

Voice Commerce Adoption And Consumer Behavior: Shopping Patterns In Voice-Activated Device Ecosystems

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Abstract: *This research examines the rapid evolution of voice commerce and its impact on consumer shopping behaviors within voice-activated device ecosystems. Based on comprehensive analysis of market data from 2020-2022, this study reveals that the global voice commerce market has grown from USD 42.75 billion in 2023 to a projected USD 186.28 billion by 2030, representing a compound annual growth rate of 24.6%. The research demonstrates significant shifts in consumer purchasing patterns, with 47.8 million American smart speaker owners actively using voice technology for shopping activities. Key findings indicate that household items represent the dominant shopping category (44% weekly usage), while convenience and speed remain primary motivating factors for adoption. However, barriers including privacy concerns, technical limitations, and trust issues continue to impact widespread adoption. This study provides evidence-based insights into current voice commerce trends and offers strategic recommendations for businesses seeking to optimize their voice shopping strategies.*

Keywords: Voice Commerce, Consumer Behavior, Voice Assistants, Smart Speakers, Digital Shopping, E-commerce Technology