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“Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products”

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Patras, June,2024

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“Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products”

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“I would like to express my gratitude to my supervisor Dr. George Spais for his invaluable help and guidance during the research and the writing process of the dissertation.”

Abstract

The dissertation explores the influence of Intelligent Personal Assistants (IPAs) on consumer behavior, using Social Presence Theory and the theoretical model of Youn and Cho as the foundation. It examines the impact of IPA humanized naming on the intention to accept recommendations via the intermediate effect of parasocial interaction. Additionally, the study aims to test the effect of intention to accept IPA recommendations on brand evaluation and purchase intention, considering brand credibility and generation as moderators of direct relationships. The research objectives include examining the impact of humanized naming on consumer intentions to accept IPA recommendations, exploring the role of parasocial interaction as a mediator between humanized naming and user receptivity to IPA recommendations, and investigating how positive interactions with IPAs influence brand evaluation and purchase intentions for technology products.

We adopt a questionnaire survey method using a fully self-administered, structured questionnaire (SAQ). The questionnaire was distributed online, utilizing the Google Forms platform, and included ten (10) structured questions plus six (6) for respondents' demographic profiles. The construct items are taken from established and validated scales. We opted for convenience sampling, which involved recruiting students from the Hellenic Open University and colleagues from workplace who agreed to answer the online questionnaire. The sample includes consumers of technology products from different generations who use IPAs in their everyday lives and consists of 307 respondents who use intelligent personal assistants. The primary data allow us to test the direct, mediating, and moderating relationships as examined in nine research hypotheses in our research model. Six research hypotheses are accepted (all significant at $p < 0.05$), and three research hypotheses examining moderating relationships are rejected. The statistical strength of the research model is calculated using linear regression analysis, which computes the regression equation and the fitted line plot.

The study reveals some interesting findings. Humanized naming positively influences user intentions to accept IPA recommendations; the study confirms a mediating role of parasocial interaction. Positive interactions with IPAs enhance brand evaluation and, finally, a higher likelihood of purchase intentions for technology products. The study's findings hold implications for each research objective and provide some interesting, theoretical, managerial, and practical implications of high interest for

marketing academia and managers. Finally, future research can explore uncharted territories, contributing to the large and always-evolving study area of AI marketing and its impact on consumer behavior for technology products.

Keywords

Intelligent Personal Assistants (IPAs), brand evaluation, purchase intentions, generations, technology products, Social Presence Theory

ΔΙΠΛΩΜΑΤΙΚΗ ΕΡΓΑΣΙΑ

«Διερεύνηση της επίδρασης των Ευφυών Προσωπικών Βοηθών στην αξιολόγηση της επωνυμίας και στις αγοραστικές προθέσεις των διαφορετικών γενών Ελλήνων καταναλωτών για προϊόντα τεχνολογίας»

Φαρμάκης Γεώργιος

Περίληψη

Η διπλωματική εργασία διερευνά την επίδραση των Ευφυών Προσωπικών Βοηθών (IPA) στη συμπεριφορά των καταναλωτών, χρησιμοποιώντας τη Θεωρία Κοινωνικής Παρουσίας και το θεωρητικό μοντέλο των Youn και Cho ως θεμέλιο. Εξετάζει τον αντίκτυπο της ανθρωποποιημένης ονομασίας Ευφυούς Προσωπικού Βοηθού στην πρόθεση αποδοχής συστάσεων μέσω της ενδιάμεσης επίδρασης της παρακοινωνικής αλληλεπίδρασης. Επιπλέον, η μελέτη στοχεύει να ελέγξει την επίδραση της πρόθεσης αποδοχής των συστάσεων του Ευφυούς Προσωπικού Βοηθού στην αξιολόγηση της επωνυμίας και στην πρόθεση αγοράς, λαμβάνοντας υπόψη την αξιοπιστία και τη δημιουργία επωνυμίας ως συντονιστές των άμεσων σχέσεων. Οι ερευνητικοί στόχοι περιλαμβάνουν την εξέταση του αντίκτυπου της εξανθρωπισμένης ονομασίας στις προθέσεις των καταναλωτών να αποδεχθούν τις συστάσεις του Ευφυούς Προσωπικού Βοηθού, τη διερεύνηση του ρόλου της παρακοινωνικής αλληλεπίδρασης ως μεσολαβητή μεταξύ της εξανθρωπισμένης ονομασίας και της δεκτικότητας των χρηστών στις συστάσεις του Ευφυούς Προσωπικού Βοηθού και τη διερεύνηση του τρόπου με τον οποίο οι θετικές αλληλεπιδράσεις με τους Ευφυείς Προσωπικούς Βοηθούς επηρεάζουν την αξιολόγηση της επωνυμίας και τις προθέσεις αγοράς για προϊόντα τεχνολογίας.

Υιοθετούμε μια επισκόπηση με τη χρήση ερωτηματολογίου χρησιμοποιώντας ένα πλήρως αυτο-διαχειριζόμενο, δομημένο ερωτηματολόγιο. Το ερωτηματολόγιο διανεμήθηκε διαδικτυακά, χρησιμοποιώντας την πλατφόρμα Google Forms, και περιλάμβανε δέκα (10) δομημένες ερωτήσεις συν έξι (6) για τα δημογραφικά προφίλ των ερωτηθέντων. Οι μεταβλητές εννοιών λαμβάνονται από καθιερωμένες και επικυρωμένες κλίμακες. Υιοθετήσαμε δειγματοληψία ευκολίας, η οποία περιλάμβανε φοιτητές του Ελληνικού Ανοικτού Πανεπιστημίου και συναδέλφους από το χώρο εργασίας που συμφώνησαν να απαντήσουν στο ερωτηματολόγιο. Το δείγμα περιλαμβάνει καταναλωτές προϊόντων τεχνολογίας από διαφορετικές γενιές που χρησιμοποιούν Ευφύες Προσωπικό Βοηθό στην καθημερινή τους ζωή και αποτελείται από 307 ερωτηθέντες που χρησιμοποιούν έξυπνους προσωπικούς βοηθούς. Τα πρωτογενή δεδομένα μας επιτρέπουν να ελέγξουμε τις ενδιάμεσες και ρυθμιστικές σχέσεις όπως εξετάζονται σε εννέα ερευνητικές υποθέσεις στο ερευνητικό μας μοντέλο. Έξι ερευνητικές υποθέσεις γίνονται αποδεκτές (όλες σημαντικές στο $p < 0,05$) και τρεις ερευνητικές υποθέσεις που εξετάζουν τις μετριαστικές σχέσεις απορρίπτονται. Η στατιστική ισχύς του ερευνητικού μοντέλου

υπολογίζεται χρησιμοποιώντας ανάλυση γραμμικής παλινδρόμησης, η οποία υπολογίζει την εξίσωση παλινδρόμησης και την προσαρμοσμένη γραμμική γραφική παράσταση.

Η μελέτη αποκαλύπτει μερικά ενδιαφέροντα ευρήματα. Η ανθρωποποιημένη ονομασία επηρεάζει θετικά τις προθέσεις των χρηστών να αποδεχτούν τις συστάσεις του Ευφυούς Προσωπικού Βοηθού. Η μελέτη επιβεβαιώνει έναν μεσολαβητικό ρόλο της παρακοινωνικής αλληλεπίδρασης. Οι θετικές αλληλεπιδράσεις με τους Ευφυούς Προσωπικούς Βοηθούς ενισχύουν την αξιολόγηση της επωνυμίας και, τέλος, αυξάνουν την πιθανότητα προθέσεων αγοράς για προϊόντα τεχνολογίας. Τα ευρήματα της μελέτης έχουν επιπτώσεις για κάθε ερευνητικό στόχο και παρέχουν μερικές ενδιαφέρουσες, θεωρητικές, διαχειριστικές και πρακτικές επιπτώσεις υψηλού ενδιαφέροντος για την ακαδημαϊκή κοινότητα του μάρκετινγκ και τους διευθυντές. Τέλος, μελλοντική έρευνα μπορεί να εξερευνήσει αχαρτογράφητες περιοχές, συμβάλλοντας στη μεγάλη και πάντα εξελισσόμενη περιοχή μελέτης του μάρκετινγκ μέσω της τεχνητής νοημοσύνης και στον αντίκτυπό του στη συμπεριφορά των καταναλωτών για τεχνολογικά προϊόντα.

Λέξεις – Κλειδιά

Ευφυείς Προσωπικοί Βοηθοί (IPA), Αξιολόγηση επωνυμίας, Προθέσεις αγοράς, Γενιές, Έλληνες καταναλωτές, Προϊόντα τεχνολογίας, Θεωρία Κοινωνικής Παρουσίας.

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List of Abbreviations & Acronyms

AI: Artificial Intelligence

Gen X: Generation X

Gen Y: Generation Y

Gen Z: Generation Z

IPA: Intelligent Personal Assistants

IVA: The Intelligent Virtual Assistant

SPT: Social Presence Theory

Chapter 1: Introduction

1.1 Research aim, research problem and research approach

According to scholars, anthropomorphic marketing is crucial in understanding consumer behavior. It manipulates and satisfies consumers' anthropomorphic tendencies, affecting their attitudes, behaviors, and perceptions of psychology. The empirical research that is now available on the impact of anthropomorphic products on customer behavior is yet insufficiently thorough (Pillai, Sivathanu, & Dwivedi, 2020, Zhang & Wang, 2023). However, it is unclear what influences consumers from different generations' purchasing intents when they use intelligent personal assistants (IPAs), although the generation cohort theory suggests notable disparities in user behavior and expectations among various generations (Guo & Luo, 2023, Zhang, Lu, & Jin, 2023) found that AI allows for a superior suggestion quality based on the social presence theory. Consumers have responded positively to AI recommendations (Yoon & Cho, 2023). We require a more complex process considering Yoon and Cho's (2023) research to clarify and expand our understanding of how IPA humanized naming affects brand evaluation and purchase intentions.

Based on the explanatory nature of the research problem, we adopt a survey method to analyze the responses of consumers (of different Gens) from major cities in Greece to examine the impact of IPA humanized naming on the intention to accept recommendations via the intermediate effect of parasocial interaction. Additionally, we aim to test the effect of intention to accept IPA recommendations on brand evaluation and purchase intention. In line with Guo and Luo (2023), we consider brand credibility as a variable that moderates the relationships among intention to accept a recommendation, brand evaluation, and purchase intention. Further, our research model considers generation as the second variable that moderates the direct relationships included.

In this dissertation, a deductive research approach is adopted. Deduction is a method that involves examining multiple hypotheses and creating a research strategy to test them. Unlike the inductive approach, this approach helps market researchers generate more specific results from primary data.

1.2 Research objectives and initial assumptions

Based on the above critical studies, the research objectives of this dissertation are:

First, we will investigate the impact and the nature of the relationships (strength and direction) between humanized naming and the intention to accept IPA recommendations of Greek consumers for technology products.

Second, we will investigate the intermediate effect of parasocial interaction between humanized naming and the intentions of Greek consumers for technology products to accept IPA recommendations.

Third, we will investigate the impact and the nature of the relationships (strength and direction) among intention to accept IPA recommendations, brand evaluation, and purchase intentions of Greek consumers for technology products.

Fourth, we will investigate (1) the moderating role of different gens of Greek consumers for technology products (Gen X, Gen Y, and Gen Z) concerning the direct relationships included and (2) the moderating of brand credibility concerning the direct relationships of intention to accept IPA recommendations, brand evaluation and purchase intentions of Greek consumer of technology products.

Below, we state some initial assumptions of the study to test the truth in the reasoning domain and ensure that the initial assumptions allow the arguments to get off the ground.

(1) The first initial assumption posits that IPA enables a higher recommendation quality, and consumers react optimistically to IPA recommendations for technology products.

(2) The second initial assumption is that consumers of technology products are likely to regard IPAs as human-like by increasing their perception of sociality toward IPAs through the anthropomorphic cues manifested with a human name.

(3) IPA anthropomorphism can positively influence user engagement, interaction satisfaction, recommendation quality, and trust; it can increase brand likability through increased parasocial interaction and perceived dialogue.

1.3 Importance of the topic, expected contributions, and justification for the focus of the study

The compound annual growth rate is 7.9% concerning the information technology industry. The projections show that it will reach \$11995.97 billion by 2027, according to the Information Technology Global Market Report 2023 (The Business Research Company, Information Technology Global Market Report, 2023). The Intelligent Virtual Assistant (IVA) Market size is expected to grow from USD 11.13 billion in 2023 to USD 45.83 billion by 2028, at a CAGR of 32.72% during the forecast period (2023-2028), according to the Intelligent Virtual Assistant Market Size & Share Analysis - Growth Trends & Forecasts (Mordor Intelligence, 2023). In the dynamic realm of technology, Intelligent Personal Assistants (IPAs) have emerged as transformative tools, revolutionizing how we interact with devices and navigate the digital landscape.

These sophisticated assistants, like Siri, Alexa, and Google Assistant, are becoming popular among consumers for shopping due to their hands-free and voice-controlled features. These assistants enable users to multi-task during interactions and identify individuals through voice printing. They have seamlessly integrated into our daily lives, offering a plethora of functionalities that simplify tasks, provide personalized recommendations, and enhance user experiences. As IPAs continue to gain traction, their influence on consumer behavior has become an area of intense scrutiny. The world's most populous generation, Generation Z, is increasingly using smart technologies, and they prefer social and digital news formats supported by smartphones and social media feeds (Auxier & Arbanas, 2022).

The advancement of artificial intelligence technology and its applications has drastically transformed consumer behavior literature (Spais, Phau, & Jain, 2023; Jain, Wadhvani, & Eastman, 2023). Our study and the impact on consumer behavior literature is paramount for several reasons.

Firstly, IPAs have the potential to bridge the generational divide, catering to the unique preferences and needs of diverse consumer groups. By examining the impact of IPAs across different generations of consumers (Gen X, Gen Y, and Gen Z), the dissertation expects to uncover the impact of IPA humanized naming on the intention to accept IPA recommendations via the intermediate effect of parasocial interaction. Further, to understand the moderating role of consumers' perceptions of different generations and brand credibility on brand evaluation and purchase intention for technology products.

We expect to provide marketers with actionable insights to inform their marketing strategies and effectively leverage IPAs to enhance brand perception and drive purchase decisions. Understanding how IPAs influence consumer behavior will empower businesses to tailor their marketing efforts, optimize product recommendations, and enhance customer experiences for technology products.

Lastly, we expect to provide a deeper understanding of how IPAs shape consumer perceptions and purchasing decisions for technology products. The dissertation will shed light on the underlying mechanisms driving consumer behavior in the digital age by examining the factors contributing to positive or negative brand evaluation and purchase intentions in the context of the humanized naming of IPAs. The study's findings may help develop future IPA innovations and functionalities, ensuring that these technologies align with consumer preferences and effectively address their needs. Marketers of technology products can improve customer experiences and achieve positive marketing outcomes by understanding how IPAs impact brand evaluation and purchase intentions.

1.4 Structure of the dissertation

The dissertation is structured into eight distinct chapters.

The 1st chapter describes the dissertation's aim, sets the research objectives and the research approach, and considers the importance of the specific topic.

The 2nd chapter presents the definitions of the dissertations' main concepts, information technology industry, intelligent personal assistants, Generation Z, smart technologies, purchase intention, and brand evaluation.

The 3rd chapter performs a situation analysis concerning the factors affecting the impact of IPAs on brand evaluation and purchase intentions among different generations of Greek consumers.

The 4th chapter presents the theoretical framework and literature review, the hypotheses and assumptions, the research model, and the literature support around this topic.

The 5th chapter describes the research methodology, consisting of the study's approach and motive, the research method, the sample, the process, data collection, the research instruments, measures and measurement of variables, and the statistical analysis.

The research results will be presented in the sixth chapter of the dissertation, including descriptive statistics, reliability analysis, and frequencies, questionnaire

interpretation, hypothesis testing, correlation and regression analyses, mediation, moderation analysis, and a summary of the research results with the acceptance and rejection of the research hypotheses.

The seventh chapter discusses the research results compared to previous similar studies and provides deeper insights into the literature, suggesting theoretical and practical implications and future research directions.

The eighth and last chapter concludes and presents the conclusions organized around each research objective and a concise discussion summary.

Chapter 2: Definition of the concepts

This chapter will introduce the fundamental concepts related to this dissertation. These are considered vital for the comprehension of the rest of this work. The structure of the chapter is the following: 2.1) Anthropomorphic marketing, 2.2) Intelligent Personal Assistants and consumer interaction with automated services, 2.3) Generations of consumers X, Y, and Z, and behavioral differences, 2.4) Technology products and services, and the involvement of buying decisions.

2.1 Anthropomorphic marketing

As anthropomorphism, we can describe a technique that uses soulless objects, machines, or services with integrated human characteristics and elements to become more human-like. (Waytz, Caciopo, & Epley, 2007). The above technique constitutes an anthropomorphic marketing strategy that aims to attract consumer’s attention and interest (Patsiaouras, Fitchett, & Sar, 2014).

The concept of anthropomorphizing inanimate objects began in the early 1900s. To gain attention, objects started to get anthropomorphized, first as an artistic perception and then for advertising reasons (Patsiaouras, Fitchett, & Sar, 2014). These anthropomorphized objects included mascots, human-like fake robots, and advertisements with anthropomorphic presentations, which increased the consumer’s interest in the advertised product (Hart & Royne , 2017).With the extensive use of technology and the rise of chatbots, giving human characteristics to machines has taken a new perspective (Nguyen et al., 2023).

Anthropomorphic marketing must be distinct from other marketing strategies or techniques like Emotional Branding and Personality Branding, as it uses a human-like entity solely to bring out the expected outcomes.

To conclude, the use of anthropomorphic marketing as a strategy to gain more consumers can be very beneficial as it can bring a more pleasant and keen shopping experience and therefore increase purchase intention (Zhang & Wang, 2023). However, many ethical and social drawbacks must be taken into real consideration as the more

anthropomorphic products tend to look, the less utilitarian value seems to believe they have (Zhang & Wang, 2023).

2.2 Intelligent personal assistants (IPAs) and consumer interaction with automated services

Various technologies, including data analysis, machine learning, speech recognition, and natural language comprehension, are combined to create intelligent personal assistants (IPAs). They use large databases and algorithms to analyze user inquiries, spot trends, and provide relevant answers or actions. IPAs perform better over time due to their ongoing learning and adaptation to user preferences.

AI technology allows machines to provide complete answers to help solve problems and answer questions (Mariani, Hashemi, & Wirtz, 2023). Intelligent Personal Assistants (IPAs) use this technology. They are devices such as smartphones and speakers that can converse with humans and complete multiple tasks, including providing answers and finding information (Malodia et al., 2022). Although IPA first introduced itself in the early '50s with products like SHRDLU, DARPA, Dragon Naturally Speaking, and IBM Watson Assistant, it was the beginning of the 20th century that boosted the technology around them (Feigenbaum, McCorduck, & Nii, 1988). IPAs must be distinct from other similar tech products, such as AI Personal Assistants and Human Personal Assistants, as they are primary voice-activated machines that can mimic human conversations and characteristics (Guo & Luo, 2023).

Today, IPAs tend to conquer tomorrow's modern world as they use sophisticated software converting voice commands to machine code language and algorithms, resulting in immediate answers through authentic voice (Guo & Luo, 2023). The most famous IPAs like Apple Siri, Amazon Alexa, Google Assistant, and Microsoft Cortana are more into our lives than just answering questions (Li & Yuan, 2018).

Consumer interaction with businesses, meaning the exchange of information between them, will be carried out solely with automated services (IPAs), which will become commonplace in the near future. As remote interactions take over, especially in the post-COVID-19 era, businesses must find new ways to interact with consumers through the IPAs. (Ameen, Hosany, & Tarhini, 2021).

IPAs have significant advantages, including time savings, better recommendations, and improved customer experience. Furthermore, they can increase productivity and efficiency while making work easier and faster. (Belanche, Pérez-López, & Hernández-Murillo, 2021).

Despite the advantages, several limitations in using IPA make consumers skeptical of their interaction with them. Privacy and data security are human rights in the modern world and the biggest fear when using smart world appliances (Kitchin, 2016). The accuracy of an IPA's suggestions or answers is also a big concern when using an assistant that uses algorithms or even made-up or fake information from the internet to compile the answer (for example, in financial interactions) (Malodia et Al., 2022).

Consumers will face the dilemma of whether to use IPA in the future, and the interaction will become even more significant as IPA will spread in every aspect of our lives. At the same time, the constant fear of losing personal sensitive data during the interaction process with automated services makes consumers skeptical, and necessity and time gain overcome this fear.

2.3 Generations of consumers X, Y, and Z and behavioral differences

The different choices and actions of generations of consumers X, Y, and Z make while selecting, purchasing, utilizing, and discarding a technological product or service are called behavioral differences among these consumers. Various psychological, sociological, and cultural factors influence how generations of consumers, X, Y, and Z, interact with the market of technological products and services (Ameen, Hosany & Tarhini, 2021).

Generations of cohorts describe people who are born within a certain period and share some common characteristics. Except for the essential human characteristics, each generation seems to have unique behaviors and cultural habits that describe them and differentiate each generation from the others (Bielinska-Duzsta, 2022). Generation X, born between 1965 and 1979, seems to be more independent and realistic people and more flexible and more accessible with their decisions (Twenge, 2023), while Generation Y, also known as millennials, born between 1981 and 1996, are more experimental, adventurous and more influenced by trends and opinions (Guo & Luo, 2023). Lastly,

generation Z, born in 2012, is the most high-tech generation, as they were born during the big technological explosion of the 21st century (Twenge, 2023).

Those general differences influence the buying culture of the generations. More specifically, techno-ethical behavior varies among the generations. It is determined by various factors, among them privacy issues, as each generation seems to value them completely differently (Verma & Garg, 2022). The buying intention also varies among generations and is affected by enjoyment, hedonic aims, the usefulness of the products, and many others that a company needs to be aware of to make a specific strategy (Arachchi & Samarasinghe, 2023). On the other hand, all three generations seem to care about purchasing value-for-money products with a fast and easy procession of the purchase (Causchefer, 2022).

To conclude, understanding the differences and similarities in the buying culture of the generations is crucial for determining the factors that affect the buying decision, and thus, marketing strategies must be adapted accordingly.

2.4 Technology products and services, and the involvement of buying decisions

According to Gardner et al. (2000, p. 1053), technology products are "products that are the result of technology, and which require substantial shifts in behavior of at least one member of the product usage channel." Compared to other products, technology products typically have shorter product life cycles (Lee, Ha, & Widdows, 2011) and provide consumers with notable innovations in product functionalities, designs, and services driven by technology (Gardner et al. 2000).

Technology services are provided to businesses and consumers created to make it easier for businesses and end consumers to use technology. Technology services offer specialized technology-oriented solutions by fusing the functions and features of networks, hardware, software, telecommunications, and electronics. Web applications, mobile services, software development, integration, and maintenance are a few examples of technology services. Information technology services (ITS) is another name for technology services. Technology products, characterized by convergence, also need to

have functionality provided by technology to give them multiple benefits (Gill & Lei, 2009). Companies need to reschedule their strategies based on the new era of technology products and the Internet of Things (Sassanell, Diego, & Pacheco, 2023).

A consumer can identify four main (but not exclusive) categories with products and services that can be characterized as tech products. The first category known as hardware (tablets, phones, pc's etc.) has all the physical devices that use some kind of programs and applications, while those programs or apps can be considered a different product category known as software. Services are all the offerings that has hardware and software products combined like technical support, cloud services, internet providers etc. and lastly Solutions integrate the three above categories in more complex technological appliances like health platforms, business government systems etc. (Stark, 2023).

This so-called digital transformation affects the factors that define consumers' buying decisions, like the marketing strategy, product offerings, and the whole experience (Trincado-Munoz et al. 2023). The level of involvement in a buying decision, whether low or high, indicates the significance of the purchase for the consumer. Factors such as the risk involved in the purchase and the time and effort invested in the decision can measure the level of involvement in a buying decision (Munthiu, 2023). A big issue is also the fact that the technical language is used in advertising can affect the final decision of the consumer to purchase a product (Liu et al., 2023).

There is typically a high level of involvement when purchasing technological products such as computers and mobile phones. However, as technology becomes user-friendly, the level of involvement decreases for certain products and groups of consumers. A significant effect of decreased involvement is consumers' trust in technology and driven helping machines (Song & Lin, 2023). Even AI-enabled customer services get keener on customers, contributing to the brand personality and helping customers finalize their decisions by increasing their purchase intention (Yang & Hu, 2022).

Making a buying decision can be challenging, particularly for technological products. Due to the diverse needs of customers, a wide variety of products and a vast array of capabilities must be offered. When adopting the best marketing strategy, it is essential to consider these factors seriously, which requires more detailed advertisements, personalized recommendations, and accurate reviews and analysis.

Chapter 3: Situation Analysis

This chapter presents the situation analysis of the study and it is structured as follows. Section 3.1 The rise of IPA market globally and the technology product market in Greece, 3.2 Consumer behavior for technology products in Greece and 3.3 The use of IPAs by consumers in Greece and other countries. Lastly, section 3.4 provides the concluding remarks of the chapter.

3.1 The rise of IPA market globally and the technology product market in Greece

According to the Global Intelligent Personal Assistant Industry Research Report (2023), between 2023 and 2031, the global market for intelligent personal assistants is expected to grow significantly. The stable growth rate in 2024 and prominent players' growing adoption of tactics are expected to propel the market beyond the forecasted horizon in 2024. The global market for intelligent personal assistants was valued at USD million in 2022 with a CAGR of millions. It is expected to reach USD million by 2028.

This report thoroughly analyzes the global intelligent personal assistant market, covering the research period from 2018 to 2028. It does this by methodically describing the current state and market trends, closely examining the competitive environment of the major players, and going into great detail about market segments based on type, application, and region. (1) Europe (Germany, UK, France, Italy, Russia, and Turkey); (2) North America (US, Canada, and Mexico); and (3) Asia-Pacific (China, Japan, Korea, India, Australia, Indonesia, Thailand, Philippines, Malaysia, and Vietnam) are the top three regions in the IPA market (Global Intelligent Personal Assistant Industry Research Report, 2023).

The technological explosion and the rise of the Internet of the Things brought a huge growth into the Greek Technology Market, a fast-growing market that focuses more in technological products like phones, tablets and wearables but also in many other electronic products (Hellenic Statistic Authority, 2022). One in ten (13.6%) people between the ages of sixteen and seventy-four who used the internet in the first quarter of 2022 reported using one or more of the highly developed internet-connected gadgets or

other systems. There has been a 56.3% rise in the percentage of the population using these devices and systems as compared to 2020 (Hellenic Statistic Authority, 2022). All the above shows that Technology Market is expected to continue to grow in the next years due to the continuous use of the technological products and the keep growing demand for connected devices and services.

3.2 Consumer behavior for technology products in Greece

According to the third edition of the survey for Greece, for the EY Future Consumer Index, which took place with the collaboration of MRB, the effects of the latest developments in Greek consumers' behavior are recorded. The Index offers consistent longitudinal indicators and a distinctive viewpoint on which changes are transitory responses to recent disruptions and which indicate more fundamental changes. The EY Future Consumer Index Greece 2023 identifies emerging consumer categories by monitoring shifting consumer moods and behavior over time and across international marketplaces.

Seventy-four percent (74%) of Greek consumers plan to purchase electrical equipment or technology within 2024. Since three out of every four respondents (74%) said they plan to buy technology products or electrical appliances in the following year, it is clear that consumers today view technology as a crucial element of their lives. The significant degree to which online services, interactions, and transactions are ingrained in customers' daily lives indicates this result. In the prior quarter, 95% of respondents said they used the Internet frequently or occasionally for leisure, and 91% said they used it for banking or financial services. Many respondents also shopped or used online customer service (84% and 81%, respectively), while more than half used the Internet to plan their holidays or obtain business and personal services (EY Future Consumer Index Greece, 2023).

3.3 The use of IPAs by consumers in Greece and other countries

Nearly 90 million US adults—or 34.4% of all US adults—used household IPAs in January 2020, making the US a leader in adoption (Mols, Wang & Pridmore, 2022). In contrast to 17.2% in Germany and 14% in France, household IPA ownership in Western Europe in

2018 was 22.4% of internet users in the UK. The most well-liked household IPAs are Apple's HomePod, Google's Home devices, and Amazon's Echo devices.

Pridmore and Mols (2020) examined certain behaviors and decisions made by IPAs users to either protect their privacy or decide what constitutes appropriate usage for their data. The study included early adopters in Germany and future users in the Netherlands. There were multiple essential conclusions. Initially, his emphasis on user expectations and integrated routines shows that platform acceptance of the devices only implies complete access to some data that could be generated in a home setting. Second, regarding user motivations and expectations, the acceptability of home IP cameras depends more on the necessity for more platform connectivity, a more significant number of devices, and connectivity with other home devices to prove the devices' value than on the devices themselves. Third, it is evident from assessing early adopters' acceptance procedures and prospective users' expectations that user labor must be considered concerning normalization processes that impact data output.

In a recent Croatian study (Biloš, Budimir, & Kraljević, 2023), twenty-one (21%) respondents claimed to have used an intelligent personal assistant on their phone at some point in the past (including those who use it now or have in the past). The following justifications were most frequently used to support the use of an intelligent personal assistant: The most common behaviors were (1) asking ludicrous or humorous inquiries just for laughs (38.4%), (2) listening to music (34.8%), and (3) asking factual queries (33.5%). Other behaviors included owning an Apple Home Pod, an Amazon Echo or Echo Dot (any version), or a Google Home or Google Home Mini. It was an independent, intelligent personal assistant device. Twenty-four percent (23.9%) of the respondents claimed to own at least one of the AIPA-recommended devices, with Google Home/Google Home Mini being the most popular option (19%). The most frequently mentioned reasons for not implementing an IPA were that it was useless or pointless (56.54%), that it was non-functional or not operating correctly (17.31%), that people did not use it regularly (10.77%), that privacy concerns (5.38%), that people did not have it or did not know how to use it (3.85%), and other (15.38%)—moreover, keeping in mind that one of the obstacles about perceived utility and usability concerns is the language utilized to operate the intelligent personal assistant device.

The use of IPA in Greece seems to keep rising as shown by EY Future Consumer Index the Greeks are going to buy at least one technology product in 2024 while online services, online shopping, online customer service and interactions seems to keep becoming a big part of Greeks life. IPAs are used in every aspect of digital life and according to EY Future Consumer Index Greeks between 16 and 64 use evenly IPAs like Google Home and Amazon Echo for interacting with technology and asking every kind of question and as online purchases are here to stay.

