

FACTORS FOR USERS' ACCEPTANCE OF CHATGPT

FATORES PARA A ACEITAÇÃO DO CHATGPT PELOS USUÁRIOS

FACTORES DE ACEPTACIÓN DE CHATGPT POR PARTE DE LOS USUARIOS

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ABSTRACT

The objective of this research is to identify the factors that are related to individuals' use of the ChatGPT tool. To this end, twenty interviews were conducted with ChatGPT users over the last three months, and the data were analyzed using content analysis. Most respondents use ChatGPT for study and work purposes, with the advantage and benefits of the tool's quick responses and text review. Other users use ChatGPT for other purposes, such as creating books and hobbies and keeping up to date with current events worldwide. In addition, most respondents believe that ChatGPT will continue to be used and is an important optimization tool in the academic and professional fields. The disadvantages identified in using ChatGPT are dependence and loss of critical sense, privacy issues regarding personal and sensitive information, and the provision of incorrect information.

Keywords: ChatGPT; Consumer Behavior; Innovation; Artificial Intelligence; Adoption of new technologies.

RESUMO

O objetivo desta pesquisa é identificar quais são os fatores que estão relacionados com o uso pelos indivíduos da ferramenta ChatGPT. Para tal foram realizadas vinte entrevistas com usuários do ChatGPT pelos últimos três meses, cujo dados foram analisados por meio de análise de conteúdo. A maioria dos respondentes utilizam o ChatGPT para fins de estudo e trabalho, tendo como vantagem e benefícios as respostas rápidas que a ferramenta traz, além de revisão de textos. Outros usuários utilizam o ChatGPT para outros fins, como criação de livros, hobbies e inteirar-se acerca de atualidades no mundo. Além disso, a maioria dos respondentes acredita que o ChatGPT continuará a ser usado e é uma ferramenta de otimização importante no âmbito acadêmico e profissional. Os malefícios identificados em utilizar o ChatGPT são a dependência e perda de senso crítico, problemas de privacidade das informações pessoais e sensíveis, além de trazer informações incorretas.

Palavras-chave: *ChatGPT*; Comportamento do Consumidor; Inovação; Inteligência Artificial; Adoção de novas tecnologias.

RESUMEN

El objetivo de esta investigación es identificar los factores que se relacionan con el uso de la herramienta ChatGPT por parte de los individuos. Para ello, se realizaron veinte entrevistas a usuarios de ChatGPT durante los últimos tres meses, y los datos se analizaron mediante análisis de contenido. La mayoría de los encuestados utiliza ChatGPT con fines de estudio y trabajo, con la ventaja y los beneficios de las respuestas rápidas y la revisión de textos de la herramienta. Otros usuarios utilizan ChatGPT para otros fines, como crear libros y pasatiempos y



mantenerse al día con los acontecimientos actuales a nivel mundial. Además, la mayoría de los encuestados cree que ChatGPT seguirá utilizándose y es una herramienta de optimización importante en el ámbito académico y profesional. Las desventajas identificadas en el uso de ChatGPT son la dependencia y la pérdida del sentido crítico, los problemas de privacidad con respecto a la información personal y sensible y el suministro de información incorrecta.

Palabras clave: ChatGPT; Comportamiento del consumidor; Innovación; Inteligencia artificial; Adopción de nuevas tecnologías.

1 INTRODUCTION

In recent years, markets have relied heavily on Artificial Intelligence (AI), with applications developed in various sectors (Li et al., 2023). For Marjerison, Zhang and Zheng (2022), AI has, in a way, become an important part of people's lives, as it has been used in various areas for several years, such as medicine, home appliances, entertainment, and vehicles (Chin et al., 2022).

According to Sestino *et al.* (2022), AI is like a set of information systems that, when integrated, perform tasks similar to and related to human intelligence. It is like an advanced technology that allows for decision-making rather than human decision-making with data collection elements, statistical and computational processing, and data output (Qian et al., 2023). Due to recurring changes, Artificial Intelligence has taken on various functions and applications, especially text-based conversation (Pereira et al., 2022).

Currently, great emphasis has been given to ChatGPT, which is an Artificial Intelligence based on the Generative Pre-Trained Transformer (GPT) language, designed to simulate conversations with human users to meet a range of requests from its users (Irigaray; Stocker, 2023), such as creating news, reports, essays, translations, software and much more (Mich; Garigliano, 2023).

