

The Role of Message Framing and Consumption Motivation in Building **Consumers' Trust** in the Recommender System Output

Authors

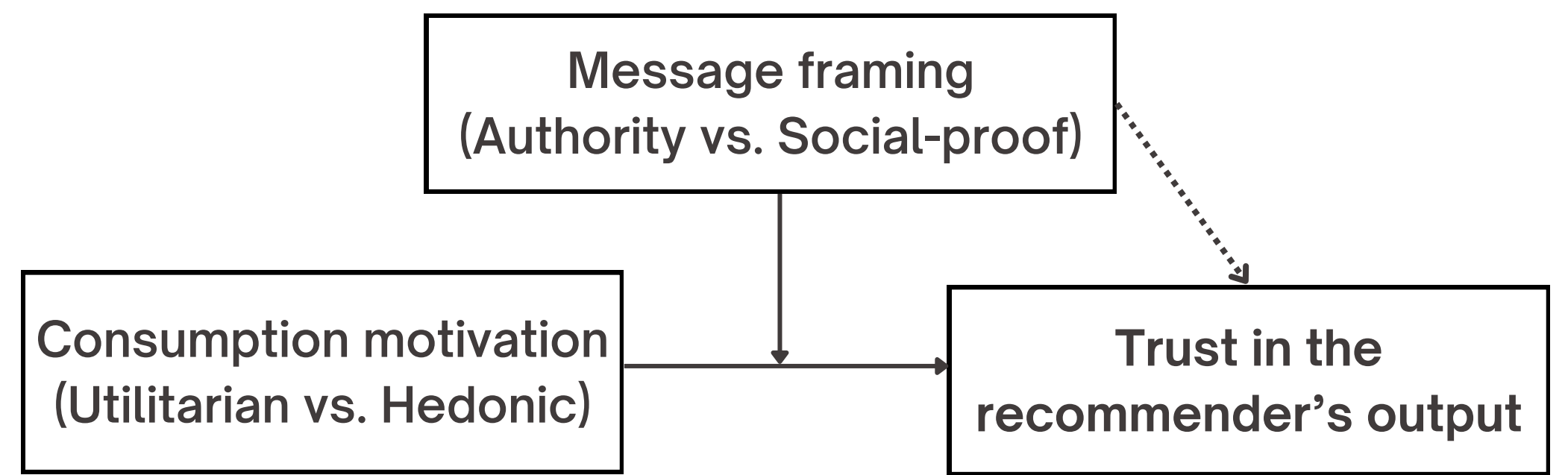
Yilan Wang, Zeph M. C. van Berlo, Ivana Bušljeta Banks

Affiliations

Persuasive Communication Group
Amsterdam School of Communication Research
University of Amsterdam
Email: i.busljetabanks@uva.nl

1 Research objectives

Our research, which consists of two studies, aims to test two potential factors -
① the framing of the messages given by recommender systems, and ② consumer's motivation to buy products or services - affecting consumer's trust in the AI-generated messages in the context of "buying".

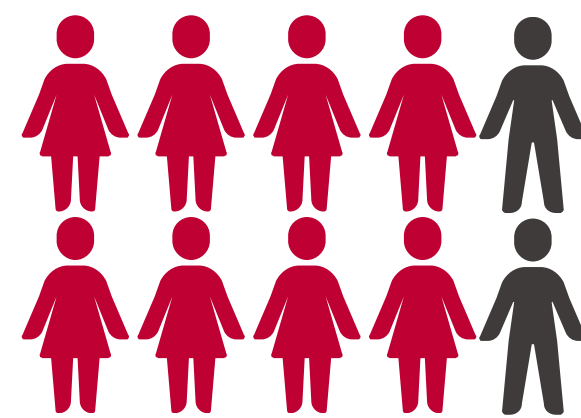


Our conceptual model of the direct and the moderation effect(s)

