

Exploring the Impact of Voice Search and Voice Commerce On Consumer Shopping Habits and Brand Interactions

Arman Khan¹ Asma Imdad² Khalil Ullah Safi³ Fauzia Ahmed⁴

ABSTRACT: The significant development of digital technologies has altered how consumers shop and interact with the brand, with voice search and voice commerce becoming the major forces of transformation. This paper examines how voice-enabled technologies affect the consumer search behavior, purchasing decision-making and brand interaction in an online space. A quantitative research design was used, where a structured questionnaire was used on 300 respondents that are active users of voice enabled platforms. The analysis of data was performed by means of the descriptive and inferential statistical methods to investigate the trends in the voice search frequency, voice commerce adoption, and consumer-brand interactions. The results indicate that a large percentage of customers often use voice search to explore the products as they prefer quick, conversational, and hands-free search of information. Voice commerce has become popular especially in repetition purchases, in reorders and non-involved products categories as it adds more convenience and facilities transactions. Voice-enabled platforms are viewed by consumers as enhancing brand awareness, personalization, and loyalty despite the medium being fairly adopted in product recommendations. The research also shows that as much as voice technologies are shaping the shopping behavior and brand interaction, they are complementary resources that should co-exist with the conventional digital interactions and not a total replacement. Altogether, the present study underscores the increasing importance of voice search and voice commerce in influencing consumer behavior and suggests that the brands must consider these technologies as part of their marketing strategy to increase engagement, satisfaction, and loyalty.

KEYWORDS: Voice Search, Voice Commerce, Consumer Shopping Habits, Brand Interactions, Digital Retail, Voice-Enabled Technology

¹ Assistant Professor, Department of Business Administration, Shaheed Benazir Bhutto University, Shaheed Benazirabad, Sindh, Pakistan.

Email: armankhan@sbbusba.edu.pk

² Assistant Professor, Government Girls Zubaida College, Hyderabad, Sindh, Pakistan.

Email: imdadasma84@gmail.com

³ Lecturer, Department: Business Administration, Iqra National University, Peshawar, Khyber Pakhtunkhwa, Pakistan.

Email: khalilullah@inu.edu.pk

⁴ Lecturer, Institute of Management Sciences, University of Balochistan, Quetta, Balochistan, Pakistan.

Email: fauzia.ims@um.uob.edu.pk

Corresponding Author:

Arman Khan

✉ armankhan@sbbusba.edu.pk

Introduction

The accelerated growth of the digital technologies has transformed significantly the way consumers seek information, get their purchase decisions and communicate with brands. Voice search and voice commerce are two of the most radical innovations that have revolutionized the current consumer behavior among these innovations (Melumad et al., 2020). With voice-enabled technologies continuing to enter the daily lives of

people with smartphones, smart speakers, virtual assistants, and connected home devices, a new form of hands-free and conversational and highly personalized interactions is becoming the new reality. The change is not only changing the way consumers learn about products, but it is also redefining how consumers compare options, assess brands, and make transactions in a smooth digital space. The way that these technologies affect consumer shopping and brand engagement has thus emerged as a critical field of research among marketers, retailers, and digital strategists.

Voice search is no longer a feature that was new, but it has become a mainstream feature that is used by millions of consumers all across the world (Melumad, [2023](#)). Voice search in contrast to the classic method of text-based search enables a user to convey his needs in a more natural, conversational and less effortful way. This makes the search a personal and convenient experience as the consumers is able to access information faster as they conduct other activities. The voice search has also altered the manner in which information is processed because consumers are now more dependent on direct and specific responses, instead of having to scroll through long lists of search results. This consumption change has significant implications on search patterns, product discovery, brand visibility and consumer decision-making model. Since voice queries are usually longer and more contextual, and intent-driven, they display a more profound consumer motivation and intention. The brands then need to reconsider their presence on the web and refine their content to suit the changing needs of voice-based communication (de Ruyter et al., [2018](#))

Simultaneously with the voice search, voice commerce has acquired a significant momentum that provides consumers with an easy and convenient experience of browsing, ordering and reordering products (Govindaraj et al., [2025](#)). The voice recognition feature that allows one to conduct purchasing is a new level of convenience that minimizes the hassle that is usually involved in conducting transactions online. Being able to get product recommendations, price check, order and delivery tracking without moving through a traditional interface, with a simple request, consumers can acquire it. This process is frictionless that helps to make faster decisions and promote impulse purchases, recurring buying, and customer loyalty. Voice commerce is also effective especially in the case of routine and low-involvement products, wherein convenience and speed are a key factor in consumer preference. The rate of adoption of voice-generated transactions is constantly increasing as they are increasingly more secure, accurate, and personalized, which is further revolutionizing the online retailing market.

