# Repositório ISCTE-IUL

# Relationships between tourists and intelligent virtual assistants: promoting the love ties

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**Extended Abstract**

The present working paper intends to explore how tourists and intelligent virtual assistants may relate to each other in order to create love ties. The following research objectives will be pursued: (i) exploring attachment and perceived value as antecedents of love toward the intelligent virtual assistants, (ii) understanding loyalty intentions as outcomes of love toward the intelligent virtual assistants.

The data was collected through an online survey to test the proposed relationships. In total, we collected 124 responses from participants who frequently use intelligent virtual assistant for the purpose of tourism issues. The scales were adapted from previous studies. Among those participants, 44% of them were female, where the average age was in the range of 20 to 40 years old, and most of them have obtained graduate education

Partial Least Squares-Structural Equation Modeling (PLS-SEM) approach was employed to analyze the data. First, the measurement model was built to analyze the reliability and validity of the measures. Next, the discriminant validity was also verified by analyzing the HTMT ratio scores. The second order level weights were also significant and there were no multicollinearity effects. Lastly, the hypotheses test shows that all of the proposed relationships are supported.

The findings seem to point out that the attachment process is very effective in developing the love toward the intelligent virtual assistant. Yet, tourists' values and believes also help with the development of the relational love toward the intelligent virtual assistant. The findings also show that loyalty toward a certain intelligent virtual assistant will be possible when tourists develop a love relationship with it.

The current study will put forward several valuable insights about the relationship between tourists and intelligent virtual assistants. These findings will also provide insights for those who are designing AI systems. These results are preliminary findings since we are in the process of collecting more data and further developing the model.

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