

**Daniel Kraus**

# Factors Influencing Customer Satisfaction. Differences Between E-Commerce and Voice Commerce

**Master's Thesis**

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**Bibliographic information published by the German National Library:**

The German National Library lists this publication in the National Bibliography; detailed bibliographic data are available on the Internet at <http://dnb.dnb.de> .

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**Imprint:**

Copyright © 2018 GRIN Verlag  
ISBN: 9783668960282

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Factors Influencing Customer Satisfaction:  
Differences Between E-Commerce and Voice Commerce

by

Daniel Kraus

A Thesis  
Submitted in Partial Fulfillment of the  
Requirements for the Degree of

**Master of Business Administration**

At the  
German Graduate School of Management and Law

Mannheim, 06/08/2018

MBA16SPR  
Course

# Abstract

**Purpose** - Voice commerce is a newly evolving electronic commerce channel where customers communicate with dedicated systems on smart speakers, mobile phones or other devices using their voice, in order to find and order products. This thesis comparatively investigates factors for customers satisfaction in voice commerce and e-commerce to assess the emphasis customers place on factors in both channels.

**Originality** - To my knowledge after exhaustive literature investigation, this is the first study to scientifically analyze customer satisfaction factors in voice commerce as well as the first study to compare voice commerce and e-commerce.

**Design/methodology/approach** - I identified customer satisfaction predictors that potentially differ between both channels: convenience and transaction process efficiency are based on previous research on chatbot and digital assistant expectations. In the area of recommendations, I identified recommendation personalization (the degree of personalization of product recommendations) from previous research. I also created the construct of recommendation complexity, which is the degree of detail and amount of information recommendations are presented. Differences in this domain of computer-human-interaction are explained by media richness theory, an application of neuro-ergonomics. I collected data through a survey conducted on the crowdsourcing platform Amazon MTurk. The sample consisted of 178 US consumers that had purchased goods using both e-commerce and voice commerce. I used structural equation modeling (SEM) as well as multiple regression analysis for statistical hypotheses testing. I created two SEM models for each voice commerce and e-commerce and compared both models to investigate comparative hypotheses.

**Findings** - Customers have higher expectations in convenience for voice commerce than they have for e-commerce. Transaction process efficiency significantly influences satisfaction in voice commerce, but not in e-commerce.

**Practical implications** - This research enables product managers to recognize which factors of customers satisfaction differ from those in e-commerce. While developing their voice commerce strategy and system design, managers should emphasize convenience factors such as ease of use and ease of understanding, as well as an efficient transaction process.

Keywords: Voice Commerce, E-Commerce, Chatbots, Recommender Systems, Customer Satisfaction, Media Richness

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