

# The Perceived Value-in-Use of Smart Speakers and its Influence on Continuance Intention: A Comprehensive Analysis of a Trade-Off between Benefits and Costs

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## **Abstract**

Due to the increasing popularity of voice-activated smart speakers (e.g., HomePod or Echo Dot), it is essential for marketers to understand the mechanisms that constitute the prolonged use of these devices. Thus, the authors develop and test a new value-based framework that explores the components of value-in-use (ViU) and their influence on the continuance intention (CI) of smart speakers. Structural equation modeling is applied to validate the model based on 397 responses from actual users. The results show that, in line with Zeithaml's (1988) trade-off approach, the perceptions of smart speakers can be categorized into benefits and costs that form the ViU, which fundamentally increases CI. Furthermore, perceived usefulness, ease of use, enjoyment, and system quality increase perceived benefits, while device annoyance and security/privacy risk enhance perceived costs of smart speaker use. Hence, this study introduces a novel theoretical basis for examining continued use intentions.

**Subject Areas:** *Consumer Behaviour, Diffusion of Innovations, Information Systems*

**Track:** Innovation Management & New Product Development