Delving into Gen Z's Voice Assistant Adoption and Usage: A Curvilinear Approach to Understanding Motivation

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Abstract:

This research study aims to explore the adoption intention (AI) and usage patterns of Intelligent Voice Assistants (IVAs) by examining theoretical and contextual factors among 758 Generation Z consumers. It leverages UTAUT 2 theory to investigate and bring forward constructs that led to the usage of IVAs among Generation Z. By utilizing a three-stage analysis of (SEM-ANN-NCA), the results identify that the consumers (n=758) corresponding to this cohort are led significantly by hedonic motivation and social influence however, the contextual factors such as perceived risk and perceived trust do not impact AI. The use of Artificial Neural Networks (ANNs) and Ramsey's Test for Non-Linearity confirm that the relationship between anthropomorphism and adoption intention is non-linear demonstrating that linear models often oversimplify the complex dynamics at play. The study provides enriching insights for human-computer literature and various stakeholders. The findings have important implications for designing and marketing AI-driven products, especially in youth-centric segments like Gen Z and Generation Alpha, who exhibit a high degree of engagement with smart technologies.

Keywords: Gen Z, Intelligent Voice Assistants, Human-computer interaction, SEM-ANN-NCA

Tracks: Consumer Behaviour