

# Artificial Intelligence in the Marketplace: the impact of enjoyment on consumer responses

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## **Abstract**

The increased use of AI technologies in brick-and-mortar retail environments raises privacy-related concerns. Despite enhancing the consumption experience, technology may also offer downsides. Through two studies (survey and experiment), we confirmed that the enjoyment associated with the use of technology increases consumers' willingness to disclose personal data to companies. Risk perceptions and perceived technology autonomy are mechanisms that help explain these results. We contribute to theory, practice, and policymaking by showing that even though enjoyment in consumption is a positive aspect, it might cause undesirable effects that potentially jeopardise consumers' data privacy.

**Keywords:** *AI, data disclosure, retail*