Embarrassment and Anticipated Regret as a Psychological Barrier to Consumers’ Evolution in the Digital Era
MULTIFUCTIONALITY AND DIGITAL ATTRIBUTES

• Several studies present the attributes saturation

• Technological convergence supports multiple benefits perception

• Inclusion of Artificial Intelligence reduces even more user decisions

• When a system predicts our interest and usage, it reduces our full participation and confidence
Multifunctionality versus Social Exposure

- Automatic Valet
- Artificial Intelligence
- Blind spot detector
- Recording cameras
- Drive assistant
- Pedestrian detection

- Park Assist
- Mobile mirroring
- Mind Sense
- Pothole Alert
- Automatic braking
From a Trivial Environment to a not so trivial one

- Complexity related to a very high technology environment
- Psychological barriers to migrate or adapt for the new scenario
Different Scenarios and Different perspectives of usage on technological product or service in the Market

- A Robot or a digital assistant providing the experience
- Doubts, specific needs, preferences, and all needs provided by an algorithm
- Different perspectives related to simple or crowded environments
New propositions and old perspectives from mature users
New environment with Robots Influence

Artificial Intelligence

Internet of Things

Digital Influencers
Embarrassment and Not Adoption in a Scenario of multifunctionality and prior experience

Multifunctionality: F = 21.04, p = 0.000
Prior Experience: F = 26.89, p = 0.000
Interaction: F = 68.56, p = 0.000

Manipulation check: $M_{\text{many}} = 5.86, M_{\text{few}} = 4.03, F = 53.10, p = 0.000$
Embarrassment and Not Adoption in a Scenario of triviality and social exposure

Triviality: $F = 2.87$, $p = 0.092$
Social Exposure: $F = 32.54$, $p = 0.000$
Interaction: $F = 54.31$, $p = 0.000$

Manipulation check: $M_{\text{non trivial}} = 4.39$, $M_{\text{trivial}} = 2.31$, $F = 61.66$, $p = 0.000$
$M_{\text{low exposure}} = 2.17$, $M_{\text{high exposure}} = 5.56$, $F = 28.72$, $p = 0.000$

Triviality: $F = 1.44$, $p = \text{ns}$
Social Exposure: $F = 6.13$, $p = 0.015$
Interaction: $F = 224.56$, $p = 0.000$
Future of international education and changing technology

• How can we guarantee that our students accept the new technology environment without embarrassment concerning the complexity, social exposure and others characteristics involved?

• How can we be updated technologically and give access to students in a developing country that there is no many financial support to propose diferente labs and technology experiences?

• Digital Marketing
• Social Network
• Virtual Reality

• Digital Assistants
• Digital Connectivity
Conclusion

• The perpetual contact is not really guaranteed for people with high level of psychological barriers, so, there is some distance for specific consumers;

• Embarrassment and anticipated regret are concepts to be more evaluated concerning individuals interests;

• Social exposure, low experience with technology, and technological radical changes are just a few of concepts that influence our human Community, but that reduce their reliability concerning robots, a total digital environment;

• Decision making originally from assistant systems and/or robots are really exciting the new consumers, but still a concern when it is related to the cost benefit involved, especially in Brazil.
References


Questions for a good reflection

How can I guarantee that the assistant programs and robots are not creating fake news which should be better evaluated?

MUITO OBRIGADO!

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