

Effects of message design adaptations in voice shopping

Lea Sollfrank

Goethe University Frankfurt

Ju-Young Kim

Goethe-Universität Frankfurt

Cite as:

Sollfrank Lea, Kim Ju-Young (2022), Effects of message design adaptations in voice shopping. *Proceedings of the European Marketing Academy*, 51st, (107508)

Paper from the 51st Annual EMAC Conference, Budapest, May 24-27, 2022



Effects of message design adaptations in voice shopping

Abstract

Voice-assisted commerce is on the rise. Without any visual stimuli, however, consumers have difficulty processing brand and product information during the shopping process. Drawing on levels of processing theory as well as literature on imagery and information processing, we examine the impact of the imagery level of auditory messages and the number of product attributes on purchase intention and different brand measures in an online experiment. Our results indicate that a high imagery level of the message results in a better attitude, awareness and stimulation of the brand, as well as higher recall and intention to buy. Furthermore, we find that a higher number of product attributes leads to a favorable information access and results in higher purchase intention. These contributions allow further insight regarding the ideal message design in voice-assisted commerce interactions.

Keywords: *Voice commerce; Branding; Auditory message*

Track: Digital Marketing & Social Media