3.4 Concluding Remarks

In conclusion, the Intelligent Personal Assistants market will grow significantly in the following years due to increasing technological advancements, the rise of Internet applications, and the growing demand for connected devices and services. The above trend in the technological market suggests that the intelligent personal assistants’ market will keep expanding globally and in Greece accordingly.

A significant factor in the market growth is that Greek consumers increase their electronic purchases and become more involved with technology services. As the numbers keep rising, showing that Greek individuals purchase electronic and technology equipment and are becoming more comfortable with using online services, it is more than certain that we can keep technology more profound in the lives of Greek consumers.

Chapter 4: Theoretical framework, research model and literature support

Chapter 4 analyzes the theoretical framework based on the work-adjusted theoretical model of Youn and Cho (2023). The chapter is structured in six sections. Section 4.1 discusses the frame of references examining the misconception of critical concepts and the interrelationships with other key theories, and 4.2 deals with the theoretical perspective of the Social Presence Theory by Short, Williams, and Christie (1976). Section 4.3 presents the theoretical model of Youn and Cho (2023), and section 4.4. the assumptions and hypotheses for both theory and the adopted theoretical model. Section 4.5 presents the dissertation's research model, hypotheses, and literature support, and section 4.6 summarizes the conclusions of Chapter 4.

4.1 Frame of reference

Although some academics refer to "presence" and "immersion" interchangeably, recognizing the distinction between the two terms helps distinguish between the psychological experiences and technological aspects of mediated communication. According to Slater and Wilbur (1997), immersion is the technological ability of a medium to create lifelike experiences that can lift viewers out of their physical reality. With this definition in place, the technological affordances of a medium can be used to quantify immersion objectively. When the media offers a rich and all-encompassing view of reality, it is more immersive (Slater & Wilbur, 1997).

Presence is the subjective perception of genuinely existing in the mediated virtual environment instead of immersion (Slater and Wilbur, 1997). Academic and applied research on virtual reality has emphasized the importance of presence for users to fully immerse themselves in a virtual environment (Cummings et al., 2012). Three separate subcategories of presence exist: *social presence*, *self-presence*, and *telepresence*. According to Aymerich-Franch et al. (2012), self-presence differs from telepresence in that it refers to the degree to which the virtual self is perceived as authentic. Unlike telepresence, this dimension of presence is more about feeling connected to one's virtual body, emotions, or identity than how vividly one senses their environment.

Early CMC researchers who supported the cues-filtered-out perspective also believed that social presence is dictated by technology (e.g., Walther & Parks, 2002). According to the media richness theory (Daft & Lengel, 1986), different media differed in their capacity to replicate social information considered "rich," such as immediate feedback, linguistic variety, personalization, and quantity of cues. As a result, certain media were deemed more suitable for particular tasks than others. According to Walther (1996), people can adjust to various communication mediums and, as a result, accomplish their communication objectives. According to this viewpoint, the interactants—rather than the medium itself—significantly influence the sensation of social presence. Social information processing theory (SIPT) is the name given to this perspective. This hypothesis states that, even though it could take longer, communication contexts with less verbal and nonverbal indicators (such as text-based CMC) might result in closeness levels comparable to face-to-face (FtF) communication. He suggests that by carefully choosing which aspects of themselves they want to expose, users of text-based CMC platforms may be able to reach even higher degrees of social presence than FtF interactants.

4.2 Social Presence Theory

Recent literature highlight that there needs to be more consensus about definitions of social presence as researchers try to define the phenomena and determine how to modify it in response to the emergence of new interpersonal communication technologies (Biocca, Harms & Burgoon, 2003). According to *Social Presence Theory*, the "sense of being with another" in human-computer interactions is influenced by digital interfaces (Biocca, Harms & Burgoon, 2003). Social presence theory was initially published in *The Social Psychology of Telecommunications* by Short, Williams, and Christie (1976). It was developed from the ground up using the principles of interpersonal communication and symbolic interactionism (Cui, Lockee & Meng, 2013). To investigate the effectiveness of telecom media, particularly SNS communications, research on social presence theory has recently emerged. According to the theory, face-to-face communication has a higher social presence than computer-based communication. However, the degrees of social presence between communicators and receivers might vary depending on the type of computer-based communication.

The study of immediacy by Morton Wiener and Albert Mehrabian and the concept of intimacy by Michael Argyle and Janet Dean served as the foundation for the idea of social presence (Cui, Lockee & Meng, 2013). Wiener and Mehrabian defined *immediacy* as nonverbal cues that might improve intimacy in relationships, like making eye contact and moving the body (Cui, Lockee & Meng, 2013). According to Argyle and Dean, intimacy is characterized by smiling, making eye contact, and being physically close (Cui, Lockee & Meng, 2013). Face-to-face and online engagement are the two most prevalent forms of media, and they provide differing seeming physical proximities that constitute Social Presence Theory (Short, Williams, & Christie, 1976). The ability to project one's physical and emotional presence and sense it from others during interactions is how social presence is evaluated. Considering the communication medium's limitations, the degree of interpersonal connection between the participants is a measure of effective communication.

In recent years, a sense of community in an online setting has been dubbed social presence (e.g., Wong & Hung, 2023). In the online community, we have cultivated a variety of nonverbal intimate behaviors that improve our connections with others when we converse through a medium that does not require face-to-face interaction.

4.3 Theoretical model of Youn and Cho (2023)

The model focuses on three consumer responses influenced by anthropomorphic cues: attitudes toward the AI chatbot and their two behavioral intentions (i.e., intentions to use the AI chatbot app and to accept the AI chatbot's recommendation). Consumers' positive reactions toward AI chatbots are critical in determining the sustainable use of the technology. Based on previous studies, people's opinions toward AI chatbots and how they relate to acceptance or usage of technology are cognitive indicators of efficacy and a requirement for behavior determinants (Youn & Cho, 2023). According to Yoon and Cho (2023), new technologies have frequently employed behavioral intentions as dependent variables, particularly in the context of chatbots. These intents include the desire to continue using a chatbot and the intention to accept it. Individuals react to artificial agencies with communication characteristics in the interface in a way comparable to their human counterparts. It is inevitable because social drive, which determines anthropomorphism, causes individuals to detect social presence instinctively. Because they

create the impression that a conversation is taking place between a human and a chatbot rather than a human and a robot, anthropomorphic visual cues, particularly humanized profile pictures that highlight the human-like aspects of AI chatbots, may encourage consumers to feel a stronger emotional connection with the chatbot and enhance their perception of its positive social presence.

Anthropomorphic clues can make AI chatbots appear more human-like. In particular, sociality is the goal of forming social bonds with other people. Parasocial contact should be considered a significant construct since anthropomorphism can evoke one's expectation of social interaction and satisfy this social desire by triggering humanized cues to inhuman creatures using human names. Originally described as the appearance of a two-way relationship during communication via the identities it portrays, parasocial interaction ultimately improves the long-term relationship with the agent (either human or nonhuman) beyond the present.

The field of human-computer and human-robot interaction has recently expanded the characteristics of media character to human-like interfaces, such as robots or AI-enabled applications, thanks to the influence of parasocial interaction on long-term parasocial relationships between a consumer and brand. Noor, Rao Hill, and Troshani (2021) noted that the mechanism of parasocial interaction influencing consumers' responses toward AI chatbots in terms of sociable connections is analogous to the role of social presence in mediating the relationship between anthropomorphic cues in AI agents and consumers' responses. Anthropomorphic cues of AI agents can satisfy the antecedents of parasocial engagement, including social, task, and physical attraction; these cues are thought to operate as triggers for parasocial interaction with AI chatbots.

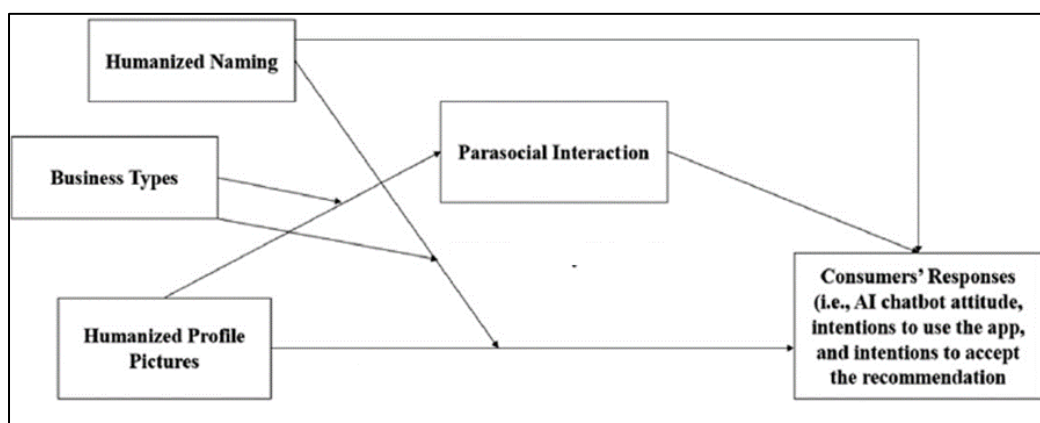


Figure 4.1: Theoretical model by Yoon and Cho (2023, p.1036)

4.4 Assumptions and hypotheses

The Social Presence Theory (SPT) investigates how digital interfaces in human-computer interactions impact the "sense of being with another." SPT, which emerged from symbolic interactionism and interpersonal communication, is centered on three main ideas: (1) measuring social presence, (2) classifying media, and (3) effective communication. Regarding the first principle, the theory distinguishes between in-person and virtual interactions, stating that various media create differing degrees of perceived physical closeness.

Regarding the second principle, social presence refers to the capacity to project one's physical and emotional presence and the experience of others' presence during social interactions. SPT considers interpersonal involvement when discussing the final principle of effective communication and the limitations of the communication medium that affect social presence (Oh et al., 2018). SPT, or social presence theory, investigates how the "sense of being with another" works. About the assumption of medium salience, users view IPAs as social actors because of their conversational style, and they improve their social presence by participating in interactive dialogues. Users are aware of and pay attention to IPAs during interactions, which relates to the perceptual salience assumption (Oh et al., 2018).

Except for the implicit presumptions that interaction integration is essential to comprehend the impacts of social presence that are present in computer-supported collaborative learning, we focus on keeping with the traditions of media richness theory (Daft and Lengel, 1986) and social presence theory (Short et al., 1976), they are predicated on the idea that a medium's technological attributes enable varying degrees of social presence.

Furthermore, how a medium's modality or particular technological affordances (such as immersive characteristics) influence social presence is predicated on the idea that, under all other conditions, a given medium's affordances can either increase or diminish social presence. A communication system that is exclusively text-based operates under the assumption that its users have already attained a degree of technological comfort that

enables them to use it efficiently. Furthermore, not all users will find text-based communications to be comfortable.

Based on the assumptions of the theoretical model of Yoon and Cho (2023), the parasocial interaction of hedonic-centered business consumers positively mediated the effect of anthropomorphic signals on customers' responses. Consumers who see high-profile AI chatbots are more likely to perceive high levels of parasocial interaction. It, in turn, further positively influenced the responses of all different types of consumers, including attitudes toward the chatbot, intentions to use the app, and intentions to accept recommendations from the chatbot (Youn & Cho, 2023).

Expanding the above-mentioned theories, we can assume that media with higher social presence, and enhanced with features like humanized names and other anthropomorphic characteristics, will help customers maintain a more positive user experience. This can be caused by many characteristics as trust, intimacy, and engagement with the technology used for the IPA and by user friendly customer interaction. The above intimacy may differ from customer to customer depending on the generation and the age he belongs to. Finally, expanding the concept of media affordances, the new added technological characteristics of the IPAs, like voice interaction, personalization, and emotional expression, sure will expand the effect of social presence and create a more enjoyable user experience. All the above are influenced from different factors of the consumers personality such as age, gender, cultural status etc. (Pena-García, et al, 2020).

4.5 Research model, research hypotheses and literature support

4.5.1 Research model

The theoretical model of Youn and Cho (2023) is the theoretical basis of the dissertation. The original model has three hypotheses which formed the research model and defining its core constructs. This dissertation's research model will be based on the above model and will be altered and expanded to come to the expected conclusions. Both models uses Parasocial Interaction as a mediating variable and Humanized Naming will be remain unaltered as a hypothesis in the research model of this dissertation.

Additionally, humanized naming will be a direct determinant on consumer's intentions for technology products to accept IPA recommendations. Moderating relationships for Generation and Brand Credibility will be also tested to see how these

variables are influenced by a third one. All moderating relationships will be tested for significance since the initial model has been expanded. Also, the research model will include the examination of tensioned impact of IPAs to brand evaluation and consumers purchase intention of technology products.

Closing, this dissertation will test and expand the Theoretical model of Youn and Cho (2023) for validity, to investigate the impact of IPAs on brand evaluation and consumers intentions and it will test generation and brand credibility as additional determinants of consumer’s intentions.

In Figure 4.2 we present the research model of the dissertation.

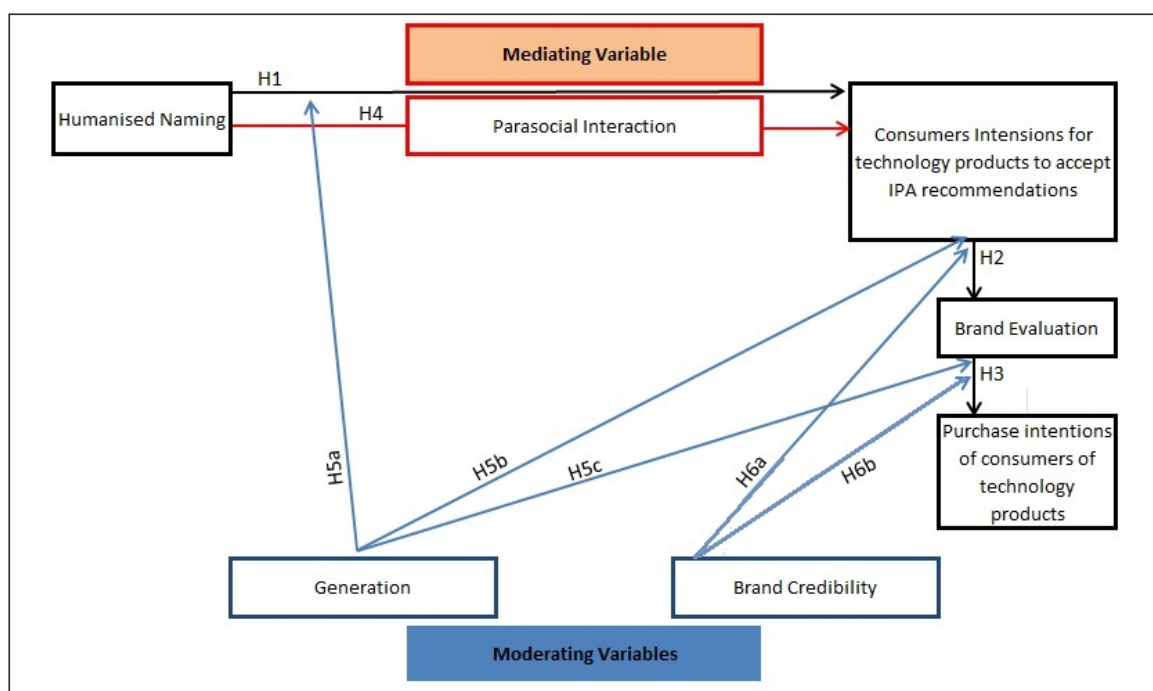


Figure 4.2: Research model

Nine (9) research hypotheses will be tested in the context of the research model of this dissertation:

- **Research Hypothesis (H1):** Humanized naming positively influences consumer intentions for technology products to accept IPA recommendations.
- **Research Hypothesis (H2):** Consumer intentions for technology products to accept IPA recommendations positively influences brand evaluation.
- **Research Hypothesis (H3):** Brand evaluation positively influences purchase intentions of consumers of technology products.

- **Research Hypothesis (H4):** Humanized naming positively influences consumers intentions for technology products to accept IPA recommendations through the intermediate effect of parasocial interaction.
- **Research Hypothesis (H5a):** Generation moderates the relationship between humanized naming and consumers’ intentions for technology products to accept IPA recommendations.
- **Research Hypothesis (H5b):** Generation moderates the relationship between consumers’ intentions for technology products to accept IPA recommendations and brand evaluation.
- **Research Hypothesis (H5c):** Generation moderates the relationship between brand evaluation and purchase intentions of consumers of technology products.
- **Research Hypothesis (H6a):** Brand credibility moderates the relationship between consumers’ intentions for technology products to accept IPA recommendations and brand evaluation.
- **Research Hypothesis (H6b):** Brand credibility moderates the relationship between brand evaluation and purchase intentions of consumers of technology products.

The operational definitions of the key constructs and the measurement items of variables are presented in Table 4-1

Constructs	Definitions	Sources	Variables	Questionnaire items	Variables' level of measurement	References
Humanized naming	A human perception of sociality toward IPA through the anthropomorphic cues manifested with a human name, where sociality refers to the desire to achieve social bonding with others and elicit the expectations of social interaction by triggering cues to nonhuman entities using human names.	Youn & Cho (2023)	HN	HN1= The IPA is machine-like/artificial HN2= The IPA is human-like/life-like HN3= The IPA has its own name	Ordinal	Yoon and Cho (2023); Longoni and Cian (2022); Tsai Liu and Chuan (2021); Youn and Jin (2021)
Parasocial interaction	The illusion of a two-way relationship with a performer or media character during communication via its personas depicted, which ultimately enhances the long-lasting relationship with the agent (either human or nonhuman) beyond the moment the antecedents of parasocial interaction, such as social, task and physical attraction, can be satisfied by anthropomorphic cues of AI agents, which are regarded as triggers for parasocial interaction with IPA.	Yoon and Cho (2023) Noor, Rao Hill, and Troshani (2021)	PAI	PAI1= The IPA makes me feel comfortable, as if I am with friends PAI2= This IPA seems to understand things I want to know PAI3= I feel this IPA is like an old friend	Ordinal	Yoon and Cho (2023)
Consumers	Consumers' propensity as a sum of attitudes toward the IPA,	Yoon and				Yoon and Cho

Intensions for technology products to accept IPA recommendations	intentions to use the IPA and intentions to accept IPA’s recommendation).	Cho (2023)	CITP	CITP1= I would be willing to use IPA recommendations CITP2= I would be willing to accept the recommendation that the IPA suggested CITP3= I would be willing to use what the IPA recommended	Ordinal	(2023)
Brand evaluation	The process of evaluating a brand’s value by utilizing measures that show how much of an impact it has on consumers.	Zhang and Wang (2023)	BE	BE1= I think the brand of the product is good. BE2= I think the brand of the product is worth having. BE3= I would support the brand of this product.	Ordinal	Kim and Chao (2019)
Brand credibility	Pertains to the extent to which a customer regards a brand as trustworthy and knowledgeable. It comprises two primary attributes: trustworthiness, the conviction that a business will fulfill its commitments, and expertise, which is the assurance that a business can fulfill its promises.	Guo and Luo (2023) Erdem and Swait (2004) Sweeney and Swait	BC	BC1= The IPA’s brand can deliver on its promise. BC2= The IPA brand’s product claims are believable. BC3= The IPA’s brand delivers what it promises. BC4= The IPA’s brand is reliable.	Ordinal	Erdem and Swait (2004)

		(2008)				
Purchase intentions of consumers of technology products	Consumers' propensity to buy technology products	Zhang & Wang, 2023	PI	<p>PI1= I am likely to buy goods using my intelligent personal assistants.</p> <p>PI2 = I am willing to shop with the help of my intelligent personal assistants.</p> <p>PI3= If I want to shop online, I would consider using my intelligent personal assistants first.</p>	Ordinal	Hu et al. (2022)

Table 4.1: Operational definitions of the key constructs, the measurement and questionnaire items of variables

4.5.2 Literature support

In this subsection we present the literature support of the research hypotheses.

Research hypothesis H1: Humanized naming positively influences consumer intentions for technology products to accept IPA recommendations.

According to Youn and Cho (2023), humanized naming is acquired when using non-human entities, mimicking humans using human names, human voices, and other human-like characteristics. Those anthropomorphic cues toward IPA’s and chatbots result in the social bonding needed to interact with the IPA and finally accept the recommendations. As Nass and Moon (2000) highlight, human-like characteristics can bring trust and acceptance to the parasocial relationship between humans and IPA. Human-like names (e.g., Alexa and Siri) can trigger even emotions and influence people to look at the machines with a more human-like view creating an emotional bond leading to more favorable evaluations for the IPAs (Zhang & Wang, 2023). Human perception of sociality toward AI chatbots through the anthropomorphic cues manifested with a human name, where sociality refers to the desire to achieve social bonding with others and elicit the expectations of social interaction by triggering cues to nonhuman entities using human names (Youn & Cho, 2023).

Research hypothesis H2: Consumer intentions for technology products to accept IPA recommendations positively influences brand evaluation.

The intention of consumers to hear and accept the recommendations of IPA’s and the factors that affect this acceptance is crucial for our research. As technology keep conquering our lives IPA’s will play a very crucial role in our lives in many aspects as buying assistants, personal assistant etc. (Auxier & Arbanas, 2022). As many researches show when a consumer trust and feel very secure about the recommendations of the IPA for a product, it surely results to a very positive brand evaluation for the product (Flavian, Akdim, & Casalo, 2022). The above enhanced brand evaluation happens in three stages starting with a joyful and successful experience following with the understanding the machine shows for the customer’s preferences and finally consistent exchanges between the IPA and the consumer (Obiegbu & Larsen, 2024).

Research hypothesis H3: Brand evaluation positively influences purchase intentions of consumers of technology products.

The intention of consumers in buying technology products varies among Greek consumers and especially younger ages tend to have a bigger buying force. The factors that affect this force include among others prices, connectivity between platforms etc. (Hellenic Statistic Authority, 2022). Keller (2009) highlights that a company’s brand credibility has a very significant and important role in influencing consumer purchase decisions, and this is even stronger when talking for technology products (Keller, 2009). This above effect is more pronounced for all consumers who are looking for guidance when navigating the ever-evolving and very complex tech landscape. Especially the intention of consumers to hear and accept the recommendations of IPAs and the factors that affect this acceptance are crucial for our research. As technology keeps conquering our lives, IPAs will play a crucial role in many aspects, such as buying and personal assistants (Auxier & Arbanas, 2022). The above conclusion is getting stronger since, as Zhang and Wang (2023) describe, consumers have the tension to buy technological products following the big technological explosion we live in nowadays.

Research hypothesis H4: Humanized naming positively influences consumer intentions for technology products to accept IPA recommendations through the intermediate effect of parasocial interaction.

Parasocial interaction can be described as the emotional bonding an individual has with media characters and the products related with these characters. As proven people tend to have more trust in characters and the things are attached to them even more in technological products that are related to those characters (Noor, Rao Hill, & Troshani, 2021). A huge determinant of the final effect humanized naming has is parasocial interaction, which can be described as the emotional bonding an individual has with media characters and the products related to these characters. As proven, people tend to have more trust in characters and the things attached to them, even more in technological products that are related to those characters, and this two-way interaction positively influences consumers to accept the recommendations of an IPA (Noor, Rao Hill, & Troshani, 2021). As Nass and Moon (2000) highlight, when developed, this effect of parasocial interaction can lead to a higher acceptance of the IPA recommendations as it creates a more emotional way of communication between people and machines. Therefore,

humanized naming strategies that evoke parasocial interaction can be a powerful tool for influencing consumer acceptance of IPA recommendations for technological products.

Research hypothesis H5a: Generation moderates the relationship between humanized naming and consumers' intentions for technology products to accept IPA recommendations.

Generation is the period a human is born and is proven that each generation shares different characteristics and buying preferences. These characteristics cover many aspects of our lives, such as different habits and cultures and those generational differences may significantly impact consumer behavior, including preferences for technology products and buying decision-making (Ameen, Hosany, & Tarhini, 2021). People from different generations surely have varying levels of ease with technology and respond differently to anthropomorphic design elements and also different generations have different ways of interacting with technology, responding to recommendations from machines, and finally completing their buying decision through IPA recommendations (Guo & Luo, 2023). It is also very important to notice that customers tend to accept IPA recommendations if they will save time from the product search and improve their decision making process (Guo & Luo, 2023). This varies among generation which acts as moderator to the above hypothesis to find out the level in which customers from different generations accept the recommendations from the IPA with humanized naming.

Research hypothesis H5b: Generation moderates the relationship between consumers' intentions for technology products to accept IPA recommendations and brand evaluation.

Guo and Luo (2023) highlights that the four primary generational cohorts, the Baby Boomers, Gen X, Gen Y, and Gen Z, differ. However, Gen Z uses technology more frequently and smart devices for almost every aspect of their lives (e.g., booking flights and shopping online). This can potentially impact their receptivity to Intelligent Personal Assistant (IPA) recommendations. Studies show that different generations perceive and trust brands differently and this trust, in turn, can influence how consumers evaluate brands based on IPA recommendations, as highlighted by Nass & Moon (2000). The above also shows that generational characteristics influence buying intention and how the IPA recommendation is accepted. Especially about brand evaluation as people follow the IPA guidelines, the strong connection with the brand representation becomes even more significant. (Nass & Moon, 2000) who emphasize the role of brand representation in consumer decision-making. Generation acts as moderator to the above hypothesis to find

out the level in which customers from different generations accept the recommendations from the IPA and brand evaluation. This can be assumed as brand credibility can serve as a connection, promoting trust in IPA recommendations, heading to greater acceptance from a trusted brand, especially for complex technological products (Zhang & Wang, 2023).

Research hypothesis H5c: Generation moderates the relationship between brand evaluation and purchase intentions of consumers of technology products.

Many studies show that brand evaluation plays a crucial role in influencing consumer purchase decisions, especially for technology products (Guo & Luo, 2023; Zhang, Lu, & Jin, 2023). Even though the generation cohort theory highlights the noticeable differences between the generations, the characteristics, and the preferences noticeable studies focuses on how these generational differences might moderate the relationship between brand evaluation and purchase intention for technology products (Guo & Luo, 2023; Zhang, Lu, & Jin, 2023). The social presence theory found that AI allows for a superior suggestion quality and consumers have responded positively to AI recommendations and therefore enhances the purchase intention (Yoon & Cho, 2023). Studies suggest that younger generations may be more receptive to new technologies and less reliant on the old brand evaluations when making purchase decisions while older generations prioritize established brands with a big history of quality and reliability and are very reluctant to change their preferences on brands and products (Yoon & Cho, 2023). It is therefore obvious that generation moderates the relationship between brand evaluation and purchase intentions of consumers of technology products.

Research hypothesis H6a: Brand credibility moderates the relationship between consumers’ intentions for technology products to accept IPA recommendations and brand evaluation.

The brand is a product's reputation and fame, affecting the buying decision—the trust and beliefs a brand brings to its customers. The result is the loyalty customers have to the brand and it is an excellent factor for the brand's success (Zhang & Wang, 2023). As Guo and Luo (2023) state, personalization significantly increases informational and emotional bonds, and IPAs play a significant role. Brands with high credibility can lead to high brand evaluations that can translate to more significant sales, which managers must

recognize (Guo & Luo, 2023). As stated, brand credibility also enhances word-of-mouth, which, in contrast to our high communication world, plays a significant role in purchase intention (Sweeney & Swait, 2008). Researches show that consumers with a positive brand evaluation were more likely to accept product recommendations from an IPA associated with that brand and furthermore research suggests that brand credibility can moderate the relationship between various consumer intentions and brand evaluation (Liu et al., 2019). Therefore it is more than clear that the intentions of consumers to accept IPA recommendations enhance the brand evaluation. The above conclusion highlights the moderating effect of brand credibility on the relationship between brand evaluation and consumers intention to accept IPA recommendations.

Research hypothesis H6b: Brand credibility moderates the relationship between brand evaluation and purchase intentions of consumers of technology products.

Consumers tend to rely heavily on brand credibility when choosing a product, especially for technological products that change how the world, and the people interact and communicate (Keller, 2009). The above effect occurs even more in complex products such as technological products and it happens only when a customer regards a brand as trustworthy and knowledgeable adequately increasing emotions and purchase intention (Zhang & Wang, 2023). As Guo and Luo (2023) suggests, the connection between brand evaluation and purchase intention can be moderated by different factors like consumer experience. As many studies suggest brand credibility plays a very important role in influencing purchase decisions for high novelty technological products and helps overcome the lack of experience with a product. Therefore, consumers are based on their trust in the brand rather than in the actual product (Guo & Luo, 2023). Song and Lin (2023) propose that trust acts as a cognitive connection between IPAs and consumer acceptance. Consumers who trust a brand are more likely to perceive its IPA recommendations as unbiased and reliable, leading to increased acceptance. It is also important that as suggested by Guo & Luo (2023) consumers are more likely to buy things from brands that are credibly and trustworthy especially in the technological area were products demand more technical expertise. To conclude consumers often lack personal experience especially with complex technological products and so it is more than sure that they rely more heavily on the brand's established reputation and trustworthiness. The above conclusion highlights the moderating effect of brand credibility on the relationship

between brand evaluation and purchase intentions especially for new and high-tech technological products where consumer experience is low.

Chapter 5: Research Methodology

In this chapter, we review the research methodology of this study by analyzing the research approach and motive for the study, the research method, the sample characteristics, the process of data collection and the research instruments, measures and measurement of variables, and the statistical analysis. The chapter includes the following sections: section 5.1 refers to the research approach and motive for the study, section 5.2 presents the research method and 5.3 the sample process and data collection process. In section 5.4 we describe the research instrument, the measures, and the measurement of the variables and in section 5.5 we will shortly discuss the tools and adopted statistical analyses.

5.1 Research motive, research approach and research method

The dissertation aims to gain valuable insights into the different generations of Greek customers and their intentions to buy technological products through the interaction of IPA. Completing the dissertation is required for the Hellenic Open University's Master of Business Administration program. The principal aim of a master's dissertation is to carry out extensive research on a specific subject and provide a detailed analysis of the results. To produce a well-written dissertation that advances the academic field, one must thoroughly investigate and hone critical thinking and analytical abilities. Finding knowledge gaps, exploring new concepts, and providing recommendations based on sound data are the objectives of research to advance the field of study.

There are two research approaches: inductive and deductive methods. Inductive research is based on specific examples and shared beliefs, whereas deductive research is based on general principles and hypotheses. The whole process starts with data collection through observations, which are used to form a theory and raise hypotheses. On the other hand, deductive research (theory-testing) is based on deductive reasoning, which starts with an already proven and established theory, continues with the data collection, and ends with a logical conclusion.

Through the lens of social presence theory, we take up Youn and Cho's theoretical model (2023) and test nine research hypotheses, looking at new linkages and moderators that are not included in the model. We accomplish this by employing parasocial contact as

a mediating variable and humanized name. Yoon and Cho's approach, which will enable us to draw crucial conclusions at the end, will help us gain a more profound knowledge of how IPAs affect the brand evaluation and buying intentions of various customer generations for technological products. Since the research process shifted from theory to data, the deductive research approach was chosen for our study.

