

NOVA

IMS

Information
Management
School

MDDDM

Master's Degree Program in
Data-Driven Marketing

The impact of AI VS Human on consumers behavior in the industry of
luxury hospitality

Diogo Oliveira Machado

Master Thesis

presented as partial requirement for obtaining a Master's Degree in Data-Driven Marketing

NOVA Information Management School
Instituto Superior de Estatística e Gestão de Informação

Universidade Nova de Lisboa

NOVA Information Management School
Instituto Superior de Estatística e Gestão de Informação
Universidade Nova de Lisboa

The impact of AI VS Human on consumers behavior in the industry of luxury hospitality

by

Diogo Oliveira Machado

Master Thesis presented as partial requirement for obtaining the Master's degree in Data-Driven Marketing, with a specialization in Digital Marketing & Analytics.

Supervised by

Professor Raquel Soares, PhD, NOVA Information Management School

November, 2024

STATEMENT OF INTEGRITY

I hereby declare having conducted this academic work with integrity. I confirm that I have not used plagiarism, any form of undue use of information or falsification of results along the process leading to its elaboration. I further declare that I have fully acknowledged the Rules of Conduct and Code of Honor from the NOVA Information Management School.

Lisbon, 30 November 2024

ABSTRACT

The growing adoption of technology in the luxury hospitality sector is transforming the way this type of service is offered, as well as customer expectations. Despite the efficiency that Artificial Intelligence (AI) provides, it has difficulty to match the exclusivity and relational connections of human interactions, essential characteristics in luxury contexts. This study explores how trust and perceived personalization mediate the relationship between the type of interaction (AI versus human) and purchase intention in the luxury hospitality sector. Based on existing literature, the study creates the hypothesis that human interaction generates more trust and perception of personalization compared to AI, leading to a higher purchase intention. Using an experimental design methodology, participants were exposed to scenarios of AI and human interaction services to measure their purchase intention. Statistical analyses revealed that trust plays a significant mediating role in purchase decisions, while perceived personalization was less consistent as a mediator. This research contributes to the expanding literature on digital transformation in luxury services, by providing empirical insights about the comparative strengths and limitations of AI and human interaction. In practice, it offers practical recommendations for luxury hospitality businesses, by balancing technological innovation with the unique human touch, to guarantee consumer satisfaction and loyalty in a world that is becoming increasingly digitized.

KEYWORDS

Luxury Hospitality, Artificial Intelligence; Human Interaction; Trust; Personalization; Purchase Intention

Sustainable Development Goals (SDG):

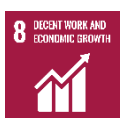


TABLE OF CONTENTS

1. Introduction	6
2. Literature review.....	8
2.1. A new paradigm in the luxury market.....	8
2.2. The middle classes' power in the luxury market.....	8
2.3. New consumer habits	9
2.4. Use of Technology, ai and augmented reality in luxury hospitality	9
2.5. Sense of security and trust.....	10
2.6. Creation of bonds of affinity and loyalty.....	11
2.7. Perceived personalization	12
2.8. Purchase intention	12
3. Hypothesis development and conceptual model.....	14
4. Methodology.....	16
5. Empirical Study.....	17
5.1. Research method	17
5.2. Structure of the questionnaire.....	17
6. Results and Discussion	20
6.1. Demographic analysis	20
6.2. Manipulation check analysis	21
6.3. Hypotheses testing.....	22
6.4. Discussion.....	23
7. Conclusions and Future Research	25
7.1. Theoretical and Practical Implications	25
7.2. Limitations.....	26
Bibliographical References.....	28
Appendix A.....	31
Appendix B.....	32
Appendix C.....	38

LIST OF FIGURES

Figure 1 - Conceptual Model.....	15
Figure 2 - Human scenario	18
Figure 3 - AI scenario	18
Figure 4 - Conceptual Model Validation	23

LIST OF TABLES

Table 1 - Cronbach's Alpha Test.....	20
Table 2 - Sociodemographic Distribution.....	21
Table 3 - Hypothesis Results	23
Table 4 - Items description and measurement scales.....	31

1. INTRODUCTION

The luxury hospitality industry is currently in a phase of profound change, with Artificial Intelligence (AI) transforming service delivery and consumer experiences (Ashtari et al., 2020). This change is particularly relevant because it is challenging businesses to maintain exclusivity, personalization and an emotional connection with their customers - these are the characteristics that define luxury. At the same time, they are incorporating technological innovation into their services to meet their growing expectations (Gonçalves et al., 2024).

In this way, this research is opportune and pertinent, since it approaches a real challenge for the luxury industry: how to manage the balance between the increasing development of technology and the efficiency, and the maintenance of experiences centered on the human being, promoting loyalty and satisfaction (Flavián et al., 2019; Moorlock, Dekel-Dachs, Stokes, & Larsen, 2023).

It is in this sense that the use of artificial intelligence (AI) in luxury hotels is becoming more and more relevant. For example, regarding augmented reality, in a world that is gradually becoming more and more dominated by virtually interactive spaces - which are making the personalized experience that human interaction used to offer disappear - this tool, to a certain level, recovers that feeling of being closer to the customer, as well as an exclusive service adjusted to their specific needs (Ashtari et al., 2020).

However, although AI tools are becoming ever more integrated into luxury services, there is still a significant gap in how these technologies impact consumer perceptions, particularly in comparison to human interactions. Gonçalves et al. (2024) point out that while AI can increase the efficiency of processes, it often fails to match the relational and emotional connection that human services can offer. This limitation is especially critical in luxury environments, where exclusivity and personalization are key. It is for this reason that Jiwnani (2024) emphasizes the need to balance technological innovation with the human touch, in order to guarantee that consumer expectations in terms of quality and exclusivity are met.

Recent studies have shown that trust and perceived personalization are key mediators in the formation of consumer behavior in luxury contexts (Cunha & Santos, 2019; Jacobson, 2020). Although existing studies have investigated these mediators in an independent way, there is little empirical evidence comparing them in AI service and human service environments in high-risk industries, such as luxury hospitality. So, this gap calls for research into how these factors interact to influence customers' purchase intention.

For this reason, large luxury hotel groups should adopt a careful approach when looking to integrate AI technology and tools into their services (Gonçalves et al., 2024). As already mentioned, luxury consumers are looking for a very specific service, with a strong touch of exclusivity and humanization, so the approach has to be very balanced - above all, the balance between this technological nature and human intervention is fundamental, because this is the only way to guarantee complete and exceptional experiences, in line with what is expected of a luxury hotel (Jiwnani, 2024).

Therefore, this study approaches a critical gap by investigating the comparative impact of AI versus human interactions, in terms of trust, perceived personalization and purchase intention, in the luxury hospitality sector. While previous studies have focused on the growing role of AI in service delivery, little research has explored how these tools perform in relation to human interaction when it comes to create exclusivity and emotional connection. Therefore, by focusing on this area, this research aims to add empirical knowledge to the growing literature on the adoption of technology in luxury contexts, as well to provide recommendations for professionals who seek to optimize their service delivery in the luxury hospitality industry.

In this sense, this research will start by reviewing the literature on the use of technology and AI in the luxury hospitality industry, as well as how this type of industry aims to provide customers with feelings of trust and personalization, in order to encourage them to buy the service. Following this, the study's hypotheses, conceptual model and applied methodology will be presented. Finally, the empirical study will be developed, followed by a presentation of the results and conclusions.

