

Users' Awareness and Preference towards Perplexity App

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Abstract

The research paper aims to investigate the awareness and preference towards perplexity app. Data for the study have been collected from 200 users residing in Pollachi Taluk through issue of well-structured questionnaire by adopting convenience sampling method. Simple percentage and chi-square test have been used to analyze the data. The result of the study reveals that majority of the users are highly aware of real time search in perplexity app. It is also found the majority of the users are aware of free and paid version, speed of response, different answer mode, cite sources and fact checking capability whereas most of the users are unaware of usage limits, multi-language support option, content accuracy level and privacy concerns in perplexity app. The study also indicates that that majority of the users strongly agree that they prefer perplexity app for user friendly interface. It is also found that majority of the users agree that they prefer perplexity app for time saving, accuracy of information, use for academic work, speed of response, advance features availability, reliability of information, innovation in research, useful for general knowledge, use for assignment or projects and handling of follow-up questions whereas few users disagree that they prefer perplexity app for clarity of explanation, source citation feature and privacy and security. Chi-square test depicts that age, gender, area of residence, educational qualification, occupation and family income are significantly associated with the level of preference towards perplexity app.

Keywords: Awareness– Digital Platform - Preference- AI- Perplexity

Introduction

Artificial Intelligence (AI) has become an essential part of modern digital world. Many AI applications are developed to support people search for information, solve problems, and improve productivity. Among these AI apps, the Perplexity App has increased attention as an AI-powered search and answer engine that gives accurate and summarized information from multiple sources. Unlike traditional search engines, the Perplexity app uses advanced AI technology to generate direct answers along with references, which support users quickly understand complex topics. In recent years, students, professionals, researchers, and general users have increasingly started using AI tools for academic and professional work. The Perplexity app provides features such as conversational search, citation-based answers, and real-time information retrieval. These features make it useful for learning, research, and decision-making. Because of these benefits, the popularity of the Perplexity app is growing rapidly among digital users. However, even though the app is gaining popularity, the level of awareness and preference among people may vary. Some people may know about the app but may not actively use it, while others may prefer it over other AI tools due to its accuracy, simplicity, and reliability. Therefore, it is significant to understand how aware users are about the Perplexity app and what factors influence their preference to use it. .

Review of Literature

Farrukh Rafiq, Nikhil Dogra, and Jei-Zheng Wu (2022) found that perceived usefulness, ease of use, and positive attitudes significantly influence users' aim to adopt AI chat systems, indicating the significance of these factors in technology acceptance. Goover AI Research (2024) indicated that majority of the users rely on the AI tool for verifying information and conducting academic work

and research, indicating its growing significance in digital research environments. Sabrina & Shafa (2024) highlighted that majority of participants preferred ChatGPT, while others preferred Perplexity AI due to its citation-based responses and real-time search capabilities. Shukla et al. (2024) indicated that Perplexity AI performs effectively in handling factual queries, as it utilizes real-time web data and delivers citation-supported responses. This capability enhances transparency and trustworthiness for research purposes. Jeremy Yang, Noah Yonack, and Denis Yarats (2025) found that users in knowledge-intensive areas such as education, technology, and finance are more likely to adopt AI tools like Perplexity. It was also found that most queries are related to learning, productivity, and research tasks, indicating the increasing role of AI in information retrieval and knowledge acquisition. Joshi, N. (2025) identified that certain drawback, such as the occurrence of hallucination errors and reliance on paid features for accessing advanced functionalities. Kateryna Osadcha & Maryna Osadcha (2025) indicated that Perplexity AI helps teachers in saving time while preparing materials and delivers well-structured information with accurate source references. Rajamani, K., & Rajaseela Selvam (2025) found that Perplexity AI delivers citation-supported responses along with real-time web access, allowing users to validate information more effectively. Raza, A., Rafiq, S., & Khalid, N. (2025) indicated that Perplexity AI provides relevant data and useful suggestions for academic writing tasks, particularly when prompts are clearly given.

