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Case studies and practical applications

Gender differences in consumer evaluations of service quality: self-service kiosks in retail

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Abstract

This study investigates the effect of consumer characteristics on service quality for self-service kiosks, which, in turn, leads to the actual use of self-service kiosks. In addition, the authors attempt to explore gender differences in two aspects. First, it is investigated if the evaluation process of service quality differs by gender. Second, the moderating effect of gender on the relationships in the conceptual model is examined.

Keywords:

perceived quality

self service technology

technology acceptance

interactivity

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