

Understanding Customers' Checkout Experiences and Attitudes: A Comparative Analysis of Self-Service and Traditional Checkouts Considering General Attributes and Situational Factors in a Retail Context

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Abstract

Self-service technologies have attracted great interest among retailers. However, consumers' perception of self-service technologies remains unclear and it is necessary to study consumers' attitudes towards alternative checkout types in retail stores. Based on previous literature, a structural equation model was developed that includes situational factors and general attributes of perceived checkout performance (speed, control, reliability, ease of use, enjoyment) as well as the overall performance. The causal relationships of these variables and their effects on consumers' attitude to a specific checkout option are studied. The model is empirically tested both for self-service checkout and traditional checkout using a German supermarket sample. Situational factors such as presence of employees are perceived differently depending on the checkout, while time pressure and shopping effectiveness are of higher relevance for self-service checkouts, but also influence traditional checkouts.

Keywords: *SST; Self-Service-Checkout; Perceived Performance*

Track: Retailing & Omni-Channel Management