HUI-FEI LIN

Graduate Institute of Mass Communication, National Taiwan Normal University, Taiwan

BENJAMIN YEO

Albers School of Business and Economics, Seattle University, United States

CHIH-RU YU

Graduate Institute of Mass Communication, National Taiwan Normal University, Taiwan

ADVERTISING EFFECTS OF CHATBOTS

Abstract:

Keywords:

Chatbots, e-commerce, type of customer service agent, self-disclosure time, level of humor, customer service chatbots

JEL Classification: C90, L81, M37