Consumers' Acceptance of the Retail Service Robots: A Humanoid Perspective

H.A. Dimuthu Maduranga Arachch[1*], G. Dinesh Samarasinghe[2]

[1]Individual Researcher, Sri Lanka, slarachchi1@yahoo.com

[2]Department of Industrial Management, University of Moratuwa, Moratuwa, Sri Lanka, dineshs@uom.lk

This study focused on explaining the influence of retail service robot (RSR) personality traits on consumers' acceptance of retail service robot (RSR); this study also examined moderating impact of anxiety toward robots. Based on the extensive literature review, this study formulated eight hypotheses to support the arguments. Quantitative methodology with a survey strategy was undertaken, which had an effective sample size of 259 young consumers. Furthermore, analysis was carried out using Smart partial least squares (PLS)-structural equation modelling. The study finds a significant direct relationship between the RSR personality traits (intelligence, sincere, and creative) and consumers' perceived control. Other than that, it also finds significant relationships between consumers' perceived control, anticipated service quality and RSR acceptance. It was further revealed that anxiety toward Robots significantly moderates impact on RSR personality traits on consumers' perceived control. The findings shed the light on improving retail service quality with humanoid based applications.

Keywords: *robotic personality, perceived control, service quality, robot acceptance, anxiety toward robots*