

# The More, the Worse? Exploring the Negative Influence of Robot Replicates on Human-Robot Rapport

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# **The More, the Worse? Exploring the Negative Influence of Robot Replicates on Human-Robot Rapport**

## **Abstract:**

This study investigates the effects of robot replicates on human-robot rapport within the tourism and hospitality sectors, an area underexplored in previous research. Leveraging social presence theory, our research examines how multiple identical service robots affect consumer willingness for human-robot rapport. Through three experiments, including field study and controlled trials, our findings reveal that compared to individual robot, robot replicates diminish perceived social presence, leading to decreased human-robot rapport. Besides, robot variety can mitigate the main effect, suggesting a strategic approach to enhance rapport building between human and robot. This research provides novel insights into the design and deployment of AI technologies in the service industry, offering implications for both academic and practical applications in creating more engaging consumer experiences.

*Keywords: Robot replicates; Human-robot rapport; Social presence; Robot variety*

*Track: Consumer Behavior*