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RESEARCH ARTICLE

The adoption of AI service robots: A comparison between credence and experience service settings

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Abstract

Would consumers experience the same psychological processes when adopting AI service robots in different service areas? Results of multigroup structural equation modeling ($n = 517$) indicate that consumers' psychological processes are not the same in different service areas. Specifically, how consumers perceive AI service robots' usefulness is shown to be a significant underlying mechanism affecting consumers' attitudes toward adopting AI service robots in a service setting with a credence attribute (e.g., a hospital), but is not significant for a service setting with an experience attribute (e.g., a café). Furthermore, regardless of the different service settings, both privacy concerns and trust toward AI technology are shown to be significant antecedents, consistent with previous literature. Our results provide empirical insights at the intersection of psychology, marketing, and AI technology on how consumers adapt to using service robots across different service areas.

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DATA AVAILABILITY STATEMENT

The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available due to privacy or ethical restrictions.

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