

The Impact of Generative Artificial Intelligence on Consumer Reviews

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Abstract:

Generative artificial intelligence (Gen AI) is likely to impact the way consumers search for products and communicate their experiences. This study measures the impact of the availability of Gen AI on the volume of consumer reviews. We use the sudden four-week ban of ChatGPT in Italy as a quasi-experiment. This context allows us to isolate the effects of ChatGPT availability in Italy and compare them to a control group of countries (Germany and France) where no ban was imposed. Using a difference-in-differences research design, we compare TripAdvisor reviews of affected hotels in Italy with unaffected hotels in Germany and France. Our results suggest a positive effect of ChatGPT availability on review volume when reviews were written on desktop devices. This study contributes to our understanding of the impact of Gen AI on consumer word-of-mouth behavior in online environments.

Keywords: Generative AI, Consumer Reviews, Review Volume

Track: Digital Marketing & Social Media