According to Mich and Garigliano (2023), interest in this conversational system has exploded since OpenAI, the company responsible for creating the tool, launched GPT3 -3 in late November 2022. GPT-3 uses deep learning algorithms to understand and generate human-like texts (Menon; Shilpa, 2023). According to Jangjarat *et al.* (2023), with ChatGPT, users can quickly receive answers to their questions or requests, an exceptional conversation in seconds.

This work aims to identify the factors related to individuals' use of the ChatGPT tool, specifically which factors motivate and discourage its users. This research seeks to fill the knowledge gap on the factors present in ChatGPT that facilitate its acceptance and use by different groups of users and in different contexts (Jangjarat et al., 2023). In addition, other gaps currently exist regarding ChatGPT, including the main needs of its users, the main benefits of its use, the main problems, and the exact motivations of its users, are still unknown. It is also essential that managers know the reasons for users' acceptance of their products (Perácio et al., 2021), which is one of the main activities of innovation management (Vita et al., 2020). In addition, several studies have been carried out on ChatGPT. For example, Menon and Shilp (2023) sought to explain how the acceptance and use of early adopters, especially of disruptive technologies such as ChatGPT, is essential to increase the chances of success of the tool in the market. In this sense, this article seeks to answer the following question: What factors are related to individuals' use of the ChatGPT tool? According to Song and Kim (2022), identifying these factors that facilitate the use of ChatGPT will contribute to a deeper understanding of how bots can be designed to increase consumer acceptance.

Based on the knowledge gaps identified, this study can be considered to present theoretical contributions regarding knowledge about the factors that made ChatGPT quickly adopted by users, as well as the main needs, benefits, usage problems, and motivations of its users. In managerial terms, this information is essential for improving ChatGPT by its managers and increasing its user base by providing more value to the consumer.

2 THEORETICAL FRAMEWORK

2.1 CHATGPT

Between 2022 and 2023, ChatGPT revolutionized interactions with chatbots. Developed in 2020 by OpenAI, an AI research organization founded in 2015, its goal is to promote responsible AI (Velásquez, 2023).

ChatGPT, a natural language processing (NLP) model, leverages neural networks to generate coherent texts using pre-trained transformer technology. First introduced in 2018, it surpasses previous chatbots, offering advanced capabilities to create prose instantly (Rudolph et al., 2023).

George *et al.* (2023) highlight its ability to facilitate natural human-AI conversations, supporting tasks like automated assistance. It efficiently retrieves evidence from databases, saving users time (Tustumi et al., 2023). Despite its ease of use, Tustumi *et al.* warn of biases in the training data, which may lead to inaccuracies or discrimination.

ChatGPT is applicable in chatbots, virtual assistants, and customer service, addressing consumer needs in natural language. However, its increasing sophistication may create company dependencies, leaving them vulnerable to tool failures or flawed training data (Rivas; Zhao, 2023).

In marketing, ChatGPT enhances value creation and communication, aligning with customer and societal needs. It also serves as a chatbot across industries like retail, banking, and healthcare, handling common queries and assisting customers effectively (Jangjarat et al., 2023).

Table 1 – ChatGPT Applicability

APPLICABILITY	EXAMPLES
Virtual Assistants	Answer specific user questions and provide relevant information about products and services.
Customer Service	Understand customer needs and provide personalized responses in real-time.
Chatbots	Have more natural and relevant conversations with users, increasing the effectiveness of Chatbots.
Content Creation	Write articles, product reviews, and even movie scripts.
Encyclopedic Knowledge	Various textual data, including Wikipedia, allows you to incorporate encyclopedic knowledge into your answers.
Multilingual Support	Work with multiple languages.
Continuous Learning	Continuous training with new data sets allows you to improve the quality and relevance of your answers continually.

Source: prepared by the authors.

ChatGPT is invaluable for marketing professionals, aiding in campaign ideation, strategy innovation, and consumer behavior analysis (Jain et al., 2023). Its neural network adapts to input, shaping responses that reflect consumer demands. However, engaging with ChatGPT can evoke unease due to its overconfidence despite limitations (Shafeeg et al., 2023).

While ChatGPT automates tasks and provides insights, misuse can lead to inaccuracies (Rivas; Zhao, 2023). Trained on vast online data and user interactions, it integrates sophisticated algorithms and operational modules (Mich; Garigliano, 2023).

Unlike traditional virtual assistants, ChatGPT generates human-like text rapidly, eliciting both enthusiasm and concern for its potential impact (Jangjarat et al., 2023). Its intuitive and natural interactions highlight its advanced capabilities.

However, AI marketing tools like ChatGPT can raise ethical issues, such as privacy violations, if personal data is mishandled. Careful consideration of algorithms and data ethics is crucial.

