

The Use of Voice Assistants for Online Shopping: Consumers' Benefits and their Trust in
and Identification with the Operator Brand

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Abstract

Voice assistants have significant potential to change the customer journey. The present study therefore aims at providing insights into the emerging phenomenon of using digital voice assistants for online shopping. In our empirical study, we extend the technology acceptance model and demonstrate that utilitarian benefits, subjective norms, perceived ease of use, and perceived usefulness are key determinants of the consumers' attitude towards voice commerce. Integrating the consumer-brand relationship, we show that trust in the operator of the voice assistant and consumer-brand identification additionally play an important role for increasing the attitude towards the use of voice assistants for online shopping and the actual usage intention. Thus, operators are advised to improve the digital platform and its characteristics to increase its attractiveness and to initially support habitual purchasing behavior. Moreover, operators have to establish trust and strengthen their brand.

Keywords: *Consumer Benefits; Trust; Voice Commerce*

Track: Retailing & Omni-Channel Management