



Emotion Recognition of Virtual Assistants (VA)

Following the Conceptual Act Theory (Russell, 2003; Barrett, 2006), our objective is to predict emotions during the consumer shopping process by using and modifying sound characteristics from VA.

Previous literature hasn't studied the relationship between complex emotions (measured with valence and arousal) and VA, focusing only on anthropomorphic cues (looks and aesthetics).

The sound of VA voices is configured by different variables (timbre, rhythm, tempo...) and the combination of each one can be assigned to a specific emotion, located in an emotional dimensional space.

VA can be useful in shopping processes, guiding users during this experience, and the configuration of their voice may have an emotional impact on the shopping decision.

Methodology

Creation and design of a database with combination of sound variables (located in a valence-arousal dimensional space, as seen below)

Experimental design and analysis: Simulating shopping scenarios to find which emotions are predicted by these combinations in shopping experiences and analyze their effect on the final purchase intention.

Expected results:

To figure out which combination of sound characteristics are the most suitable to have an effect on the purchase intention and which emotions are predicted during this process

