The Impact of AI Medical Advice on Purchase Intention for Health and Wellness Products

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Abstract

This study examines the impact of artificial intelligence (AI) large-language model (LLM) chatbots on the health decision-making process and associated user consumer behavior. The increasing use of AI applications has transformed the way consumers search for and evaluate medical information by offering personalized responses through natural language processing techniques. A cross-sectional survey was conducted with 265 consumers who had used AI-powered applications to obtain medical advice. The research model examined users' attitudes toward health chatbots, health chatbot trust, social presence, sense of empowerment, and purchase intention. The results demonstrate that users' attitudes toward chatbots indirectly influence purchase intention through the health chatbot trust—>sense of empowerment pathway, but not the health chatbot trust—>social presence pathway. These findings highlight the critical role of trust and sense of empowerment in forming purchase intentions for health and wellness products and raise questions regarding the role of social presence.

Keywords: Health Chatbots, Attitudes, Trust, Social Presence, Sense of Empowerment, Purchase Intention