

IS YOUR CHATBOT VALUABLE? EXPLORING HEDONIC AND UTILITARIAN VALUE CREATION IN APPAREL CHATBOTS.

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Cite as:

Ramesh Aishwarya, Chawla Vaibhav (2023), IS YOUR CHATBOT VALUABLE? EXPLORING HEDONIC AND UTILITARIAN VALUE CREATION IN APPAREL CHATBOTS.. *Proceedings of the European Marketing Academy*, 52nd, (114512)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



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Abstract

As chatbot adoption grows, it is extremely important to understand value creation in chatbots. This research aims to understand how design cues contribute to utilitarian and hedonic value creation in chatbots and how they lead to purchase intention, when used in a device with small screen (Mobile) vs bigger screen (Laptop / Desktops). To this end, this study employs a survey-based research design with 228 participants who interacted with the Levi's chatbot and measures their perception of functional, visual, and anthropomorphic design cues. The results found that all three design cues impact the utilitarian value of chatbots – especially functional design cues in both large and small screen while only anthropomorphic cues impact the hedonic value of chatbot in small screens. The study also reports that aesthetic cues have a negative significant relationship with the utilitarian value of chatbots for larger screen sizes.

Subject Areas: *Consumer Behaviour, Electronic Commerce and Internet Marketing, Hedonic Products, Information Systems, Retailing*

Track: Digital Marketing & Social Media