

SELF-SERVICE AS A MOTIVATION FACTOR FOR INNOVATIVE SERVICE

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ABSTRACT

Self-service as an innovative service attracts many opinions on the needs, use, comfort and opportunities of the future. Scientists recognise the advantages of self-service over traditional service and are carrying out research on how to motivate consumers to switch to self-service. This paper analyses the application of motivation for the consumer self-service option. The objective is, based on a theoretical concept of self-service as an innovative service, to identify the reasons for the choice of self-service. The theoretical part of the paper provides an analysis of the essence of self-service as an innovative service. The analysis is based upon the results of empirical research in March 2012 in Lithuania (N=112). The paper identifies the factors that influence consumer motivation for the choice of self-service according to an online survey. It turned out that companies which offer self-service as an innovative service are modifying consumer behaviour by liberating consumers and motivating them to act.

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Introduction

The development and application of innovative services can be seen as important scientific and technical progress as well as a factor in social, economic and technological modernisation, closely associated with targeted opportunities to improve all areas of the service sector. The development of competition in the service sector is encouraging service companies to find new technological solutions for business, creating new service technologies based on self-service that ensure more efficiency. Service companies can only survive in a rapidly changing market

environment by constantly enhancing their competitiveness.

Innovation in the service sector is valuable insofar as it can improve business performance and create the preconditions for meeting user needs. An innovative self-service that replaces the traditional service should not only be useful for the company, but also engage and motivate the consumer to select it. Ding et al. (2007), who analysed innovative SST (self-service technology) capabilities in comparison with traditional services, emphasise that SST is more effective for customer serv-

ice than personalised service because of a shorter performance time, reducing the potential number of staff, and possibilities to reduce service costs, which attracts more customers and increases service value. Therefore it is appropriate to apply new service technology providing minimum direct contact with consumers. In turn, by advocating the implementation of self-service in the service sector, Zeithaml and Bitner (2002) emphasise that a service which is provided without direct contact not only reduces costs but also improves the quality of the service. As a result, innovative self-service is becoming particularly important as an option for customer billing at shopping centres. It is important to investigate the reasons for the choice of self-service in order to find out what hinders and motivates the use of the innovative self-service option.

This paper was mainly based on materials from foreign scientists. The reputable Lithuanian scholars Bivainis and Drejeris (2009) submit proposals for technologies that provide for minimum direct contact with consumers of the service sector. Among the foreign contributors are Chang (2011), Rust and Chung (2006) and Frambach and Roest (2007) who emphasise self-service innovativeness and its advantages over traditional service; while Ding et al. (2007), Featherman and Pavlou (2003) and Parida and Chattopadhey (2007) provide the parameters that evaluate consumer motivation and SST.

Self-checkouts in the shopping centres of Lithuania are still a great innovation; thus, from the consumer's point of view, the issues surrounding the choice of self-service are poorly studied. Besides, there is little literature on this topic. The novelty of this study is based on a literature review that found insufficient information on self-service as a motivation for the choice of innovative service, and there is a lack of

research and practical examples for this matter.

Given the facts presented, this paper analyses the following issue: what factors motivate consumers to use self-service? The purpose of the paper is the identification of the motivating factors for choosing self-service as an innovative service. A comparative analysis of scientific literature and an online survey were used as research methods.

1. Self-service as an innovative service

The increasing presence of self-service points in financial, communication, retail and other sectors has sparked academic interest in technology and customer interaction (Huettinger and Čubrinckas 2011). Self-service is a type of service where the customer perceives the act of purchasing as a personal self-involvement in the service (Huettinger and Čubrinckas 2011). The self-service concept includes a complex combination of values of expressions of psychological and emotional aspects, but the most significant aspect is that it includes benefits which are offered to the customer (Karlof and Lovingsson 2006). Customers' purchasing experience affects the quality of service; thus it is very important to consider the evaluation of innovative service from the users' point of view. Self-service recognition in shopping centres from the consumers' side is related to trust in the service; thus it is necessary to analyse the factors influencing consumers' perception of the innovative service that is modifying the traditional ones.