2. LITERATURE REVIEW

2.1. A NEW PARADIGM IN THE LUXURY MARKET

In contrast to what most of us might think, the concept of luxury is not something conservative, immutable, and unchanging over time. In fact, it's quite the opposite. Historically, the word "luxury" derives from the term "luxatio," which signifies "disruption" (Kumar, Paul, & Unnithan, 2020). And it is precisely on the basis of this word that this research begins: a disruption between an old paradigm where the luxury market was centered on an exclusive section of society, which contrasts with a new way of being by prestige brands, increasingly democratized and penetrated into the general population (Bahri-Ammari, Coulibaly, & Ben Mimoun, 2020). In this sense, in the luxury hospitality industry, it is interesting to see whether this democratization is also happening.

2.2. THE MIDDLE CLASSES' POWER IN THE LUXURY MARKET

The characteristics of consumers and their consumption models are changing over time (Bahri-Ammari, Coulibaly, & Ben Mimoun, 2020). The evolution of the internet itself and increasingly generalized access to technology (social networks, smartphones, etc.), combined with the growing presence of luxury on online platforms, has allowed consumers to get closer to this type of industry themselves and what they have to offer (Bahri-Ammari, Coulibaly, & Ben Mimoun, 2020).

In addition, the exponential economic growth of global markets led to something else: the massive emergence of a dominant middle class with specific consumer characteristics that would shape consumption models in the luxury market (Chatterjee, Chaudhuri, & Vrontis, 2023). An idea of "new luxury" appears, leveraged by a market strategy focused on a rising middle class. From the point of view of luxury brands, this new target audience could mean a new market opportunity, where consumers would have the chance to acquire luxury products—gifted with special characteristics such as rarity, high quality, and a sense of unreachability for the majority of the population (Kastanakis & Balabanis, 2012)—at a more reasonable price (Chatterjee, Chaudhuri, & Vrontis, 2023).

In this respect, and according to this approach, do consumers belonging to this social group also adopt this type of behavior when it comes to the luxury hospitality industry? Well, we already know that consumers and clients, when browsing in the virtual world, will reveal higher levels of loyalty, satisfaction, empowerment, emotional connection, trust, and commitment if they feel truly connected to the industry in particular (Brodie, Ilic, Juric, & Hollebeek, 2013). But does this middle class share the same vision?

2.3. NEW CONSUMER HABITS

However, this technological, demographic and socio-economic evolution is not happening alone. In fact, the natural development of the generations also has a word to say on this path, since the most recent generations - Millennials and Generation Z -, precisely because they were born into a totally different social, economic and technological context from previous ones, will automatically exhibit different behaviors and consumption models (Cunha, M. N., & Santos, E., 2019).

And it is these more recent generations, made up of younger consumers, that make up the "new luxury" mentioned earlier (Chatterjee, S., Chaudhuri, R., & Vrontis, D., 2023). The customers of this "new luxury" - focused on the middle class - are younger compared to the consumers of the old luxury market - associated with a more exclusive segment of society - specifically because they have different consumption practices at every level (Chatterjee, S., Chaudhuri, R., & Vrontis, D., 2023).

In fact, the role that brands play in their lives is much more intense - younger consumers feel that a prestigious brand can now be reached more affordably (Chatterjee, S., Chaudhuri, R., & Vrontis, D., 2023). In addition, based on their new consumption habits, luxury brands have started to realize that it is becoming increasingly demanding to segment their target audience, since second-hand luxury markets and clothing resales on private websites, for example, are increasingly part of their consumers' daily lives (Bahri-Ammari, N., Coulibaly, D., & Ben Mimoun, M. S., 2020). In this context, it is also interesting to see whether this thinking on the part of younger generations also applies to the world of hospitality.

2.4. USE OF TECHNOLOGY, AI AND AUGMENTED REALITY IN LUXURY HOSPITALITY

The use of Artificial Intelligence and technology tools is completely revolutionizing the service that luxury hotels provide to their guests (Luxury Lifestyle Awards, 2023, May 26). And in fact, at the moment, it is one of the main techniques used by many groups and companies (including hotels and establishments in the hospitality industry) to capture their attention and personalize their experience (Gonçalves, Costa Pinto, Shuqair, Mattila, & Imanbay, 2024). However, although this measure has its degree of success, it can sometimes have a negative effect on the consumption intentions of its target audience. This happens because the incorporation of technology can alter the perception that these customers have of the value of luxury, as the characteristics that they seek to find in this type of industry end up being compromised once technology enters the stage (Gonçalves, Costa Pinto, Shuqair, Mattila, & Imanbay, 2024). These are the emphasis on human interaction, personalized service, and exclusive attention—this human interaction, with a view to attracting and winning over

customers in luxury hotels, should not be replaced, but improved (Jiwnani, 2024, February 13).

The use of augmented reality is one such example. But what is augmented reality? Emerging from the need to adapt a technological tool from the modern digital world to the need to maintain quality, as well as the personalization of service, for customers in the luxury hospitality industry (Ashtari et al., 2020), augmented reality precisely allows the user to have the opportunity, through visual content, to benefit from an interactive experience very close to what is true reality (Kannaiah & Shanthi, 2016).

Therefore, as soon as the customer is able to integrate real and digital components in the same system, as well as participate directly and interact with a three-dimensional virtual reality (Azuma, 1997), they will be one step closer to establishing a closer relationship with the service and, consequently, to showing an intention to buy (Bonetti, Warnaby, & Quinn, 2018). Naturally, this approach fights the idea that technological tools, such as augmented reality, are viewed less favorably when they come into contact with customers looking for a more exclusive service (Gonçalves, Costa Pinto, Shuqair, Mattila, & Imanbay, 2024), as they end up creating more trust with customers (Rosa et al., 2006).

2.5. SENSE OF SECURITY AND TRUST

Whether from the perspective of luxury hospitality or from the perspective of a consumer's relationship with a particular brand, the truth is that in order for the probability of purchasing a certain product or enjoying a certain service to increase, the levels of trust regarding that purchase must be high (Al-Ansi & Han, 2019). In fact, throughout the process of the consumer's intention and eventual purchase of the service, they are totally influenced by the way in which the luxury hospitality industry group creates a relationship of trust with them (Abimbola, Olanrewaju, & Richardson, 2012). It is precisely for this reason that, in order to achieve greater levels of trust with the customer, it is necessary for this relationship to be materialized in practice, so that the customer feels safe, relaxed, and without sensations of uncertainty or doubt (Al-Ansi & Han, 2019).

Previously, it has been shown that the more engaged consumers and customers are, the higher levels of loyalty, satisfaction, empowerment, emotional connection, trust, and commitment they will show (Brodie, Ilic, Juric, & Hollebeek, 2013). And the truth is that the use of augmented reality by entities in the luxury hospitality industry increases customer engagement (Jacobson, 2020). Furthermore, and precisely in line with this logic, the same author argues that this engagement is closely related to the quality of the experience that the luxury entity provides to the consumer from the very first moment.

