

EXPLORING THE EFFECTIVENESS OF ANTHROPOMORPHISM ON ONLINE RECOMMENDATION ACCEPTANCE

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ABSTRACT

Offering recommendation is a practical approach to boost sales and increase product sales online. Recently, some sellers adopted AI-supported anthropomorphic digital assistants to provide recommendations to customers. This study aims to utilize experimental design to understand the effect of anthropomorphism on the effectiveness of recommendations. In addition to the survey questionnaire, electroencephalography (EEG) was used as another piece of evidence to verify the proposed relationship. The results based on fifty-two participants confirmed the effect of anthropomorphism. Specifically, purchase intention is a function of attitude toward the recommendation, which is affected by the anthropomorphic of the recommendation.

Keywords: Recommendation, anthropomorphism, electroencephalography, experiment