DEVELOPING CONSUMERS' EXPERIENCE WITH CHATGPT TOWARDS CUSTOMER DIGITAL MARKETING SATISFACTION STRATEGY

Zain Khaled AlGhamdi [*],
Nadia Abdelhamid Abdelmegeed Abdelwahed [**]

* Department of Business Management, College of Business Administration, King Faisal University, Al-Ahsa, Saudi Arabia
** *Corresponding author*, Department of Business Management, College of Business Administration, King Faisal University, Al-Ahsa, Saudi Arabia
Contact details: King Faisal University, P. O. Box 400, Al-Ahsa 31982, Saudi Arabia

Abstract

In the present digital era, ChatGPT has garnered outstanding recognition in achieving customer satisfaction. As researchers, we explored in this study the customer experience with ChatGPT and how it has shaped their satisfaction in digital marketing (SDM) of the Jadeer Group Motors located in Saudi Arabia's Eastern province. We followed Liu et al. (2020) and Abdelkader (2023) lead by employing quantitative assessment. This study's findings demonstrate that factors, such as perceived accuracy (PA), perceived convenience (PC), and perceived relevance (PR) have a positive significant effect on SDM. These findings show, also, that, on the one hand, improvements to digital marketing strategies' PA, convenience, and relevance can increase consumer satisfaction and, therefore, contribute to positive business consequences. On the other hand, the findings demonstrate that perceived personalization (PP) has a negative and insignificant effect on SDM. More simply, when individuals perceive personalized digital marketing efforts, they are less satisfied with them. This study's findings provide valuable knowledge about ChatGPT's role in achieving customer satisfaction through enhancing PA, PC, and PR in digital marketing. This study's findings assist managers, policymakers, and car rental services to provide more services to satisfy customers.

Keywords: Customer Experience with ChatGPT, Consumer Satisfaction, Digital Marketing, Jadeer Group Motors

1. INTRODUCTION

Customers play an essential role in evaluating the brand's credibility since they express the efforts required to achieve the desired result, the novelty of the product, the value of the services, the perception of the company's reputation, and its performance (Soomro & Shah, 2019). Therefore, to ensure their contentment, digital technology makes a significant contribution through various software, such as ChatGPT, mobile platforms, and other digital devices (Shah et al., 2023; Zhou & Cen, 2023). Digital technology is a significant and massive resource in streamlining processes which enhance the customer's experience and the firm's overall performance. In terms of digital marketing, ChatGPT factors, such as perceived convenience (PC), perceived personalization (PP), perceived accuracy (PA), and perceived relevance (PR), crucially satisfy the customers (Raj et al., 2023; Abdelkader, 2023). More specifically by delivering tailored solutions, ChatGPT's PP construct is well-placed to fulfill customers' needs and enhance the overall customer experience (Irene, 2023; Bright & Daugherty, 2012). The PR is, also an effective construct that ensures pertinent information is delivered to clients and that they know the various options and alternatives to fulfil their needs (Alkufahy et al., 2023; Alam, 2023).

Similarly, PA is a dominant forecaster of SDM, which by providing precise, up-to-date information, empowers customers to make informed, reliable decisions (Lee & Lin, 2005; Chang et al., 2009; Yin & Qiu, 2021). Moreover, PC use holds momentous standing and, more particularly, in the unified and graceful steering provided by ChatGPT (Susanto et al., 2023; Zeqiri et al., 2023).

The platform's efficiency in delivering quick and effective solutions significantly enhances the ease and usefulness experienced by customers and sets it apart from other methods. As shown in the literature, the robust predictors of customer SDM are factors such as ease of use, commitment, internet availability, PA, PC, availability of digital devices, PP, PR, attitudes and intention towards digitalization, customer income and knowledge about digital marketing (Abdelkader, 2023; Tang et al., 2023; Alkufahy et al., 2023).

According to the literature, the significant predictors of customer satisfaction are several constructs such as knowledge, PP, customer experience, capability, PR, attitudes, training programs, PC, convenient services, PA, customer engagement and learning potential etc. (Kitsios et al., 2021; Noor et al., 2022; Alkufahy et al., 2023; Alam, 2023; Suyaman et al., 2024; Ngo, 2024). However, there are still some gaps in the literature that need further exploration. For instance, the constructs, such as PC, PA, PR and PP, in ChatGPT direction need to be tested in an integrated framework to demonstrate customer satisfaction. In the context of Saudi Arabia and more specifically among the customers of the Jadeer Group Motors located in the country's Eastern province of Saudi Arabia, no such study has been conducted previously literature (Chang et al., 2009; Kitsios et al., 2021; Alwan & Alshurideh, 2022; Zeqiri et al., 2023; Susanto et al., 2023). Therefore,

as researchers, we asked ourselves the following question:

RQ1: In terms of customer satisfaction in digital marketing, what are the customer experiences with ChatGPT in relation to predictors such as perceived personalization, perceived relevance, perceived accuracy, and perceived convenience?