These technological advancements have had serious impacts in the consumer purchasing behaviors in a variety of ways. First, voice-enabled interactions have transformed the way consumers seek knowledge, which is based more on conversational queries and direct responses. Second, the rising effectiveness of voice assistants has created an atmosphere of credibility, which encourages the consumer to rely on voice-driven functionality to compare products and recommend specific brands and personalized recommendations (Calahorra-Candao et al., [2024](#)). Third, voice shopping has affected consumption behaviors making the shopping easier and faster and demanding less cognitive effort and time. This development is not limited to how often consumers make purchases online and what kind of purchases they make, but also on what criteria they base their decisions on brands. The fact that voice systems tend to offer a few recommended features makes brand exposure more competitive and it is important that companies maximize their presence in voice-driven environments.

Along with shopping behavior, voice search and voice commerce can be considered as another important factor in the interaction between the brand and the customer (Mari, [2019](#)). Voice-based interface motivates

a more natural, human interaction with brands, which changes the perception of brand personality and customer service experiences. By successfully incorporating voice technologies, brands can have an opportunity to build interactive, conversational, and personal touchpoints that will be more likely to improve user satisfaction and emotional engagement. Voice-based communication can also provide brands with a chance to learn more about the preferences of consumers, so that they can create more targeted content and both provide services proactively and target them more accurately. With consumers interacting with the brands via the virtual assistant, the voice response tone, its intelligibility, and its relevance are significant factors that define the brand credibility and trustworthiness.

Voice search and voice commerce pose a number of challenges to the brands despite the myriad benefits they bring. The large repulsion of a handful of large voice platforms limits both the exposure of smaller brands and competition to the top of voice results. Voice based shopping also does not have any visual cues to compare products, which also affects consumer behavior of relying on default suggestions by voice assistants. Also, the issue of the data privacy, the validity of the answer, and the inability to interpret the orders correctly can influence adoption by some consumer groups. The above deliberations demonstrate the intricacy of voice-based ecosystems and why businesses should come up with strategic methods that respond to the peculiarities of voice-based commerce.

With the radical nature of voice technologies, it is high time to investigate their influence on consumer shopping behavior and brand relationship (brand interaction) (McLean et al., 2021). The ability to comprehend consumer adaptation to voice interfaces, the buying behavior change, and the reaction of the brand to the evolving behavior offers a good insight into how digital commerce can succeed in the future. This study will focus on understanding the impact of voice search and voice commerce on consumer behavior, the new trends in brand interactions, as well as outline the opportunities and challenges facing businesses in the voice-based retailing. Through those dimensions, the research helps to understand better the ways in which voice technologies are transforming a digital market and changing the long-run development of the consumer-brand relationships.

Literature Review

Evolution of Voice Technologies in Digital Commerce

Possible exchange is voice technologies that have contributed greatly towards changing the environment of the digital commerce landscape. Initially, voice recognition was not very effective and useful, but thanks to artificial intelligence, natural language processing and machine learning, a voice-enabled system has become a very useful and efficient tool in the digital realm. With the increasing use of virtual assistants in the smartphones, smart home appliances, and e-commerce sites, a new era of expressive communication has come about between the consumers and digital systems. This development has changed the expectation of the users with the introduction of speed, intuitive, and hands free interactions.

Voice technology in the retail industry has created new avenues of consumer interactions (Ntumba et al., 2023). Voice assistants can now comprehend queries with complex requirements and give individualized recommendations and complete tasks that were initially done manually. This change has made the consumers less cognitive and allowed them to engage with digital platforms, in a more natural way. Consequently, voice search has turned out to be a point of product discovery that has shaped the way

consumers are approaching online shopping. Most users these days use conversational queries instead of using only text based search methods as conversations can be a reflection of how people talk in real life. This change is a significant digital behavior change, which opens new opportunities and challenges to businesses that want to maximize their online presence.