5.2 Research Method

The dissertation aims to study the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products. The above study aims to make the findings applicable to a broader group or population and the quantitative approach is mostly applicable. This dissertation incorporates collecting primary data through a questionnaire, which is then statistically analyzed so that the research hypotheses can be tested for validity.

The base of any research lies in a carefully organized analysis. Firstly researchers start by analyzing and testing the existing theories then explaining the concepts and after the data collection and analysis they end to valuable conclusions. In order to complete the research, we may use specific methods and tools for data collection, analysis, and interpretation. These methods are widely summarized into two main categories, the quantitative and the qualitative approaches. The mentioned approaches have different techniques for data collection but offer both valuable conclusions.

On the first hand the qualitative method is a data research plan to gather and analyze data that can be explained and interpreted in real life. One of the most popular qualitative methods is the interview method where the situations are and presented related to individuals' perspectives. The researcher interviews a population sample and through a process of well-structured questioning the interviewer's experiences, opinions, attitudes, and motivations are explored and a detailed understanding of studying is discovered.

On the other hand the quantitative approach is simpler and faster as it uses analytic questionnaires for testing the population sample. With this method the questionnaire provides a database of answers transformed into quantitative data which when collected are tested for validity. Then the data analysis provides very important information that are used in order to support the adopted theoretical model that is tested.

In our research we are based on an online structured questionnaire, that is used to statistically gather the necessary primary data and after their analysis test the under-examination relationships of the nine research hypotheses. Concluding through this research and the questionnaire we aim to examine different generations of Greeks and identify their buying culture on technological products and how this culture is affected by the IPAs.

5.3 Sample, Sampling Strategy, Process and Data Collection

We use a fully self-administered, structured questionnaire (SAQ), which implies that an interviewer is not present. A questionnaire is a set of written or printed questions with multiple-choice answers for a survey or statistical study, according to Chowdhury, Oakkas, and Ahmmed (2022). Interviewer errors can significantly increase survey errors. The interviewer's absence was essential to improve the quality of the survey. By using a reliable research instrument, we were able to gather dependable data from a substantial sample size while also making it convenient for respondents to participate. To distribute the questionnaire online, we utilized the Google Forms platform. According to the study's research objectives, we investigate (1) the impact and the nature of the relationships between humanized naming and the intention to accept IPA recommendations of Greek consumers for technology products. Further, we investigate the intermediate effect of parasocial interaction between humanized naming and the intentions of Greek consumers for technology products to accept IPA recommendations and the impact and the nature of the relationships among intention to accept IPA recommendations, brand evaluation, and purchase intentions of Greek consumers for technology products. Finally, we examine the moderating role of the different gens of Greek consumers for technology products and brand credibility concerning the direct relationships of intention to accept IPA recommendations, brand evaluation, and purchase intentions.

Sampling techniques are frequently employed to conclude a larger population. These techniques involve analyzing a smaller portion of the population to draw inferences about the whole. (Sarker & Al-Muaalemi, 2022). Sampling techniques fall into two categories: probability and non-probability. Probability sampling is employed when all items are equally likely to be selected. On the other hand, non-probability sampling is utilized when no information about selection probability is available (e.g., Sarker & Al-Muaalemi,

2022). In our questionnaire survey, we opted for convenience sampling, which involved recruiting students from the Hellenic Open University and colleagues from my workplace who agreed to answer the online questionnaire. The sample we collected only includes consumers of technology products from different generations that use IPAs in their everyday life.

The elements that defined the sample of this study are the following:

- ✓ Element: Consumers of technology products
- ✓ Sampling unit: Consumers from different generations that use IPAs in their everyday life.
- ✓ Sampling area: Collection of data from major cities in Greece (Athens, Thessaloniki, Patra, Alexandroupoli, Giannitsa and Edessa).
- ✓ Period of data collection: February 15 to May 01, 2024.

5.4 Measures, measurement of variables and variables' level of measurement

To meet the study's research requirements, we created a structured questionnaire. There are fifteen closed-ended questions in the questionnaire. These are Likert scale inquiries, typically using a measurement range of two to eleven points with statements ranging from "strongly disagree" to "strongly agree" (Taherdoost, 2019). Participants are asked to indicate their agreement or disagreement with each statement in the questionnaire. Depending on the statement, respondents can select an answer on a 5-point scale that ranges from "Strongly disagree" to "Strongly agree."

We chose the point scale based on the scale employed in the studies that form the dissertation's theoretical foundation. The study's questionnaire contains both nominal and regular variables. Ordinal scales show the classification or classification of category values, and nominal scales do not convey order or order. Questions with closed or open ends can gather nominal data. For instance, groups without class or class differences could be the nominal variables, such as gender and age (Bhandari, 2020). Ordinal variables are groups with a preset ranking and rating scale responses to a questionnaire (Bevans, 2022).

In our study, (1) Humanized naming (HN) is about human perception of sociality toward IPA through the anthropomorphic cues manifested with a human name, where

sociality refers to the desire to achieve social bonding with others and elicit the expectations of social bonding with others and elicit the expectations of social interaction by triggering cues to nonhuman entities using human names (Youn & Cho, 2023). (2) Parasocial interaction (PAI) is about the illusion of a two-way relationship with a performer or media character during communication via its personas depicted, which ultimately enhances the long-lasting relationship with the agent (either human or nonhuman) beyond the moment the antecedents of parasocial interaction, such as social, task and physical attraction, can be satisfied by anthropomorphic cues of AI agents, which are regarded as triggers for parasocial interaction with IPA. (3) Consumers' intentions for technology products to accept IPA recommendations (CITP) are about Consumers' propensity as a sum of attitudes toward the IPA, intentions to use the IPA, and intentions to accept IPA's recommendation (Youn & Cho, 2023). (4) Brand evaluation (BE) is the process of evaluating a brand's value by utilizing measures that show how much of an impact it has on consumers (Zhang & Wang, 2023). The measurement level of all the above variables is ordinal.

5.5 Structure of the research instrument

The structured questionnaire consists of 16 questions. The questionnaire includes eight sections:

Section A: Consists of 6 questions (No.1 – No.6) measuring respondents' demographic profiles.

Section B: Consists of 4 questions (No.7 – No.10) that measure the use of Intelligent Personal Assistants (IPAs), the brands of IPAs and the category of technology for which they used the IPA to buy a technology product.

Section C: Consists of 1 question (No.11) that measures humanized naming, consisting of three statements. The theoretical basis of the measures used in the questionnaire are the studies of Yoon and Cho (2023), Longoni and Cian (2022), Tsai Liu and Chuan (2021) and Youn and Jin (2021).

Section D: Consists of 1 question (No.12) that measures parasocial interaction, consisting of four statements. The theoretical basis of the measures used in the questionnaire is the study of Yoon and Cho (2023).

Section E: Consists of 1 question (No.13) that measures consumers intentions for technology products to accept IPA recommendations, consisting of three statements. The theoretical basis of the measures used in the questionnaire is the study of Yoon and Cho (2023).

Section F: Consists of 1 question (No.14) that measures brand evaluation, consisting of three statements. The theoretical basis of the measures used in the questionnaire is the study of Kim and Chao (2019).

Section G: Consists of 1 question (No.15) that measures brand credibility, consisting of four statements. The theoretical basis of the measures used in the questionnaire is the study of Erdem and Swait (2004).

Section H: Consists of 1 question (No.16) that measures purchase intentions of consumers of technology products, consisting of three statements. The theoretical basis of the measures used in the questionnaire is the study of Hu et al. (2022).

5.6 Tools and Statistical Analyses

Statistics main categories are descriptive and inferential statistics. In descriptive statistics data collection, categorization, assessment, and presentation methods are used. Inferential statistics use techniques to draw conclusions and judgments about a big sample group after analyzing a smaller subgroup of it.

5.6.1 Descriptive statistics

Descriptive statistics takes all the gathered raw data and present them into a relatable form, in order to make easier the examination of sample trends.

5.6.2 Reliability analysis

Internal consistency calculates the degree to which individual test items get in order with the concept or construct they are going to measure. A widely used measure of internal consistency is from 0 to 1.

5.6.3 Frequencies

Frequencies are a way to describe the occurrence of each data point in a specific dataset. A variable's distribution shows the frequency patterns of its values, often using graphical representations.

5.6.4 Multiple Response and Cross Tabulation

For dealing with multiple choice questions, multiple response analysis will be used to combine and analyze all of their answers in order to identify patterns and trends in the data. Contingency table analysis (cross-tabulation analysis) will be also used to explore connections between different variables in order to view the frequency of respondents who exhibit specific combinations of characteristics.

5.6.5 Inter-item correlation analysis

The analysis of inter-item correlation is a powerful tool for understanding the relationship between two variables. With the correlation coefficient, we can determine the strength of a linear relationship (negative values indicating a negative correlation while positive values showing a positive one). Values closer to -1 or 1 indicate a stronger association, while those closer to 0 suggest a weaker connection.

5.6.6 Mediation Analysis

Mediation analysis is an instrument for decoding connections between variables. With a third mediator variable, we explain the relationship between two variables that may not have a direct link. The mediator may either completely or partially mediates the relationship, causing the original connection to vanish or diminish but persist. Finally this method proves very useful for hypothesis testing when a parametric model is either unattainable or uncertain.

5.6.7 Moderation Analysis

Moderation analysis is a technique for seeing how a third variable influences the connection between two others. This moderator can significantly alter this relationship by amplifying, modifying, or weakening it. While regression analysis is commonly utilized with a moderator as an additional predictor, bootstrap resampling provides more accurate estimates of interaction effects. This method creates resamples with replacements,

allowing us to determine confidence intervals, standard errors, and tests without relying on strict parametric assumptions.

5.6.8 Regression Analyses

Regression models calculate the mathematical relationship between the variables so that the impact of the independent variable on the dependent variable may be measured and help us recognizing any outliers. The most basic type of regression analysis is simple linear regression, which uses a single numerical independent variable. The value of the dependent variable is predicted using a linear function, either positive or negative.

5.7 Concluding Remarks

We described the dissertation's research methodology and the approaches and strategies utilized to carry out the study, which is an essential component. It thoroughly explained the data collection procedures, analysis strategies, and research design. The research methodology chapter is crucial to guarantee the validity and reliability of the research findings and show that we can conduct an exhaustive and rigorous study. It is an essential component that raises the dissertation's overall caliber and legitimacy.

Chapter 6: Research results

Chapter 6 presents the research results of this study, including six sections. Section 6.1 presents the sample characteristics and the descriptive statistics. Section 6.2 analyzes the frequencies. Section 6.3 presents the interpretation of the questionnaire results. Section 6.3 presents the reliability analysis. Section 6.4 presents the inferential statistics. Section 6.5 analyzes the hypothesis testing, whereas section 6.6 presents the summary of research results.

6.1 Sample characteristics and descriptive statistics

Considering the age groups, the Gen Y responders (born between 1965 and 1980) are the majority of the sample and are the 49.62% (152), born between 1965 and 1980, the Gen Z respondents (born between 1965 and 1980) are the 21.85% (67), the respondents of Gen X (born between 1965 and 1980) are the 25.92% (80), and Baby Boomers (born between 1965 και 1980) are the 2.59% (8) while other age groups were excluded from the sample. Most of the respondents earn up to 20.000 euros per year (61.20%, n = 191), while 27.80% of the respondents earn between 20.001 and 35.000 euros (n=87), the 7.70% earn between 35.001 and 50.000 euros (n=24), and the 1.80% of the participants earn more than 50.001 euros per year (n=6).

We asked the respondents to mention the use of IPAs in their everyday lives, and those who did not were excluded from the survey and then to select the brand(s) of IPAs they use. The descriptive statistics include the N (number of observations), the minimum (MIN) value, the maximum (MAX) value, the mean score (MEAN), and the standard deviation (ST.DEV). For the scale of Humanized Naming, consisting of three items, the mean scores of the constructs have mean scores from 3.24 (ST.DEV = 1.07) to 3.70 (ST.DEV=1.17). For the Parasocial Interaction scale, consisting of three items, the mean scores of the constructs have mean scores from 2.18 (ST.DEV = 1.11) to 3.58 (ST.DEV=0.85). For the scale of consumer intentions for technology products to accept IPA recommendations, which consisted of three items, the mean scores of the constructs were from 3.62 (ST.DEV = 0.76) to 3.65 (ST.DEV=0.76). For the Brand Evaluation scale, consisting of three items, the mean scores of the constructs have mean scores from 3.48 (ST.DEV = 0.86) to 3.63 (ST.DEV=0.75). For the Brand Credibility scale, consisting of

four items, the mean scores of the constructs have mean scores from 3.52 (ST.DEV = 0.81) to 3.69 (ST.DEV=0.82). For the Purchase intentions of consumers of technology products scale, consisting of three items, the mean scores of the constructs have mean scores from 3.20 (ST.DEV = 1.13) to 3.41 (ST.DEV=0.97). The highest mean score is spotted for the scale "Humanized Naming" (M = 3.7), and the lowest mean score is spotted for the scale "Parasocial Interaction" (M=2.18).

6.2 Interpretation of questionnaire results

The Tables A2.1 – A.2.19 present the sample responses and the frequency distributions regarding the statements that constructed the main variables of the study. The first three tables concern the Humanized Naming. At Table A2.1 most of the sample (78.1%) replied "Agree" and "Strongly Agree" at the statement: "The IPA is machine-like/artificial". At Table A2.2 the 50.5% of the sample replied "Disagree" and «Strongly Disagree" at the statement: "The IPA is human-like/life-like". A 56.1% of the sample was in accordance with the statement: "The IPA has its own name" (Table A2.3).

The next three tables concern the Parasocial interaction. At Table A2.4 most of the sample (38.4%) replied "Disagree" and "Strongly Disagree" at the statement: "The IPA makes me feel comfortable, as if I am with friends". At Table A2.5 the 57.9% of the sample replied "Agree" and «Strongly Agree" at the statement: "This IPA seems to understand things I want to know". A 59.4% of the sample was in accordance with the statement: "I feel this IPA is like an old friend" (Table A2.6).

The next three tables concern the Consumers Intensions for technology products to accept IPA recommendations. At Table A2.7 the majority of the sample (62.4%) replied "Agree" and "Strongly Agree" at the statement: "I would be willing to use IPA recommendations". At Table A2.8 the 63.5% of the sample replied "Agree" and «Strongly Agree" at the statement: "I would be willing to accept the recommendation that the IPA suggested". A 61.6% of the sample was in accordance with the statement: "I would be willing to use what the IPA recommended" (Table A2.9).

The next three tables concern the Brand Evaluation. At Table A2.10 the majority of the sample (58%) replied "Agree" and "Strongly Agree" at the statement: "I think the brand of the product is good". At Table A2.11 the 58.6% of the sample replied "Agree" and «Strongly Agree" at the statement: "I think the brand of the product is worth having.".

A 48.7% of the sample was in accordance with the statement: "I would support the brand of this product." (Table A2.12).

The next four tables concern the Brand Credibility. At Table A2.13 the majority of the sample (51.7%) replied "Agree" and "Strongly Agree" at the statement: "The IPA's brand can deliver on its promise". At Table A2.14 the 58% of the sample replied "Agree" and «Strongly Agree" at the statement: "The IPA brand's product claims are believable". A 53.5% of the sample was in accordance with the statement: "The IPA's brand delivers what it promises." (Table A2.15) and a 52.1% of the sample was in accordance with the statement: "The IPA's brand is reliable. (Table A2.16).

The last three tables concern the Purchase intentions of consumers of technology products. At Table A2.17 the 49.4% replied "Agree" and "Strongly Agree" at the statement: "I am likely to buy goods using my intelligent personal assistants". At Table A2.18 the 55% of the sample replied "Agree" and «Strongly Agree" at the statement: "I am willing to shop with the help of my intelligent personal assistants". A 47.2% of the sample was in accordance with the statement: "If I want to shop online, I would consider using my intelligent personal assistants first" (Table A2.19).

6.3 Reliability analysis

The Table A3.2 shows the descriptive statistics and the reliability analysis of the main variables of the study – the scales. We performed a test for each scale of the questionnaire. We examined the reliability analysis through internal consistency, the Cronbach's alpha (α) test. The outcome of each alpha test is the alpha index that takes prices from 0 – 1, showing the quality of the data. The higher prices of the index show better data quality. According to Tavakol and Dennick (2011), to claim acceptable internal consistency, we must achieve for all questionnaire scales: Cronbach's $\alpha > 0.6$, while other studies accept an alpha index > 0.7 . The Table A3.1 shows that all the study variables are in acceptable range (0.76 – 0.94).

6.4 Results of Mann-Whitney U Test

Mann-Whitney U tests were performed for the variables of gender since it was the only question requested from the respondents only one answer between two, thus a Mann-

Whitney U test was suitable. The results in Table A9.1 showed that there are almost no statistical differences among the independent groups based on the core constructs of our model. Under almost no circumstance did any test provide sufficient proof to reject the null hypothesis, since in almost every case the P-value of the test was higher than the level of significance, 0.05. However, two notable exceptions were detected, firstly humanized naming and then purchase intentions seem not to be normally distributed the same among gender.

6.5 Results of Kruskal-Wallis H Test

Kruskal-Wallis H test is an equivalent to One Way ANOVA and as Mann-Whitney U test it is used to determine whether there are statistical differences among independent groups based on age group, family situation, current employment status, highest level of education and annual income. The results of Kruskal-Wallis H tests provided evidence to test the null hypothesis and under most of the occasions the p-value of each test was higher than the level of significance, 0.05, thus it is concluded that there are no statistical differences among most of the independent groups under examination except some noticeable different occasions as seen in Tables A.10-1 to A.10-5.

6.6 Hypothesis testing

This section analyses the hypothesis testing. For our hypotheses, we perform correlation analysis, regression analysis and mediation analysis.

6.6.1 Correlation analysis

For the needs of testing the research hypotheses of the study, we adopted Spearman's correlation coefficient (r) between the key variables of the study. Table A5.1 presents the correlation analysis. Most of the cases are statistically significant in a 99% (**) Confidence Interval, some cases are statistically significant in a 95% (*) Confidence Interval and only a few cases are not statistically significant. Statistically significant correlations are between 0.071 and 0.71. Consequently, the correlation coefficient does not exceed 0.7, showing that the correlations are not strong and there is no indication for violating multicollinearity requirements.

Further, for the main hypotheses H1, H2 and H3, we performed a linear regression with independent variable the "Humanized Naming" for H1 and "Consumers Intentions for technology products to accept IPA recommendations" for H2 and H3. The dependent variables are the "Consumers Intentions for technology products to accept IPA recommendations" for H1, Brand evaluation for H2 and "Purchase intentions of consumers of technology products" for H3. Table A5.2, A5.3 and Table A5.4 show the results of the correlation tests.

Research Hypothesis (H1): Humanized naming positively influences consumer intentions for technology products to accept IPA recommendations.

The test results of Spearman's Correlation (Table A.8.1) allowed us to deduct that not a non-linear positive monotonic relationship exists between the two variables. According to this test, we are almost certain ($p < 0.001$) that only 21.9% ($r = 0.219$) of the variance of consumer intentions for technology products to accept IPA recommendations is positively influenced by humanized naming.

The graph (Figure 6-1) shows a non-linear positive monotonic relationship, indicating that as the values of consumer intentions for technology products to accept IPA recommendations increase, the values on the humanized naming also increase. However, the relationship appears to be non-linear, suggesting that the rate of increase on the Y-axis is not constant, starting with an initial decrease following by an upward curve, resulting a positive relationship. Overall, despite the initial decrease the positive relationship dominates in the long run. Finally, the non-linear positive monotonic relationship suggests there's a positive connection between two variables, but the strength of that connection changes as the independent variable increases. Therefore, the Rho of 0.2 indicates a weak positive correlation. The equation explaining our graph is: $Y = 4.56 - 1.1 * X + 0.19 * X^2$ (6.1), where Y represents the dependent variable humanized naming, 4.56 is the y-intercept representing the Y value when X value is zero, -1.1 is the linear effect of X on Y variable and 0.19 represents the positive effect of X.

In summary, the weak and non-linear relationship between consumer intentions for technology products to accept IPA recommendations and humanized naming does not provide strong support for our hypothesis. Therefore, although the data does not provide completely strong evidence of the existing relationship, because of the sample size, the variability the possible existence of outliers and the non-linear relationship, the positive relationship in the long run support the hypothesis that products with more humanized

naming are slightly associated with higher consumer intentions to accept IPA recommendations.

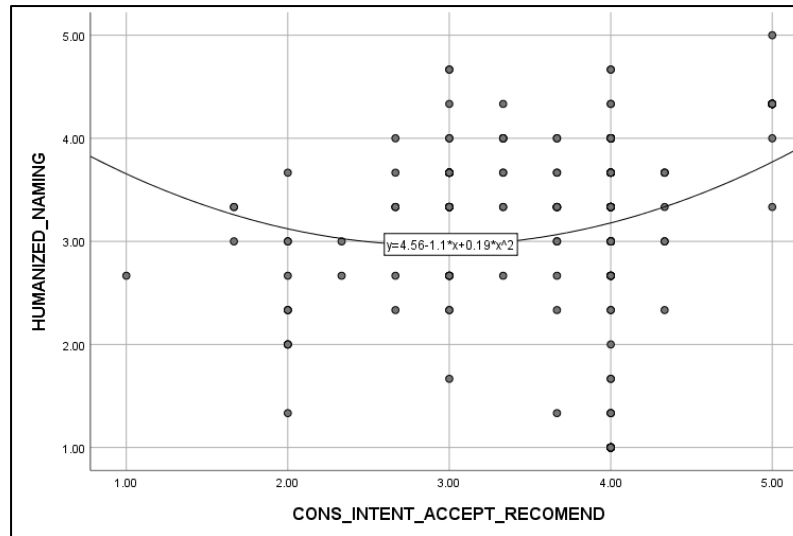


Figure 6-1: Non-linear positive monotonic relationship between humanized naming and consumer intentions for technology products to accept IPA recommendations Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

Research Hypothesis (H2): Consumer intentions for technology products to accept IPA recommendations positively influences brand evaluation.

The test results of Spearman’s Correlation (Table A.8.2), which allowed us to deduce that a positive monotonic relationship (Figure 6-2) exists between the two variables. According to this test, we are almost certain ($p<0.001$) that 55.1% ($r=0.551$) of the variance of brand evaluation is positively influenced by consumer intentions for technology products to accept IPA recommendations and therefore assume that consumers with a stronger intention to accept the recommendations of the IPA tend to evaluate higher the brand.

The graph (Figure 6-2) shows a linear positive monotonic relationship, indicating that as the values of consumer intentions for technology products to accept IPA recommendations increase, the values on the brand evaluation also increase and overall, the positive relationship dominates in the long run. Finally, the linear positive monotonic relationship suggests there's a positive connection between the two variables and the Rho of 0.55 indicates a moderate positive correlation. The equation explaining our graph is: $Y = 1.96 + 0.35*X + 0.03*X^2$, (6.2), where Y represents the dependent variable brand evaluation, 1.96 is the y-intercept representing the Y value when X value is zero, 0.35 is the linear effect of X on Y variable and 0.03 represents the positive effect of X.

In summary, the positive linear relationship between consumer intentions for technology products to accept IPA recommendations and brand evaluation provides strong support for our hypothesis. Therefore, the data provide enough evidence to support the hypothesis.

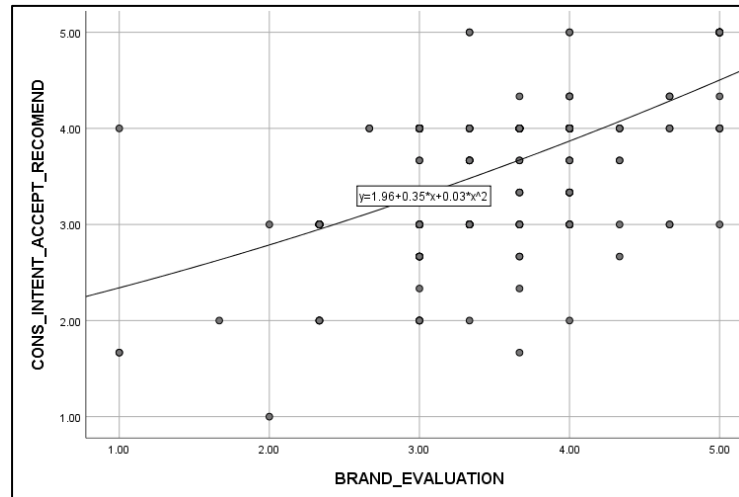


Figure 6-2: Linear positive monotonic relationship between Consumer intentions for technology products to accept IPA recommendations and brand evaluation, Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

Research Hypothesis (H3): Brand evaluation positively influences purchase intentions of consumers of technology products.

The test results of Spearman’s Correlation (Table A.8.3), which allowed us to deduce that a positive monotonic relationship (Figure 6-3) exists between the two variables. According to this test, we are almost certain ($p < 0.001$) that 57.2% ($r = 0.742$) of the variance of purchase intentions of consumers of technology products is positively influenced by brand evaluation therefore consumers with a stronger intention to accept the recommendations of the IPA tend to have higher purchase intention.

The graph (Figure 6-3) shows a linear positive monotonic relationship, indicating that as the values of consumers purchase intentions increase, the values on the brand evaluation also increase and overall, the positive relationship dominates in the long run. Finally, the linear positive monotonic relationship suggests there's a positive connection between the two variables and the Rho of 0.57 indicates a moderate positive correlation. The equation explaining our graph is: $Y = 0.1 + 1.01 * X + 0.03 * X^2$, (6.3), where Y represents the dependent variable brand evaluation, 1.96 is the y-intercept representing the

Y value when X value is zero, 0.35 is the linear effect of X on Y variable and 0.03 represents the positive effect of X.

In summary, the positive linear relationship between consumer purchase intentions and brand evaluation provides strong support for our hypothesis. Therefore, the data provide enough evidence to support the hypothesis.

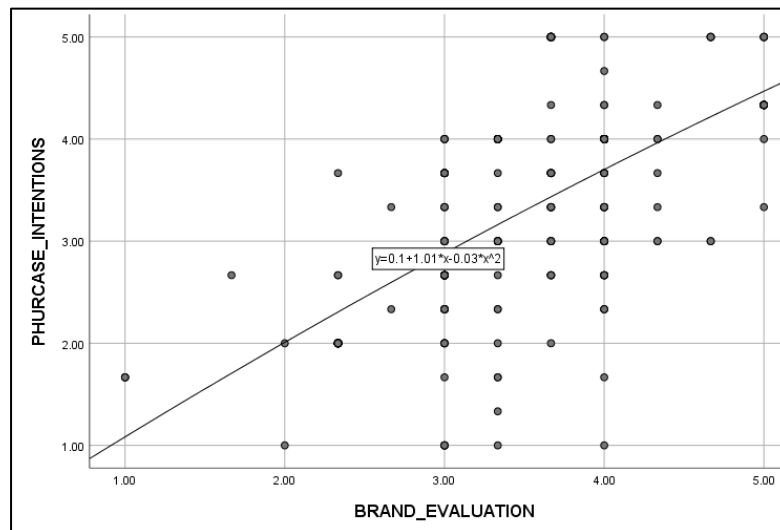


Figure 6-3: Linear positive monotonic relationship between brand evaluation and purchase intentions of consumers of technology products, Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

6.6.2 Mediation analysis

The mediation analysis results are shown on Appendix. To support the Hypotheses H4 of the study, we perform mediation analyses to see if the Humanized Naming effect on Consumers intentions for technology products to accept IPA recommendations is explained in a degree by Parasocial interaction.

Research Hypothesis (H4): Humanized naming positively influences consumers intentions for technology products to accept IPA recommendations through the intermediate effect of parasocial interaction.

The results are display in the Appendix in Tables A6.1, A6.2 and A6.3. The coefficient for the direct effect Humanized Naming in the first model (Table A6.1) is $0.13 > 0.05$ while the coefficient for Humanized Naming after introducing the mediator in the second model

(Table A6.2) is $0.684 > 0.05$ and lastly the coefficient for Parasocial Interaction as the indirect effect through the mediator in the second model (Table A6.2) is $0.000 < 0.005$. As shown in Table A6.3, the mediation analysis using the bootstrapping method with bias correcting confidence estimates was conducted to examine the hypothesis. The results for the direct effect of Humanized naming showed that the b coefficient is -0.0307 and is not significant ($p\text{-value} = 0.6843$). This shows that there is no effect of Humanized Naming on consumers' intentions for technology products to accept IPA recommendations. For the indirect effect results showed that the b coefficient is 0.684 and not significant ($p\text{-value} = 0.6843$). On the other hand, the b coefficient for Parasocial Interaction is 0.3938 and significant ($p\text{-value} = 0.0000$). This shows that there is a positive effect of Parasocial Interaction on consumers' intentions for technology products to accept IPA recommendations. The Bootstrapping Results showed that the indirect effect of Humanized Naming on consumers' intentions for technology products to accept IPA recommendations through the concept of Parasocial Interaction is 0.1492 with a significance level based on the confidence interval (BootLLCI = 0.0768 , BootULCI = 0.2486) and therefore the indirect effect is statistically significant at the 95% confidence level.

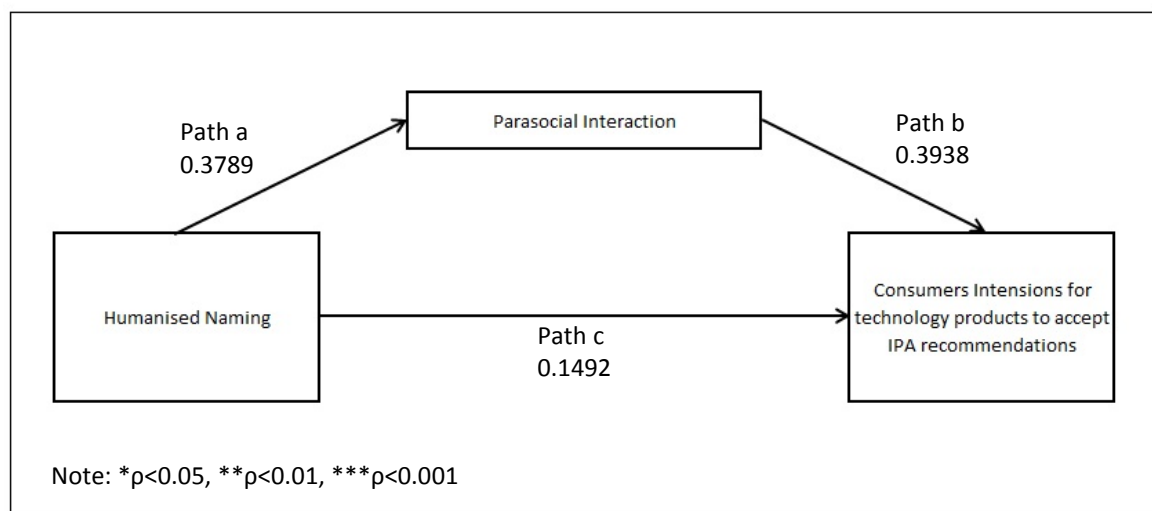


Figure 6-4: Indirect effect of Parasocial Interaction, Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

6.6.3 Moderation analysis

To examine the H5a, H5b, H5c, H6a and H6b hypothesis and the moderation role of the variables we performed hierarchical regression analysis.

