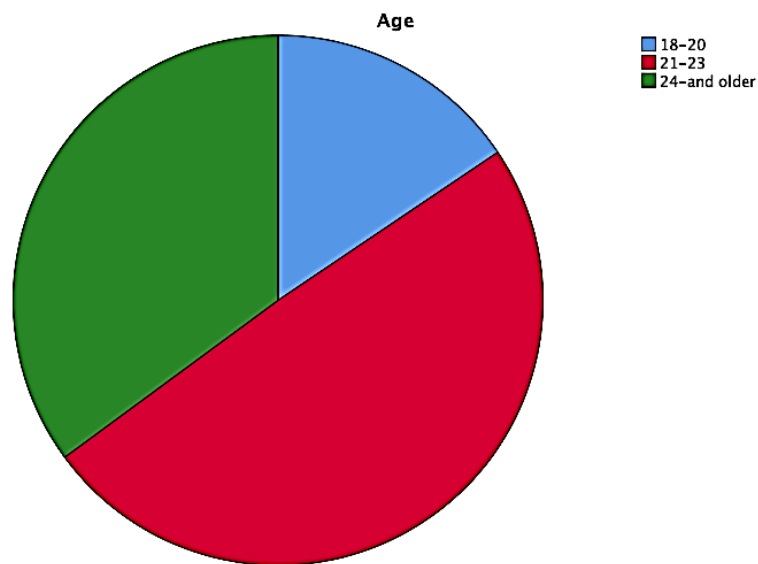
Demographic Profile: Gender

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	175	46.2	46.2	46.2
	Female	204	53.8	53.8	100.0
	Total	379	100.0	100.0	

129 of 157 pages
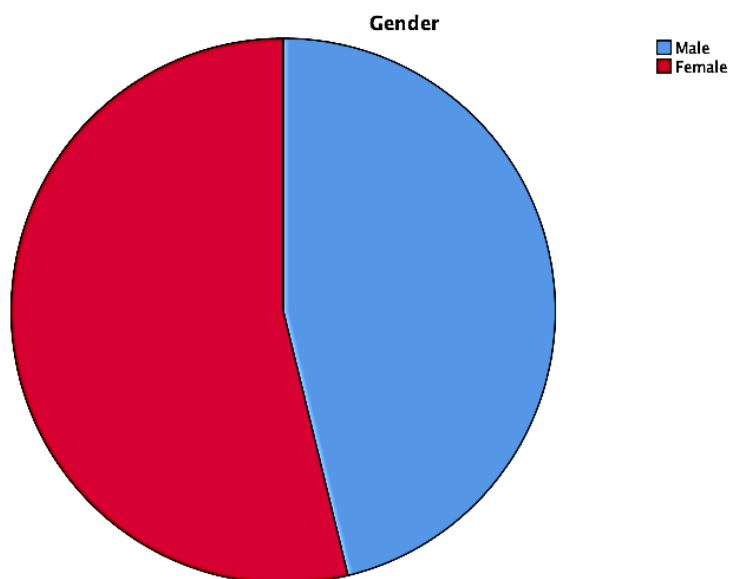
Demographic Profile: Experience in Retail Industry

Experience in retail

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 years	80	21.1	21.1	21.1
	2-3 years	155	40.9	40.9	62.0
	4-5 years	113	29.8	29.8	91.8
	6 years and above	31	8.2	8.2	100.0
	Total	379	100.0	100.0	

Experience in retail

Less than 1 years
2-3 years
4-5 years
6 years and above
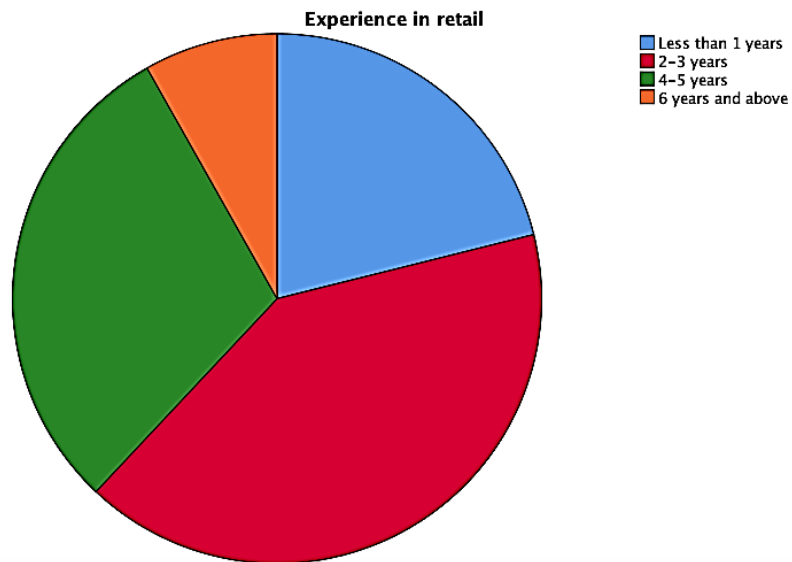
Demographic Profile: Job Position

