All students conducting research activity that involves human participants or the use of data collected from human participants are required to gain ethical approval before commencing their research. Please answer all relevant questions and note that your form may be returned if incomplete.

*You will complete this form and return to the class teacher when your research topic and research proposal is discussed and approved by your class teacher teaching this unit. Please complete this form in good time before your research project is due to commence.*

**Research must NOT being until approval has been received from the appropriate Faculty Committee**

**Section 1: Student Details**

|  |  |
| --- | --- |
| **Student Name:** | **Laxman Bahadur Ghimire** |
| **Student ID:** |  |
| **Contact Email:** | **kit24j.lxm@ismt.edu.np** |
| **Course:** | **Computing Research Project** |
| **Unit:** | **16** |

**Section 2: Project Details**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Research Project Title:** | **Impact of Artificial Intelligence Chatbots on Consumer Experience and Satisfaction in Nepalese E-commerce** | | | | |
| **Propose Start/End Date:** *(DD/MM/YYYY)* | **Start Date**  2/06/2025 | | | **End Date**  19/06/2025 | |
| **Supervisor:** | **Sudeeip Bhandarri** | | | | |
| **Please select all research methods that you plan to use as part of your project:** | | | | | |
| Interviews | |  | Data Analysis | |  |
| Questionnaires | |  | Action Research | |  |
| Observational | |  | Focus Group | |  |
| Use of personal record(s) | |  | Others (please specify)……………… | |  |

**Section 3: Project Outline & Proposed Research methods**

**Project outline & aims**

Briefly describe the aims of this research, including the anticipated benefits and risks. This description must be in everyday language. If any jargon, technical terms or discipline-specific phrases are used, these should be explained.

The purpose of this research is to investigate how artificial intelligence (AI) chatbots affect customer happiness and experience in Nepalese e-commerce. Artificial intelligence (AI) chatbots are computer programs created to interact with clients and assist them in finding information or resolving issues rapidly without always requiring human assistance.

**Objective**

1. To identify the key features of AI chatbots that drive consumer satisfaction in Nepalese e-commerce.
2. To evaluate how chatbot responsiveness, communication style, and ease of use influence customers’ purchase decisions.
3. To compare the effectiveness of AI chatbots with human customer service agents in delivering quality support.
4. To explore the role of machine learning and natural language processing in enhancing chatbot performance.
5. To provide suggestions to Nepalese e-commerce companies on how to best use chatbots to increase customer satisfaction, experience and boost revenue.

**Proposed research methods**

Please provide an outline, in layman’s terms, of the proposed research methods. Specify whether the research will take place outside of the UK or in collaboration with partners based outside the UK, and/or if research will take place using the internet. Present an outline of the method in a step-by-step chronological order, and avoid using jargon and technical terms as much as possible. Ensure you describe the key tasks including how data will be collected and used.

Customers in Nepal who have dealt with AI-based chatbots while utilizing e-commerce platforms will be the subject of this online study. The research will be conducted totally online and outside of the UK, with no collaborators located there.

**Identifying the Target Group**

I will collect the data from people who have used chatbots while shopping online in Nepal. These people are the focus because they have direct experience with what we are studying and how chatbots affect their shopping experience and satisfaction.

**How will I select Participants?**

I intend to employ non-probability sampling, particularly purposive sampling. I will deliberately choose individuals who fulfil certain criteria, such as having engaged with AI chatbots while online purchasing. This technique is selected since I want to survey only those with relevant experience, and I lack a comprehensive list of all internet consumers in Nepal.

**Data Collection**

**Primary Data Collection**

I will use Google Forms for online surveys and conduct interviews for primary data collecting.

1. I will use quantitative method in the online survey, using close-ended questions to gather quantifiable data on chatbot usage frequency, satisfaction levels, and user ratings.
2. I will use qualitative methods for the interviews, using open-ended questions to get profound insights into consumers' personal experiences, emotions, and perspectives about AI chatbots.

This combined method will help me collect both general numbers and detailed personal views to better understand the topic.

