

The Influence of a Robot Recommender System on Impulse Buying Tendency

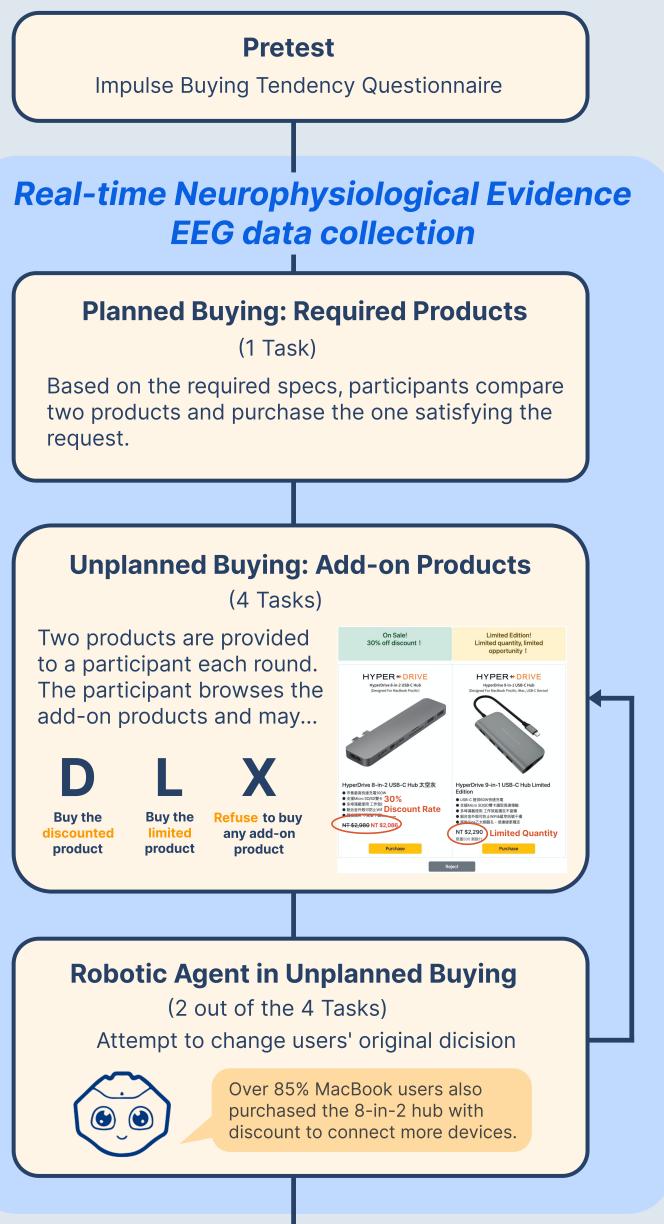
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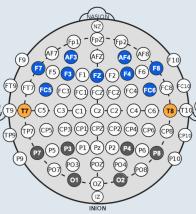


⌚ Objective

- How do different marketing plans (discount rate vs. limited quantity) affect customers' impulse buying tendency?
- Can a robot recommender system change customers' impulse buying behavior?



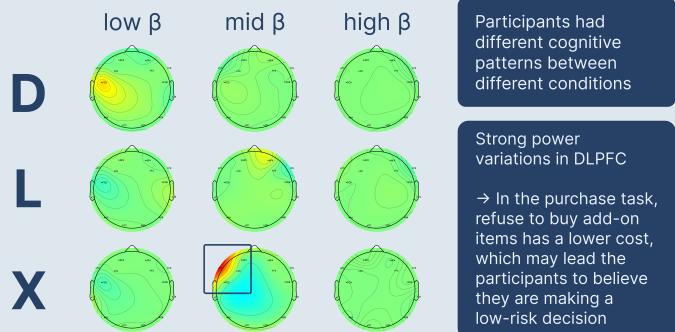
Emotiv EPOC x
14 channel, 256Hz



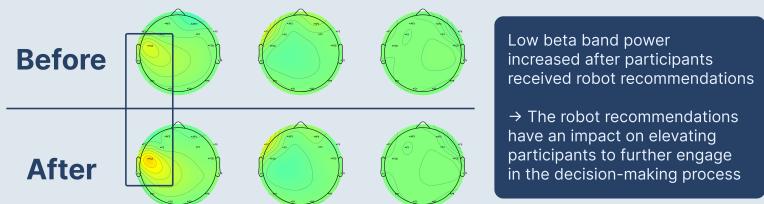
Frequency Band	Activities
Low Beta (12~15 Hz)	Quiet, focused, and introverted concentration
Mid Beta (15~20 Hz)	Increases in energy, anxiety, and performance
High Beta (18~40 Hz)	Significant stress, anxiety, paranoia, high energy, and high arousal

Baseline Normalization: planned buying serves as baseline

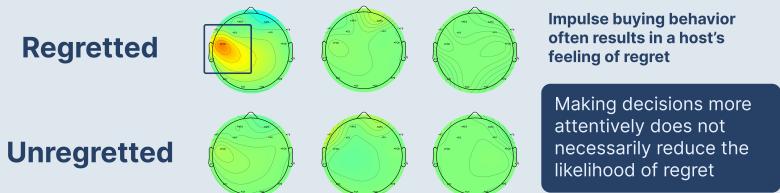
1 Discounted vs. Limited Quantity vs. Refuse to buy



2 Before vs. After Robot's Recommendation



3 Regretted Purchase vs. Unregretted Purchase



Post-experiment Interview
Based on the shopping scenario, between "limited quantity" and "discount rate", which factor had a greater impact on your purchasing decision? Why?

Based on the purchased items, do you think there is anything that can be reconsidered, canceled or changed? Why?