2.2 CONSUMER ADOPTION AND PERCEPTION OF NEW TECHNOLOGIES

Adopting new technologies is a broad topic that draws the attention of researchers who want to develop theories and analysis models and identify their constructs. Borges *et al.* (2021) argue that the adoption of technologies is linked to three main perspectives: technological, psychological, and social perspectives. In psychological terms, the propensity of individuals to accept and use new technologies is fundamental (Popadiuk; Nishimura, 2013), affecting the attitude of these individuals towards innovation (Isoni Filho; Isoni, 2014).

When consumer needs are less certain, consumers need to collect more information. They usually consult with others to gather more information, eliminating ambiguity and informing their purchasing decisions. They expect the service team to understand and communicate well to deal with their uncertainties (Zhu et al., 2023).

ChatGPT content should be tailored to user needs, offering data-driven insights and incorporating artificial intelligence to enhance personalization. Artificial intelligence will become more influential as technology advances, requiring continued efforts to address privacy issues and preserve users' fundamental roles (Tiwari et al., 2023).

Among the main factors that influence consumer adoption of new products and innovations, the following stand out: the relative advantage of the new product over current solutions, its compatibility with the values that are important to the consumer about themselves and society in general, the low complexity of its implementation and use, in addition to the possibility of testing by consumers, and, finally, the possibility of the consumer observing and perceiving the advantages of the innovation, which is also a factor capable of accelerating their adoption of new products (Pereira et al., 2019). All of these represent benefits that, when offered to the consumer, increase their perception of value in reaction to the new products and, consequently, the possibility of using them (Moura et al., 2012).

One of the most widely used models to explain consumer behavior is the Technology Acceptance Model (TAM), proposed by Davis (1989), which serves as a very useful framework and is consistent with a series of reflections on the factors that influence people's intention to use new technology. Davis (1989) points out that this model was designed to understand the causal relationship between external variables of user acceptance and the

actual use of the technology, seeking to understand the behavior of these users through knowledge of the usefulness and ease of use perceived by them. In theory, there are two main constructs addressed: perceived usefulness, related to the level of improvement in performance from the use of the new technology, and perceived ease of use, which refers to the ease of using the new technology (Ferreira et al., 2016). Another model widely used to explain consumer behavior regarding the adoption of new technologies is the Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh et al., 2003), which is based on the concepts of performance expectancy, effort expectancy, social influence that concerns the individual's perception of other people's opinion that they should use the new technology and the facilitating conditions that are the existing infrastructure to support the individual in terms of using the new technology (Gouvêa et al., 2014).

Almost ten years after its publication, Venkatesh *et al.* (2012) launched an extension of their UTAUT model called UTAUT2. This extension incorporated aspects already present in UTAUT, such as price, hedonic factors, and habit, as antecedents of the intention to use and the behavior of using new technologies.

3 METHOD

Considering the objectives of this research, exploratory research with a qualitative approach was carried out through interviews. Twenty interviews were conducted with ChatGPT users. This methodological choice is justified because, through interviews, researchers will achieve the research objective of identifying the factors that motivate and demotivate users in reaction to using ChatGPT.

The study was conducted remotely, in communities on WhatsApp, Telegram, Facebook (social media in general), and forums where ChatGPT users who had used the tool at least 3 times in the last three months were interviewed. Therefore, this sampling process is characterized by convenience. The sample size was considered adequate due to the saturation of the data contained in the responses.

The interview script consisted of eight questions related to the objectives of the work, which are presented below:

- What have you used ChatGPT for? Give some examples.
- What are your needs that ChatGPT can meet? Describe.
- What are the other needs that ChatGPT can solve for other people? Describe.
- What are the advantages or benefits for other people in using ChatGPT? Describe.
- What are the disadvantages or disadvantages of using ChatGPT? Describe.
- What are the disadvantages or harms for other people in using ChatGPT? Describe.
- What are the motivations for you and other people to use ChatGPT? Describe.

The research instrument used was an online questionnaire, Google Forms shared on social media, and participation in ChatGPT user groups to understand this audience's behavior regarding ChatGPT. A consent form was drawn up so respondents could learn about the research and the ethical aspects of their participation. It was decided to use the content analysis technique for the data analysis process.

4 DATA ANALYSIS

The socio-demographic analysis shows that most respondents are male, around 75% are between 18 and 29 years old, and most are single.

Regarding the respondents' education level, around 60% have higher education, and 35% have postgraduate degrees, most of which are in information technology.

