Social robot acceptance in Entertainment and Hospitality Services

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Abstract

Although the increasing deployment of social robots in hospitality services, there is a need to understand to what extent customers accept this technology. Based on theories of technology acceptance, this study validates an adaptation of the Almere model in an entertainment environment. In addition, it examines the effect that a robot playing a gender role (male vs. female) combined with personality (collaborative vs. competitive) has on the degree of acceptance. 113 participants played a game with a TIAGo robot while it took on each of the four roles. Findings show the Almere model adapts in six of ten constructs to