

# Consumer Experiences with AI-Powered Shopping Assistants

## Detailed Study Information

**Principal Investigator:** Ann-Kathrin Pesch

**Institution:** Chair of Technology Marketing, ETH Zurich

**Email:** apesch@ethz.ch

**Study Duration:** 20-25 minutes

**Ethics Approval:** ETH Zurich Ethics Committee (Application 25 ETHICS-190)

## Study Purpose and Background

This research investigates how consumers respond to AI-powered voice assistants in online shopping contexts. The study aims to understand how people perceive and interact with voice-based AI systems when receiving product recommendations, and how these interactions influence customer attitudes and behaviors.

This research contributes to the growing field of human-AI interaction and helps optimize AI technology to improve digital customer experiences across different retail contexts.

## Study Procedures

### What You Will Do

1. **Website Visit (5 minutes)**
  - Click on a provided link to visit a watch brand's website
  - Browse and explore their product catalog
  - Familiarize yourself with the brand and available products
2. **AI Voice Interaction (5-10 minutes)**
  - Access an AI shopping assistant through a link on the website
  - Have a natural voice conversation with the AI about your watch preferences
  - Discuss style, material, size, and other features you value
  - Receive a personalized product recommendation based on your conversation
3. **Survey Completion (10-15 minutes)**
  - Automatically return to the Qualtrics survey platform
  - Answer questions about your experience with the website and AI assistant
  - Rate various aspects of the interaction and brand perception
  - Provide demographic information and shopping preferences
  - Complete questions about your technology use patterns
4. **Debriefing**
  - Receive information about the study's purpose and preliminary findings
  - Learn about the research methodology and expected outcomes

**Total Time Commitment:** Approximately 20-25 minutes

# Participant Eligibility

## Who Can Participate

- Adults 18 years and older
- Ability to communicate fluently in English
- Access to a computer, smartphone, or tablet with internet connection
- Audio capabilities for voice interaction with the AI system
- Basic digital navigation skills

## Exclusions

- Individuals with hearing impairments that prevent audio interaction
- Those unable to operate digital devices independently
- Participants under 18 years of age

# Data Collection

## Types of Data Collected

### Voice Recordings:

- Audio recordings of your conversation with the AI assistant
- Conversation duration and number of exchanges
- Response patterns and interaction quality metrics

### Website Behavior:

- Pages visited and time spent on each page
- Product views and browsing patterns
- Click-through behavior and navigation paths

### Survey Responses:

- Ratings and evaluations of the AI interaction
- Brand perception and product interest measures
- Shopping attitudes and preferences
- Technology adoption and usage patterns

### Demographic Information:

- Age, gender, occupation, nationality
- Education level and income range (optional)
- Previous experience with AI assistants
- Online shopping frequency and preferences

### Optional Contact Information:

- Email address (only if you choose to provide it for follow-up research or voucher drawing)

## Data Handling and Privacy

### Data Security

- All voice recordings stored separately from survey responses
- Encrypted data transmission and storage
- Access limited to authorized research team members only
- Secure servers maintained by ETH Zurich IT infrastructure

### Data Processing Timeline

- **Voice recordings:** Transcribed within 2 weeks, original audio deleted within 6 months
- **Survey data:** Processed and analyzed within 12 months
- **Anonymization:** All identifiable information removed within 12 months of collection
- **Publication:** Only anonymized, aggregated results published

### Research Team Access

Only the following authorized researchers have access to identifiable data:

- Ann-Kathrin Pesch (Principal Investigator)
- Prof. Dr. Florian von Wangenheim (Supervisor)
- Dr. Ertugrul Uysal (Co-Supervisor)
- Min-Yi Chen (Research Assistant)

### Data Sharing and Future Use

- **No commercial sharing:** Data will not be shared with industry partners or third parties
- **Academic use only:** Anonymized data may be used for academic publications and conferences
- **ETH Research Collection:** Anonymized dataset may be deposited for scientific replication
- **No future projects:** Data will not be used for unrelated research projects

## Rights and Risks

### Your Rights

- **Voluntary participation:** You can withdraw at any time without consequences
- **Data access:** You can request access to your data before anonymization
- **Data correction:** You can request corrections to inaccurate data
- **Data deletion:** You can request deletion of your data before anonymization
- **Complaint rights:** You can file complaints with the ETH Ethics Committee

## Potential Risks

- **Minimal risk study:** No physical or psychological risks anticipated
- **Privacy concerns:** Addressed through strict data protection measures
- **Technical issues:** Backup systems in place for data security
- **Time commitment:** Clearly communicated upfront (20-25 minutes)

## Benefits

- **Scientific contribution:** Advance understanding of human-AI interaction
- **Technology improvement:** Help optimize AI systems for better user experiences
- **Academic knowledge:** Contribute to research in consumer behavior and technology

## Legal Compliance

This study complies with:

- **Swiss Federal Act on Data Protection (FADP)**
- **European General Data Protection Regulation (GDPR)**
- **ETH Zurich Research Ethics Guidelines**
- **International ethical standards for human subjects research**

## Compensation

Participation in this study is unpaid. However, as a token of appreciation:

- Participants who provide email addresses may be entered into a drawing for shopping vouchers
- Providing email address is completely voluntary and not required for participation
- Winners will be notified within 4 weeks of study completion

## Contact Information

### Study Researcher

**Ann-Kathrin Pesch**

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### Data Protection Officer

**Tomislav Mitar**

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### Ethics Committee

**ETH Zurich Ethics Committee Secretariat**

Email: [ethics@sl.ethz.ch](mailto:ethics@sl.ethz.ch)

Phone: +41 44 632 85 72

**Complaints and Concerns**

If you have any complaints about this study or concerns about your rights as a participant, please contact the ETH Zurich Ethics Committee at the contact information above.

**Study Funding and Approval**

**Funding:** This study is conducted as part of a Master's thesis at ETH Zurich's Technology Marketing Chair. No external commercial funding is involved.

**Ethics Review:** This study has been reviewed and approved by the ETH Zurich Ethics Committee under application number 25 ETHICS-190.

**Acknowledgment**

Thank you for considering participation in this research. Your contribution helps advance our understanding of human-AI interaction and contributes to the development of better digital customer experiences.

If you have any questions about this study, please don't hesitate to contact Ann-Kathrin Pesch at [apesch@ethz.ch](mailto:apesch@ethz.ch) before providing your consent.

*This document contains the complete information about the research study. Please retain this document for your records.*

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