In Companies We Trust: Consumer Adoption of Artificial Intelligence Services and the Role of Company Trust and AI Autonomy

Darius-Aurel Frank
Aarhus University
Lina Jacobsen
MAPP-Centre, Aarhus University
Helle Alsted Sondergaard
Aarhus University

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Abstract

Artificial intelligence (AI) increasingly shapes consumer experiences across consumption contexts and industries. The lack of consumer trust and an increasing degree in autonomy of AI services, however, hinder the successful adoption of AI services. In a study (N = 503), we investigate the role of company trust and AI autonomy in consumers' adoption of AI services from 23 different companies. The results of a mixed model analyses reveal the strong general relationship between company trust and AI service adoption. Furthermore, the results reveal that AI autonomy moderates this relationship, in that high (vs. low) AI autonomy weakens the positive relationship of company trust in consumers' AI service adoption intentions. These findings contribute to the current stream of literature on AI adoption by calling attention to the complex interplay of company trust and AI autonomy, and offer insights for marketers and policy makers practical for facilitating the successful implementation of AI services.

Keywords: *artificial intelligence; trust; autonomy*

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