Social Identity Orientation Increases Receptivity to AI

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This research examines the role of social identity orientation in shaping consumer receptivity to artificial intelligence (AI). While existing studies on AI acceptance largely focus on situational factors, such as agent or task characteristics, we introduce consumer identity as a critical determinant. Conceptualizing AI as a social actor, we hypothesize that individuals with high social identity orientation, particularly from collectivistic cultures, demonstrate greater AI receptivity through higher identification with AI. This is driven by AI being perceived as an agreeable social agent and agreeableness being a key element to construct a collective identity. Across four studies, including country-level analyses and individual-level experiments, we find consistent evidence supporting these hypotheses. These findings advance understanding in the technology and identity literature. Implications emphasize the need for identity-sensitive AI designs to foster broader consumer acceptance.

Track: Consumer Behavior