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Artificial Intelligence In Everyday Life: A Study Of Usage Patterns, Perceived Benefits And Challenges Among Consumers In Coimbatore City

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Abstract

Artificial Intelligence (AI) has become an important part of everyday life, influencing communication, education, shopping, navigation, and information access. This study examines the awareness, usage patterns, perceived benefits, and challenges associated with AI among consumers in Coimbatore City, Tamil Nadu. The objectives are to assess respondents' awareness of AI and identify the major AI applications used in everyday life. The study adopts a descriptive research design with a sample of 50 respondents selected through convenience sampling. Primary data were collected using a structured questionnaire, while secondary data were obtained from journals, books, institutional reports, and credible online sources. The collected data were analysed using percentage analysis, the Chi-Square Test, and Spearman's Correlation. The demographic findings indicate that 48% of respondents were below 20 years of age, 88% were female, 66% were undergraduates, and 52% were students. Regarding AI awareness, 42% reported being very familiar with AI, while 40% were moderately familiar. The Chi-Square test indicated a statistically significant association between AI awareness and frequency of usage ($\chi^2 = 77.650$, df = 12, p less than .001), subject to the assumptions of the test being satisfied. Spearman's correlation analysis revealed a very strong positive relationship between perceived usefulness and intention to continue using AI ($\rho = 0.907$, p less than .001). Convenient access to information and time-saving also showed positive relationships with continued AI usage. The study highlights the importance of AI awareness, responsible usage, information verification, and privacy protection. It recommends promoting AI literacy and encouraging further research with larger and more diverse samples to gain a broader understanding of consumer perceptions of AI.

Keywords: *Artificial Intelligence, Everyday Life, AI Applications, Consumer Behaviour, Perceived Benefits, Privacy Concerns, Digital Literacy.*

I. Introduction

Artificial Intelligence (AI) is an important technological development that influences modern society and everyday life. It is widely used in communication, education, shopping, navigation, and information retrieval to improve convenience and efficiency. AI offers several benefits, including time-saving, personalised services, and increased productivity, but it also raises concerns about privacy, data security, and information accuracy. Understanding AI awareness and responsible usage is essential for making informed decisions.

Therefore, the present study focuses on examining the awareness, usage patterns, perceived benefits, and challenges associated with Artificial Intelligence among consumers in Coimbatore City, Tamil Nadu. The study aims to understand how individuals use AI in their everyday activities and how they perceive its influence on their personal and professional lives. The findings may help identify common usage patterns, highlight major concerns, and provide insights into the importance of AI awareness and responsible technology adoption in modern society.

II. Objectives Of The Study

1. To assess respondents' AI awareness and identify challenges associated with its everyday usage in Coimbatore City.
2. To identify the major AI applications used in everyday life.

III. Research Methodology

The study adopts a descriptive research design to examine AI awareness, usage patterns, benefits, and challenges in Coimbatore City, Tamil Nadu, with a sample of 50 respondents selected through convenience sampling. Primary data will be collected using a structured questionnaire, while secondary data will be obtained from journals, books, institutional reports, and credible online sources. The collected data will be analysed using percentage analysis, the Chi-Square Test, and Spearman's Correlation to interpret the findings.

IV. Analysis And Interpretation

Demographic Profile of the Respondents

Table 4.1: Demographic Profile

Demographic variable	Category	Frequency	Percentage
Age	Below 20 years	24	48%
	20–30 years	15	30%
	31–40 years	6	12%
	41–50 years	2	4%
	Above 50 years	3	6%
Gender	Male	6	12%
	Female	44	88%
Education	School level	2	4%
	Undergraduate	33	66%
	Postgraduate	9	18%
	Research degree	3	6%
	Other	3	6%
Occupation	Student	26	52%
	Employee	6	12%
	Business	4	8%
	Professional	14	28%

*Source: SPSS

Interpretation: The demographic analysis reveals that 48% of the respondents belonged to the below-20 age group, followed by 30% in the 20–30 age group. Female respondents constituted 88% of the sample, while male respondents accounted for 12%. Regarding educational qualifications, undergraduates formed the largest group (66%). In terms of occupation, students represented 52% of respondents, followed by professionals at 28%.

