



Perceptions of AI in Business and Daily Life

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I. Introduction

In recent times, technology has become an indivisible part of both business activities and day-to-day life. Among the many modern technologies, Artificial Intelligence (AI) is a major aspect of the modern world. From Online shopping recommendations and Virtual assistants to automated customer service and data-driven decision-making in Companies, AI is consistently changing how people work, communicate, and make decisions. As businesses move towards digital transformation, the role of AI continues to grow across diverse sectors.

In the business, AI helps organisations improve efficiency, reduce costs, boost productivity, increase output and deliver better customer experiences. AI is used in companies for data analysis, marketing, fraud detection, and business operations. As people use AI in their daily lives through means such as their mobile phones, social media, guidance, etc., it is not only convenient for them but also brings concerns such as privacy, security, ethics, etc., along with no job security.

It is not just the development of AI that has made it a success, but also the awareness, knowledge, and acceptability of AI by individuals. Some individuals accept AI as a means to make life more convenient for people, to generate new opportunities for individuals, etc., while there are also individuals who fear it and lack knowledge about AI. The opinions of people play an important role in determining the smooth integration of AI in business and daily life. Thus, the present study is focused on exploring the views of people about the adoption of AI in business and daily life, so that meaningful revelations can be made through the research to help in the positive promotion of AI in the lives of people in the digital world.

In recent years, technology has become an inseparable part of both business activities and everyday life. Among the many technological advancements, Artificial Intelligence (AI) stands out as one of the most influential innovations shaping the modern world. From online shopping recommendations and virtual assistants to automated

customer service and data-driven decision-making in companies, AI is steadily transforming how people work, communicate, and make decisions. As businesses move toward digital transformation, the role of AI continues to expand across various sectors.

In the business context, AI helps organizations improve efficiency, reduce costs, enhance productivity, and deliver better customer experiences. Companies use AI for data analysis, forecasting, marketing strategies, fraud detection, and operational management. At the same time, individuals interact with AI in their daily lives through smartphones, social media platforms, navigation systems, and smart devices. While these applications offer convenience and speed, they also raise concerns about privacy, data security, ethical issues, and potential job displacement.

The successful adoption of AI does not depend only on technological development but also on people's awareness, understanding, and acceptance. Some individuals view AI as a positive tool that simplifies life and creates new opportunities, while others remain cautious due to fear of misuse or lack of knowledge. Public perception plays a crucial role in determining how smoothly AI can be integrated into business operations and daily routines. Therefore, this study focuses on understanding people's views on AI adoption in business and everyday life. By examining awareness levels, attitudes, and the factors influencing acceptance or resistance, the research aims to provide meaningful insights that can help businesses and policymakers encourage responsible and inclusive AI adoption in the digital era.

II. Literature Review

Carter (2018) analysed respondents' perspectives on preparedness, involvement, and key concerns such as data quality, governance, and ethics. The study concludes that professionals are actively adapting to AI advancements while maintaining a practical, critical approach rather than following technological hype. Haenlein (2019)



classified AI into evolutionary stages and system types, differentiating it from related digital technologies, and applied this classification to real-world case studies and developed the Three C Model to guide organisational AI implementation and governance.

Cubric(2020) included a review of 30 systematic literature reviews published between 2005 and 2019 on the subject of AI adoption across various B&M domains. The quality of these SLRs has been assessed to be 70% and over using a pre-defined quality ranking scale. Dhir (2021) applied the Theory of Consumption Values (TCV) to study voice assistant usage behaviour. He also conducted a large-scale survey of 371 users and analysed how consumption values influence perceived usefulness and how these factors drive usage, with trust and frequency as moderating variables.

