

Session 4.1: Cross-Cultural Research Methodology

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The Determinants of Consumer Multi-Media Kiosk (MMK) Adoption Behavior in Taiwan: The Dyadic Perspectives

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THE DETERMINANTS OF CONSUMER MULTI-MEDIA KIOSK (MMK) ADOPTION BEHAVIOR IN TAIWAN: THE DYADIC PERSPECTIVES

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ABSTRACT

The technology-based self-service is increasingly changing the way customers interact with retailers to create new service outcomes. Retailers employ it to increase productivity and efficiency, and better meeting customer demand. This study, therefore, develops a Multi-Media Kiosk (MMK) adoption model to explain technology adoption behavior at retailer stores from the customer's and employee's perspectives. To support the conceptualization, the authors provide some propositions to explain MMK adoption behavior through exploring two antecedents of customer/employee readiness- customer differences and employee service orientation. From consumer perspective, perception of insecurity reduces consumer readiness, but past experience enhances consumer readiness furthermore MMK adoption consequently. From employee perspective, service reward and training increase employee readiness and employee readiness enhances consumers' MMK adoption through indirect effect through consumer readiness.

The study selected convenience stores which introduce a new technology to extend service items as unit of analysis and consumers and employees of convenience store in Taiwan (the highest density in the world) were adopted as empirical objects. As it is more difficult to collect data for dyadic data set, this study had to seek cooperation from concerned businesses and offered to provide the study results as reference for future management. In total, 383 dyadic samples were returned, for a 59% usable response rate in 295 usable responses.

Finally, the study notice consumer difference, insecurity and past experience, as antecedent of consumer readiness; regard service orientation, service training and service reward, as key factor to increase employee readiness. The other important contribution for consumers' MMK adoption in the study is their readiness. To encourage adoption behavior, retailers could communicate valued benefits of the MMK. This article drew some directions for future studies.

References available on request
