

Determinants of the intention to use chatbots as online complaints channel

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Abstract

This research aims to investigate the factors influencing the intention to use chatbots as an online complaint channel. The conceptual framework is based on an extended version of the Technology Acceptance Model (TAM), linking the intention to use chatbots with several potential determinants. The empirical study was conducted on a sample of 189 active users of the Facebook Messenger application. The results analysis show that perceived usefulness is the most relevant indicator for explaining the intention to use chatbots as a complaints channel. The study also reveals that intention to use is significantly influenced by attitude towards chatbots and their ability to resolve problems. Based on these findings, some decision elements could be provided to managers, and more specifically to customer service managers, in order to successfully implement a chatbot that will help them to better manage online complaints.

Subject Areas: *Consumer Behaviour, Consumer Services*

Track: Digital Marketing & Social Media