What Do We Know About the Area of Voice Marketing and Where Are the Gaps?

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Abstract: *Voice technology has entered our daily lives, especially with the increasing use of voice assistants such as Siri or Alexa. Voice marketing constitutes a new marketing form with growing importance. The literature provides insights on several voice marketing topic areas such as technical, product-related, and marketing issues. Marketing issues have not yet been studied in-depth. Hence, this research provides an extensive semi-systematic literature review that identifies research gaps. The review of 61 papers results in four key content categories: consumer motivations, advertising opportunities, marketing message design, and the impact on consumer-brand relations. With respect to these four categories, we identified the following research gaps that should be addressed in future research: re-examining consumer motivations to use voice assistants and identifying motivation types, measurement advertising effectiveness types and their relevance for different product categories, developing category-specific brand-voices and marketing messages, and negative effects for consumer-brand relations.*

Keywords*: Voice Marketing, Voice Assistants, Smart Speaker, Literature Review*