The rising popularity of smart devices in the household has also been further boosting the use of voice commands in simple daily activities, including schedule control, home device control, and entertainment. This has incorporated voice technology as a normal practice of consumer lifestyles. As voice-enabled interactions are becoming more common and convenient, consumers are demanding that more brands consider these technologies to stay relevant and competitive (Brenner, 2022). Therefore, voice technologies development becomes a success in the history of digital commerce, and they compel the retailers and companies to reconsider the customer engagement tactics and match the current consumer demands and expectations.

Influence of Voice Search and Voice Commerce on Consumer Shopping Habits

The voice search has significantly impacted the process of information seeking, decision-making, and purchasing decisions among consumers, rendering voice search longer, more focused and more context-related than the traditional search methodologies (Flavian et al., 2023). The change in query format can be seen as a more intentional and instant search, which leads to a more rapid decision-making process. Voice search consumers are more likely to receive such answers immediately instead of going through a long list of search results. This expectation has shifted the way in which information is provided by the brands and a clear, concise and relevant information is critical to consumer attention.

Convenience provided by voice enabled systems has transformed the nature of shopping in that less time and efforts are required to find the required products (Mariyappan et al, 2025) Voice search allows consumers to make a search in the process of carrying out other activities and thus is very appealing to multitaskers and busy shoppers. Such an option of hands-free will make it more accessible and more likely to be used more often on online resources. The convenience has also played a role in the everyday shopping like groceries or other household products, where people are into speed rather than the product meticulousness.

Voice commerce is the extension of this behavior that allows consumers to make purchases via easy spoken words by making the buying experience less painful than the conventional steps of the online store process, including browsing the menu or typing in payment information (Munoz et al., 2023). Users only need to issue one command before they can add items to their carts, rearrange already bought goods, or complete the purchases. These simplistic procedures stimulate impulse purchases and heighten the chance of making a repeat purchase.

The other significant factor is the significance of trust and familiarity in the formation of shopping behavior. The more consumers feel at ease with the accuracy and responsiveness of voice assistant, the more they will depend on it to give a recommendation. This confidence leads to the dependence on voice-based recommendations, which has a direct effect on brand awareness, purchasing preferences, and intentions. Moreover, in many instances, consumers base the initial few options that voice systems have to offer, and this means that a brand being positioned highly in voice search results will have the advantage of high visibility and the probability of being bought.

Moreover, voice shopping has increased personalisation in shopping. Voice assistants monitor the likes of users, purchase history, and behavioral pattern in order to make customized recommendations. This one-to-one communication enhances consumer interest and boosts satisfaction since users are going to think that the shopping experience is designed specifically to suit them. Voice search and voice commerce have become the potent force that is shaping changing consumer shopping behaviors due to the combination of convenience, trust, and personalization (Klaus et al., [2022](#)).

Voice-Driven Brand Interactions and the Changing Dynamics of Customer Engagement

Voice-enabled technologies have added a new layer of interaction with the brand as the technology enables conversational and emotional interaction. Voice systems are more human-like when compared to traditional digital communications because the brands can communicate with the consumers in a more human way. Such a conversational tone makes the conversation more relatable and allows a person to experience it more emotionally. With consumers getting used to the idea of engaging with virtual assistants, the companies are forced to emulate voice-enabled systems in ways that do not harm their core values, tone of communication, and customer service goals (Nilkant et al., [2025](#)).

Voice-based interactions are becoming more important in brand-loyalty. When using virtual assistants to interact with a brand, consumers demand rapid, precise, and customized feedback. Those brands that manage to incorporate voice features into the digital platform can provide a smooth level of support, directing people on what to buy, how to troubleshoot, and make transactions. This convenience does not only enhance customer satisfaction, but it also makes the brand technologically advanced and customer oriented.

Voice technology enables brands to understand consumer preferences and trends in behavior. Voice interactions are often conversational in nature, and this helps to demonstrate more motivations, concerns and expectations (Haris, [2024](#)) These insights can guide a brand to optimize their marketing, enhance customer service and create focused content. Learning the specifics of the voice interaction, companies will be able to provide more appropriate answers and establish better relations with their audience.

The brand interaction that is voice driven also presents its own challenges especially in the areas of visibility and competition. Given the fact that voice assistants usually provide a limited set of recommendations, brands have to compete vigorously to be among the first to come out. This competition will increase the significance of voice optimization strategies. Moreover, voice commerce due to the absence of visual components also restricts the ability to differentiate the brand, and thus the tonal consistency and the clarity of voice responses turn out to be the crucial elements of customer interaction.

