



Implementation of New Technology in Service Industry: Are the Consumers Ready?

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ABSTRACT

Technological advancement has prioritized every aspect of human living, no exception in the service industry. From consumers' perspectives, a question remained unsolved, how ready are the consumers to adopt existing and upcoming technologies, specifically in service industry? To explore that, this research attempted to figure out related factors that either directly or indirectly influence consumers while adopting new technologies. This research provided a detailed understanding of the consumers' experience in technology adoption, explores consumer views of technologically advanced and linked service environments, and strengthens this understanding by outlining how customer perceptions are affected by contextual variables (objects, behaviors, actors, and artifacts). This research uses a holistic approach to consider consumer experience in the context of intelligent energy services. Intelligent innovations have significantly transformed the service environment, but consumer engagement with intelligent systems remains scarce. In this report, intelligent services are defined, consumer behavior in this new environment is well understood, and important consequences for management and service science are addressed.

KEYWORDS

New Technology, Service Industry, Technological Acceptance, Consumers.

INTRODUCTION

The most critical aspect of service research is that it always relies on human experience (Jeon, Lee, & Jeong, 2020). This encompasses the awareness of individuals, people, customers, patients, residents, users, or any word is used to identify people who benefit from organizations. In the field of service analysis, for example, it was a question of the value of happy consumers to an organization (Sanchez-Fernandez, Gallarza, & Arteaga, 2020); how important frontline workers are to organizational success (Deng, Zheng, Xu, & Zhang, 2017); how customers provide businesses with inputs into what to give (Kristensson et al., 2004; Anderson et al., 2013). All these researches centered on the human component of doing business. Service science has progressed throughout times, and additional aspects had also introduced, such as technological development (Xiao, 2020), robotics (Blöcher & Alt, 2020), a more egalitarian pyramid-oriented research culture, and representation of diversity (Gebauer & Reynoso, 2013; Bone et al. 2014).

In the service industry context, technology was called a game changer (Huang, Lee, & Chen, 2019). New technologies are capable of tracing their state and atmosphere, enabling the collection of real-time data, continuous communication, and interactive input (Kim, Park, & Rho, 2019). They have access for consumers everywhere and give businesses unrivaled possibilities for services such as pre-emptive surveillance or diagnostics, enabling customers to manage items such as home appliances (Mani & Chouk, 2018). A service provided to or from such an intelligent system is usually referred to as an intelligent service (Grant, & Yeo, 2018). Although intelligent networks provide many advantages for service providers and clients alike (Grant, & Yeo, 2018), many consumers are still struggling to implement sophisticated, intelligent service solutions like technologically advanced home systems (Ahuja & Patel, 2018). To recognize the obstacles in implementing intelligent services and designing new technologies that cater to consumers, administrators need to study how customers encounter technologically advanced and connected service environments.

LITERATURE REVIEW

Holbrook and Hirschman (1982) developed the idea of consumer service and generated broader recognition from Pine and Gilmore (1998). Consumer engagement has both been a core theme in marketing and service analysis (Kranzbeuhler et al., 2018) and a top priority for the industry (Vo, Chovancová, & Tri, 2020). User experience could be narrowly characterized as "unconscious, spontaneous responses and reactions to customer journey stimulation" (Becker & Jaakkola, 2020). Therefore, that interpretation was perceived to be too broad and inclusive,

and a series of components of customer service was introduced to make this definition more practical (Filimonau et al., 2020). These elements provide consumer reactions to service experiences and their environment. Customer answers form many customer experience concepts (Taheri, Hosany, & Altinay, 2019). Customers' reactions can be described in many dimensions, mental, auditory, social, physical, and behavioral (Islam, Rahman, & Hollebeck, 2019). Consumer experience has often been used as a holistic and environment-sensitive concept informed by various qualitative factors like customer, situational, and socio-cultural contingencies (Abdullah, Chew & Hamid, 2018). While it is expected that smart technology will lead to dramatic service improvements (Ostrom et al., 2015), little is being achieved on consumer engagement in this new world, especially concerning customer responses and experiences with technologically advanced systems.

