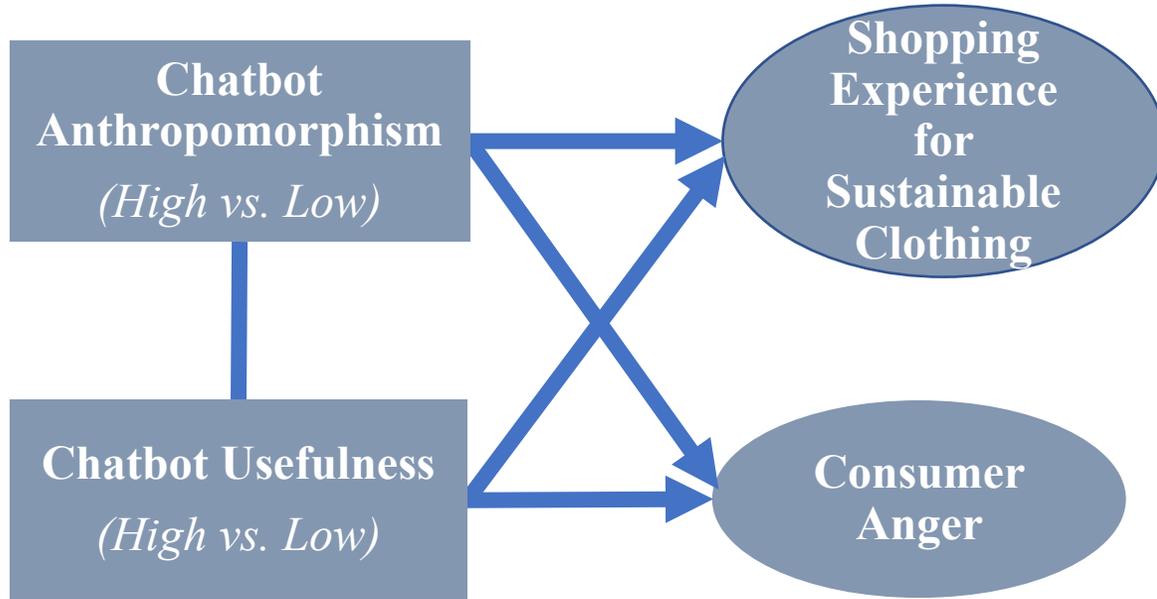




# Chatbots in Sustainable Clothing Shopping: Effects of Anthropomorphism and Usefulness on Consumer Anger and Experience



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		Chatbot Anthropomorphism	
		High	Low
Chatbot Usefulness	High	 <p>Hi! I am Oliver, your virtual agent. I can assist you with selecting sustainable garments. Whom do I have the pleasure of talking to today?</p> <p>Hi I am Jane.</p>	 <p>Hi! I am your virtual agent. I can assist you with selecting sustainable garments.</p> <p>Hi I am Jane.</p>
	Low	 <p>Hi Jane. Nice to meet you. We carry beautiful collections of sustainable fashion products. Our products are sustainable because they are green clothing, use natural dye, or are fair-trading products. Which of these three types of sustainable products would you like to take a look at first?</p> <p>Hi I am Jane.</p>	 <p>We have sustainable fashion products. The products are sustainable because they are green clothing, use natural dye, or are fair-trading products. Which of these three types of sustainable products would you like to take a look at first?</p> <p>Hi I am Jane.</p>