Position

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Staff	156	41.2	41.2	41.2
	Senior Staff	116	30.6	30.6	71.8
	Supervisor	82	21.6	21.6	93.4
	Manager	25	6.6	6.6	100.0
	Total	379	100.0	100.0	

Position

Staff
Senior Staff
Supervisor
Manager
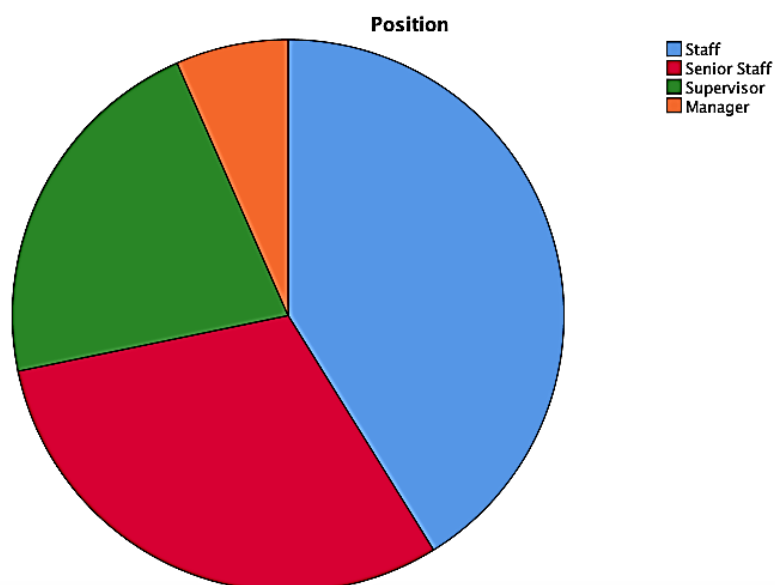
Demographic Profile: Educational Level

Educational

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SPM or lower	35	9.2	9.2	9.2
	Diploma	89	23.5	23.5	32.7
	Bachelor's Degree	217	57.3	57.3	90.0
	Master's Degree	37	9.8	9.8	99.7
	Ph.D.	1	.3	.3	100.0
	Total	379	100.0	100.0	

Educational

Legend:
- SPM or lower
- Diploma
- Bachelor's Degree
- Master's Degree
- Ph.D.

Demographic Profile: Income

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,500 and less	100	26.4	26.4	26.4
	1,501–2,500	157	41.4	41.4	67.8
	2,501 and above	122	32.2	32.2	100.0
	Total	379	100.0	100.0	

Income

Legend:
- 1,500 and less
- 1,501–2,500
- 2,501 and above
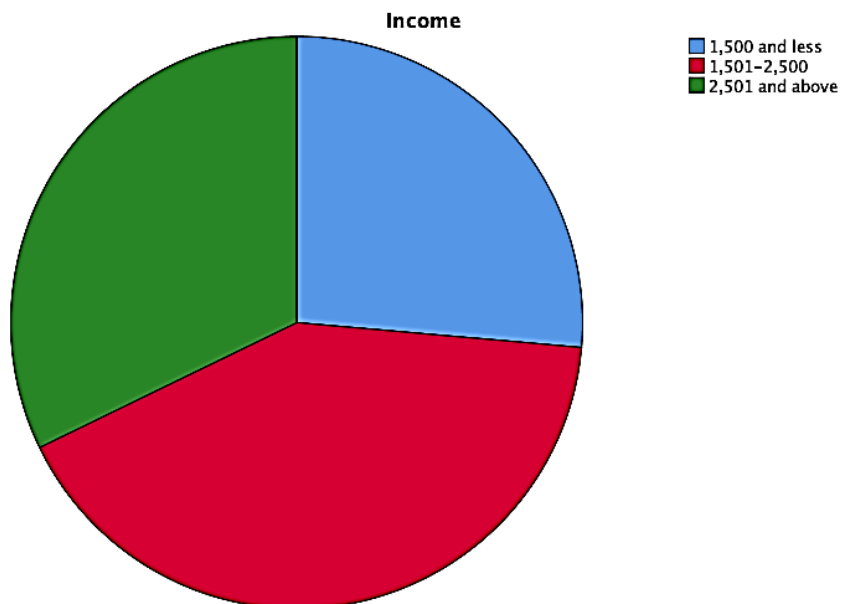
Appendix 4: Central Tendencies

