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Are Virtual Assistants Effective in Generating Customer-Firm Engagement? The Role of Social Media as a Component of Marketing Strategies.

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ABSTRACT

This paper examines the effects of utilizing voice assistants in addition to integrating social media in firms' communication strategies. Many consumers are increasingly using voice assistants to communicate with companies. At the same time, the Covid-19 pandemic has impacted the way customers are interacting with companies due to social distancing, stay-at-home orders, and mental overload during this unprecedented time. Firms that provide consumers with easier ways of communication, such as utilizing a voice assistant in customer service, could benefit from higher consumer engagement. The cognitive load theory is proposed to explore its applicability in assessing whether less mental effort in consumer-firm communications, resulting in consumers being more inclined to engage with companies. Three propositions are theorized and should be tested in future research.

ABOUT THE AUTHOR

Neda Mossaei is a PhD Candidate at the University of South Alabama. She is the CEO of the local dental practice and a lecturer at California State University Bakersfield. She received her Master of Science in Business Administration from California State University Bakersfield. Her research interests include social media, digital marketing, and marketing strategy.