

## **Essay:**

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### **What are the impacts of amazon echo on the consumer behavior?**

Amazon Echo is the most popular voice interface that impacted so much the consumer's behaviors. From their user-experiences, many behaviors changing were noticed, and some of them must be discussed. Consumers are using the virtual assistant device more frequently and often rely on them. They also spend more time at home, locked in the room with the device. They are even adopting different purchasing behavior like subscribing more to Amazon prime, and doing their shopping using voice search. Children are also changing their behavior, virtual assistants push them to learn more and communicate but it can also condition them to be rude.

To outline the first point, a survey was done amongst owners of amazon device Alexa to know how often they use the Alexa device and nearly 57% of them use it multiple times a day, moreover, 74% use it at least once a day. This survey were mentioned by Arte Merritt in his article written in Chatbotsmagazine 2017. In addition to the survey results, many consumers said that they are growing dependent on it, they are even more listening to music and using more home automation.

Amazon echo devices are easy to use, and have multiple functionalities, that explains why consumers prefer to use its features like listening to music, checking the weather, the news, asking for information and so on... instead of getting out from their rooms and go see the news on TV, or getting out from home and talk to people about what happening around the world. Other features are offered by Amazon echo like the possibility of ordering food, shopping, hearing jokes and creating reminder lists, so people are spending more time at home than ever before.

According to Chatbotsmagazine 2017, the Amazon echo's users are getting more interested in subscription to Amazon prime. This can be justified by the multiple benefits that members of Amazon prime get, like shipping benefits and unlimited video streaming. Rick Broida said in his article written in cent.com, 2019 that if customers have an amazon echo device, they can ask for a list of prime-exclusive deals and choose to buy the ones they like, they can also listen to prime music, furthermore, they can get many echo devices with lower prices.

Voice assistant devices had also changed children's behavior. On the one hand, some researchers see amazon echo like a big opportunity to improve educational and entertainment content followed by kids. Besides, Children are not focused on a screen like when they use a smartphone. For example, they can play a game with an adult using the voice of the device, and with the absence of a screen, they pay more attention and interact more with people around them. They can by listening to stories, learn languages, do their homework, and get entertained.

As d'Onfo said in cnbc.com 2018, digital voice assistant can even get children to use their phone less often by becoming a substitute for time on smartphone. But on the other hand, the interaction with artificial intelligence makes children grow up accustomed to giving commands instead of making requests. They are getting the habit to ask for things without saying "please" and "thank you" which makes them rude. (Jennifer Graham, deseret.com, 2019)

To sum up, Amazon echo device is making consumers depend on it, change their purchase habits, and routine life. It's helping children to learn more and get entertained but it has also negative impact on their behavior by making them becoming rude. So parent must take control of the voice devices, and explain to their children that even if the voice assistants are not real people, they should be nice when they ask for something, and not insult the voice. The conclusion is that Amazon echo device is impacting the consumer behavior in a positive and negative way in the same time.