➡ **Frequencies**

Statistics

		PU average score	PEU average score	T average score	AIA average score	IN average score
N	Valid	379	379	379	379	379
	Missing	0	0	0	0	0
Mean		4.2489	4.2834	4.2910	3.7665	4.3274
Std. Deviation		.33093	.31215	.29605	1.02612	.28487
Percentiles	25	4.0000	4.0667	4.0909	3.6875	4.1538
	50	4.2222	4.3333	4.2727	4.1250	4.3846
	75	4.4444	4.5333	4.5455	4.5000	4.5385

Appendix 5: Reliability Test for Full Study
Independent variables: Perceived usefulness

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	379	100.0
	Excluded[a]	0	.0
	Total	379	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.781	.779	9

Inter-Item Correlation Matrix

	Order (Quick)	Demand patterns	Time	Insights	Efficiency	Data	All times	Move (Quick)	Easy navigation
Order (Quick)	1.000	.247	.287	.330	.519	.173	.176	.339	.158
Demand patterns	.247	1.000	.377	.428	.369	.575	.179	.289	.187
Time	.287	.377	1.000	.296	.374	.518	.249	.420	.008
Insights	.330	.428	.296	1.000	.300	.351	.161	.448	.218
Efficiency	.519	.369	.374	.300	1.000	.262	.380	.427	.040
Data	.173	.575	.518	.351	.262	1.000	.244	.320	.033
All times	.176	.179	.249	.161	.380	.244	1.000	.191	.123
Move (Quick)	.339	.289	.420	.448	.427	.320	.191	1.000	.127
Easy navigation	.158	.187	.008	.218	.040	.033	.123	.127	1.000

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Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Order (Quick)	34.0317	7.650	.450	.325	.763
Demand patterns	34.0026	6.675	.567	.441	.743
Time	34.1214	6.647	.538	.376	.748
Insights	33.8892	7.273	.523	.334	.753
Efficiency	34.0818	6.932	.545	.455	.748
Data	34.1214	6.678	.537	.461	.749
All times	33.9763	7.642	.345	.189	.775
Move (Quick)	33.9683	7.158	.530	.350	.751
Easy navigation	33.7282	8.156	.162	.111	.797

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
38.2401	8.871	2.97838	9

Independent variables: Perceived ease of use

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	379	100.0
	Excluded[a]	0	.0
	Total	379	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.837	.836	15

Inter-Item Correlation Matrix

	Clear	Not much effort	Easy to use	Do (Want to do)	Flexible (Interact)	Training (Time)	Training (System)	Deal (Queries)	Gets back	Responds (Quick)	Knowledgea ble	Fl pr
Clear	1.000	.342	.284	.280	.395	.262	.217	.336	.066	.371	.332	
Not much effort	.342	1.000	.308	.395	.315	.541	.068	.168	.139	.267	.547	
Easy to use	.284	.308	1.000	.305	.254	.421	.154	.244	-.019	.155	.288	
Do (Want to do)	.280	.395	.305	1.000	.303	.279	-.118	.336	.162	.328	.289	
Flexible (Interact)	.395	.315	.254	.303	1.000	.160	.206	.238	-.037	.291	.246	
Training (Time)	.262	.541	.421	.279	.160	1.000	.131	.283	.011	.241	.546	
Training (System)	.217	.068	.154	-.118	.206	.131	1.000	.166	.126	.160	.094	
Deal (Queries)	.336	.168	.244	.336	.238	.283	.166	1.000	.223	.410	.210	
Gets back	.066	.139	-.019	.162	-.037	.011	.126	.223	1.000	-.005	.207	
Responds (Quick)	.371	.267	.155	.328	.291	.241	.160	.410	-.005	1.000	.227	
Knowledgeable	.332	.547	.288	.289	.246	.546	.094	.210	.207	.227	1.000	
Flexible (Deal problem)	.225	.276	.639	.327	.203	.478	.163	.332	-.001	.264	.361	
Deal (Effectively)	.154	.254	.225	.387	.172	.336	.041	.313	.248	.240	.356	
Friendly	.350	.270	.208	.301	.480	.205	.186	.359	-.081	.392	.211	
Concern	.206	.461	.434	.254	.249	.559	.184	.141	.013	.198	.452	

