

The Future of Voice Search and Its Impact on Marketing

Dr.Kaavya¹, Sri Banu Praasaath.SK², Bagavathi Aravindh.S³

¹Assistant Professor, School of Management studies, Sathyabama Institute of Science and Technology

²PG student, School of Management studies, Sathyabama Institute of Science and Technology

³PG student, School of Management studies, Sathyabama Institute of Science and Technology

ABSTRACT: The increasing use of voice search technology has revolutionized how consumers interact with digital platforms, posing new opportunities and challenges for marketers and SEO specialists. This study investigates the impact of voice search on consumer behavior, the potential for advertising in voice-enabled platforms, and the factors influencing consumer adoption of voice technology. A structured questionnaire was administered to 100 respondents from the Chennai district, and data was analyzed using various statistical tools. The findings reveal that voice search is significantly transforming product discovery and marketing strategies, with age and gender playing a role in consumer preferences. Additionally, while voice-based advertising holds promise, privacy concerns remain a challenge that needs to be addressed. The study underscores the need for businesses to adapt their digital marketing efforts to align with the conversational and natural language patterns inherent in voice searches.

INTRODUCTION

A Voice search's extensive use has been spurred by its simplicity and effectiveness, which has sparked the need for adaptation within search engine optimization (SEO) and online advertising methods. The proliferation of voice search has presented search engine optimization practitioners with a fresh batch of hurdles as well as opportunities. The conventional methods of SEO, which center on optimizing text-based inquiries, need to now develop new strategies to accommodate voice-based queries. Voice searches usually take on the form of a conversation, adopting a tone that is meant to mimic the normal way in which people speak. Subsequently, experts are convinced that voice-enabled advertising will make its way to smart assistants, just like Google AdWords but in an audio version. Ismail (2018) projects it is only a matter of time before firms like Amazon unveil an advertising option for virtual digital assistants such as Alexa. Currently, when talking about voice search, it mostly involves one of two devices: smartphones or smart

speakers. Users either talk to, for example, Siri on their iPhone or Alexa on their Amazon Echo smart home assistant. The huge use of clever speakers that can be operated via speech has in addition quickened the pace of the voice-seek generation's adoption. These devices work as hubs for speech interactions, letting customers command clever domestic home equipment, play songs, create reminders, and more Truly with the aid of talking their voices. Consequently, voice search is now an imperative part of humans' ordinary life, converting the manner they have interaction with technology and get statistics. Also, people who do not like to type or find typing inconvenient, find this option very attractive. With the advancement of technology and low error rates in speech-to-text conversion, voice-based search is changing the way people would now search online. With the rise in people searching using voice commands, this makes sense for digital marketers they ensure their content is searchable from all types of requests like voice search, questions, queries, etc.. To successfully capture the attention of consumers and make an impression that will last with them, it is essential to craft captivating audio message

OBJECTIVE

- To understand consumer search behavior when using voice technology.
- To investigate the potential of advertising in smart voice channels
- To explore consumer intentions for using voice search technology

REVIEW OF LITERATURE

- MuffadaKatheria. (Research Scholar)Dr. Mamta Brahmhatt(Associate Professor) 2019: The researcher concluded that they are voice-based assistants and help you based on your voice

commands. Now with the speech- to- text technology advancement and improvements, and the devices processing powers improving, these voice-based assistants have become a go-to option for most of the mundane tasks. With this change in behavior of users, there has been arise invoice based searches as well.

- Emshan Irshad Reshi1, Prof. Shivranjan2 - 2019: The researcher told that "The Rise of Voice Search and Its Implications for Marketing" by examining the profound impact of voice-enabled devices and virtual assistants on consumer behavior and marketing strategies. Through a comprehensive review of literature from academic journals, industry reports, case studies, and online resources, this study synthesizes current knowledge and identifies key trends and challenges in the realm of voice search.
- Priyanka Purohit -2022: She said that the trend has gained immense popularity due to its convenience and efficiency. From an SEO standpoint, voice search presents new challenges and opportunities. Traditional SEO strategies that focus on optimizing text-based queries must now adapt to accommodate voice-based queries. Voice searches tend to be longer and more conversational, reflecting the way people naturally speak.
- Janina Zarbock, Mary Loonam-2020: The researcher said that voice search technology essentially allows consumers to search the internet or apps via voice command for products and therefore heralds a change in online consumer search behavior

RESEARCH METHODOLOGY

3.1 FIELD OF STUDY:

The field of study for this research is the central, north, and south regions of the Chennai district as to focus all areas in Chennai for equal distribution of questionnaires. As regards the time horizon, this study is a cross-sectional study as the data collected and analyzed pertain to a very short period.

3.2 POPULATION:

The large collection of individuals, for whose benefit the research is carried out, is called the population of the research. The population of this study is all in the Chennai district.

3.3 SAMPLE SIZE:

The size of the sample chosen for this research is 100 respondents.

3.4 SAMPLING TECHNIQUE:

Non-probability sampling all members of the population have an unequal chance of being selected for the sample. The sampling technique used for this research is simple random sampling under probability sampling. Simple random sampling is a simple sampling technique in which each member of the population has the exact same chance of being selected for the study.

3.5 DATA COLLECTION:

Data for this research has been collected from both primary and secondary data sources.

3.5.1 PRIMARY DATA: Primary data is the type of data that is collected by the researcher undertaking the study methods like personal interviews, surveys, experiments, etc., directly from the source from where the data originates. In this research, the primary data was collected from 100 using the research instrument, a structured questionnaire, administered via Google Forms.