4.1 CONTENT ANALYSIS

Below are the tables that summarize the participants' considerations. Each table aims to show the most common answers to each question among the interviewees.

The following table shows what leads people to use ChatGPT, or, in other words, what it is used for among the 20 interviewees.

Table 2 – Reasons why people use ChatGPT. (n = 54)

Programming projects	12	22,2%
Academic work	8	14,8%
Generating codes	6	11,1%
Problem-solving	6	11,1%
Leisure	5	9,3%
Mathematical problems	5	9,3%
Generating summaries/text review	5	9,3%
Marketing and branding projects	4	7,4%
Software development	3	5,6%

Source: research data.

The answers to why the interviewees use ChatGPT are divided into leisure and something more professional or academic. Of the 20 users interviewed, about 90% are professional software developers or data scientists. This explains why ChatGPT is used most for programming projects and code generation.

Use in academic work (including math problems, text review, and generation of summaries) and problem-solving are the second most explored utilities by the participants, as the tool is a great AI that delivers quick answers and, sometimes, can solve users' problems.

Finally, the following were mentioned as leisure: creating books as a hobby, suggesting movies, and composing new songs and curiosities.

The following table shows the needs that ChatGPT can meet.

Table 3 – Needs that ChatGPT can meet. (n = 34)

Assistance with text review, concept summaries, and note creation	10	29,4%
Direct, fast and accurate research	8	23,5%
Programming assistance	5	14,7%
Rapid problem solving	5	14,7%
Consistent code generation	4	11,8%
Aid with academic work	2	5,9%

Source: research data.

It is possible to see that there are major aspects related to studies that show that ChatGPT can meet users' needs. Approximately 29.4% of the responses show that ChatGPT is most needed in generating and reviewing texts. The interviewees stated that it is an excellent tool for quickly and effectively generating summaries and reviewing concepts, especially in professional texts. This ability is also linked to another capacity, which is the speed and accuracy of responses, according to 23.5% of the total responses. In other words, in a world where everything is rushed and responses are needed at ever-increasing speeds, the tool is a great help for those who need to solve problems but have short deadlines.

The following table describes the needs that ChatGPT can meet for other users. It presents the bias of technology professionals and students. ChatGPT needs to solve problems related to programming languages and codes for these people.

Table 4 – Needs that ChatGPT can meet for other users. (n = 26)

Programming assistance	4	22,2%
Writing assistance and text revision	4	22,2%
Assistance in any professional role	3	16,7%
Centralization of information	3	16,7%
Script creation	2	11,1%
Language translations	2	11,1%
Code generation	2	11,1%

Teaching assistance in the completion of academic work and reports	2	11,1%
Speeding up processes	1	5,6%
Problem-solving	1	5,6%
Saving time	1	5,6%
Content production	1	5,6%

Source: research data.

In the common responses, it is possible to observe that in 11.1% of the responses, ChatGPT can be presented as a very educational and explanatory tool to solve various problems. According to the users' experiences, ChatGPT can also help other people with programming questions as long as they know how to deliver the correct prompt and accurate answers. What draws attention to this question is that the tool as an aid in any professional function appears in 3rd place. In other words, it was mentioned three times as important for professionals today. The truth is not so far, given that any professional (from a lawyer to a doctor) needs the help of an AI in today's world so that their doubts can be resolved quickly and effectively.

The table below shows the advantages and benefits of using ChatGPT.

Table 5 – Advantages or benefits of using ChatGPT. (n = 31)

Speed of responses	7	22,6%
Problem-solving	6	19,4%
Quality of responses	4	12,9%
Help with work and studies	3	9,7%
Centralized information	3	9,7%
Saving time	2	6,5%
Consolidation of information	2	6,5%
Ease of use	2	6,5%
Development of complex solutions	1	3,2%
Help with programming	1	3,2%

Source: research data.

For users, ChatGPT is a tool capable of delivering fast and accurate responses with little effort and saving time. Therefore, 22.6% of all responses highlight the speed of its responses as the tool's main advantage. Problem-solving is also one of the most significant advantages of using ChatGPT, given that it can solve professional, academic, and even personal problems versatily, saving time and centralizing all information according to users' systematic responses.

The table below aims to show the most significant advantages or benefits for other people using ChatGPT.

Table 6 – Advantages or benefits for other people in using ChatGPT. (n = 32)

Ease	6	18,8%
Professional and academic development	5	15,6%
Agility and speed	5	15,6%
Study enhancement	3	9,4%
Centralized information	3	9,4%
Content creation	3	9,4%
Problem-solving	2	6,3%
Automation of search processes	2	6,3%
Concept summary	1	3,1%
Decision making	1	3,1%
Time-saving	1	3,1%

Source: research data.

