Technology Readiness and Likelihood to Use Self-checkout Services using Smartphone in Retail Grocery Stores: Empirical Evidences from Hyderabad, India

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Abstract:

Present study is an attempt to measure technology readiness of Indian customers towards self checkout service (SCS) through mobile app at retail stores at Hyderabad, India. Self-checkout services (SCS), a key offering of self service technology (SST), ‘is the technological enablement of customers to make payments and complete a checkout, after shopping, with little or no interaction with a service employee.’ Researchers also studied correlations between technology readiness, perceived usefulness, perceived ease of use, and likelihood to use SCS. The findings of the study reveal that respondents’ technology readiness was moderate with respect to mobile based SCS. Significant positive correlations were found between constructs. Further the respondents were categorised in to five technology segments as sceptics, explorers, pioneers, avoiders and hesitators.

Keywords: Self checkout service, self service technology, technology readiness, TRI, TRAM, perceived usefulness, perceived ease of use, likelihood to use, segmentation

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