



## **IMPACT OF SOCIAL INFLUENCE ON INTENTION TO USE SELF-SERVICE TECHNOLOGY IN CUDDALORE**

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### **ABSTRACT :**

The purpose of the study presented here is to analyze the effect of the social influence on intention to use the self-service technology. The study has been done with reference to the people of ATM users in Cuddalore. The technique used to select the respondents of the study is convenience sampling method. The number of respondents is 100 and data has been collected from them through questionnaire. The collected data has been analyzed with the help of Regression Analysis. Findings show that the Intention to use self-service technology is positively affected by Social Influence.

**Keyword:** Social Influence, Intention to Use Self-Service Technology

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### **INTRODUCTION**

In traditional modes, customers visit the service organizations and get the help of the employees therein for performing any form of transaction. The technological development has facilitated the service organizations to alter their encounters with service processors that are technologically advanced. These self-service forms of technologies have paved the way to the modernization of service encounters which ultimately has enabled the customers in carrying out the transactions through technical interface without seeking the help of any employees within the firms. With the help of such technological advanced encounters, the customers get the ability of performing their service transactions in an independent manner. These self-service developments have facilitated the customers to carry out such transactions at any point of time.

Social influence has been defined as the level to which the individuals possess the perceptions towards the impacts posed by society and other people. Social influence is of three forms; one from the personal factors like friends, family and peers; one from the co-employees and the one from the social factors like the trends or social norms.

Parasuraman (2000) had stated that self-service technologies have replaced the human-human interfaces with human to machine interfaces and this advancement, in the words of Meuter, et. al., (2005) and Huang and Zhou (2017), has also changed the perceptions of the consumers towards the delivery of services.

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### **NEED FOR THE STUDY**

Attitude is found to be the basic factor which affects the intention of people. Apart from the attitudes of people, social influence is found to be one more major factor which influences the intention of people in adopting and using self-service technology. It can be stated that the intention and adoption decisions are said to be influenced by the socialization factors because of the desire of the individuals to get aligned with the norms of the referent groups. The significance of social influence as the determining factor in the acceptance and usage of self-service technology has been studied in this study.

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### **OBJECTIVES OF THE STUDY**

The purpose of the study presented here is to analyze the effect of the social influence on intention to use the self-service technology.

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### **REVIEW OF LITERATURE**

Kinard, et. al., (2009) examined the effect of social presence over the usage of self-service technology. The study was done with reference to the role played by familiarity. The self-service technology like the automated check-outs in hotels, airline ticket kiosks etc., have turned out to be the major interactive interface utilized by the retailers in facilitating the transactions done with the customers. Studies had suggested that the adoption of self-service

technology is affected by the attitudes of people towards technologies and the level of technological anxiety of individuals. However, social influence becomes an essential element to affect the consumption process and this had received less attention by the researchers to identify the impact of social influence over the usage of self-service technology. The authors had carried out a field experimental study to explore the effect of social presence over the behavioral intentions and emotional responses of the consumers towards the usage of technology-based self-service.

Songpol, et. al., (2009) explored the role played by social influence in adopting high tech innovations. The study was done with reference to the moderating effect played by public and private consumption. The aim of the study was to explore the role of social influence over the intention of consumers in adopting innovations in technology. Findings showed that adoption attitude and social influence positively affected the intention of consumers in adopting innovation. To be specific, the relationship of social influence with intention to adopt technology was found to be mediated by the consumer attitude.

## RESEARCH METHODOLOGY

The study has been done with reference to the people of ATM users in Cuddalore. The technique used to select the respondents of the study is convenience sampling method. The number of respondents is 100 and data has been collected from them through questionnaire. The collected data has been analyzed with the help of Regression Analysis. Social influence adopted from Anitha and Hemanathan,(2024).

## ANALYSIS AND INTERPRETATION

R	R Square	Adjusted R Square	F	Sig.
0.923 <sup>a</sup>	0.852	0.848	229.302	0.000 <sup>a</sup>

a Predictors: (Constant), Social Influence

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.694	.103		6.724	.000
My peers influence my use of digital banking services.	.125	.068	.138	1.840	.067
My friends and family significantly affect my use of digital banking.	.197	.069	.217	2.857	.005
Influential figures in my life shape my digital banking usage.	.228	.027	.301	8.506	.000
The social group I belong to impacts my decision to use digital banking services.	.156	.020	.255	7.661	.000
Using digital banking is a sign of my social standing.	.134	.014	.296	9.314	.000

Dependent Variable: Intention to use self-service technology

## INTERPRETATION

Findings show that all statement of Social Influence on Intention to use self-service technology was significant. There was a relation found between the Intention to use self-service technology and the Social Influence. The analysis done through regression show signs of that among all indicators was highly

influence over the Intention to use self-service technology. The F value so got was 229.302 which means  $p < 0.000$ . It was also reported that Social Influence was seen to predict Intention to use self-service technology.

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## FINDINGS

Findings show that the Intention to use self-service technology is positively affected by Social Influence.

## SUGGESTIONS

- Self-service systems should be accessible to customers, emphasized throughout all touch points and meet customers' needs.
- Effective self-service systems can help businesses save money and enhances organizational culture.
- Businesses can adopt one or multiple self-service systems to give customers multiple avenues to resolving issues or getting answer on their own.

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## CONCLUSION

This study provides an indication that social influence has at least an indirect impact on the intention to use of self-service technology. According to the findings of both studies, social influence has the potential to boost the use of self-service technology. Findings show that the Intention to use self-service technology is positively affected by Social Influence.

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