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

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Nostalgia: A Possible Source of Behavioral Intention to Use AI Technology

TREO Talk Paper

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Abstract

Researchers have studied the construct of "Nostalgia" in recent times for business organizations (Rana et al., 2020) as well as for value creation (Hartmann and Brunk, 2019). Nostalgia refers to an emotional yearning or wistful fondness for the past, usually for an era or location with contented private associations (Boym, 2002, 2007, 2008). Humans tend to relate to the past and often associate the past with something happening in the present times. One unfavorable example is the comparison that the world has been exposed to since the beginning of covid 19 as media, newspapers, and even the scientific community draw parallels between the 1918 Spanish flu pandemic and the current covid 19 pandemics.

Artificial Intelligence Enabled Personal Assistants (AIEPAs) like Alexa or Google Home are voice-operated smart speakers popular among the end-users due to various reasons. AIEPAs constantly dish out Nostalgia to sports fans by sharing video clips of certain events with tacit and explicit messages of purchasing live streaming or DVDs or games. Thus, several times the characteristics and motivations of sports fans are targeted to focus on winning customers and retaining them (Smart et al., 2015). Researchers have studied these variables in detail to see how the AIEPAs influence the user and the use of these devices (McLean and Osei-Frimpong, 2019).

In our research, we wish to explore if Nostalgia provides an opportunity to the end-users to overcome certain barriers to adopting and using the AIEP while providing opportunities to increase the usage. We want to look into what happens if this resistance is not removed, it poses a threat to the usage of AIEPs and the businesses that introduce and market these AIEPs. Most AIEPs serve as a service platform for businesses to showcase their strategic alliances with their business partners, as well as carry out end-user influence by creating Nostalgia, which allows end-users to purchase specific products and services.

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