

University of Amazon - UNAMA

Embarrassment and Anticipated Regret as a Psychological Barrier to Consumers' Evolution in the Digital Era



MULTIFUNCTIONALITY AND DIGITAL ATTRIBUTES



- Several studies presents the attributes saturation
- Technological convergence support multiple benefits perception
- Inclusion of Artificial Intelligence reduce even more user decisions
- When a system predict our interest and usage it reduces ours 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

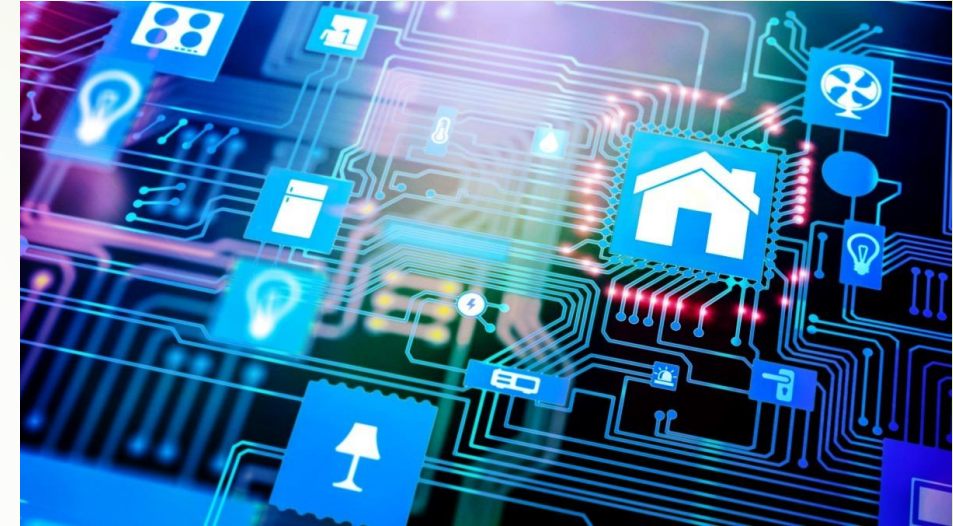


New environment with Robots Influence

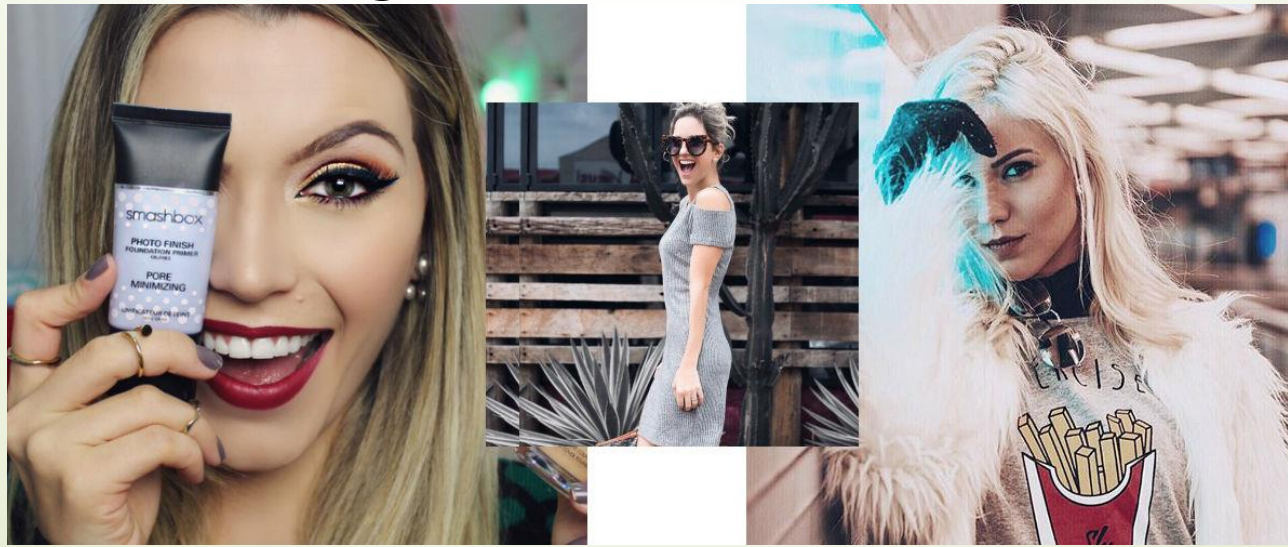
Artificial Intelligence



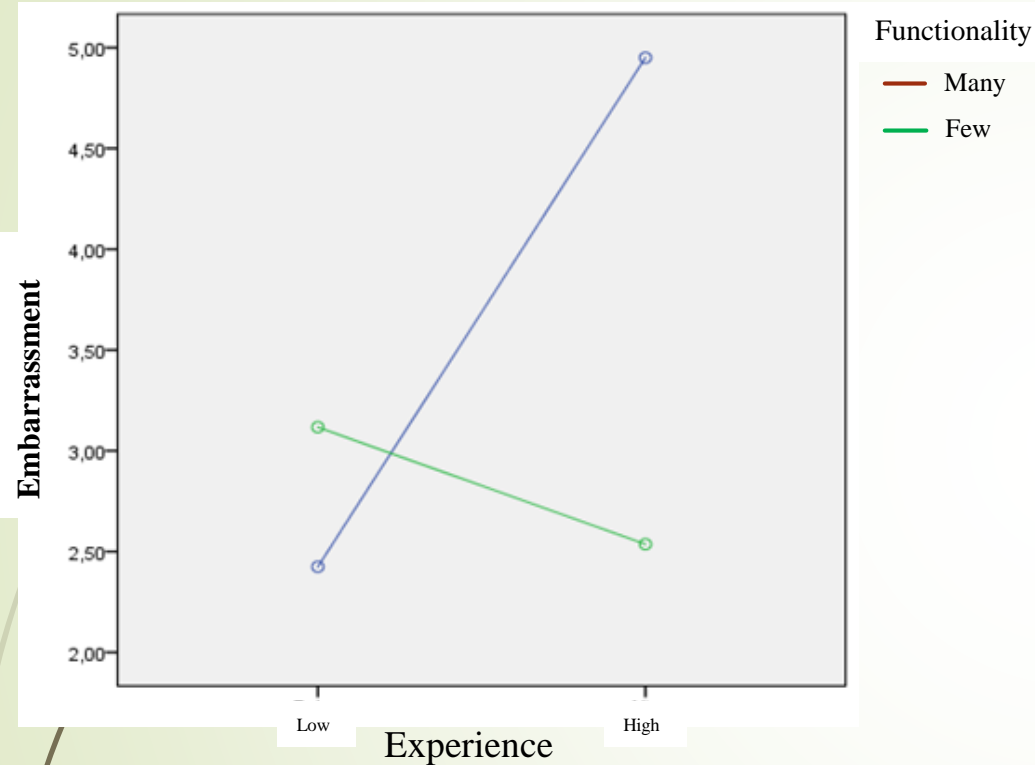
