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The Role of Voice Artificial Intelligence in Transforming E-Commerce: A Study on Bigbasket

DR S KAMALASARAVANAN[1], PREM NITHAGAN N[2]
[1]*Professor, Department of Management Sciences, Hindusthan College of Engineering and Technology, Coimbatore, Tamil Nadu, India*
[2]*Department of Management Sciences, Hindusthan College of Engineering and Technology, Coimbatore, Tamil Nadu, India*

Abstract- ***The rapid evolution of Artificial Intelligence (AI) has significantly transformed the e-commerce landscape, particularly through the integration of Voice AI technologies. This study examines the role of Voice AI in enhancing customer experience, operational efficiency, and overall performance in the e-commerce sector, with a specific focus on BigBasket. The research adopts a descriptive and analytical design, utilizing both primary data collected through structured questionnaires and secondary data from academic sources and industry reports. Statistical tools such as percentage analysis, Chi-square test, correlation, and ANOVA are employed to interpret the data. The findings indicate that Voice AI significantly improves convenience, personalization, and accessibility while reducing the time required for shopping processes. However, challenges such as privacy concerns, trust issues, and technological limitations persist. The study concludes that Voice AI has the potential to revolutionize e-commerce by enabling seamless, conversational shopping experiences. It also highlights the need for continuous technological improvements and user education to enhance adoption rates.***

Keywords - Voice AI, E-commerce, BigBasket, Customer Experience, Artificial Intelligence, Voice Commerce, Personalization

I. INTRODUCTION

The digital transformation of commerce has accelerated significantly with the advent of Artificial Intelligence, reshaping how businesses interact with consumers. E-commerce, defined as the buying and selling of goods and services through digital platforms, has evolved from simple online transactions to highly sophisticated, personalized ecosystems. Within this evolution, Voice AI has emerged as a transformative technology, enabling users to interact with platforms using natural language.

The integration of Voice AI into e-commerce platforms marks a shift from traditional graphical interfaces to conversational interfaces. This shift is particularly relevant in high-frequency purchase sectors such as online grocery shopping, where convenience and speed are critical. Voice-enabled systems allow users to search for products, add items to carts, and complete transactions through simple voice commands, reducing friction in the shopping journey.

The growing adoption of smartphones, smart assistants, and multilingual AI systems has further accelerated the relevance of Voice AI in emerging markets like India. Companies such as BigBasket are leveraging this technology to enhance customer engagement, improve operational efficiency, and maintain competitive advantage. This study aims to explore how Voice AI contributes to these objectives while addressing the challenges associated with its implementation.

II. CONCEPTUAL FRAMEWORK / ARTIFICIAL INTELLIGENCE

Artificial Intelligence refers to the capability of machines to mimic human intelligence, including learning, reasoning, and decision-making. Within AI, Voice AI specifically focuses on speech recognition, natural language processing (NLP), and conversational interfaces that enable machines to understand and respond to human speech.

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In the context of e-commerce, Voice AI serves multiple functions:

- Voice Search and Discovery: Users can search products using natural language.
- Voice-to-Cart Functionality: Items can be added directly through voice commands.
- Conversational Commerce: AI acts as a virtual assistant guiding users through the shopping process.
- Personalization: AI analyzes past behavior to provide tailored recommendations.

For example, BigBasket integrates voice-enabled features that allow users to perform tasks such as searching for groceries, applying filters, and completing purchases hands-free. This reduces the complexity of traditional multi-step processes and enhances user convenience.

The conceptual framework of this study is grounded in the Technology Acceptance Model (TAM), which suggests that perceived usefulness and ease of use are key determinants of technology adoption. Voice AI aligns strongly with these factors by simplifying interactions and improving efficiency.

III. STATEMENT OF THE PROBLEM

Despite the promising potential of Voice AI, its adoption in the e-commerce sector faces several challenges. One of the primary issues is the inability of voice recognition systems to accurately interpret diverse accents, dialects, and linguistic variations, particularly in multilingual markets like India.

Additionally, users often express concerns regarding privacy and security when using voice-based systems for financial transactions. The lack of trust in AI accuracy and the complexity of implementing advanced AI systems further hinder widespread adoption. Moreover, existing systems often fail to provide seamless multi-step interactions, limiting the effectiveness of voice commerce.

These challenges highlight the need for a comprehensive study to understand the impact of Voice AI on customer experience and operational efficiency while identifying strategies to overcome existing barriers.

IV. OBJECTIVES OF THE STUDY

1. To analyze the role of Voice AI in enhancing customer experience in e-commerce.
2. To examine the effectiveness of voice-enabled features in simplifying shopping processes.
3. To evaluate the impact of Voice AI on personalization and customer engagement.
4. To identify challenges in adopting Voice AI in e-commerce platforms.
5. To provide recommendations for improving Voice AI implementation.

V. RESEARCH DESIGN AND DATA SOURCES

This study adopts a descriptive and analytical research design. The descriptive aspect focuses on understanding the current state of Voice AI adoption, while the analytical component evaluates its impact on customer behavior and business performance.
Data sources include:

- Primary Data: Collected through structured questionnaires.
- Secondary Data: Academic journals, company reports, and online resources.

VI. DATA COLLECTION AND SAMPLING

Data was collected using a structured questionnaire comprising multiple-choice and Likert scale questions. The survey targeted users familiar with online shopping platforms.

- Sample Size: 120 respondents
- Sampling Technique: Simple Random Sampling
- Population: Users associated with BigBasket

VII. STATISTICAL TOOLS FOR ANALYSIS

- Percentage Analysis
- Chi-Square Test
- Correlation Analysis
- anova

VIII. DATA ANALYSIS AND INTERPRETATION

The analysis reveals several important insights:

- A majority of respondents (29.2%) belong to the 31–40 age group.
- 73.3% of respondents are male.
- Most respondents (44.2%) fall within the ₹20,001–₹30,000 income range.
- Regarding Voice AI:
- 28.3% identified voice-enabled chatbots as the most used technology.
- 29.2% cited payment friction as the biggest barrier.
- Over 60% agreed that Voice AI enhances personalization and convenience.

IX. FINDINGS

1. Voice AI enhances convenience and reduces shopping time.
2. Personalization improves customer satisfaction.
3. Privacy concerns are major barriers.
4. Voice-to-Cart improves efficiency.
5. Multilingual capability is essential.

X. SUGGESTIONS

1. Improve recognition accuracy.
2. Enhance security.
3. Simplify payments.
4. Increase awareness.
5. Update AI continuously.

XI. CONCLUSION

Voice AI is transforming e-commerce by enabling conversational shopping and improving accessibility. However, challenges like privacy, trust, and accuracy must be addressed. Future advancements and user-focused design will determine the success of Voice AI adoption.

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