The substitution of human effort with technology has brought great benefits to the trade of goods and services. Innovative technology in the service sector often allows customers to perform the service without assistance. For example, the credit card reader at the pump facilitates the

purchase of gasoline without help, and the Internet allows customers to book their own flights.

The role of technology in service encounters is explored in its various forms, leading to a discussion of the emergence of technology-enabled self-service (Fitzsimmons and Fitzsimmons 2011: 96). Chang (2011) argues that, regarding the advantages of adopting SSTs, so far there is no consensus; and cites Young and Lovelock (1979), who argue that "globalisation and internationalisation force companies to keep their costs down, so that if the process can be designed in such a way that the customer is able to serve himself/herself, the cost can be kept down so that the company can be profitable". Chang (2011) supports this approach, based on Bowen's (1986) theory which views the customer as the employee, because it would not only reduce costs but also increase the quality of the service.

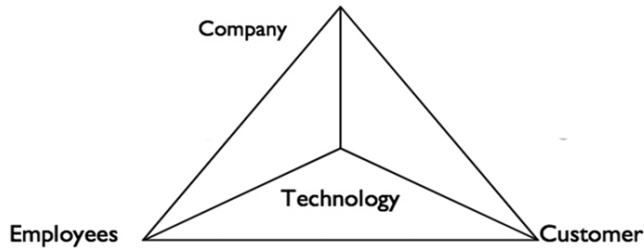
Service encounters can be seen as a dynamic interaction among employees, companies and customers. If a company can have an effective self-service system, it helps to increase productivity (Dabholkar 1996). Once technology is implemented in the service delivery process, it is not only service employees (internal customers) who can utilise self-service to make their jobs more efficient: customers are able to complete many more services by themselves too (Chang 2011). Companies are increasingly attempting to motivate the customer to perform a range of innovative services by him/herself (Bitner et al. 2000). This allows them to be more efficient in the way they manage their customers, as they might generate higher margins thanks to the better balance between customers' needs and the products offered (Rust and Chung 2006; Frambach and Roest 2007).

In the context of this study, self-service as an innovative service is understood as an action or series of actions, marked by physical contact with equipment or machinery that brings satisfaction to users, as customers' participation in service production affects its interaction with the equipment. Chang (2011) notes in his research that, in order to capture the complexities resulting from the growing infusion of technology into serving customers, Parasuraman (1996) added the influence of technology into the "Service Triangle" and called it the "Services Pyramid", which focuses its attention on the transformation of technology toward each player in the service triangle – particularly the process in which technology makes the customer experience totally different from traditional human contact (moments of truth), even though the outcome for the customer is usually the same (Chang 2011) (Figure 1).

An innovative self-service changes consumers' perception of the same (traditional) service while rapid technological change encourages them to quickly become accustomed to innovation. By using self-service technology, the customer will finish the entire service process by using technical equipment (Hoffman and Bateson 2001), which demonstrates the fundamental difference between traditional service and self-service through differences in personal interaction.

Because the client is actively involved in the service development process, it makes him/her feel more responsible for his/her satisfaction or dissatisfaction with the service. This sense of responsibility is even stronger in cases where customers perform the biggest part of the task of service creation, such as in the case of self-service technologies (Harris et al. 2006).

Figure 1. Services Pyramid



Source: Kotler (1994), Parasuraman (1996).

The advantage of contactless services technology is that the service user becomes a participant in the process and feels more responsibility for his/her satisfaction or dissatisfaction with the service, which enhances his/her motivation. Technological innovation inevitably changes consumer perceptions of the service; thus, companies offering self-service as an innovative service modify the customer's behaviour in terms of liberation and motivate consumers to act.

2. Self-service as an integrated innovation aspect of motivation

There are various opinions found in the scientific literature concerning the definition of the concept of innovation. Melnikas et al. (2000) provide a sufficiently clear definition: *innovation is a functional and essentially advanced novelty that mainly focuses on the replacement of the "old" with the "new"*. In the analysis of self-service innovation which modifies the traditional service, self-service is seen as an innovative feature that provides benefits for both the consumer and the company itself and should motivate one to act.