Research Hypothesis (H5a): Generation moderates the relationship between humanized naming and consumers’ intentions for technology products to accept IPA recommendations.

For H5a the results on Table A7.1 showed Sig. (p-value) = 0.425, B (coefficient) = 0.098 and t = 0.801. Because the p-value (0.425) is not statistically significant (>0.05) it suggests that Generation does not moderate the relationship between Humanized Naming and Consumer Intentions and thus there are not enough evidence to support the hypothesis.

The linear regression equation is:

$$Y = b_0 + 0.951x_1 + 0.640x_2 - 0.57(x_1 \times x_2) + \varepsilon \quad (6.4),$$

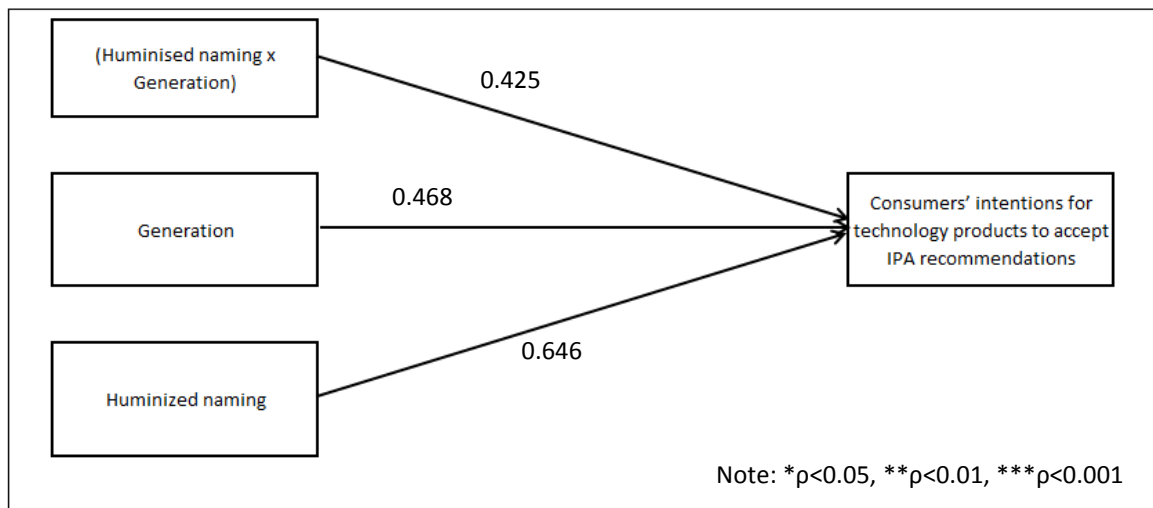


Figure 6-5: Moderating effect of Generation between humanized naming and consumers’ intentions for technology products to accept IPA recommendations., Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

Research Hypothesis (H5b): Generation moderates the relationship between consumers’ intentions for technology products to accept IPA recommendations and brand evaluation.

On the Table A7.2 we can see the results for H5b hypothesis. P-value (0.000) is highly statistically significant suggesting that generation has a significant role in moderating the relationship between Consumers Intentions and Brand Evaluation. The linear regression equation is

$$Y = b_0 - 0.166x_1 - 0.311x_2 + 0.980(x_1 \times x_2) + \varepsilon \quad (6.5),$$

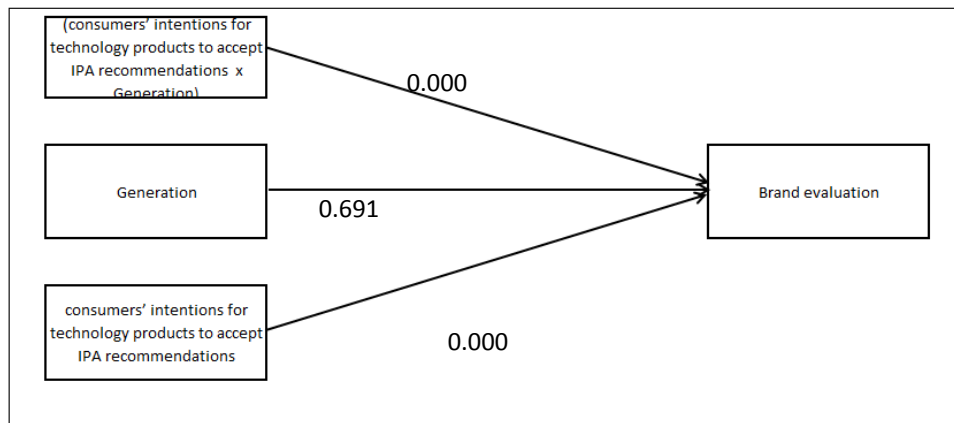


Figure 6-6: Moderating effect of Generation between consumers' intentions for technology products to accept IPA recommendations and brand evaluation, Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

Research Hypothesis (H5c): Generation moderates the relationship between brand evaluation and purchase intentions of consumers of technology products.

Next in Table A7.3 we see the results for H5c hypothesis and as $p\text{-value}=0.506$ our hypothesis is not statistically significant suggesting that Generation is not a moderator for the relationship between Brand Evaluation and Purchase Intentions. Because the hypothesis is not statistically significant the linear regression equation cannot be developed.

The linear regression equation is

$$Y = b_0 + 0.951x_1 + 0.640x_2 - 0.57(x_1 \times x_2) + \varepsilon \quad (6.6),$$

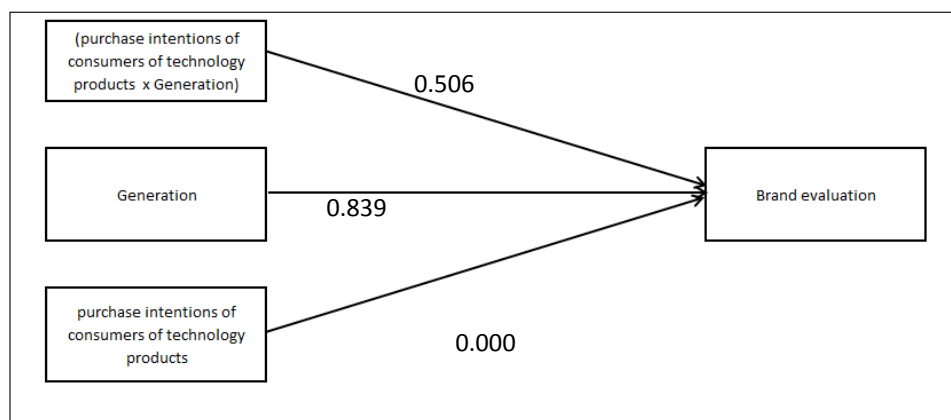


Figure 6-7: Moderating effect of Generation between brand evaluation and purchase intentions of consumers of technology products, Source: Farmakis G., 2023 (Dissertation: Investigating the impact

of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

Research Hypothesis (H6a): Brand credibility moderates the relationship between consumers’ intentions for technology products to accept IPA recommendations and brand evaluation.

Furthermore, for H6a hypothesis as we see in Table A7.4 the p-value=0.004 and statistically significant. This shows that the relationship between Consumer Intentions and Brand Evaluation is moderated by Brand Credibility. The linear regression equation is

$$Y = b_0 - 0.168x_1 + 0.292x_2 - 0.109(x_1 \times x_2) + \varepsilon \quad (6.7),$$

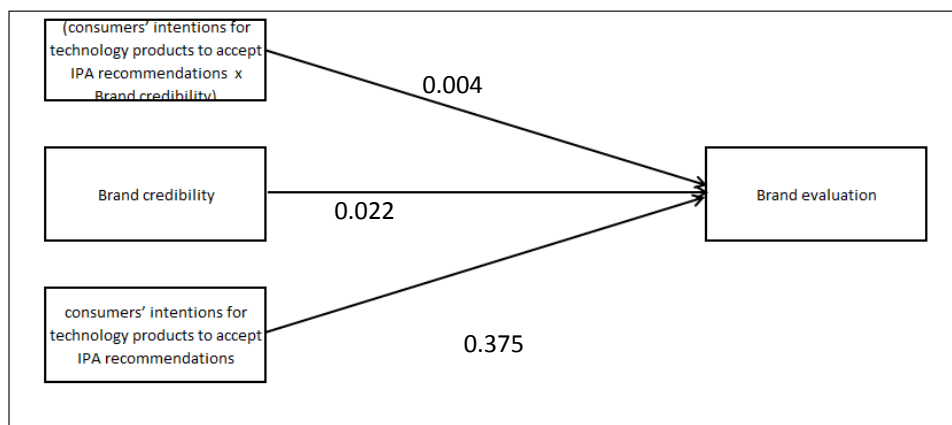


Figure 6-8: Moderating effect of Brand Credibility between consumers’ intentions for technology products to accept IPA recommendations and brand evaluation, Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

Research Hypothesis (H6b): Brand credibility moderates the relationship between brand evaluation and purchase intentions of consumers of technology products.

Lastly in Table A7.5 for H6b hypothesis the p-value=0.154 and not statistically significant showing that Brand Credibility does not moderate the relationship between Brand Evaluation and Purchase Intentions in this sample. Because the hypothesis is not statistically significant the linear regression equation cannot be developed. The linear regression equation is

$$Y = b_0 + 0.635x_1 - 0.227x_2 + 0.051(x_1 \times x_2) + \varepsilon \quad (6.8),$$

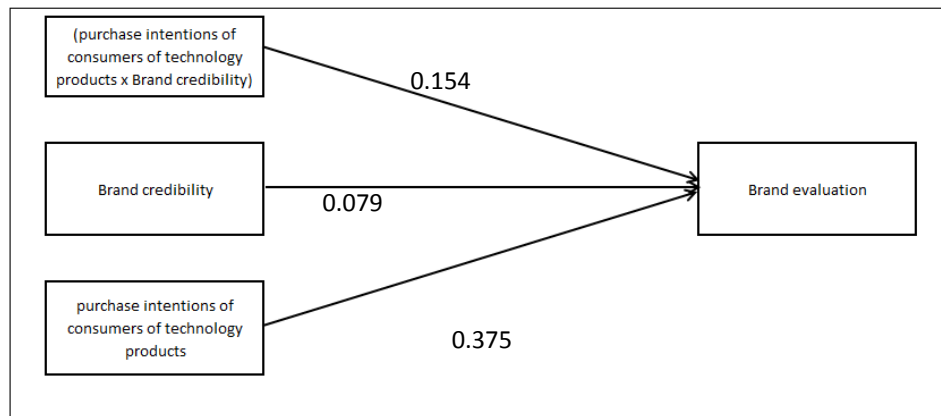


Figure 6-9: Moderating effect of Brand Credibility between brand evaluation and purchase intentions of consumers of technology products, Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

6.7 Summary of research results

We have previously set ten (10) research hypotheses to be answered at the research questions of this study. Summarizing the results, we answer to each of the hypotheses according to the results that have been occurred and presented at this section. Based on the research results and the above interpretations, the new empirical research model is depicted as follows:

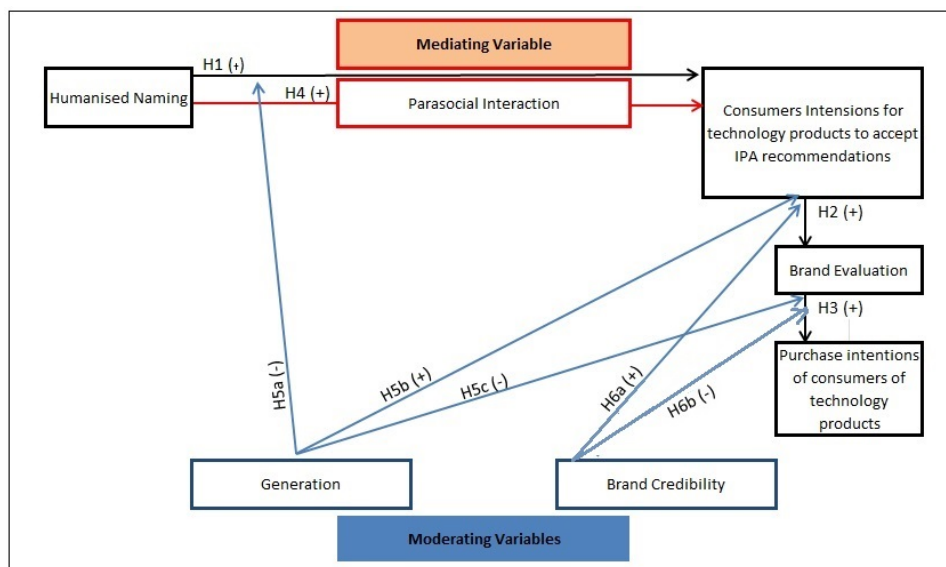


Figure 6-10: Empirical Research model, Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

Research Hypothesis (H1): Humanized naming positively influences consumer intentions for technology products to accept IPA recommendations.

The hypothesis has been accepted, according to the Correlation Analysis. Based on the research results that means that the study found that humanized naming has a positive effect on consumers' intentions to accept IPA recommendations for technology products. Moreover, when we use names that are more human-like (e.g., Sir, Alexa etc.) it seems to manage to persuade buyers more likely to trust and accept more easily the recommendations of the intelligent personal assistants (IPAs) for these products. The above conclusion that comes in accordance and with the fact that people recognize the IPA's as time passes by as more trustworthy and good at recommendations.

Research Hypothesis (H2): Consumer intentions for technology products to accept IPA recommendations positively influences brand evaluation.

The hypothesis has been accepted, according to the Correlation Analysis. Based on the research results, we see that when consumers are more willing to accept the IPA recommendations from a specific technology brand, their evaluation of that brand tends to be more positive. So the fact that consumers who are receptive to the brand's suggested IPAs are more likely to view the brand favorably and that may be due to the trust and credibility customers have with the brand, the brand expertise and the engagement the customer has with the brand.

Research Hypothesis (H3): Brand evaluation positively influences purchase intentions of consumers of technology products.

The hypothesis has been accepted, according to the Correlation Analysis. Based on the research results, we found a positive relationship between brand evaluation and the intention of buying a technology product. In real life people with a good evaluation for a brand tend to trust that brand and it is more likely to keep buying tech products from the brand and the above suggests that building a good and trusted relationship with the customers is crucial for tech companies.

Research Hypothesis (H4): Humanized naming positively influences consumers intentions for technology products to accept IPA recommendations through the intermediate effect of parasocial interaction.

From the results we can support the hypothesis and say that there are evidence that humanized naming influences positively the consumers intentions through the mediating effect of parasocial interaction. Furthermore, based on the research results we see that humanized naming positively affects consumers to accept the recommendations. This positive influence is due to the intermediate effect of parasocial interaction. It all comes to the fact that parasocial interaction is crucial to developing a bond between the customer and the personified product and all that ends to a more positive acceptance of the IPA's recommendations.

Research Hypothesis (H5a): Generation moderates the relationship between humanized naming and consumers' intentions for technology products to accept IPA recommendations.

The hypothesis has not been accepted, according to the Moderation Analysis. This suggests that generation does not play any specific role in the relationship between humanized naming and consumers' intentions. This is likely because all humanized naming may have the same positive effect on the consumers.

Research Hypothesis (H5b): Generation moderates the relationship between consumers' intentions for technology products to accept IPA recommendations and brand evaluation.

The hypothesis has been accepted, according to the Moderation Analysis. Based on the research results, it suggests that depending on the consumer's generation the intentions to accept the recommendations of the IPA's may lead to a positive brand evaluation.

Research Hypothesis (H5c): Generation moderates the relationship between brand evaluation and purchase intentions of consumers of technology products.

The hypothesis has not been accepted, according to the Moderation Analysis. Based on the research results, how much a consumer values a specific brand, and their purchase intentions doesn't seem to be influenced by their generation. That may be since brand evaluation is a quite enough factor to influence purchase intentions regardless of the generation of the customer.

Research Hypothesis (H6a): Brand credibility moderates the relationship between consumers’ intentions for technology products to accept IPA recommendations and brand evaluation.

The hypothesis has been accepted, according to the Moderation Analysis. Based on the research results people who are more likely to accept IPA recommendations may have a more positive evaluation of the brand. Moreover, the above impact seems to be amplified by brand credibility. That makes a total sense because brands with high credibility have an already strong relationship with the customers and the recommendations are getting accepted more easily because of the trust the consumers have for the brand. Conversely brands with low credibility seems to affect negatively the buying proses and the consumers tend not to accept the recommendations and the finally have negative brand evaluation. The above findings show the crucial role of brand credibility in influencing consumer perception. Even when consumers are receptive to product recommendations, a strong brand reputation can significantly strengthen their overall brand evaluation, potentially leading to purchase decisions.

Research Hypothesis (H6b): Brand credibility moderates the relationship between brand evaluation and purchase intentions of consumers of technology products.

The hypothesis has not been accepted, according to the Moderation Analysis. The research results show that brand credibility does not significant affect the purchase intentions for technology products. While brand credibility generally is considered very important for the consumer behavior in our case brand evaluation seems to have a more direct role on technology products purchase. A possible explanation is that people now days tend to rely a lot to the reviews and comments of the consumers and the total brand evaluation and also seems to become more reluctant to believe and trust a company even with high brand credibility.

The results of our research for testing the hypotheses of chapter 4 are summarized as follows:

Hypothesis	Support	Significance Level
• Research Hypothesis (H1): Humanized naming positively influences consumer intentions for technology	Accepted	$\alpha=0.05$

products to accept IPA recommendations.		
<ul style="list-style-type: none"> Research Hypothesis (H2): Consumer intentions for technology products to accept IPA recommendations positively influences brand evaluation. 	Accepted	a=0.05
<ul style="list-style-type: none"> Research Hypothesis (H3): Brand evaluation positively influences purchase intentions of consumers of technology products. 	Accepted	a=0.05
<ul style="list-style-type: none"> Research Hypothesis (H4): Humanized naming positively influences consumers intentions for technology products to accept IPA recommendations through the intermediate effect of parasocial interaction. 	Accepted	a=0.05
<ul style="list-style-type: none"> Research Hypothesis (H5a): Generation moderates the relationship between humanized naming and consumers’ intentions for technology products to accept IPA recommendations. 	Not Accepted	a=0.05
<ul style="list-style-type: none"> Research Hypothesis (H5b): Generation moderates the relationship between consumers’ intentions for technology products to accept IPA recommendations and brand evaluation. 	Accepted	a=0.05
<ul style="list-style-type: none"> Research Hypothesis (H5c): Generation moderates the relationship between brand evaluation and purchase intentions of consumers of technology products. 	Not Accepted	a=0.05
<ul style="list-style-type: none"> Research Hypothesis (H6a): Brand credibility moderates the relationship between consumers’ intentions for technology products to accept IPA recommendations and brand evaluation. 	Accepted	a=0.05
<ul style="list-style-type: none"> Research Hypothesis (H6b): Brand credibility moderates the relationship between brand evaluation and purchase intentions of consumers of technology products. 	Not Accepted	a=0.05

Table 6-1: Hypotheses’ testing results, Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

Based on the assumptions of the adopted theoretical model we can interpret the above research results as follows:

- Giving intelligent personal assistants (IPAs) names commonly associated with humans is known as "humanized naming," as per Social Presence Theory (SPT). Because of the increased perceived expertise, social connection, emotional engagement, and cultural relevance, this practice generally positively impacts consumers' intentions to accept recommendations from IPAs. By giving IPAs more human names, technology can have a more socially engaging and "alive" feel, which can positively impact consumers' intentions to accept recommendations from these systems. We conclude that the research results for H1 are inconclusive because Greek consumers of technology products show a weak positive non-linear relationship. It makes sense, though, given that consumer intentions for technology products to accept IPA recommendations and humanized naming have an intermediate effect due to parasocial interaction (see H4).

- For various reasons, including perceived intimacy, engagement, trust and credibility, social presence, and the role of media, parasocial interaction (PSI) acts as an intermediary effect between the humanized naming of intelligent personal assistants (IPAs) and consumer intentions to follow the IPAs' recommendations. In terms of analysis, perceived intimacy is about establishing a feeling of closeness and familiarity. In terms of involvement, parasocial interaction entails a fictitious relationship with a public figure, like the IPAs. Because of this mutually beneficial relationship, users of technology products are more likely to interact with the IPA and be open to its recommendations. Consumers of technology products appear to engage in parasocial interaction with an IPA in terms of trust and credibility, as they may attribute human-like qualities to the assistant. It implies that consumers of technology products are more likely to heed the IPA's advice if it has greater credibility and trustworthiness.

- More specifically, consumers of technology products have a sense of social presence enhanced through parasocial interaction when viewed through the lens of Social Presence Theory. It indicates that social presence can favorably affect recommendation acceptance by making interactions with an IPA feel more human. In conclusion, the role of media appears to be that parasocial interaction, particularly in social media, can enhance the authenticity and accessibility perceived by consumers of technology products and stimulate their cognition, ultimately affecting the parasocial relationship and

influencing their behavior as consumers. The effects of humanized naming on consumer intentions are amplified by parasocial interaction, which acts as a bridge by promoting a sense of social connection and engagement with the IPA. As a result, customers are more inclined to follow the IPAs' recommendations.

- As per the Social Presence Theory (SPT), the perception of a personal and social connection that arises from online interactions can impact consumers' attitudes and behaviors towards technology products. SPT can be used to examine how brand evaluation is impacted by interactions with Intelligent Personal Assistants (IPAs) and their recommendations (see H2). According to the theory, which is based on the SPT, elements like interactivity, perceived warmth and closeness, and personalized experience positively impact consumers' intentions to accept IPA recommendations. Consumers of technology products are more likely to trust and heed the advice of IPAs if they perceive them as friendly and approachable. That's what we mean when we discuss how something seems warm and intimate. A higher technology brand evaluation could arise from this positive interaction increasing the brand's perceived value.

- In terms of interaction, the interactive elements of IPAs can promote a sense of presence and communication. Customers may link a brand to positive interactions when interacting with an IPA and find it accommodating and responsive. When it comes to individualized care, IPAs usually provide tailored guidance. When customers believe that an IPA considers their needs and preferences, they may have a more favorable opinion of the brand because it demonstrates its commitment to offering top-notch customer service. Further, it also mediates factors like social and technology gratification (Yeboah et al., 2023) and moderating effects like firm-generated content and consumer level of commitment on social presence and brand engagement (Osei-Frimpong & McLean, 2018). Therefore, consumer's perception' and evaluation of technology brands are likely to improve for those who use IPAs wisely and in accordance with SPT assumptions.

- The Social Presence Theory (SPT) states that consumers' and users' behaviors and views greatly impact how friendly and connected they feel to other people online. SPT provides a comprehensive account of brand evaluation and its impact on technology product purchase intentions (see H3). Consumers who can relate to a technology brand they positively evaluate are more likely to purchase from it due to their perception of the brand's values and image as an extension of their identity (Chen et al., 2023). People with

positive opinions of a brand often feel a connection to it, as if it is aware of and concerned about them, in terms of perceived social warmth and connection. Consumers' trust and affinity for the technology brand may grow due to this perceived social warmth, which could boost the likelihood of a purchase. Positive assessments of technology brands in terms of engagement, interactivity, and personalized communication usually arise from customized communication that considers the consumer's individual needs and preferences. SPT claims that these customized interactions can improve a social media presence and raise consumers' possibility of buying tech products.

- Positive evaluations of the technology brand often indicate increased consumer trust in the company. According to SPT, environments where customers feel part of a social presence can strengthen this trust. There is a positive correlation between trust and the likelihood of purchase intentions for technology products, as consumers feel more confident in the brand's offerings. According to Majeed et al. (2021), brand equity may mediate the relationship between purchase intentions and social media. According to SPT, a positive brand evaluation raises brand equity, improving consumers' sense of social presence and increasing their propensity to buy technology products.

- Regarding acceptance of IPA recommendations, different generations may react differently to social presence and humanized naming (H5a). The perception of younger generations as having a higher social presence and being more open to humanized naming could impact the acceptance of IPA recommendations. According to the research results for (H5a), even though there is not any complex data linking these variables, taking into account social presence, generational differences, and humanized naming can help us understand how customers plan to use technology products as well as how they view and accept IPA recommendations. On the other hand, the research results for H5b make sense because different generations have different perceptions of influencers based on social identities and media consumption patterns. However, more significantly, the most logical explanation is technology adoption since generations use technology at different rates and are more engaged with it.

- Consequently, brand perception and evaluation for technology brands and the impact of IPA influence depend heavily on an understanding of generational nuances. Concerning the research results for H5c, it is logical since the perception of the social environment and communication aspects in online interactions are the main areas of

interest for SPT. Although it offers insights into how people interact with content, generation-specific influences on brand evaluation and purchase intentions must be addressed directly. We must consider more theories and research on generational differences, trust, identity, and media consumption to comprehend these effects fully.

- According to SPT, the degree of social presence—the degree to which a medium permits user to perceive others as psychologically present—varies amongst media. SPT can clarify how the perceived presence of a brand—through its communication and interaction with consumers—can enhance its credibility and, in turn, influence consumers' intentions and evaluations in the context of consumer behavior and brand credibility. A company can improve its credibility by effectively utilizing the media to establish a social presence because consumers of technology products may develop a more personal connection with the technology brand by interacting with a genuine person rather than an anonymous organization.

- The relationship between social presence and consumer intentions can be mediated by brand credibility. It means that credible brands boost the efficacy of IPA recommendations, which can positively impact positive brand interactions through media that communicate social presence and result in more positive brand assessments. Customers may have a sense of familiarity with the brand, increasing their loyalty and trust (brand evaluation). SPT asserts that a brand's perceived credibility increases with its "social presence" level, which can positively affect consumers of technology products' intentions to follow IPA recommendations and lead to a more positive brand evaluation (H6a). This theory emphasizes how crucial it is for brands to interact with customers in a way that encourages a feeling of connection and presence.

- SPT, on the other hand, is mainly concerned with the psychological presence and the intimacy or immediacy that can be communicated through a communication medium. However, SPT may imply that other factors—rather than brand credibility—can be more important when examining the relationship between technology brand evaluation and purchase intentions of technology products (H6b). The lack of influence of brand credibility on the relationship between brand evaluation and purchase intentions of consumers of technology products since there is a direct relationship. Regardless of the brand's credibility, consumers of technology products may link their opinions of a brand to their plans to make a purchase. Regardless of the brand's general credibility, a consumer's

decision to purchase a technology product may be strongly impacted by his/her personal experience or degree of satisfaction with it. Additionally, perceived value, product quality, or emotional connection may mediate the relationship between brand evaluation and purchase intentions more than brand credibility.

- Brand's social media presence has the potential to reinforce these factors.

Thereby potentially impacting consumers' purchase intentions more promptly. Customers' intentions to purchase technology products may be greatly influenced by their prior interactions with technology brands, even more so than by the brand's reputation. SPT states that the social presence established through previous interactions may be more important than the need for a credibility evaluation when making decisions about future purchases of technology products.

- SPT acknowledges how social influences affect consumer behavior. The advice and recommendations of friends, IPAs, or social media influencers may have a more significant direct influence on a person's intention to purchase technology products than the brand's reputation. Market factors like availability, pricing competitiveness, and prevailing trends may occasionally influence technological product purchase intentions. Customers might find these elements more important than the brand's credibility, particularly in quickly moving markets. Therefore, we can say that SPT recognizes the importance of brand credibility. However, it also suggests that other factors may be more influential in the context of brand evaluation and purchase intentions for technology products. According to the theory, these other factors can be strengthened by the social presence communicated through a variety of media, which can then directly affect purchase intentions.

6.8 Empirical Tested Model

After examining the research hypotheses, we test the holistic model to detect the strength of predicting the Intention to buy technological products. The conceptual model incorporates ten variables as predictors: "Brand evaluation", "Brand credibility", "Humanized naming", "Generation", "Parasocial interaction", "Consumers intentions to accept IPA recommendations" with "Intention to buy technological products" as the dependent variable. The outcomes of the regression analysis are shown in Table A11.1. The R² value is 0.478 (47.8%) (F =48.581, sig = 0.000). This is the best case of model

interpretation that is depicted in the levels of R2. Other alternative choices have been examined, with different combinations of independent variables, but they resulted in lower R2 levels. R2 value of 0.478 in our analysis shows a moderately strong positive relationship between the independent variables and the dependent variable. While not reaching the highest explanatory power, this value falls within a usual range for driver analysis models, especially considering our research doesn't involve directly rated or ranked variables (Hair et al., 2019). Driver analysis models with unrated factors often report R-squared values between 0.20 and 0.40, suggesting a significant portion of the variance is explained by the model (Chin et al., 2010). Moreover, the separate effect of each independent variable on dependent variable has been examined and presented on TableA11.1 on the Appendix B.

The regression of total model can be written in the following form. We present the fitted line plot on Figure 6-8 that follows.

$$INT = -0.740 + 0.469*BE + 0.106*BC - 0.091*HN + 0.296*PI + 0.275 CI \quad (6.9)$$

Where INT is PURCHASE INTENTIONS OF CONSUMERS OF TECHNOLOGY PRODUCTS, BE = Brand evaluation, BC = Brand credibility, HN = Humanized naming, GE = Generation, PI = Parasocial interaction, CI Consumers intentions to accept IPA recommendations.

