

Delegating Shopping to AI: Hedonic Value, Satisfaction, and Trust Intentions

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Abstract

Generative artificial intelligence (AI) is reshaping online shopping by introducing AI surrogates—systems acting on behalf of consumers. We address the limited understanding of their influence by examining impacts on satisfaction and trust. In a within-subject lab experiment collecting pupillometry data, participants completed shopping tasks using a traditional website and an AI surrogate. Results indicate that AI surrogates reduce satisfaction compared to traditional shopping, subsequently lowering trust intentions. This effect arises because surrogates diminish hedonic (enjoyment) experiences without affecting utilitarian (goal) value. Increased pupil dilation during AI-assisted shopping reveals heightened cognitive monitoring. Findings emphasize that preserving enjoyment is crucial for sustaining satisfaction and trust in AI-mediated consumption.

Track: Consumer Behaviour