3.5.2 SECONDARY DATA:

Secondary data is the type of data that is collected from already available sources, such as books, journals, records etc., compiled by people other than the researcher, and thus the data cannot be traced back to the individual level. Secondary data for this study was collected from research articles, journals, newspapers, and statistical publication

DATA ANALYSIS AND INTERPRETATION

1. Tounderst and consumer search behavior when using voice technology.

Descriptive Statistics

	Mean	Std. Deviation	N
GENDER	1.47	.502	100
IMPACTONVOICESEARCH ONPRODUCTDISCOVERY	2.15	.845	100

Confidence Intervals

	Pearson Correlation	Sig. (2-tailed)	95% Confidence Intervals (2-tailed) ^a	
			Lower	Upper
GENDER - IMPACTONVOICESEARCH ONPRODUCTDISCOVERY	-.525	<.001	-.654	-.367

a. Estimation is based on Fisher's r-to-z transformation.

Correlations

		GENDER	IMPACTONVOICESEARCH ONPRODUCTDISCOVERY
GENDER	Pearson Correlation	1	-.525**
	Sig. (2-tailed)		<.001
	N	100	100
IMPACTONVOICESEARCH ONPRODUCTDISCOVERY	Pearson Correlation	-.525**	1
	Sig. (2-tailed)	<.001	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION

The correlation between gender and the impact of voice search on product discovery is -0.525, indicating a moderate negative relationship. The p-value is < 0.01, meaning this correlation is significant at the 1% level.

2.To investigate the potential of advertising in smart voice channels

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
	AGE * ADVERTISINGSTRATEGIESFORVOICECOMMERCE	100	100.0%	0	0.0%	100

AGE * ADVERTISINGSTRATEGIESFORVOICECOMMERCE Crosstabulation

Count

		ADVERTISINGSTRATEGIESFORVOICECOMMERCE				Total
		FOCUS ON NATURAL LANGUAGE QUERIES	ONLY TRADITIONAL SEARCH ADS	ELIMINATE VOICE SEARCH	IGNORE VOICE COMMERCE TRENDS	
AGE	15- 20 YRS	4	2	0	0	6
	20-30 YRS	1	36	23	8	68
	30-35 YRS	3	4	13	1	21
	ABOVE 35 YRS	0	0	0	5	5
Total		8	42	36	14	100

Directional Measures

			Value
Nominal by Interval	Eta	AGE Dependent	.423
		ADVERTISINGSTRATEGIESFORVOICECOMMERCE Dependent	.532

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	74.395 ^a	9	<.001
Likelihood Ratio	52.418	9	<.001
Linear-by-Linear Association	17.131	1	<.001
N of Valid Cases	100		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .40.

INTERPRETATION

The Pearson Chi-Square value is 74.395 with a p-value < 0.001, indicating that there is a significant relationship between age and preferred advertising strategies for voice commerce.

3. To explore consumer intentions for using voice search technology

Descriptives

IMPACTONVOICEDATACOLLECTIONANDPRIVACYCONCERN

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
STUDENTS	50	1.88	.824	.117	1.65	2.11	1	4
PRIVATE EMPLOYEE	43	1.56	.590	.090	1.38	1.74	1	3
GOVERNMENT EMPLOYEE	3	1.67	1.155	.667	-1.20	4.54	1	3
BUSINESS	4	2.50	1.732	.866	-.26	5.26	1	4
Total	100	1.76	.806	.081	1.60	1.92	1	4

ANOVA

IMPACTONVOICEDATACOLLECTIONANDPRIVACYCONCERN

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.689	3	1.563	2.519	.063
Within Groups	59.551	96	.620		
Total	64.240	99			

ANOVA Effect Sizes^{a,b}

		Point Estimate	95% Confidence Interval	
			Lower	Upper
IMPACTONVOICEDATACOLLECTIONANDPRIVACYCONCERN	Eta-squared	.073	.000	.166
	Epsilon-squared	.044	-.031	.140
	Omega-squared Fixed-effect	.044	-.031	.138
	Omega-squared Random-effect	.015	-.010	.051

- a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.
- b. Negative but less biased estimates are retained, not rounded to zero.

INTERPRETATION

There is no significant difference in privacy concerns regarding voice data collection across different occupations, with a p-value of 0.063.

CONCLUSION

This research highlights the growing significance of voice search technology in shaping consumer behavior and the digital marketing landscape. As voice-enabled devices become more ubiquitous, marketers must refine their SEO strategies to accommodate longer, conversational queries typical of voice searches. The study shows a strong correlation between demographic factors, such as gender and age, and the way voice search influences product discovery and advertising preferences. Despite the convenience

offered by voice search, privacy concerns are prevalent among users, which marketers and businesses must address to gain consumer trust. Overall, the potential for voice-based advertising is vast, and companies should explore this medium to capture the attention of consumers who are increasingly using voice commands to interact with technology. Adaptation to this new search modality is crucial for businesses aiming to stay competitive in the digital .

REFERENCE

[1] MuffadalKatheria. (Research Scholar) Dr. Mamta Brahmhatt(Associate Professor) 2019: (PDF) A Critical Review of Voice Based Searches and Its Impact on Digital Marketing (researchgate.net)

- [2] Emshan Irshad Reshi¹, Prof. Shivranjan² -2019
The Rise of Voice Search and its Implications for
Marketing. (ijrpr.com)
- [3] PriyankaPurohit2022
<https://www.intjecse.net/article/The+Rise+of+Voice+Search+and+its+Implications+for+SEO+and+Online+Advertising%253A+An+Empirical>
- [4] Janina Zarbock, Mary Loonam-2020 R2020-85040.pdf (emac-online.org)