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Effect of Social Influence on Intention to use Self-Service Technology in Chidambaram

M.Senthilnathan, Dr.R.Sritharan

Research Scholar, Department of Business Administration, Annamalai University, Annamalai Nagar, Tamil Nadu, India

Associate Professor, Department of Business Administration, Annamalai University, Deputed to Dharmapuram

Gnanambigai Government Arts College for women, Mayiladuthurai, India

ABSTRACT: The purpose of carrying out the study presented here is to explore and analyze the probable effect of the social influence over the intention of people to use the self-service technology. The study has been done with reference to the people of ATM users in Chidambaram. The technique used to select the respondents of the study is convenience sampling method. The number of respondents is 100 and data has been collected from them through questionnaire. The collected data has been analyzed with the help of Regression Analysis. Findings show that the Intention to use self-service technology is positively affected by Social Influence.

KEYWORDS: Social Influence, Intention to Use, Self-Service Technology

I. INTRODUCTION

The technological advancements have drastically altered the landscape of business, in the words of Schon (2017) and Gallagher (2010). Several new forms of technologies have been developed, from among which SST (self-service technology) is said to be the most popular one and facilitates the customers in performing a transaction or service in an independent way without the help of any human interface (Meuter, et. al., 2000). This form of advancement has got the attention of marketing practitioners and scholars (Kelly, et. al., 2010). Some of the prominent instances of self-service technologies include ATMs, mobile banking, pay at the pumps machine, airline e-ticket systems, automated grocery and hotel checkouts, internet-based shopping, internet transactions and so many others (Orel and Kara, 2014 & Yang and Klassen, 2008).

Social influences are said to be crucial factors which influence the choice of customers towards the self-service technologies. Apart from the benefits provided by the self-service technologies, the impact posed by the third parties turn to be very crucial for the customers to adopt self-service technologies. In the same way, the use of such SSTs depends upon the situations wherein the individuals perform the transactions through technical interfaces. Prior studies had proved that social influences are very powerful determinants in using the services which are based on technology (self-service technology).

STATEMENT OF PROBLEM

Technological innovations prove to be essential to be adopted in present days. Yet, still there are people who hesitate to adopt such innovations. Further, the influence of people around also has got a significant impact over the adoption of self-service technology by the individuals. The problem here is that there are people who put forward certain confusing facts which make the adoption of such technological innovations to be difficult by the individuals.

NEED FOR THE STUDY

The innovative developments in technology have turned out to be important in present times. This has made several marketing practitioners and academicians to make researches in this regard. With reference to the intention of people and adoption of the self-service technology, many adoption models have been proposed as well as tested. In the prediction of human behavior, understanding and measuring intention has become crucial. It is critical to identify the constructs which drive the intention of people.



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OBJECTIVES

The purpose of carrying out the study presented here is to explore and analyze the probable effect of the social influence over the intention of people to use the self-service technology.

II. REVIEW OF LITERATURE

Yuangao Chen, et. al., (2018) studied the intention of consumers in using the self-service technology with reference to the retail sector. The study has been carried out in the context of self-service parcel delivery. The authors had examined the factors which affected the intention of consumers in using self-service parcel delivery service. They had proposed a comprehensive model with three factors. Findings of the study identified that need to interact with human, innovation, optimism and convenience affected the intention of consumers in availing self-service parcel delivery service. The authors had also explored that the intention of consumers was positively affected by the societal factor too.

Pillai and Shanmugam (2021) examined the impacts of social influence over the behavioral intentions in using mobile wallet. The study was done with reference to promotional benefits as the mediating variable. The authors had tried to examine the adoption of mobile wallets by users and the way in which the promotional benefits affected the behavioral intentions and social influence. The application of mobile wallets and extent of adoption by the individuals with promotional benefits as the mediator had been the aim of the study. It had been found that promotional benefits proved to be important motivators affecting the individuals in making purchase with the help of mobile wallets. Promotional benefits include best offers, incentives, deals, discounts, vouchers, free passes, coupons, cash back and many more. Analysis was done through SEM and the effect of mediation done by promotional benefits was examined with the help of the SOBEL test. Result showed that social influence and promotional benefits had an effect over the behavioral intentions. Respondents of the study were the users of mobile wallets and the sample size was 250.