The assessment of self-service innovation, in terms of innovation content, can be assigned as a *complex innovation*, since

it incorporates both *technological and social aspects*. The technological aspect is related to new technologies which enable the user to buy products without direct contact with the seller, while the social aspect is that the service user becomes a participant in the process.

An objective assessment of technologies and the appropriate choice of relevant services are important for each company, as the growing competition in the services market enhances the motivation of service companies to look for technology that will provide higher quality, more efficient and cheaper services (Bitner 2001). Generally, technology is valuable only if it improves business performance and creates the preconditions for meeting consumer needs. Technological modernisation attempts to improve efficiency and energy rationality, reduce manual labour costs and create opportunities to provide improved and more modern services. New technologies must firstly improve the conditions of service participants *to motivate them to use new services* because this is what each company seeks by implementing self-service as a complex innovation.

Bivainis and Drejeris (2009) argue that the flexibility of service technology affects customer satisfaction and enhances their motivation; therefore, on the basis of Harvey and Lefebvre's (1997) study,

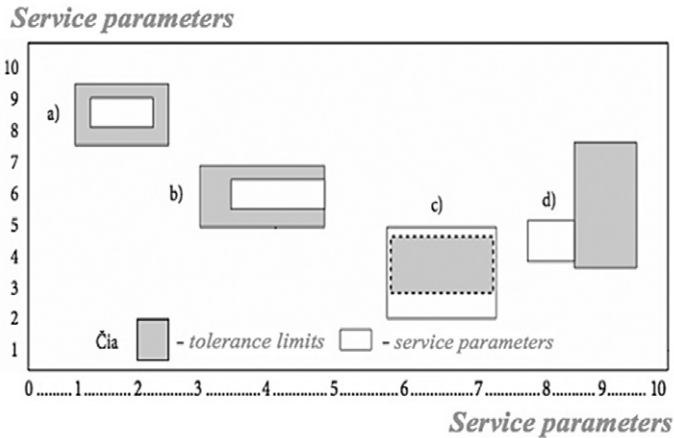
scientists emphasise the flexibility which service technology must have, identifying this attribute as one of the most important technology needs. Recent studies show that the majority of respondents judged self-service technology as more trustworthy than a human salesperson (Komiak and Wang 2005). The importance of this autonomy benefit is also reinforced in the particular SST context, which enables customers to request service from anywhere and at any time they wish, but this is more concerned with virtual technology opportunities and not the physical technologies (self-checkout points) when the location is significant.

It should be noted that different characteristics of service accessibility as criteria for the evaluation of technology are also emphasised by Parasuraman (2002) who argues that the service characteristics have to comply with the tolerance limits, which are different for different users. Rothe, Harvey, and Jackson (1997) believe that it is right to choose the appropriate service technology, which is flexible in its characteristics and that allows companies to meet different market segments of consumer needs, for different markets. According to Parasuraman (2002), the features of a new service have to comply with consumers' tolerance limits (Figure 2a, b) option), and only such a service will increase the competitiveness of the company and consumer loyalty. Especially useful are the services which exceed the performance limits of tolerance (Figure 2c) option). Parasuraman (2002) claims that new service technologies which perform below the tolerance limits (Figure 2d) option) must be regarded as inappropriate. The optimum which an organisation can expect by introducing self-service is the fact that self-service as a complex innovation exceeds the limits of the user's tolerance.

Ding et al. (2007) link the choice of technology to a decision on the nature of interaction. These authors agree that the proper choice of service technology increases service efficiency. By investigating the possibilities of self-service technology, they emphasise that self-service technology is more efficient than personalised service because of a shorter service time, reducing the potential number of staff, opportunities to reduce the cost of services and attract more users. They argue that the correct application of service technology increases the motivation of consumers, encourages more frequent use of the service and increases the value of the service and company profitability.

One of the demotivational factors is "perceived risk", which refers to the feeling of uncertainty regarding the possible negative consequences of using a product or service (Featherman and Pavlou 2003). *Perceived risk* is one of the most important factors which might affect consumer behaviour. It is traditionally considered that a combination of uncertainty plus the seriousness of the outcome involved, the expectation of losses in terms of purchase and privacy leads to operational risk (Featherman and Pavlou 2003). Consumers' self-consciousness can influence the willingness to use self-service. This depends on the degree of the consumer's confidence in her/himself or the lack thereof. Featherman and Pavlou's (2003) research revealed the interesting fact that people with greater self-consciousness will hesitate to use SSTs. In this case, social risk is an influential factor which makes a person reluctant to use technology-based services.

