Voice Assistants – Notion of Perceived Value versus Privacy Risks Among Young Users?

Abstract

Despite the growing literature on voice assistants and their adoption, little has been said on whether the perceived value of these devices subjugates the perception of privacy loss. Similarly, although brand credibility has been discussed widely in marketing literature, little is known about the effect of brand credibility on individuals' perceived value of and intention to use interactive technologies like voice assistants. The present research uses the theoretical lenses of Uses and Gratification Theory, Signaling Theory, and Prospect Theory to shed light on the relationship between individuals' perception of the overall value of virtual assistants and their behavioral intention towards usage. Our findings indicate utilitarianism as the most significant value factor for users of virtual assistants, followed by hedonic and then social presence. Additionally, the findings show that brand credibility reduces the effect of perceived privacy risk for users. The investigations of this study provide empirical support for organizations to pitch overall value and brand credibility as a ritual in their marketing communications.