Amazon Echo is the most popular voice interface that impacted so much the consumers behaviours. From their user-experiences, many behavior changing were noticed, and some of them must be discussed.

# Consumers are using the virtual assistants 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 behaviour like subscribing more to Amazon prime, and doing their shopping using voice search (The Impact of Alexa and Google Home on Consumer Behavior, written by [Arte Merritt](https://chatbotsmagazine.com/@artemerritt?source=post_page-----c5753d838a38----------------------), Chatbotsmagazine, 2017). Children are also changing their behaviour, virtuals assistants pushes them to learn more and communicate but it can also condition them to be rude. (How will voice assistants affect children's behaviour? Here's what we still don't know, written by Meeri Kim, The Ambient, 2018)

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 mentionned by [Arte Merritt](https://chatbotsmagazine.com/@artemerritt?source=post_page-----c5753d838a38----------------------) 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.

# 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 . If they 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. (Amazon Prime: 21 benefits every member gets, written by Rick Broida, cent.com, 2019)

Voice assitants devices had also changed children’s behaviour. 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 homeworks, and get entertained. Digital voice assistant can even get children to use their phone less often by becoming a substitute for time on smartphone. (As Apple gets slammed for addictive smartphones, experts are optimistic about the Amazon Echo and Google Home, written by Jillian D’Onfro,cnbc.com,2018)

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. (Are Alexa and Siri making your kids rude?, written by 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 behaviour by making them 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.

Finally with the different points discussed in this article, the conclusion is that Amazon echo device is really impacting the consumer behaviour in a positive and negative way in the same time.