As already mentioned, these consumers are accustomed to a personalized, human, and exclusive service, so any inclusion of technology and artificial intelligence in the customer engagement process must be extremely well managed and smoothly incorporated (Jiwnani, 2024, February 13). Even so, the author goes further and points out that, in order to maximize the online user experience, human interaction must not be discounted. Naturally, this hybrid modality represents a real challenge for this research, as it is now important to understand to what level a particular consumer balances the relevance of human interaction with the whole world of flexibility and agility that AI has to offer.

In order to assess the trust that these two types of service transmit to the respondents, their honesty and integrity will be evaluated—both from a human interaction service and from an AI service—as well as how these two services demonstrate quality and meet the interests of customers (Benbasat & Wang, 2005).

2.6. CREATION OF BONDS OF AFFINITY AND LOYALTY

In the luxury hospitality industry, the level of service provided to customers who seek it is naturally high—in terms of quality, reliability, and excellence. In this sense, something is quite clear: when a particular group in this industry is able to offer consumers a service of this nature, it will immediately create a sense of loyalty in the relationship that has been established (Simmons, 2007).

However, for this to happen, it is necessary that, within all the associated technology, it is possible to maintain the necessary level of exclusivity and personalization to the needs of each client (Jiwnani, 2024, February 13). As good examples of technology associated with the luxury hospitality sector, it is worth highlighting the chatbots that two luxury hotels have put in place on their websites (Ritz-Carlton and Four Seasons), with the aim of offering faster and more interactive interaction to their customers (Luxury Lifestyle Awards, 2023, May 26).

For this reason, this research will look at how these loyalty indicators are built up among consumers, particularly using technological tools such as artificial intelligence. Because the truth is that once a customer looking for a particular luxury service finds what he or she is looking for through a virtual reality tool, it is natural that a sense of loyalty will eventually emerge, which increases the probability of that customer buying that service (Franzen & Moriarty, 2015).

2.7. PERCEIVED PERSONALIZATION

The perception of personalization is key to satisfying the target audience of any luxury industry (Ashtari et al., 2020). With the increasing influence of technological tools in the process of buying products and services in this type of industry, it becomes even more important to ensure that the delivery of that same product or service remains tailored to the specific needs of each customer (Jiwnani, 2024, February 13).

And that's what personalization is all about: the ability of a luxury brand or industry to meet the specific needs of customers, offering individual recommendations and matching their interests (Cunha & Santos, 2019). The same author states that this approach increases the relevance of interactions and the value that customers place on them, which enhances the creation of a stronger connection between them and the luxury entity. Thus, aspects such as loyalty, engagement, and exclusivity will automatically be improved if the customer feels that their personalization needs are met—and it is precisely for this reason that the balance between the use of technology and a human approach is so important (Gonçalves, Costa Pinto, Shuqair, Mattila, & Imanbay, 2024).

This is why this research also aims to understand how customers in the world of luxury hospitality feel that this personalization is, or is not, compromised by the introduction of technological tools in the process of buying or booking a service. E para medir isto, vai ser utilizada uma measurement scale de perceived personalization, que vai permitir identificar de que forma é que os clientes conseguem encontrar informação personalizada, bem como de que maneira é que vai ao encontro das suas necessidades específicas (Yadav & Rahman, 2017).

2.8. PURCHASE INTENTION

As we have already had the opportunity to analyze, and particularly with regard to the luxury hospitality industry, it becomes a challenge to try to transition the characteristics of a personalized service from a personal interaction when compared to the use of AI tools, such as online augmented reality (Ashtari et al., 2020).

It is thus important to understand the process a customer goes through when they go online to buy a service (Swapana & Padmavathy, 2017). The same author argues that, whatever the service in question, there are certain stages of this process that are linked to factors that characterize the online experience of these users, including the way they are stimulated by what they find, the easiness with which they navigate through the website, and the quality and speed of the navigation itself.

Throughout the entire process, where the user interacts with an augmented reality system, they will acquire a transversal and complete perception of the service they are analyzing, as they are confronted with a rich diversity of angles, sensations, and alternatives, which, due to the characteristics of the tool, are similar to what they would experience in person (Romano, Raudeliūnienė, & Stadnicka, 2020). Naturally, having contact with this type of augmented reality creates a greater variety of emotions, which will undoubtedly influence the user in their decision whether or not to buy, as it gives them a closer perspective on reality (Flavián, Ibáñez-Sánchez, & Orús, 2018).

Therefore, it is precisely on the basis of this association between AI tools and purchase intention that we move on to the research methodology. In fact, this new digital and interactive world brings together a range of factors that will help the consumer make their decision (Romano et al., 2020) and, in this respect, it is now pertinent to place in a prism of variables the hypotheses of our study.

In this sense, starting to refine our study towards one of the conclusions in mind, it will be necessary to assess whether or not respondents plan to book a room in a luxury hotel, depending on the scenario in which they are placed. To do this, we started from a study that investigated purchase intention in the context of consumption intentions for products that are associated with socially sustainable and responsible brands (Kumar, Prakash, & Kumar, 2021). Thus, this angle was adapted for our research, so that purchase intention could also be assessed, but in the context of a desire to book a room in a luxury hotel.

3. HYPOTHESIS DEVELOPMENT AND CONCEPTUAL MODEL

The concept of trust plays a key role in customer decision-making, particularly in the luxury hospitality sector. Trust reduces perceived risks and promotes consumer confidence, which are essential in high-value services (Benbasat & Wang, 2005; Al-Ansi et al., 2019). It has been shown that human interactions, characterized by empathy, transparency and personalized communication, create stronger trust relationships compared to AI services (Jiwnani, 2024). Although AI can provide efficiency, it often does not have the relational and emotional connection necessary to build trust with consumers. Therefore, this first hypothesis presents that trust generated by human interaction has a significant impact on purchase intention in the context of luxury hospitality. So, the following hypothesis is presented:

- **Hypothesis 1:** *AI VS Human will influence Purchase intention, mediated by Trust.*

Perceived personalization is a fundamental factor in increasing customer satisfaction and loyalty in luxury services (Cunha & Santos, 2019). Personalization aims to match service offerings to individual consumer preferences, creating a sense of exclusivity and relevance (Gonçalves et al., 2024). While AI is able to provide personalized recommendations through data-driven insights, human interaction offers a different perception of consumer needs, which is more difficult to produce with technology. In the luxury hospitality industry, where exclusivity and personalized experiences are critical, this second hypothesis suggests that perceived personalization may also mediate the relationship between type of service and purchase intention. In this way, the following hypothesis is presented:

- **Hypothesis 2:** *AI VS Human can also influence Purchase intention, but with mediation from Perceived personalization.*

Based on these hypotheses, it is now appropriate to present the figure of our conceptual model, as well as the definition of the independent and dependent variables of our study. In this sense, the model follows:

- **Independent variable:** AI VS Human;
- **Dependent variable:** Purchase intention;
- **Mediating variables:**
 - Trust
 - Perceived personalization

