OK Google: "Why do users of voice assistants maintain their use of technology over time?"

Aurélie Vachaudez* and Christophe Koubi**

*University of Mons – Warocqué Faculty of Economics and Management
Haute Ecole Provinciale de Hainaut – Condorcet (Belgium)
**University of Mons – Warocqué Faculty of Economics and Management (Belgium)

Abstract

- *Objectives*

This article aims to identify the reasons explaining the intention to keep using a voice assistant as well as the underlying brakes and counterparts.

- *Methodology*

In the light of the Grounded Theory methodology, the experience of users of voice assistants at home is explored through semi-directive interviews.

- *Results*

The sustainability of using home voice assistants is influenced by factors such as family context, privacy and security concerns, as well as alignment with user values. This research also identifies the determinants that promote sustainable use of this technology, including the benefits it brings, the feeling of contributing to progress and the fact of being distinguished by using it intensively. However, the study also points to a constraint related to the necessary adaptation of users' habits to this tool. Finally, it proposes a precise definition of the long-term user of a voice assistant.

- *Managerial implications*

The results of this research facilitate the sustainability of the use of voice assistants through an in-depth understanding of users' motivations. The identification of barriers to maintaining technology over time will allow firms that offer products related to voice assistants, to improve the user experience and retain clients by minimizing these barriers in order to keep a loyal user base rather than flooding the market with new products that will be abandoned once the novelty effect has passed.

- *Originality*

This research focuses on maintaining the use of a technological device over time, taking the perspective of users' experiences in order to extend the technology adoption model (UTAUT2) to a new context. A specific model is developed to explain the intention to maintain the use of voice assistants (VACUM, Voice Assistant Continuous Use Model).

- *Keywords:* Voice Assistant, Conversational Artificial Intelligence, Technology Adoption, Voice Assistant Continuous Use Model – UTAUT2.

To contact the authors: aurelie.vachaudez@umons.ac.be ; christophe.koubi@umons.ac.be