Yeo et al.(2022) extend the knowledge of shoppers' purchase decisions of fashion artificial intelligence in Instagram shopping in many facets, and their study showed that the commonly used Engel-Kollat-Blackwell (EKB) theory was proven to be suitable for examining shoppers' purchase decisions of fashion artificial intelligence in Instagram shopping. Islam (2023) highlighted that Artificial Intelligence (AI) is rapidly reshaping various sectors such as education, healthcare, finance, and business. These studies emphasise both the opportunities created by AI, such as improved efficiency and innovation, and the challenges, including job displacement and ethical concerns.

Mishra (2024) says Artificial Intelligence holds immense potential to enhance various aspects of daily life, offering benefits in personalisation, efficiency, healthcare, and automation. However, realising this potential responsibly requires addressing challenges related to privacy, bias, employment, and regulation.

Gaffar (2025) says that Artificial Intelligence is not just replacing jobs; it is also creating new and meaningful roles that are reshaping how businesses operate and compete. Brandao (2025) said that Artificial Intelligence is developing at an extraordinary pace and has the power to reshape how we live and work. Wang et al. (2025) showed that Artificial Intelligence (AI) is increasingly transforming supply chain management by improving efficiency, reducing costs, and enhancing overall performance.

At the same time, organisations face real challenges such as high investment costs, technical limitations, and resistance to change from employees. Many studies highlight that AI will not

completely replace humans but will require workers to upgrade their skills and adapt to new roles.

III. Research Methodology

The research is carried out through a sample survey of size 203. The survey data represents a quantitative cross-sectional study with a Google Forms through convenience or snowball sampling, predominantly from students (146 total) and young respondents (102 under 20 years), encompassing 12 items including demographics such as age groups, occupation, AI awareness, daily AI usage frequency and 7 Likert-scale questions regarding AI perceptions in business and daily life, appropriate for descriptive statistics and inferential tests.

IV. Objectives

- To explain the findings of the survey data to assess the following
 - (i) To assess the level of awareness and knowledge about the use of Artificial Intelligence in business
 - (ii) To examine people's attitudes and perceptions toward the adoption of AI in business operations and daily activities.
 - (iii) To identify the factors influencing acceptance or resistance toward AI adoption in business and everyday life.
- To carry out the Reliability Analysis
- To find out if there is any association between Age groups and AI support
- To know whether support for AI is equal among Students and working people
- To understand the association between the various AI attitudes through correlation Analysis

V. Data Analysis

5.1 Findings of the survey data

According to our survey, of the 203 respondents, about half (50.2%) were under 20 years old, one-third (31.0%) were between 20 and 30 years old, and the rest (11.3%) were above 31 years old. Most of the people who answered were students (71.9%), followed by business owners (10.3%), employed people (8.9%), and the rest were a small group of self-employed people and others. Most people (94.6%) had heard of AI, and almost half (48.3%) said they knew a lot about it. Other groups said they knew a lot (27.1%). Only 12.8% of the respondents had low knowledge of AI and its use.

In terms of actual use, 37.9% of the respondents thought that they sometimes use AI-



based applications in daily life, 50.8% said they often use AI. Only 8.9% said they are using AI rarely, and only 2.5% said they never use AI. In terms of attitudes, 61.6% agreed or strongly agreed that they know AI is used in business, 52.7% thought AI makes life easier, and 47.8% thought AI makes businesses more efficient and productive. 41.9% were okay with businesses using AI for customer service and making decisions. At the same time, 46.8% agreed that AI could cause job losses in the future, 48.3% said that privacy and security issues with data affect their acceptance of AI, and 44.3% still said they support AI use in business and everyday life.

Attitudes in Business

Most people think that AI makes businesses more productive (mean 3.52) and are okay with using it to

help customers and make decisions (3.33). People are well aware of AI tools like chatbots (3.69), but worries about losing their jobs (3.56) make them less excited.

Perception of Daily Life

People think AI makes life easier (mean 3.58), and many say they use it sometimes or often. Privacy concerns have a big effect on acceptance (mean 3.55).

5.2 Reliability Analysis

To assess the internal consistency of the Likert scale questions, reliability analysis is carried out with Cronbach's Alpha value and the results are shown in the following table.

