PROCEEDINGS THE 5th INTERNATIONAL CONFERENCE ON ECONOMICS, BUSINESS, AND MANAGEMENT RESEARCH (ICEBMR)
"Digital Economy, Human Dignity, and Inclusive Transformation in Asia"
https://econference.usd.ac.id/index.php/ICEBMR | ISSN: 3032-596X | Vol 5, 2026

UNDERSTANDING CHATGPT USER EXPERIENCE: A NETNOGRAPHIC STUDY OF MULTIDIMENSIONAL CONSUMER FEEDBACK

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DOI: https://doi.org/10.24071/icebmr.v5i1.357

Abstract
This research qualitatively examines ChatGPT user experiences using netnography and Reflexive Thematic Analysis. Data from 2,150 user reviews were analyzed with Niteni tools to identify key patterns and themes. User experience is shown as multidimensional, shaped by technical, functional, and economic factors. Four themes emerged: App Development Suggestions, App Performance Issues, Monetization Concerns, and User Experience Issues. Findings highlight the dual nature of experiences and an expectation gap affecting satisfaction and loyalty. The study presents a novel conceptual model capturing the dynamic interplay among these dimensions and explicitly frames artificial intelligence user experience as multidimensional, illustrated through user-generated feedback. Implications stress the need to develop stable, flexible, user-focused artificial intelligence services.
Keywords*: Netnography, Reflexive Thematic Analysis, ChatGPT, User Experience, AI Applications, Consumer Reviews.*

1. Introduction

The advancement of artificial intelligence (AI) technology, especially conversational agents like ChatGPT, has changed how consumers interact in digital spaces. User experience now plays a crucial role in technology adoption (Dwivedi et al., 2023; Natarajan & Periaiya, 2024). Consumer reviews and ratings shape perceptions and decisions about digital technology (Chevalier & Mayzlin, 2006; Filieri, 2016). The Technology Acceptance Model highlights the importance of perceived usefulness and ease of use for acceptance (Davis, 1989). Yet, much of the research focuses on isolated aspects of adoption and performance, thereby failing to fully capture the complex, evolving nature of user experience with interactive AI (Dwivedi et al., 2023; Kozinets, 2023).

In practice, the user experience of ChatGPT is influenced by its technical quality, feature completeness, and monetization policies, which collectively shape users' perceived value, in line with the broader conceptualization of value proposed by Zeithaml (1988). The progression of AI brings challenges to the credibility and trustworthiness of digital information and can increase user skepticism (Dwivedi et al., 2023; Filieri, 2016; Natarajan & Periaiya, 2024). Literature shows that credibility shapes attitudes and trust (Kim & Moon, 2025). Word-of-mouth and digital reviews influence perceived quality and usage (Chevalier & Mayzlin, 2006; Davey et al., 2025; Dellarocas, 2003). These factors create an expectation gap across the technical, psychological, and economic dimensions of the digital ecosystem.

We need to understand user experience by looking at technical, functional, and economic factors. This study uses netnography with Reflexive Thematic Analysis (RTA) to explore ChatGPT user experiences (Byrne, 2022; Kozinets, 2015). This approach captures e-WOM and digital interactions naturally (Costello et al., 2017; Heinonen & Medberg, 2018; Kozinets, 2002, 2023).
This study identifies four primary dimensions: App Development Suggestions, App Performance Issues, Monetization Concerns, and User Experience Issues, and develops a conceptual model elucidating the dynamic relationships among these dimensions. The novelty of this research lies in

integrating the three principal aspects of AI user experience, which have previously been examined separately, thereby yielding a more comprehensive multidimensional framework. Accordingly, this research not only extends the literature on AI user experience but also offers practical implications for developers in designing more adaptive, human-centered, and responsive services aligned with user needs (Byrne, 2022; Costello et al., 2017; Heinonen & Medberg, 2018; Kozinets, 2023). This study answers: (1) How do ChatGPT users describe their experiences in reviews? (2) What themes appear in their feedback? (3) How do these experiences show an expectation gap in AI services?

