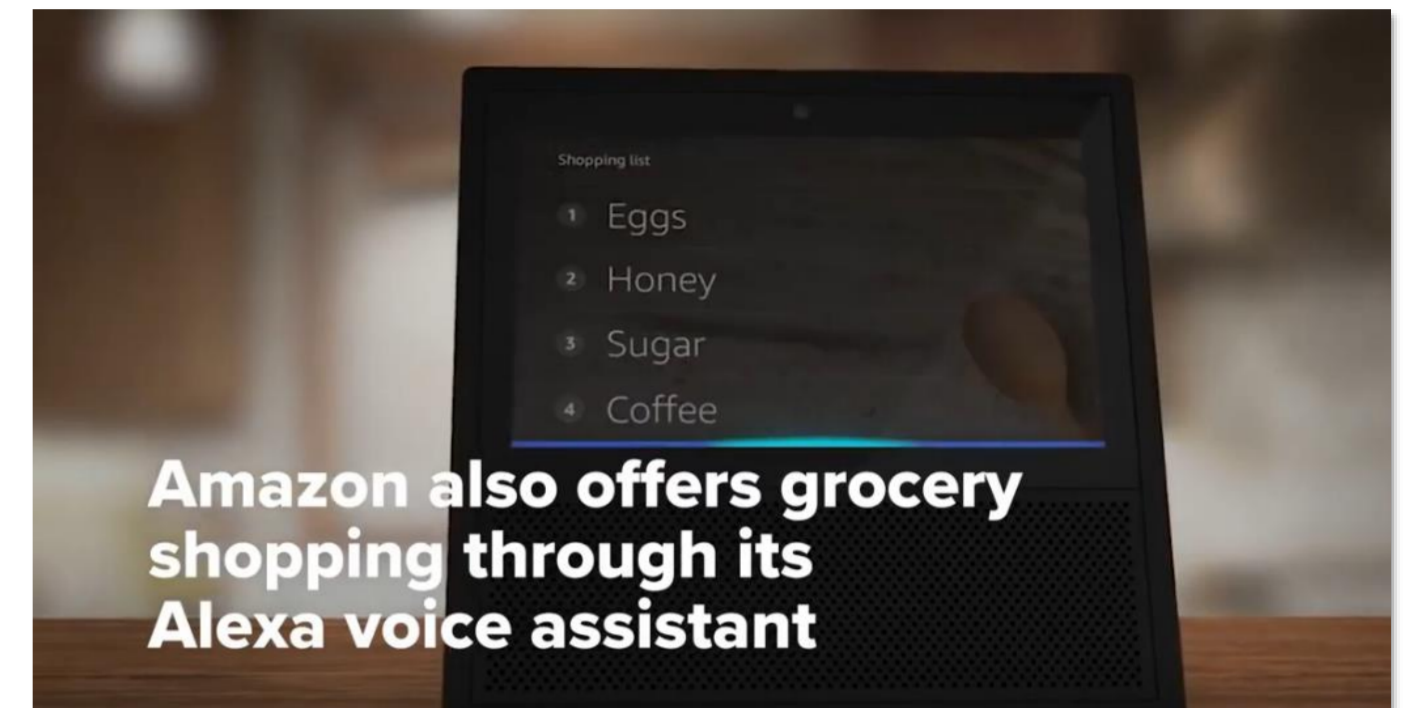
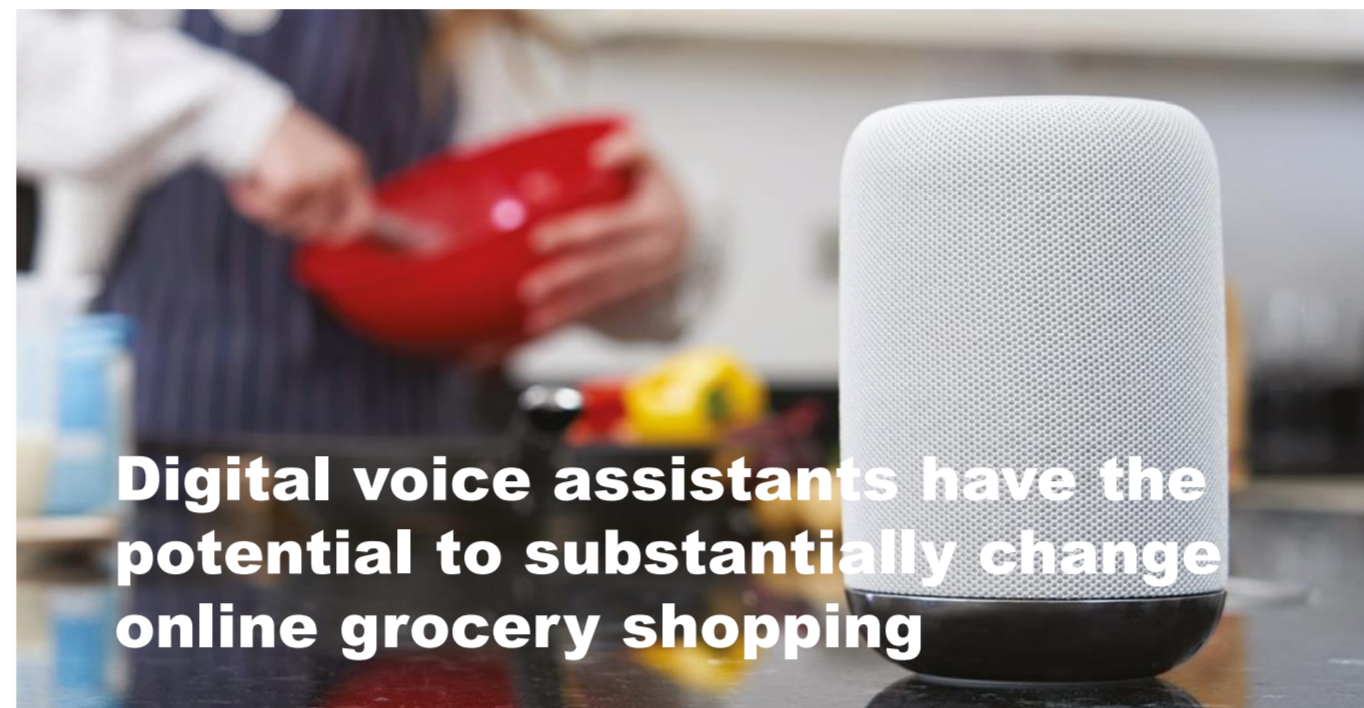
