

Service robot vs. salesperson how consumers perceive product information from the frontline interaction

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Cite as:

YANG Xingming (2023), Service robot vs. salesperson how consumers perceive product information from the frontline interaction. *Proceedings of the European Marketing Academy*, 52nd, (113952)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



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Abstract

Abstract Previous research has shown various aspects of human-robot interaction on consumer experience; however, how such interaction influences the way consumers perceive product information and, thus, how it impacts the shopping experience, has yet to be addressed. This ongoing research addresses this gap and examines the effect in a lab setting (N = 200). We find that consumers find the information given by the service robot (vs. salesperson) more detailed but more complex, which leads to an ambivalent shopping experience. Keywords: human-robot interaction, information, complexity

Subject Areas: *Attitude, Diffusion of Innovations, Information Processing*

Track: Digital Marketing & Social Media