2 Methodology



UvA students, Mage=20.77,
Faculty of Social and
Behavioural sciences

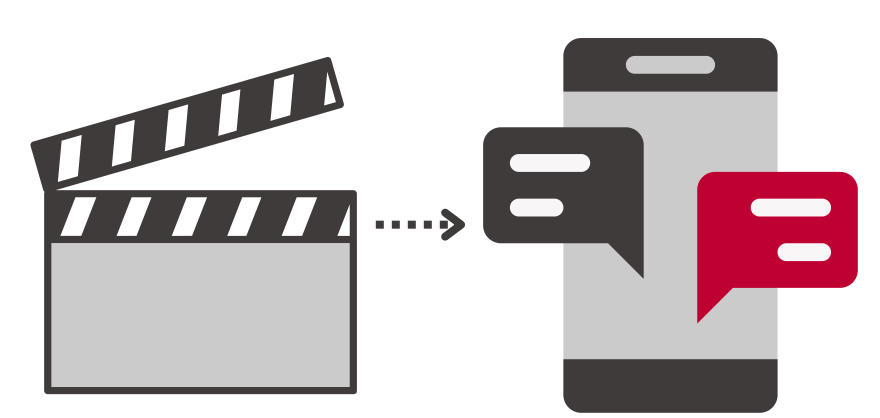


N = 296
79.9% female



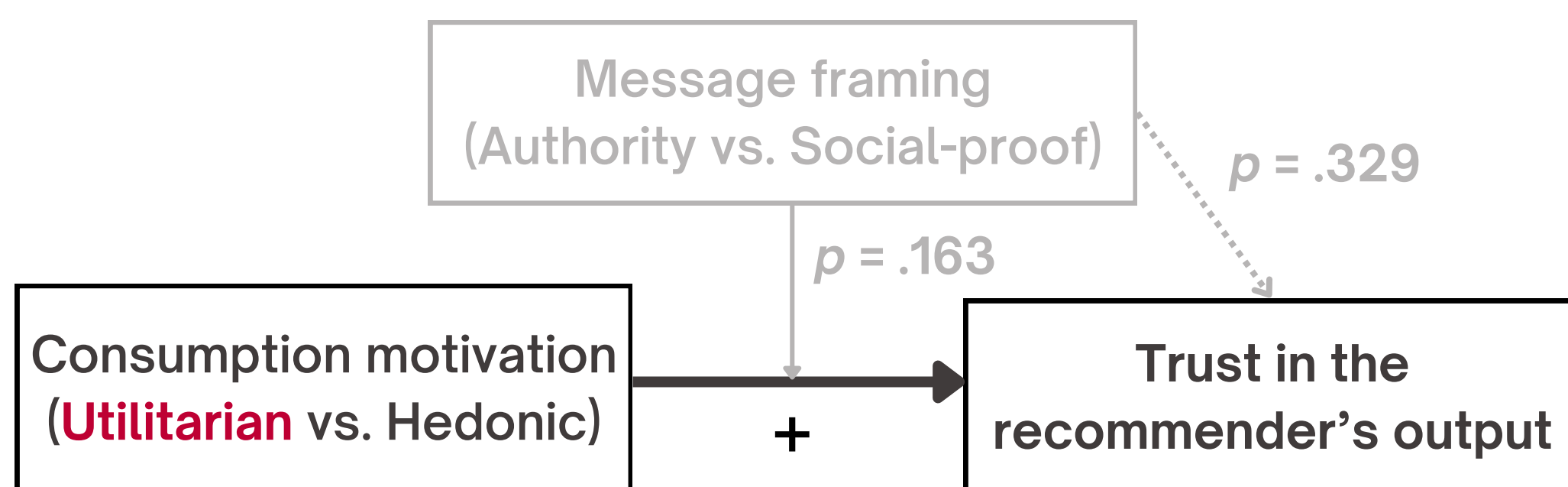
2x2 Between-Subjects
Experimental Design

Utilitarian vs.
Hedonic motivation
Authority vs.
Social-proof
heuristic



Scenario Design
Given scenarios (choosing a restaurant) +
Pre-determined recommendation outputs