Inter-Item Correlation Matrix

	Easy to use	Do (Want to do)	Flexible (Interact)	Training (Time)	Training (System)	Deal (Queries)	Gets back	Responds (Quick)	Knowledgeable	Flexible (Deal problem)	Deal (Effectively)	Friendly	Concern
	.284	.280	.395	.262	.217	.336	.066	.371	.332	.225	.154	.350	.206
	.308	.395	.315	.541	.068	.168	.139	.267	.547	.276	.254	.270	.461
	1.000	.305	.254	.421	.154	.244	-.019	.155	.288	.639	.225	.208	.434
	.305	1.000	.303	.279	-.118	.336	.162	.328	.289	.327	.387	.301	.254
	.254	.303	1.000	.160	.206	.238	-.037	.291	.246	.203	.172	.480	.249
	.421	.279	.160	1.000	.131	.283	.011	.241	.546	.478	.336	.205	.559
	.154	-.118	.206	.131	1.000	.166	.126	.160	.094	.163	.041	.186	.184
	.244	.336	.238	.283	.166	1.000	.223	.410	.210	.332	.313	.359	.141
	-.019	.162	-.037	.011	.126	.223	1.000	-.005	.207	-.001	.248	-.081	.013
	.155	.328	.291	.241	.160	.410	-.005	1.000	.227	.264	.240	.392	.198
	.288	.289	.246	.546	.094	.210	.207	.227	1.000	.361	.356	.211	.452
	.639	.327	.203	.478	.163	.332	-.001	.264	.361	1.000	.374	.124	.375
	.225	.387	.172	.336	.041	.313	.248	.240	.356	.374	1.000	.196	.176
	.208	.301	.480	.205	.186	.359	-.081	.392	.211	.124	.196	1.000	.162
	.434	.254	.249	.559	.184	.141	.013	.198	.452	.375	.176	.162	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Clear	59.9763	19.796	.485	.330	.827
Not much effort	59.8945	18.650	.576	.481	.820
Easy to use	59.9736	18.560	.525	.493	.823
Do (Want to do)	59.8575	19.546	.495	.396	.826
Flexible (Interact)	59.9868	19.516	.435	.353	.829
Training (Time)	60.0475	18.141	.603	.545	.818
Training (System)	59.9604	20.615	.223	.217	.840
Deal (Queries)	59.9578	19.480	.473	.372	.827
Gets back	59.7889	21.024	.123	.255	.846
Responds (Quick)	60.0079	19.897	.443	.325	.829
Knowledgeable	59.9947	18.582	.581	.467	.820
Flexible (Deal problem)	60.0554	18.259	.554	.543	.821
Deal (Effectively)	59.9710	19.515	.449	.317	.828
Friendly	60.0106	19.640	.414	.389	.830
Concern	60.0264	18.581	.521	.429	.824

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
64.2507	21.924	4.68228	15

Independent variables: Trust

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	379	100.0
	Excluded[a]	0	.0
	Total	379	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.752	.748	11

