

THE ACCEPTANCE OF HUMANOID ROBOTS: EVIDENCE FROM ROMANIA

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Abstract

The diffusion of humanoid robots into domestic environments is an emerging phenomenon that raises new questions about consumer acceptance. Unlike conventional technologies, humanoid robots combine utilitarian functions with social presence, requiring models of adoption. This study examines the role of demographic characteristics - gender, age, income, marital status, and occupational field - in shaping people's acceptance of humanoid robots, still relatively understudied in Romania. Data were collected through a structured questionnaire. Measurement items were adapted from validated scales in prior literature, and the data were analyzed using statistical tests. The findings demonstrate a statistically significant association between demographic variables and consumers' familiarity, comfort, and acceptance of humanoid robots.

The study makes a valuable contribution to the literature, especially through empirical data from the Romanian context, presenting implications for the design and marketing of humanoid robots, offering lessons for demographic segmentation, segmented communication strategies, and phased pricing models.

Keywords

humanoid robots; social acceptance; anthropomorphism; Unified Theory of Acceptance and Use of Technology; adoption barriers; demographics; consumer behaviour.

JEL Classification

O330, M310, M390

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