Statement of the Problem

Artificial Intelligence (AI) based search and information tools are rapidly increasing in the digital world. There are many AI apps, among that Perplexity AI app has emerged as a popular one that combines search engine capabilities with conversational AI to give quick and reliable answers with sources. Many people, especially students and professionals, are increasingly using such applications for research, learning, and information gathering. However, despite the increasing availability of AI tools, the level of awareness about the Perplexity app among users is still not clearly known. Some people may not be familiar with its features, benefits, and functions. Others may know about the app but may prefer to use other AI platforms like ChatGPT or Gemini for their information needs. In addition, user preference for a particular AI application depends on several factors such as accuracy of information, speed of response, reliability of sources, ease of use, and user experience. Without understanding these factors, it is difficult to determine why users choose or avoid the Perplexity app. Therefore, it becomes necessary to conduct a research on the awareness and preference of the Perplexity app among users. This research aims to examine how far people are aware of the app, how frequently they use it, and what factors influence their preference toward it.

Objectives of the Study

The following are the objectives of the study:

- To know the socio-economic profile of the sample respondents.
- To find out the level of awareness towards perplexity app
- To identify the level of preference towards perplexity app
- To examine the variables associated with the level of preference towards perplexity App

Research Methodology

The study is based on primary data. The data is collected through a well structured questionnaire. It contains questions relating to socio-economic profile, source of information, awareness and preference towards perplexity app. A sample of 200 users of perplexity app from Pollachi Taluk has been selected by adopting convenience sampling method. Simple Percentage and chi-square test have been used to analyze the data.

Findings

The findings of the study are divided into four sections namely, socio-economic profile of sample users, level of awareness, level of preference and variables associated with the level of preference towards perplexity app are depicted in the following paragraphs.

(i) Socio - Economic Profile of Sample Users

Socio-economic profile of sample users like age, gender, area of residence, marital status, educational qualification, occupation, type of family, number of members in the family, monthly income, family income, device used to access and source of information are disclosed below.

- Majority of the users, 105(52.5%) belongs to the age group of 21-30 years.
- Majority 110(55.0%) of the users are female.
- Majority of the users, 127(63.5%) are residing in rural area.
- Majority 143(71.5%) of the users are unmarried.
- Most 71(35.5%) of the users are under graduates.
- Most of the users, 67(33.5%) are students
- Majority of the users, 120(60.0%) belongs to nuclear family.
- Majority of the users, 128(64.0%) have 3-4 members in the family
- Most of the users, 86(43%) earn monthly income below Rs 30,000
- Most of the users, 86(43.0%) family income (per month) are Rs.50,000 to Rs.1,00,000.
- Majority of the users, 114(57.0%) uses mobile to access perplexity app
- Majority of the users, 79(39.5%) came to know about perplexity app through social media.

(ii) Level of Awareness towards Perplexity App

The table below shows the classification of users based on their level of awareness towards perplexity app.

Table: 1
Level of Awareness towards Perplexity App

Factors	Highly Aware	Aware	Not aware
Real Time Search	102 (51.0%)	88 (44.0%)	10 (5.0%)
Free and Paid version	53 (26.5%)	136 (68.0%)	11 (5.5%)
Fact-Checking Capability	89 (44.5%)	96 (48.0%)	15 (7.5%)
Speed of Response	56 (28.0%)	132 (66.0%)	12 (6.0%)
Content Accuracy Level	84 (42.0%)	91 (45.5%)	25 (12.5%)
Different Answer Mode	72 (36.0%)	118 (59.0%)	10 (5.0%)
Multi-Language support option	85 (42.5%)	89 (44.5%)	26 (13.0%)
Cite Sources	71 (35.5%)	117 (58.5%)	12 (6.0%)
Usage Limits	76 (38.0%)	98 (49.0%)	26 (13.0%)
Privacy Concerns	81 (40.5%)	95 (47.5%)	24 (12.0%)

From the above table it is observed that majority of the users are highly aware of real time search in perplexity app. It is also found the majority of the users are aware of free and paid version, speed of response, different answer mode, cite sources and fact checking capability whereas most of

the users are unaware of usage limits, multi-language support option, content accuracy level and privacy concerns in perplexity app.

(iii) Level of Preference towards Perplexity App

The table below shows the classification of users based on their level of preference towards perplexity app.

