

Is affective well-being important for self-service encounters? An empirical study considering the role of task complexity and knowledge

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Abstract

The demand for self-service technologies is amplified with the fast pace life demanding customers to participate for the services extended to them as a part of cocreation. Hence, customers spent a large amount of time participating in service offerings and interacting with service employees and the servicescape leading to an experience that is likely to influence their affective well-being of a customer that considers the affective aspect of the customers' well-being. The current study attempts to understand the role played by affective well-being related to the task in the service encounter that the customers expected to do. The study also considers the important intervention of the knowledge of the customer and the complexity of the task. The study was conducted on shoppers of supermarket on their self-checkout experience in Australia. Findings suggest the mediation role of task related affective well-being with significant moderation effect of customer knowledge and task complexity.

Keywords: *self-service; task-related affective well-being; customer participation*

Track: Services Marketing