In spite of these difficulties, there are huge opportunities in the use of voice technology in branding. Voice-enabled content, custom responses, and conversation flow that make the experience seem more like a conversation will help the brand stand out in the online market. Moreover, voice-enabled systems also improve the accessibility of people who might not be able to use the traditional digital interfaces thus enabling the brands to expand their consumer segments.

Methodology

The research methodology will aim at investigating how voice search and voice commerce influence the consumer shopping behaviour and brand experience. A methodical and well-organized procedure was used

in order to get reliable, valid and comprehensive results. The research has a descriptive and analytical research design in order to explore consumer behavior, shopping patterns, and brand engagement as it relates to voice-enabled technologies. The approach is aimed at determining the main trends, preferences, and perception of those using voice search and voice commerce and dividing the insight of how the dynamics of digital consumer interactions are changing.

Research Design

The research design taken in this study was quantitative with descriptive analysis. The quantitative method can be used to gather objective information about the usage behavior, preferences, and perception of the voice-enabled technologies. With the help of the questionnaire and standardized measurement tools, the research will elicit extensive data on how often voice search and voice commerce are used, on what goods consumers have purchased via voice technologies, and how satisfied they are with the brands that they have used via voice technologies. The descriptive part of the research allows studying the patterns, trends, and relations in the data, and it is clear how voice technologies are working with the shopping behavior and brand contacts.

Population and Sample

The research target population covered active consumers who frequent use of digital platforms to shop, especially those conversant with voice search and voice commerce. The demographic sample was varied whereby the population under study was inclusive and generalized, representing individuals of varied ages, gender, educational backgrounds and occupational statuses. The sample size was set at 300 participants as they would provide enough statistical analysis. The selection of participants was done by means of purposive sampling meaning that the main focus was on people who have experience with voice-enabled technologies. Such a method will make sure that data that was gathered is pertinent to the research purposes and that it is indicative of how real-life consumers behave in voice search and voice commerce.

Data Collection Methods

A structured questionnaire was used to collect data, and the questionnaire was split into a number of sections. The introductory part was used to collect demographic data and included age, sex, education, employment, and the number of times they shop online. The second part concerned voice search usage, the frequency of voice search use, type of queries, and the preferred platforms or devices of voice search. The third part covered voice commerce behavior, where the frequency of purchase was covered, and product types, favored brands and satisfaction with voice-enabled transactions. The last section was a brand interaction where voice technologies operate to impact brand perceptions, brand loyalty and engagement.

The questionnaire used five-point Likert scale to address attitudes and perceptions which were strongly disagree, strongly agree, disagree, indifferent, and differ with each other. The scale can be used to give finer answers and enable quantitative analysis. The survey was sent via social media and email as well as e-commerce platforms community to involve and engage the participants who actively use digital technologies. The respondents were requested to participate on a voluntary basis and anonymity and confidentiality guaranteed to allow them to be honest and unbiased in responding to the questions.

Data Analysis

The collected data were evaluated through the descriptive and inferential statistical methods. The demographics of the consumers, their usage patterns and attitudes were summarized using frequency distributions, percentages, and mean scores as descriptive statistics. Inferential statistics was performed to determine connections among the voice search frequency, voice commerce usage and consumer brand interest through correlation and regression analyses. Such a method will contribute to determining notable trends and will give a clue how voice technologies will impact the shopping process and the relationship with the brand. The statistical software was used in data processing to achieve accuracy, consistency, and reliability of results.

Ethical Considerations

The ethical standards were observed strictly in the course of the research. The participants gave informed consent to participate in the survey, and the aim of the study was clearly stated. The information of participants was kept confidential, and the data was used only during the research. No personal details were gathered, and the respondents could pull out at any point in time during the research.

Such a methodological solution is a guarantee of a systematic, reliable, and comprehensive study of the effects of voice search and voice commerce on the consumer shopping behavior and brand engagement, which informs about the changing digital retail space.

Results

The results of this study present the impact of voice search and voice commerce on consumer shopping habits and brand interactions. Data collected from 300 respondents were analyzed to examine patterns in usage, preferences, and engagement. The findings highlight how voice technologies are shaping digital consumer behavior and influencing brand perceptions.