To answer this question, we aimed in this study to examine the Jadeer Group Motors customers' experience with ChatGPT towards SDM. The significance of this study lies in its exploration of the customer experiences with ChatGPT within digital marketing. Its findings would provide valuable evidence for businesses and marketers. It would also help them, also, to devise strategies to enhance their customers' experiences through optimizing digital marketing approaches and tailoring interactions with ChatGPT to better meet their customers' expectations. The findings would inform decision-makers, also, about areas of improvement, and help them to refine and personalize their digital marketing efforts to increase effectiveness and customer satisfaction. Finally, this study's findings would contribute to the existing literature and, more specifically, to the contexts of digital marketing from ChatGPT perspectives.

Following on from this introduction, the rest of this paper is structured as follows. Section 2 reviews the relevant literature and formulates this study's hypotheses. Section 3 analyses the methodology used to conduct empirical research on customers' experience with ChatGPT towards customer SDM. Section 4 details the data analysis, results and discussion. Section 5 discusses the results obtained in the previous section, and finally, Section 6 draws conclusions and provides perspectives for future research.

2. LITERATURE REVIEW AND HYPOTHESES DESIGN

The prime objective of the firm's literature is to achieve customer satisfaction and various constructs are used to do so. In this regard, customers experience ChatGPT's constructive role in achieving customer SDM. According to Rachman et al. (2024), with the support of human resource management training programs, ChatGPT makes a robust contribution to digital marketing and through improving customers' PP, PR, PC, and PA, leads to higher levels of satisfaction. Likewise, ChatGPT improves personalized interactions, the delivery of accurate information, relevant recommendations, and convenient services. Ultimately, these enhance customer satisfaction in the hotel industry (Francis et al., 2024). The findings of Damaševičius and Zailskaitė-Jakštė's (2024) study show that ChatGPT through PP, PR, PA, and PC is a positive predictor of SDM and engagement in digital marketing initiatives. Similarly, ChatGPT's capabilities are valuable constructs that enhance personalized interactions, relevant content, accurate responses, and convenient services Thereby, they make a positive contribution to increasing levels of customer satisfaction (Suyaman et al., 2024). The findings of Irene's (2023) study demonstrate that PP has a positive effect on SDM. Artificial intelligence (AI, ChatGPT) enhances

customer satisfaction in choosing their digital purchasing options whereas PC, PP, PR, and PP positively predict customer SDM (Liu, 2024). ChatGPT's use in the marketing domain meaningfully enhances the customers' marketing capabilities and power to make decisions (Ngo, 2024). Similarly, ChatGPT's PR, PA, and PP significantly enhance the customers' SDM (Gulati et al., 2024). Consequently, Gulati et al. (2024) findings show that this influence is both positive and statistically significant. Chandra et al.'s (2022) findings demonstrate that personalized marketing tactics exhibit dynamic trends and future directions that have a significant impact on customer SDM. Bright and Daugherty's (2012) and Li's (2016) findings show the effectiveness of web-based personalization and its impact on customer satisfaction. As demonstrated through their empirical assessment of the evidence in online advertising contexts customization enhances customer SDM. By considering the moderating factors of customer experience, comfort, technology familiarity, and business type Abdelkader (2023) examined ChatGPT's impact on customer SDM. Their findings demonstrate a favorable correlation between ChatGPT and customer SDM. Shen's (2014) findings reveal that personalized marketing has a significant influence on customer experiences and satisfaction. Noor et al. (2022) explored the impact of PP, online advertising engagement, and user modes on producing good Electronic Word-of-Mouth (e-WOM) and its consequential influence on customer SDM.

The findings of previous studies have identified PR as a critical predictor of customer SMD. Kitsios et al. (2021) used big data and text mining techniques to detect e-WOM on digital marketing platforms. Their findings show that relevant material has a beneficial effect in shaping customer SDM. In terms of social media, by predicting SDM, PR is a key component of digital marketing and its role in building trust and self-perceived creativity among millennial entrepreneurs (Hamid et al., 2023). According to Alam's (2023) investigation of the restaurant industry, the potential importance of PR has a positive impact on digital marketing's influence on customer satisfaction and brand loyalty. In the same vein, Alkufahy et al. (2023) focused on the mediating role of perceived value in the relationships between customer satisfaction, loyalty, e-marketing, and PR. Likewise, Alwan and Alshurideh's (2022) findings demonstrate that, through delivering value, PR's digital efforts play a crucial role in shaping customer SDM. Chang et al. (2009) findings demonstrate that in e-marketing perceived value has a moderating effect on the links between e-service quality, customer satisfaction, and loyalty. More specifically, these findings highlight that PR has a positive effect on customer SDM. Likewise, Tang et al. (2023) findings demonstrate digital marketing and the positive connection between interactive virtual reality and customer SDM.