Internet of Things



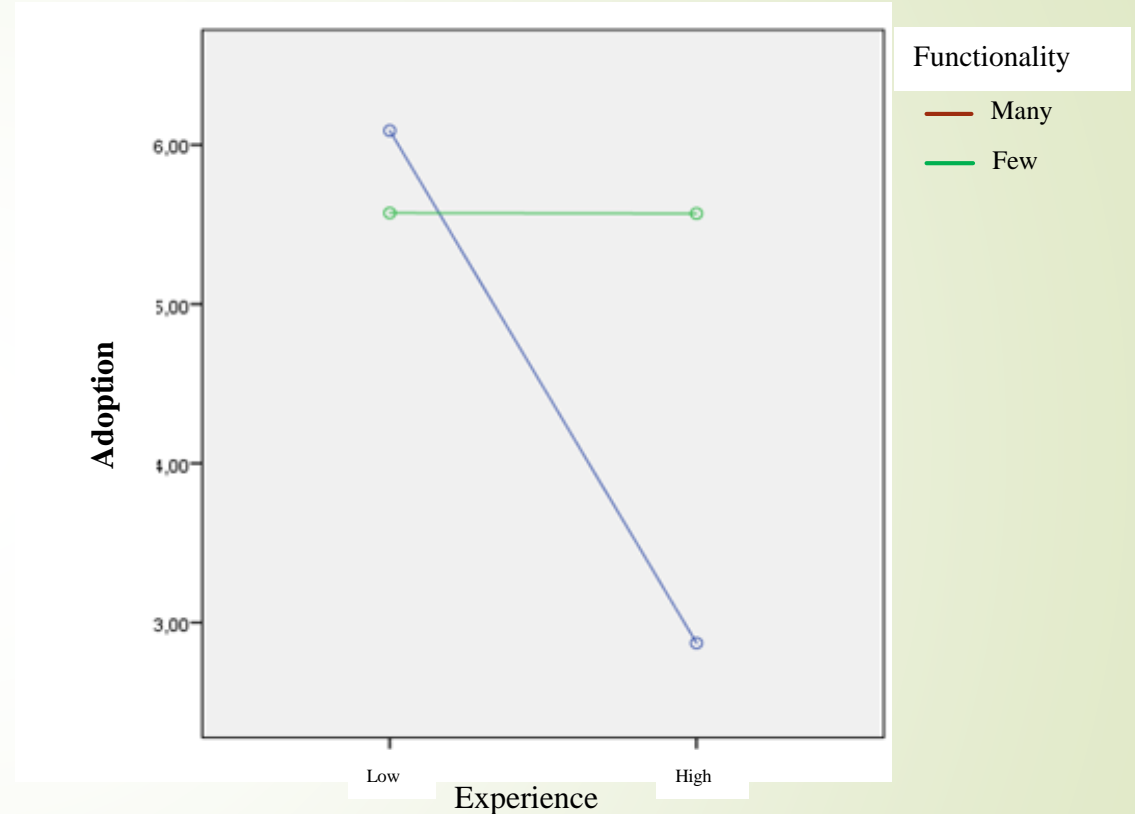
Digital Influencers



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



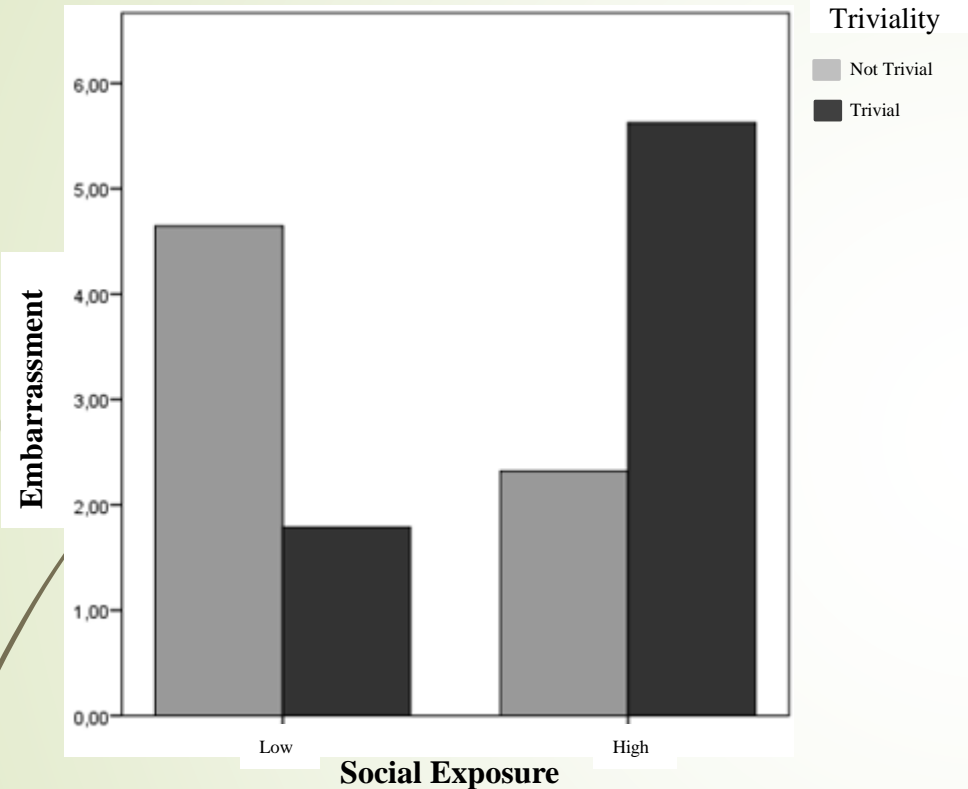
Multifunctionality: $F = 21.04$, $p = 0.000$
Prior Experience: $F = 26.89$, $p = 0.000$
Interaction: $F = 68.56$, $p = 0.000$



