

# THE ROLE OF SERVICE-RELATED AND SOCIAL FACTORS IN DIGITAL SERVITIZATION

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Cite as:

Guleren Can, Karaosmanoglu Elif (2024), THE ROLE OF SERVICE-RELATED AND SOCIAL FACTORS IN DIGITAL SERVITIZATION. *Proceedings of the European Marketing Academy*, (122702)

Paper from EMAC Regional Conference, Lisbon, Portugal, September 25-27, 2024



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## **Abstract**

This research aims to understand the adoption of digital service platform usage intention and behaviour from the perspectives of technology adoption and collaborative consumption. It focuses on two main groups of indicators: service-related factors (cost, access convenience, usage convenience, complexity, perceived risk, enjoyment) and collaboration indicating social factors (sense of belonging, sharing behaviour, sense of sociability). It claims that these factors influence perception of utilitarian, hedonic and social value perceptions of digital service platforms so that positive value perceptions lead to behavioural intention and actual usage behaviour. It tests these relationships based on a structural equation model using a convenience sample data of 519 respondents.

**Subject Areas:** *Consumer Behavior; Consumer Services; Services Marketing; Technology, innovations, robotics*