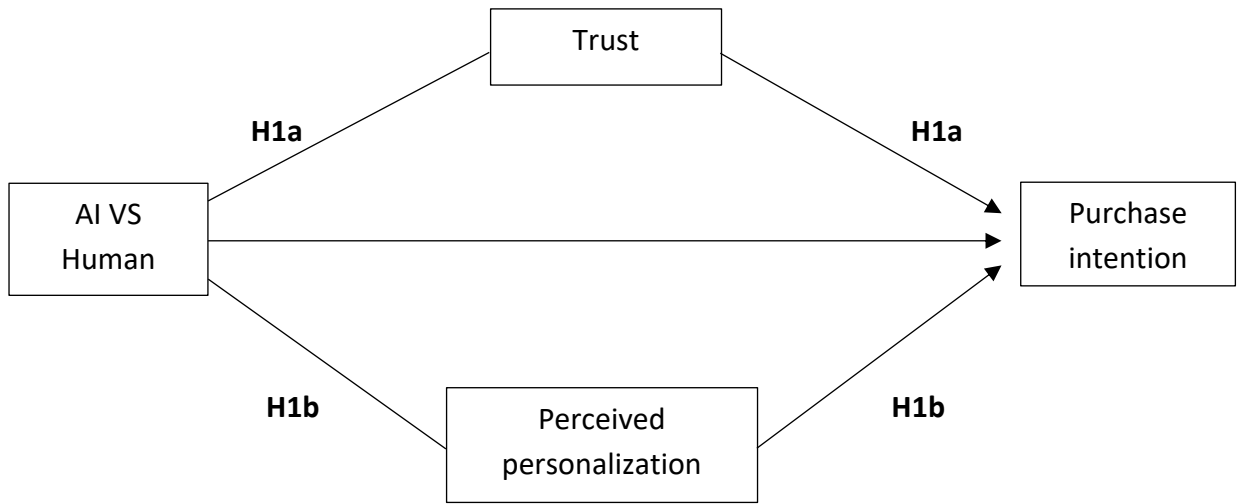


Figure 1 - Conceptual Model

4. METHODOLOGY

In order to continue this research, the Experimental Design methodology will be adopted. This type of method aims to understand the relationships between the variables that have been previously presented and to test the hypotheses that have been identified. More specifically, the Experimental Design methodology enables researchers to determine causal relationships between an independent variable (IV) and a dependent variable (DV), by manipulating the independent variable with a high degree of control over the rest of the environment (Kirk, 2013; Viglia et al., 2021).

In this case, at first, a causal relationship will be searched for between *AI VS Human* (independent variable) and *Purchase intention* (dependent variable). Essentially, there is a cause-effect relationship between these two, and before moving on to a deeper analysis, it is important to understand the dynamics that exist in this connection. As is known, experimental designs are particularly effective for isolating the effects of independent variables, making them used in behavioral and consumer studies (Shadish, Cook, & Campbell, 2002).

As part of this method that will be being adopted in this research, there are four types of experiments that can be applied: Randomized Experiment (randomly assigned to conditions), Quasi-Experiment (not randomly assigned), Natural Experiment (natural events cannot be manipulated or planned) and Correlational Study (non-experimental surveys or observational study). In fact, randomized experiments are recognized as the gold standard for testing causal hypotheses due to their ability to minimize biases and confounding variables (Gerber & Green, 2012).

Looking at this scenario and considering the nature of the investigation, the most logical option is the Randomized Experiment, since the variables that will be used for the analysis, at first glance, do not allow us to observe a clear dynamic that already exists. So, this procedure provides confidence, since randomization ensures that differences between groups can be attributed to the experimental manipulation, ensuring internal validity (Campbell & Stanley, 1963). In other words, given that the purpose of this analysis is to understand the relationship that exists between the variables presented, it is logical to adopt a methodology that presumes that the relationship between the variables can be of any shape or form.

In this sense, starting with the same questions for both scenarios, it will be evaluated how a customer's purchase intention is then shaped when they are faced with an AI service or with a service involving human interaction, using trust and perceived personalization as measurements scales. Trust has been widely identified as a critical mediator in purchase intention (Benbasat & Wang, 2005), while perceived personalization enhances the perceived value and satisfaction of service delivery (Cunha & Santos, 2019).

5. EMPIRICAL STUDY

5.1. RESEARCH METHOD

This research used a quantitative analysis of 232 respondents (116 in each scenario) to compare the impact that two types of service - AI and Human -, in the context of luxury hospitality, have on the respondents' intention to buy that same service, properly inserted into a scenario where they would be potential customers in this industry.

To this end, a questionnaire was designed to collect this information, without any kind of specific filter in terms of the characteristics of the respondents. In fact, the aim was precisely this: to cover a spectrum of people with as many different ages, genders and qualifications as possible.

The questionnaire was therefore created online using the Qualtrics platform and disseminated via two social networks - LinkedIn and Instagram -, email and What's App. However, before the questionnaire was sent to the respondents, a pre-test was performed to check if there were any inconsistencies. So, the test was previously sent to 30 respondents and, given that the results were going normally, the survey was then formally launched. In this context, respondents had the opportunity to answer the survey between November 10 and November 22, and it was conducted and presented in English.

5.2. STRUCTURE OF THE QUESTIONNAIRE

At the start of the questionnaire, respondents were presented with a short introduction, which briefly explained the aim of this study - "to measure the impact of Artificial Intelligence compared to human interaction on consumer behavior in the luxury hospitality industry" -, followed by information mentioning that this survey would take around 5 minutes to complete. In addition, in order to comply with confidentiality requirements, in this first section we also informed respondents that their participation in the research was voluntary - the next section of the questionnaire consists in a declaration of consent, where they consent to their participation in the study and state that they are of legal age - and that the anonymity of the answers was completely guaranteed.

After this initial context, respondents were shown the scenario they were faced with. As mentioned, since this is a study conducted using an experimental design approach, respondents were automatically selected for one of these scenarios:

- Human scenario: "Imagine you want to book a room in a luxury hotel. Then you make a phone call to the hotel reception, where you have the opportunity to speak

to a receptionist, who will answer any questions you may have about the room you want to book and the hotel's facilities” - Fig. 1;

- AI scenario: “Imagine you want to book a room in a luxury hotel online. So you go to the hotel's website, where you are faced with a whole digital customer service, where any questions you may have about the room you want to book will be solved by a chatbot and an augmented reality service” - Fig. 2.

After this description, both scenarios had the following information: “Please watch carefully the video that illustrates how this process takes place. The following questions will be based on this video”.