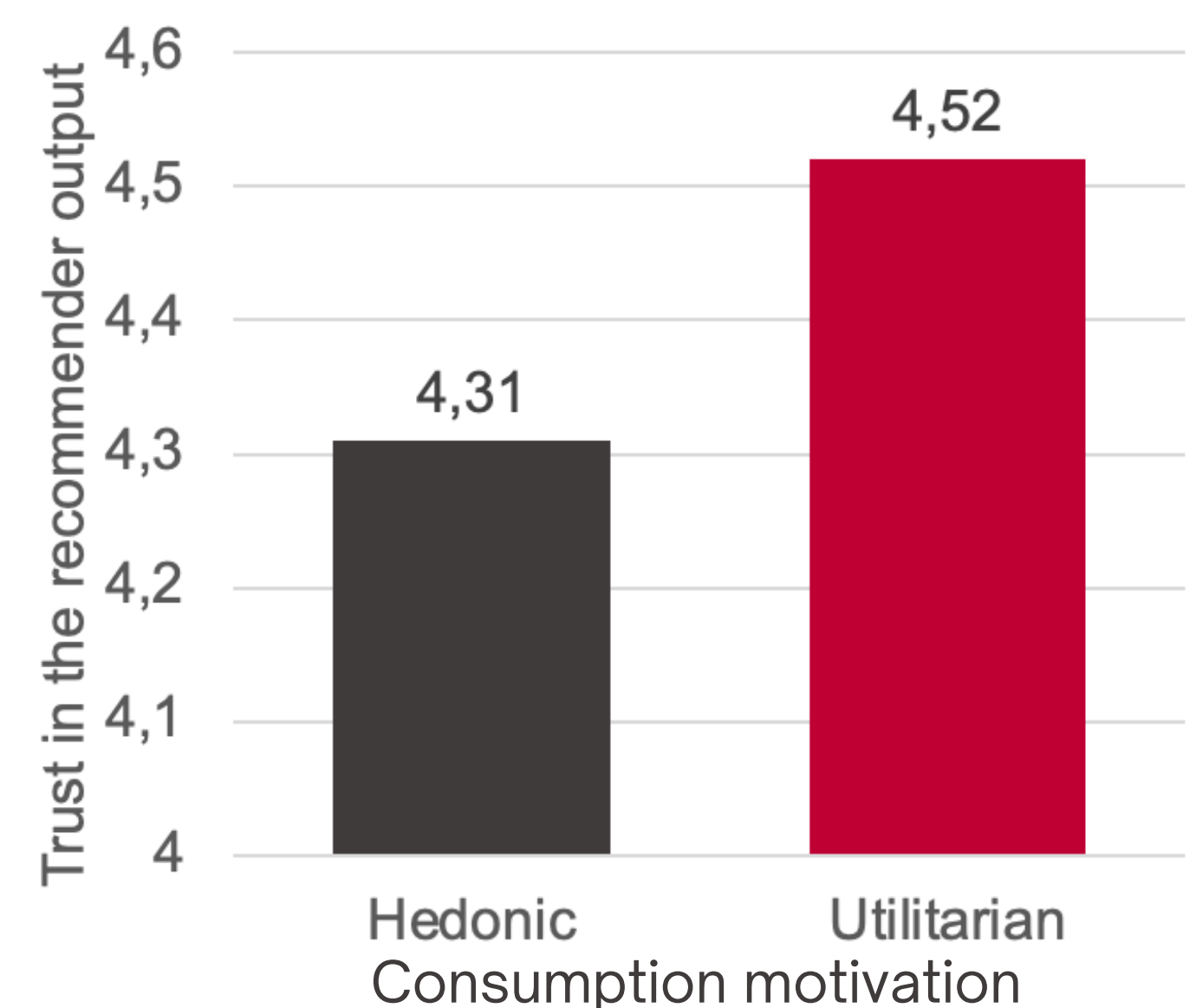
3 Implications of the 1st Study



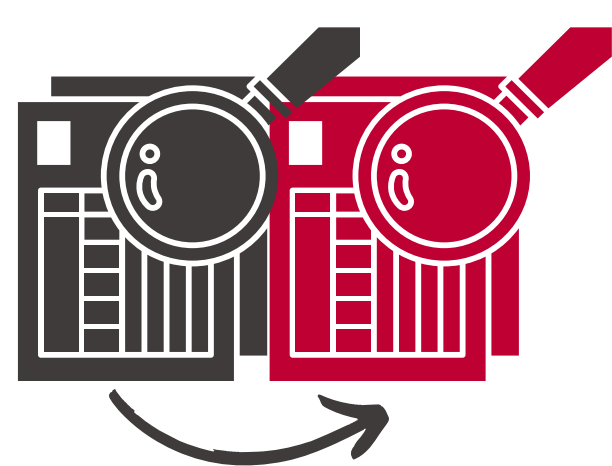
$p = .041, t(294) = -2.05, Hedges\ g = -0.24$

Our Result model

Significant effect of consumption motivation on trust



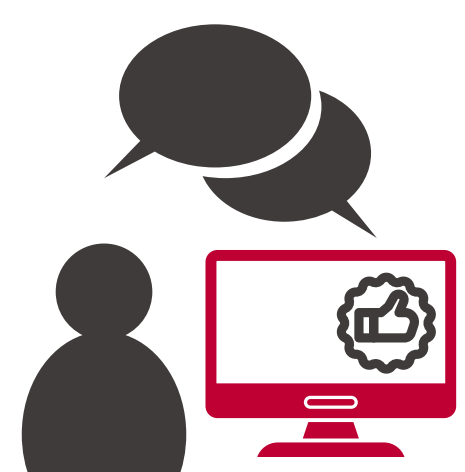
4 Our initial plan of the 2nd Study



Replication of
the 1st study



On a more diverse
external panel



Using an actual,
interactive
recommender system



We await your
inspiration