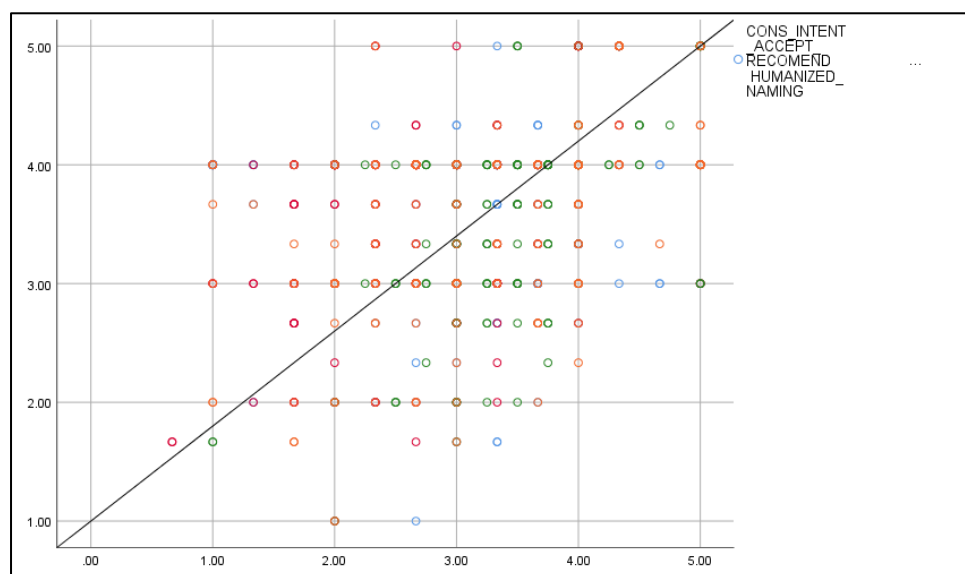


Figure 6-11: Regression Fitted Line Plot, Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

Therefore, based on the research results, the final model of our study is depicted in Figure 6-12

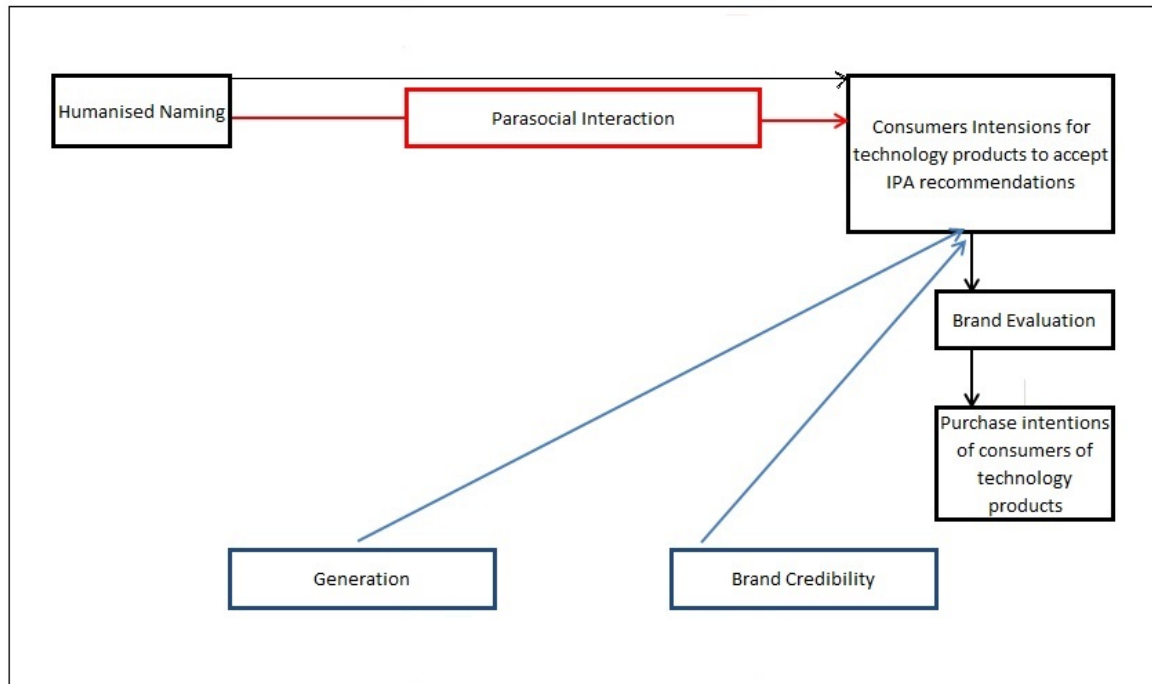


Figure 6-12: The empirical tested model, Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

Chapter 7: Discussion

Chapter 7 discusses the study's research results and consists of five sections. Section 7.1 examines the degree of response to the research objectives and evaluates the support of the initial assumptions. In contrast, Section 7.2 relates the findings of the tests to work earlier. Sections 7.3 and 7.4 present the theoretical and practical implications, while Section 7.5 considers the prospect of further research.

7.1 Degree of responding to the research objectives and the support of the initial assumptions

Based on the research results concerning the first research objective, we found a non-linear positive monotonic relationship between humanized naming and consumer intentions for technology products to accept IPA recommendations of Greek consumers for technology products. Further, we found linear positive monotonic relationships among intention to accept IPA recommendations, brand evaluation, and purchase intentions of Greek consumers for technology products. Concerning the second and fourth objectives, we found that humanized naming positively influences consumers' intentions for technology products to accept IPA recommendations through the intermediate effect of parasocial interaction; generation moderates the relationship between consumers' intentions for technology products to accept IPA recommendations and brand evaluation, and brand credibility moderates the relationship between consumers' intentions for technology products to accept IPA recommendations and brand evaluation. Based on the number of accepted research objectives, we can accept the initial assumptions, specifically that IPA enables a higher recommendation quality and that consumers will react optimistically to IPA recommendations for technology products. Further, consumers of technology products are likely to regard IPAs as human-like by increasing their perception of sociality toward IPAs through the anthropomorphic cues manifested with a human name, and IPA anthropomorphism can positively influence user engagement, interaction satisfaction, recommendation quality, and trust; it can increase brand likability through increased parasocial interaction and perceived dialogue.

7.2 Relating findings to earlier work

Our study, which aligns with and supports previous research (e.g., Youn & Cho, 2023), provides further confirmation of the influence of humanized naming and the intermediate effect of parasocial interaction on consumers' intentions to accept IPA recommendations and purchase intentions. This alignment with established models, particularly in investigating the influence of anthropomorphism on user perception, lends credibility to our findings. We discovered that IPAs with humanized names are generally positively accepted by consumers, whose purchase culture is positively influenced by these human-like characteristics. As a result, IPA recommendations are more positively accepted.

Furthermore, prior studies on user experience and brand perception support our finding that a favorable intention to accept IPA recommendations translates into a more favorable brand evaluation. According to prior research, positive user experiences and brand loyalty can result from positive interactions with IPAs (Liang, 2022; Yim & Möller, 2007). Regarding IPAs, consumers open to accepting recommendations view the technology as reliable and helpful, which can result in a more positive assessment of the brand associated with the IPA (Luo et al., 2010). According to recent research, perceived usefulness, trustworthiness, and the overall impact on brand evaluation are the main topics of study (Faust et al., 2022).

The above previous works have also highlighted the strong connection between positive brand evaluation and increased purchase intention. As highlighted, consumers who create a positive brand evaluation can enhance their trust in the brand and proceed to the purchase. The research results show that humanized features in technology can positively influence user behavior. That particular result are in line with Youn and Cho (2023). Youn and Cho (2023) found that consumers interacting with high-profile AI machines with many human-like characteristics lead to more acceptance of the recommendations.

The research results regarding generation as a moderator presented some valuable findings. Studies on media richness and user experience also highlight that different generations may have varying levels of comfort and trust with technology (Yim & Möller, 2007). It can differ in their response and interaction with machines having humanized features like names. Adding to that, the finding that generation moderates the relationship between recommendation intention and brand evaluation comes with studies on parasocial interaction, implying that younger generations may be more accessible to form a strong

bond with technology (Youn & Cho, 2023). It may be why, for some ages, a positive recommendation experience may lead to a positive brand evaluation. Lastly, the no-moderation by generation for the relationship between brand evaluation and purchase intention is less relevant with existing research because, for some generations, other factors related to the product might play a more significant role (Guo & Luo, 2023).

Lastly, regarding the moderating effect of brand credibility, there is an alignment with previous studies, such as Bozkurt et al. (2023) and Luo et al. (2010) suggest that brand credibility can influence user trust and perception of expertise in technology and probably lead to a positive brand evaluation after accepting the recommendations of the IPA. Liu et al. (2021) tested and revealed that the positive relationship between user trust and technology perception might be moderated by brand credibility, underlining the potential enhancement of the beneficial impacts of trust on technology adoption and brand evaluation.

7.3 Theoretical implications

The theoretical implications of Social Presence Theory (SPT) in the context of humanized naming and consumer intentions, especially considering the recommendations of Intelligent Personal Assistants (IPAs), are fascinating. Concerning humanized interaction, SPT assumes that the more a tool allows human interaction, the more users will feel a social presence. With humanized names and conversational styles, IPAs can increase the user's sense of social presence, making interactions more personal and engaging. Regarding consumer trust and credibility, if IPAs are perceived as more human, they may be perceived as more trustworthy and reliable. It can influence consumers' intention to follow their recommendations because relationships and trust are formed through interpersonal interactions (Yeboah et al., 2023; Oh et al., 2018).

SPT makes the ontological assumption that social presence is an actual phenomenon that people can interact with through mediated communication. This presence affects the interaction and is a real attribute of the communication environment, not just a perception. The theory suggests that certain human traits, like warmth, personality, and sociability, can also be observed and transferred to mediated environments, where they can impact trust and credibility.

From an epistemological perspective, SPT argues that brand or product knowledge is created through interaction. The consumer perceives the information as more trustworthy the more "social" this interaction feels. Furthermore, understanding consumer behavior is essential to comprehending the social dynamics in mediated communication, including how customers view brands and products in social contexts. These presumptions are essential because they validate that social media or communication characteristics can affect consumer perceptions of trustworthiness and trust. For instance, a company can boost customer loyalty, trust, and confidence by using SPT to establish a solid social presence in its online communications (Attar et al., 2023).

On the other hand, a lack of social presence can cause distrust and diminished trust. These presumptions direct how companies and marketers interact with customers on the Internet, stressing the importance of developing a social media presence to establish credibility and foster trust.

According to the theory, social presence is a real and social phenomenon that can be observed and quantified. It implies that the experience of being in a setting that another individual mediates is an actual psychological condition. The idea that technology can promote a feeling of connection and belonging even in the face of physical distance is predicated on that assumption. According to social presence theory, knowledge about emotional bonds created through other people's presence and mediated communication can be comprehended and investigated. It is predicated on the knowledge that social presence has known and testable effects on people's emotions and behavior.

The theory's emphasis on emotional engagement and connection is predicated on the notion that an individual feels more emotionally invested in and connected to the interaction, the more socially present they are. The reason for this is that interactions become more meaningful and fulfilling when there is a greater degree of interpersonal salience and perception of the other social actor (Cummings & Wertz, 2023). As a result, through mediated communication, SPT is a palpable aspect of interpersonal communication. Its epistemological stance is that social presence's impact on emotional commitment and connection is a phenomenon that can be comprehended, quantified, and examined to enhance communication results.

The Social Presence Theory (SPT) examines how our perceptions of the media impact and influence our feelings, behaviors, and thoughts. Relevance and personalization play a significant role in the theory that SPT explains. According to SPT, the richness of

the media and the perception that the human interacting with it holds are factors that influence mediated communication between humans and machines. Richer and more engaging media, such as in-person conversations, contribute to a more positive social presence and a more robust sense of presence (Short et al., 1976). IPAs can personalize interactions and respond to user questions more easily and with their characteristics they can deliver a stronger interaction. This proximity relationship can lead users to perceive the IPA as a more friendly and very human like machine feeling of connection. This feeling of connection and understanding can then lead to increased trust and receptivity towards the IPA's suggestions and delivering a feeling of personalization and relevance. For example, an IPA that remembers the past answers and details of the conversation can enhance the above feeling of personalization and relevance with the customer.

All the above ultimately lead to behavioral intention. Behavioral intention refers to a user's willingness or readiness to engage in a specific behavior. It means that users with a positive perception of the IPA are forced by personalization and relevance and therefore are more likely to exhibit positive behavioral intentions. Those could be following the IPA's recommendations or having a more favorable brand evaluation. Our research shows the factors that influence user behavior in their interaction with the Intelligent Personal Assistants (IPAs). In other words, the behavior of the consumer is that follows an IPA recommendation and continues with purchasing a technology product based on an IPA suggestion or interacting positively with the IPA itself. The behavioral intention ultimately seems to be very important as it is the beginning of developing the final purchase intention.

7.4 Practical and managerial implications

Communication technologies can replicate in-person interactions, ultimately resulting in the experience of social presence. Considering the impact of parasocial interaction, an analysis of the marketing implications associated with consumer behavior for technology products within the realm of Intelligent Personal Assistants (IPAs) and the use of human-like names is warranted. Regarding IPAs like voice assistants (e.g., Siri, Alexa), chatbots, and recommendation systems, they have become essential elements in marketing strategies of technology products that play a pivotal role in shaping consumer intent. The presence of IPAs in social interactions can significantly enhance consumer participation. Users tend to

perceive a more fabulous social presence when IPAs demonstrate human-like communication skills, such as natural language and empathy. Marketers of technology products should develop IPAs with anthropomorphic characteristics (human-like profiles) and prioritize communication that enhances social presence. A strong social presence has the potential to impact consumer willingness to accept recommendations from IPAs positively. Additionally, various mediating factors, such as perceived parasocial interaction and dialogue, contribute to user engagement, interaction satisfaction, and brand perception.

In terms of humanized naming and brand perception of technology products, giving people names for IPAs (e.g., "Alex" and "Cleo") humanizes them and promotes a sense of familiarity. In practice, brands should choose IPA names carefully, considering cultural context and brand image, because human naming can increase brand likeability and trust. Additionally, consumers may find human-named IPAs more accessible and relatable. Parasocial interactions refer to one-way relationships that viewers develop with media figures (e.g., influencers and celebrities). In marketing practice of technology products, parasocial communication occurs when consumers feel connected to brands or IPAs. Brand management decisions have clear implications because brands can leverage parasocial interactions by creating relevant and engaging content. In addition, IPAs with human interaction foster parasocial bonds that lead to positive consumer attitudes. However, marketers must balance parasocial communication so that it does not interfere with accurate, persuasive information. Therefore, marketers who understand social presence, humanized naming, and parasocial communication can provide effective marketing strategies, especially in the context of IPAs and consumer behavior of technology products. Brands should strive for authenticity, relatability, and positive user experiences to foster favorable consumer intentions and outcomes.

As for brand evaluation our study also shows that factors like personal experience and emotional connection have a very important role in purchase decisions compared to brand evaluation and that is more positive for technology products. All this shows how important is the building of positive and joyful user experiences and developing a strong bond with the consumers through IPAs. Technology companies must focus on the developing of the above bond and potentially create an even stronger connection with their

customers, leading to more favorable brand evaluation and ultimately, increased purchase intentions. Another aspect of the above is social media which is another powerful tool to cultivate a strong social presence for technology brands. More genuine and enjoy full interactions through all available social media platforms regarding the brand can finally positively affect purchase decisions. This comes along with our results that positive interactions with a brand, might be even more important for consumers than the whole reputation of the brand. Thus, user experience and fostering positive connections through social media seems to be extremely important and marketers must use this tool.

Another interesting aspect of exploring marketing opportunities is that as different generations have different perceptions of influencers based on social identities and media consumption patterns companies can develop IPAs with different personalities for different customer categories. For example, IPAs for an athletics products company could use a more motivational and encouraging tone for their products recommendation. The development of IPA's that are tailor made for each individual customer can lead to a more trust and strong relationship. The importance of customer's generations for developing a final purchase decision is showed to be crucial. Generation seems to moderate positive or not many stages from the beginning of the process. This mechanism should be carefully examined from the professionals of the industry and as mentioned earlier the personalities of the IPA's could be the first step to access the different generations. Another aspect of the above could be the development of different marketing strategies aiming to different generations of customers through social media. Different commercials, advertisements and promotion strategies should apply to different generations.

Furthermore, the research shows that trust between users and IPAs is essential for establishing brand credibility (e.g., Guo & Luo, 2023; Jain et al., 2022). Marketers should ensure that the IPA's promote specific products based on the specific selection criteria the consumers give. To ensure that the architecture design of the IPA must has a very detailed but at the same time user friendly design that takes from the customer all those criteria that will lead to a very good recommendation. The above will lead to building a trust and strong relationship with the customer making easier to make the buying decisions. The ways brand credibility can be established should be carefully studied because as proved plays a very significant role in the whole process. Though not always positive the credibility of the brand must be developed carefully with strategies that may take a lot of time. Marketers must implement the brand credibility on their strategies so that consumers

can immediately be affected by that before even interacting with the IPA or the product itself. In that way a positive and friendlier connection will be developed with the customer leading to better acceptance of the recommendations and finally give a positive evaluation and purchase decision. For example, the logo of the brand should be seen first on a buying process as immediately connects the customers mind with the product leading to a more positive intention to accept the recommendation.

Concluding marketers should focus not only on building a brand reputation but leveraging SPT by building a strong social presence across various media channels. With this sense of connection and engagement with buyers, brands can boost the influence of these social factors and finally speed up the purchase intentions. To make this happen more tools must be used like new and joy full websites, more engaging social media content and personalized recommendations through IPAs. By making a more social complex and connected technological environment, it would be more possible for brands to dominate in the ever-evolving tech landscape.

7.5 Further research

Our study shed light on the interaction between humanized naming, parasocial interaction, consumer intentions, brand evaluation, and purchase intentions in the context of intelligent personal assistants (IPAs) recommending technology products. To further explore the critical subject of the effect IPAs, have on purchase intention, specific aspects of the IPA, such as communication style, could be researched. The formality or sense of humor an IPA could endorse can change the way consumers hear and accept the IPA recommendations. Another aspect worth exploring is how the consumers' cultural differences, like religion and moral beliefs, affect how they interact with the IPAs. The above further research options could give the developers and marketers essential details on making the interaction between consumers and IPAs more pleasant and engaging.

Future studies can employ numerous methodological approaches to examine how Intelligent Personal Assistants (IPAs) affect consumers' perceptions of brands and their inclinations to buy, especially when viewed via the Social Presence Theory lens. These are some suggested strategies derived from recent study trends and techniques. Qualitative studies might be predicated on to obtain comprehensive, descriptive data that sheds light on customers' experiences and opinions of IPAs, in-depth interviews can be done.

Additionally, focus groups may examine customers' opinions and the social dynamics that influence their purchasing and brand-evaluation intentions. Future quantitative studies can use surveys that use scales to measure the correlation between social presence, brand credibility, and purchase intentions. Furthermore, studies can be designed to vary the level of social presence in IPAs and evaluate the effect on brand assessment.

In future studies, researchers are urged to acknowledge the distinctive insights that mixed-methods research can provide. This method, which blends quantitative and qualitative techniques, can offer a more thorough comprehension of IPA effects. Creating a survey instrument often involves starting with qualitative interviews and then distributing it to a larger sample. Researchers can better understand the impact of IPAs on brand perception by employing netnography, a promising method that analyzes online consumer interactions and discussions. This approach may provide a valuable understanding of consumer behavior in real-world situations because of its capacity to yield original insights.

Chapter 8: Conclusion

Our study shed light on the interaction between humanized naming, parasocial interaction, consumer intentions, brand evaluation, and purchase intentions in the context of intelligent personal assistants (IPAs) recommending technology products. This final chapter summarizes the essential elements of the dissertation, encompassing the research goal, objectives, theoretical foundation, sample characteristics, interpretation of findings, comparison to previous research, theoretical and practical significance, and directions for future research. Based on the explanatory nature of the research problem, we adopted a questionnaire survey method to examine consumer responses (from various Gens).

Our goal was to determine how IPA humanized naming affects consumers' intention to accept recommendations through the intermediate effect of parasocial interaction. Furthermore, we want to investigate how brand evaluation and purchase intention impact the intention to accept IPA recommendations. Following Guo and Luo (2023), we consider brand credibility as a variable that modifies the relationships between intention to buy, brand evaluation, and intention to accept a recommendation. Additionally, generation is regarded as the second variable that modifies the included direct relationships in our research model.

This study was based on leveraging Social Presence Theory (SPT), which explores the fact that media with a bigger perceived social presence creates a bigger connection of trust with consumers, leading to bigger sales. The theoretical model of Youn and Cho was also the basis of this research, which explains the effect of the anthropomorphic characteristics of the machines on the users' buying culture.

The findings of the analysis of the data collected for the study were significant and led us to several critical findings. Starting the technique of giving humanized names to IPAs positively influenced consumers' intentions to accept IPA's recommendations by creating a strong and almost friendly relationship. Next, the research's results confirmed the mediating role of parasocial interaction and humanized naming, which creates a sense of social connection with the IPA. All the above are leading consumers to be more positively receptive to the recommendations of the IPA. Furthermore, the proven positive interactions with IPAs enhanced brand evaluation as they positively affect consumers' ability to evaluate the brand. Lastly, this positive brand evaluation translated into a higher positive perception of the brand and, therefore, positive purchase intentions for technology

products. That shows the positive effect of humanized naming on the buying decision process.

These findings hold significant implications for each research objective, the impact, and the nature of the relationships (strength and direction) between humanized naming and the intention to accept IPA recommendations of Greek consumers for technology products were proven. Following this, the intermediate effect of parasocial interaction between humanized naming and the intentions of Greek consumers to accept IPA recommendations for technology products was also emphasized. Next, the impact and the nature of the relationships (strength and direction) among intention to accept IPA recommendations, brand evaluation, and purchase intentions of Greek consumers for technology products were established. Lastly, the moderating role of different gens of Greek consumers for technology products (Gen X, Gen Y, and Gen Z) concerning the direct relationships included and the moderating of brand credibility concerning the direct relationships of intention to accept IPA recommendations, brand evaluation and purchase intentions of Greek consumer of technology products were examined. The results show signs of how generation and brand credibility moderate the relationships.

The SPT makes the ontological assumption that social presence is an actual phenomenon. This statement is significant for both theoretical and practical implications as researchers have vast knowledge to research and finally explore consumers' behavioral intention for technology products. The study's findings hold implications for each research objective and provide some interesting, theoretical, managerial, and practical implications of high interest for marketing academia and managers. Future studies can employ numerous methodological approaches to examine how Intelligent Personal Assistants (IPAs) affect consumers' perceptions of brands and their inclinations to buy, especially when viewed via the Social Presence Theory lens. In future studies, researchers are urged to acknowledge the distinctive insights that mixed-methods research can provide. Lastly, future research can explore uncharted territories, contributing to the large and always-evolving study area of AI marketing and its impact on consumer behavior for technology products in the consumer behavior literature by Spais et al. (2023).

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Appendix A: “Questionnaire”

COVER LETTER

Dear Madam/Sir,

For the research needs of the dissertation titled:

«Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products»

We would like to invite you in participating in our study.

This study is conducted in the context of the successful completion of the Master in Business Administration (M.B.A.) Programme of the Hellenic Open University (H.O.U.). The study is focused on analyzing the responses of consumers (of different Gens) from major cities in Greece to examine the impact of IPA humanized naming on the intention to accept recommendations via the intermediate effect of parasocial interaction. Additionally, we aim to test the effect of intention to accept IPA recommendations on brand evaluation and purchase intention.

Your participation in this study is of great importance for us. It is completely voluntary, and you have the right to withdraw at any stage. It should only take you a few minutes to complete the survey. Based on your responses we'll be able to draw conclusions to the following research objectives:

First, we will investigate the impact and the nature of the relationships (strength and direction) between humanized naming and the intention to accept IPA recommendations of Greek consumers for technology products.

Second, we will investigate the intermediate effect of parasocial interaction between humanized naming and the intentions of Greek consumers for technology products to accept IPA recommendations.

Third, we will investigate the impact and the nature of the relationships (strength and direction) among intention to accept IPA recommendations, brand evaluation, and purchase intentions of Greek consumers for technology products.

Fourth, we will investigate (1) the moderating role of different gens of Greek consumers for technology products (Gen X, Gen Y, and Gen Z) concerning the direct relationships included and (2) the moderating of brand credibility concerning the direct relationships

of intention to accept IPA recommendations, brand evaluation and purchase intentions of Greek consumer of technology products.

The collected data will be used for the research needs of this dissertation.

Do not hesitate to contact us.

Thank you in advance for your cooperation.

Yours sincerely,

Georgios Farmakis
Postgraduate student, Hellenic Open
University, MBA Programme
e-mail: std144094@ac.eap.gr

Dr. George Spais
Supervisor, Hellenic Open
University, MBA Programme
e-mail: spais.georgios@ac.eap.gr

Questionnaire

Section A: Responders' demographic profile

1. Please select your gender. (Please tick "X" in the relevant box).

- Male
 Female

2. Please select the generation you identify most closely. (Please tick "X" in the relevant box).

- Generation Z (Gen Z): Born between 1997 and 2012
 Millennials (Gen Y): Born between 1981 and 1996
 Generation X (Gen X): Born between 1965 and 1980
 Baby Boomers: Born between 1946 and 1964
 Don't belong to one of the above

If you chose "Don't belong to one of the above", please do not continue to the following questions.

3. Please select your family situation. (Please tick "X" in the relevant box).

- Single
 Married
 Married with children
 Divorced/Widow
 Other

4. Please select your current employment status. (Please tick "X" in the relevant box).

- Employee
 Selfemployed
 Unemployed
 Student
 Other

5. Please select the highest level of education you have completed. (Please tick "X" in the relevant box).

- Compulsory education
 Secondary education
 Higher education
 Postgraduate education
 Other

6. Please select your annual income. (Please tick "X" in the relevant box).

- 0– 20.000€
 20.001 €– 35.000€
 35.001 €– 50.000€
 over 50.001 €

Section B: Use of Intelligent Personal Assistants (IPAs)

7. Please select if you use IPAs in your everyday life? (Please tick "X" in the relevant box).

- Yes
 No

If you chose "No", please do not continue to the following questions.

8. Please select the brand(s) of IPAs you use? (You may tick "X" in more than one answers in the relevant boxes)

- Google Assistant Nina Viv Jibo Google now
 Hey Athena Cortana Mycroft Braina Virtual Assistant
 Apple Siri SILVIA Amazon Echo Bixby Lucida, Cubic
 Dragon Go Hound Aido Ubi Kit,
 BlackBerry Assistant Maluuba Vlingo
 Other: _____

9. Please select the frequency of IPA use (Please tick "X" in the relevant box).

- Multiple times a day Once a day Several times a week

Once a week

10. Please select the category(ies) of technology for which you used the IPA to buy a technology product. (You may tick "X" in more than one answers in the relevant boxes)

A. COMMUNICATION B. ELECTRICAL C. ENERGY

Television Computers Batteries

Internet Circuitry

Smart phones Artificial intelligence

Software

Audio and visual technology

Other: _____

Section C: Humanized naming

11. The following statements are related to humanized naming (Please indicate to what extent you agree and disagree with the statement. Please tick (x) one answer in the relevant box).

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
The IPA is machine-like/artificial	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The IPA is human-like/life-like	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The IPA has its own name	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section D: Parasocial interaction

12. The following statements are related to parasocial interaction (Please indicate to what extent you agree and disagree with the statement. Please tick (x) one answer in the relevant box).

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
The IPA makes me feel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

comfortable, as if I am with friends					
This IPA seems to understand things I want to know	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel this IPA is like an old friend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section E: Consumers Intensions for technology products to accept IPA recommendations

13. The following statements are related to consumers intensions for technology products to accept IPA recommendations(Please indicate to what extent you agree and disagree with the statement. Please tick (x) one answer in the relevant box).

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I would be willing to use IPA recommendations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would be willing to accept the recommendation that the IPA suggested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would be willing to use what the IPA recommended	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section F: Brand evaluation

14. The following statements are related to brand evaluation(Please indicate to what extent you agree and disagree with the statement. Please tick (x) one answer in the relevant box).

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I think the brand of the product is good.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think the brand of the product is worth having.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would support the brand of	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

this product.					
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Section G: Brand credibility

15. The following statements are related to brand credibility.(Please indicate to what extent you agree and disagree with the statement. Please tick (x) one answer in the relevant box).

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
The IPA's brand can deliver on its promise.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The IPA brand's product claims are believable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The IPA's brand delivers what it promises.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The IPA's brand is reliable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section H: Purchase intentions of consumers of technology products

16. The following statements are related to purchase intentions of consumers of technology products.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I am likely to buy goods using my intelligent personal assistants.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am willing to shop with the help of my intelligent personal assistants.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If I want to shop online, I would consider using my intelligent personal assistants first.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Thank you very much for your participation!

“Questionnaire (translated into Greek)”

ΣΥΝΟΔΕΥΤΙΚΗ ΕΠΙΣΤΟΛΗ

Αγαπητή Κυρία/Αγαπητέ Κύριε,

Για τις ερευνητικές ανάγκες της διπλωματικής εργασίας με τίτλο:

«Διερεύνηση της επίδρασης των Προσωπικών Ευφυών Βοηθών (ΠΕΒ) στην αξιολόγηση της επωνυμίας και στις αγοραστικές προθέσεις των διαφορετικών γενών Ελλήνων καταναλωτών για προϊόντα τεχνολογίας»

θα θέλαμε να σας προσκαλέσουμε να συμμετάσχετε στην έρευνά μας.

Η εκπόνηση της Διπλωματικής Εργασίας αποτελεί βασική προϋπόθεση για την επιτυχή ολοκλήρωση του Μεταπτυχιακού Προγράμματος Σπουδών στη Διοίκηση Επιχειρήσεων (Master in Business Administration - M.B.A.) του Ελληνικού Ανοικτού Πανεπιστημίου (Ε.Α.Π.). Η έρευνα εστιάζει τις απαντήσεις των καταναλωτών (διαφορετικών γενεών) από μεγάλες πόλεις της Ελλάδας για να εξετάσει τον αντίκτυπο της ανθρώπινης ονομασίας ΠΕΒ στην πρόθεση αποδοχής συστάσεων μέσω της ενδιάμεσης επίδρασης της παρακοινωνικής αλληλεπίδρασης. Επιπλέον, στοχεύουμε να ελέγξουμε την επίδραση της πρόθεσης αποδοχής των συστάσεων των ΠΕΒ στην αξιολόγηση της μάρκας και στην πρόθεση αγοράς.

Η συμμετοχή σας στην παρούσα έρευνα έχει σπουδαία αξία για εμάς. Θα χρειαστούν μόνο μερικά λεπτά για να ολοκληρώσετε την έρευνα. Βασιζόμενοι στις απαντήσεις σας, θα είμαστε σε θέση να εξαγάγουμε συμπεράσματα σχετικά με τα ακόλουθα ερευνητικά θέματα:

Αρχικά, θα διερευνήσουμε τον αντίκτυπο και τη φύση των σχέσεων (δύναμη και κατεύθυνση) μεταξύ της ανθρώπινης ονομασίας και της πρόθεσης αποδοχής των συστάσεων ΠΕΒ από τους Έλληνες καταναλωτές προϊόντων τεχνολογίας.

