

The Tale of the Curious Consumer: From AI Attraction to Data Disclosure

Simoni Rohden

NOVA Information Management School (NOVA IMS)

Carla Freitas Silveira Netto

ASSOCIAÇÃO PARANAENSE DE CULTURA - APC - Pontifical Catholic University of Paraná
(PUCPR)

Lelis Espartel

IADE - Universidade Europeia/CETRAD - Centre for Transdisciplinary Development Studies

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Abstract

This study examines the role of curiosity in consumer-AI interactions. Building on Curiosity Theory and Self-Determination Theory, we propose that novelty, arousal, and perceived control act as key antecedents that stimulate curiosity in AI-mediated experiences. Using survey data from 301 consumers and Structural Equation Modeling, we show that these three factors significantly increase curiosity, which in turn enhances consumers' willingness to use AI technologies and disclose personal data. The findings position curiosity as a motivational mechanism linking experiential stimuli to behavioral outcomes, offering theoretical contributions to consumer-technology research and practical guidance for designing AI experiences that foster engagement and trust while raising important ethical considerations regarding data disclosure.

Track: Digital Marketing & Social Media