

Consumer behavior with Artificial Intelligence

Currently available topics for your Master's Thesis

1. Now I want your empathy and now I don't: Task dependency of empathetic AI
 2. Talk to me the way I want - Personalized interactions with Artificial Intelligence
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Note: These topics can be prepared in German or English.

Now I want your empathy and now I don't: Task dependency of empathetic AI

Empathy is known to play a crucial role in customer-employee interactions and has a significant impact on customer satisfaction. But with advancing digitalization, customers are increasingly facing Artificial Intelligence (AI)-based tools instead of human employees. These AI-based tools (e.g., conversational agents such as Apple's Siri or ChatGPT) will be the new face of the company towards the customer. Managers must in which situations and context their AI-based tools should react empathetically and when they shouldn't.

The aim of this master thesis is to review literature on empathetic AI and the task-technology-fit to provide an overview of the current state of knowledge. A consumer experiment shall investigate how consumer's perception of empathetic AI differs between tasks and contexts. Based on the findings, implications for marketing research and practice shall be derived.

Format: Literature Review & Experiment

Advisor: [Kjell Herzig](#)

Literature:

Wieseke, J., Geigenmüller, A., & Kraus, F. (2012). On the Role of Empathy in Customer-Employee Interactions. *Journal of Service Research*, 15(3), 316–331.

Liu-Thompkins, Y., Okazaki, S., & Li, H. (2022). Artificial empathy in marketing interactions: Bridging the human-AI gap in affective and social customer experience. *Journal of the Academy of Marketing Science*, 50(6), 1198-1218.

Lv, X., Yang, Y., Qin, D., Cao, X., & Xu, H. (2022). Artificial intelligence service recovery: The role of empathic response in hospitality customers' continuous usage intention. *Computers in Human Behavior*, 126, 106993.

Talk to me the way I want - Personalized interactions with Artificial Intelligence

Many customers regularly visit a certain restaurant, hairdresser, or doctor. They know the employees there and build personal relationships with them. Conversely, employees know their customers and engage in a specific interaction style with them. But with advancing digitalization, customers are interacting more and more with artificial intelligence (AI) based chatbots (like ChatGPT) instead of human employees. This leads to the question how much AI-based chatbots should adapt in their interaction style to the specific needs and preferences of their users (e.g., formal vs informal, warm vs cold, remembering previous interactions, etc.)

The aim of this master thesis is to review literature on personalization of sales/service interactions in offline and online settings. A consumer experiment shall investigate how personalized chatbot interactions with virtual assistants affect consumer behavior. Based on the findings, implications for marketing research and practice shall be derived.

Format: Literature Review & Experiment

Advisor: [Kjell Herzig](#)

Literature:

Whang, J. B., Song, J. H., Lee, J. H., & Choi, B. (2022). Interacting with Chatbots: Message type and consumers' control. *Journal of Business Research*, 153, 309-318.

Sahni, N. S., Wheeler, S. C., & Chintagunta, P. (2018). Personalization in email marketing: The role of noninformative advertising content. *Marketing Science*, 37(2), 236-258.

Shumanov et al. (2021). Making conversations with chatbots more personalized. *Computers in Human Behavior*, 117, 106627.

Awad, N. F., & Krishnan, M. S. (2006). The personalization privacy paradox: an empirical evaluation of information transparency and the willingness to be profiled online for personalization. *Management Information Systems Quarterly (MISQ)*, 13-28.