Moreover, PA plays a robust role in developing customer' SDM. For instance, from their investigation of AI technology and online purchase intentions Yin and Qiu's (2021) findings show that accurate AI-driven information is very relevant to shaping perceived value and influencing customer behaviors. The findings of well-known scholars, such as Nitse et al. (2004) and Chamboko-Mpotaringa and Tichaawa (2023), demonstrate that in e-commerce marketing color has a substantial impact on tourists' perceptions of digital marketing tools, and the accuracy of digital marketing on customer SDM.

The PC factor predicts customer SDM (Kim & Lim, 2001). Zeqiri et al. (2023) findings show that there is a strong and statistically significant correlation between PC usage and the perceived value of online transactions which, in turn, affects the likelihood of customers repurchasing items. Le-Hoang's (2020) findings demonstrate that there are positive correlations between online convenience and customer SDM, their buying intentions, and e-WOM. In terms of convenience stores, the impact of digital transformation on customer experience and their revisit intentions has been examined extensively (Gibson et al., 2022). Palacios and Jun's (2020) findings validate online purchases and the favorable correlations between PC and customer SDM.

The existing literature consistently highlights across diverse contexts the positive correlation between customers' experience with ChatGPT, encompassing PP, PR, PA, and PC, and their overall satisfaction with SDM. The existing literature also sheds light, on these factors' pivotal role in shaping customer experience and subsequently influencing their levels of satisfaction. However, despite these rich insights, there remain specific gaps in the existing literature. Abdelkader (2023) examined the intricate dynamics of ChatGPT and investigated how elements, such as familiarity and comfort with technology, business kind, age, and education level, moderated the relationship between customer experience and SDM. While this study's findings make a significant contribution to our understanding, there is a need to conduct a direct examination of the association within the specific context of Saudi Arabia's Jadeer Group Motors. In light of the notable gap in previous studies, we devised a model (see Figure 1) to seek confirmation from Jadeer Group Motors' customers. By developing this model, informed by relationships documented in the existing literature, we aimed within this unique context to address the specific dynamics. By bridging the gap in the empirical evidence, our model contributes a nuanced understanding of how ChatGPT's PP, PR, PA, and PC directly influence customer SDM within the distinctive framework of Jadeer Group Motors. This rational approach aligns with the broader scholarly pursuit of refining our comprehension of the intricate interplay between technology, customer experience, and SDM.

Figure 1. Proposed model
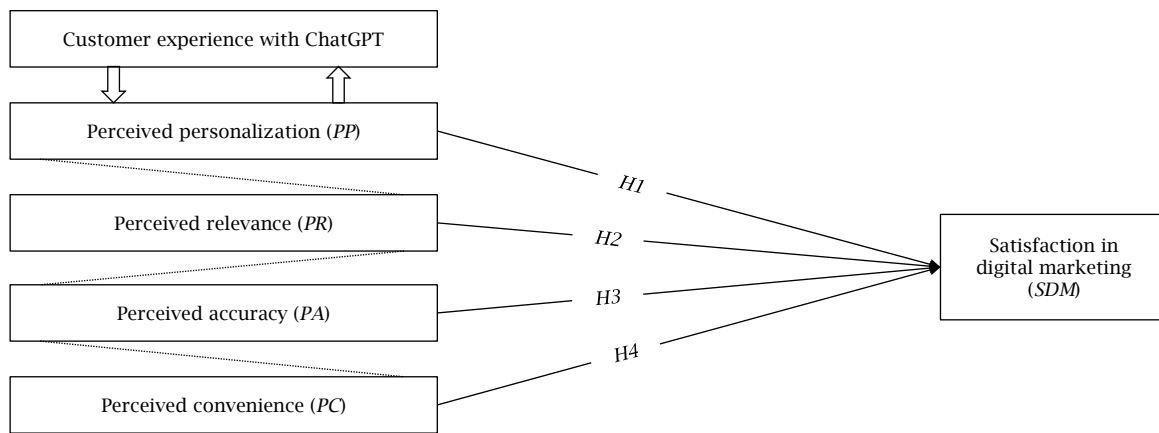
Source: Authors' elaboration.