Table: 2
Level of Preference towards Perplexity App

Factors	Strongly Agree	Agree	Disagree
User-friendly Interface	117 (58.5%)	69 (34.5%)	14 (7.0%)
Time-Saving Capability	57 (29.07%)	137 (68.5%)	6 (3.0%)
Use for Academic work	65 (32.5%)	121 (60.5%)	14 (7.0%)
Accuracy of Information	57 (28.5%)	133 (66.5%)	10 (5.0%)
Speed of Response	74 (37.0%)	112 (56.0%)	14 (7.0%)
Clarity of Explanations	91 (45.5%)	69 (34.5%)	40 (20.0%)
Use for Assignments/Projects	78 (39.0%)	104 (52.0%)	18 (9.0%)
Reliability of Information	70 (35.0%)	118 (59.0%)	12 (6.0%)
Source Citation Feature	86 (43.0%)	88 (44.0%)	26 (13.0%)
Usefulness for General Knowledge	75 (37.5%)	109 (54.5%)	16 (8.0%)
Handling of Follow-up Questions	80 (40.0%)	102 (51.0%)	18 (9.0%)
Advance Features Availability	64 (32.0%)	122 (61.0%)	14 (7.0%)
Privacy and Security	78 (39.0%)	96 (48.0%)	26 (13.0%)
Innovation in Research Experience	70 (35.0%)	117 (58.5%)	13 (6.5%)

From the above table it is found that majority of the users strongly agree that they prefer perplexity app for user friendly interface. It is also found that majority of the users agree that they prefer perplexity app for time saving, accuracy of information, use for academic work, speed of response, advance features availability, reliability of information, innovation in research, useful for general knowledge, use for assignment or projects and handling of follow-up questions whereas few users disagree that they prefer perplexity app for clarity of explanation, source citation feature and privacy and security.

(iv) Variables Associated with the Level of Preference towards Perplexity App

To identify the association between the select variables and level of preference towards perplexity app, the Chi-square test has been employed.

Table: 3
Variables Associated with the Level of Preference towards Perplexity App

Variables	d.f	Calculated (χ^2) Chi-Square Value	Table Value 5% Level
Age	6	13.499	12.592
Gender	2	7.393	5.991
Area of Residence	2	6.613	5.991
Marital Status	2	4.184	5.991
Educational Qualification	8	16.124	15.507
Occupation	8	15.564	15.507
Type of Family	2	1.641	5.991
Monthly Income (Self)	6	9.034	12.592
Family Income (per month)	4	9.577	9.488

Nine variables have been taken to analyze the level of preference towards Perplexity app. Out of Nine variables the following Six variables have significant association with the level of preference towards Perplexity app. (viz.) age, gender, area of residence, educational qualification, occupation and family income while marital status, type of family and monthly income (self) does not have significant association with the level of preference towards Perplexity app.

Suggestions

Based on the findings of the study and the following suggestions are put forth.

- Awareness can be increased by conducting workshops, social media campaigns and webinars that introduce the features and benefits to wider audience
- Usage limits should be increased to encourage wider adoption among students and researchers.
- Privacy and security should be strengthened to build long-term loyalty
- Enhance multi-language support for regional inclusivity.
- Increase integration with academic databases for better accuracy

Conclusion

From the findings of the study it is found that awareness and preference towards perplexity app is a larger one extending beyond the students to include researchers, professionals and general users. The growing support and acceptance of AI tools for information retrieval and decision-making increases the awareness and usage of application. However, variations in awareness levels continue depending on reasons such as digital literacy, field of work, and exposure to emerging technologies. In terms of preference, users who actively engage with Perplexity app reveal a strong preference toward its use due to its ability to deliver accurate, summarized, and source-supported responses. Its conversational interface and efficiency make it particularly interesting for quick research, problem-solving, and knowledge gaining across both academic and professional work. Overall, while awareness serves as a necessary foundation for adoption, continued preference across different user groups depends on professed reliability, usability, and contextual relevance. Perplexity AI is thus positioned as a flexible and supportive tool that improves information access and productivity, though it sustains to function best as a complementary resource alongside traditional and domain-specific sources.

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