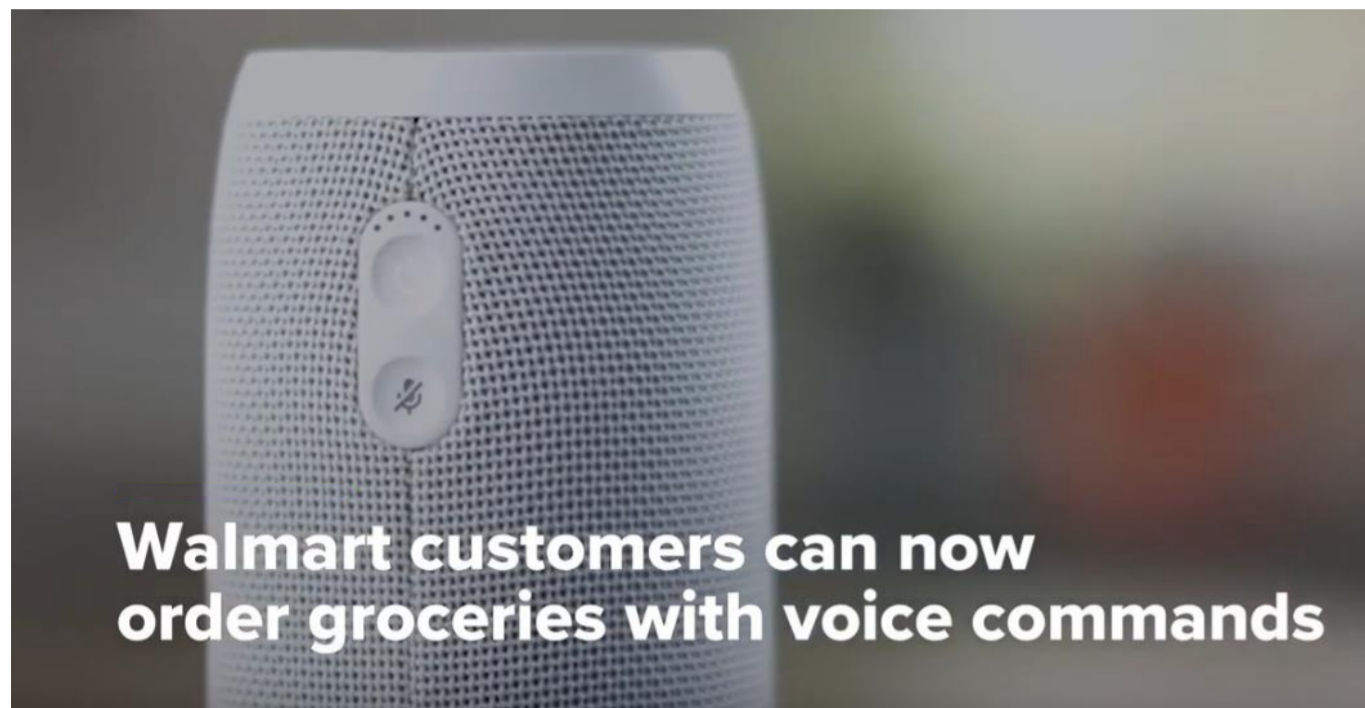


