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Title: Antecedents of self-service technology in brick and mortar stores in India: an empirical study in the COVID-19 pandemic environment

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Abstract: Due to COVID-19 pandemic environment, consumers have started shifting from offline to online shopping. Self-service technology (SST) has now become the need of the hour for brick and mortar stores. An empirical study is conducted and technology acceptance model is used to validate the facts. The study established that trust and reliability, time and convenience, and self-efficacy are the exogenous variable making a significant impact on perceived ease of use and perceived usefulness. Perceived ease of use and perceived usefulness create a significant impact on intention and attitude towards self-service technology, leading to its actual use. When compared with developed nations self-service technology is comparatively newer in India; this research will help retailers in understanding about the factors, which contribute towards acceptance and adoption of self-service technology in brick and mortar stores.

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