2.1. Perceived personalization and satisfaction in digital marketing

The literature provides evidence of PP's great significance in developing SDM in diverse contexts and environments. From his investigation of ChatGPT's influence on customer SDM through the moderating roles of customer experience, comfort, technology familiarity, and business type, Abdelkader's (2023) findings demonstrate the positive relationship between PP and SDM. In terms of personalized marketing, Shen's (2014) findings demonstrate PP's substantial impact on customer experiences and SDM. In the same vein, the collaborative roles of PP, online advertising engagement, and user modes generate positive e-WOM and, consequently, influence customer SDM (Noor et al., 2022). According to Chandra et al. (2022), within personalized marketing, the trends and future directions show the dynamic nature of strategies contributing to customer SDM. Web-based personalization is effective, and Li's (2016) findings demonstrate how this alignment influences customer SDM. According to Bright and Daugherty's (2012) empirical assessment of customization in online advertising environments adds robustness to customer SDM. By focusing specifically on Indonesia's e-commerce applications, Irene's (2023) findings show that personalized advertisements have a positive and significant influence on customer SDM. In digital marketing, PP plays a vital role in developing customer loyalty and satisfaction (Okorie et al., 2024). Martínez-González and Álvarez-Albelo's (2021) findings demonstrate personalization's impact on young consumers' loyalty to tourism websites; these show a direct association between personalized experiences and customer loyalty. The digital marketing trend in the IoT era indicates that PP makes a robust contribution. The findings of Lei et al.'s (2024) empirical assessment indicate that specific strategies for perceived hotel personalization positively enhance customer SDM. AI, such as ChatGPT which brings about personalized connections, plays a crucial and positive role in achieving customer engagement and, in turn, SDM (Tarabah & Amin, 2024). Gupta and Yang's (2024) findings demonstrate that startup businesses, that adopt technologies such as ChatGPT, develop personalized strategies that enable them to meet their customers' needs.

Consequently, the existing literature shows that there is a positive association between PP and SDM. However, there is a need to further confirm this association when other constructs, such as PR, PC, and PA, are present. Contextually, despite their customers increasingly using ChatGPT, e-commerce apps, and other digital appliances, there is a need to further investigate customers' use of Jadeer Group Motors' services. While their customers' widespread use of these digital tools indicates the existence of a distinct and advanced digital environment, there remains a need to investigate PP's impact on Jadeer Group Motors. Therefore, we formulated the following hypothesis:

H1: Perceived personalization plays a significant role in cultivating greater customer satisfaction in digital marketing.

2.2. Perceived relevance and satisfaction in digital marketing

The existing literature shows that PR is a significant predictor of SMD. According to Alwan and Alshurideh (2022), the PR of digital efforts is crucial to delivering value and, thereby, achieving SMD. The presence of perceived value has a moderating impact on the connections between e-service quality, customer contentment, and loyalty in e-marketing and, therefore, affirms PR's favorable effects on SMD (Chang et al., 2009). By employing big data and text mining to identify e-WOM on digital marketing platforms, Kitsios et al. (2021) findings show the positive role of relevant content in influencing SMD. In social media, by predicting SMD, PR is a key component of digital marketing and plays a crucial role in building trust and self-perceived creativity among millennial entrepreneurs (Hamid et al., 2023). According to Alam's (2023) findings from his investigation of the restaurant industry, PR plays an important role in digital marketing by influencing SMD and brand loyalty. Likewise, Tang et al.'s (2023) findings demonstrate the positive connection between interactive virtual reality in digital marketing and SMD. In the same vein, Alkufahy et al. (2023) findings show perceived value's mediating role in the connections between customer satisfaction, loyalty, e-marketing, and PR.

Consequently, the existing literature consistently demonstrates correlations between PR and SDM

across various customer segments and industries. However, in the presence of other constructs such as PP, PA, and PC, there remains a gap since few previous studies have explored PR's role in achieving customer SMD. Contextually, there is no such connection among Jadeer Group Motors' customers. Therefore, we believe that there is a crucial need to investigate the association between PR and SDM in the context of Jadeer Group Motors and, thereby, to identify the unique features of its customer base and their widespread use of digital tools like ChatGPT and e-commerce apps. Therefore, we formulated the following hypothesis:

H2: Perceived relevance plays a significant role in cultivating greater customer satisfaction in digital marketing.

