

Extraverts love Alexa, Neurotics adore Google: Personality as a Determinant for Smart Speaker Brand Preferences

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Cite as:

Paetz Friederike, Schultz Carsten (2022), Extraverts love Alexa, Neurotics adore Google: Personality as a Determinant for Smart Speaker Brand Preferences. *Proceedings of the European Marketing Academy*, 51st, (107601)

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



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Abstract

Using an empirical study, the present manuscript identifies key consumer personality dimensions towards the purchase of digital voice assistants, specifically smart speakers. 337 German participants answered a personality test that relies on the five-factor model. Based on the results of a discrete choice experiment, we estimated a mixed logit model and analyzed interactions between certain personality traits and consumer preferences. The final purchase decisions were predominantly determined by the brand and price attribute, whereas language performance and the data storage location are of less importance. The mixed logit results indicate that openness generally contributes to the purchase of smart speakers, whereas highly agreeable and conscientious personalities are generally less likely to enter this market. Extroverted, conscientious, and agreeable personalities trend towards 'Amazon', whereas preferences for 'Google' interact with less open, but neurotic and agreeable personalities.

Keywords: *Brand preference; Discrete Choice Experiment; Personality*

Track: Product and Brand Management