

Brand and Price Consciousness in Consumers' Acceptance of Digital Voice Assistants for Grocery Shopping

Carsten Schultz
FernUniversität in Hagen
Philipp Brüggemann
University of Hagen

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Abstract

Digital voice assistants are a new intermediary for initiating transactions in voice commerce. Consumers' acceptance of this innovative technology for online shopping is still developing. The present study analyzes the acceptance of digital voice assistants for habitual purchases, in particular for online grocery shopping. The theoretical framework is the established technology acceptance model extended by privacy concerns and technology anxiety. Further, we contribute to the literature by distinguishing consumers who are either brand- or price-conscious. The empirical results show that in contrast to price-conscious consumers, brand-conscious consumers' privacy concerns directly influence their behavioral intention to engage with digital voice assistants for online grocery shopping. Further, all consumers' technology anxiety negatively anchors their perceptions of digital voice assistants.

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