

Supplementary Materials

Table S1. Measurement Items and Item Sources.

Construct	Items	Reference
Perceived Busyness (PB)	PB1-I have a great number of tasks to handle every day. PB2-I often feel pressed for time. PB3-My store receives a large volume of daily inquiries and orders.	Martin & Park (2003); Kim et al. (2019)
Desire for Control (DC)	DC1-I prefer to take full charge of all customer service work in my store. DC2-I tend to make decisions on my own rather than relying on tools. DC3-I like to have full control over my work procedures.	Burger & Cooper (1979)
AI Acceptance (AA)	AA1-I generally trust artificial intelligence technologies. AA2-I am open to try new AI tools emerging in daily consumption. AA3-In general, I hold positive views toward the development of AI.	Schepman & Rodway (2020)
Product Standardization (PST)	PST1-The brand, model and specifications of my products are completed in a uniform and standard manner. PST2-I use consistent standards to describe product conditions and defects. PST3-The titles and description templates of my products are largely unified.	Self-developed, drawing on Reimann et al. (2010)
Platform Safeguard (PSA)	PSA1-The platform provides complete guidelines for using AI customer service. PSA2-The platform guarantees transaction security during the use of AI customer service. PSA3-The platform has compensation and liability mechanisms for errors made by AI customer service.	Self-developed, drawing on Pavlou & Gefen (2004)
Social Influence (SI)	SI1-People who influence my behavior think that I should use AI chatbot service. SI2-People who are important to me think that I should use AI chatbot service. SI3-People whose opinion I value prefer to use AI chatbot service.	Venkatesh et al. (2012); Gansser & Reich (2021)
Perceived Effortlessness (PE)	PE1-Using the platform's AI chatbot service saves me a lot of time on replying to inquiries. PE2-AI chatbot service reduces my workload of manual customer service. PE3-With AI chatbot service, I do not need to repeatedly explain product information to buyers.	Self-developed, drawing on Sohn (2025)
Perceived Risk (PR)	PR1-I worry that the AI chatbot service will make mistakes when introducing products. PR2-I am concerned that inappropriate replies from AI will dissatisfy buyers. PR3-I fear that AI errors will lead to transaction disputes.	Marjerison et al. (2025)
Intention to Use (IU)	IU1-I intend to use the platform's AI chatbot service in the future. IU2-I will always try to use the platform's AI chatbot service in my transactions. IU3-I plan to use the platform's AI chatbot service frequently.	Venkatesh et al. (2012)