Δεύτερον, θα διερευνήσουμε την ενδιάμεση επίδραση της παρακοινωνικής αλληλεπίδρασης μεταξύ της ανθρώπινης ονομασίας και των προθέσεων των Ελλήνων καταναλωτών για προϊόντα τεχνολογίας να αποδεχθούν τις συστάσεις των ΠΕΒ.

Τρίτον, θα διερευνήσουμε τον αντίκτυπο και τη φύση των σχέσεων (δύναμη και κατεύθυνση) μεταξύ της πρόθεσης αποδοχής των συστάσεων των ΠΕΒ, της αξιολόγησης

της επωνυμίας και των αγοραστικών προθέσεων των Ελλήνων καταναλωτών για προϊόντα τεχνολογίας.

Τέταρτον, θα διερευνήσουμε πως οι διαφορετικές γενετές Ελλήνων καταναλωτών για τεχνολογικά προϊόντα (X, Y και Z), και η αξιοπιστία της μάρκας τροποποιούν τις εξεταζόμενες άμεσες σχέσεις (1) της πρόθεσης αποδοχής συστάσεων των ΠΕΒ, (2) της αξιολόγησης των μαρκών και (3) τις αγοραστικές προθέσεις των Ελλήνων καταναλωτών για προϊόντα τεχνολογίας.

Τα δεδομένα που θα συλλεχθούν θα χρησιμοποιηθούν για τις ερευνητικές ανάγκες της διπλωματικής εργασίας.

Μη διστάσετε να επικοινωνήσετε μαζί μας.

Σας ευχαριστούμε θερμά εκ των προτέρων για τη συνεργασία σας.

Με εκτίμηση,

Γεώργιος Φαρμάκης
Μεταπτυχιακός Φοιτητής ΕΑΠ
e-mail: std144094@ac.eap.gr

Δρ. Γεώργιος Σπαής
Επιβλέπων Καθηγητής ΕΑΠ
e-mail: spais.georgios@ac.eap.gr

Ερωτηματολόγιο

Ενότητα Α: Δημογραφικό προφίλ των ανταποκριτών

1. Παρακαλώ επιλέξτε το φύλλο σας. (Σημειώστε (x) μία απάντηση)

Άρρεν

Θήλυ

2. Παρακαλώ επιλέξτε τη γενιά που προσδιορίζετε περισσότερο. (Σημειώστε (x) μία απάντηση)

Generation Z (Gen Z): Γεννημένοι μεταξύ 1997 και 2012

Millennials (Gen Y): Γεννημένοι μεταξύ 1981 και 1996

Generation X (Gen X): Γεννημένοι μεταξύ 1965 και 1980

Baby Boomers Γεννημένοι μεταξύ 1946 και 1964

Καμία από τις παραπάνω ομάδες

Αν επιλέξετε "Καμία από τις παραπάνω ομάδες", παρακαλώ μην συνεχίσετε στην απάντηση των ακόλουθων ερωτήσεων

3. Παρακαλώ επιλέξτε την οικογενειακή κατάσταση σας (Σημειώστε (x) μία απάντηση)

Ελεύθερος/-η

Παντρεμένος/-η

Παντρεμένος/-η με παιδί/παιδιά

Διαζευγμένος / Χήρος/-α

Άλλο

4. Παρακαλώ επιλέξτε την τρέχουσα επαγγελματική κατάσταση σας. (Σημειώστε (x) μία απάντηση)

Μισθωτός/-ή

Ελεύθερος επαγγελματίας

Άνεργος/-η

Φοιτητής/Φοιτήτρια

Άλλο

5. Παρακαλώ επιλέξτε το υψηλότερο επίπεδο εκπαίδευσης που έχετε ολοκληρώσει.

(Σημειώστε (x) μία απάντηση)

- Βασική εκπαίδευση
 Δευτεροβάθμια εκπαίδευση
 Ανώτατη / Ανώτερη εκπαίδευση
 Μεταπτυχιακές σπουδές
 Καμία

6. Παρακαλώ επιλέξτε το ετήσιο εισόδημα σας. (Σημειώστε (x) μία απάντηση)

- 0 – 20.000€
 20.001€– 35.000€
 35.001€– 50.000€
 Πάνω από 50.001€

Ενότητα Β: Χρήση των Προσωπικών Ευφυών Βοηθών (ΠΕΒ)

7. Παρακαλώ επιλέξτε αν χρησιμοποιείτε ΠΕΒ στην καθημερινότητά σας.

(Σημειώστε (x) μία απάντηση)

- Ναι Όχι

Αν επιλέξετε «Όχι», παρακαλώ μην συνεχίσετε στην απάντηση των ακόλουθων ερωτήσεων

8. Παρακαλώ επιλέξτε τη(ις) μάρκα(ες) ΠΕΒ που χρησιμοποιείτε. (Μπορείτε να σημειώσετε (x) περισσότερες από μία απαντήσεις)

- Google Assistant Nina Viv Jibo
 Hey Athena Cortana Mycroft Braina Virtual Assistant
 Apple Siri SILVIA Amazon Echo Bixby Lucida, Cubic
 Dragon Go Hound Aido Ubi Kit,
 BlackBerry Assistant Maluuba Vlingo
 Άλλη: _____

9. Παρακαλώ επιλέξτε τη συχνότητα χρήσης ΠΕΒ.

- Πολλές φορές την ημέρα Μία φορά την ημέρα Μερικές φορές τη βδομάδα
 Μία φορά τη βδομάδα

10. Παρακαλώ επιλέξτε τη(ις) κατηγορία(ίες) τεχνολογίας όπου χρησιμοποιείτε ΠΕΒ για την αγορά τεχνολογικών προϊόντων.(Μπορείτε να σημειώστε (x) περισσότερες από μία απαντήσεις)

A. ΕΠΙΚΟΙΝΩΝΙΕΣB. ΗΛΕΚΤΡΙΚΙΚΗΓ. ΕΝΕΡΓΕΙΑ

- Γηλέοραση Υπολογιστές Μπαταρίες
 Διαδικτυακές υπηρεσίες Ανταλλακτικά κυκλωμάτων
 Εξυπνες κινητές συσκευές Γεχνητή νοημοσύνη
 Λογισμικό
 Οπτικο-ακουστική τεχνολογία
 Άλλη: _____

ΕνότηταΓ: Ανθρώπινηονομασία των ευφών προσωπικών βοηθών

11. Οι ακόλουθες δηλώσεις σχετίζονται με την ανθρώπινη ονομασία των ευφών προσωπικών βοηθών.Παρακαλώ σημειώστε τον βαθμό συμφωνίας ή διαφωνίας σας για κάθε μία από τις ακόλουθες δηλώσεις (Σημειώστε (x) μία απάντηση σε κάθε δήλωση)

	Διαφωνώ έντονα	Διαφωνώ	Ούτε συμφωνώ ούτε Διαφωνώ	Συμφωνώ	Συμφωνώ έντονα
Ο Ευφυής Προσωπικός Βοηθός είναι μηχανικός/τεχνητός	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ο Ευφυής Προσωπικός Βοηθός μοιάζει με τον άνθρωπο/τη ζωή	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ο Ευφυής Προσωπικός Βοηθός έχει το δικό του όνομα	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Ενότητα Δ: Παρακοινωνική αλληλεπίδραση

12. Οι ακόλουθες δηλώσεις σχετίζονται με την παρακοινωνική αλληλεπίδραση.

Παρακαλώ σημειώστε τον βαθμό συμφωνίας ή διαφωνίας σας για κάθε μία από τις ακόλουθες δηλώσεις. (Σημειώστε (x) μία απάντηση σε κάθε δήλωση).

	Διαφωνώ έντονα	Διαφωνώ	Ούτε συμφωνώ ούτε Διαφωνώ	Συμφωνώ	Συμφωνώ έντονα
Ο Ευφυής Προσωπικός Βοηθός με κάνει να νιώθω άνετα, σαν να είμαι με φίλους	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ο Ευφυής Προσωπικός Βοηθός φαίνεται να καταλαβαίνει πράγματα που θέλω να μάθω	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Νιώθω ότι αυτό ο Ευφυής Προσωπικός Βοηθός είναι σαν ένας παλιός φίλος	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Ενότητα Ε: Προθέσεις καταναλωτών για τεχνολογικά προϊόντα αποδεχόμενοι τις συστάσεις του Έξυπνου Προσωπικού Βοηθού

13. Οι ακόλουθες δηλώσεις σχετίζονται με τις προθέσεις των καταναλωτών για προϊόντα τεχνολογίας που αποδέχονται τις συστάσεις του Έξυπνου Προσωπικού Βοηθού.

Παρακαλώ σημειώστε τον βαθμό συμφωνίας ή διαφωνίας σας για κάθε μία από τις ακόλουθες δηλώσεις. (Σημειώστε (x) μία απάντηση σε κάθε δήλωση)

	Διαφωνώ έντονα	Διαφωνώ	Ούτε συμφωνώ ούτε Διαφωνώ	Συμφωνώ	Συμφωνώ έντονα
Θα ήμουν πρόθυμος να χρησιμοποιήσω τις συστάσεις του Ευφυούς Προσωπικού Βοηθού	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Θα ήμουν πρόθυμος να δεχτώ τη σύσταση που πρότεινε ο Ευφυής Προσωπικός Βοηθός	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Θα ήμουν πρόθυμος να χρησιμοποιήσω αυτό που συνέστησε ο Ευφυής Προσωπικός Βοηθός	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Ενότητα Ζ: Αξιολόγηση μάρκας

14. Οι ακόλουθες δηλώσεις σχετίζονται με την αξιολόγηση της μάρκας. Παρακαλώ σημειώστε τον βαθμό συμφωνίας ή διαφωνίας σας για κάθε μία από τις ακόλουθες δηλώσεις. (Σημειώστε (x) μία απάντηση σε κάθε δήλωση)

	Διαφωνώ έντονα	Διαφωνώ	Ούτε συμφωνώ ούτε Διαφωνώ	Συμφωνώ	Συμφωνώ έντονα
Νομίζω ότι η μάρκα του προϊόντος είναι καλή.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Νομίζω ότι η μάρκα του προϊόντος έχει αξία	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Θα υποστήριζα την μάρκα του προϊόντος	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Ενότητα Η: Αξιοπιστία μάρκας

15. Οι ακόλουθες δηλώσεις σχετίζονται με την αξιοπιστία της μάρκας. Παρακαλώ σημειώστε τον βαθμό συμφωνίας ή διαφωνίας σας για κάθε μία από τις ακόλουθες δηλώσεις. (Σημειώστε (x) μία απάντηση σε κάθε δήλωση).

	Διαφωνώ έντονα	Διαφωνώ	Ούτε συμφωνώ ούτε Διαφωνώ	Συμφωνώ	Συμφωνώ έντονα
Η μάρκα του Ευφυούς Προσωπικού Βοηθού μπορεί να τηρήσει την υπόσχεσή του.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Οι ισχυρισμοί προϊόντων της μάρκας του Ευφυούς Προσωπικού Βοηθού είναι πιστευτοί.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Η μάρκα του Ευφυούς Προσωπικού Βοηθού προσφέρει αυτό που υπόσχεται.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Η μάρκα του Ευφυούς Προσωπικού Βοηθού είναι αξιόπιστη.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Ενότητα Θ: Προθέσεις αγοράς των καταναλωτών προϊόντων τεχνολογίας

16. Οι ακόλουθες δηλώσεις σχετίζονται με τις προθέσεις αγοράς των καταναλωτών προϊόντων τεχνολογίας. Παρακαλώ σημειώστε τον βαθμό συμφωνίας ή διαφωνίας σας για κάθε μία από τις ακόλουθες δηλώσεις. (Σημειώστε (x) μία απάντηση σε κάθε δήλωση).

	Διαφωνώ έντονα	Διαφωνώ	Ούτε συμφωνώ ούτε Διαφωνώ	Συμφωνώ	Συμφωνώ έντονα
Μου αρέσει να αγοράζω προϊόντα με τη βοήθεια ενός Ευφυούς Προσωπικού Βοηθού	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Προτίθεμαι να αγοράσω με τη βοήθεια ενός Ευφυούς Προσωπικού Βοηθού	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Εάν θέλω να αγοράσω προϊόντα από το διαδίκτυο θα το σκεφτώ με τη χρήση πρώτα ενός Ευφυούς Προσωπικού Βοηθού.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Σας ευχαριστούμε θερμά εκ των προτέρων για τη συνεργασία σας.

Appendix B: “Tables and Figures”

A1-Demographics and Other Frequencies

Gender Frequencies					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	153	49.8	49.8	51.3
	Female	150	48.7	48.7	100.0
	Total	307	100.0	100.0	

Table A1.1. Demographic and other variables. Gender Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

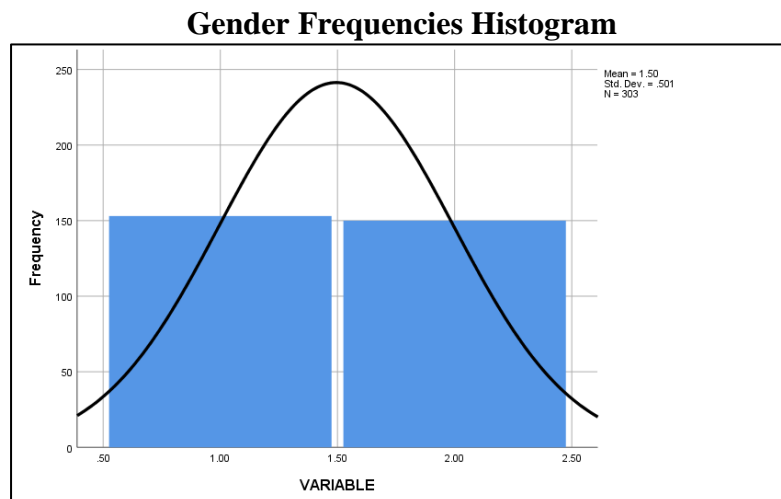


Figure A1.1. Demographic and other variables. Gender Frequencies Histogram (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

Age Frequencies					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Baby Boomers: Born between 1946 and 1964	8	2.6	2.6	2.6
	Generation X (Gen X): Born between 1965 and 1980	80	25.9	25.9	28.2
	Generation Z (Gen Z): Born between 1997 and 2012	67	21.8	21.8	49.8
	Millennials (GenY): Born between 1981 and 1996	152	49.6	49.6	98.9

Total	307	100.0	100.0
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Table A1.2. Demographic and other variables. Age Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

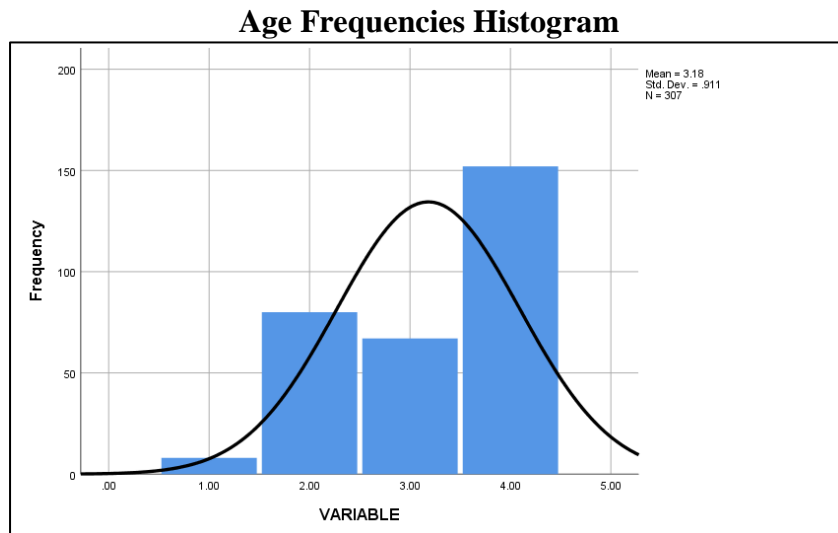


Figure A1.2. Demographic and other variables. Age Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

<i>Work Status Frequencies</i>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unemployed	42	13.8	13.8	15.8
	Freelancer	32	10.4	10.4	26.0
	Student	1	.4	.4	26.4
	Student	1	.4	.4	26.7
	Student	2	.7	.7	27.5
	Full time employee	191	63.7	63.7	89.7
	Student	1	.4	.4	90.1
	Student	1	.4	.4	90.5
	Student	2	.7	.7	91.2
	Student	27	8.8	8.8	100.0
	Total	307	100.0	100.0	

Table A1.3. Demographic and other variables. Work Status Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

<i>Education Status Frequencies</i>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Higher	116	37.7	37.7	39.2

	Postgraduate	20	6.6	6.6	45.8
	Undergraduate	57	18.7	18.7	64.5
	Basic	109	35.5	35.5	100.0
	Total	307	100.0	100.0	

Table A1.4. Demographic and other variables. Education Status Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

Education Status Frequencies Histogram

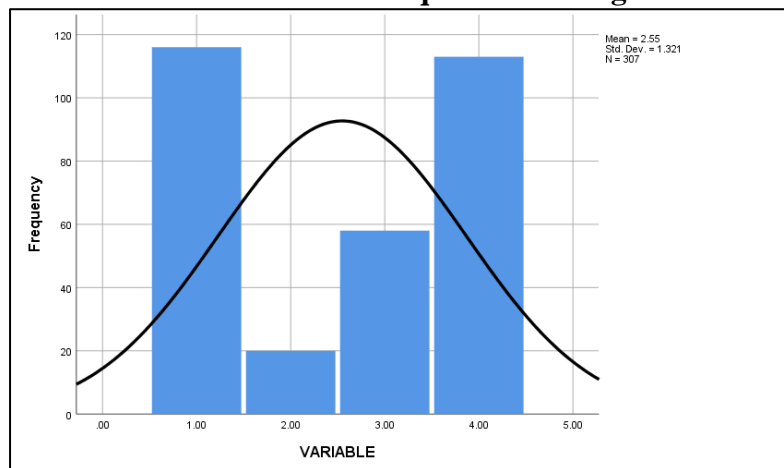


Figure A1.4. Demographic and other variables. Education Status Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

Annual Income Frequencies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 – 20.000€	191	61.2	61.2	62.6
	20.001€ – 35.000€	87	27.8	27.8	90.5
	35.001€ – 50.000€	24	7.7	7.7	98.2
	Over 50.000€	6	1.8	1.8	100.0
	Total	307	100.0	100.0	

Table A1.5. Demographic and other variables. Annual Income Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

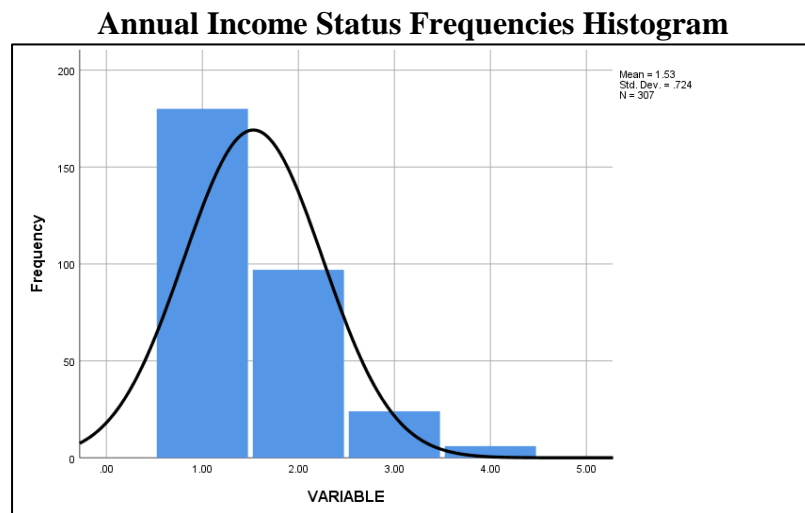


Figure A1.5. Demographic and other variables. Annual Income Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

IPA Use Frequencies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	307	100.0	100.0	100.0

Table A1.6. Demographic and other variables. IPA Use Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

IPA Brand Usage Frequencies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Apple Siri	26	8.4	8.4	8.4
	Apple Siri, Bixby	1	.4	.4	8.8
	Apple Siri, Google now	1	.4	.4	9.2
	Bixby	1	.4	.4	9.5
	Copilot, Alexa	1	.4	.4	9.9
	Google Assistant	212	69.2	69.2	79.1
	Google Assistant, Apple Siri	7	2.2	2.2	81.3
	Google Assistant, Apple Siri,	2	.7	.7	82.1
	Google Assistant, Apple Siri, Bixby	3	1.1	1.1	83.2
	Google Assistant, Apple Siri, Bixby, Google now	1	.4	.4	83.5
	Google Assistant, Apple Siri, Cortana, Bixby, Google now	1	.4	.4	83.9

Google Assistant, Apple Siri, Google now	12	4.0	4.0	87.9
Google Assistant, Bixby	10	3.3	3.3	91.2
Google Assistant, Cortana, Bixby	2	.7	.7	91.9
Google Assistant, Cortana, Bixby, Google now	1	.4	.4	92.3
Google Assistant, Cortana, Leon-ai(open source)	1	.4	.4	92.7
Google Assistant, Dragon Go, Amazon Echo, Bixby, Google now	2	.7	.7	93.4
Google Assistant, Google now	10	3.3	3.3	96.7
Google Assistant, Mycroft	1	.4	.4	97.1
Google Assistant, Mycroft, Google now	3	1.1	1.1	98.2
Google now	6	1.8	1.8	100.0
Total	307	100.0	100.0	

Table A1.7. Demographic and other variables.IPA Brand Usage Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

<i>IPA Usage Frequencies</i>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	2	.7	.7	.7
	Some times a week	80	26.0	26.0	26.7
	Once a week	126	41.0	41.0	67.8
	Once a day	32	10.3	10.3	78.0
	Many times a day	68	22.0	22.0	100.0
	Total	307	100.0	100.0	100.0

Table A1.8. Demographic and other variables.IPA Usage Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

<i>IPA Category Products Frequencies</i>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I do not use IPA	1	.4	.4	.4
	I do not use IPA for buying products	1	.4	.4	.7
	Internet Services	76	24.9	24.9	25.6

Internet Services, Smart Mobile Devices	9	2.9	2.9	28.6
Internet Services, Smart Mobile Devices, Software, Audio and visual technology	1	.4	.4	28.9
Internet Services, Smart Mobile Devices, Audio and visual technology	1	.4	.4	29.3
Internet Services, Smart Mobile Devices, Artificial Intelligence	2	.7	.7	30.0
Internet Services, Smart Mobile Devices Computers,	6	1.8	1.8	31.9
Internet Services, Smart Mobile Devices Computers,, Circuit Accessories	1	.4	.4	32.2
Internet Services, Smart Mobile Devices Computers,, Software	2	.7	.7	33.0
Internet Services, Smart Mobile Devices Computers,, Software, Batteries	2	.7	.7	33.7
Internet Services, Smart Mobile Devices Computers,, Batteries	1	.4	.4	34.1
Internet Services, Smart Mobile Devices Computers,, Audio and visual technology	3	1.1	1.1	35.2
Internet Services, Smart Mobile Devices Computers,, Artificial Intelligence, Software	2	.7	.7	35.9
Internet Services, Artificial Intelligence	1	.4	.4	36.3
Internet Services, Computers,	5	1.5	1.5	37.7
Smart Mobile Devices	57	18.7	18.7	56.4
Smart Mobile Devices, Batteries	1	.4	.4	56.8
Smart Mobile Devices Audio and visual technology	1	.4	.4	57.1

Smart Mobile Devices	38	12.5	12.5	69.6
Computers,				
Smart Mobile Devices	3	1.1	1.1	70.7
Computers,, Artificial Intelligence				
Smart Mobile Devices	1	.4	.4	71.1
Computers,, Artificial Intelligence, Software				
Software, Audio and visual technology	1	.4	.4	71.4
Audio and visual technology	5	1.5	1.5	72.9
Audio and visual technology, Batteries	1	.4	.4	73.3
Artificial Intelligence	6	1.8	1.8	75.1
TV	2	.7	.7	75.8
TV, Internet Services	1	.4	.4	76.2
TV, Internet Services, Smart Mobile Devices	3	1.1	1.1	77.3
TV, Internet Services, Smart Mobile Devices, Software, Audio and visual technology	1	.4	.4	77.7
TV, Internet Services, Smart Mobile Devices, Computers,	6	1.8	1.8	79.5
TV, Internet Services, Smart Mobile Devices, Computers,,	3	1.1	1.1	80.6
TV, Internet Services, Smart Mobile Devices, Computers,, Circuit Accessories	7	2.2	2.2	82.8
TV, Internet Services, Smart Mobile Devices, Computers,, Software	3	1.1	1.1	83.9
TV, Internet Services, Smart Mobile Devices, Computers, Batteries	1	.4	.4	84.2
TV, Internet Services, Smart Mobile Devices Computers, Audio and visual technology	2	.7	.7	85.0
TV, Internet Services, Smart Mobile DevicesComputers, Artificial Intelligence	5	1.5	1.5	86.4

TV, Internet Services, Artificial Intelligence, Software	1	.4	.4	86.8
TV, Internet Services, Computers	1	.4	.4	87.2
TV, Internet Services, Computers, Software	1	.4	.4	87.5
TV, Smart Mobile Devices	5	1.5	1.5	89.0
TV, Smart Mobile Devices Circuit Accessories	1	.4	.4	89.4
TV, Smart Mobile Devices Audio and visual technology	1	.4	.4	89.7
TV, Smart Mobile Devices, Computers	7	2.2	2.2	91.9
TV, Smart Mobile Devices Computers, Software	2	.7	.7	92.7
TV, Smart Mobile Devices, Computers, Artificial Intelligence, Software	2	.7	.7	93.4
TV, Smart Mobile Devices, Computers, Artificial Intelligence, Software, Audio and visual technology	1	.4	.4	93.8
TV, Software, Batteries	1	.4	.4	94.1
TV, Computers	3	1.1	1.1	95.2
TV, Computers, Audio and visual technology	1	.4	.4	95.6
TV, Computers, Artificial Intelligence	3	1.1	1.1	96.7
I use IPA only for simple things like alarms etc.	2	.7	.7	97.4
Computers	7	2.2	2.2	99.6
Computers, Circuit Accessories	1	.4	.4	100.0
Total	307	100.0	100.0	

Table A1.9. Demographic and other variables. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

A2-Frequencies of Constructs

The IPA is machine-like/artificial

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	33	10.7	10.7	10.7
	Disagree	10	3.3	3.3	14.0
	Neither agree nor disagree	40	12.9	12.9	26.9
	Agree	155	50.6	50.6	77.5
	Strongly Agree	69	22.5	22.5	100.0
	Total	307	100.0	100.0	

Table A2.1. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

IPA Category Products Frequencies Histogram

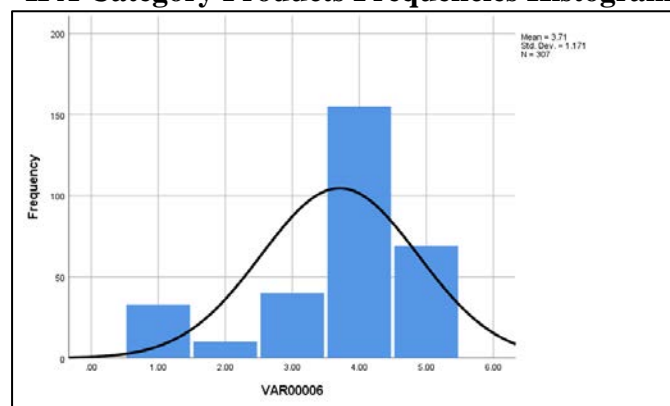


Figure A2.1. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

The IPA is human-like/life-like					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	54	17.7	17.7	17.7
	Disagree	101	32.8	32.8	50.6
	Neither agree nor disagree	96	31.4	31.4	81.9
	Agree	49	15.9	15.9	97.8
	Strongly Agree	7	2.2	2.2	100.0
	Total	307	100.0	100.0	

Table A2.2. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

IPA Category Products Frequencies Histogram

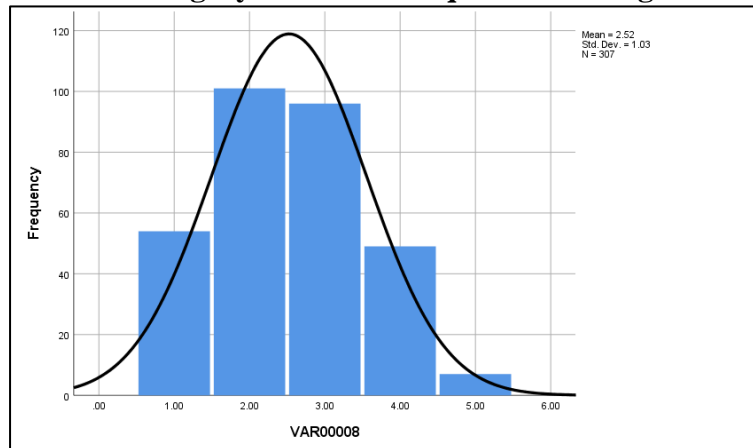


Figure A2.2. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

The IPA has its own name

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	36	11.8	11.8	11.8
	Disagree	32	10.3	10.3	22.1
	Neither agree nor disagree	67	21.8	21.8	43.9
	Agree	164	53.5	53.5	97.4
	Strongly Agree	8	2.6	2.6	100.0
	Total	307	100.0	100.0	

Table A2.3. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

IPA Category Products Frequencies Histogram

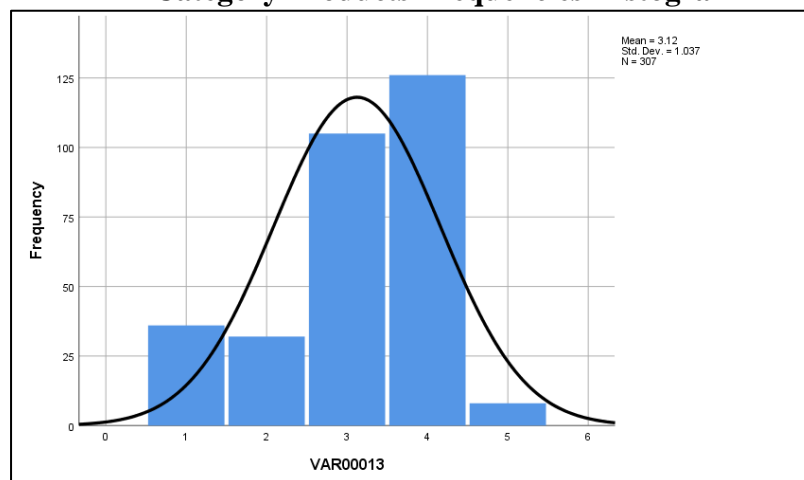


Figure A2.3. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

The IPA makes me feel comfortable, as if I am with friends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	36	11.8	11.8	11.8
	Disagree	80	26.2	26.2	38.0
	Neither agree nor disagree	93	30.3	30.3	68.3
	Agree	91	29.5	29.5	97.8
	Strongly Agree	7	2.2	2.2	100.0
	Total	307	100.0	100.0	