2.3. Perceived accuracy and satisfaction in digital marketing

Perceived accuracy plays a crucial role in cultivating clients' SDM. By analyzing the correctness and relevancy of promotional content, Bakri (2020) examined the impact of digital advertising on customer SDM. Jun et al.'s (2004) findings show that customers' views on the quality of online retail services indicate a possible connection between the accuracy of information given during online transactions and their overall SDM. Jiang and Rosenbloom's (2005) findings show a robust and favorable correlation between customers' desires to revisit online platforms, their perception of pricing, and their level of SDM. Through the supply of accurate e-service information, Chang et al.'s (2009) findings establish a connection between e-service quality, customer SDM, and loyalty to the perceived value of e-marketing. Lee and Lin's (2005) findings show that the precision and dependability of e-service information impact customers' perceptions of e-service quality in online purchasing and, therefore, influence customers' overall SDM. The significance of precise data in both online and offline contacts is exemplified by the establishment of e-loyalty through e-services and offline fulfillment (Semeijn et al., 2005). Yin and Qiu's (2021) investigated claims that, by shaping perceived value and influencing customer behaviors, AI technology and online purchase intentions are highly relevant to accurate AI-driven information. Well-known scholars, such as Nitse et al. (2004) and Chamboko-Mpotaringa and Tichaawa (2023), have demonstrated that color in e-commerce marketing has a substantial effect on tourists' perceptions of digital marketing tools and, in turn, the accuracy of digital marketing on SDM.

In short, the relevant literature demonstrates the positive connection between PA and SMD. However, there remains the need to investigate among the Jadeer Group Motors' customers the relationship between PA and SMD and the impact of other constructs such as PR, PC, and PP. Moreover, due to cultural values, consumer preferences, and economic conditions, Saudi Arabian customers may use diverse digital marketing strategies in the automotive market. Therefore, to obtain these insights, we formulated the following hypothesis:

H3: Perceived accuracy plays a significant role in cultivating greater customer satisfaction in digital marketing.

2.4. Perceived convenience and satisfaction in digital marketing

In a digital context, PC predicts the SMD. The findings of Susanto et al.'s (2023) empirical investigation show the substantial PC, usefulness, security, and SDM. Likewise, the findings of researchers, such as Duarte et al. (2018) and Palacios and Jun (2020) show that PC has a positive and significant effect on SDM. The findings of Le-Hoang's (2020) investigation confirm the role of digital technology in customer SMD. In terms of online purchasing, their perceived significance strongly influences customer SDM (Kim & Lim, 2001; Gibson et al., 2022). The findings of Zeqiri et al.'s (2023) quantitative study confirm the influence of PC on SDM.

Consequently, the overwhelming evidence from studies conducted by such as Kim and Lim (2001), Gibson et al. (2022), Zeqiri et al. (2023), and Susanto et al. (2023), consistently confirm PC's indisputably favorable influence on SDM, and overwhelmingly supports the correlation between active customer engagement through PC and the enhancement of SDM. However, it is noteworthy that an exception arises among Jadeer Group Motors' customers because the documented literature indicates a departure from the established positive relationship. Despite this isolated instance, the broader consensus from most previous studies underscores that PC exerts a consistent and robust pattern in fostering SDM. Therefore, we formulated the following hypothesis:

H4: Perceived convenience plays a significant role in cultivating greater customer satisfaction in digital marketing.

3. RESEARCH METHODOLOGY

3.1. Survey strategy and respondents

As researchers, we decided to apply quantitative rather than qualitative methods in this study due to their popularity and broad acceptance by business, management, and social sciences (Challet et al., 2001). Quantitative methods lead to reliable and more authentic outcomes from the numerical data (Walker, 2005) and present the socioeconomic aspects in a better way (Challet et al., 2001). Also, because they are generally based on objectivity (Yilmaz, 2013), quantitative methods provide tangible evidence that permanently supports decision-making (Candes & Romberg, 2006). These methods give the generalizability of larger populations, and this is the best way to draw broader conclusions (Polit & Beck, 2010). Finally, quantitative methods offer precise measurements and consents for contrasts between different variables or groups.

In this study, we focused on Jadeer Group Motors which provides rental car services to customers in Saudi Arabia's Eastern Province. The company has gained international recognition for providing outstanding services at accessible prices and providing an optimal customer experience with high levels of satisfaction. On the one hand, we focused specifically in this study on the company's clients who chose to utilize ChatGPT to evaluate the business and assess their levels of satisfaction. On the other hand, by using ChatGPT as a feedback and assessment tool, we obtained vital information

from their clients. In the domains of management, psychology, and business, other methods, such as quantitative, mixed, and qualitative methods, can be applied to assess customers' experience with ChatGPT and customer SDM. In this mode, every method has its pros and cons or chances of bias, i.e., common method bias and response bias.

