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## The Role of Trust and Privacy Concern in IPA Continuance Intention

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# **The Role of Trust and Privacy Concerns in IPA Continuance Intention**

*TREO Talk Paper*

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## **Abstract**

Intelligent personal assistants (IPAs) are self-contained software agents that may aid users with a variety of daily tasks. IPA's devices include smartphones, smart speakers, smart glasses, desktop computers, and unique devices (de Barcelos Silva et al., 2020 ), which communicate with users to give an anthropomorphic interface for services (Saad et al., 2017).

The best predictors of a person's conduct are behavioral intentions (Davis, 1989). A user may elect to use a piece of technology for a single purpose and not for others. Businesses benefit from continuous technology use since it costs five times as much to acquire a new user as it does to maintain an existing user (Reichheld & Scheffer, 2000). Additionally, Gao et al. (2015) note that obtaining new consumers and boosting consumption is merely the first phase; organizations have to retain regular customers and make purchasing more convenient for them. As a result, the question of continued use is gaining traction in an ever-more-competitive landscape.

The confirmation-satisfaction research model (CSR), based on the expectation-confirmation model (ECM) and the expectation confirmation theory (ECT), is a widely utilized theory in the literature on consumer behavior (Yan et al., 2021). The CSR elucidates cognitive and emotional fulfillment. Additionally, we examine privacy concerns and trust as mediators.

The purpose of this study is to investigate the relationship between privacy concerns, trust, satisfaction, perceived usefulness, benefits, and intention to continue using IPAs. Internal relationships between each construct are analyzed using partial least squares structural equation modeling. Data was collected via an online survey distributed to students at a big public institution. 382 valid responses were included in the final dataset. We found that (1)the direct effect of perceived benefit and emotional pleasure on intention to continue is considerable and favorable; (2)Confirmation had a positive and significant influence on the perceived benefit when used directly. On the other hand, confirmation had a considerable beneficial influence on cognitive satisfaction. A confirmation has a big effect on emotional satisfaction and privacy concerns. (3)The findings reveal that perceived benefit has a favorable and significant effect on trust, cognitive satisfaction, emotional satisfaction, and intention to continue to use IPAs. (4)However, no relationship between privacy concerns and emotional satisfaction was discovered. By evaluating psychological aspects (satisfaction, privacy concerns, and trust), technological ones (perceived usefulness), and a performance factor (perceived benefits), this study will add to a more thorough understanding of post-adoption behaviors. Managers may have a holistic view of various stakeholder groups and make informed decisions about how to promote new technologies to customers.

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