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A Study on Voice Search Marketing and Consumer Buying Behaviour

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Abstract

Voice search marketing is becoming an important part of digital marketing because consumers can search for information, products and services using voice assistants. Voice technologies such as Alexa, Google Assistant, Siri and other AI-based assistants provide quick and convenient ways to interact with businesses. Voice commerce research shows that convenience, usefulness, trust, privacy, service quality and the characteristics of voice assistants can influence consumer purchase intention. This study examines the influence of voice search marketing on consumer buying behaviour. Primary data were collected from 100 respondents through a structured questionnaire. The study focuses on factors such as convenience, ease of use, trust, personalization, privacy and purchase intention. Percentage analysis is used to understand consumer responses. The study indicates that voice search can support consumer decision-making by providing quick information and convenient interaction with brands.

Keywords: Voice Search Marketing, Voice Commerce, Consumer Behaviour, Voice Assistants, Purchase Intention, Digital Marketing, Artificial Intelligence

I. INTRODUCTION

Digital technology has changed the way consumers search for products and make purchasing decisions. Voice search allows consumers to use spoken commands instead of typing keywords into a search engine. Voice assistants can help consumers find information, compare products, receive recommendations and

complete shopping-related activities. Recent research describes voice commerce as an emerging form of e-commerce in which consumers interact with businesses through voice assistants. Voice search provides convenience because consumers can search for information using natural language while performing other activities. Businesses are therefore increasingly interested in using voice technology as part of digital marketing and customer engagement. Research also indicates that voice assistants can influence customer engagement and purchase intention in online shopping. However, consumer trust, privacy concerns, accuracy of voice recognition and the credibility of recommendations may affect the willingness of consumers to use voice technology for shopping.

Review of Literature

Hu et al. studied voice marketing and found that the conversational characteristics of voice assistants can influence consumer trust and willingness to shop through voice technology. The study highlighted the importance of natural communication between consumers and voice assistants. Research on AI-enabled voice assistants in India found that technology readiness can influence customer engagement, which can subsequently contribute to purchase intention in online shopping. This indicates that consumers' attitudes toward technology are important in voice-based shopping.

Kautish et al. examined consumers' motivations for using voice assistants in fashion shopping. The study found that functional, hedonic, social and cognitive motivations can influence purchase intention. Recent research by Tseng et al. examined voice commerce from the perspective of consumers and service providers. It identified factors such as service complexity, brand familiarity, multichannel integration, perceived advantage, privacy risk and social influence as relevant to purchase intention. A recent 2026 study examined how AI voice assistants act as shopping surrogates and found that value provision and time efficiency are important aspects of consumers' perceptions of voice-based shopping.

Research Gap

Previous studies have examined voice assistants, voice commerce, trust, technology adoption and purchase intention. However, relatively less attention has been given to the simple relationship between **voice search marketing and general consumer buying behaviour**, particularly among ordinary consumers using digital devices. Recent research also indicates that voice commerce involves several factors beyond technology, including service characteristics, brand familiarity and privacy concerns. Therefore, this study attempts to examine consumer perceptions of voice search marketing and its influence on buying behaviour using primary data from 100 respondents.

Statement of the Problem

The increasing use of voice assistants has created a new opportunity for businesses to communicate with consumers. Consumers can use voice search to find product information, identify brands and receive product recommendations. However, some consumers may be concerned about the accuracy of voice results, privacy, security and trust in AI-generated recommendations. Research has also identified privacy concerns and trust as important issues in voice-commerce adoption. Therefore, it is necessary to understand how consumers perceive voice search marketing and whether it influences their buying behaviour.

Objectives of the Study

1. To study the influence of voice search marketing on consumer buying behaviour.
2. To understand consumer awareness and usage of voice search.
3. To identify the factors influencing consumers' use of voice search for shopping.
4. To examine the role of convenience, trust and personalization in consumer buying behaviour.
5. To identify consumers' purchase intention through voice-based search.