2. Literature Review

2.1 Consumer Evaluation of ChatGPT: Key Theoretical Constructs

Research on ChatGPT, particularly through consumer ratings and reviews, highlights its relevance in understanding AI-based digital interactions, especially in relation to satisfaction, trust, perceived service quality, and user engagement, as grounded in prior consumer behavior literature (Anderson & Srinivasan, 2003; Oliver, 2010). User satisfaction is the emotional reaction to the user experience, shaped by speed, accuracy, and ease of interaction, and is a key factor in user loyalty (Anderson & Srinivasan, 2003; Oliver, 2010). User trust means confidence in the system's security, credibility, and reliability; transparency strengthens long-term relationships, even if users perceive it differently (Gefen, 2000; McKnight et al., 2002; Pavlou, 2003). Service quality is the system's ability to meet expectations through reliability, responsiveness, and accuracy, which directly shape user evaluation (Ladhari, 2009; Parasuraman et al., 1988; Zeithaml, 1988). User engagement encompasses emotional, mental, and behavioral participation in digital interactions, influenced by sharing motivation and platform features, and its role in the model remains debated (Brodie et al., 2011; Hollebeek, 2011; Zaichkowsky, 1985).

These four variables comprise user reviews and shape perceptions of trustworthiness, credibility, and skepticism toward AI services (Chevalier & Mayzlin, 2006; Dellarocas, 2003; Mudambi & Schuff, 2010). Studies show that consumer reviews affect trust and decisions to use services, mainly because two-sided messages boost information credibility (Chevalier & Mayzlin, 2006; Mudambi & Schuff, 2010). Yet, AI-based reviews like those from ChatGPT raise doubts about accuracy and limited references, as some studies report inconsistent information quality and a lack of citations (Bischof et al., 2025; Davey et al., 2025). Because of this, information credibility is crucial for adopting digital technology (Kim & Moon, 2025). Netnography allows researchers to naturally observe e-WOM dynamics in digital communities (Heinonen & Medberg, 2018; Kozinets, 2002, 2023). Therefore, this research calls for an evaluation framework that integrates satisfaction, trust, service quality, and user engagement to clearly understand the dynamics of AI-based reviews (Chevalier & Mayzlin, 2006; Heinonen & Medberg, 2018; Kim & Moon, 2025).

2.2 Existing Research on Consumer Reviews: From Human-Generated to AI-Generated Content

Filieri (2016) shows that trust in online reviews depends on content quality, language, review valence, source credibility, and review patterns. Natarajan and Periaiya (2024) confirm that consistent, relevant, and factual reviews, as well as platform characteristics, affect writer credibility and shape consumer attitudes. Skepticism reduces review value. Other literature also says content and presentation on digital platforms affect review credibility (Chevalier & Mayzlin, 2006; Dellarocas, 2003; Mudambi & Schuff, 2010).

However, the majority of studies continue to focus on human-generated reviews, thereby insufficiently addressing how consumers evaluate AI-generated reviews, such as those from ChatGPT. Recent literature indicates that AI-based reviews have limitations, including potential inaccuracies, lack of references, and variability in output quality, which raise doubts about information credibility (Bischof et al., 2025; Koike et al., 2024). This situation underscores the need to understand the dynamics of trust, credibility, and skepticism in the context of AI.

In this regard, netnography emerges as a pertinent approach, as it can capture consumer interactions and perceptions in a naturalistic manner by analyzing electronic word-of-mouth (e-WOM) in digital environments (Costello et al., 2017; Heinonen & Medberg, 2018; Kozinets, 2002). Consequently, this study addresses the gap in the literature by examining consumer evaluation of AI-based reviews holistically, integrating perspectives from traditional review credibility and the challenges of AI technology reliability (Bischof et al., 2025; Mudambi & Schuff, 2010).

3. Research Methods

3.1 Explanation of netnography

This study employs netnography, a qualitative method, to understand consumer perceptions and experiences in digital environments by analyzing user reviews. Netnography is a standardized approach that emphasizes the examination of consumer interactions and communications within online communities, particularly in the context of electronic word-of-mouth (e-WOM) (Heinonen & Medberg, 2018; Kozinets, 2002; Xun & Reynolds, 2010). It is pertinent for capturing contextual meanings, social dynamics, and authentic experiences that cannot be fully elucidated through surveys or experiments (Kozinets, 2023). Data were purposively collected from 2,150 user reviews of ChatGPT in the App Store during the period of July–December 2025, based on inclusion and exclusion criteria to ensure data quality. In this study, digital app reviews are considered a form of user-generated content that captures spontaneous user evaluations of technology-based services (Heinonen & Medberg, 2018; Xun & Reynolds, 2010). Data analysis was conducted using the RTA approach to identify patterns and develop reflective interpretations (Byrne, 2022), supported by Niteni: Qualitative Analysis Tools with AI to enhance the systematization, consistency, and efficiency of the coding and categorization process (Wahyudi, 2025). This approach is non-intrusive, allowing for natural data collection without researcher intervention (Kozinets, 2023). From an ethical perspective, this study considers the public-private boundaries of data and the protection of participants' identities through anonymity and the paraphrasing of quotations (Costello et al., 2017; Langer & Beckman, 2005). Overall, this method facilitates an in-depth exploration of the meanings, perceptions, and dynamics of consumer interactions with AI services within a complex digital ecosystem.

