

# The Impact of Consent Management in Influencing Intention to Use Anthropomorphized Chatbot

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## **Abstract**

Consent management (CM) refers to the process where organizations obtain user consent before processing personal data. Despite the increasing prevalence of user-chatbot interactions, there is a lack of research on how CM influences user intention to interact with a chatbot. This is the first out of a series of studies investigating how the clarity of notice and choice in CM influences user intention to use an anthropomorphized chatbot. We carried out a pretest for the avatar of the chatbot, anthropomorphism and CM, before conducting a 2 (clear vs limited CM) x 2 (anthropomorphized chatbot vs non-anthropomorphized chatbot) between-subjects experiment. We found that when CM is limited, people are more likely to want to interact with a non-anthropomorphized chatbot versus an anthropomorphized chatbot. When CM is clear, people are more likely to want to interact with an anthropomorphized chatbot.

**Subject Areas:** *Consumer Behaviour, Decision-Making, Electronic Commerce and Internet Marketing, Intention-Behavior Link*

**Track:** Social Responsibility & Ethics