Chapter 18
Smart Speakers:
A New Normal Lifestyle

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ABSTRACT

Smart speakers have taken the world by storm and have become an essential part of many households. As the use of smart speakers becomes more prevalent, the role of artificial intelligence (AI) in buying behavior has become increasingly important. With smart speakers becoming more intelligent and better integrated with AI, they have the potential to revolutionize the way consumers shop. This chapter will explore the impact of smart speakers on AI in buying behavior, the benefits and challenges of adopting this technology, and the future outlook of smart speakers and AI in commerce.

INTRODUCTION

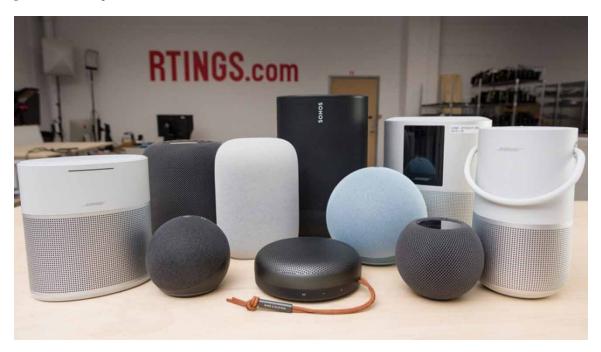The rise of smart speakers and AI in decision-making:

The rapid advancement of technology has paved the way for innovative solutions to everyday challenges, including decision-making. In recent years, smart speakers and artificial intelligence (AI) have emerged as powerful tools in enhancing our ability to make informed choices.

Smart speakers are voice-activated devices that use natural language processing (NLP) and artificial intelligence (AI) technologies to interact with users. These devices are integrated with virtual assistants such as Amazon Alexa, Google Assistant, Apple Siri, or Microsoft Cortana, enabling users to control their smart homes, play music, order food, or shop online using voice commands.

A smart speaker is a device that uses voice recognition technology to interact with users. They are designed to provide a seamless experience for consumers who want to access music, news, weather, and other information, as well as control their smart home devices, all with the sound of their voice. Smart speakers are hands-free and require minimal effort on the part of the user to operate.

Figure 1. Smart speakers

The Evolution of Smart Speakers and AI Technology

In recent years, we have witnessed a remarkable evolution in technology, with smart speakers becoming an integral part of our homes. These voice-activated devices, such as Amazon Echo or Google Home, have revolutionized the way we interact with technology. Alongside smart speakers, artificial intelligence (AI) has also made significant advancements, enabling these devices to understand and respond to our commands.

Impact of Smart Speakers and AI on Decision-Making

The integration of AI technology into smart speakers has transformed them into decision support systems. These systems have the ability to provide information, guidance, and recommendations to aid in making informed decisions. From choosing the right recipe for dinner to managing personal finances, smart speakers equipped with AI can offer valuable insights and assistance.

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