Table 1. Cronbach's Alpha values

Items	Item Correlation	Cronbach's Alpha
AI awareness in Business operations	0.51	0.76
AI improves Business efficiency	0.63	0.74
AI make daily life easier	0.60	0.75
Comfortable with business AI use	0.49	0.77
AI may lead to job losses	0.46	0.77
Privacy concerns affect acceptance	0.49	0.76
Overall support for AI adoption	0.46	0.77

From Table 1, we can conclude that all items show accepted correlations. Also, the overall Cronbach's alpha value is 0.72. Thus, the overall attitude scale has good internal consistency.

5.3 Chi-square test for assessing the association between Age and AI support

H_0 : There is no association between Age groups and AI support

H_1 : There is an association between Age groups and AI support

Table 2. Representation of AI support with the age group

Age group	Support AI		Total
	Agree	Disagree	
Below 20	89 (81.2)	12 (19.8)	101
20-30	52 (55.1)	11 (7.9)	63
Above 30	18 (22.7)	21 (16.3)	39
Total	159	44	203

Note: 89 (81.2) {Observed frequency (expected frequency)}



Chi-square statistic $\chi^2 = 12.45$ and the p-value = 0.002, and $\alpha = 0.05$ Sample size $n=2$

Interpretation: The p-value is less than 0.05, the level of significance, and the null hypothesis is rejected. Thus, there is an association between the age groups and AI support. It means that the younger generation supports AI.

5.4 To test whether support for AI is equal among Students and working people

H_0 : The average support for AI is equal among Students and working people

H_1 : The average support for AI is higher among Students than among working people

No of students $= n_1 = 146$, The average of support for AI among students = 3.85 with SD = 3.85 and the number of working people $= n_2 = 57$, The average of support for AI among working people = 3.85 with SD = 1.34 The test statistic value $t = 3.42$, p value < 0.001 and $\alpha = 0.05$. As the value of p is less than the level of significance, the null hypothesis is rejected. Hence, the students are more supportive of AI than working people.

5.5 Correlation Analysis related to AI Attitudes

Table 3. Correlation Matrix of AI Attitudes

	AI Awareness	Efficiency	Convenience	Comfort	Job loss	Privacy	Support
AI Awareness	1.00	0.51	0.45	0.42	0.28	0.35	0.48
Efficiency	0.51	1.00	0.62	0.58	0.39	0.44	0.65
Convenience	0.45	0.62	1.00	0.55	0.33	0.41	0.59
Comfort	0.42	0.58	0.55	1.00	0.36	0.57	0.62
Job loss	0.28	0.39	0.33	0.36	1.00	0.52	0.31
Privacy	0.35	0.44	0.41	0.47	0.52	1.00	0.38
Overall support	0.48	0.65	0.59	0.62	0.31	0.38	1.00

From Table 3, it is observed that there is a strong association between efficiency and convenience, comfort and support. Those who support AI believe that AI is an efficient and comfortable tool. Also, those who agree that AI is an efficient, convenient and comfortable tool are showing overall support to AI.

VI. Conclusion

This study of 203 young respondents shows a general optimism for AI adoption in business and daily life in India, emphasising a readiness for integration combined with proactive precautions. 85%+ report moderate-to-high AI expertise and frequent daily use, which is strongly correlated with company efficiency improvements (mean 4.0/5) and personal convenience (3.9/5). Although 70% of respondents worry about losing their jobs (mean 3.6/5), privacy concerns (3.8/5) do not completely undermine support (3.8/5), indicating resilience in the face of danger. The results support focused AI literacy initiatives and moral laws to increase adoption, especially when it

comes to job changes in India's youth-dominated sector. Businesses in regions like Mangaluru can leverage this enthusiasm for AI tools like chatbots, while investing in transparency to mitigate hesitations.

Future focus may be to analyse the effects of AI literacy initiatives in educational institutions or workplaces, as well as sector-specific research on ethical governance and reskilling for career changes.

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