3.2. Pre-test of survey instrument

We used a questionnaire to collect participants' responses. Accordingly, we ensured the reliability and validity of this study's findings. This approach is the most common and frequently used in social, management, and business research. We collected twenty responses and used Cronbach's alpha reliability to ensure the consistency of the items. We found that it was within the acceptable range (> 0.70) (Hair et al., 2020). As researchers, we demonstrated, also, the importance of this study by obtaining the agreement of two university professors, one of whom is an expert in a particular field and the other who devises new models and studies every day. Their insights led to subtle changes to the structure and design of the questionnaire and led to better and more robust research tools. Therefore, these experts provided the best insights that enabled us to collect detailed information and ensure that we conducted a reliable and accurate study.

3.3. Data collection procedure and measurement scales

We used a questionnaire to collect accurate feedback from the respondents since the questionnaire was the best instrument to obtain significant information based on objectivity (Etikan et al., 2016). In the aspects of digital marketing and ChatGPT dimensions, this method has been most frequently applied by several scholars such as Chang et al. (2009), Alwan and Alshurideh (2022), Hamid et al. (2023), and Tang et al. (2023). We used the questionnaire online to collect the respondents' responses and offline to ensure maximum

participation. We applied the convenience sample technique to select the respondents. This approach is useful and practical and, more specifically, we found it difficult and challenging to locate the company's customers (Hedt & Pagano, 2011).

In this study, we maintained the proper ethical protocols for the respondents. We fully informed them that their responses would be treated with the utmost confidentiality and used only for research purposes and that we would maintain the privacy of their responses. By adhering to ethical rules, we protected the participants' freedom and enhanced this study's integrity. We obtained a signed consent form from each participant, and we informed them, that they were participating in this study on a voluntary basis and that they were free to leave the study at any time and there were able not to respond to any question without giving a reason. Finally, all participants were allowed to make their valuable contributions. We obtained 412 valid returns from the participants and used them as the basis for this study's findings.

We adopted measurement items from Liu et al.'s (2020) and Abdelkader's (2023) studies. More precisely, we used three items to evaluate each construct (such as the variables *PR, PA, PC, PP*, and *SDM*). We also used a five-point Likert scale from strongly agree = 1 to strongly disagree = 5.

4. RESULTS

4.1. Measurement model

We used the analysis of moment structures (AMOS) to evaluate the hypotheses (Wei, 2014). In terms of factor loadings, all the items' loading is > 0.70. Likewise, with the composite reliability scores being greater than (0.50), this ensured their acceptance (Hair et al., 2020). Similarly, the average variance extracted (AVE) for all the constructs is, also, above the acceptable value of 0.50 (Yun & Kang, 2018). Finally, the internal consistency among scale items (Cronbach's alpha coefficient) is more than 0.70. In this manner, we achieved the measurement model (see Table 1).

Table 1. Measurement model

Variable	Item	Loading	AVE	CR	Alpha (α)
Perceived personalization (*PP*)	PP1	0.883	0.764	0.907	0.822
	PP2	0.872			
	PP3	0.867			
Perceived relevance (*PR*)	PR1	0.854	0.691	0.870	0.808
	PR2	0.833			
	PR3	0.807			
Perceived accuracy (*PA*)	PA1	0.843	0.688	0.869	0.823
	PA2	0.833			
	PA3	0.812			
Perceived convenience (*PC*)	PC1	0.832	0.659	0.853	0.783
	PC2	0.811			
	PC3	0.792			
Satisfaction in digital marketing (*SDM*)	SDM1	0.842	0.680	0.864	0.815
	SDM2	0.831			
	SDM3	0.800			

Note: CR — critical ratio.
Source: Authors' elaboration.

We confirmed discriminant validity (DV) by verifying the intersection of constructs on all scales (Hair et al., 2020). By using Fornell and Larcker's (1981) criterion, we found, as shown in Table 2 below, the square root of the AVE estimates. This method is robust due to its insurance of DV and

because it presents it meaningfully (Baistaman et al., 2020). Consequently, all the model's DV values are within the criteria of a correlation threshold of being below 0.85 for exogenous components and were accepted (see Table 2).

Table 2. Discriminant validity

Construct	PP	PR	PC	SDM
PP				
PR	0.803			
PA	0.572	0.492		
PC	0.281	0.382	0.392	
SDM	0.492	0.273	0.742	0.666

Source: Authors' elaboration.