The most significant advantage for other people in using the tool is its ease of use, according to 18.8% of the responses. There may come a time when ChatGPT can become a competitor to Google due to its ease of searching and handling. Therefore, people who know little about how the tool works will have few difficulties using ChatGPT. The other advantages are professional and academic development, as the tool can enhance studies and help in insights for creating businesses or innovations, such as summarizing concepts, which was 15.6% of the responses. Finally, ChatGPT aims to automate search processes to save time.

Table 7 below shows the disadvantages of using ChatGPT.

Table 7 – Disadvantages or disadvantages of using ChatGPT. (N = 25)

Incorrect or inaccurate responses	9	36,0%
Tool dependency	8	32,0%
Inhibition of critical thinking	5	20,0%
Data leakage and sensitivity	2	8,0%
Social distancing	1	4,0%

Source: research data.

For 36% of respondents, the main disadvantages reported by users are incorrect or imprecise answers. This is because most people need to use ChatGPT for work and studies, and incorrect information can invalidate an entire study or generated content.

Other considerations are dependence on the tool and inhibition of critical reasoning, given that people tend to depend on machines increasingly and, as ChatGPT presents diverse information, the possibility of dependence on basic information is greater. Inhibition of reasoning about the information that arrives is excellent.

Finally, a single response shows that one of the disadvantages of ChatGPT is social isolation, given that it can bring “benefits” that the world does not offer, allowing people to feel “safe” with the tool and discarding other forms of interaction.

Table 8 presents the disadvantages and advantages of ChatGPT for other people.

Table 8 – Disadvantages or harms for other people in using ChatGPT. (n = 32)

Inhibition of critical thinking	9	28,1%
Tool dependency	9	28,1%
Capture of private information	6	18,8%
Incorrect or invalid answers	5	15,6%
Substitution of functions or jobs	3	9,4%

Source: research data.

Inhibition of critical thinking is the most common response among respondents, accounting for approximately 28.10% of responses. This is because the user may become dependent on the tool and, therefore, their intellectual capacity and ability to think independently is affected. If the person does not know how to use ChatGPT correctly, there is a risk of sharing private information that can be used maliciously. In other words, not

every machine is trustworthy and ChatGPT is no different. And, if someone's private information is shared through ChatGPT, it can be used by scammers to access or obtain something illegally.

Finally, incorrect and invalid responses are also points raised by users. In other words, not all the information that ChatGPT has in its database is correct or true and, if the user is not attentive to the details, they can share false information and results.

Table 9 presents the motivations that lead respondents or other people to use ChatGPT.

Table 9 – Motivations for using ChatGPT. (n = 59)

Obtaining knowledge and information	11	18,6%
Speed of responses	8	13,6%
Ease	7	11,9%
Direct and centralized responses	7	11,9%
Direct and centralized responses	7	11,9%
Saving time	5	8,5%
Educational and coherent tool	3	5,1%
A great ally for studies	3	5,1%
Professional improvement	2	3,4%
Increased productivity	2	3,4%
Quality of responses	2	3,4%
Practicality	1	1,7%
Decision making	1	1,7%

Source: research data.

Motivations are addressed in a general way. In other words, the interviewees consider that all other people who use ChatGPT use it for the same purpose as the respondents. Since ChatGPT is a fast and accessible tool, the main consideration in this response is obtaining knowledge and information quickly.

The other comments follow a logical line: speed, ease, versatility, and centralized responses. In other words, ChatGPT is like an all-in-one. It offers several functions and qualities in one tool, centralizing all the information and data on its network.

Finally, the least common comments were something related to the personal sphere. In other words, some interviewees share that ChatGPT can be a great motivation for improving quality of life, such as increased productivity, enhanced professional behavior, and better decision-making.

4.2 INTERVIEWS

The answers were not very varied, given that most respondents are adept at new technologies, whether for work, study, or hobby and therefore have the same standard of understanding the usefulness of ChatGPT in their daily lives. Around 5% of respondents used ChatGPT very few times, not having the opportunity to explore it.

The respondents described that the tool is mainly used to help them develop their programming codes and solve mathematical problems, supporting programming languages such as Python. Another use identified for ChatGPT is academic research, mainly related to programming and data science. Users reported using it to solve mathematical and computational exercises and as a means of support for solving problems. The respondents' answers were consistent with what they used the tool most.

