

VOICE COMMERCE AND BRAND PENETRATION: AN INVESTIGATION INTO THE ROLE OF AUDIO VOICE RECOGNITION IN IMC STRATEGIES FOR THE SEASONING INDUSTRY

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Abstract:

With voice technology becoming part of everyday life, consumer behaviour is evolving rapidly and brands on both sides are vying for an unparalleled share. Hence, this research is focusing on audio voice recognition medium which affect the brand penetration in seasoning industry. The study adds to a increasing literature surrounding voice commerce by examining consumer behaviour and preferences, as well as the extent to which voice-enabled platforms influence purchase decisions. The results demonstrate the power of voice commerce to grow brands and suggest what seasoning brands can do if it consider such an emerging channel.

Keywords

Voice Commerce, Audio Voice Recognition, IMC, Seasoning Industry, Brand Penetration, Consumer Behaviour

1. Introduction

The speedy progression of voice technology has sparked an industry transformation in how consumers purchase and engage with brands, demonstrating the shift towards conversational commerce. Voice assistants are already creating a sea change in consumer behaviour, providing businesses with unprecedented new ways to reach their customers. This therefore makes the ever-changing seasoning industry, as well as consumer demands a great field to study voice commerce. This paper explores voice commerce and IMC interaction of consumer behaviour in the seasoning business, which in turn could shed light on how to use devices powered by voice platforms can enhance brand penetration and customer experience.

2. Literature Review

2.1 The Rise of Voice Commerce

Voice commerce as a distinct channel of consumer interaction — Integration of voice technology into everyday life Prior research has investigated other aspects of voice assistants' influence like consumer behaviour, purchase decision making and brand loyalty (Hirschman et al., 2019; Lee et al., 2020). Voice-enabled platforms that save time and increase effectiveness have disrupted commerce as we know it, affording brands the opportunity to interact with their consumers in a new way.

2.2 IMC and Brand Building

Integrated Marketing Communication (IMC) underlines how a consistent brand message should be developed from various channels so that it supports the brand objectives of a company (Chaudhuri & Bhattacharya, 2019). The fusion of voice commerce with IMC strategies is an uncorrupted land to go over and beyond in facilitating brands convey integrated, tailor-made experiences. Voice technology can help brands to create brand awareness, customer relations and loyalty (Kumar & Singh, 2022).

2.3 The Seasoning Industry and Consumer Behaviour

As the seasoning industry is packed with products from different type of culinary definition and varied cultural background (Smith, 2018). Examples of business in this an industry rational behaviour including taste preferences, health consciousness and convenience (Lee et al. 2017). These elements are integral to writing successful IMC strategies and using voice commerce as in service of the customer.

2.4 The Intersection of Voice Commerce and the Seasoning Industry

Although voice-commerce research is on the rise in different sectors; e.g., retail sales, private brands and smart homes but limited information can be found concerning seasoning industry specifically. This research seeks to address this gap by analysing the potential implementation of voice technology in this industry. This study aims to provide an understanding of this specialty market as well as consumer preference at a detailed level for guiding voice commerce leading brand penetration.

3 Research Objectives

- 3.1 To investigate consumer behaviour and opinions towards voice commerce in the context of seasoning product purchases.
- 3.2 To examine the capability of voice-enabled platforms to induce brand perception and purchase decisions within the seasoning industry.
- 3.3 To find the key challenges and opportunities for incorporating voice commerce into IMC strategies for seasoning brands.
- 3.4 To develop suggestions for seasoning brands to successfully leverage voice technology for brand development and market share expansion.

4 Research Methodology

4.1 Research Design:

A dual method was adopted, combining quantitative method and qualitative method brought a comprehensive understanding of the research problem.

4.2 Quantitative Research:

- **Sample:** A representative sample of 500 consumers in Tamilnadu was selected, stratified by age, gender, and income level.