3.2 *Tables*

The data analysis technique employed in this research integrates a netnographic approach with a qualitative coding process grounded in thematic analysis and the Gioia method to comprehensively understand the dynamics of digital interaction (Byrne, 2022; Kozinets, 2002). The analysis commences with open coding to inductively identify first-order codes from the review data, then advances to axial coding to develop second-order themes, and ultimately yields aggregated dimensions as the primary conceptual constructs (Byrne, 2022). This process employs Niteni Tools to systematically enhance the efficiency, consistency, and traceability of qualitative analysis (Wahyudi, 2025). This approach is consistent with the principles of netnography, which emphasize meaning, social dynamics, and patterns of interaction within digital communities (Costello et al., 2017; Kozinets, 2002), as well as with the framework of thematic analysis focusing on the construction of themes from qualitative data (Byrne, 2022). The study ensures validity and reliability through double coding, consensus discussions, and literature triangulation as forms of methodological rigor in qualitative research (Byrne, 2022; Costello et al., 2017). Despite limitations such as representation bias and the absence of non-verbal data, this approach remains effective in capturing authentic meaning and providing contextual understanding of digital consumer behavior within an AI-based ecosystem (Byrne, 2022; Heinonen & Medberg, 2018; Kozinets, 2023).

4. Research Findings and Discussion

4.1 *Initial Coding*

Initial coding is the foundational phase of qualitative analysis, in which units of meaning are identified, and descriptive codes are inductively developed from user review data

(Byrne, 2022; Costello et al., 2017). The analysis reveals a duality in user experiences with ChatGPT, highlighting users' appreciation for the application's benefits in learning, task completion, and rapid information retrieval. These advantages are facilitated by interactive features and adaptive responses that enhance user engagement (Kim & Moon, 2025; Koike et al., 2024; Othman et al., 2025). These findings align with netnography and thematic analysis approaches, which emphasize understanding contextual meaning in digital interactions (Byrne, 2022; Heinonen & Medberg, 2018; Kozinets, 2002), and are further supported by the Technology Acceptance Model, which elucidates the role of perceived usefulness and ease of use in technology adoption (Davis, 1989; Kim & Moon, 2025). Additionally, the educational benefits of ChatGPT are consistent with findings that AI models can effectively and adaptively support the learning process (Koike et al., 2024; Othman et al., 2025).

However, users also expressed dissatisfaction with feature limitations, declining response quality, and technical obstacles such as errors, lag, and access restrictions, in both free and paid versions (Dass & Packham, 2023; Davey et al., 2025; Dogan et al., 2025). Criticisms regarding monetization policies and the perceived mismatch between service value further reinforce negative perceptions of application quality and affect users' overall evaluations (Dass & Packham, 2023; Davey et al., 2025). These findings suggest that user experience is influenced by the imbalance between feature innovation, system stability, and user expectations within an AI-based digital ecosystem (Heinonen & Medberg, 2018; Kozinets, 2023). Therefore, the management of AI services must integrate technical quality, service value, and responsiveness to user needs to enhance satisfaction and ensure sustainable use (Dellarocas, 2003; Heinonen & Medberg, 2018; Kim & Moon, 2025).

The word cloud visualization in Figure 1, supported by the initial coding frequencies in Table 1, indicates that users' evaluations of ChatGPT are predominantly positive, with frequent occurrences of terms such as "very helpful" (186), "very good" (141), "very useful" (59), "good app" (36), and "very satisfied" (32). This suggests that users generally perceive significant benefits from ChatGPT in supporting learning activities, information seeking, and productivity, reflecting high perceived usefulness and user satisfaction. Nevertheless, negative sentiments are also consistently present, as evidenced by the frequency of terms like "not good" (60), "not satisfied" (48), "not working" (31), "error prone" (19), "not accurate" (16), and "slow response" (11). These findings indicate issues with technical performance, response accuracy, and system stability. Furthermore, concerns related to feature limitations and monetization are evident through the appearance of terms such as "feature request" (15), "limited feature" (7), "limit issue" (9), and "too expensive" (9), reflecting users' need for feature development as well as objections to access restrictions and service fees.