Early research into customer engagement in technical environments established basic customer response dimensions, such as performance, compliance, device availability, and privacy (Mani & Chouk, 2018). The study into technology-based systems focuses on regulation and ease and explores how multiple customer interface answers affect (Abdullah et al. 2018). Literature recently has started to classify customer sensitivity responses that are unique to new technologies, such as invisibility, automated decision-making, and risk, or core hurdles in smart home services, namely perceived risk, privacy, and safety issues (Grant, & Yeo, 2018; Filimonau et al. 2020). Technology dimension research has established features such as pervasiveness, knowledge density, self-reliance, and interactivity made possible by intelligent technology's tacit characteristics focused on extreme data flow, player-network interactions, and data visibility (Maglio et al., 2009). Although some literature has already studied consumer experience in technical environments, customer views of intelligent networks still need more study (Weunderlich et al., 2015).

Service marketing, administration, IT, and engineering research have primarily discussed smart networks' concept from two perspectives. One area of study has focused on defining technical capabilities (i.e., computers, networks, connectivity protocols, platforms); different entities and stakeholders involved, and mutually beneficial organizations (Maglio et al., 2009). In addition to shared infrastructure, technology for smart homes or suires many stakeholders (Filrequiret al. 2020). Against this context, Breidbach et al. (2013) underline that 'effective technology for co-creation of value depends on the quantity and nature of interpersonal or social

interconnection of people who communicate with one another and share resources through ICT's.

Particular interest has been paid to the use by consumers of intelligent networks, particularly in business contexts. Studies have identified major hurdles to adoption, such as self-efficacy, regulation, privacy, and data protection issues (Grant, & Yeo, 2018). For example, consumers appear to oppose extremely invisible service technologies that allow the service provider to access confidential information (Grant, & Yeo, 2018). Studies on mechanical engineering illustrate. Both smart service (machine users) and the administrative workers convey concern over lack of power and fear of diminished self-efficiency (Grant & Yeo, 2018; Filimonau et al., 2020). This illustrates the need to design new technologies with a high level of transparency, visibility, and overriding controls, which increase the effectiveness and perceived power of adopters (Grant, & Yeo, 2018). Earlier research has also addressed some challenges to consumer acceptance, but a deeper awareness of customer engagement with intelligent services is required.

RESEARCH METHOD

An analysis of scholarly literature on technology adoption merged a comprehensive keyword search with snowballing techniques. These approaches were previously used and proposed for collecting critical knowledge on a literature meta-analysis (Greenhalgh and Peacock, 2005; Khan et al., 2003). EBSCO and Google Scholar were used for this study in place of other datasets. This is partly due to convenient access and usability and partly because of the broad, scattered, and varied literature in technology acceptability in the services sector. Furthermore, the purpose of this paper is not to seek or pretend to review a completely representative set of literature in this area or to highlight the variety of current research activities. As such, these databases offered ample searchable information for proof of a void in the literature on technology adoption. The review gathers new thought in this field and gives insight into the evolution of knowledge over time (Baum et al., 2016).

Original literature recognition phases have defined, refined, and extended the list of applicable keywords. Several peer-reviewed, scientific, full-length initial English-language technology adoption publications were found through keywords and databases. Following rounds of snowballing and citation monitoring, additional publications were created that met criteria. These papers have been screened to ensure that the primary dependent variable analyzed in all chosen literature corresponds to the use of a particular technology. There have been identified

and arranged the chosen values, affective reactions, and personal and non-locational determinants of technology acceptance recurring in many studies.

CONCLUSION

Reviews from previous articles suggest that consumers use a wide range of intelligent technologies to assist their everyday lives by visualizing the state of energy usage or monitoring home devices or energy output. Objects such as smart apps, smartphones, and energy systems and sensors enable total energy consumption control through photovoltaic panels, heating systems, home appliances, electric vehicles and charging stations, etc. This use of a wide variety of intelligent objects is beyond the principal service provider's reach since consumers pick and customize them to their own needs. Overall, the findings show that both consumer priorities and behaviors go far beyond the conventional commitment related to traditional energy resources in a technologically advanced service environment. Customer priorities vary from delivering the highest value for money and value for money to targets associated with intelligent services such as energy self-sufficiency, mobility, and sustainability.

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