

Let Consumers Experience Flow: A Systematic Review of Flow Theory in Context of AI-Driven Consumer Interactions

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Abstract

This systematic literature review examines how AI technologies influence consumer flow experiences—intensely immersive states marked by deep engagement and intrinsic enjoyment. Analysing 120 peer-reviewed articles, including 27 focused specifically on AI– flow interactions, the study identifies emerging themes such as anthropomorphism, emotional trust, cognitive load, and cross-domain applications in tourism, education, and e-commerce. Findings reveal both enabling and disruptive effects of AI on flow, shaped by design, user traits, and context. Despite growing interest, the field remains methodologically limited and conceptually fragmented. The review highlights the need for longitudinal, cross-cultural, and ethically grounded research to advance understanding in this area.

Track: Marketing and Technology Interaction