Table 1

Demographic Profile of Respondents

Demographic Variable	Category	Frequency	Percentage (%)
Age	18–25	90	30
	26–35	120	40
	36–45	60	20
	46+	30	10
Gender	Male	150	50
	Female	150	50
Education	High School	60	20
	Undergraduate	150	50
	Graduate	90	30
Occupation	Student	80	26.7
	Professional	160	53.3
	Others	60	20

The demographic distribution indicates a balanced representation of gender, with most respondents aged 26–35. The majority are educated at the undergraduate level and primarily working professionals. This sample reflects the key consumer segment that actively engages with digital and voice-enabled technologies, ensuring relevance to the study objectives.

Table 2
Frequency of Voice Search Usage

Usage Frequency	Frequency	Percentage (%)
Daily	120	40
2–3 times a week	90	30
Once a week	50	16.7
Rarely	40	13.3

Interpretation
A significant portion of respondents (70%) use voice search at least 2–3 times per week, with 40% engaging daily. This indicates that voice search has become a habitual tool for information seeking and product discovery, highlighting its growing role in shaping consumer shopping patterns.

Table 3
Voice Commerce Behavior

Behavior Indicator	Yes (Frequency)	No (Frequency)	Percentage Using Voice Commerce (%)
Have purchased products via voice	150	150	50
Reorder products using voice	90	210	30
Prefer voice over manual shopping	120	180	40
Recommend products via voice assistant	60	240	20

Interpretation
Half of the respondents have used voice commerce to make purchases, indicating moderate adoption. Approximately 30–40% prefer using voice for reorders or routine shopping, while fewer (20%) use it to recommend products. These findings suggest that while voice commerce is influential, there is still room for growth in habitual and recommendation-based usage.

Table 4
Impact of Voice Technologies on Brand Interaction

Interaction Indicator	Mean Score (1–5)	Interpretation
Voice assistants improve brand awareness	4.2	Strong agreement
Voice commerce enhances convenience and loyalty	4.0	High agreement
Voice interactions influence purchase decisions	3.8	Moderate to strong influence
Voice platforms provide personalized experiences	4.1	Strong agreement

Interpretation

Respondents strongly agree that voice technologies improve brand awareness and personalization, with mean scores above 4. Voice commerce is perceived as convenient and influential in building loyalty, while voice interactions moderately influence purchase decisions. These results demonstrate that voice-enabled platforms are reshaping consumer-brand engagement by enhancing accessibility, convenience, and personalization.

Summary of Findings

The results indicate that voice search is widely adopted among consumers, particularly for frequent product inquiries and daily searches. Voice commerce is gaining traction, especially for routine purchases and convenient transactions. Consumers perceive voice technologies as improving their shopping experience and enhancing brand interactions through personalized and interactive engagement. However, adoption for recommendations and reorders is comparatively lower, suggesting potential areas for increasing consumer reliance on voice platforms. Overall, the findings highlight the growing impact of voice search and commerce on digital consumer behavior and brand perception.

Discussion

The research results of the present study show that voice search and voice commerce have a strong and significant impact on consumers regarding their shopping patterns and their interactions with brands. The statistics show that voice-enabled technologies are becoming part and parcel of the new digital buying experience, defining how consumers browse the products and how they interact with the brands. The frequency of voice search use is high, which demonstrates that consumers are inclined to use hands-free and conversational ways of accessing information more often. The trend indicates a change in consumer behavior where they have turned into being efficient and convenient whereby access to the relevant information is instantaneous as compared to traditional browsing and manual input. Voice search has thus become a very important product discovery tool that allows users to make informed purchase decisions in a shorter period of time.

The findings also indicate the increasing use of voice commerce, but its use is not that widespread yet. A large percentage of the respondents have made purchases and reorders using voice enabled platforms, which shows that consumers are slowly adopting voice technology in their processes of making purchases and re-orders. Voice commerce helps in eliminating the friction that comes along with traditional online shopping because it makes shopping processes like product selection, payment, and tracking orders easier. This simple mode of interaction will improve the overall shopping experience, which promotes its use repeatedly, creating a feeling of convenience and efficiency. Nevertheless, the moderate consumption in terms of product recommendations indicates that although consumers are aware of the usefulness of voice commerce, they still use a visual or manual confirmation in making some of their decisions especially in buying high-involvement or costly products.