Figure 1. Word Cloud Visualization of Initial Coding from ChatGPT User Reviews (n = 2,150)

The distribution of reviews indicates a dichotomy in user experiences, with appreciation for ChatGPT's utility coexisting with criticisms of its performance, feature limitations, and monetization strategies. This underscores a discrepancy between expected and actual performance (Davis, 1989; Kim & Moon, 2025). Online reviews serve both as indicators of trust and as a means to assess the quality of AI services (Costello et al., 2017; Dellarocas, 2003; Heinonen & Medberg, 2018), particularly in evaluating AI-generated content that exhibits both advantages and limitations (Lockie & Choi, 2024). Empirical evidence also highlights inconsistencies and limitations in AI accuracy, necessitating caution and efforts to enhance quality (Bischof et al., 2025; Zhang et al., 2024). Consequently, user feedback provides a strategic foundation for developing more responsive, reliable, and user-centric AI services (Davis, 1989; Dellarocas, 2003; Heinonen & Medberg, 2018).

4.2 *Second-Order Themes*

Second-order themes are interpretive conceptual categories that emerge from aggregating first-order codes or initial coding and connect empirical data with theoretical concepts in qualitative analysis (Byrne, 2022). Through the initial coding of ChatGPT user reviews, researchers discerned a structure of perceptions organized into themes, as depicted in Table 1. These themes include Need Improvement, Feature Request, Need Fix, Lack of Features, Positive Experience, Negative Experience, Performance Issues, and Premium Features, which collectively encapsulate the dynamics of user experiences (Costello et al., 2017; Heinonen & Medberg, 2018; Kozinets, 2002). The findings related to Positive Experience suggest that users perceive ChatGPT as an effective tool for learning, task completion, and information retrieval, facilitated by its interactivity and personalization, which enhance user engagement (Kim & Moon, 2025; Koike et al., 2024; Synekop et al., 2024).

Conversely, the prominence of the Need Improvement, Need Fix, and Performance Issues themes highlights technical challenges such as errors, lags, and inconsistent responses that diminish the quality of the user experience (Bischof et al., 2025; Davey et al., 2025; Othman et al., 2025). The Lack of Features and Feature Request themes reflect users' expectations for more adaptable feature development, while the Premium Features theme underscores the tension between service benefits and subscription costs (Pandey et al., 2024; Psilopatis et al., 2024; Zhang et al., 2024). Additionally, the Negative Experience theme underscores dissatisfaction stemming from system updates and service restrictions that affect perceptions of application quality (Davey et al., 2025). Overall, these findings indicate that ChatGPT users' experiences tend to be ambivalent, where the perceived benefits are not always matched by system stability and the fulfillment of expectations. This highlights the need for more responsive and user-oriented service development within the AI ecosystem, in line with prior research on user-generated feedback and digital service evaluation (Dellarocas, 2003; Heinonen & Medberg, 2018; Kozinets, 2023).

Table 1. Hierarchical Structure of Themes from Initial Coding to Final Themes in Netnographic Analysis

