

Drivers of Social Robot's Recommendation Acceptance: Restaurants vs Cafes

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Abstract: 1000 characters

Social robots are designed to be used as frontline employees to interact, communicate and deliver services to customers. The adoption of robots to deliver food to customers has increased significantly. However, the effectiveness of robots to perform complex tasks such as providing recommendations is unclear. There is a lack of research in this field. It is predicted that Attitudes, Subjective Norms, Inferences of Manipulative Intent, Source Credibility and Empathy could influence Willingness to Accept Social Robot's Recommendations (WASRR). The results show significant differences in WASRR between a fine dining restaurant and a café. The robot was less effective in a fine dining restaurant and suggests that managers should adopt robots as servers only. However, the robot performed effectively in cafés, and it could be used to provide recommendations. The robot can be used to upsell and cross-sell products and highlight new and popular products in a cafe.

Keywords: Willingness to Accept Social Robot Recommendations, Human-robot interaction, Structural Equation Modelling

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