

How Big is That Voice? Vocal Features of Conversational AI Affects Physicality  
Perceptions and Product Congruency

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## **Abstract**

This work examines and provides evidence that modifying a conversational agent's vocal tract length causes systematic changes in physicality and masculinity perceptions. Our results demonstrate that humans attribute greater physicality and masculinity to a digital voice assistant with a longer vocal tract length, perceiving the digital voice assistant taller and heavier compared to shorter vocal tract length. We further show that a more (less) resonant voice promotes greater congruency perceptions with masculine (feminine) food products.

**Keywords:** *Digital voice assistants; Vocal tract length; Physicality*

**Track:** Digital Marketing & Social Media