# Defining exchange and communal relationships between consumers and AI and their role in self-disclosure and enjoyment

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**Abstract:** The integration process of AI in present society emphasizes the similarity between human relationships and consumer-AI interactions. As several theories point out, individuals have similar expectations from AI as they do from other human, so it is interesting to study if the same relationship mechanisms can be applied to consumer-AI interactions. Our research objective is to determine the formation of communal and exchange consumer-AI relationships and their influence on perceived enjoyment and self-discloser. Our results show that attachment to AI affects stronger communal relationships than exchange relationships. Although communal relationships have a significant positive impact on enjoyment and self-disclosure, exchange relationships do not directly affect self-disclosure, but enjoyment mediates the relationship between exchange relationship and self-disclosure. These results have important implications for the integration of AI in consumer-business interactions.

**Keywords:** AI, communal relationships, exchange relationships

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