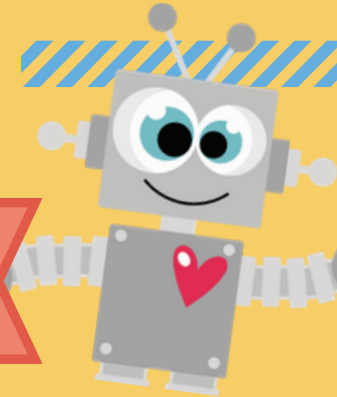# Chatbots: WHAT DOES THE CONSUMER THINK?

a between-subjects experiment investigating the effects of chatbots on consumer perceptions

SAMPLE

- 400 millennials from **fifty** different countries, of which 50% is Dutch
- average **age** 24.35
- **50/50** female/male
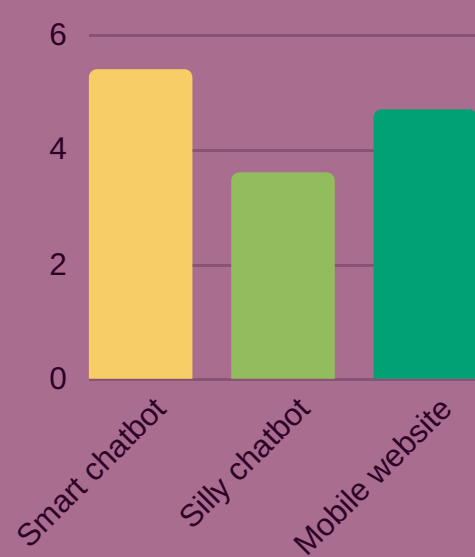- roughly **80%** is higher-educated

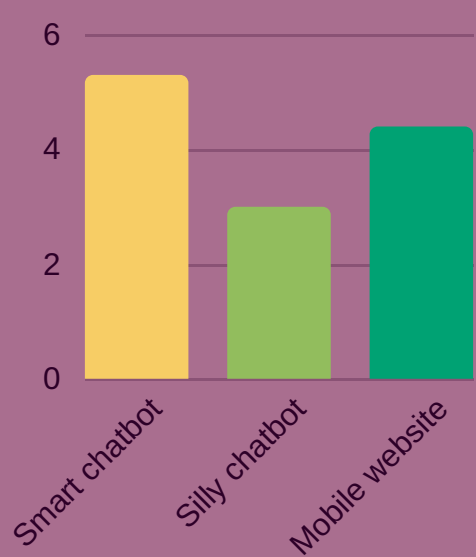2 in 3 respondents use their mobile phone more than 2 hours per day

95.6% uses their phone for messaging apps, 84.1% for calling and 80.5% for browsing websites

## CONSUMER PERCEPTIONS

Customer Satisfaction

Smart chatbot | Silly chatbot | Mobile website

Intentions to use

Smart chatbot | Silly chatbot | Mobile website

People have more intentions to use **smart** (intelligent) chatbots than mobile websites. Similarly, smart chatbots evoke higher levels of **customer satisfaction**. Silly chatbots, however, show the lowest scores for both constructs.

WHY do people like chatbots?

Speed 71.8%

Ease of use 60.3%

Tailored info 29.9%

1 — 2 — 3
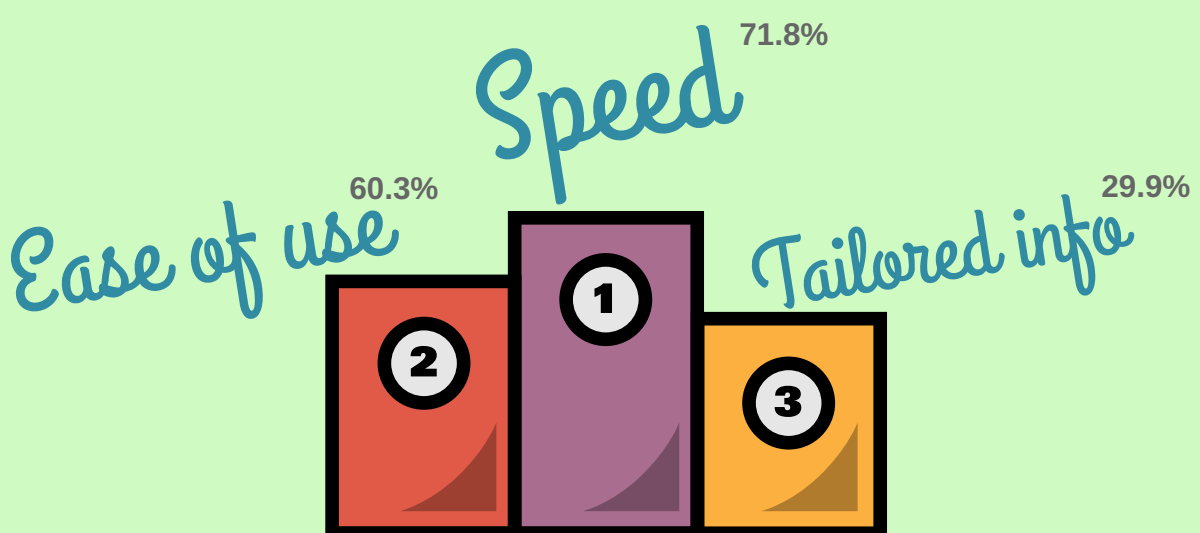
PRODUCT INVOLVEMENT

Smart chatbots can be used for all kinds of products (low and high involvement). Silly chatbots should only be used for low-involvement products, such as pizza.

CONSUMER JOURNEY STAGE

Smart chatbots can be used to sell products or to help the consumer find information. Silly chatbots should only be used to help the consumer find information.