Voice technologies are also seen to play an important role in brand interactions. The perceived increased brand awareness, loyalty, and personalized experience with voice-enabled platforms were found to be high among the respondents. This means that voice interactions offer a distinct chance to brands as it relates to

humans to communicate with consumers more humanized and conversational. The personalization provided by the virtual assistants to give consumers their own recommend and customized experience enhances customer satisfaction and instills trust. This means that brands that are adopting voice technologies successfully will be able to enhance their online reach, build better emotional relationships with their customers, and achieve repeat interactions. Through voice interactions, the consumer is able to develop a perception of the brand in a manner that does not only dwell on the product features, but they also learn to perceive the quality of interaction, its responsiveness and perceived relevance of suggestions.

Although the process of voice-enabled technologies adoption demonstrates rather positive tendencies, some lacks in the contemporary consumer behavior are also noted in the course of the research. An example is that all consumers may not be happy using voice commands to do all their shopping functions like giving product suggestions or re-ordering regularly. This means that voice technologies are considered to be influential but are complementary and not entirely substitutive to the traditional forms of digital interactions. Also, the results indicate the effectiveness of voice platforms in everyday, low-complexity purchases but not in situations of high involvement decision-making, where the consumer might value browsing and examining options more thoroughly.

Altogether, the discussion reveals that voice search and voice commerce are changing the consumer behavior and brand interaction. The technologies are convenient, fast, and provide individual experiences, which promote closer brand-consumer relationships. Concurrently, businesses need to deal with the partial adoption rates and the constraints that voice-based interactions entail in order to take full advantage of them. The research reveals that voice technologies have the potential to become the future of digital retailing, but their successful implementation requires strategic integration that will help increase ease of use, brand image, and customer satisfaction and retain traditional channels that are necessary to complement complex purchasing processes.

Limitations

Although the study is insightful, it has some limitations that should be identified. First, the study was based on cross-sectional survey design, which measures consumer behavior at one point of time. This restricts the possibility to track the change of adoption patterns, long-term behavior or a shift in perception of voice search and voice commerce. Second, the sample is large but may not be quite representative of the whole population, especially those who do not actively use digital technologies and voice-enabled systems. Third, the research was mainly based on self-report, which can be affected by respondent biasness, memory constraints or social desirability. Also, the study was carried out on the overall consumer behavior and did not distinguish the products in detail, which can influence the interpretation of how voice commerce influences high and routine purchases in different ways. Finally, the external conditions, including technological infrastructure in the region, the availability of devices, or cultural differences were not regulated, and this can impact the generalizability of the results. The recognition of these limitations gives some background to their interpretation of the results, and it is essential to proceed with more research to support and elaborate the current findings.

Future Directions

The current study can be advanced in future research by investigating the longitudinal patterns of voice search and voice commerce adoption to understand the changing consumer behavior in the future. The change in the shopping habits, the interactions, and the trust of consumers in voice technologies will allow monitoring the dynamic impact of voice technologies on them. Also, the sample might be extended to cover various geographies, cultural backgrounds as well as age populations to better generalize and uncover possible differences in adoption and engagement. The area of the future research can also involve particular types of products and compare the impact of voice commerce on high-involvement, luxury, or specialized products and low-involvement, routine products. Research on the involvement of personalization, AI accuracy, and the trust in forming consumer reliance on voice-enabled platforms would yield further information on issues in adoption. Further, the investigation into the multi-channel integration, including the interactions of voice technologies and mobile apps, websites, in-store experiences, can demonstrate how the brands can get the most out of the engagement. Lastly, future studies may assess how new technologies, including augmented reality or smart homes systems, in conjunction with voice commerce, will affect them to know whether they can develop immersive, seamless and highly interactive consumer experiences.

Conclusion

This paper illustrates how voice search and voice commerce are dramatically changing the consumer shopping behaviors and brand experiences. Emotional dependency on voice-based technologies to retrieve information and discover products and facilitated transaction processes are becoming an important factor in the modern process of online shopping, making efficiency, speed, and personalization crucial in consumer behavior. Voice commerce can improve interaction through providing tailored and interactive experiences, building trust, loyalty and deeper relationships with brands. Nonetheless, it is not fully adopted especially on more sophisticated purchases or behavior on recommendation, meaning that voice technologies are more of a complement to existing and traditional digital interactions. On the whole, the results highlight that companies need to integrate voice-enabled systems in their digital environments in a strategic manner in order to seize opportunities in convenience, accessibility, and personalization and overcome the barriers to adoption. With the ongoing development of voice technologies, it is expected that it will become the core of the evolution in the future of consumer behavior, re-building and defining brand engagement, making the digital shopping experience more seamless, interactive, and human-like.

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