4.2. Structural model

By using AMOS version 26.0 for Windows, we applied path analysis to assess the proposed relationships in terms of this study's hypotheses. Path analysis through AMOS is regarded as the best method since, due to its provision of scientific results, it contributes massively to the developed theory (Glozah & Pevalin, 2014). Moreover, to decide the hypotheses, we focused on criteria such as beta (β), critical ratio (CR), and significance level at $p < 0.05$. As shown in Table 3 and Figure 2, this study's findings confirm that *PP* has a negative effect on *SDM* (*H1* = β = -0.003; CR = 1.500; $p > 0.01$). Therefore, hypothesis *H1* is rejected. The analysis shows that *PR* has a positive effect on *SDM* (*H2* = β = 0.353; CR = 6.788; $p < 0.01$). Therefore, hypothesis *H2* is accepted. Moreover, *PA* has a positive effect on *SDM* (*H3* = β = 0.210; CR = 5.384; $p < 0.01$). Therefore, hypothesis *H3* is accepted. Finally, *PC* has a positive and significant effect on *SDM* (*H4* = β = 0.255; CR = 6.375; $p < 0.01$). Therefore, hypothesis *H4* is accepted.

Table 3. Structural equation modeling estimations

Hypotheses	Relationships	Estimate	Std. error	CR	p-value	Decision
H1	PP → SDM	-0.003	0.002	1.500	0.542	Not supported
H2	PR → SDM	0.353	0.052	6.788	0.000	Supported
H3	PA → SDM	0.210	0.039	5.384	0.000	Supported
H4	PC → SDM	0.255	0.040	6.375	0.000	Supported

Source: Authors' elaboration.

Figure 2. Path estimations
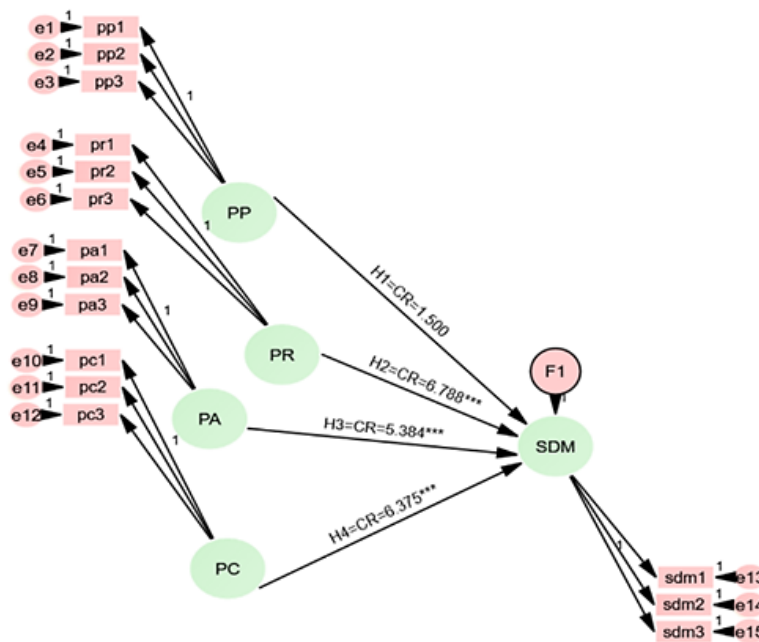
Source: Authors' elaboration.

5. DISCUSSION

The purpose of this study was to investigate the effect of customer experience with ChatGPT towards developing SDM among the customers of Jadeer Group Motors located in Saudi Arabia's Eastern province. In respect of the assessment of this study's hypotheses, the findings show that *PR* has a positive effect on *SDM*. These findings are consistent with those of various studies (Chang et al., 2009; Kitsios et al., 2021; Hamid et al., 2023; Tang et al., 2023; Alkufahy et al., 2023). These positive connections can be attributed to ChatGPT's proficiency in delivering tailored recommendations; engaging users in meaningful conversations, and providing accurate and relevant information that aligns with individual preferences. Moreover, ChatGPT conforms to customers' expectations and, by considering previous contacts, showcases its ability to customize responses. Accordingly, it is likely to impact favorably on customers' levels of satisfaction.

Moreover, from this study, we found that *PA* had a significant effect on *SMD*. This finding is consistent with those of previous studies (Nitse et al., 2004; Semeijn et al., 2005; Yin & Qiu, 2021; Chamboko-Mpotaringa & Tichaawa, 2023). This study's findings show that Jadeer Group Motors' customers are confident and satisfied with the accuracy, data, and information provided by ChatGPT regarding the availability of car rental services in Saudi Arabia's Eastern province. They can choose to rent an automobile at various prices and from various packages. Their customers stated that the hiring platforms had become more efficient due to the precision of ChatGPT, and the provision of fruitful information obtained from a single online search.