**Secondary Data Collection**

1. For secondary data collection, I will be referring to existing research papers, articles, reports, and journals on chatbot effectiveness in e-commerce website.

**Section 4: Participants**

Please answer the following questions, giving full details where necessary.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Will your research involve human participants? | | | | Yes | | | No | |
| Who are the participants? Tick all that apply: | | | | | | | | |
| Children aged 12–16: | | Young people aged 17–18: | | | Adults: | | | |
| How you will use to inform participants about what you are doing? | | | | | | | | |
| Email: | Phone/Text: | | Others (please specify): | | | | | |
| How will you obtain consent from participants? Will this be written? How will it be made clear to participants that they may withdraw consent to participate at any time? | | | | | | | | |
| A **Consent Form** will be used, that includes all the information about the research and participants are asked to sign the form. They will be given an option to voluntarialy withdraw from the reseach if they do not want to continue. | | | | | | | | |
| **Studies involving questionnaires:** | | | | | | | | |
| Will participants be given the option of omitting questions they do not wish to answer? | | | | | | Yes: | | No: |
| If No, please explain why below and ensure that you cover any ethical issues arising from this: | | | | | | | | |
|  | | | | | | | | |
| **Studies involving observation:** | | | | | | | | |
| Confirm whether participants will be asked for their informed consent to be observed. | | | | | | Yes: | | No: |
| Will you debrief participants at the end of their participation (i.e. give them a brief explanation of the study)? | | | | | | Yes: | | No: |
| Will participants be given information about the findings of your study? (This could be a brief summary of your findings in general.) | | | | | | Yes: | | No: |

**Section 5: Data storage and security**

|  |  |  |
| --- | --- | --- |
| Confirm that all personal data will be stored and processed in compliance with the Data Protection Act (1998) UK: | Yes: | No: |
| Who will have access to the data and personal information? | | |
| The data and personal information will only be accessible to myself and my research supervisor. | | |
| **During the research:** Where will the data be stored? | | |
| Data will be stored up to a secure cloud storage provider (like Google Drive or OneDrive) and kept on a password-protected personal laptop. | | |
| Will mobile devices (such as USB storage and laptops) be used? If yes, please provide further details: | Yes: | No: |
| A personal laptop will be used for data storage and transport. All files will be kept in encrypted folders or protected cloud storage to guarantee secrecy and data security. | | |
| **After the research:** Where will the data be stored? | | |
| Data will be stored in College, following the data protection act. | | |
| How long will the data and records be kept for and in what format? | | |
| As per the data protection act policy, data will be stored as required in the suitable format. | | |
| Will data be kept for use by other researchers? If yes, please provide further details: | Yes: | No: |
| Yes, data and information will be kept for other reseachers and will be made available upon request. | | |

**Section 6: Ethical issues**

|  |
| --- |
| Are there any particular features of your proposed work which may raise ethical concerns? If so, please outline how you will deal with these: |
| No |
| It is important that you demonstrate your awareness of potential risks that may arise as a result of your research. Please consider/address all issues that may apply. Ethical concerns may include, but are not limited to the following: |
| * Informed consent. * Potentially vulnerable participants. * Sensitive topics. * Risks to participants and/or researchers. * Confidentiality/anonymity. * Disclosures/limits to confidentiality. * Data storage and security, both during and after the research (including transfer, sharing, encryption, protection). * Reporting * Dissemination and use of your findings |

**Section 7: Declaration**

|  |  |  |
| --- | --- | --- |
| I have read, understood and will abide by ***ISMT*** Research Ethics Policy: | Yes: | No: |
| I have discussed the ethical issues relating to my research with my Unit Tutor: Sudeeip Bhandarri | Yes: | No: |

**I confirm that to the best of my knowledge:**

The above information is correct and that this is a full description of the ethics issues that may arise in the course of my research.

Name: Laxman Bahadur Ghimire

A close-up of a signature

AI-generated content may be incorrect.

Signature ………………………

Date: 19th June 2025