Initial Themes			Second Themes	Final Themes
1. Good But	10. Good But Flaky	19. Good But Not Perfect	Need Improvement	App Development Suggestions
2. Good But Bug	11. Good But Flawed	20. Good But Old		
3. Good But Limited	12. Good But Forgetful	21. Good But Unclear		
4. Good But Paid	13. Good But Greedy	22. Good But Wrong		
5. Good But Slow	14. Good But Improve	23. Helpful But		
6. Good But Buggy	15. Good But Issue	24. Helpful But Err		
7. Good But Different	16. Good But Lag	25. Helpful But Limited		
8. Good But Error	17. Good But More	26. Helpful But Unclear		
9. Good But Expensive	18. Good But Need More	27. Helpful But Wrong		
1. Feature Request	4. Add Memory	6. Feature Issue	Feature Request	
2. Add Feature	5. Add Theme	7. Feature Missing		
3. Add Chat Limit				
1. Need Fix	3. Request Fix	5. Fix Bug	Need Fix	
2. Needs Fix	4. Bug Fix	6. Fix The Issue		
3. Request Fix				
1. Limited Feature	3. Limited Func	5. Missing Feature	Lack of Features	
2. Limited Chat	4. Limited Use			
1. Disappointed	13. Not Good	25. Too Rigid	Negative Experience	User Experience Issues
2. Disappointing	14. Not Satisfied	26. Too Buggy		
3. Very Bad	15. Unsatisfied User	27. Too Slow		
4. Very Disappointed	16. Not Like	28. Too Expensive		
5. Bad Experience	17. Not Like Before	29. Getting Worse		
6. Bad App	18. Not Working	30. Worse After Update		
7. Bad AI	19. Not Useful	31. Worse Now		
8. Worst Model	20. Useless Feature	32. Worse Response		
9. Worst Update	21. Waste Of Time	33. Worse Update		
10. Terrible App	22. Too Limited	34. Worse Version		
11. Frustrating	23. Too Many Bug			
12. Frustrating Experience	24. Too Restricted			
1. Good App	12. Best AI	22. Enjoyable App	Positive Experience	
2. Good AI	13. Best App	23. Very Good App		
3. Good Feature	14. Excellent App	24. Very Fun		
4. Good Response	15. Excellent AI	25. Very Satisfied		
5. Helpful	16. Great App	26. Very Happy		
6. Like It	17. Awesome App	27. Grateful		
7. Love App	18. Amazing App	28. Grateful User		
8. Love It	19. Cool App	29. Thank You		
9. Very Good	20. Fun App	30. Thanks		
10. Very Helpful	21. Fun Chat	31. Appreciate		
11. Very Useful				
1. Slow Response	14. Buggy	27. Still Error	Performance Issues	App Performance Issues
2. Slow Image	15. Error Prone	28. System Error		
3. Slow Process	16. Error Message	29. Connection Issue		
4. Slow App	17. Error Occurred	30. Login Issue		
5. Slow Processing	18. Error Occurs	31. Account Issue		
6. Slow Edit	19. Error	32. Account Problem		
7. Slow Load	20. App Error	33. Upload Issue		
8. Slow Loading	21. Error After Update	34. Image Issue		
9. Slow Login	22. Error Always	35. File Issue		
10. Slow Photo	23. Error Login	36. History Issue		
11. Slow Upload	24. Many Errors	37. Null Issue		
12. Laggy	25. Some Errors	38. Data Loss		
13. Buggy App	26. Sometimes Error			
1. Paid Feature	3. Too Expensive	5. High Premium	Premium Features	Monetization Concerns
2. Premium Issue	4. Expensive Upgrade			

4.3 *Final Themes*

The final themes presented in Table 1 are derived from the integration of intermediate-level themes, forming a conceptual framework to elucidate the phenomenon in a more abstract and comprehensive manner within the context of thematic analysis (Byrne, 2022; Kozinets, 2002). The analysis identified four principal dimensions: App Development Suggestions, User Experience Issues, App Performance Issues, and Monetization Concerns, which together reflect ChatGPT users' perceptions and experiences, consistent with prior approaches to categorizing user-generated feedback and review data (Costello et al., 2017; Heinonen & Medberg, 2018; Xun & Reynolds, 2010). The App Development Suggestions theme reflects users' elevated expectations for feature innovation and system enhancement, aligning with the role of online feedback in driving product development (Chevalier & Mayzlin, 2006; Dellarocas, 2003; Kozinets, 2002).

The User Experience Issues theme captures ambivalent experiences in which the app's benefits coexist with criticisms of response quality and information accuracy (Dass & Packham, 2023; Davey et al., 2025; Othman et al., 2025). The App Performance Issues theme underscores technical limitations, such as lag, slow response times, and inconsistent system performance, that affect the app's reliability (Othman et al., 2025; Psilopatis et al., 2024; Zhang et al., 2024). Meanwhile, the Monetization Concerns theme indicates that perceptions of pricing and feature restrictions influence assessments of service value and decisions regarding usage (Chevalier & Mayzlin, 2006; Davis, 1989; Dellarocas, 2003). Overall, these findings affirm that the ChatGPT user experience is shaped by the interplay among feature quality, system performance, user

experience, and monetization policies, and are consistent with the Technology Acceptance Model framework in explaining the adoption of AI-based technology (Davis, 1989; Kim & Moon, 2025).

4.4 *Final Themes Refinement*

The Final Themes Refinement process, as delineated in Table 2, serves as an evaluative mechanism to generate themes that are coherent, representative, and capable of providing a comprehensive explanation of the phenomenon (Byrne, 2022; Kozinets, 2023). The refinement process identified four principal themes, each with structured indicators: App Development Suggestions, User Experience Issues, App Performance Issues, and Monetization Concerns. These themes are supported by a netnography approach and RTA to enhance the understanding of the digital user experience (Costello et al., 2017; Heinonen & Medberg, 2018). The theme of App Development Suggestions underscores the significance of feature innovation and system improvements in response to user feedback (Davis, 1989; Dellarocas, 2003; Xun & Reynolds, 2010). The App Performance Issues theme highlights performance limitations, such as lag and slow response times, which affect the quality of AI services (Bischof et al., 2025; Koike et al., 2024). The Monetization Concerns theme reflects the perceived value concerning premium costs and feature limitations that influence user adoption (Chevalier & Mayzlin, 2006; Davis, 1989). Meanwhile, the User Experience Issues theme describes the ambivalent experiences users encounter in digital interactions (Heinonen & Medberg, 2018; Kozinets, 2002). Overall, this process fortifies the connection between empirical data and thematic interpretation. The final themes derived from the thematic analysis are presented in full in the following table.

