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How voice-ordering is transforming online shopping experience?

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How Voice-Ordering is Transforming Online Shopping Experience?

28 percent of search in India is done through voice search, i.e. using the digital assistant.

[Dr Veenu Sharma \(/author/Dr-Veenu-Sharma/\)](/author/Dr-Veenu-Sharma/)
Assistant Professor – Retail and Marketing, Birla
Institute Of Management Technology

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"Voice can be as disruptive to e-commerce ([https://www.indianretailer.com/interview/retail-people/profiles/how-amazon-is-developing-an-](https://www.indianretailer.com/interview/retail-people/profiles/how-amazon-is-developing-an-ecosystem-to-support-its-sellers.i1819/)

[ecosystem-to-support-its-sellers.i1819/](https://www.indianretailer.com/interview/retail-people/profiles/how-amazon-is-developing-an-ecosystem-to-support-its-sellers.i1819/)), as mobile was to desktop." – Michael Haswell

By now, every **consumer** (<https://www.indianretailer.com/article/technology/digital-trends/fmcg-and-personal-care-brands-going-d2c-way-to-strengthen-consumer-relationship.a6956/>) is comfortable with using smartphones and doing **online shopping** (<https://www.indianretailer.com/article/multi-channel/eretail/changing-scenario-of-online-shopping-in-a-post-covid-world.a6736/>). And, another convenience added to this comfort is 'voice ordering'.

As per the statistics shared in Mary Meeker's report, 28 percent of search in India is done through voice search, i.e. using the digital assistant.

Apple's Siri, Google's Assistant, Amazon Alexa, Samsung Bixby, Microsoft Cortana are changing the way consumers interact with this world of the Internet. The smartphone is the primary source of interaction with the Internet today and marketers have to

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adapt this feature for better sales, brand awareness, and engagement in today's time. Marketers earlier have optimized for screen experiences, which has now shifted to conversational user experience making search easy and effortless.

As per the recent report by Microsoft, "72 percent of people say that they have performed a voice search through a digital

IndianRetailer.com

Marketers have diversified their means of understanding their consumers. 'voice' technology, "Is it the future or it is just overhyped?"

Connected Consumer

As Kurt Elster, Host of the Unofficial Shopify Podcast, said, "The magic of voice shopping is convenience, with the ideal use case being re-orders of consumable goods, especially since smart speakers are often in or near the kitchen".

Voice technology has become smarter since its first appearance in 2011 with iPhone's Siri, and later encouraged the development of the voice assistant industry constantly by working on improving the quality of voice recognition with the synthesis in identifying different voices.

In today's time where companies are making the process of online shopping easier, voice commerce is screaming out more convenience by giving consumers an alternative option in place of using a keyboard and mouse.

A study was done by PYMNTS.com 'How We Will Pay' has shared, "Consumers have been slower to shift to full comfort when it comes to shopping by voice command, but the study estimates that 23 million consumers used voice assistants to make purchases - a 45 percent increase since 2018 and an 8 percent gain since 2019".

Voice-assisted purchase is more popular among millennials because it provides ease of searching and ordering the products while the consumer is busy doing other things around the house.

As per the data shared by Statista, "2021 will see 132 million people using voice assistants at least once a month."

Conversational Commerce

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Hey Alexa! Is there any discount on groceries at Big Bazaar?
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Yes, this is the new commerce, conversational commerce - a big development in the retail space - providing speed and [FASHION & BEAUTY \(\)](#)



convenience to the consumer with personalized assistance. <https://www.facebook.com/indianretailer/> <https://www.linkedin.com/company/indianretailer/> [SECTOR WATCH](#)

Voice commerce will be a game-changer in the coming time and ignoring this growing trend might lead to missing an obvious [in\(https://www.linkedin.com/company/indianretailer/\)](https://www.linkedin.com/company/indianretailer/)

opportunity by the marketers. Every marketer's goal is to provide an excellent customer experience, and thus voice assistant is going to revolutionize e-commerce in the coming years. [D2C & NEW COMMERCE \(\)](#)

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Personalized assistance is no longer a luxury but a chunk of the foundation of this is a new modern world of advertising. [VIDEOS \(HTTPS://WWW.YOUTUBE.COM/USER/FRANRICHSENINDIA\)](https://www.youtube.com/user/franrichsenindia)

Purchases made using voice search can be reviewed easily as typing long feedbacks is a time-consuming activity where voice assistants only ask for specific questions and ratings.

Being accessible easily through smartphones, tablets, laptops, desktops, speakers, TV remote, car navigation, and smartwatches, voice search is time-efficient because of the 'shop-on-the-go' multitasking approach. The huge advantage which brands can avail of same is 'smart shopping' with artificial intelligence and machine learning approach.

It's for Bharat

To boost engagement, few brands like Johnnie Walker, Nestle (GoodNes), Domino's (Dom), Flipkart (Grocery), and KFC (Launch/ Start KFC) have created their unique voice on the Internet by introducing voice search features. Big brands and big cities are common highlights to initiate any new concept.

However, four engineers have initiated the concept of voice assistant in tier-II cities by introducing Niki, an AI-enabled technology for small-town consumers helping them in ordering groceries as well as paying bills.

Be it through Android or iOS, Indian customers are accessing different products/ services across the world. To make a bigger market base in India, speech and voice recognition have to enter in understanding the regional languages of Bharat. There are so many exciting and endless possibilities in terms of delighting customers. Brands have to focus on how to empower their customers with voice technology more than their routine activities.

Voice ordering is going to make customer's future magical with an opportunity for better reach and engagements in understanding customers.

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Which is the most preferred channel of shopping these days?

- E-Commerce
- Brick & Mortar Retail
- Mobile Applications
- Social Media

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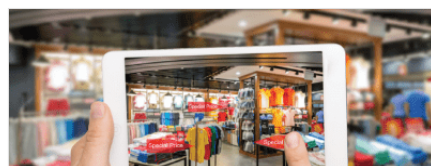
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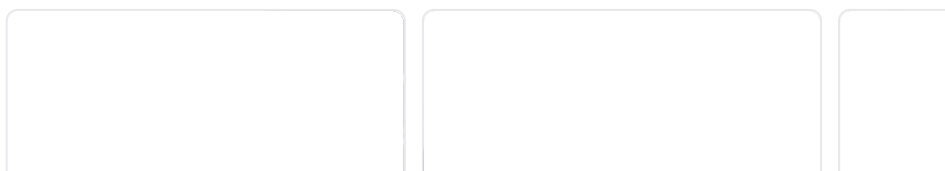
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