Figure 2. Service parameters and tolerance limits for regulatory compliance



Source: Based on Parasuraman 2002.

The suitability of service technology is determined by many different factors, some of which relate directly to the service, the other to the company, and still more with the consumer and other environmental conditions. Reid (2007) studies service procedures and quotes Grönroos, who emphasises that the service is “an interaction between consumer and service provider” and “physical measures are designed solely to facilitate the delivery process” (Reid 2007). Parida and Chattopadhyay (2007) refer to other authors’ opinions and point out that the most important assessment criteria in service delivery technology are the following three groups:

- criteria for assessing consumer and staff satisfaction with innovations,
- criteria for the evaluation of technical equipment capabilities,
- criteria for the evaluation of service customisation options.

Self-service as a complex innovation satisfies the above three categories of criteria, but the fact that users can easily lose the self-determination to choose a new service for over-complicated features that are not easily understood must be taken into consideration. Users of such services

very quickly become frustrated because they simply fail (Bitner et al. 2002). For companies that are adopting self-service, it is important to choose suitable technology because this choice has a *significant impact on consumer needs*, their motivation, the way the staff work, service quality and results.

3. Research methodology

To meet the research target to determine the motivating factors for choosing self-service by applying the theoretical concept of self-service as an innovative service, the questionnaire method was selected for this study. A questionnaire-based survey was conducted in March 2012 based on an examination of scientific literature, articles and other studies about self-service as a motivation for the choice of innovative service and consumer motivation for choosing the self-service option. Relevant literature includes Bitner (2001), Bitner et al. (2002) and others, whose publications and research offer an interpretation of the successful implementation of self-service technology; Dabholkar (1996) and Frambach and Roest (2007) on consumer evaluations of new technology-

based self-service options; and Zeithaml's (2002) study on service excellence in electronic channels.

The questionnaire was posted on publika.lt on 14 March 2012, and distributed on Facebook to respondents of all ages due to that website being the most popular and fastest tool with which to find suitable respondents. To ensure reliability, the questionnaire clearly indicated that the respondents wish to fill in a form on self-checkout in Lithuania. The survey sample is based on Tidikis (2003) and Kardelis (2005). 112 questionnaires had been received in response by 20 March (the goal was to collect about 100), in which all requirements were met, as all respondents had tried self-checkout Maxima or a shopping centre, because only these shopping malls were in line with the objectives of the study. Since the total number of respondents amounted to 112, the scores were calculated on this basis in Excel, based on the following formula:

$$N = \sum f \cdot (1 \cdot R_1 + 2 \cdot R_2 + 3 \cdot R_3 + 4 \cdot R_4 + 5 \cdot R_5)$$

$$R = R_1 + R_2 + R_3 + R_4 + R_5 = 112$$

R - respondents f – claims

Women are more interested in self-service in Lithuania, as the number of female respondents was 82 (73.2% of all respondents), and the number of male respondents was 30 (26.8%). The questionnaire contained three parts: introductory-instructional, basic and final (thanking respondents and comments). Although the questionnaire was designed using *publika.lt*, a *Word* version was also prepared.

4. Findings and discussion

Regarding the adoption of an innovative self-service, it is crucial to understand what motivates consumers to use the self-service option. Self-service as an innovative service enables the user to actively participate in service creation; therefore a questionnaire survey was distributed to determine customer perceptions and to identify the users' motivation for choosing self-service (Table 1). Classification and evaluation of results were undertaken and are shown in Table 2 according to the Likert scale: the motivating factors behind self-service usage were considered stronger as more points were collected.