Table 1. Final Themes Refinement: Meaning Focus and Indicators of User Perceptions toward ChatGPT

No.	Final Theme	Focus on Meaning	Indicators
1	App Development Suggestions	Improvement of application quality and features	Requests for new features, Bug and error fixes, AI performance enhancement
2	User Experience Issues	User experience with the application	Positive experiences, Negative experiences, User dissatisfaction
3	App Performance Issues	Application performance and usability	Usage limitations, Slow image generation process, App lagging
4	Monetization Concerns	Application monetization policy	Premium pricing, Limitations on free features, Premium promotion

4.4.1 App Development Suggestions

The theme of App Development Suggestions reflects users' needs and expectations for improving the quality and functionality of the ChatGPT application, as identified through the subthemes of Feature Request, Lack of Features, Need Fix, and Need Improvement, following a thematic analysis approach (Braun & Clarke, 2006). The analysis indicates that users propose features such as keyword search, conversation management, and greater flexibility of use, reflecting their desire for easier access and improved control over the service (Heinonen & Medberg, 2018; Kozinets, 2023). The netnographic approach corroborates that user feedback in digital spaces mirrors a comprehensive service experience and serves as a foundation for innovative app development (Costello et al., 2017; Kozinets, 2023). However, the limited features and modifications following updates have led to negative perceptions of the service's completeness and inconsistent AI performance (Alam et al., 2025; Bischof et al., 2025; Othman et al., 2025). Furthermore, reports of bugs and technical

disruptions suggest that system stability is a crucial factor in shaping the user experience (Koike et al., 2024; Rumokoy & Frank, 2025). Nonetheless, users continue to recognize the app's benefits while advocating for enhanced performance and feature optimization to meet expectations (Psilopatis et al., 2024). Overall, responsive and continuous app development is essential for increasing user satisfaction and loyalty (Heinonen & Medberg, 2018; Kozinets, 2023).

4.4.2 App Performance Issues

The theme of App Performance Issues underscores the challenges related to the application's performance and usability, which continue to be hindered by technical impediments such as errors, bugs, lag, and slow response and upload times. These issues directly degrade the user experience (Rumokoy & Frank, 2025). The findings suggest that system instability and performance limitations are significant factors influencing user satisfaction and accessibility, as evidenced by complaints regarding slow response times and a buggy application (Shahzad et al., 2024). Theoretically, this situation is consistent with the Technology Acceptance Model, which highlights the importance of usability and ease of use in technology adoption (Davis, 1989; Kim & Moon, 2025), and is further supported by the significance of system design and information quality in enhancing user experience (Ghorbanzadeh & Sharbatiyan, 2024).

Furthermore, variations in AI response quality illustrate performance limitations, with the accuracy and completeness of output remaining inconsistent in certain usage contexts (Bischof et al., 2025; Othman et al., 2025). Reviews based on netnography and electronic word-of-mouth (e-WOM) also affirm that user experience in the digital realm significantly influences perceptions of service quality and satisfaction (Dellarocas, 2003; Heinonen & Medberg, 2018). Therefore, enhancing system stability and application responsiveness is crucial for maintaining service quality and sustaining user loyalty.

4.4.3 Monetization Concerns

The issue of Monetization Concerns pertains to users' perceptions of monetization strategies, particularly regarding premium fees, limitations on free features, and the promotion of paid services (Shahzad et al., 2024). Users often perceive the subscription costs as disproportionate to the benefits received, which restricts access to essential features and diminishes user satisfaction and engagement. Conceptually, the disparity between cost and service quality affects perceived value and the effectiveness of digital application use, potentially exacerbating negative perceptions if not accompanied by optimal performance (Rumokoy & Frank, 2025).

Furthermore, user reviews and electronic word of mouth (e-WOM) significantly influence price perceptions and service value within digital communities (Xun & Reynolds, 2010). The netnography approach underscores that users' experiences with monetization can be understood in context through online interactions (Dass & Packham, 2023; Greitemeyer & Kastenmüller, 2023). Consequently, equitable and adaptable monetization strategies should align with the principles of the Technology Acceptance Model, wherein usefulness and ease of use determine satisfaction and intention to use (Kozinets, 2023; Synekop et al., 2024).

