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Business

SCHOOL OF BUSINESS RESEARCH SEMINAR SERIES

Exploring a New Measurement for Consumer's Willingness to Accept Social Robot's Recommendations

DATE: Friday 6 October 2023

TIME: 10:00am – 11:00am

MEETING DETAILS: Learning Studio 29, Level 7, 1PSQ & Zoom Online (Meeting ID: 891 9462 3009, Password: 768238)

RSVP: COB, Thursday 5 October 2023

CONTACT: business.research@westernsydney.edu.au

PRESENTER:

Dr. Michael Lwin

Lecturer in Marketing,
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ABSTRACT:

With the advancement in technology, social robots are increasingly being used in the service sector (Wirtz et al., 2018:405) and have become a critical component for managers due to the shortage of employees (Bennett, 2022). They are used to deliver food, take orders, give directions, etc. However, the next evolution of integrating social robots into the hospitality industry is to understand how social robots can influence consumers' preferences. A review of the literature shows that there is a lack of a measurement on the willingness to accept social robots' (SR) recommendations. The research proposes a new scale that will help scholars understand consumers' willingness to accept social robots' recommendations. The scale will be developed using the six-step method as suggested by Churchill (1979) and DeVillis (1991). The research will discuss the findings from the first three steps of the scale development process.

BIOGRAPHY:

Dr. Lwin's research interests include social robot interactions, guilt appeals in advertising, negative advertising appeals, digital piracy, luxury branding, digital marketing, social marketing and marketing communications. He has published in several A-ranked journals, including Asia Pacific Journal of Marketing and Logistics, Journal of Macromarketing, Journal of Marketing Management, Journal of Retailing and Consumer Services, Marketing Intelligence & Planning and Journal of Vacation Marketing. He is also a recipient of the Australian and New Zealand Marketing Academy Conference best track paper.