**Do Artificial Intelligence Features Matter When Adopting**

**Artificial Intelligence Based Artifact?**

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Abstract

Recently, artificial intelligence (AI)-based products and services are being released due to advances in AI technology. Thus market researchers making effort to reveal that consumers’ intention to adopt AI-based artifact, such as smart phones, smart speakers, chatbot. Yet, little is known about the intended adoption of AI-based artifact. Because depending on the product or service, consumers judge the AI technology either by its essential or additional attributes. In this case, it is likely that the AI technology will be considered just one of the benefits of a particular product, and there is a risk of understanding the AI technology with only indirect effects of consumers’ acceptance without taking into account the unique attributes or characteristics. However, there are still very few studies that describe which attributes are essential and which are additional for AI-based artifact.

Therefore, the purpose of this study is to investigate the difference in importance between attributes that affect the intention to adopt of AI-based artifacts. For this, first, identified and classified the attributes of AI-based artifacts based on literature reviews that the technology acceptance theory and artificial intelligence concept. Second, measured the differences in importance of each attribute on the acceptance of AI-based artifacts through consumers’ preference analysis.

We expect to provide theoretical implications for conceptually structured attributes and factors of AI-based artifacts and practical implications for how development efforts of AI-based artifacts are needed to make consumers judge AI technology as essential attributes of the artifact.

**Keywords**: AI artifact, Consumer preference, Conjoint analysis, Construal level theory, Technology Adoption

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