Consumers’ Brand Experiences When Using Voice Interfaces

ABSTRACT

Voice interfaces are conquering consumer lifeworlds. They offer new ways to consumers to interact with brands and challenge existing brand management theories. By drawing on an explorative approach, this paper identifies four different voice experiences that emerge when consumers access brands through voice interfaces (for instance through personal voice assistants such as Amazon Alexa): (1) brand camouflage, (2) category salience, (3) brand evocation and (4) brand amplification.

Keywords: Voice experiences, brand management, voice interfaces, Amazon Alexa.

“Voice assistants such as Google Assistant, Amazon’s Alexa and Apple’s Siri, will revolutionize how consumers and brands interact in ways not witnessed since the dawn of e-commerce. It is so much more than a new interface or an additional channel in an omni-channel world. It promises to be a curator or services and experiences that intelligently meet needs and engage consumers emotionally – anytime, anywhere.”

(Capgemini 2018)