Inter-Item Correlation Matrix

	Care about well Being	Concern baout addressing problem of human user	Do not operate out selfish interest	Truthful in thier dealings	Keep thier commitment	Honest and do not abuse information	Work well	Feature to complete key task	Compettent in their area of expertise	Reliable	Dependable
Care abbout well Being	1.000	.183	.067	.104	.166	.275	.172	.124	.154	.393	.181
Concern baout addressing problem of human user	.183	1.000	-.007	.237	.174	.330	.252	.192	.157	.109	.292
Do not operate out selfish interest	.067	-.007	1.000	.065	.255	.027	.216	.045	.097	.067	.166
Truthful in thier dealings	.104	.237	.065	1.000	.224	.351	.196	.408	.196	.214	.241
Keep thier commitment	.166	.174	.255	.224	1.000	.334	.423	.210	.478	.196	.192
Honest and do not abuse information	.275	.330	.027	.351	.334	1.000	.308	.295	.421	.250	.247
Work well	.172	.252	.216	.196	.423	.308	1.000	.210	.320	.107	.281
Feature to complete key task	.124	.192	.045	.408	.210	.295	.210	1.000	.164	.209	.220
Compettent in their area of expertise	.154	.157	.097	.196	.478	.421	.320	.164	1.000	.163	.282
Reliable	.393	.109	.067	.214	.196	.250	.107	.209	.163	1.000	.050
Dependable	.181	.292	.166	.241	.192	.247	.281	.220	.282	.050	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Care aboout well Being	42.9261	9.333	.332	.214	.742
Concern baout addressing problem of human user	42.8707	9.166	.352	.190	.740
Do not operate out selfish interest	42.7546	9.752	.177	.109	.760
Truthful in thier dealings	42.9182	9.128	.418	.257	.732
Keep thier commitment	42.9340	8.416	.510	.357	.718
Honest and do not abuse information	43.0026	8.130	.543	.351	.712
Work well	42.8681	8.819	.472	.271	.724
Feature to complete key task	42.9868	9.066	.380	.221	.736
Compettent in their area of expertise	42.9947	8.476	.468	.333	.724
Reliable	42.8681	9.332	.321	.218	.743
Dependable	42.8813	9.184	.399	.216	.734

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
47.2005	10.605	3.25656	11

Independent variables: AI Anxiety

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	379	100.0
	Excluded[a]	0	.0
	Total	379	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.986	.986	16

Inter-Item Correlation Matrix

	Learning to understand all of the special functions	Learning to use specific functions	Learning to interact	Taking a class about the development	Being unable to keep up with the advances	Make us even lazier	May replace humans	Humanoid robots will take jobs away from people.	Become dependent upon them	Replace someone's job	Misused	Afraid of various problems	Get out of control and malfunction.	Lead to robot autonomy	Scary	Intimidating
Learning to understand all of the special functions	1.000	.824	.831	.759	.840	.799	.779	.818	.835	.857	.809	.813	.763	.833	.796	.793
Learning to use specific functions	.824	1.000	.830	.827	.833	.845	.809	.797	.854	.800	.836	.803	.783	.844	.855	.795
Learning to interact	.831	.830	1.000	.797	.858	.823	.837	.807	.818	.789	.794	.842	.792	.831	.796	.830
Taking a class about the development	.759	.827	.797	1.000	.816	.797	.814	.811	.809	.757	.782	.783	.840	.796	.774	.794
Being unable to keep up with the advances	.840	.833	.858	.816	1.000	.838	.831	.813	.842	.830	.816	.846	.816	.872	.837	.812
Make us even lazier	.799	.845	.823	.797	.838	1.000	.806	.850	.846	.803	.846	.818	.795	.861	.857	.805
May replace humans	.779	.809	.837	.814	.831	.806	1.000	.809	.815	.763	.796	.813	.793	.812	.802	.838
Humanoid robots will take jobs away from people.	.818	.797	.807	.811	.813	.850	.809	1.000	.836	.812	.806	.798	.780	.833	.809	.789
Become dependent upon them	.835	.854	.818	.809	.842	.846	.815	.836	1.000	.818	.843	.809	.808	.853	.830	.778
Replace someone's job	.857	.800	.789	.757	.830	.803	.763	.812	.818	1.000	.816	.847	.754	.840	.803	.791
Misused	.809	.836	.794	.782	.816	.846	.796	.806	.843	.816	1.000	.826	.825	.843	.854	.810
Afraid of various problems	.813	.803	.842	.783	.846	.818	.813	.798	.809	.847	.826	1.000	.809	.848	.827	.838
Get out of control and malfunction.	.763	.783	.792	.840	.816	.795	.793	.780	.808	.754	.825	.809	1.000	.818	.799	.794
Lead to robot autonomy	.833	.844	.831	.796	.872	.861	.812	.833	.853	.840	.843	.848	.818	1.000	.836	.818
Scary	.796	.855	.796	.774	.837	.857	.802	.809	.830	.803	.854	.827	.799	.836	1.000	.808
Intimidating	.793	.795	.830	.794	.812	.805	.838	.789	.778	.791	.810	.838	.794	.818	.808	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Learning to understand all of the special functions	56.3641	235.788	.890	.828	.985
Learning to use specific functions	56.4538	239.910	.904	.847	.985
Learning to interact	56.4776	237.552	.899	.834	.985
Taking a class about the development	56.5673	237.759	.874	.814	.985
Being unable to keep up with the advances	56.4776	236.573	.917	.855	.985
Make us even lazier	56.5435	237.656	.908	.845	.985
May replace humans	56.5963	237.543	.887	.811	.985
Humanoid robots will take jobs away from people.	56.5040	236.341	.891	.817	.985
Become dependent upon them	56.5831	237.164	.908	.841	.985
Replace someone's job	56.3694	235.921	.884	.826	.985
Misused	56.4512	237.820	.901	.833	.985
Afraid of various problems	56.5383	237.768	.903	.839	.985
Get out of control and malfunction.	56.5198	236.959	.875	.805	.985
Lead to robot autonomy	56.4855	234.917	.920	.857	.985
Scary	56.5620	237.284	.900	.837	.985
Intimidating	56.4644	237.122	.885	.810	.985

