

# Developing the Willingness to Accept Social Robot Recommendations Scale

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## **Abstract:**

Social robots are increasingly being used in hospitality-oriented industries to offer various services to customers, such as providing information at concierge desks, as robot servers, and providing recommendations. While previous studies focused on the use of social robots for these recommendations, there is a lack of studies specifically aimed at measuring the willingness to accept social robot recommendations (WASRR). Measuring WASRR is crucial because it serves as the best predictor of actual behaviour and provides insight into customers' psychological mechanisms. This study aims to develop a scale to measure WASRR. With this scale, researchers and managers can evaluate the feasibility of using social robots for recommendations in the hospitality sector and tailor their recommendations to meet customers' needs and preferences. This will enhance customer satisfaction and drive sales. This will be the first scale designed to measure WASRR, which can be adopted and adapted by organisations to fit their needs.

*Keywords: Scale Development, Willingness to Accept Social Robot Recommendations Scale, Human-robot interaction*

*Track: Services Marketing & Service Innovation*