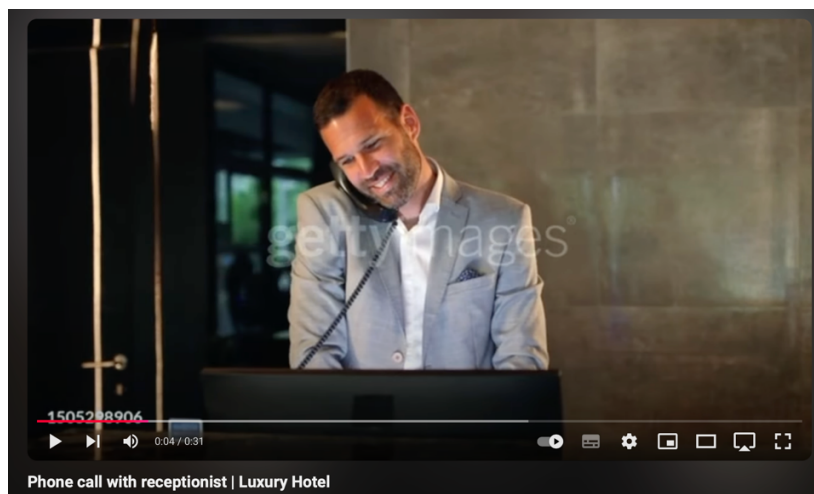


Figure 2 - Human scenario

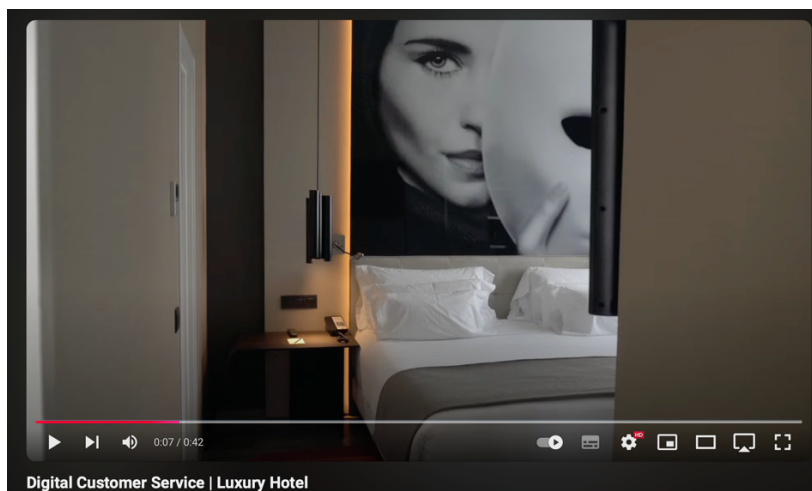


Figure 3 - AI scenario

After this presentation and insertion of the respondent in a specific context, the questions were followed according to the structure and content shown in the table below - in order to comply with the strictness that a study based on an experimental design approach requires, the questions in the two scenarios were exactly the same. All of these questions were asked using a 7-point Likert scale, with the aim of providing respondents with a good range of answers: "Strongly Disagree", "Disagree", "Partially disagree", "Neither agree nor disagree", "Partially agree", "Agree" and "Totally agree".

After this block of more technical questions, which would later allow us to reach the conclusions of the study, a question was asked to assess the effectiveness of the respondents' manipulation of the scenario in which they were inserted. Thus, through a manipulation check question, at the end of the questions included in the table above, respondents were asked which of the two types of service they had just been faced with: AI service or human interaction.

Finally, for purposes of further analysis, the questionnaire ended with a few questions about personal information, particularly relating to the respondents' gender, age, educational qualifications and occupation.

6. RESULTS AND DISCUSSION

The current research uses a questionnaire to conduct a quantitative study and the data was analyzed using IBM SPSS Statistics 29. Besides, as mentioned previously, all of the questions asked to the respondents were built using a 7-point Likert scale, providing them with a large range of answers. In total, 12 questions were formulated: three for the dependent variable *Purchase Intention*, five for the mediator *Trust* and four for the mediator *Perceived Personalization*).

In this sense, it is relevant to do a Cronbach's Alpha Test, in order to assess the reliability of each variable and the items in question. Here, it is possible to verify that all the items belonging to each of the three variables have high reliability values (equal to or greater than 0.85) - with the exception of the items in the dependent variable *Purchase Intention*, which has a value of slightly less than 0.70, thus presenting a moderate consistency.

Scale	Purchase Intention	Trust	Perceived Personalization
CronBach Alpha (a=)	0.67	0.85	0.90
Initial number of items	3	5	4

Table 1 - Cronbach's Alpha Test

6.1. DEMOGRAPHIC ANALYSIS

From the data collected from the questionnaire, the average age of respondents is 35.8 years and ranges from 20 to 73 years. The majority of respondents belong to the female gender (a total of 126 women and 105 men, respectively corresponding to 54.3% and 45.3%) and have a master's degree (52.6%). In addition, more than two thirds of respondents are employed (65.9%).

Sociodemographic Variable	Option	Frequency	Results (%)
Gender	Female	126	54.3%
	Male	105	45.3%
	Non-binary	0	0%
	I prefer not to say	1	0.4%
Age	20-29	118	50.9%
	30-39	32	13.8%

	40-49	28	12.1%
	50-59	43	18.5%
	60-73	11	4.7%
Educational Qualifications	Below 9th grade	0	0%
	9th grade	0	0%
	12th grade	15	6.5%
	Bachelor's Degree	76	32.8%
	Master's Degree	122	52.6%
	PhD	11	4.7%
	Other	8	3.4%
Occupation	Student	21	9.1%
	Working student	22	9.5%
	Self-employed worker	20	8.6%
	Employed	153	65.9%
	Unemployed	3	1.3%
	Retired	6	2.6%
	Other	7	3%

Table 2 - Sociodemographic Distribution

6.2. MANIPULATION CHECK ANALYSIS

In order to verify the effectiveness of the manipulation of the experimental scenarios, a detailed analysis of the items related to the scenario with Artificial Assistance (AI) and without Artificial Assistance (Human) was conducted. In this way, to test the differences between the experimental conditions, a *One-Way ANOVA* test was performed, comparing the averages of the responses in the AI and Human scenarios:

- AI Scenario (Mean = 3.75) Human Scenario (Mean = 4.67).

Following this, the *ANOVA* test revealed a significant difference between the groups. However, the results of the *ANOVA* test did not indicate statistically significant differences between the scenarios ($F = 1.49$; $p = 0.223$). This suggests that the participants may not have clearly perceived the distinctions between the scenarios. This finding highlights the importance of strengthening the experimental manipulation in future studies, using more detailed descriptions or more distinct videos to increase the clarity of the scenarios.

6.3. HYPOTHESES TESTING

In order to evaluate the hypotheses formulated in this study, statistical analyses were conducted to test the impact of the independent, mediating and dependent variables, as proposed in the conceptual model.

H1a: AI VS Human will influence Purchase intention, mediated by Trust

A one-way ANOVA test was performed to check if there were statistically significant differences in Trust between the two experimental groups (AI and Human). The results indicated that participants attributed higher levels of Trust to the human interaction scenario (Mean = 4.87) compared to the AI scenario (Mean = 3.92). This difference was statistically significant ($F = 9.45, p < 0.01$).

Additionally, the direct impact of Trust on Purchase Intention was tested using a linear regression. The analysis revealed that Trust was a significant predictor of Purchase Intention ($\beta = 0.68, p < 0.001$). The mediation model confirmed that Trust acts as a mediator between the type of interaction and Purchase Intention, with a significant indirect effect (LLCI = 0.25; ULCI = 0.72).

These results support hypothesis H1a, indicating that human interaction promotes greater Trust, which increases Purchase Intention. This is consistent with the previous literature, pointing to the central role of trust in high-value purchasing decisions.

H1b: AI VS Human will influence Purchase intention, mediation by Perceived Personalization

To evaluate this hypothesis, mediation analyses were carried out using the macro for SPSS, with 5,000 bootstrap samples. The results showed that the impact of the type of interaction (AI vs. Humans) on Perceived Personalization was not statistically significant ($t = 1.67; p = 0.11$). Despite this, Perceived Personalization had a marginally significant impact on Purchase Intention ($\beta = 0.32, p = 0.053$).

However, the indirect effect of Perceived Personalization as a mediator was insignificant (LLCI = -0.05; ULCI = 0.18), which suggests that this variable does not play a significant role in mediating the effect between the type of interaction and Purchase Intention.

