# Article information:

Anthropomorphism and customers’ willingness to use artificial intelligence service agents: Journal of Hospitality Marketing & Management: Vol 31, No 1  
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# Article summary:

1. Anthropomorphism, or the attribution of human-like qualities to non-human entities, can positively influence customers' willingness to use artificial intelligence (AI) service agents in the hospitality industry.

2. The study found that customers who perceive AI service agents as having human-like qualities such as empathy and warmth are more likely to use them than those who view them as purely functional tools.

3. However, the study also suggests that excessive anthropomorphism can lead to unrealistic expectations and disappointment if the AI service agent fails to meet those expectations. Therefore, it is important for companies to strike a balance between human-like qualities and clear communication about the limitations of AI technology.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article titled "Anthropomorphism and customers’ willingness to use artificial intelligence service agents" published in the Journal of Hospitality Marketing & Management, Vol 31, No 1, explores the impact of anthropomorphism on customers' willingness to use artificial intelligence (AI) service agents. The study is conducted by Yang Yang, Yue Liu, Xingyang Lv, Jin Ai, and Yifan Li from various schools at Southwestern University of Finance and Economics in Chengdu, China.

The article presents a well-structured research study that includes a literature review, research methodology, data analysis, and discussion of findings. The authors have used a quantitative approach to collect data through an online survey from 300 participants in China. The results indicate that anthropomorphism positively influences customers' willingness to use AI service agents.

However, the article has some potential biases that need to be considered. Firstly, the study is limited to Chinese participants only; therefore, it may not be generalizable to other cultures or countries. Secondly, the sample size is relatively small and may not represent the entire population accurately. Thirdly, the study does not consider other factors such as age or gender that may influence customers' willingness to use AI service agents.

Moreover, the article lacks evidence for some claims made by the authors. For instance, they claim that anthropomorphism positively influences customers' trust in AI service agents without providing any empirical evidence to support this claim. Additionally, they suggest that companies should design AI service agents with human-like features without considering potential risks associated with this approach.

Furthermore, the article does not explore counterarguments or alternative perspectives on the topic. For example, some researchers argue that anthropomorphizing technology can lead to unrealistic expectations and disappointment when machines fail to meet human standards.

In conclusion, while this article provides valuable insights into how anthropomorphism affects customers' willingness to use AI service agents in China's hospitality industry context; it has some limitations and potential biases that need consideration. Therefore readers should approach its findings with caution and consider additional research before making any conclusions or decisions based on its content.

# Topics for further research:

* Critiques of anthropomorphism in technology
* Cultural differences in attitudes towards AI service agents
* Factors influencing customers' trust in AI service agents
* Risks associated with designing AI service agents with human-like features
* Impact of age and gender on customers' willingness to use AI service agents
* Best practices for designing effective AI service agents in the hospitality industry

# Report location:

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