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The Influence of Demographic Factors and Customer Traits on Intention to Use Self-Service Checkout at Tesco Tebrau

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Abstract:

This research paper emphasizes the relationship between certain variables that influence the consumer's intention to use Self-Service Technologies (SST) in the retail sector. With the rapid growth of technology, various technological innovations are being introduced to make it easier for people to satisfy their needs and wants. One of the technologies that are very popular among customers is self-service checkout. However, previous studies on investigating the SST mainly focus on the technology adoption perspective and only a few studies have attempted to report from the consumer behavior perspective. As such, this paper aims to investigate the relationship between the customer's traits (technology anxiety, need for interaction, technology innovativeness, and demographics) towards the consumer intention to use SST. Two hundred answers were collected randomly among the Tesco customer in Malaysia. The data were then analyzed using SmartPLS version 3 to validate the developed hypothesis which forms the foundation for the research model. The finding revealed that only technology anxiety, technology innovativeness, and demographics affect the consumer intention to use SST. The findings are important to the retailer to continue improving the current system in addressing 1. potential user (demographic), system complexity and safety (technology anxiety), and system features-interactive system (technology innovativeness) to give a different experience to the user as compared to traditional practice.