



Impact of Artificial Intelligence on Human Life Basis on Customer Perception

*Prathap B.N^{*1}, Aishwarya B.S^{*2}*

^{*1} Assistant Professor, Department of MBA, Shridevi Institute of Engineering and Technology, Tumakuru, Karnataka, India.

^{*2} MBA Student, Department of MBA, Shridevi Institute of Engineering and Technology, Tumakuru, Karnataka, India.

ABSTRACT

The study presents an impact of artificial intelligence on human life basis on customer perception. Artificial intelligence (AI) has emerged as a transformative technological advancement with the potential to reshape various aspects of society and industries, this abstract delves into the multifaceted impact of AI on different domains, ranging from the workforce to healthcare education, and beyond. As AI technologies continue to evolve, questions about its implications for the job market, ethical considerations, and its role in critical sectors become increasingly relevant. The abstract explores attitudes towards AI, its potential to drive automation and job displacement, concerns related to bias and fairness, and the level of comfort individuals feel with AI-driven decision-making by examining both the opportunities and challenges presented by AI. This abstract aims to shed light on how this technology is shaping our world and promoting us to reconsider fundamental aspects of work ethics.

Key words: artificial intelligence, human being.

INTRODUCTION

In the last few decades, the field of artificial intelligence (AI) has witnessed exponential growth, revolutionizing the way we interact with technology and altering the landscape of various industries. AI systems are making inroads into domains that were once exclusive to human expertise. As we stand at the intersection of human ingenuity and technological innovation, it becomes imperative to explore the far-reaching impact of AI on society, economics, ethics, and culture. This exploration necessitates a comprehensive examination of the multifaceted consequences of AI deployment. From optimistic projections of increased efficiency and productivity to cautious considerations of jobs displacement and ethical quandaries, the effects of AI are as diverse as the technologies themselves. As AI systems continue to progress in sophistication and capability, their influence on sectors such as healthcare, education, finance, and more prompts us to reevaluate existing paradigms and anticipate the opportunities and challenges that lie ahead.

Literature review

1. Simona Borsci

The whitepaper on artificial intelligence from the European Union Commission aims to mould the developing AI market to better reflect shared European values. It is a master plan that expands upon the recommendations made by the EU AI High-Level Expert Group. Additionally, regulators should adopt a research agenda to find solutions to the technological and methodological open concerns about the creation and evaluation of human-AI collaboration with the goal of a sustainable AI dissemination in society.

2. SPYROS MAKRIDAKIS(2017)

Without a doubt, the industrial and digital revolutions have had a significant impact on practically every facet of society, including businesses and employment. Utilising the advantages of AI technology, which provide massive prospects for new products and services and enormous productivity improvements, will be the biggest issue facing societies and businesses.

3. Vivek Ambare

In the quickly evolving era of embracing new technologies to better one's way of life, artificial intelligence (AI) is a rapidly developing technology that can enhance existing processes and be precise. This content will cover the fundamentals of AI, its historical background, current related work, and the development of AI and machine learning.

4. joao reis

The emergence of machines powered by artificial intelligence has had a significant impact on the globe in the twenty-first century. The future of artificial intelligence is bright and presents a wide range of prospects for academics. Despite the fact that the topic has attracted a lot of attention recently.

5. Mobeen Nazar

The technology of artificial intelligence is one of the newer ones. Artificial intelligence has become widely accepted in many industries recently, including virtual help, healthcare, and security. The drawbacks of AI were also covered in the survey.

Objectives of the study

- To study the artificial Intelligence
- To examine the program's level of artificial intelligence
- To evaluate the public impression of the impact of artificial intelligence on human life
- The study examines at how well informed the human are suffered from artificial intelligence

SCOPE OF STUDY

The focus of the study is gathering public feedback on the impact of artificial intelligence on human life on basis of customer perception. This research provides details on the impact of artificial intelligence on human life.

RESEARCH METHODOLOGY:

PRIMARY DATA:

Primary data are the firsthand account of a study. Finding correct or reliable information to solve a problem in the research is the major goal of gathering primary

data.

- Questionnaires are utilised as project study instruments.

SECONDARY DATA:

The term "secondary data" refers to information that has been gathered from a reverse or storage source. Following their collection and usage by agency for a specific purpose, these data are gathered and organised. Both published and unpublished versions of the of these data possible.

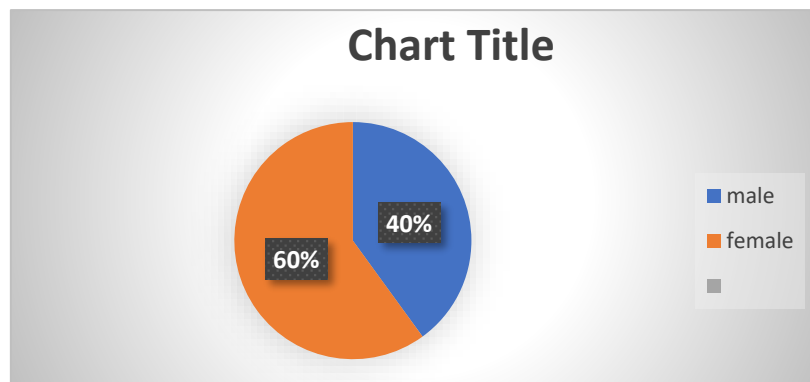
- The secondary data is gathered primarily from the internet and associated publications.

