

Transforming Captive Service Experiences and Compliance Dynamics Through Robots

Qingxuan Zhang

University of Melbourne

Liliana Bove

The University of Melbourne

Daiane Scaraboto

Faculty of Business and Economics, University of Melbourne

Cite as:

Zhang Qingxuan, Bove Liliana, Scaraboto Daiane (2024), Transforming Captive Service Experiences and Compliance Dynamics Through Robots. *Proceedings of the European Marketing Academy*, 53rd, (118571)

Paper from the 53rd Annual EMAC Conference, Bucharest, Romania, May 28-31, 2024



Transforming Captive Service Experiences and Compliance Dynamics Through Robots

Abstract

This paper explores the impact of service robots replacing frontline employees (FLEs) in captive service settings. Employing qualitative methods, we analyze consumer and FLE experiences following the introduction of robots. Results show robots alleviate consumer anxiety and enhance fairness perceptions, while also reducing FLE work demands. This study extends the theory of mind perceptions, offering insights as to why service robots are superior to human officers for consumer compliance in captive service encounters.

Subject Areas: *Consumer Services, Diffusion of Innovations, Service Marketing*

Track: Service Marketing & Service Innovation