Jou-Chen, et. al., (2021) studied the way in which social influence and the informational-based readiness affected the intention of people in using the self-service stores. Social influence was studied as the moderating factor. Data was collected from users of the self-service stores and the sample size was 513. Data was collected through a survey carried out in Taiwan. Findings showed that the informational-based readiness improved the intentions of consumers in using self-service stores through customer readiness. Results also indicated that the social influence affected the intention in using self-service stores and also negatively moderated the factors of central route.

Nasser and Khairul (2022) studied the factors which affected the intention of consumers in using the technology of self-service in the retail sector. The authors had made a review of studies regarding perceived ease of use, perceived usefulness, technological failure, technological anxiety, technological resistance and need for the human interaction. On the basis of the theory of innovation diffusion and the model related with technology acceptance, the authors had proposed the relationship with perceived ease of use, perceived usefulness, technological failure, technological resistance and need for the human interaction with the intention of consumers in using self-service technology.

Wiyata & Datu (2024) explored the determining factors affecting the adoption of self-service technology. The study was done as a case study with reference to Indonesian restaurants for fast-foods. On the basis of the UTAUT theory, the authors had examined the effect of technology anxiety, facilitating conditions, habit, social influence, effort expectancy and performance expectancy on the intentions of consumers in using the self-service technology. They had carried out a field survey for collecting data needed for the study and the sample population comprised of 272 consumers of Kentucky Fried Chicken (KFC) in Indonesia. Results showed the fact that effort expectancy, performance expectancy and habit affected the intention of people to adopt self-service technology. On the other hand, social influence and facilitating condition did not affect the intention. It was found that the factors related with the technological anxiety hindered the intention of consumers in using self-service technology.

III. RESEARCH METHODOLOGY

The study has been done with reference to the people of ATM users in Chidambaram. The technique used to select the respondents of the study is convenience sampling method. The number of respondents is 100 and data has been collected from them through questionnaire. The collected data has been analyzed with the help of Regression Analysis. Social influence adopted from Anitha and Hemanathan,(2024).



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ANALYSIS AND INTERPRETATION

R	R Square	Adjusted Square	R F	Sig.
.900 ^a	.810	.806	213.124	0.000 ^a

a. Predictors: (Constant), Social Influence

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.740	.116		6.383	.000
My peers influence my use of digital banking services.	.544	.093	.587	5.821	.000
My friends and family significantly affect my use of digital banking.	-.053	.079	-.065	-.675	.500
The social group I belong to impacts my decision to use digital banking services.	.183	.024	.293	7.585	.000
Using digital banking is a sign of my social standing.	.160	.023	.261	7.032	.000

Dependent Variable: Intention to use self-service technology

Interpretation

Findings show that all statement of Social Influence on Intention to use self-service technology was significant. There was a relation found between the Intention to use self-service technology and the Social Influence. The analysis done through regression show signs of that among all indicators was highly influence over the Intention to use self-service technology. The F value so got was 213.124 which means $p < 0.000$. It was also reported that Social Influence was seen to predict Intention to use self-service technology. Findings show that the Intention to use self-service technology is positively affected by Social Influence.

IV. CONCLUSION

One of the technological innovations is the self-service technology which permits the individuals in taking the advantage of the services with no human interface. SST (self-service technology) has been indicated as the business which makes use of the technological interface for providing best service to the consumers. The influence of the people around the consumers is said to affect the intention and adoption of the self-service technology. The present study has shown that social influence has a significant impact over the intention of consumers to adopt the SST (self-service technology). Findings show that the Intention to use self-service technology is positively affected by Social Influence.

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