Table A2.4. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

IPA Category Products Frequencies Histogram

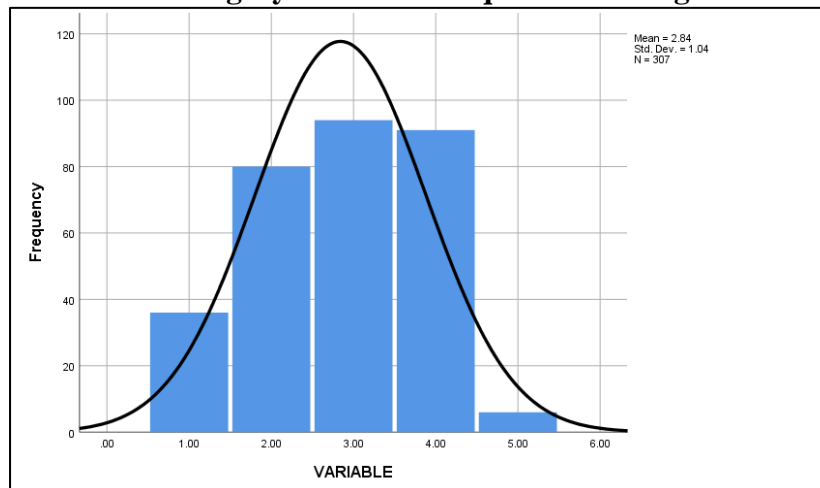


Figure A2.4. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

This IPA seems to understand things I want to know

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	10	3.3	3.3	3.3
	Disagree	11	3.7	3.7	7.1
	Neither agree nor disagree	105	34.3	34.6	41.6
	Agree	145	47.2	47.6	89.2
	Strongly Agree	33	10.7	10.8	100.0
	Total	10	99.3	100.0	
Missing	System	2	.7		
Total		307	100.0		

Table A2.5. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

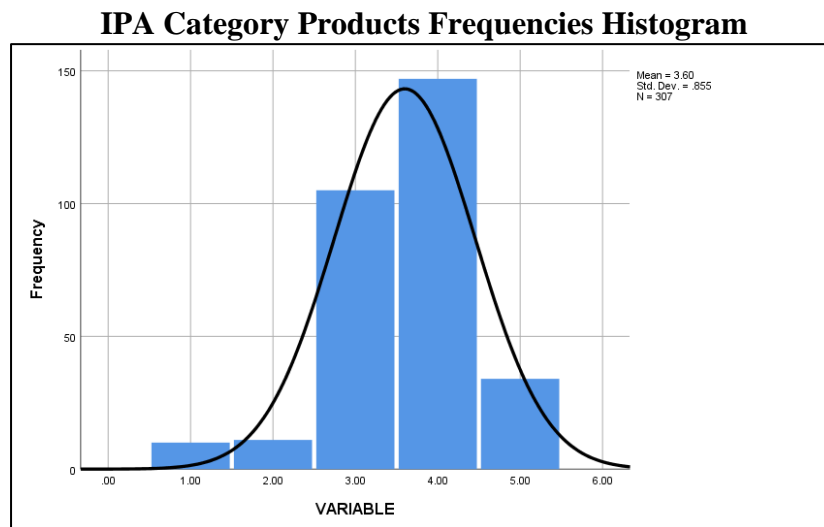


Figure A2.5. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

I feel this IPA is like an oldfriend					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	111	36.2	36.4	36.4
	Disagree	71	23.2	23.4	59.9
	Neither agree nor disagree	84	27.3	27.5	87.4
	Agree	31	10.0	10.0	97.4
	Strongly Agree	8	2.6	2.6	100.0
	Total	111	99.3	100.0	
Missing	System	2	.7		
Total		307	100.0		

Table A2.6. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

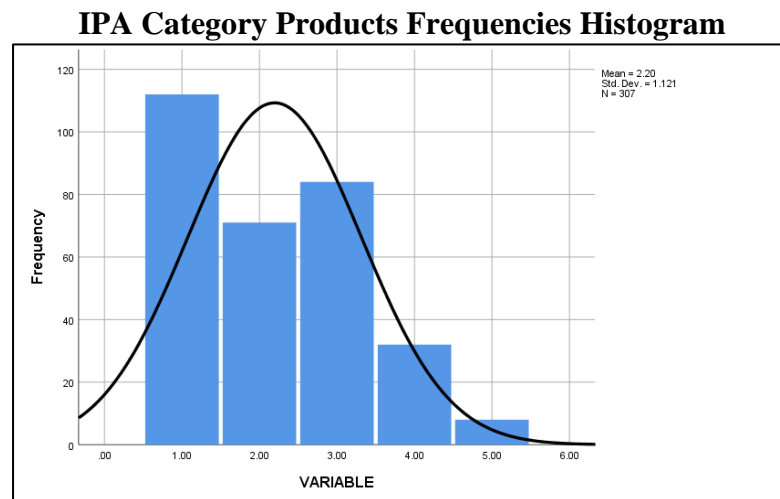


Figure A2.6. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

I would be willing to use IPA recommendations					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.4	.4	.4
	Disagree	24	7.7	7.7	8.1
	Neither agree nor disagree	91	29.5	29.5	37.6
	Agree	165	53.9	53.9	91.5
	Strongly Agree	26	8.5	8.5	100.0
	Total	307	100.0	100.0	

Table A2.7. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

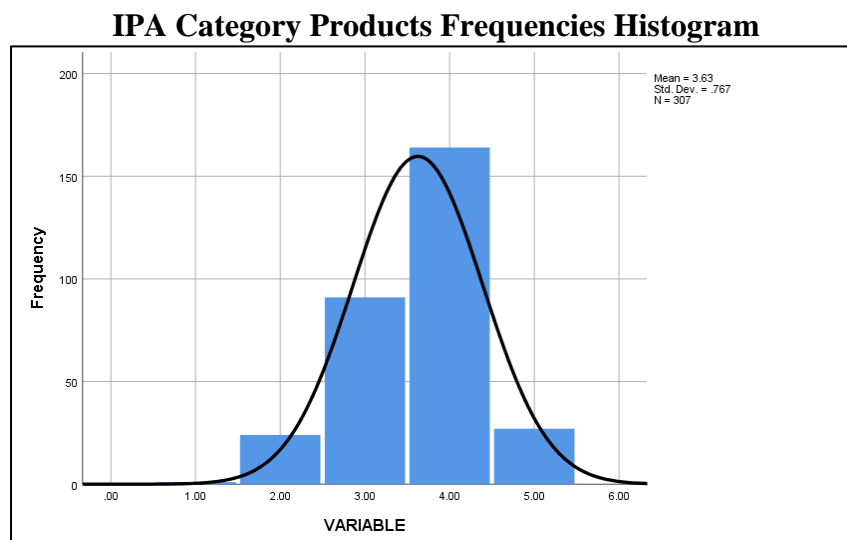


Figure A2.7. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

I would be willing to accept the recommendation that the IPA suggested					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	.7	.7	.7
	Disagree	19	6.3	6.3	7.0
	Neither agree nor disagree	91	29.5	29.5	36.5
	Agree	165	53.9	53.9	90.4
	Strongly Agree	29	9.6	9.6	100.0
	Total	307	100.0	100.0	

Table A2.8. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

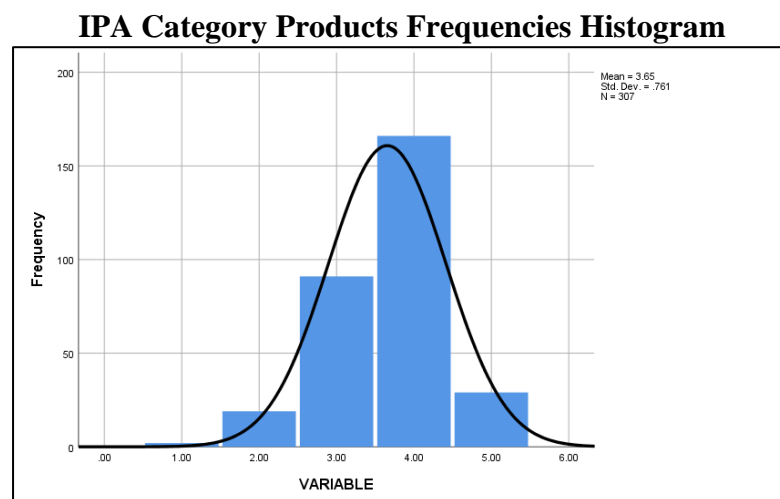


Figure A2.8. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

I would be willing to use what the IPA recommended					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	2.6	2.6	2.6
	Disagree	10	3.3	3.3	5.9
	Neither agree nor disagree	100	32.5	32.5	38.4
	Agree	161	52.4	52.4	90.8
	Strongly Agree	28	9.2	9.2	100.0
	Total	307	100.0	100.0	

Table A2.9. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

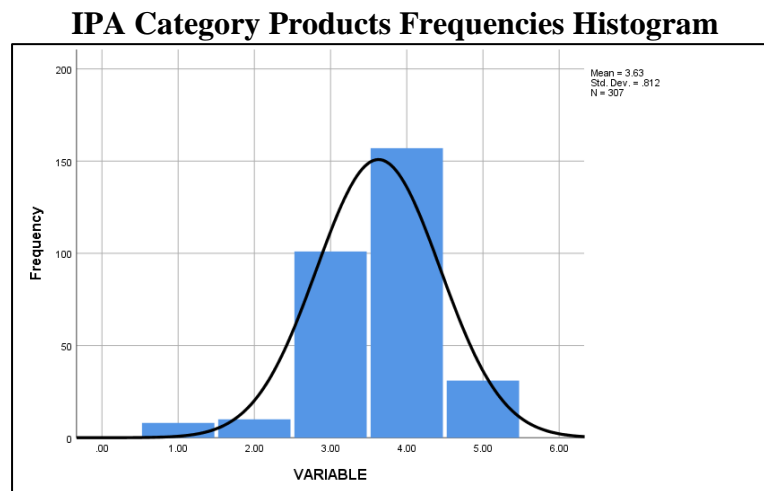


Figure A2.9. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

I think the brand of the product is good.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	7	2.2	2.2	2.2
	Disagree	1	.4	.4	2.6
	Neither agree nor disagree	121	39.5	39.5	42.1
	Agree	147	48.0	48.0	90.0
	Strongly Agree	31	10.0	10.0	100.0
	Total	307	100.0	100.0	

Table A2.10. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

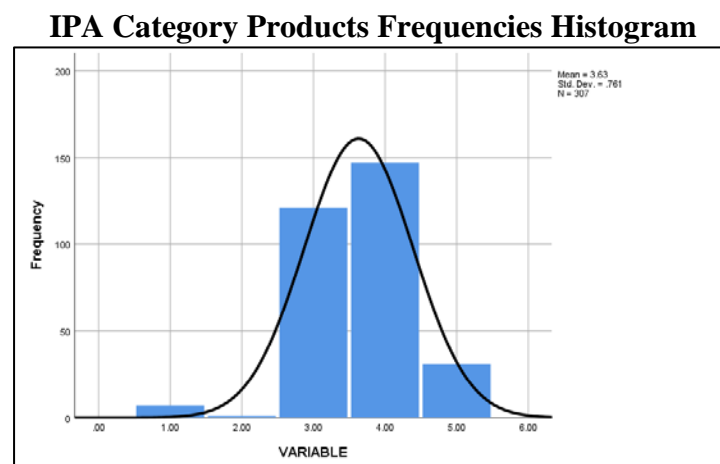


Figure A2.10. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology

I think the brand of the product is worth having.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	1.5	1.5	1.5
	Disagree	26	8.5	8.5	10.0
	Neither agree nor disagree	96	31.4	31.4	41.3
	Agree	142	46.1	46.1	87.5
	Strongly Agree	38	12.5	12.5	100.0
	Total	307	100.0	100.0	

Table A2.11. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

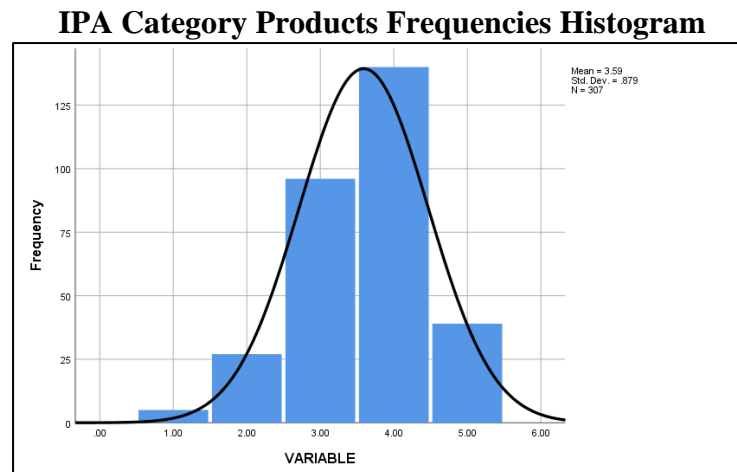


Figure A2.11. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

I would support the brand of this product.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	1.5	1.5	1.5
	Disagree	27	8.9	8.9	10.3
	Neither agree nor disagree	126	41.0	41.0	51.3
	Agree	115	37.3	37.3	88.6
	Strongly Agree	35	11.4	11.4	100.0
	Total	307	100.0	100.0	

Table A2.12. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

IPA Category Products Frequencies Histogram

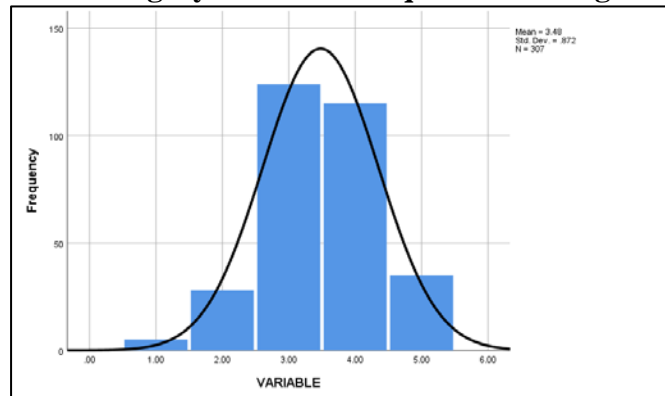


Figure A2.12. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

The IPA’s brand can deliver on its promise.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	1.8	1.8	1.8
	Disagree	17	5.5	5.5	7.4
	Neither agree nor disagree	126	41.0	41.0	48.3
	Agree	129	42.1	42.1	90.4
	Strongly Agree	29	9.6	9.6	100.0
	Total	307	100.0	100.0	

Table A2.13. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

IPA Category Products Frequencies Histogram

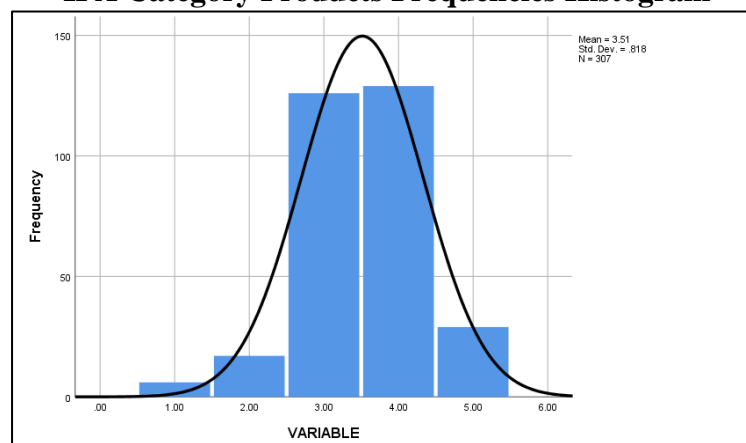


Figure A2.13. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

The IPA brand’s product claims are believable.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	.7	.7	.7
	Disagree	14	4.4	4.4	5.2
	Neither agree nor disagree	113	36.9	36.9	42.1
	Agree	126	41.0	41.0	83.0
	Strongly Agree	52	17.0	17.0	100.0
	Total	307	100.0	100.0	

Table A2.14. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

IPA Category Products Frequencies Histogram

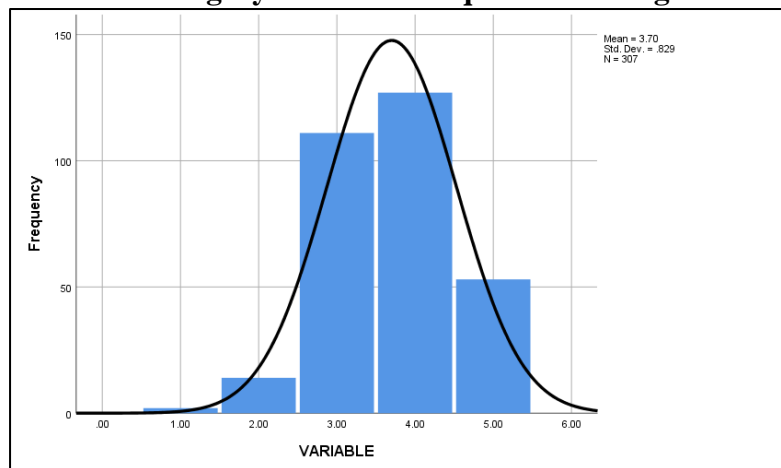


Figure A2.14. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

The IPA’s brand delivers what it promises.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	1.1	1.1	1.1
	Disagree	13	4.1	4.1	5.2
	Neither agree nor disagree	127	41.3	41.3	46.5
	Agree	131	42.8	42.8	89.3
	Strongly Agree	33	10.7	10.7	100.0
	Total	307	100.0	100.0	

Table A2.15. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

IPA Category Products Frequencies Histogram

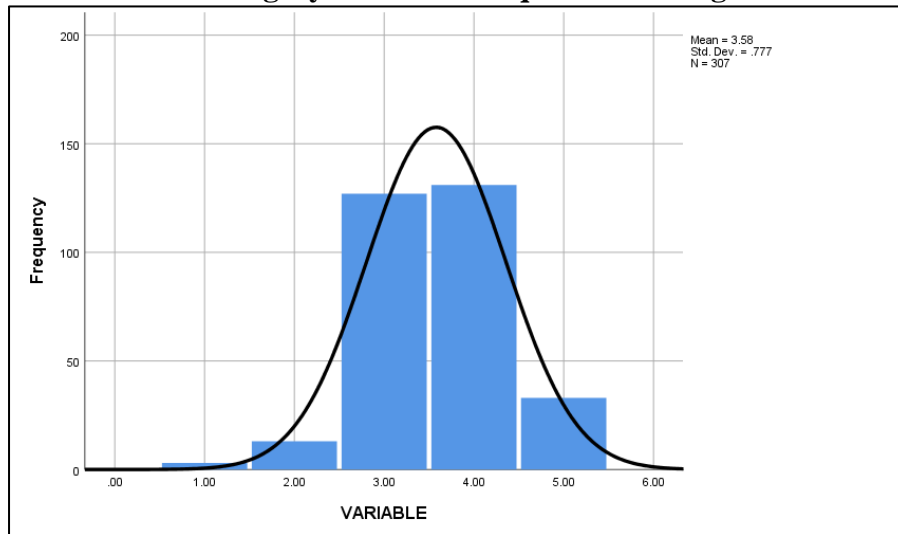


Figure A2.15. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

The IPA’s brand is reliable.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	1.5	1.5	1.5
	Disagree	14	4.4	4.4	5.9
	Neither agree nor disagree	128	41.7	41.7	47.6
	Agree	129	42.1	42.1	89.7
	Strongly Agree	32	10.3	10.3	100.0
	Total	307	100.0	100.0	

Table A2.16. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

IPA Category Products Frequencies Histogram

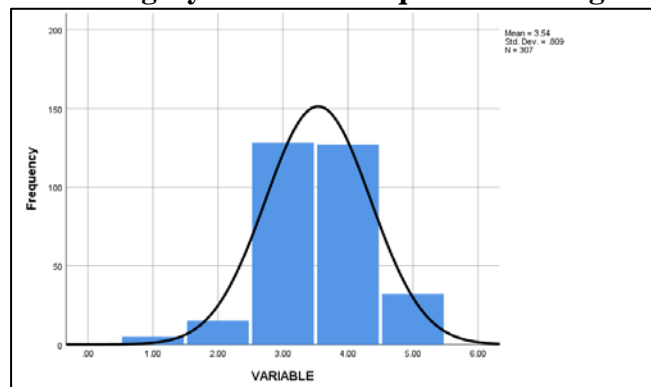


Figure A2.16. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

I am likely to buy goods using my intelligent personal assistants.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	16	5.2	5.2	5.2
	Disagree	45	14.8	14.8	19.9
	Neither agree nor disagree	94	30.6	30.6	50.6
	Agree	104	33.9	33.9	84.5
	Strongly Agree	48	15.5	15.5	100.0
	Total	307	100.0	100.0	

Table A2.17. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

IPA Category Products Frequencies Histogram

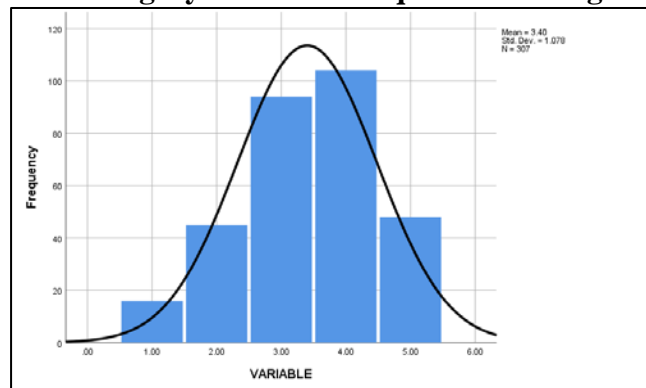


Figure A2.17. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

I am willing to shop with the help of my intelligent personal assistants.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	3.0	3.0	3.0
	Disagree	52	17.0	17.0	19.9
	Neither agree nor disagree	77	25.1	25.1	45.0
	Agree	139	45.4	45.4	90.4
	Strongly Agree	29	9.6	9.6	100.0
	Total	307	100.0	100.0	

Table A2.18. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

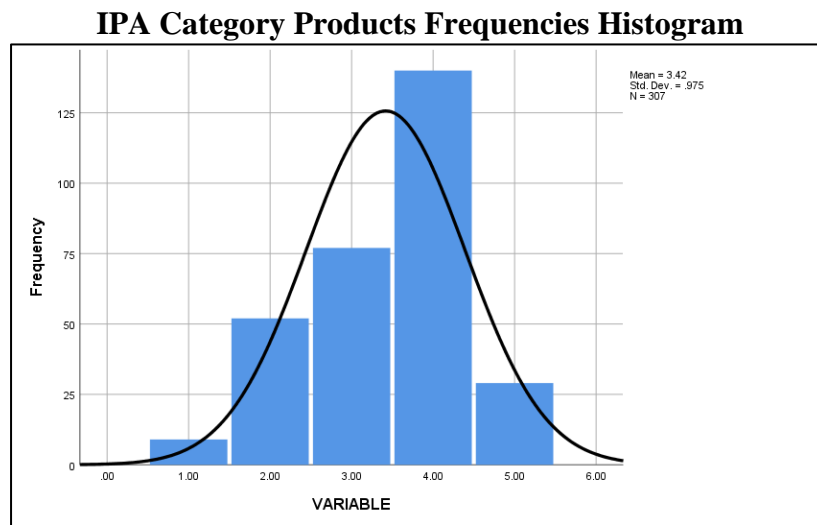


Figure A2.18. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

If I want to shop online, I would consider using my intelligent personal assistants first.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	17	5.5	5.5	5.5
	Disagree	84	27.3	27.3	32.8
	Neither agree nor disagree	61	19.9	19.9	52.8
	Agree	109	35.4	35.4	88.2
	Strongly Agree	36	11.8	11.8	100.0
	Total	307	100.0	100.0	

Table A2.19. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

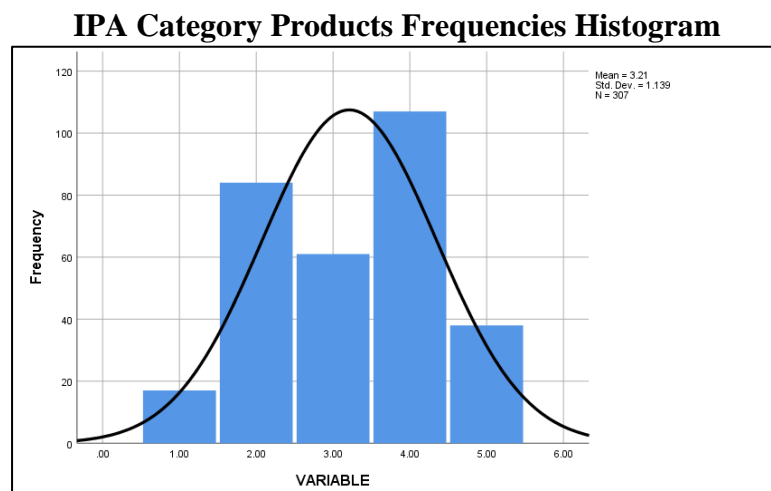


Figure A2.19. Frequencies of Constructs. IPA Category Products Frequencies (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

A3- Descriptive statistics in Scales

<i>Descriptive statistics in Scales</i>					
	N	MIN	MAX	Mean	ST.DEV
Humanized Naming					
The IPA is machine-like/artificial	307	1	5	3.70	1.17
The IPA is human-like/life-like	307	1	5	2.52	1.02
The IPA has its own name	307	1	5	3.24	1.07
Parasocial Interaction					
The IPA makes me feel comfortable, as if I am with friends	307	1	5	2.84	1.04
This IPA seems to understand things I want to know	269	1	5	3.58	0.85
I feel this IPA is like an old friend	269	1	5	2.18	1.11
Consumers Intentions for technology products to accept IPA recommendations					
I would be willing to use IPA recommendations	307	1	5	3.62	0.76
I would be willing to accept the recommendation that the IPA suggested	307	1	5	3.65	0.76
I would be willing to use what the IPA recommended	307	1	5	3.62	0.80
Brand Evaluation					
I think the brand of the product is good.	307	1	5	3.63	0.75
I think the brand of the product is worth having.	307	1	5	3.59	0.86
I would support the brand of this product.	307	1	5	3.48	0.86
Brand Credibility					
The IPA's brand can deliver on its promise.	307	1	5	3.52	0.81
The IPA brand's product claims are believable.	307	1	5	3.69	0.82
The IPA's brand delivers what it promises.	307	1	5	3.57	0.77
The IPA's brand is reliable.	307	1	5	3.55	0.79
Purchase intentions of consumers of technology products					
I am likely to buy goods using my intelligent personal assistants	307	1	5	3.39	1.07
I am willing to shop with the help of my intelligent personal assistants	307	1	5	3.41	0.97
If I want to shop online, I would consider using my intelligent personal assistants first.	307	1	5	3.20	1.13

Table A3.1. Descriptive statistics in Scales (1=Strongly Disagree. 5=Strongly Agree). (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on

brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

<i>Reliability analysis</i>							
	N	MIN	MAX	Mean	ST.DE V	ITEMS	ALPHA
Humanized Naming	307	1	5	3.15	0.93	3	0.81
Parasocial Interaction	307	1	5	2.85	0.85	3	0.76
Consumers Intensions for technology products to accept IPA recommendations	307	1	5	3.63	0.73	3	0.94
Brand Evaluation	307	1	5	3.57	0.76	3	0.91
Brand Credibility	307	1	5	3.58	0.71	4	0.90
Purchase intentions of consumers of technology products	307	1	5	3.34	0.98	3	0.91

Table A3.2. Reliability analysis. (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

A4- Inferential statistics

<i>T-TEST for Gender Groups</i>					
T-TEST	GENDER	N	Mean	Std. Deviation	p-value
Humanized Naming	Female	150	3.2607	.80647	.002
	Male	153	3.0595	1.02196	
Parasocial Interaction	Female	150	2.8246	.84445	.285
	Male	153	2.8929	.86800	
Consumers Intensions for technology products to accept IPA recommendations	Female	150	3.6266	.72362	.887
	Male	153	3.6238	.78336	
Brand Evaluation	Female	150	3.4536	.83013	.025
	Male	153	3.6738	.69653	
Brand Credibility	Female	150	3.5338	.72416	.976
	Male	153	3.6196	.71373	
Purchase intentions of consumers of technology products	Female	150	3.1905	.88695	.089
	Male	153	3.4714	1.05180	

Table A4.1. Inferential statistics. (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

ANOVA for Age Groups

		Sum of Squares	df	Mean Square	F	Sig.
Humanized Naming	Between Groups	9.279	3	3.093	4.151	.007
	Within Groups	200.441	269	.745		
	Total	209.720	272			
Parasocial Interaction	Between Groups	5.498	3	1.833	2.819	.039
	Within Groups	174.866	269	.650		
	Total	180.364	272			
Consumers Intentions for technology products to accept IPA recommendations	Between Groups	1.344	3	.448	.832	.477
	Within Groups	144.798	269	.538		
	Total	146.142	272			
Brand Evaluation	Between Groups	2.436	3	.812	1.506	.213
	Within Groups	145.036	269	.539		
	Total	147.473	272			
Brand Credibility	Between Groups	1.399	3	.466	1.037	.377
	Within Groups	120.971	269	.450		
	Total	122.370	272			
Purchase intentions of consumers of technology products	Between Groups	1.843	3	.614	.788	.501
	Within Groups	209.754	269	.780		
	Total	211.598	272			

Table A4.2. Inferential statistics. (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

POST-HOC for Age Groups

Multiple Comparisons							
Tukey HSD							
Dependent Variable	(I) Education Status	(J) Education Status	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Humanized Naming	Baby Boomers	Gen X	.07736	.13922	.945	-.2825	.4373
		Gen Y	-.02461	.14782	.998	-.4068	.3575
		Gen Z	-.57407*	.20004	.023	-1.0912	-.0569
	Gen X	Baby Boomers	-.07736	.13922	.945	-.4373	.2825
		Gen Y	-.10198	.12805	.856	-.4330	.2290
		Gen Z	-.65144*	.18591	.003	-1.1320	-.1708
	Gen Y	Baby Boomers	.02461	.14782	.998	-.3575	.4068