4.4.4 User Experience Issues

The theme of User Experience Issues encapsulates the dualistic nature of ChatGPT users' experiences, characterized by both appreciation and dissatisfaction with the application (Alam et al., 2025). Users perceive ChatGPT as a tool that supports learning, enhances productivity, and facilitates information access, thereby contributing to increased cognitive and affective satisfaction (Dogan et al., 2025;

Lockie & Choi, 2024; Othman et al., 2025). These observations are consistent with the Technology Acceptance Model framework, which posits that perceived usefulness and ease of use are pivotal in shaping positive attitudes and intentions toward technology adoption (Dass & Packham, 2023; Kim & Moon, 2025).

Conversely, users also report dissatisfaction stemming from inconsistent response quality, limited features, suboptimal updates, and technical issues that detract from user comfort (Bischof et al., 2025; Koike et al., 2024; Shahzad et al., 2024). Cross-domain studies indicate that AI outputs continue to exhibit limitations in accuracy, context, and citation, necessitating human evaluation in complex scenarios (Dogan et al., 2025; Koike et al., 2024). This highlights an expectation gap between anticipated and actual performance, where system stability, consistency of quality, and information credibility are critical factors influencing user experience (Othman et al., 2025; Rumokoy & Frank, 2025).

4.5 *Final Themes Refinement Path*

The conceptual model in figure 2 illustrates that the user experience of ChatGPT evolves in a non-linear manner through the interplay of technical, functional, and economic dimensions, consistent with prior frameworks on user experience and multidimensional data structuring (Costello et al., 2017; Heinonen & Medberg, 2018). The functional dimension, particularly through App Development Suggestions, enhances the user experience when features effectively address user needs and improve usability, aligning with the principles of perceived usefulness and ease of use as outlined in the Technology Acceptance Model (Davis, 1989; Kim & Moon, 2025). In contrast, technical challenges in App Performance Issues, such as errors, lag, and system limitations, directly diminish the quality of interaction and user satisfaction (Koike et al., 2024; Rumokoy & Frank, 2025).

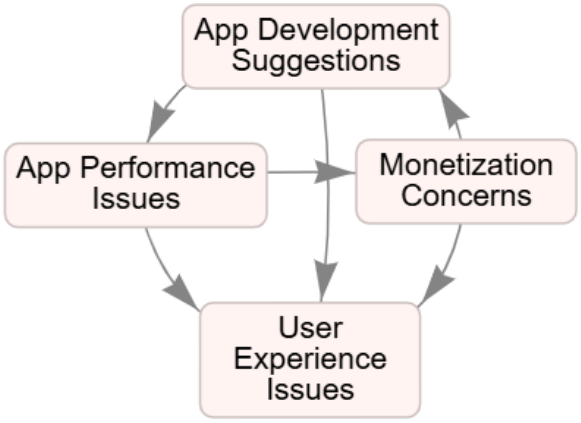


Fig. 2. Conceptual Model of Relationships among Final Themes Influencing User Experience in ChatGPT

In addition, the dimension of Monetization Concerns impacts the user experience through perceived value, particularly when the costs of services do not align with the benefits received (Alam et al., 2025; Zeithaml, 1988). The literature indicates that user reviews and word of mouth significantly influence perceived value and the decision to adopt technology (Chevalier & Mayzlin, 2006; Dellarocas, 2003). In this context, user feedback functions not only as an evaluative tool but also as a constructive mechanism for fostering feature innovation and service enhancement (Filieri, 2016; Xun & Reynolds, 2010). Interpretively, these findings confirm that user experience results from a dynamic equilibrium among these dimensions, necessitating a holistic, user-centered design approach in the development of AI services to integrate system quality, feature flexibility, and equitable monetization strategies (Delone & McLean, 2003; Shahzad et al., 2024).

4.6 *Interpretation of findings*

The findings of this study reveal that user reviews of ChatGPT exhibit a multidimensional thematic structure encompassing App Development Suggestions, App Performance Issues, Monetization Concerns, and User Experience Issues, thereby reflecting users' concurrent satisfaction and dissatisfaction (Byrne, 2022; Kozinets, 2023). These results suggest an expectation gap between ideal expectations and actual performance, shaped by the service's technical, functional, and economic dimensions (Dwivedi et al., 2023; Zeithaml, 1988). Theoretically, this research substantiates the notion that consumer reviews influence user perceptions and attitudes towards digital technology (Chevalier & Mayzlin, 2006; Filieri, 2016). Furthermore, this study contributes to the literature by framing the AI experience as a dynamic phenomenon that transcends traditional adoption models (Davis, 1989; Natarajan & Periaiya, 2024). In practice, this research underscores the significance of a user-driven development approach, leveraging digital feedback to enhance service quality (Heinonen & Medberg, 2018; Kozinets, 2002). Consequently, two-way interaction emerges as crucial for the development of adaptive and user-centered AI (Costello et al., 2017; Kim & Moon, 2025).

