Self-Conscious Emotions as Antecedents for the Continuance Intention of Digital Voice Assistants in Private and Public Contexts

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Abstract

Digital voice assistants (DVAs) are application programs that are integrated into a variety of products. Due to their relevance, it is important to deepen our understanding of the factors influencing their continued use. While extant research on DVAs disregards self-conscious emotions (i.e., pride, shame, guilt, and vicarious embarrassment), we argue that these factors are important for their continued use in social contexts. Thus, we extend the expectation-confirmation model with self-conscious emotions. We use structural equation modeling to analyze 860 responses of DVA users and compare results between different social usage situations (alone and with friends in private vs. public places). Results show that, independent of the social context, pride positively impacts continuance intention. Further, shame in public and guilt in private inhibit continuance intentions, while vicarious embarrassment has no significant effect. Finally, implications for research and practice are derived.

Subject Areas: *Consumer Behaviour, Information Systems, New Product Development and Launch*

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