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
60.2639	269.549	16.41795	16

Dependent variables: Employee intention to adopt AI

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	379	100.0
	Excluded[a]	0	.0
	Total	379	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.774	.773	13

Inter-Item Correlation Matrix

	Positive respond	Pleasant	Favorability	Control	Resources & knowledge	Confident	Support	Understand	Expectation	Necessary	Recommendation	Positive feedback
Positive respond	1.000	.107	.215	.055	.065	.124	.184	.048	.168	.229	.216	.078
Pleasant	.107	1.000	.135	.401	.255	.292	.162	.358	.228	.139	.209	.239
Favorability	.215	.135	1.000	.232	.236	.081	.198	.132	.081	.191	.108	.054
Control	.055	.401	.232	1.000	.269	.329	.213	.301	.300	.134	.264	.231
Resources & knowledge	.065	.255	.236	.269	1.000	.271	.282	.226	.390	.148	.229	.210
Confident	.124	.292	.081	.329	.271	1.000	.290	.325	.236	.375	.294	.249
Support	.184	.162	.198	.213	.282	.290	1.000	.325	.284	.390	.288	.212
Understand	.048	.358	.132	.301	.226	.325	.325	1.000	.349	.258	.173	.257
Expectation	.168	.228	.081	.300	.390	.236	.284	.349	1.000	.191	.307	.259
Necessary	.229	.139	.191	.134	.148	.375	.390	.258	.191	1.000	.208	.193
Recommendation	.216	.209	.108	.264	.229	.294	.288	.173	.307	.208	1.000	.318
Positive feedback	.078	.239	.054	.231	.210	.249	.212	.257	.259	.193	.318	1.000
Jump (Bandwagon)	.068	.147	.296	.036	.102	.107	.174	.144	.028	.208	.090	.000

Inter-Item Correlation Matrix

Positive respond	Pleasant	Favorability	Control	Resources & knowledge	Confident	Support	Understand	Expectation	Necessary	Recommendation	Positive feedback	Jump (Bandwagon)
1.000	.107	.215	.055	.065	.124	.184	.048	.168	.229	.216	.078	.068
.107	1.000	.135	.401	.255	.292	.162	.358	.228	.139	.209	.239	.147
.215	.135	1.000	.232	.236	.081	.198	.132	.081	.191	.108	.054	.296
.055	.401	.232	1.000	.269	.329	.213	.301	.300	.134	.264	.231	.036
.065	.255	.236	.269	1.000	.271	.282	.226	.390	.148	.229	.210	.102
.124	.292	.081	.329	.271	1.000	.290	.325	.236	.375	.294	.249	.107
.184	.162	.198	.213	.282	.290	1.000	.325	.284	.390	.288	.212	.174
.048	.358	.132	.301	.226	.325	.325	1.000	.349	.258	.173	.257	.144
.168	.228	.081	.300	.390	.236	.284	.349	1.000	.191	.307	.259	.028
.229	.139	.191	.134	.148	.375	.390	.258	.191	1.000	.208	.193	.208
.216	.209	.108	.264	.229	.294	.288	.173	.307	.208	1.000	.318	.090
.078	.239	.054	.231	.210	.249	.212	.257	.259	.193	.318	1.000	.000
.068	.147	.296	.036	.102	.107	.174	.144	.028	.208	.090	.000	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Positive respond	51.8522	12.555	.247	.136	.774
Pleasant	51.9789	11.952	.422	.267	.758
Favorability	51.7493	12.188	.306	.213	.769
Control	51.9974	11.902	.440	.297	.756
Resources & knowledge	51.9393	11.904	.430	.257	.757
Confident	51.9763	11.441	.480	.297	.751
Support	51.9763	11.283	.489	.281	.750
Understand	52.0079	11.669	.468	.292	.753
Expectation	52.0106	11.651	.449	.297	.755
Necessary	51.9420	11.473	.433	.277	.757
Recommendation	51.9367	11.954	.431	.238	.757
Positive feedback	51.9525	12.199	.364	.188	.763
Jump (Bandwagon)	51.7520	12.605	.223	.144	.776

