Factors Influencing the Use Intention of Unmanned Retail Stores

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Abstract : New technologies can help solve the problem of labor shortage and the decline of birthrate. Technologies can improve human's life and reduce the burden on the staff and bring convenience to people. That's why unmanned retail store X-Store was established in Taiwan to create more valuable services and shopping experiences based on smart retailing. The purpose of this study is to examine the impact of unmanned stores, X-Store, on customers' behavioral intentions. It uses the Unified theory of acceptance and use of technology (UTAUT) model as a basis and adds a perceived value factor to explain customer willingness to use the X-Store. In addition, the study further divided the sample into gender and age groups to compare behavioral differences between different groups. The study collected 214 valid questionnaires through online questionnaires. Using SPSS as a statistical analysis tool, the results of the study show that effort expectancy, social influence, facilitating conditions, and perceived value have a significant impact on behavioral intention to use X-Store. However, performance expectancy is not significant. This research concludes with managerial implications and suggestions for retail practitioners.