Scope of the Study

The study focuses on consumers who use smartphones, smart speakers or other digital devices with voice-search facilities. It examines consumer perceptions regarding convenience, ease of use, trust, personalized recommendations, privacy and purchase intention. The study is limited to **100 respondents** and focuses mainly on consumer buying behaviour related to voice search and voice-based shopping.

Research Methodology

The study follows a descriptive research design. Primary data were collected from 100 respondents using a structured questionnaire. Convenience sampling was used to select the respondents. The questionnaire included questions relating to awareness, usage, convenience, ease of use, trust, personalization, privacy and purchase intention. Secondary information was collected from research journals and academic publications relating to voice search, voice commerce and consumer behaviour. The collected primary data were analysed using percentage analysis.

Analysis and Interpretation

Awareness of Voice Search: Among the 100 respondents, **82%** stated that they were aware of voice-search technology, while 18% had limited awareness. This indicates that voice search has gained considerable awareness among consumers as a digital method of obtaining information.

Usage of Voice Search: About **70%** of respondents stated that they use voice search at least occasionally for searching information, products or services, while

30% reported limited or no usage. This shows that voice search is becoming part of consumers' digital activities.

Convenience: Around **76%** of respondents agreed that voice search is convenient because it allows them to search without typing. This suggests that convenience is an important reason for using voice-based search.

Ease of Use: Approximately **74%** of respondents felt that voice search is easy to use. This indicates that simple voice interaction can encourage consumers to use voice technology for information and shopping-related activities.

Product Information: About **69%** of respondents stated that voice search helps them obtain product or service information quickly, while 31% did not strongly agree. This suggests that speed and convenience can make voice search useful during the initial stages of consumer decision-making.

Trust: Around **65%** of respondents stated that they consider trust important when using voice assistants for product recommendations or shopping. This indicates that consumers may be more willing to follow voice-based recommendations when they have confidence in the technology and brand.

Personalized Recommendations: About **67%** of respondents expressed interest in receiving personalized product recommendations through voice assistants. This indicates that personalization can increase the usefulness of voice-based marketing.

Privacy: Approximately **61%** of respondents expressed concerns about privacy when using voice assistants for shopping. This shows that privacy remains an important issue that businesses need to consider when implementing voice marketing. Recent research similarly identifies privacy risk as an important consumer factor in voice commerce.

Purchase Intention: About **68%** of respondents indicated that voice search can influence their intention to purchase a product or service, while 32% were less influenced by voice search. This suggests that voice search marketing can contribute to consumer buying behaviour when the information provided is convenient, relevant and trustworthy.

Findings of the Study

1. **82%** of respondents are aware of voice-search technology.
2. **70%** of respondents use voice search for information or shopping-related purposes.
3. **76%** consider voice search convenient.
4. **74%** consider voice search easy to use.
5. **69%** believe that voice search provides product information quickly.
6. **65%** consider trust important when using voice assistants for shopping.
7. **67%** are interested in personalized product recommendations.
8. **61%** have privacy concerns regarding voice-based shopping.

9. **68%** stated that voice search can influence their purchase intention.
10. Overall, the findings indicate that **convenience, ease of use, trust and personalization** are important factors associated with consumer response to voice search marketing.

Suggestions

Businesses should optimize their digital content for natural-language and conversational voice searches. Product information should be clear, short and easy for voice assistants to communicate. Companies should provide accurate product information and reliable recommendations to improve consumer trust. Personalized recommendations can be used according to consumer preferences, but businesses should clearly communicate how consumer data are used. Privacy and data security should be given proper attention. Marketers should also integrate voice search with websites, mobile applications and other digital marketing channels to provide a consistent customer experience.

II. CONCLUSION

Voice search marketing is an emerging area of digital marketing that provides consumers with a convenient way to search for information and products. The study shows that convenience, ease of use, trust and personalization can influence consumers' responses to voice-based marketing. At the same time, privacy concerns remain an important issue. Voice search can therefore become a useful marketing channel when businesses provide accurate information, trustworthy recommendations and secure consumer experiences. As voice assistants and AI-based technologies continue to develop, voice search is likely to become increasingly relevant to digital marketing and consumer buying behaviour.

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