Conceptualising Predictive Influence of Mimicry on Consumer's Purchase Intention

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Abstract

Social robots have the capability to engage in interactions, communicate effectively, and provide services to consumers. Retail Service Robots (RSR) refer to social robots employed in the retail sector. It is projected that more than 65% of the retail business will undergo automation within the next three years. Research indicates that when virtual agents replicate human behavior, it can adversely affect customers' behavior (Casasanto et al., 2020). However, there is a shortage of knowledge regarding how RSR should behave in a retail setting. This study proposes the importance of robotic mimicry and its influence on attitude, subjective norms, perceived behavioral control, empathy, and trust on purchase intention. It proposes that robotic mimicry will influence how consumers behave in low and high involvement retail setting. The findings will assist managers in making more accurate decisions regarding the optimal design of RSRs for retail. Keywords: Social Robots, Robotic Mimicry, Purchase Intention Track: Service marketing and service innovation

Subject Areas: *Consumer Behaviour, Consumer Services, Retailing, Service Quality, Service Marketing*

Track: Service Marketing & Service Innovation