

Acceptance of Voice Assistants to control Smart Home Services – Digital Natives vs. Digital Immigrants

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Abstract

Voice assistants have been integrated into everyday life and are helping to manage it. For example, smart home services can be controlled via this new human-machine interface, potentially simplifying the management of services. This raises the question of which factors support or prevent the use of voice assistants to control smart home services. Based on the value-based adoption model (VAM) by Kim, Chan, & Gupta (2007), hypotheses were derived and a comprehensive investigation model was set up. For testing purposes, a data set of more than 920 persons could be generated by means of an online survey. For the comparison of generations (digital natives vs. digital immigrants), two groups were formed and the model was evaluated separately with PLS-SEM. Usefulness and unreliability impacts perceived value of the service in both groups. While enjoyment drives digital natives, digital immigrants seek for service support. According to privacy paradox, there is no concern about privacy risk.

Keywords: *Voice-Assistants; Smart-Home-Services; Value-based-Adoption-Model (VAM)*

Track: Consumer Behaviour