I have used ChatGPT very few times. The times I did, I asked him to write an introduction for an academic paper, gave him the topic, and described how I would like it to be written. The other times were for questions about financial activities and math. (Interviewed 8).

ChatGPT, as an AI tool, offers various topics, answers, and content. I use it more for school research, to help with programming some functions, and to solve tests and online courses. (Interviewed 9).

Another aspect addressed in the research is the needs that ChatGPT can meet. The results showed that it addresses its users' information and knowledge needs, both in terms of school – through text review – and in terms of professional work – through code testing, for example. Around 90% of those interviewed reported that the needs most met are program development and creating new codes. The users' responses demonstrate the consideration.

ChatGPT can provide me with data to clarify doubts and help me write texts so it can meet many of my needs and commands. It can also assemble small blocks of code for programming with maximum detail, generate fictitious data for running tests, help me learn by showing differences between versions of frameworks used daily, and help me write documents and emails. (Interviewed 5).

My main needs that the tool can meet would be programming, as they involve knowledge of control and repetition structures that are very specific. Still, they are also very generalist in the following way: I ask them to perform a specific task, such as researching the performance of the leading financial institutions in the market, and it brings me a Python code with data from the most significant financial companies. In addition, it does its own code generation process, generating codes based on previous codes. So, the analyses that the tool does are straightforward. (Interviewed 6).

The interview reported that the most significant benefit of using ChatGPT is its speed in generating information and solving complex problems, such as mathematical models that are difficult to apply or codes that are difficult to test. For these users, solving problems is essential for an efficient process. Therefore, the interviewees agreed that ChatGPT is an excellent tool for solving adversities that require a lot of intellectual effort.

I usually talk to it in a much simpler way. Solving my programming problems with ChatGPT is much easier than with Google. For example, writing Hello World in Python for a Windows computer will respond. However, with Google, it's a lot of

work, and ChatGPT is much easier because you can talk to it by quoting previous conversations. In the tool, you can integrate whatever you want. I think this is a great benefit. (Interviewed 7)

The biggest benefit is that it can consider a context or background when answering a question. For example, if I tell it the problem, it can generate a much more targeted response and provide more insights on what to add or what was done right or wrong. Within that context, this makes a considerable difference for me. (Interviewed 12).

According to the interviewees, the needs of other users are met according to each person's demands. Most ChatGPT users use it for programming, software development, and simple to complex problem-solving. The interviewees base their opinions on their experiences, given that ChatGPT is a tool that presents itself in a didactic and easy-to-explain way. The answers below illustrate the needs met through user testimonials.

ChatGPT comes from human efforts to create a simple way to find all kinds of information. The first example people experienced was the encyclopedias created in France containing all the information. The only problem was that buying one to search for information that was not so simple was very difficult. After that, a significant advance was the creation of Google, which at the time also scared people because it could catalog all the website titles closest to your search and thus be able to find the information. ChatGPT's main solution is finding consistent, easily accessible information. (Interviewed 12)

For me, artificial intelligence serves several purposes. What can help people is the ability to have a machine that can follow a teaching dynamic that is unique to each person. So, if you give it the correct command, you can formalize the response the way you want. (Interviewed 19).

In this sense, the interviewees presented the benefits that other people have in using ChatGPT. In common, all reported that the main advantage of using ChatGPT is the optimization of tasks in the professional field, such as proofreading texts, creating slogans, searching for trends in the area of activity, given that AI is increasingly present in the daily lives of professionals and using a tool that offers SEO (Search Engine Optimization) agility, for example - given that ChatGPT, being composed of an extensive database, provides fast and intuitive information to its users. The users' responses evidence this fact.

ChatGPT can be like an SEO. For example, when creating a web page, you would have to study everything about how to create a web page and market the product with SEO. So, I think the great advantage of ChatGPT is that it acts as an SEO. I can say that ChatGPT surpasses Google, mainly in speed and availability of information, in addition to a good understanding of what people want with the tool. (Interviewed 2)

For other people, it would be agility because it is fast. And if you know how to ask the right question, it can give you a perfect description of your research subject. It is a super easy technology, so most people can access it and search for it. It can be used to write or discuss subjects people need more help with. (Interviewed 8).

One of the main points of ChatGPT for other people is the support for a specific area in which the person works. A second point is a search for centralized information where the person can learn; with that, they can achieve results and a third point, which, in this case, is decision-making. (Interviewed 13).

