Nostalgia: A Possible Source of Behavior Intention to use AI Technology

TREO: AMCIS 2021
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Agenda

- Introduction

- Central Research Question

- Literature Review

- Research Model and Hypotheses

- Roadmap to complete the Research

Introduction

- Artificial Intelligence Enabled Personal Assistant (AIEPA)

  - Alexa or Google Home

- Nostalgia: " Emotional Yearning," (Boym, 2002-2008).

- Nostalgia Marketing Strategy.

- Barriers to Adoption of AIEPAs.

  - Resistance to Change

  - AI Phobia

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Central Research Question

- CRQ:

    Is Nostalgia able to mitigate barriers like Resistance to Change and AI Phobia, thereby ensuring that the end users display a behavior intention to use an AIEPA?
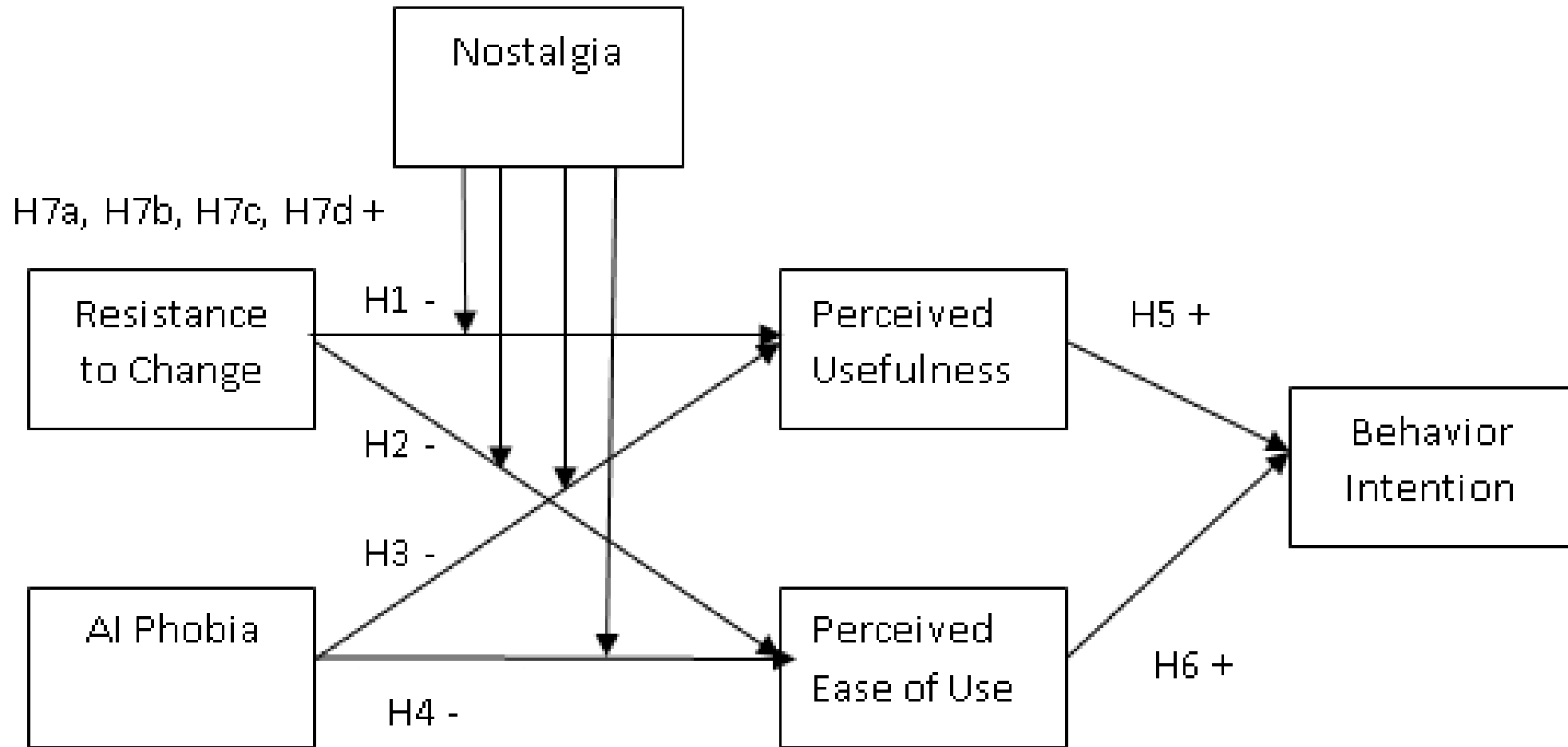
Literature Review findings

- Literature Streams
  - Resistance to Change (Kim and Atreyi,2009).
  - AI phobia (Kim,2019).
  - Commercial Nostalgia (Niemeyer and Keightley, 2020).
  - Sports Nostalgia (Smart et al., 2015).
- Nostalgia for business organizations (Rana et al., 2020)
- Gaps
  - Information Systems research area
  - AI research Perspective

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Research Model

Research Model

- H1 Resistance to change negatively influences the end user's perception about the usefulness of the AIEPA.

- H2 Resistance to change negatively influences the end user's perception about ease of use related to the AIEPA.

- H3 AI Phobia negatively influences the end user's perception about the usefulness of the AIEPA.

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Research Model

- H4 AI Phobia negatively influences the end user's perception about ease of use related to the AIEPA.

- H5 Perceived Usefulness about the AIEPA will positively influence the Behaviour Intention to use AIEAP.

- H6 Perceived Ease of Use about the AIEPA will positively influence the Behaviour Intention to use AIEPA.

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Research Model

- H7a Nostalgia moderates the effect of Resistance to change on the Perceived usefulness of AIPEA.

- H7b Nostalgia moderates the effect of Resistance to change on the Perceived ease of use of AIPEA.

- H7c Nostalgia moderates the effect of AI Phobia on the Perceived usefulness of AIPEA.

- H7d Nostalgia moderates the effect of AI Phobia on the Perceived ease of use of AIPEA.

Roadmap to complete the Research

- Gather Feedback from the TREO forum.

- Improve Literature Review.

- Improve Theoretical Foundations for the Model.

- Replace TAM with ECT or VAM.

- Seek guidance from TREO session chairs /participants for collaboration.

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Thank you