

The influence of chatbot disclosure on customer reuse intention: The mediating role of social presence

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Abstract

Digital technologies such as chatbots are leading to major changes how companies interact with customers. Chatbots are becoming a powerful tool to address customer needs. However, there is only little research with varying results. Disclosing the identity of a chatbot is mostly associated with negative user reactions. This study examines the role of social presence in an anthropomorphic chatbot-customer-interaction. We conduct an experimental online study to analyse the influence of disclosure on customer reuse intention and the mediating role of social presence. We find a partial mediation of social presence in the relation of disclosure and reuse intention. When chatbots are disclosed after the conversation they seen more as social actors and social presence has a positive effect on the reuse intention. However, the direct effect of disclosure after the conversation has negative outcomes on reuse intention. This study advances the current understanding of chatbot disclosure.

Subject Areas: *Electronic Commerce and Internet Marketing, Service Marketing*

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