Therefore, hypothesis H1b is rejected, as Perceived Personalization was not sufficiently strong to mediate the relationship between the scenarios and Purchase Intention. Moreover, these results highlight the need to explore ways of improving perceived personalization in experimental settings, especially in the context of AI interactions.

Hypothesis	Results
H1a: AI VS Human will influence Purchase intention, mediated by Trust	Supported
H1b: AI VS Human will influence Purchase intention, mediation by Perceived Personalization	Rejected

Table 3 - Hypothesis Results

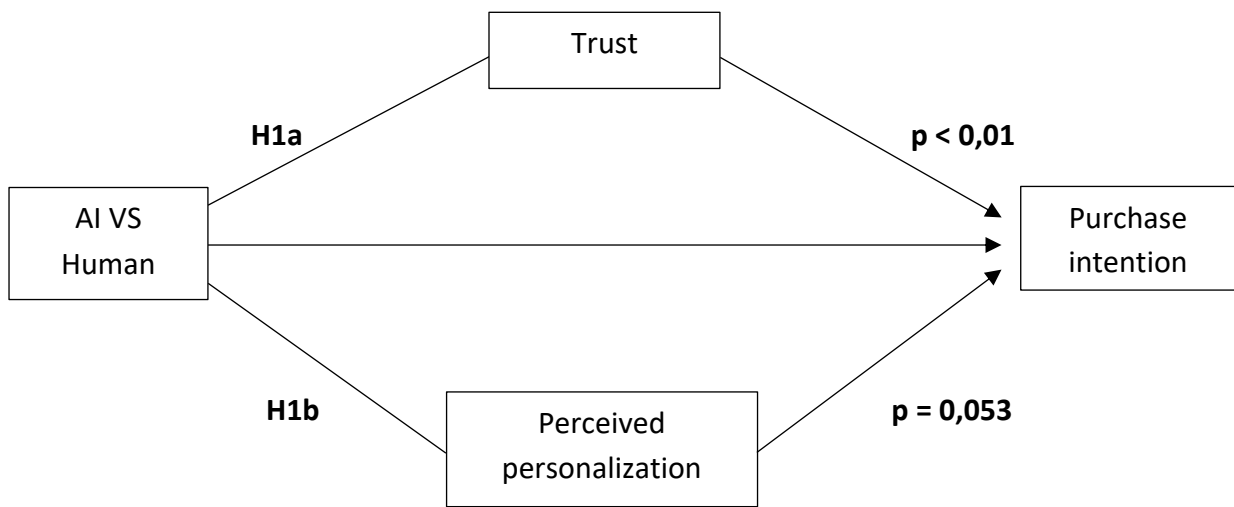


Figure 4 - Conceptual Model Validation

6.4. DISCUSSION

At first glance, it is clear that human interaction increases in a significant way the feeling of security and trust compared to AI interactions. This result is consistent with previous research, which highlights the importance of trust as a mediator of purchase intention (Al-Ansi et al., 2019; Brodie et al., 2013). It has been shown that trust plays a crucial role in reducing perceived risks, particularly in high-value purchases such as in the luxury hospitality industry (Benbasat & Wang, 2005). Furthermore, it has been analyzed that the trust generated through personalized and empathic interactions increases consumer loyalty and satisfaction (Hollebeek et al., 2014).

In the context of luxury hospitality, personalized and human service helps to increase customer trust in the industry. As noted by Jiwnani (2024), trust is fundamental to provide experiences that meet consumer expectations. Therefore, these results reflect Gonçalves et

al.'s (2024) affirmation that human interactions offer a deeply relationship that AI has difficulty to replicate, especially in environments that demand exclusivity and high standards.

In a second moment, it can be observed that participants who interacted with human agents have reported a stronger sense of personalization and matching their preferences - this supports the previous literature on the importance of personalized experiences (Cunha & Santos, 2019). Personalization has been identified in a consistent way as a key feature of luxury services, promoting a feeling of singularity and exclusivity that is crucial for consumer satisfaction (Ashtari et al., 2020). In addition, studies by Yadav & Rahman (2017) highlight that personalized experiences not only meet consumers' needs, but also boost their perception of value, loyalty and engagement. Thus, these results are consistent with the findings of Ashtari et al. (2020), who suggest that human interactions that are well executed create a stronger sense of connection, leading to greater consumer loyalty and satisfaction.

The preference for human interaction in this context of the luxury hospitality industry is in agreement with Gonçalves et al. (2024), who observed that totally automated systems have difficulty in offering a service with the necessary personalization that luxury consumers are looking for. In this context, Jacobson (2020) indicates that successful customer engagement strategies in luxury environments depend on the perfect balance between the use of human and technological services. This is the only way to ensure that customers' unique needs are met. Similarly, Romano et al. (2020) argues that AI, although efficient, often does not have the necessary level of rigor to respond to the complex needs that this type of customers look for in luxury environments.

Regarding the practical implications of this study, the knowledge generated by this research suggests various practical recommendations for luxury hotel businesses. For example, with regard to a balanced integration of technology and human touch, it is possible to start to conclude that the use of AI to upgrade a service, rather than replace it, is a safe and viable hypothesis, since human interaction continues to guarantee a high quality experience (Jiwani, 2024). In addition, transparency and service excellence can reduce perceived risks and promote consumer loyalty (Al-Ansi et al., 2019). This focus on building trust strategies can really make a difference.

This study contributes to the literature by empirically demonstrating the mediating roles of trust and personalization in the relationship between AI and consumer behavior. It extends the knowledge of how digital and human contact points interact in decisions about high-risk purchases, as suggested by Romano et al. (2020).

7. CONCLUSIONS AND FUTURE RESEARCH

This study aimed to understand the impact of AI versus human interaction on consumer behavior in the luxury hospitality sector, focusing on trust, perceived personalization and purchase intention. In order to fill the gap identified in the introductory part of the research, the results showed empirical evidence that contrasts the different roles of trust and personalization in shaping consumer behaviour. In particular, the results reveal that although an AI service offers customers more efficiency, it has difficulties in manifesting a relational depth, as well as establishing an emotional connection with the customer - these characteristics are the essence of luxury services. This confirms the importance of a human approach in the context of this industry.

7.1. THEORETICAL AND PRACTICAL IMPLICATIONS

This study contributes significantly to the development of knowledge on the impact of Artificial Intelligence (AI) compared to human interaction on consumer behavior in the luxury hospitality sector. By exploring the differentiated effects of AI and human interactions on perceived trust, personalization and purchase intention, the research fills existing gaps in the literature, especially in the specific context of luxury services. In addition, the results obtained help to understand the mediating effect of factors, such as trust and personalization on the relationship between the type of interaction (human or AI) and customer satisfaction. Besides, these results provide valuable insights that strengthen the theoretical basis for future research on technology and consumer behavior.

Therefore, putting these ideas into practice, it is relevant to look at the conclusions of this study and try to understand how they can help professionals in the luxury hospitality sector to define this type of strategy. More deeply, to define strategies that integrate AI effectively, without compromising the personalized experience that customers in this type of industry expect. For example, luxury hotels can adopt AI-based virtual assistants for more operational tasks - such as reservations, frequently asked questions, room service requests, a data analysis AI system that tracks the preferences of previous guests, etc. - while maintaining human interactions for critical moments that require greater empathy and personalization - such as dealing with complaints and more sensitive situations, offering exclusive recommendations, reception and welcome moments, etc.