Table 1. Motivating factors behind the choice of self-service

	Strongly disagree		Disagree		Neither disagree nor agree		Agree		Strongly agree		Overall
	8	7.14%	24	21.43%	35	31.25%	26	23.21%	19	16.96%	
1. ...I was already familiar with the self-checkout when I came across this alternative at the shopping centre	8	7.14%	24	21.43%	35	31.25%	26	23.21%	19	16.96%	112
2. ...I decided to try self-checkout because I found it interesting and new	1	0.89%	6	5.36%	8	7.14%	71	63.39%	26	23.21%	112
3. ...I felt afraid trying self-service for the first time	7	6.25%	18	16.07%	22	19.64%	47	41.96%	18	16.07%	112
4. ...I chose to use self-service because I did not have many goods that I wanted to buy	4	3.57%	13	11.61%	32	28.57%	45	40.18%	18	16.07%	112
5. ...I was encouraged to try self-service mainly because of advertising	23	20.54%	43	38.39%	22	19.64%	20	17.86%	4	3.57%	112

6. ...I chose to use self-service because I wanted to save time	6	5.36%	20	17.86%	20	17.86%	41	36.61%	25	22.32%	112
7. ...I chose to use self-service because I think it is more reliable than traditional services	17	5.18%	42	37.5%	34	30.36%	11	9.82%	8	7.14%	112
Overall	66	8.42%	166	21.17%	173	22.07%	261	33.29%	118	15.05%	

Source: Own elaboration.

The first statement “...I was already familiar with the self-checkout when I came across this alternative at the shopping centre” was evaluated quite positively and collected 360 points (64.3%) of a possible 560. It can be concluded that consumers were sufficiently informed of the self-service alternative. The second statement “...I decided to try self-checkout because I found it interesting and new” was characterised by extremely strong positivity – 451 points (80.5%). This proves that the respondents’ motivation to use self-service was strongly related to curiosity and novelty factors; thus, according to Featherman and Pavlou (2003), it also proves that respondents

in Lithuania are self-confident and intend to use technological innovation. The third (negative) statement “...I felt afraid trying self-service for the first time” was evaluated quite low and collected 285 points (50.9%), showing that “technology anxiety” has a significant negative impact on customer satisfaction and their behavioural intention to reuse SST. According to Bitner, Ostrom, and Meuter (2003), *technology anxiety* is a demotivator, which means that consumers tend to doubt their ability to act for themselves for personal reasons or incompetence related to their fear and expectations.

Table 2. Strength of the motivating factors

T	R	R*1	R	R*2	R	R*3	R	R*4	R	R*5	N	P
1.	8	8	24	48	35	105	26	104	19	95	360	64.3%
2.	1	1	6	12	8	24	71	284	26	130	451	80.5%
3.	18	18	47	94	22	66	18	72	7	35	285	50.9%
4.	4	4	13	26	32	96	45	180	18	90	396	70.7%
5.	23	23	43	86	22	66	20	80	4	20	275	49.1%
6.	6	6	20	40	20	60	41	164	25	125	395	70.5%
7.	17	17	42	84	34	102	11	44	8	40	287	51.3%
N		94		368		519		950		518	2,449	62.5%

* T – statement position, R – respondents, N – total points, P – percentage

Source: Own elaboration.

The fourth statement “...I chose to use self-service because I did not have many goods that I wanted to buy” earned 396 points (70.7%) and leads to the conclusion that one of the reasons why consumers choose self-service is because they had few goods, so wanted to save effort (functional benefit). The fifth statement “...I

was encouraged to try self-service mainly because of advertising” collected 275 points (49.1%) which shows that the majority of respondents disagree with the fact that advertising is a strong motivator for the self-service option. It should be noted that this is a marketing communication problem because advertising is extremely

important in shaping customer motivation and their decision to choose self-service. Future studies should further determine the importance of advertising for the choice of innovative self-service. The sixth statement “...I chose to use self-service because I wanted to save time” was evaluated very positively - 395 points (70.5%) which proves once again that the majority of users feel motivated to use self-service because of a desire to save time (functional benefit). Finally, the seventh statement “...I chose to use self-service because I think it is more reliable than traditional services” was assessed a relatively low 287 points (51.3%). It can be concluded that more than half of the respondents (52.7%) did not feel that self-service is more reliable than the traditional service. This finding

does not support Komiak, Wang, and Benbasat's (2005) theory that the majority of the respondents evaluate self-services as more reliable than traditional services performed by humans.