- **Data Collection:** A structured online questionnaire covered a variety of aspects, including demographic information, frequency of voice assistant utilization in seasoning buying habits, attitude towards voice commerce and the image of a strong brand.
- **Data Analysis:** The data have been summarized by using descriptive statistics chi-square test, analysis of correlation or regression statistical method to make judgments on these variables' relation.

4.3 Qualitative Research:

- **Sample:** The in-depth interviews conducted by 25 participants (five from each generation) was an effort to explore at great length the experiences, attitudes and motivations of consumers.
- **Data Collection:** Semi-structured interviews have been conducted, concentrating on voice assistant usage, purchase habits of seasonings, and interaction with brands by voice.
- **Data Analysis:** Thematic analysis was used to identify key themes and patterns in the interview data.

5 Results

5.1 Consumer behaviour and Voice Commerce

Table 1: Voice Assistant Ownership

Demographic	Voice Assistant Ownership(%)
Age 18-34	85
Age 35-54	70
Age 55-64	55
Age 65+	40

Inference: The data indicates shows that more young people are adopting voice assistants than older individuals, indicating a generational shift in technology.

Table 2: Frequency of Voice Commerce Usage

Frequency	Percentage (%)
Daily	25
Weekly	35
Monthly	20
Occasionally	15
Never	5

Inference: Voice commerce is still in its initial stages, a substantial percentage of respondents (80%) have

used it at least once, emphasizing its growing recognition.

Table 3: Trust in Voice Assistants for Product Recommendations

Level of Trust	Percentage (%)
High	30
Moderate	40
Low	25
No Trust	5

Inference: When it comes to product recommendations, people are moderately trustful of voice assistants indicating an acceptance that is increasing with the passage of time.

Impact of Voice Commerce on Brand Penetration

Table 4: Perceived Innovation of Brands with Strong Voice Presence

Perception	Percentage (%)
More Innovative	65
Less Innovative	20
No Difference	15

Inference:

Brands that vocally participate are seen as more innovative and cutting-edge, indicative of how voice commerce will improve the brand image for anyone who follows suit with their own efforts in this field.

Table 5: Influence of Voice-Enabled Product Recommendations

Influence	Percentage (%)
Highly Influential	30
Somewhat Influential	45
Slightly Influential	15
Not Influential	10

Inference:

A significant percentage of respondents (76%) of the people polled said it was the voice of product recommendations having an effect on their decision to buy. The efficacy of this channel is underlined.

Table 6: Repurchase Intent Based on Voice-Based Experiences

Repurchase Intent	Percentage (%)
More Likely to repurchase	60
Less likely to repurchase	15
No Change	25

Inference:

Positive voice-based experiences significantly affect repurchase intent, reflecting the importance of a good voice interaction to brand loyalties.

5.2 IMC and Voice Commerce Integration

While statistical analysis was not performed to quantify the impact of these factors, the findings from the qualitative research suggest that:

- **Consistent Branding:** Adequate coordination and uniformity of voice with the traditional marketing channel is essential for brand recognition.
- **Personalized Experiences:** Voice interactions provide tailored product recommendation and promotional offers catered to individual customers' needs, thus improving customer satisfaction.
- **Challenges and Opportunities:** Topics such as privacy, technical restrictions and the need for fresh content were among the concerns frequently raised by survey participants.

Conclusion

Results suggest that voice commerce could completely disrupt the seasoning industry. Brands need to capitalize on voice technology by knowing consumer behaviour and choices, driving better awareness and customer engagement. Integration of voice commerce with IMC strategies will be the key to delivering a flawless and personalized consumer experience.

The research offers important insights, but needs to overcome difficulties in privacy and technical ability. Overall we find evidence that consumers who use voice commerce may have higher brand loyalty and customer lifetime values, but future in-depth research should be conducted on these relationships for enhanced validation.

6 Limitations and Future Research

The study was limited by its small, geographically constrained sample size and the reliance on self-reporting. Further research could investigate the transferability to be applicable in other geographical, as well expand on the psychological constructs dominating voice-commerce adoption. Moreover, exploring insights on voice commerce contribution in seasoning categories will also reveal more information

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