On the other hand, ChatGPT has disadvantages and drawbacks that people should be aware of. For the interviewees, in their experiences, the fear of losing critical thinking and inconsistencies in the information prevails in the participants' answers. Users admit that when using ChatGPT, they fear not being as informed as before and losing critical thinking on issues related to work and study, such as the possibility of using ChatGPT as a single source of news and information, given that it may present errors and inconsistencies in the information. This fear is caused by the possibility of the tool, due to its high level of complexity, being able to replace processes and functions and, consequently, users no longer being able to develop skills based on these premises, given that solving complex problems and critical thinking is something intrinsic and natural to human beings. This conclusion is affirmed in the statements below.

ChatGPT makes obtaining information to solve problems easier, so it becomes dependent. As the research methodology changes, this dependency leads to a series of disadvantages, such as reduced learning and dependency on the tool. BWithChatGPT, everything is already handled. before you have to gather and process information. (Interviewed 5).

Frequently using this tool eliminates the need to think about things because if all the information is already ready and digested, I don't need to go after it, research it, or understand it, deepening my knowledge. This tool has a significant impact on writing texts and creating my ideas because people don't need to try to think or create something disruptive. Furthermore, all the words written in the text would be written by artificial intelligence, and therefore, you prefer to think wrong, but you prefer it to be something authentic and of your authorship. (Interviewed 8).

According to the interviewees, if a person does not know how to use ChatGPT correctly, it can have many negative impacts, such as data leaks. Users often provide personal data in the expectation that their problems will be solved, in addition to private conversations or dialogues. And, if there is a security breach, these people's data can be leaked. Another harm that the interviewees most highlight is the dependence on the tool. Since ChatGPT is intelligent and fast in its responses, the interviewees state that people can look for solutions in AI for many things without exercising the correct critical thinking or looking for more reliable sources since ChatGPT can provide inaccurate information that is inconsistent with what is being asked.

Depending on the person's level of knowledge, it can be detrimental to intellectual development, as they stop learning about information and become dependent on searching for it. Another disadvantage is access to malicious information. (Interviewed 5)

I think that people need to be careful about the data they are sending to ChatGPT. Over-reliance is also important because solving any problem with ChatGPT inhibits a person's creativity. It is important to emphasize that the person needs specific knowledge of their research area because ChatGPT can deliver an incorrect answer. Therefore, the text will not always be correct, so the person has to have the ability to analyze. (Interviewed 13)

When you work in the corporate world, you may be exposed to the company's business rules. Therefore, entering into a data exposure area is also a risk. So, some legislation may be engaging in taking a little more care not to expose this on a network where many people have access to information that may be more private. (Interviewed 16)

Finally, the interviewees reported that they see many motivations and future prospects in using ChatGPT. One motivation is optimizing simple processes related to professional and personal use, such as studies, faster and more objective searches for content, and various information. The tool has large amounts of structured and unstructured data that can help in any solution and response. Therefore, compared to Google, this information is always available, more automated, and instantaneous in search processes. The interviewees' answers confirm the research.

The main reason is the knowledge boom that ChatGPT brings. For example, if I didn't know anything about medicine and wanted to learn about it today, I would have to read books, buy content, search on Google, or watch videos on YouTube. So, to save time, ChatGPT can briefly explain medicine-related topics, such as neurotransmitters. It is very didactic so that it can give a class on the chosen subjects. (Interviewed 2)

One of the main points is centralized information. And then, about this issue, there is also learning and assistance about what is being learned. ChatGPT also helps me a lot in decision-making. Solving a given problem also involves creativity, where you solve a problem in one way, and ChatGPT solves the problem in another way. However, the way ChatGPT solves the problem of what I need is a little better. It is also interesting that ChatGPT brings a different way of solving a given problem where I can take that information and generate high-value knowledge. (Interviewed 13)

5 RESULTS DISCUSSION

The results show that important aspects already identified in the literature and in other previous studies still influence consumer behavior, especially concerning the use of ChatGPT.

One of the most used aspects in models explaining technology adoption is the ease of use or effort expectation, as in the TAM (Davis, 1989) and UTAUT (Venkatesh et al., 2003) models. This factor appears directly in the interviewees' answers, including the advantages and reasons for using ChatGPT.

Likewise, the answers describe the perceived usefulness or performance expectation of users—also present in the TAM and UTAUT models—of this tool through statements such as speed of responses, quality of responses, increased productivity, time savings, agility, and speed.