Another objective of the study was to identify motivating factors for self-service as an innovative service associated with the suitability of self-service technology. The aim is to discern respondents' willingness to use self-service on a regular basis in the future and how it depends on the suitability of self-service technology. A summary of the survey results is presented in Table 3. Classification and evaluation of the results relating to the strength of the motivating factors were done according to the Likert scale, shown in Table 4.

Table 3. Motivating factors related to the suitability of self-service technology

	Strongly disagree		Disagree		Neither disagree nor agree		Agree		Strongly agree		Overall
1. ...it was difficult to understand the self-checkout point menu performance and functions	13	11.61%	47	41.96%	36	32.14%	8	7.14%	8	7.14%	112
2. ... if I wanted I could consult with a shopping centre representative	1	0.89%	20	17.86%	22	19.64%	51	45.54%	18	16.07%	112
3. ...I felt perfectly capable of controlling the situation myself	3	2.68%	18	16.07%	45	40.18%	38	33.93%	8	7.14%	112
4. ...I was able to take advantage of the loyalty/discount card	5	4.46%	10	8.93%	43	38.39%	42	37.5%	12	10.71%	112
5. ...I was sure of my privacy while using self-service	4	3.57%	11	9.82%	57	50.89%	30	26.79%	10	8.93%	112
6. ...when trying the self-checkout for the first time I realised the need to ask an employee for help	4	3.57%	18	16.07%	14	12.5%	58	51.79%	18	16.07%	112
7. ...I felt secure and confident in the use of self-service	0	0%	10	8.93%	63	56.25%	33	29.46%	6	5.36%	112
Overall	30	3.83%	134	17.09%	280	35.71%	260	33.16%	80	10.2%	

Source: Own elaboration.

The first (negative) statement (demotivating factor) “...it was difficult to understand the self-checkout point menu performance and functions” earned 385 points (68.8%) meaning that the vast majority of respondents disagree with the fact that the self-service menu and functions are hard to

understand. Bitner et al's (2002) research in this area deserves acknowledgment, because according to them, it can be concluded that most customers do not lose *readiness* to use self-service because of the excessively complicated technology features which are not easily understood,

therefore the technology design was confirmed to be appropriate because the level of technological sophistication was not too high. The second motivating factor which appears in the statement “... if I wanted I could consult with a shopping centre representative” was evaluated very positively, collecting 401 points (71.6%), due to the fact that the vast majority could consult with a representative of the shopping centre on any issues which arose if they wanted. According to Fitzsimmons and Fitzsimmons (2011), the *contact employee* is of strategic importance to the consumer where there is an endeavour to get the proper assistance related to technology use. The consumers must be confident that, if necessary, they will receive assistance for self-service functionality obstacles, errors or their incompetence (security benefit). The third motivating factor appears in the third statement “...I felt perfectly capable of controlling the situation myself” which collected 366 points (65.4%), and thus was assessed as rather

favourable. It can be concluded that the majority of respondents felt in full control of the situation while using self-service. Control of the service is one of the motivating benefits in this case. The majority of respondents quite clearly understood their role and knew what to do (Bitner, Ostrom, and Meuter, 2002) because they were ready to use innovation, and had the necessary skills, mental and physical abilities. The motivating factor shown in the fourth statement “...I was able to take advantage of the loyalty/discount card” was one of the quite positive scores and collected 382 points (68.2%) which confirmed the majority opinion that additional features such as a discount/loyalty card were not lost throughout the self-service process. Bivainis and Drejeris (2009) consider that flexibility affects customer satisfaction, so it can be concluded that the respondents identified the SST as sufficiently flexible; moreover, according to Harvey and Lefebvre (1997), the flexibility attribute is one of the most important technological needs.

Table 4. Strength of the motivating factors associated with the suitability of self-service technology

T	R	R*1	R	R*2	R	R*3	R	R*4	R	R*5	N	P
1.	8	8	8	16	36	108	47	188	13	65	385	68.8%
2.	1	1	20	40	22	66	51	204	18	90	401	71.6%
3.	3	3	18	36	45	135	38	152	8	40	366	65.4%
4.	5	5	10	20	43	129	42	168	12	60	382	68.2%
5.	4	4	11	22	57	171	30	120	10	50	367	65.5%
6.	18	18	58	116	14	42	18	72	4	20	268	47.9%
7.	0	0	10	20	63	189	33	132	6	30	371	66.3%
N		98		398		840		908		296	2,540	64.8%

• T – statement position, R – respondents, N – total points, P – percentage

Source: Own elaboration.