4.2 Awareness of Artificial Intelligence

Table 4.2: Level of Awareness of AI

Level of awareness	Frequency	Percentage
Very familiar	21	42%
Moderately familiar	20	40%
Slightly familiar	6	12%
Not familiar	3	6%
Total	50	100%

*Source: SPSS

Interpretation: The analysis shows that 42% of respondents were very familiar with AI, while 40% were moderately familiar. Six respondents (12%) were slightly familiar, and three respondents (6%) were not familiar with AI. Overall, 82% reported being either very or moderately familiar with AI. This indicates a relatively high level of self-reported AI awareness among the surveyed respondents, although familiarity does not necessarily indicate a comprehensive understanding of AI technologies.

4.3 Association Between AI Awareness and Frequency of Usage

Table 4.3: Chi-Square Test

Statistical measure	Value
Pearson Chi-Square	77.650
Degrees of freedom	12
Significance value	p = .000 in SPSS
Valid cases	50

*Source: SPSS

Interpretation: The Pearson Chi-Square test produced a value of 77.650 with 12 degrees of freedom. SPSS displays the significance value as .000, which should be reported as p less than .001, not as p = 0.000. On the face of this test, the result suggests an association between AI awareness and frequency of usage.

4.4 Relationship Between Perceived Benefits, Concerns and Continued AI Usage

Table 4.4: Summary of Spearman's Correlation

Relationship between variables	Spearman's rho	p-value	Result
Time-saving and convenient access to information	0.623	.001	Significant positive relationship
Time-saving and privacy concerns	−0.286	0.044	Significant negative relationship

Time-saving and perceived usefulness	0.413	0.003	Significant positive relationship
Time-saving and intention to continue using AI	0.601	.001	Significant positive relationship
Convenient information and verification behaviour	0.492	.001	Significant positive relationship
Convenient information and perceived usefulness	0.740	.001	Significant positive relationship
Convenient information and intention to continue using AI	0.728	.001	Significant positive relationship
Privacy concerns and inaccurate-information concerns	0.622	.001	Significant positive relationship
Verification behaviour and intention to continue using AI	0.490	.001	Significant positive relationship
Perceived usefulness and intention to continue using AI	0.907	.001	Very strong positive relationship

*Source: SPSS

Interpretation: The Spearman's correlation analysis reveals significant relationships between the perceived benefits, concerns, and continued usage of AI. Perceived usefulness has a very strong positive relationship with the intention to continue using AI (r = 0.907). Convenient access to information (r = 0.728) and time-saving (r = 0.601) also show significant positive relationships with continued AI usage. Privacy concerns are positively related to inaccurate-information concerns (r = 0.622). Verification behaviour is positively associated with continued AI usage (r = 0.490). However, time-saving has a significant negative relationship with privacy concerns (r = −0.286). Overall, the results indicate that users who find AI useful, convenient, and time-saving are more likely to continue using it.

V. Suggestions

Educational institutions should promote AI literacy through awareness programmes and practical demonstrations. Consumers should verify AI-generated information and protect their personal data while using AI applications. Future studies should include larger and more diverse samples to obtain broader insights into AI awareness and usage.

Vi. Conclusion

The study concludes that respondents have a relatively high level of awareness of Artificial Intelligence and its applications in everyday life. AI provides benefits such as time-saving, convenience, and improved access to information. The findings reveal a strong positive relationship between perceived usefulness and the intention to continue using AI. However, privacy concerns and the accuracy of AI-generated information remain important challenges. Therefore, promoting AI awareness and responsible usage is essential for its effective adoption in everyday life.

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