7.2. LIMITATIONS

Although this study contributes to understand the impact of the interaction between AI and humans on consumer behavior in the luxury hospitality sector, some limitations must be noted. These limitations indicate not only the limits of this work, but also provide directions for future research.

First of all, the sample is mainly digital and consists mostly of digitally active individuals - this may not properly represent the entire target audience of luxury customers. In fact, there may be customers who are less experienced digitally and who, in this sense, may have different perceptions regarding interaction with AI, for example. Therefore, as a solution to this limitation, future research on this topic should include more diverse samples, reaching consumers with different levels of digital experience, ages and cultures. In addition, studies conducted in real luxury hospitality environments could catch more authentic insights.

In a second moment, the scenarios that were used in the questionnaire experience, even though they were constructed to illustrate interactions with AI and humans as best as possible, were limited in their capacity to represent real experiences in the luxury industry. The use of short videos and basic descriptions may not have been detailed enough to create a clear distinction between the scenarios, and this may have affected participants' perceptions. For this reason, for future studies, it would be interesting to include more detailed descriptions and videos that can reflect the nuances of real interactions. In this way, it will be one step closer to achieve a more effective manipulation, which increases the internal validity of the experimental study.

Thirdly, the research only looked at trust and perceived personalization as mediators, while other variables, such as empathy, satisfaction or exclusivity, can also have a significant influence on consumer behavior. Therefore, for future studies, other mediating variables should be explored, so that the results of the sample could be closer to the true reality.

Last but not least, the use of an online questionnaire always has its limitations, since Likert scales, which was the method used in this particular study, do not give space for the respondent to give a qualitative answer. Therefore, as a solution for future studies, qualitative interviews could be used, with the aim of providing a richer and more detailed view. In addition, the survey did not explore cultural differences - which is a relevant factor in global luxury services - where preferences can be very different between regions. In this sense,

future studies could also look to compare consumers from different cultures, in order to identify important variations and develop strategies adapted to different markets.

This study confirms the importance of a proper balance between technological innovation and human connection in luxury services. By exploring the opportunities presented by artificial intelligence and human interaction, this research opens new paths for the evolution of the luxury hospitality sector. Although the conclusions of this research are specific to the context that was studied, they represent a starting point for further debates about the role of technology in environments where personalization and trust are important. To conclude, it is expected that this work may inspire future academic research to create strategies that value both human potential and technological possibilities. The main objective will always be to guarantee great experiences for demanding consumers in a market that, as demonstrated, is constantly changing.

BIBLIOGRAPHICAL REFERENCES

- Al-Ansi, A., & Han, H. (2019). Role of halal-friendly destination performances, value, satisfaction, and trust in generating destination image and loyalty. *Journal of Destination Marketing & Management*, 13, 51–60. <https://doi.org/10.1016/j.jdmm.2019.05.007>
- Azuma, R. T. (1997). A survey of augmented reality. *Massachusetts Institute of Technology*, 6(4), 355–385. <https://doi.org/10.1162/pres.1997.6.4.355>
- Bahri-Ammari, N., Coulibaly, D., & Ben Mimoun, M. S. (2020). The bandwagon luxury consumption in Tunisian case: The roles of independent and interdependent self-concept. *Journal of Retailing and Consumer Services*, 52, 101903. <https://doi.org/10.1016/j.jretconser.2019.101903>
- Benbasat, I., & Wang, W. (2005). Trust in and adoption of online recommendation agents. *Journal of the Association for Information Systems*, 6(3), 72–101. <https://doi.org/10.17705/1jais.00065>
- Bonetti, F., Warnaby, G., & Quinn, L. (2018). Augmented reality and virtual reality in physical and online retailing: A review, synthesis and research agenda. In T. Jung & M. tom Dieck (Eds.), *Augmented Reality and Virtual Reality: Empowering Human, Place and Business* (pp. 119–132). Springer. https://doi.org/10.1007/978-3-319-64027-3_9
- Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66(1), 105–114. <https://doi.org/10.1016/j.jbusres.2011.07.029>
- Campbell, D. T., & Stanley, J. C. (1963). *Experimental and quasi-experimental designs for research*. Houghton Mifflin.
- Chatterjee, S., Chaudhuri, R., & Vrontis, D. (2023). Masstige marketing: An empirical study of consumer perception and product attributes with moderating role of status, emotion, and pride. *Journal of Business Research*, 155, 113401. <https://doi.org/10.1016/j.jbusres.2022.113401>
- Cunha, M. N., & Santos, E. (2019). A percepção do consumidor face à comunicação das marcas de moda de luxo nas redes sociais. *International Journal of Marketing, Communication and New Media*, 7(12), 83–102. <http://u3isjournal.isvouga.pt/index.php/ijmcmn/article/view/411>

Flavián, C., Ibáñez-Sánchez, S., & Orús, C. (2019). The impact of virtual, augmented, and mixed reality technologies on the customer experience. *Journal of Business Research*, 100, 547–560. <https://doi.org/10.1016/j.jbusres.2018.10.050>

Franzen, G., & Moriarty, S. (2015). *The Science and Art of Branding*. Routledge. <https://doi.org/10.4324/9781315734364>

Gerber, A. S., & Green, D. P. (2012). *Field experiments: Design, analysis, and interpretation*. W.W. Norton & Company.

Gonçalves, A. R., Costa Pinto, D., Shuqair, S., Mattila, A., & Imanbay, A. (2024). The paradox of immersive artificial intelligence (AI) in luxury hospitality: How immersive AI shapes consumer differentiation and luxury value. *International Journal of Contemporary Hospitality Management*. <https://doi.org/10.1108/IJCHM-11-2023-1689>

Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development, and validation. *Journal of Interactive Marketing*, 28(2), 149–165. <https://doi.org/10.1016/j.intmar.2013.12.002>

Jiwnani, L. (2024, February 13). AI's transformative role in the hospitality industry. Deloitte. <https://www.deloitte.com/uk/en/Industries/consumer/blogs/embracing-the-future-ais-transformative-role-in-hospitality.html>

Kannaiah, D., & Shanthi, R. (2016). The impact of augmented reality on retail perceptions. *Retail Perceptions*, 8(March), 64–73.

Kastanakis, M. N., & Balabanis, G. (2012). Between the mass and the class: Antecedents of the “bandwagon” luxury consumption behavior. *Journal of Business Research*, 65(10), 1399–1407. <https://doi.org/10.1016/j.jbusres.2011.10.005>

Kirk, R. E. (2013). *Experimental design: Procedures for the behavioral sciences* (4th ed.). SAGE Publications.

Kumar, A., Prakash, G., & Kumar, G. (2021). Does environmentally responsible purchase intention matter for consumers? A predictive sustainable model developed through an empirical study. *Journal of Retailing and Consumer Services*, 58, 102270. <https://doi.org/10.1016/j.jretconser.2020.102270>

Luxury Lifestyle Awards. (2023, May 26). AI in Luxury Hospitality: How Artificial Intelligence is Redefining Service Excellence in High-End Hotels and Resorts.

