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Topic of Research – A Study on Analyzing the Impact of Artificial Intelligence on Customer Experience and Repurchase Intention in Digital Payment Services

Keywords: Artificial Intelligence; Digital Payment; Cognitive Experience; Relational Experience; Sensorial Experience; Operational Risk; Hyper personalization; Repurchase Intention

Findings

The findings of our study highlight that AI technologies not only streamline transaction processes but also contribute to more secure and seamless user experiences. The study also identifies key AI-driven attributes such as hyper-personalisation, fraud prevention, data privacy & security, performance risk, interaction, service innovation, convenience, problem-solving, and trendiness, strengthening all the dimensions of customer experiences (cognitive, sensorial, and relational experience), and repurchase intention. The major findings of the study are as follows:

- Our study establishes that operational risk management in AI-enabled digital payment services which comprises of performance risk, fraud prevention and data privacy & security strengthens cognitive experience. More specifically, data privacy & security has the strongest impact followed by performance risk and fraud prevention.
- operational risk management enhances Sensorial Experience among users. Interestingly, the key dimensions of operational risk management (i.e. performance risk, fraud prevention and data privacy & security) enhance users' sensory perceptions during digital interactions.
- AI features also enhance the cognitive experience of the users. AI features such as service innovation (which has the highest influence) emphasize user-friendliness, efficiency, reliability, and quick response times. It is followed by the trendiness of using AI-enabled services, which motivate user participation through real-time updates and innovative payment features and increase users' cognitive stimulation.
- the AI features enhance Relational Experience the most compared to other dimensions of Customer Experience. The AI features such as service innovation (which has the strongest

impact) stress increasing efficiency, user-friendliness, and reliability, which strengthens relational connections in digital transactions.

- hyper-personalized content provided to users enhances their cognitive experience. That means the delivery of relevant and tailored financial insights to user improves their cognitive capacity and confidence in payment decisions.
- hyper-personalization on digital payment platforms improves the visual appeal and auditory experiences by providing hyper-personalized content and tailoring interfaces according to individual preferences.
- hyper-personalization does not affect Relational Experience. This finding suggests that while Hyper-personalized interfaces and user-centric financial ecosystems improve individual user experiences, they do not directly contribute to social unity, reconciliation, or social belonging.
- The results of our study confirm the negative yet significant impact of hyper-personalization on repurchase intention.
- we found there is a negative influence of rewards & incentives on the cognitive experience of digital payment users. This result implies that though rewards & incentives may be designed to enhance user experience they may weaken the cognitive experience of users.
- Our study then emphasizes that Satisfaction enhances Repurchase Intention. Service satisfaction, decision-making satisfaction, and experience satisfaction play a crucial role in shaping customers' repurchase likelihood and behavioral outcomes.