SAMPLE DESIGN:

A sample design is the framework, or road map, that guides the selection of a survey sample and influences a number of other crucial survey elements. In a board sense, researches are interested in gathering information via a survey for some inters populations, or universe A sampling frame must be established to reflect the inters populations form which a sample will be taken.

DATA ANALYSIS AND INTERPRETATION

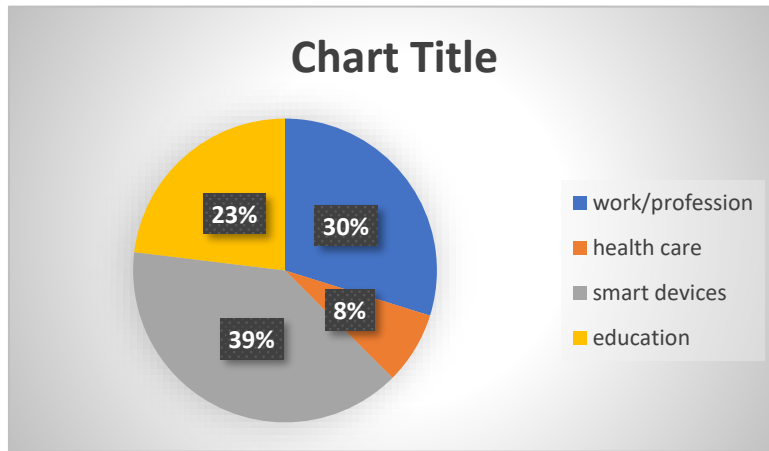
1. Gender



Analysis and Interpretation

From the above graph is the distribution there is a 60% of female respondents and 40% of male respondents.

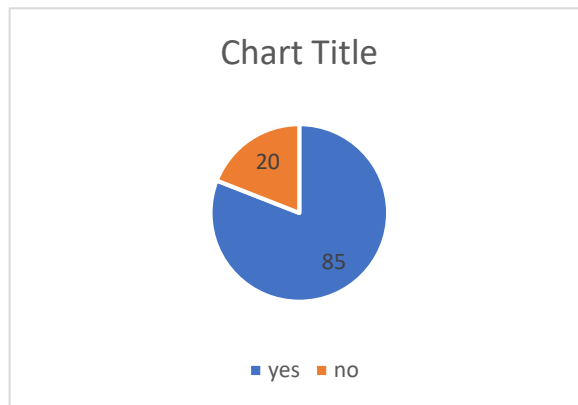
2. what areas of your life do you currently encounter AI technology?



Data analysis and interpretation

Working in the healthcare sector, ensuring well-being and utilizing smart devices to enhance education and interpretation services.

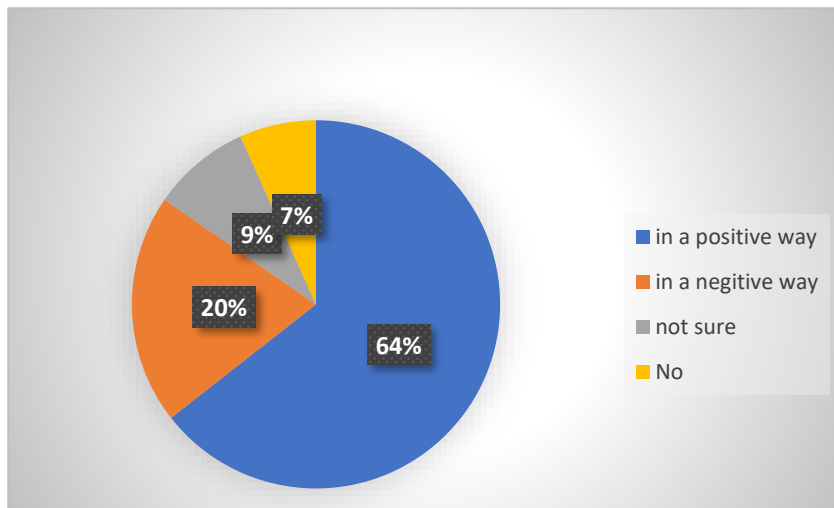
3. Are you aware of AI



Data analysis and interpretation

A majority of individuals, 85%, are aware of AI, while a smaller group of 20% have no knowledge about it.

4. Do you believe AI as the potential to significantly change the job market



Data analysis and interpretation

Among respondents, 67% perceive AI positively, appreciating its potential benefits. However, 21% hold negative views, while 9% are unsure and 7% outrightly reject the notion.

CONCLUSION

In conclusion, the impact of artificial intelligence on human life is undeniably profound and multifaceted. AI technologies have revolutionized various industries, enhancing efficiency, accuracy, and innovation. From healthcare to transportation, from communication to entertainment, AI has provided transformative solutions that have reshaped the way we live and work.

However, this rapid advancement has also raised important ethical, social, and economic concerns. The displacement of certain job roles due to automation, potential biases embedded in AI algorithms, and the need for robust data privacy regulations all demand careful consideration. Striking a balance between the benefits and potential pitfalls of AI is crucial for creating a future where technology serves humanity's best interests.

REFERENCE

1. **"Artificial Intelligence: A Modern Approach"** by Stuart Russell and Peter Norvig.
2. **"Superintelligence: Paths, Dangers, Strategies"** by Nick Bostrom.

Websites

www.googleschooler.com

www.googleforms.com