Title
The Value of Automation

Abstract

Advances in artificial intelligence, and digital technology more generally, are changing the world. However, despite the transformational impact on everyday consumption of recent technological progress, we know surprisingly little about how these technologies impact consumers’ relationships with products. This project explores the value of automation. Automation is an increasingly prevalent phenomenon in the marketplace. Although automation can greatly improve product performance and product experience, a series of studies shows that it can also negatively affect consumers when the purchase is rooted in identity motives. Automation reduces consumers’ opportunity to attribute outcomes of product experiences to themselves, resulting in lower preference for products that automate identity-relevant tasks.