

How does robot gender affect men's and women's technological acceptance?

Rubén Huertas-Garcia

University of Barcelona – UB

Santiago Forgas-Coll

University of Barcelona

Antonio Andriella

Institut de Robòtica i Informàtica Industrial CSIC-UPC

Guillem Alenyà

Institut de Robòtica i Informàtica Industrial CSIC-UPC

Cite as:

Huertas-Garcia Rubén, Forgas-Coll Santiago, Andriella Antonio , Alenyà Guillem (2022), How does robot gender affect men's and women's technological acceptance? . *Proceedings of the European Marketing Academy*, 50th, (111748)

Paper from the EMAC Regional 2022 Conference, Kaunas, Lithuania, September 21-23, 2022



How does robot gender affect men's and women's technological acceptance?

Abstract

The outbreak of Covid-19 and the consequent social distancing measures between people has boosted the use of social robots to deliver front-office services. In addition, the use of female robots to provide these services has proliferated. However, it is unclear whether the gender of the robot can be a market segmentation criterion targeting men and women. To explore this, a 2×2 (robot gender by human sex) experiment was set up, where a social robot simulated providing a customer service. A model derived from UTAUT was used to estimate its technological acceptance. The findings reveal that men and women used different drivers to explain their technological acceptance of male or female robots during the delivery of a front-office service. This suggests that it makes sense to consider segmenting the market by sex.

Keywords: *Gendered robots, Technological acceptance, Human-robot interaction*