<https://luxurylifestyleawards.com/experience/ai-luxury-hospitality-artificial-intelligence-redefining-service-excellence>

Moorlock, E., Dekel-Dachs, O., Stokes, P., & Larsen, G. (2023). Constructing consumer-masstige brand relationships in a volatile social reality. *Journal of Business Research*, 155, 113381. <https://doi.org/10.1016/j.jbusres.2022.113381>

Purohit, S., & Radia, K. N. (2022). Conceptualizing masstige buying behavior: A mixed-method approach. *Journal of Business Research*, 142, 886–898. <https://doi.org/10.1016/j.jbusres.2022.01.023>

Romano, B., Sands, S., & Pallant, J. I. (2020). Augmented reality and the customer journey: An exploratory study. *Australasian Marketing Journal*. <https://doi.org/10.1016/j.ausmj.2020.06.010>

Shadish, W. R., Cook, T. D., & Campbell, D. T. (2002). *Experimental and quasi-experimental designs for generalized causal inference*. Houghton Mifflin.

Swapana, M., & Padmavathy, C. (2017). Factors influencing online shopping experience: A conceptual model and implications. *Sona Global Management Review*, 11(1), 55–70.

Viglia, G., Pera, R., & Bigné, E. (2021). The determinants of stakeholder engagement in digital platforms. *Journal of Business Research*, 123, 255–266. <https://doi.org/10.1016/j.jbusres.2020.09.011>

Yadav, M., & Rahman, Z. (2017). Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development and validation. *Telematics and Informatics*, 34(7), 1294–1307. <https://doi.org/10.1016/j.tele.2017.06.001>

APPENDIX A

Items descriptions and measurement scales

Constructs	Item description	Source
Purchase Intention	I am planning to book a room in a luxury hotel in future.	Adapted from: Kumar, A., Prakash, G., & Kumar, G. (2021)
	I plan to book a room in a luxury hotel regularly.	
	I will expend more effort on booking a room in a luxury hotel in comparison to cheaper hotels.	
Trust	This type of customer service puts my interests first.	Adapted from: Benbasat, I., & Wang, W. (2005)
	This type of customer service is honest.	
	I consider this type of customer service to possess integrity.	
	Using this type of customer service improved the quality of analysis and searching I performed to find a suitable hotel room.	
	My interaction with this type of customer service is clear and understandable.	
Perceived personalization	This type of customer service offer a wealth of information about the service	Adapted from: Yadav, M., & Rahman, Z. (2017)
	This type of customer service meet the customers' needs	
	This type of customer service make it easy to find personalized information	
	Customers feel that their individual expectations are met by this type of customer service	

Table 4 - Items description and measurement scales

APPENDIX B

Survey

Dear participant, this questionnaire is being carried out as part of a master's dissertation in Data-Driven Marketing, with a specialization in Digital Marketing, at Nova IMS University. This research aims to measure the impact of Artificial Intelligence compared to human interaction on consumer behavior in the luxury hospitality industry. It should last approximately 5 minutes.

You will be asked to answer all questions honestly. Your participation is entirely voluntary at any time. The survey is anonymous and the data collected is strictly confidential and will only be used for research purposes. Your response is relevant to the study. Thank you in advance for your availability and cooperation!

Diogo Machado

I declare that I am 18 years of age or older and I consent to my participation in this research. I declare that my participation in this study is voluntary and that I can leave this survey at any time without any penalization, and that all data is confidential. I understand that this study carries no serious risks. I have read and understood the consent form presented above and I freely and voluntarily wish to participate in this study.

- I agree to participate in the study (1)
 - I do not agree to participate in the study (2)
-

Q1 | Imagine you want to book a room in a luxury hotel. So you make a phone call to the hotel reception, where you have the opportunity to speak to a receptionist, who will answer any questions you may have about the room you want to book and the hotel's facilities. Please take a close look at the video illustrating how this process would take place. The following questions will be based on this video. The video is 31 seconds long and has no sound.

Q1 | Imagine you want to book a room in a luxury hotel online. Therefore, you go to the hotel's website, where you are faced with a whole digital customer service, where any questions you may have about the room you want to book will be solved by a chatbot and an augmented reality service. Please take a close look at the video that illustrates how this process would

take place. The following questions will be based on this video. The video is 42 seconds long and has no sound.

Based on the video shown, please rate your intention to buy the service using the following scale:

	Strongly disagree (1)	Disagree (2)	Partially disagree (3)	Neither agree nor disagree (4)	Partially agree (5)	Agree (6)	Totally agree (7)
I am planning to book a room in a luxury hotel in future. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to book a room in a luxury hotel regularly. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will expend more effort on booking a room in a luxury hotel in comparison to cheaper hotels. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Based on the previous video, please indicate your degree of agreement/disagreement with each of the following sentences regarding the trust and security you feel in relation to the type of service when making your reservation.

	Strongly disagree (1)	Disagree (2)	Partially disagree (3)	Neither agree nor disagree (4)	Partially agree (5)	Agree (6)	Totally agree (7)
This type of customer service puts my interests first. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This type of customer service is honest. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider this type of customer service to possess integrity. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using this type of customer service improved the quality of analysis and searching I performed to find a suitable hotel room. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My interaction with this type of customer service is clear and understandable. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Based on the previous video, please indicate your degree of agreement/disagreement with each of the following sentences regarding the feeling of personalization of the service during the booking process.

	Strongly disagree (1)	Disagree (2)	Partially disagree (3)	Neither agree nor disagree (4)	Partially agree (5)	Agree (6)	Totally agree (7)
This type of customer service offer a wealth of information about the service (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This type of customer service meet the customers' needs (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This type of customer service make it easy to find personalized information (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customers feel that their individual expectations are met by this type of customer service (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In this scenario, who was helping you to make your reservation?

- A digital service (AI) (1)
 - An hotel receptionist (Human) (2)
-

Q5 | What is your gender?

- Female (1)
 - Male (2)
 - Non-binary (3)
 - I prefer not to say (4)
-

Q6 | How old are you? (Just add a number. Example: 25)

Q7 | What are your educational qualifications?

- Below 9th grade (1)
 - 9th grade (2)
 - 12th grade (3)
 - Bachelor's Degree (4)
 - Master's Degree (5)
 - PhD (6)
 - Other (7)
-

Q8 | What is your occupation?

- Student (1)
 - Working student (2)
 - Self-employed worker (3)
 - Employed (4)
 - Unemployed (5)
 - Retired (6)
 - Other (7)
-

APPENDIX C

Ethics Committee approval



This is to certify that

Project No.: **DDMKT2024-11-159537**

Project Title: **The impact of AI VS Human on consumers behavior in the industry of luxury hospitality**

Principal Researcher: **Diogo Machado**

according to the regulations of the Ethics Committee of NOVA IMS and MagIC Research Center this project was considered to meet the requirements of the NOVA IMS Internal Review Board, being considered **APPROVED** on 11/15/2024.

It is the Principal Researcher's responsibility to ensure that all researchers and stakeholders associated with this project are aware of the conditions of approval and which documents have been approved.

The Principal Researcher is required to notify the Ethics Committee, via amendment or progress report, of

- Any significant change to the project and the reason for that change;
- Any unforeseen events or unexpected developments that merit notification;
- The inability of the Principal Researcher to continue in that role or any other change in research personnel involved in the project.

Lisbon, 11/15/2024

NOVA IMS Ethics Committee
ethicscommittee@novaims.unl.pt



NOVA Information Management School
Instituto Superior de Estatística e Gestão de Informação

Universidade Nova de Lisboa