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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

## Related Research Data

Gender effects on Internet, catalogue and store shopping

Source: Journal of Database Marketing & Customer Strategy Management

Perceptions and realities of male shopping behavior

Source: Journal of Retailing

Computer self efficacy, computer anxiety, attitudes towards the Internet and reported experience with the Internet, by gender, in an East European sample

Source: Computers in Human Behavior

Gender differences in cognitive and affective impulse buying

Source: Journal of Fashion Marketing and Management

A review of user-interface design guidelines for public information kiosk systems

Source: International Journal of Human-Computer Studies

An Attitudinal Model of Technology-Based Self-Service: Moderating Effects of Consumer Traits and Situational Factors

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A Longitudinal Field Investigation of Gender Differences in Individual Technology

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