Still, about the UTAUT model (Venkatesh et al., 2003), no aspects related to social influence or facilitating conditions were identified, despite this aspect being fundamental for the use of this tool, such as internet connection and adequate equipment (desktop, notebook and the like). The UTAUT2 model (Venkatesh et al., 2012) also mentions aspects such as price – which was not identified in the research – hedonic motivation and habit. Leisure was identified as a reason why users use ChatGPT, which can be related to hedonic motivation by users. In addition, the habit can also be identified from the use of this tool for studies, work, and professional development. It was identified that the tool is used daily by some interviewees and is part of the professional routine of some research participants. Thus, habit is also an element present in the UTAUT2 model and can be associated with users' adoption of ChatGPT.

Another point that can be highlighted is the factors that facilitate the adoption of innovations by consumers (Pereira et al., 2019). In the case of ChatGPT, one can identify the factors related to complexity – which is the ease of use –, relative advantage – which is the great advantage of using the tool – and the possibility of testing – ChatGPT can be used anywhere and at no cost –, in addition to compatibility with use by users and the possibility

of them perceiving the advantages of using ChatGPT. In short, the five factors described as necessary for consumers' adoption of innovations are present in ChatGPT.

Regarding the problems of using this tool, there is concern about its technical capacity to deliver quality information. There is also the fear of technological dependence, which already occurs with other devices, such as smartphones, Google, traffic, and navigation software. One critical aspect is that ChatGPT is still becoming the predominant or only source of information, which can generate biases in the content used by its users.

6 FINAL CONSIDERATIONS

The theoretical contributions, managerial implications, study limitations, and suggestions for further studies are described.

6.1 THEORETICAL CONTRIBUTIONS

Initially, due to the recent launch of this tool, the first significant contribution of this work was to fill the gap regarding the main benefits and motivation for its use by users.

The research is related to several theories about the adoption of new technologies by individuals, such as the TAM and UTAUT Models, which are based on ease of use and perceived usefulness, in addition to other factors. The interviewees' responses highlight that ChatGPT is useful and intuitive to use, as it has centralized information, is fast, and saves time in responding.

Therefore, it is also possible to perceive that users have a certain propensity to innovate since most of them use critical reasoning and creativity to solve complex problems. ChatGPT acts as an advisory and advanced tool for contributing new ideas. Thus, another contribution is understanding the adoption of ChatGPT by its users, considering the existing theories on this subject.

Another contribution of this work is the description of the possible problems and harms generated by using ChatGPT for its users.

6.2 MANAGERIAL IMPLICATIONS

Managers must identify the most frequent reasons users use ChatGPT and effectively communicate these features to the various audiences that use the tool. Improving these features can attract new users and retain existing ones.

For example, a company with a culture rooted in its culture of speed and practicality in responding to customers can use the tool as a great ally in customer service and, therefore, reduce costs.

Another interesting practice is for the manager to ask himself how the creation of algorithms by ChatGPT can retain the audience in advertisements broadcast on social media, given that for most of the responses, users tend to use the tool for questions based on programming.

Another recommendation is to improve ChatGPT to create interesting and eye-catching copywriting, promoting the company's published content and the image it wants to convey to the target audience.

By identifying the problems arising from using ChatGPT, managers can improve communication with the target audience, especially regarding the tool's reliability and the respect and guarantee of its users' privacy.

In addition, the new versions of this tool must present greater interactivity with its users, ensuring that their needs are met and encouraging reasoning and user engagement while using ChatGPT.

6.3 STUDY LIMITATIONS

Initially, it is worth noting that the survey responses are biased, given that most respondents are students or work in software development or data science. Many of these interviewees use ChatGPT to generate codes and assist in programming, restricting the sample to people who naturally tend to use this type of tool. Therefore, the data cannot be generalized since the sample does not represent the population.

Another compromising aspect of the survey is the responses of interviewees who do not use the tool but indicated that they use it to appear more intelligent or up-to-date about the “trendy tool.”

Finally, the fact that data is collected remotely may generate some types of bias due to the limited possibility for researchers to observe the respondents' attitudes when participating in the research.

6.4 SUGGESTIONS FOR NEW STUDIES

One possibility is the contribution of quantitative analysis, in which it is possible to measure people's motivation to use ChatGPT in parallel with qualitative responses, in addition to an in-depth investigation to understand how the responses characterize the perception of ChatGPT among users of the tool.

Other studies can be conducted on the inotropic of innovations and the propensity to innovate, measure users' perceptions of the level of innovation of using the tool, and understand how this helps generative ideas.

Finally, it is also possible to identify which benefits and reasons identified are the most important in users' perception, segmenting the respondents in terms of type of use, frequency of use, and demographic data.

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