

## **Robots as a service: acceptance or resistance?**

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**Purpose** - Artificial intelligence (AI) and robots are moving very rapidly into everyday life (Huang and Rust, 2018). Scholarly articles envision a great performance of service robots on customers' needs and experience (Čaić et al., 2018; VanDorn et al., 2018, D Wirtz et al. 2018). Most of these studies look at the potential of service robots and extort to envisage greater benefits than threats for both individuals and societies (De Keyser et al., 2019). However, what service robots are really being used for, how they are being perceived, and whether they are really useful (Čaić et al., 2018, Van Doorn et al., 2018; De Keyser et al., 2019) it is not still clear.

This paper aims to investigate how service robots and AI technologies are performing relating to the customer experience and value creation.

**Design/Methodology/approach** – Netnography was selected as a research method (Heinonen and Medberg, 2018) as it is a useful approach to studying the behavior of customers who live online (Kozinets, 2006). The study considers about 400 original reviews posted on social networks (Facebook, twitter, etc.) and commercial web sites (Amazon, companies web site, ecc.) by users interacting with social and service robots. A qualitative content analysis was used to detect general trends and significant issues from data. The focus was on how users interact with the robot, which are their expectation and feelings and how they perform in users' socio-cultural contexts.

**Findings** – Our findings address the contribution of functional, social-emotional and relational issues relating to the robots' adoption or resistance by users. Some categories are presented.

**Originality/value** – This paper offers an update contribution to the understanding of service robots' adoption and its impact on users. This paper accounts for enablers and perceived barriers that lead to users' acceptance and resistance and offers future research suggestions into an emerging topic.

**Key words (max 5)** – Artificial Intelligence, Customer Experience, Service Robots, Acceptance.

**Paper type** –Research paper