Multifunctionality: $F = 44.09$, $p = 0.000$
Prior Experience: $F = 96.21$, $p = 0.000$
Interaction: $F = 95.82$, $p = 0.000$

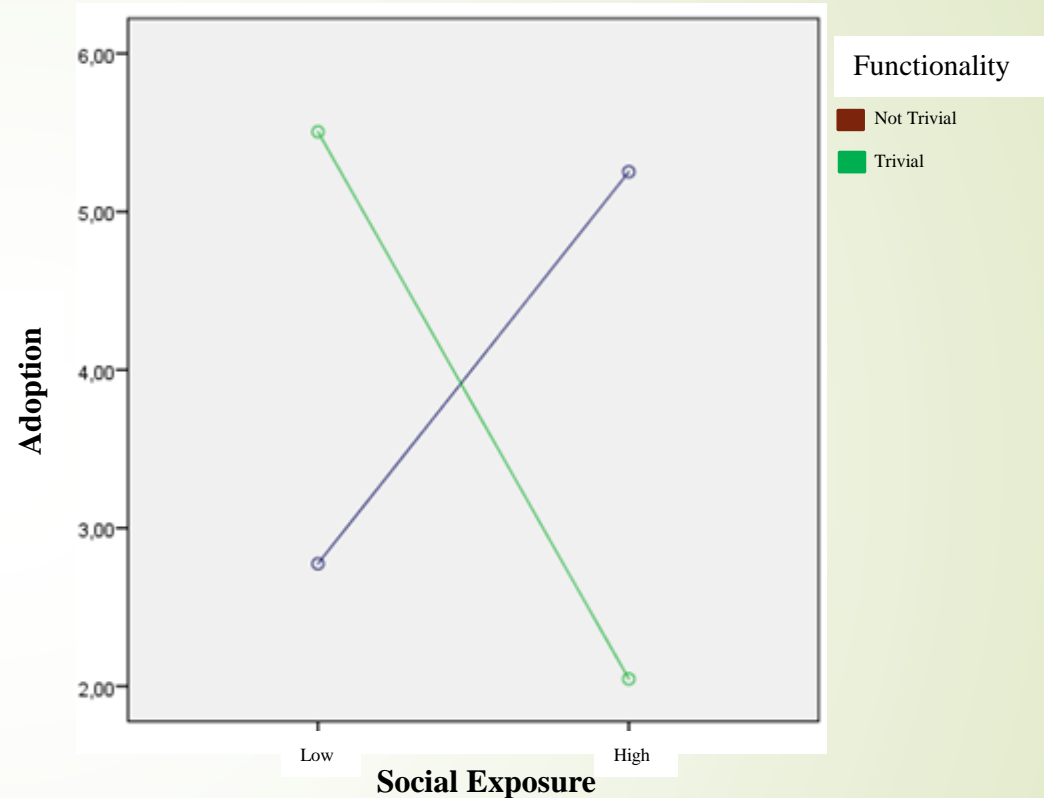
Manipulation check: $M_{\text{many}} = 5.86$, $M_{\text{few}} = 4.03$, $F = 53.10$, $p = 0.000$

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

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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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