

Characterizing smart tracking-based self-service technologies (STB SSTs) and their acceptance antecedents : a systematic literature review.

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Abstract

This paper introduces smart tracking-based self-service technologies (STB SSTs) as a new category of self-service. STB SSTs allow brand customers to voluntarily perform feedback-seeking that targets their brand-related consumption occurring in a connected environment, provided they consent to share private data with their brand. Despite an increasing deployment, this category of self-service is not well defined in the literature. In addition, we have little understanding of consumer motivations to use these technologies. The present work attempts to fill these gaps by performing an interpretive literature review. Our literature review highlights the necessity to distinguish between core and peripheral use of the smart feedback system in the service offer. In addition, our synthesis of acceptance antecedents outlines privacy concerns, new forms of social influence, and interaction goal alignment as an emergent facilitating condition when using STB SSTs instead of other SSTs. This work is also a roadmap for future research. In particular, this study calls for greater consideration of the smart feedback system as a characteristic of STB SST in future research.

Keywords: *tracking; SST; acceptance*

Track: Services Marketing