4.7 *Novel or unique contributions*

This study presents a novel examination of ChatGPT users' experience through a netnographic approach in conjunction with Reflexive Thematic Analysis. This methodology enables the capture of user experiences in a contextual, naturalistic, and reflective manner. In contrast to previous research, which often focuses on technology adoption or system performance in a fragmented manner, this study demonstrates that the AI user experience is multidimensional and influenced by the interplay among technical, functional, and economic factors. This substantive novelty is encapsulated in four primary themes: App Development Suggestions, App Performance Issues, Monetization Concerns, and User Experience Issues, which collectively illustrate the duality of user experiences, oscillating between satisfaction and dissatisfaction. The findings underscore that the disparity between technology performance, user expectations, and service value constitutes the principal source of the expectation gap. Methodologically, integrating netnography and RTA enhances the study of digital consumer behavior by facilitating a deeper understanding of the meanings underlying user reviews. In practice, this study underscores the significance of user-oriented AI development by advocating improvements in system stability, response quality, feature development, and monetization strategies.

4.8 *Equations*

This study contributes to the theoretical enrichment of the digital consumer behavior literature by illustrating that user experience with ChatGPT is influenced not only by usability and system performance but also by the dynamic interplay of technical, functional, and economic dimensions. Employing a netnographic approach and Reflexive Thematic Analysis, this research posits that consumer reviews function not merely as functional evaluations but also as a medium for shaping perceptions, trust, skepticism, and user loyalty (Filieri, 2016; Natarajan & Periaiya, 2024). The findings suggest that AI user experience is multidimensional, encompassing issues such as response quality, system performance, feature development, monetization, and overall usage experience, and is influenced by the expectation gap between user aspirations and the service's actual performance. Methodologically, integrating netnography and RTA offers significant contributions by providing a more contextual, reflective, and authentic understanding of the dynamics of digital interaction. Consequently, this study expands the conceptual framework of AI and consumer behavior research by positioning user experience as a complex and dynamic construct within the digital ecosystem.

5. Conclusion

5.1 *Conclusion*

This study concludes that ChatGPT's user experience is intricate and multifaceted, influenced by technical, functional, and economic dimensions, and manifested in themes such as App Development Suggestions, App Performance Issues, Monetization Concerns, and User

Experience Issues. Users acknowledge ChatGPT's utility, speed, and its role in facilitating daily activities; however, they also express dissatisfaction with technical difficulties, declining response quality, limited features, and monetization policies perceived as not yet commensurate with the value of the service provided. These findings suggest an expectation gap between users' expectations and the application's actual performance, which affects user perception, satisfaction, and loyalty. Consequently, future development of ChatGPT should prioritize enhancing system stability, improving AI response quality, adding more flexible features, and devising monetization strategies that better respond to user needs. Overall, this study underscores that the success of AI technology is significantly determined by its capacity to continuously adapt to user experience and feedback within a dynamic digital ecosystem.

5.2 *Recommendation*

Based on empirical findings, several strategic recommendations can be advanced to enhance the quality of ChatGPT services. Firstly, developers should prioritize system stability by addressing bugs, minimizing errors, and optimizing application performance to mitigate users' primary concerns regarding technical issues. Secondly, the quality of AI responses must be enhanced by ensuring accuracy, relevance, and the ability to deliver more natural, contextually appropriate answers. Thirdly, the development of more adaptable features, such as history search, message editing, and service personalization, should be considered to augment the user experience. Fourthly, monetization strategies should be recalibrated to be more adaptive and commensurate with users' perceived value, including more affordable pricing and fewer feature restrictions in the free version. Fifthly, improving usability and ease of navigation is essential to creating a more intuitive experience. Lastly, transparent and responsive communication regarding digital user feedback is vital to building trust, reducing resistance to change, and minimizing the expectation gap. Overall, a user-centered approach grounded in user feedback is crucial for enhancing user satisfaction and loyalty.

5.3 Acknowledgements

In accordance with AI policy, the authors used ChatGPT and Grammarly Pro only to improve grammar and clarity. No AI tools contributed to scientific content, data analysis, or interpretation.

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