This study's findings confirmed, also, *PC*'s positive effect on *SDM* and these findings were consistent with earlier analyses (Kim & Lim, 2001; Gibson et al., 2022; Susanto et al., 2023; Zeqiri et al., 2023). Among the respondents from Jadeer Group Motors' customers, the respondents appreciated the convenience of obtaining knowledge and digital marketing through ChatGPT. The ease of navigation and user-friendly interface improved the *PC* and made the digital marketing experience more efficient and easy to understand. The readily accessible information and continuous availability ensured that Jadeer Group Motors' customers could engage conveniently with ChatGPT and, therefore, enhanced their overall *SDM*. Furthermore, on the one hand, this platform had the ability to reduce the effort needed for communication, and through various channels offered quick and practical solutions to issues. Also, based on individual preferences, it customized interactions and these factors contributed to *PC* and, ultimately, improved *SDM*.

On the other hand, this study's analysis does not support the relationship between *PP* and customer *SDM*. Also, this outcome is reinforced by the contradictory positive and negative findings (Noor et al., 2022; Chandra et al., 2022; Shen, 2014; Li, 2016; Abdelkader, 2023). In terms of digital marketing, the *PP* construct does not work positively among customers since they think *PP* through ChatGPT needs to have a more prominent role in achieving customer *SDM*. They feel that ChatGPT *PP* does not support and fulfill their needs. They believed that ChatGPT failed to establish proper consideration of their preferences and needs.

6. CONCLUSION

The study confirmed a significant positive effect of customer experience with ChatGPT, i.e., PR, PA, and PC on SMD among customers of Jadeer Group Motors in the Eastern Province of Saudi Arabia. On the other hand, the effect of PP on SDM is not found to be positive and significant. Therefore, this study's findings provide several practical and theoretical implications.

Turning to practical implications, these findings support policymakers and managers in improving their digital marketing efforts on their car rental services to satisfy their customers' needs. By adopting this approach, Jadeer Group Motors can proactively enhance its strategies for personalization and aim to strike a delicate balance between respecting its customers' preferences and simultaneously minimizing potential discontent. The confirmation of constructs, such as PR and PA, improve the vision and the significance of enhancing both customer satisfaction and Jadeer Group Motors' performance. Moreover, this study's findings help to recognize the implication of using ChatGPT in digital marketing to improve user-friendliness and to provide more convenient services. For rental companies, this study provides guidelines to accomplish companies' goals to improve their services and to develop customer confidence. Moreover, the customers' use of ChatGPT and digital appliances to rationalize car rental services further make them balanced, transparent and trustworthy and, more specifically, help Jadeer Group Motors.

This study's findings have profound theoretical implications that greatly enhance comprehension of customers' behaviors and the dynamics of digital marketing. The detrimental consequences of PP demand that we reevaluate previous theories that universally asserted the beneficial outcomes of customization. This study's findings highlight the necessity for a more nuanced viewpoint that considers individual comfort levels and preferences. Moreover, this study's findings promote the creation of integrated models that encompass the combined impacts of PR, PA, and PC. This approach provides a more comprehensive framework for understanding the complexities of customers' experiences of digital marketing. These findings emphasize, also, the fluidity of online interactions and the consequential need for theoretical frameworks that recognize the changing environment of customers' behaviors and expectations.

Moreover, this study's findings highlight the significance of communication in influencing customers' views. This indicates that theoretical frameworks should include the influence of transparent communication techniques in digital marketing. Cultural and contextual aspects play a crucial role in affecting customer satisfaction in various locations and circumstances. Therefore, theoretical frameworks must consider the many cultural nuances that impact customer satisfaction. These theoretical implications enhance and progress theories about customers' behaviors arising from their use of digital marketing.

This study has a few limitations. Firstly, we used only quantitative methods that focused only on numerical data and statistical analyses. Therefore, this has limited the depth of indulgence of complex phenomena. Secondly, in this study, we did not apply theory to underpin the conceptual framework and, therefore, this limitation may affect the predictive power, conceptual clarity, and rigor. The specific geographic and contextual emphasis on Jadeer Group Motors' customers has limited the generalization of this study's findings to various cultural and market settings. Moreover, by using a 412 sample size and a cross-sectional design for this study, we recognize that there are possible constraints in accurately capturing the fluid and changing character of customer experiences in different contexts and at different times.

Consequently, we recommend that in future studies researchers concentrate on mixed and qualitative methods to provide more validity and a comprehensive understanding of the phenomena. We recommend, also, that future researchers use the relevant theories to underpin the conceptual

framework of their studies. The use of theory will further strengthen the knowledge, worth of the framework, predictive power, conceptual clarity, and rigor of the scientific enquiry. Finally, we recommend that future studies be conducted in a variety of cultural contexts and that they focus on longitudinal data to deepen the complex understanding of phenomena and evidence-based practices.

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