Swapping Data Privacy for Price Savings in Voice Commerce

Brand- vs. Price-consciousness • Digital Voice Assistants • Privacy Concerns • Technology Anxiety



Privacy Concerns and Technology Anxiety

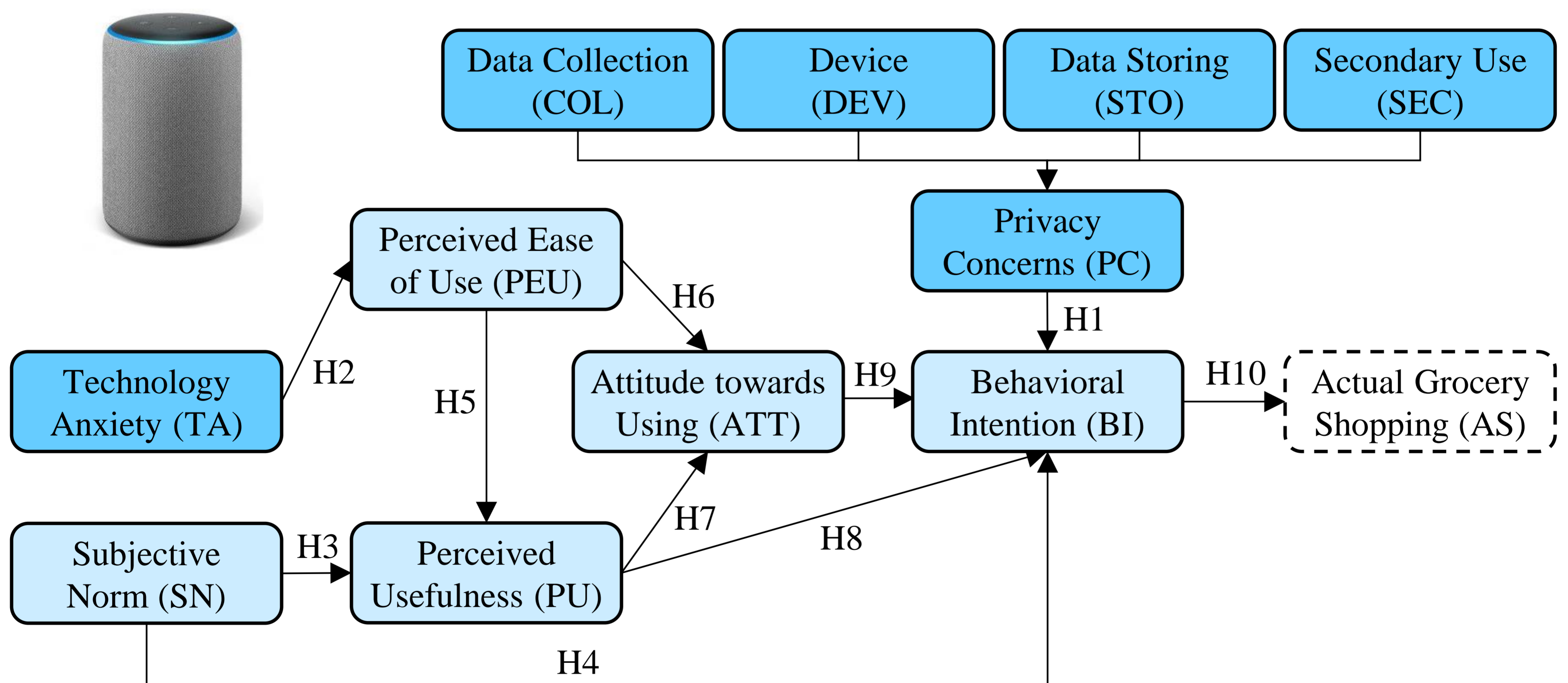
Consumers' **Privacy Concerns** has no significant overall effect on Behavioral Intention.

Consumers' **Technology Anxiety** negatively influence Perceived Ease of Use.

Brand- vs. price-conscious consumers

Brand-conscious consumers show a significant negative effect between Privacy Concerns and Behavioral Intention.

Price-conscious consumers show no significant effect between Privacy Concerns and Behavioral Intention.



Download the online handout



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