

# Research on the Effect of the Empathy Ability of AI Service Robots on Consumer Well-Being: The Chain Mediating Model

**Prof. Gang Li, Jingyan Gao, Huimin Wang, Wenping Li, Shan**

School of Management and Economics, North China University of Water Resources and Electric Power,  
China

## Abstract

Artificial intelligence (AI) service robots represent a relatively new service paradigm with the potential to raise consumer well-being and service quality. Most previous studies ignored the significance of AI-human exchange relationships in favor of exploring the effects of AI service robots on consumers from the perspective of artificial intelligence technology stimuli. This study investigated how the empathy ability of AI service robots affects consumer well-being in AI-human exchange relationships. It did this by developing a chain mediation model based on mind perception theory and social exchange theory. The results indicate that the empathy ability of AI service robots has a significant impact on consumer well-being. The empathy ability of AI service robots improves consumer well-being through consumer self-congruence and consumer warmth perception. Furthermore, consumer privacy concerns negatively moderate the chain mediation effect. This study provides suggestions on how to improve consumer well-being for marketers and developers of AI service robots.

**Keywords:** Empathy ability of AI service robots, consumer well-being, consumer self-congruence, consumer warmth perception, consumer privacy concerns