

The role of humanisation of smart home speakers in the personalisation-privacy paradox

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Abstract

This article examines the smart home speakers and its aims are twofold. First, this study tries to verify the personalisation-privacy paradox and its effect on intention to continuing using the device. Second, it examines the direct and moderating role of humanisation in the personalisation-privacy paradox. The model was tested on a sample of 360 users. The results suggest that personalisation increases benefits and that benefits increase perceived value while risks decrease them. It also shows that humanisation increases benefits, supporting realism maximisation theory; and reduces risks to a point from which these risks increase supporting uncanny valley theory. Moreover, humanisation moderates the relationship between personalisation and benefits. Finally, important theoretical and practical implications are shown for scholars, and managers.

Keywords: *Privacy paradox; Personalisation; Humanisation*

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