The fifth motivating factor as found in the statement “... I was sure of my privacy while using self-service” was not assessed very strongly, because half of the respondents (50.9%) had no clear opinion, resulting in a score of 367 points (65.5%). 35.7% of

all respondents believed that self-service ensures greater privacy. This confirmed Bitner et al's (2002) study which is based on the theory that some customers prefer self-service in order to avoid direct contact with service personnel. The sixth (negative)

statement, a motivating factor, “...when trying the self-checkout for the first time I realised the need to ask an employee for help” was evaluated by the Likert scale, scoring just 268 points (47.9%) which is the lowest score in the survey. Most users trying self-checkout for the first time confirmed that they needed assistance while using self-service technology. This is one of the most important factors which had a huge impact on the quality of the user experience when client anxiety and tension associated with the service was reduced. This criterion is particularly important to ensure the high quality of the service, when the value of *contact staff* significantly increases because of the customer *need for interaction with a service employee*. The issue of technological readiness is especially important for contact employees to whom customers may turn for assistance when problems arise: employees who rate highly in terms of both interpersonal skills and technological readiness are likely to be good candidates for tech-support roles (Fitzsimmons and Fitzsimmons 2011: 106). It is especially important in these situations to specifically address the issue when it arises, according to Chang (2011). The assumption is that the majority of respondents who have tried the self-checkout option in Lithuanian shopping centres for the first time found it difficult to immediately understand the self-service system; yet this is not entirely accurate because it suggests that, in some cases, consultant assistance was required for the purchase of alcoholic beverages or tobacco (to check the age of the respondents). The seventh motivating factor was found in the statement “...I felt secure and confident in the use of self-service” which collected 371 points (66.3%) and was thus evaluated sufficiently positively, but it should be noted that more than half of respondents (56.3%) had no clear opinion (neither agreed nor disagreed). It can be

argued that 34.9% of respondents felt really confident and secure about the service. The assumption is that the SST worked as planned and consumer confidence in the service is largely associated with loyalty.

All seven motivating factors could collect a minimum of 784 ($112 * 7$) points and a maximum of 3920 ($112 * 35$) points. As 2540 points were collected (64.8%), it can be concluded that most respondents positively evaluated self-service as an innovative service process, as well as its technical suitability. It should be noted that almost all respondents recognised the significance of technology (individual questionnaire) in the self-service as an innovative service process as highly valuable; therefore, they do not tend to avoid using SST because the average significance of technology in their lives was measured at 79.4%.

Conclusions

The following conclusions may be drawn from the paper:

- the fact that self-service is defined as an innovative service means that technological development offers consumers new possibilities. This allows customers to save time, reduces costs and provides easy accessibility and pleasure in a better way than does the personalised service. All these benefits motivate customers to use self-service again;
- service technology flexibility, as an essential feature of self-service, affects customer satisfaction and enhances their motivation. This provides more opportunities to introduce self-service. Even though the introduction of self-service will be difficult, as it is with all innovations, it will gradually be established in Lithuanian shopping centres and will extend user tolerance limits;

- the study showed that respondents in Lithuania are self-confident and do not tend to avoid technological innovation. This is confirmed by Featherman and Pavlou (2003) who claim that the success of technological innovation depends on how the customers evaluate innovative services. Therefore self-service as an innovative service has a future in Lithuania and has motivated consumers to choose this kind of service;
- the research results showed that innovative self-service as motivation influenced women more (73.2% of all buyers), so it can be concluded that women who provide the goods for the family, are sufficiently educated and receptive to innovation;
- although the results confirmed that the motivating factors associated with self-service technology are sufficiently influential, self-service checkout points are not completely adequate when it comes to replacing traditional services (especially when buying a significant number of goods), and therefore it is necessary to integrate both alternatives.

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