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
56.2559	13.715	3.70334	13

Appendix 6: Pearson Correlation Coefficient Analysis

Independent variables: Perceived usefulness

```
CORRELATIONS
  /VARIABLES=PUave INave
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

Correlations

		PU average score	IN average score
PU average score	Pearson Correlation	1	.402**
	Sig. (2-tailed)		.000
	N	379	379
IN average score	Pearson Correlation	.402**	1
	Sig. (2-tailed)	.000	
	N	379	379

**. Correlation is significant at the 0.01 level (2-tailed).

Independent variables: Perceived ease of use

```
CORRELATIONS
  /VARIABLES=PEUave INave
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

Correlations

		PEU average score	IN average score
PEU average score	Pearson Correlation	1	.539**
	Sig. (2-tailed)		.000
	N	379	379
IN average score	Pearson Correlation	.539**	1
	Sig. (2-tailed)	.000	
	N	379	379

**. Correlation is significant at the 0.01 level (2-tailed).

Independent variables: Trust

```
CORRELATIONS
  /VARIABLES=Tave INave
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

Correlations

		T average score	IN average score
T average score	Pearson Correlation	1	.505**
	Sig. (2-tailed)		.000
	N	379	379
IN average score	Pearson Correlation	.505**	1
	Sig. (2-tailed)	.000	
	N	379	379

**. Correlation is significant at the 0.01 level (2-tailed).

Independent variables: AI Anxiety

```
CORRELATIONS
  /VARIABLES=AIAave INave
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

Correlations

		AIA average score	IN average score
AIA average score	Pearson Correlation	1	-.029
	Sig. (2-tailed)		.575
	N	379	379
IN average score	Pearson Correlation	-.029	1
	Sig. (2-tailed)	.575	
	N	379	379

Appendix 7: Multiple Linear Regression Analysis

→ **Regression**

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	AIA average score, PEU average score, PU average score, T average score[b]	.	Enter

a. Dependent Variable: IN average score

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.557[a]	.311	.303	.23777

a. Predictors: (Constant), AIA average score, PEU average score, PU average score, T average score

b. Dependent Variable: IN average score

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.532	4	2.383	42.153	.000[b]
	Residual	21.143	374	.057		
	Total	30.676	378			

a. Dependent Variable: IN average score

b. Predictors: (Constant), AIA average score, PEU average score, PU average score, T average score

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.030	.195		10.430	.000
	PU average score	−.017	.056	−.019	−.298	.766
	PEU average score	.346	.074	.379	4.670	.000
	T average score	.216	.066	.225	3.280	.001
	AIA average score	−.011	.012	−.038	−.872	.384

a. Dependent Variable: IN average score

Casewise Diagnostics[a]

Case Number	Std. Residual	IN average score	Predicted Value	Residual
92	−3.612	3.38	4.2434	−.85879
109	−3.219	3.69	4.4578	−.76548
322	−10.613	2.08	4.6002	−2.52331

a. Dependent Variable: IN average score

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.9414	4.7428	4.3274	.15880	379
Residual	−2.52331	.60466	.00000	.23651	379
Std. Predicted Value	−2.430	2.616	.000	1.000	379
Std. Residual	−10.613	2.543	.000	.995	379

a. Dependent Variable: IN average score

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