		Gen X	.10198	.12805	.856	-.2290	.4330	
		Gen Z	-.54946*	.19243	.024	-1.0469	-.0520	
	Gen Z	Baby Boomers	.57407*	.20004	.023	.0569	1.0912	
		Gen X	.65144*	.18591	.003	.1708	1.1320	
		Gen Y	.54946*	.19243	.024	.0520	1.0469	
Parasocial Interaction	Baby Boomers	Gen X	.02767	.13004	.997	-.3085	.3638	
		Gen Y	.10134	.13807	.883	-.2556	.4583	
		Gen Z	-.41296	.18684	.123	-.8960	.0701	
	Gen X	Baby Boomers	-.02767	.13004	.997	-.3638	.3085	
		Gen Y	.07366	.11960	.927	-.2355	.3828	
		Gen Z	-.44064	.17364	.057	-.8895	.0083	
	Gen Y	Baby Boomers	-.10134	.13807	.883	-.4583	.2556	
		Gen X	-.07366	.11960	.927	-.3828	.2355	
		Gen Z	-.51430*	.17974	.023	-.9789	-.0497	
	Gen Z	Baby Boomers	.41296	.18684	.123	-.0701	.8960	
		Gen X	.44064	.17364	.057	-.0083	.8895	
		Gen Y	.51430*	.17974	.023	.0497	.9789	
	Consumers Intensions for technology products to accept IPA recommendations	Baby Boomers	Gen X	.07201	.11833	.929	-.2339	.3779
			Gen Y	-.04226	.12564	.987	-.3671	.2825
			Gen Z	-.15494	.17002	.799	-.5945	.2846
Gen X		Baby Boomers	-.07201	.11833	.929	-.3779	.2339	
		Gen Y	-.11428	.10883	.720	-.3956	.1671	
		Gen Z	-.22695	.15801	.478	-.6354	.1815	
Gen Y		Baby Boomers	.04226	.12564	.987	-.2825	.3671	
		Gen X	.11428	.10883	.720	-.1671	.3956	
		Gen Z	-.11267	.16355	.901	-.5355	.3101	
Gen Z		Baby Boomers	.15494	.17002	.799	-.2846	.5945	
		Gen X	.22695	.15801	.478	-.1815	.6354	
		Gen Y	.11267	.16355	.901	-.3101	.5355	
Brand Evaluation	Baby Boomers	Gen X	-.09704	.11843	.845	-.4032	.2091	
		Gen Y	.13270	.12574	.717	-.1924	.4578	
		Gen Z	-.03889	.17016	.996	-.4788	.4010	
	Gen X	.09704	.11843	.845	-.2091	.4032		

		Gen Y	.22974	.10892	.153	-.0518	.5113
		Gen Z	.05815	.15814	.983	-.3507	.4670
	Gen Y	Baby Boomers	-.13270	.12574	.717	-.4578	.1924
		Gen X	-.22974	.10892	.153	-.5113	.0518
		Gen Z	-.17159	.16369	.721	-.5948	.2516
	Gen Z	Baby Boomers	.03889	.17016	.996	-.4010	.4788
		Gen X	-.05815	.15814	.983	-.4670	.3507
		Gen Y	.17159	.16369	.721	-.2516	.5948
Brand Credibility	Baby Boomers	Gen X	.06947	.10816	.918	-.2101	.3491
		Gen Y	-.07131	.11484	.925	-.3682	.2256
		Gen Z	-.13519	.15541	.820	-.5369	.2666
	Gen X	Baby Boomers	-.06947	.10816	.918	-.3491	.2101
		Gen Y	-.14078	.09948	.491	-.3979	.1164
		Gen Z	-.20466	.14443	.490	-.5780	.1687
	Gen Y	Baby Boomers	.07131	.11484	.925	-.2256	.3682
		Gen X	.14078	.09948	.491	-.1164	.3979
		Gen Z	-.06388	.14949	.974	-.4503	.3226
	Gen Z	Baby Boomers	.13519	.15541	.820	-.2666	.5369
		Gen X	.20466	.14443	.490	-.1687	.5780
		Gen Y	.06388	.14949	.974	-.3226	.4503
Purchase intentions of consumers of technology products	Baby Boomers	Gen X	-.02970	.14242	.997	-.3979	.3385
		Gen Y	.16428	.15122	.698	-.2266	.5552
		Gen Z	.02222	.20464	1.000	-.5068	.5512
	Gen X	Baby Boomers	.02970	.14242	.997	-.3385	.3979
		Gen Y	.19397	.13099	.450	-.1446	.5326
		Gen Z	.05192	.19018	.993	-.4397	.5436
	Gen Y	Baby Boomers	-.16428	.15122	.698	-.5552	.2266
		Gen X	-.19397	.13099	.450	-.5326	.1446
		Gen Z	-.14205	.19685	.888	-.6509	.3668
	Gen Z	Baby Boomers	-.02222	.20464	1.000	-.5512	.5068
		Gen X	-.05192	.19018	.993	-.5436	.4397
		Gen Y	.14205	.19685	.888	-.3668	.6509

*. The mean difference is significant at the 0.05 level.

Table A4.3. Inferential statistics. (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

<i>ANOVA for Family Status Groups</i>						
ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Humanized Naming	Between Groups	7.684	6	1.281	1.686	.125
	Within Groups	202.036	266	.760		
	Total	209.720	272			
Parasocial Interaction	Between Groups	6.214	6	1.036	1.582	.153
	Within Groups	174.150	266	.655		
	Total	180.364	272			
Consumers Intensions for technology products to accept IPA recommendations	Between Groups	6.827	6	1.138	2.172	.046
	Within Groups	139.315	266	.524		
	Total	146.142	272			
Brand Evaluation	Between Groups	12.898	6	2.150	4.249	.000
	Within Groups	134.574	266	.506		
	Total	147.473	272			
Brand Credibility	Between Groups	8.089	6	1.348	3.138	.005
	Within Groups	114.281	266	.430		
	Total	122.370	272			
Purchase intentions of consumers of technology products	Between Groups	9.235	6	1.539	2.023	.063
	Within Groups	202.363	266	.761		
	Total	211.598	272			

Table A4.4. Inferential statistics. (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

<i>POST-HOC for Family Status Groups</i>							
Multiple Comparisons							
Tukey HSD							
Dependent Variable	(I) Family Status	(J) Family Status	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound

Humanized Naming	Married	Married/Childs	.13995	.12549	.923	-.2329	.5128
		In Relationship	-.97368	.44708	.311	-2.3020	.3546
		Free	-.14567	.16172	.972	-.6262	.3348
		Divorced	-.00146	.51300	1.000	-1.5256	1.5227
		Bonded	-.22368	.36957	.997	-1.3217	.8743
		Engaged	-.15702	.40237	1.000	-1.3525	1.0384
	Married/Childs	Married	-.13995	.12549	.923	-.5128	.2329
		In Relationship	-1.11364	.44231	.157	-2.4278	.2005
		Free	-.28562	.14804	.463	-.7254	.1542
		Divorced	-.14141	.50885	1.000	-1.6532	1.3704
		Bonded	-.36364	.36379	.954	-1.4445	.7172
		Engaged	-.29697	.39707	.989	-1.4767	.8827
	In Relationship	Married	.97368	.44708	.311	-.3546	2.3020
		Married/Childs	1.11364	.44231	.157	-.2005	2.4278
		Free	.82801	.45392	.533	-.5206	2.1766
		Divorced	.97222	.66563	.768	-1.0054	2.9498
		Bonded	.75000	.56256	.836	-.9214	2.4214
		Engaged	.81667	.58463	.803	-.9203	2.5536
	Free	Married	.14567	.16172	.972	-.3348	.6262
		Married/Childs	.28562	.14804	.463	-.1542	.7254
		In Relationship	-.82801	.45392	.533	-2.1766	.5206
		Divorced	.14421	.51898	1.000	-1.3977	1.6861
		Bonded	-.07801	.37782	1.000	-1.2005	1.0445
		Engaged	-.01135	.40996	1.000	-1.2294	1.2067
	Divorced	Married	.00146	.51300	1.000	-1.5227	1.5256
		Married/Childs	.14141	.50885	1.000	-1.3704	1.6532
		In Relationship	-.97222	.66563	.768	-2.9498	1.0054
		Free	-.14421	.51898	1.000	-1.6861	1.3977
		Bonded	-.22222	.61625	1.000	-2.0531	1.6087
		Engaged	-.15556	.63646	1.000	-2.0465	1.7354
	Bonded	Married	.22368	.36957	.997	-.8743	1.3217
		Married/Childs	.36364	.36379	.954	-.7172	1.4445
		In Relationship	-.75000	.56256	.836	-2.4214	.9214
		Free	.07801	.37782	1.000	-1.0445	1.2005
		Divorced	.22222	.61625	1.000	-1.6087	2.0531
		Engaged	.06667	.52773	1.000	-1.5012	1.6346
	Engaged	Married	.15702	.40237	1.000	-1.0384	1.3525
		Married/Childs	.29697	.39707	.989	-.8827	1.4767
		In Relationship	-.81667	.58463	.803	-2.5536	.9203
		Free	.01135	.40996	1.000	-1.2067	1.2294

		Divorced	.15556	.63646	1.000	-1.7354	2.0465
		Bonded	-.06667	.52773	1.000	-1.6346	1.5012
Parasocial Interaction	Married	Married/Childs	-.02073	.11651	1.000	-.3669	.3254
		In Relationship	-1.01316	.41508	.186	-2.2464	.2201
		Free	-.12131	.15015	.984	-.5674	.3248
		Divorced	.51462	.47629	.933	-.9005	1.9297
		Bonded	.34795	.34312	.950	-.6715	1.3674
		Engaged	-.19649	.37357	.998	-1.3064	.9134
		Married/Childs	Married	.02073	.11651	1.000	-.3254
	In Relationship		-.99242	.41065	.196	-2.2125	.2276
	Free		-.10058	.13744	.991	-.5089	.3078
	Divorced		.53535	.47243	.917	-.8683	1.9390
	Bonded		.36869	.33775	.930	-.6348	1.3722
	Engaged		-.17576	.36865	.999	-1.3070	.9195
	In Relationship	Married	1.01316	.41508	.186	-.2201	2.2464
		Married/Childs	.99242	.41065	.196	-.2276	2.2125
		Free	.89184	.42143	.346	-.3603	2.1439
		Divorced	1.52778	.61799	.174	-.3083	3.3639
		Bonded	1.36111	.52229	.128	-.1907	2.9129
		Engaged	.81667	.54278	.742	-.7960	2.4293
	Free	Married	.12131	.15015	.984	-.3248	.5674
		Married/Childs	.10058	.13744	.991	-.3078	.5089
		In Relationship	-.89184	.42143	.346	-2.1439	.3603
		Divorced	.63593	.48183	.842	-.7956	2.0675
		Bonded	.46927	.35078	.834	-.5729	1.5115
		Engaged	-.07518	.38062	1.000	-1.2060	1.0557
	Divorced	Married	-.51462	.47629	.933	-1.9297	.9005
		Married/Childs	-.53535	.47243	.917	-1.9390	.8683
		In Relationship	-1.52778	.61799	.174	-3.3639	.3083
		Free	-.63593	.48183	.842	-2.0675	.7956
Bonded		-.16667	.57215	1.000	-1.8665	1.5332	
Engaged		-.71111	.59091	.892	-2.4667	1.0445	
Bonded	Married	-.34795	.34312	.950	-1.3674	.6715	
	Married/Childs	-.36869	.33775	.930	-1.3722	.6348	
	In Relationship	-1.36111	.52229	.128	-2.9129	.1907	
	Free	-.46927	.35078	.834	-1.5115	.5729	
	Divorced	.16667	.57215	1.000	-1.5332	1.8665	
	Engaged	-.54444	.48996	.924	-2.0001	.9112	
Engaged	Married	.19649	.37357	.998	-.9134	1.3064	
	Married/Childs	.17576	.36865	.999	-.9195	1.3070	

		In Relationship	-.81667	.54278	.742	-2.4293	.7960
		Free	.07518	.38062	1.000	-1.0557	1.2060
		Divorced	.71111	.59091	.892	-1.0445	2.4667
		Bonded	.54444	.48996	.924	-.9112	2.0001
Consumers Intensions for technology products to accept IPA recommendatio ns	Married	Married/Childs	.07270	.10421	.993	-.2369	.3823
		In Relationship	-1.17982 ⁺	.37125	.027	-2.2828	-.0768
		Free	-.06812	.13429	.999	-.4671	.3309
		Divorced	.23684	.42599	.998	-1.0288	1.5025
		Bonded	-.09649	.30689	1.000	-1.0083	.8153
		Engaged	.17018	.33412	.999	-.8225	1.1629
	Married/Childs	Married	-.07270	.10421	.993	-.3823	.2369
		In Relationship	-1.25253 ⁺	.36729	.013	-2.3438	-.1613
		Free	-.14082	.12293	.913	-.5060	.2244
		Divorced	.16414	.42255	1.000	-1.0913	1.4196
		Bonded	-.16919	.30209	.998	-1.0667	.7283
		Engaged	.09747	.32972	1.000	-.8821	1.0771
	In Relationship	Married	1.17982 ⁺	.37125	.027	.0768	2.2828
		Married/Childs	1.25253 ⁺	.36729	.013	.1613	2.3438
		Free	1.11170	.37693	.053	-.0082	2.2316
		Divorced	1.41667	.55307	.142	-.2255	3.0589
		Bonded	1.08333	.46715	.239	-.3046	2.4712
		Engaged	1.35000	.48547	.083	-.0924	2.7924
	Free	Married	.06812	.13429	.999	-.3309	.4671
		Married/Childs	.14082	.12293	.913	-.2244	.5060
		In Relationship	-1.11170	.37693	.053	-2.2316	.0082
		Divorced	.30496	.43096	.992	-.9754	1.5854
		Bonded	-.02837	.31374	1.000	-.9605	.9038
		Engaged	.23830	.34043	.993	-.7731	1.2497
Divorced	Married	-.23684	.42599	.998	-1.5025	1.0288	
	Married/Childs	-.16414	.42255	1.000	-1.4196	1.0913	
	In Relationship	-1.41667	.55307	.142	-3.0589	.2255	
	Free	-.30496	.43096	.992	-1.5854	.9754	
	Bonded	-.33333	.51173	.995	-1.8537	1.1871	
	Engaged	-.06667	.52851	1.000	-1.6369	1.5036	
Bonded	Married	.09649	.30689	1.000	-.8153	1.0083	
	Married/Childs	.16919	.30209	.998	-.7283	1.0667	
	In Relationship	-1.08333	.46715	.239	-2.4712	.3046	
	Free	.02837	.31374	1.000	-.9038	.9605	
	Divorced	.33333	.51173	.995	-1.1871	1.8537	
	Engaged	.26667	.43822	.997	-1.0353	1.5686	

	Engaged	Married	-.17018	.33412	.999	-1.1629	.8225
		Married/Childs	-.09747	.32972	1.000	-1.0771	.8821
		In Relationship	-1.35000	.48547	.083	-2.7924	.0924
		Free	-.23830	.34043	.993	-1.2497	.7731
		Divorced	.06667	.52851	1.000	-1.5036	1.6369
		Bonded	-.26667	.43822	.997	-1.5686	1.0353
Brand Evaluation	Married	Married/Childs	-.17889	.10242	.585	-.4832	.1254
		In Relationship	-1.13596 ⁺	.36488	.033	-2.2200	-.0519
		Free	.00056	.13199	1.000	-.3916	.3927
		Divorced	.66959	.41868	.683	-.5743	1.9135
		Bonded	.50292	.30162	.638	-.3932	1.3991
		Engaged	.64737	.32839	.435	-.3283	1.6230
	Married/Childs	Married	.17889	.10242	.585	-.1254	.4832
		In Relationship	-.95707	.36099	.115	-2.0296	.1154
		Free	.17945	.12082	.753	-.1795	.5384
		Divorced	.84848	.41530	.390	-.3854	2.0824
		Bonded	.68182	.29690	.250	-.2003	1.5639
		Engaged	.82626	.32406	.146	-.1365	1.7891
	In Relationship	Married	1.13596 ⁺	.36488	.033	.0519	2.2200
		Married/Childs	.95707	.36099	.115	-.1154	2.0296
		Free	1.13652 ⁺	.37046	.038	.0359	2.2372
		Divorced	1.80556 ⁺	.54325	.017	.1915	3.4196
		Bonded	1.63889 ⁺	.45913	.008	.2748	3.0030
		Engaged	1.78333 ⁺	.47714	.004	.3657	3.2009
	Free	Married	-.00056	.13199	1.000	-.3927	.3916
		Married/Childs	-.17945	.12082	.753	-.5384	.1795
		Free	-1.13652 ⁺	.37046	.038	-2.2372	-.0359
		Divorced	.66903	.42356	.696	-.5894	1.9275
		Bonded	.50236	.30836	.664	-.4138	1.4185
		Engaged	.64681	.33459	.460	-.3473	1.6409
	Divorced	Married	-.66959	.41868	.683	-1.9135	.5743
		Married/Childs	-.84848	.41530	.390	-2.0824	.3854
		In Relationship	-1.80556 ⁺	.54325	.017	-3.4196	-.1915
		Free	-.66903	.42356	.696	-1.9275	.5894
Bonded		-.16667	.50295	1.000	-1.6610	1.3276	
Engaged		-.02222	.51945	1.000	-1.5655	1.5211	
Bonded	Married	-.50292	.30162	.638	-1.3991	.3932	
	Married/Childs	-.68182	.29690	.250	-1.5639	.2003	
	In Relationship	-1.63889 ⁺	.45913	.008	-3.0030	-.2748	
	Free	-.50236	.30836	.664	-1.4185	.4138	

	Engaged	Divorced	.16667	.50295	1.000	-1.3276	1.6610
		Engaged	.14444	.43070	1.000	-1.1352	1.4241
		Married	-.64737	.32839	.435	-1.6230	.3283
		Married/Childs	-.82626	.32406	.146	-1.7891	.1365
		In Relationship	-1.78333 ⁺	.47714	.004	-3.2009	-.3657
		Free	-.64681	.33459	.460	-1.6409	.3473
		Divorced	.02222	.51945	1.000	-1.5211	1.5655
		Bonded	-.14444	.43070	1.000	-1.4241	1.1352
Brand Credibility	Married	Married/Childs	.11404	.09438	.891	-.1664	.3944
		In Relationship	-1.24013 ⁺	.33624	.005	-2.2391	-.2411
		Free	-.02205	.12163	1.000	-.3834	.3393
		Divorced	.00987	.38583	1.000	-1.1364	1.1562
		Bonded	-.11513	.27795	1.000	-.9409	.7107
		Engaged	.30987	.30262	.948	-.5892	1.2090
	Married/Childs	Married	-.11404	.09438	.891	-.3944	.1664
		In Relationship	-1.35417 ⁺	.33266	.001	-2.3425	-.3658
		Free	-.13608	.11134	.885	-.4669	.1947
		Divorced	-.10417	.38307	1.000	-1.2412	1.0329
		Bonded	-.22917	.30760	.981	-1.0421	.5837
		Engaged	.19583	.29863	.995	-.6914	1.0831
	3.00	Married	1.24013 ⁺	.33624	.005	.2411	2.2391
		Married/Childs	1.35417 ⁺	.33266	.001	.3658	2.3425
		Free	1.21809 ⁺	.34139	.008	.2038	2.2324
		Divorced	1.25000	.50062	.165	-.2374	2.7374
		Bonded	1.12500	.42310	.113	-1.1320	2.3820
		Engaged	1.55000 ⁺	.43970	.009	.2436	2.8564
	Free	Married	.02205	.12163	1.000	-.3393	.3834
		Married/Childs	.13608	.11134	.885	-.1947	.4669
		In Relationship	-1.21809 ⁺	.34139	.008	-2.2324	-.2038
		Divorced	.03191	.39032	1.000	-1.1277	1.1916
		Bonded	-.09309	.28416	1.000	-.9373	.7512
		Engaged	.33191	.30833	.935	-.5841	1.2480
Divorced	Married	-.00987	.38583	1.000	-1.1562	1.1364	
	Married/Childs	.10417	.38307	1.000	-1.0329	1.2412	
	In Relationship	-1.25000	.50062	.165	-2.7374	.2374	
	Free	-.03191	.39032	1.000	-1.1916	1.1277	
	Bonded	-.12500	.46348	1.000	-1.5020	1.2520	
	Engaged	.30000	.47868	.996	-1.1222	1.7222	
Bonded	Married	.11513	.27795	1.000	-.7107	.9409	
	Married/Childs	.22917	.30760	.981	-.5837	1.0421	

		In Relationship	-1.12500	.42310	.113	-2.3820	.1320
		Free	.09309	.28416	1.000	-.7512	.9373
		Divorced	.12500	.46348	1.000	-1.2520	1.5020
		Engaged	.42500	.39690	.936	-.7542	1.6042
	Engaged	Married	-.30987	.30262	.948	-1.2090	.5892
		Married/Childs	-.19583	.29863	.995	-1.0831	.6914
		In Relationship	-1.55000 [†]	.43970	.009	-2.8564	-.2436
		Free	-.33191	.30833	.935	-1.2480	.5841
		Divorced	-.30000	.47868	.996	-1.7222	1.1222
		Bonded	-.42500	.39690	.936	-1.6042	.7542
Purchase intentions of consumers of technology products	Married	Married/Childs	-.26382	.12559	.355	-.6370	.1093
		In Relationship	-.67544	.44744	.739	-2.0048	.6539
		Free	-.03891	.16185	1.000	-.5198	.4420
		Divorced	-.48099	.51342	.966	-2.0064	1.0444
		Bonded	.51901	.36987	.800	-.5799	1.6179
		Engaged	.34123	.40269	.980	-.8552	1.5377
	Married/Childs	Married	.26382	.12559	.355	-.1093	.6370
		In Relationship	-.41162	.44267	.967	-1.7268	.9036
		Free	.22491	.14815	.734	-.2153	.6651
		Divorced	-.21717	.50927	1.000	-1.7302	1.2959
		Bonded	.78283	.36408	.327	-.2989	1.8645
		Engaged	.60505	.39739	.731	-.5756	1.7857
	In Relationship	Married	.67544	.44744	.739	-.6539	2.0048
		Married/Childs	.41162	.44267	.967	-.9036	1.7268
		Free	.63652	.45429	.801	-.7132	1.9862
		Divorced	.19444	.66617	1.000	-1.7848	2.1737
		Bonded	1.19444	.56301	.343	-.4783	2.8672
		Engaged	1.01667	.58510	.591	-.7217	2.7550
	Free	Married	.03891	.16185	1.000	-.4420	.5198
		Married/Childs	-.22491	.14815	.734	-.6651	.2153
		In Relationship	-.63652	.45429	.801	-1.9862	.7132
		Divorced	-.44208	.51940	.979	-1.9852	1.1011
		Bonded	.55792	.37813	.759	-.5655	1.6814
		Engaged	.38014	.41029	.968	-.8389	1.5991
Divorced	Married	.48099	.51342	.966	-1.0444	2.0064	
	Married/Childs	.21717	.50927	1.000	-1.2959	1.7302	
	In Relationship	-.19444	.66617	1.000	-2.1737	1.7848	
	Free	.44208	.51940	.979	-1.1011	1.9852	
	Bonded	1.00000	.61675	.669	-.8324	2.8324	
	Engaged	.82222	.63698	.856	-1.0703	2.7147	

	Bonded	Married	-.51901	.36987	.800	-1.6179	.5799
		Married/Childs	-.78283	.36408	.327	-1.8645	.2989
		In Relationship	-1.19444	.56301	.343	-2.8672	.4783
		Free	-.55792	.37813	.759	-1.6814	.5655
		Divorced	-1.00000	.61675	.669	-2.8324	.8324
		Engaged	-.17778	.52815	1.000	-1.7470	1.3914
	Engaged	Married	-.34123	.40269	.980	-1.5377	.8552
		Married/Childs	-.60505	.39739	.731	-1.7857	.5756
		In Relationship	-1.01667	.58510	.591	-2.7550	.7217
		Free	-.38014	.41029	.968	-1.5991	.8389
		Divorced	-.82222	.63698	.856	-2.7147	1.0703
		Bonded	.17778	.52815	1.000	-1.3914	1.7470

*. The mean difference is significant at the 0.05 level.

Table A4.5 Inferential statistics. (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

ANOVA for Work Status Groups						
		Sum of Squares	df	Mean Square	F	Sig.
Humanized Naming	Between Groups	9.655	4	2.414	3.233	.013
	Within Groups	200.065	268	.747		
	Total	209.720	272			
Parasocial Interaction	Between Groups	9.610	4	2.402	3.771	.005
	Within Groups	170.754	268	.637		
	Total	180.364	272			
Consumers Intentions for technology products to accept IPA recommendations	Between Groups	3.734	4	.934	1.757	.138
	Within Groups	142.407	268	.531		
	Total	146.142	272			
Brand Evaluation	Between Groups	5.894	4	1.473	2.789	.027
	Within Groups	141.579	268	.528		
	Total	147.473	272			
Brand Credibility	Between Groups	3.745	4	.936	2.115	.079
	Within Groups	118.625	268	.443		
	Total	122.370	272			
Purchase intentions of consumers of technology products	Between Groups	5.890	4	1.472	1.918	.108
	Within Groups	205.708	268	.768		
	Total	211.598	272			

Table A4.6. Inferential statistics. (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

POST-HOC for Work Status Groups

Multiple Comparisons							
Tukey HSD							
Dependent Variable	(I) Work Status	(J) Work Status	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Humanized Naming	Unemployed	Self Employed	.34594	.13014	.063	-.0115	.7034
		Student	.00669	.50777	1.000	-1.3879	1.4013
		Employee	.11911	.13333	.899	-.2471	.4853
		Other	-.56275	.31986	.400	-1.4412	.3157
	Self Employed	Unemployed	-.34594	.13014	.063	-.7034	.0115
		Student	-.33924	.50673	.963	-1.7310	1.0525
		Employee	-.22683	.12932	.403	-.5820	.1283
		Other	-.90869*	.31821	.037	-1.7826	-.0348
	Student	Unemployed	-.00669	.50777	1.000	-1.4013	1.3879
		Self Employed	.33924	.50673	.963	-1.0525	1.7310
		Employee	.11242	.50756	.999	-1.2816	1.5064
		Other	-.56944	.58494	.867	-2.1759	1.0371
	Employee	Unemployed	-.11911	.13333	.899	-.4853	.2471
		Self Employed	.22683	.12932	.403	-.1283	.5820
		Student	-.11242	.50756	.999	-1.5064	1.2816
		Other	-.68186	.31953	.209	-1.5594	.1957
	Other	Unemployed	.56275	.31986	.400	-.3157	1.4412
		Self Employed	.90869*	.31821	.037	.0348	1.7826
		Student	.56944	.58494	.867	-1.0371	2.1759
		Employee	.68186	.31953	.209	-.1957	1.5594
Parasocial Interaction	Unemployed	Self Employed	.25511	.12023	.214	-.0751	.5853
		Student	.41232	.46910	.904	-.8760	1.7007
		Employee	.37179*	.12318	.023	.0335	.7101
		Other	-.44880	.29550	.551	-1.2604	.3628
	Self Employed	Unemployed	-.25511	.12023	.214	-.5853	.0751
		Student	.15721	.46814	.997	-1.1285	1.4429
		Employee	.11669	.11947	.866	-.2114	.4448
		Other	-.70390	.29397	.120	-1.5113	.1035
	Student	Unemployed	-.41232	.46910	.904	-1.7007	.8760

		Self Employed	-.15721	.46814	.997	-1.4429	1.1285	
		Employee	-.04052	.46891	1.000	-1.3284	1.2473	
		Other	-.86111	.54039	.503	-2.3453	.6230	
	Employee		Unemployed	-.37179*	.12318	.023	-.7101	-.0335
			Self Employed	-.11669	.11947	.866	-.4448	.2114
			Student	.04052	.46891	1.000	-1.2473	1.3284
			Other	-.82059*	.29519	.046	-1.6313	-.0099
	Other		Unemployed	.44880	.29550	.551	-.3628	1.2604
			Self Employed	.70390	.29397	.120	-.1035	1.5113
			Student	.86111	.54039	.503	-.6230	2.3453
			Employee	.82059*	.29519	.046	.0099	1.6313
	Consumers Intensions for technology products to accept IPA recommendations	Unemployed	Self Employed	.23592	.10979	.203	-.0656	.5375
Student			-.31727	.42840	.947	-1.4938	.8593	
Employee			.15724	.11249	.630	-.1517	.4662	
Other			-.15060	.26986	.981	-.8918	.5905	
Self Employed			Unemployed	-.23592	.10979	.203	-.5375	.0656
			Student	-.55319	.42752	.695	-1.7274	.6210
			Employee	-.07868	.10911	.952	-.3783	.2210
			Other	-.38652	.26847	.603	-1.1239	.3508
Student			Unemployed	.31727	.42840	.947	-.8593	1.4938
			Self Employed	.55319	.42752	.695	-.6210	1.7274
			Employee	.47451	.42822	.802	-.7016	1.6506
			Other	.16667	.49350	.997	-1.1887	1.5220
Employee			Unemployed	-.15724	.11249	.630	-.4662	.1517
			Self Employed	.07868	.10911	.952	-.2210	.3783
			Student	-.47451	.42822	.802	-1.6506	.7016
			Other	-.30784	.26958	.784	-1.0482	.4325
Other			Unemployed	.15060	.26986	.981	-.5905	.8918
			Self Employed	.38652	.26847	.603	-.3508	1.1239
			Student	-.16667	.49350	.997	-1.5220	1.1887
			Employee	.30784	.26958	.784	-.4325	1.0482
Brand Evaluation		Unemployed	Self Employed	.10331	.10948	.880	-.1974	.4040
			Student	.78179	.43075	.358	-.3914	1.9549

		Employee	.32558*	.11216	.032	.0175	.6336
		Other	.17068	.26907	.969	-.5683	.9097
	Self Employed	Unemployed	-.10331	.10948	.880	-.4040	.1974
		Student	.67849	.42628	.504	-.4923	1.8492
		Employee	.22228	.10879	.248	-.0765	.5211
		Other	.06738	.26768	.999	-.6678	.8026
		Unemployed	-.78179	.43075	.358	-1.9549	.3914
	Student	Self Employed	-.67849	.42628	.504	-1.8492	.4923
		Employee	-.45621	.42698	.823	-1.6289	.7165
		Other	-.61111	.49206	.727	-1.9625	.7403
		Unemployed	-.32558*	.11216	.032	-.6336	-.0175
	Employee	Self Employed	-.22228	.10879	.248	-.5211	.0765
		Student	.45621	.42698	.823	-.7165	1.6289
		Other	-.15490	.26879	.978	-.8931	.5833
		Unemployed	-.17068	.26907	.969	-.9097	.5683
	Other	Self Employed	-.06738	.26768	.999	-.8026	.6678
Student		.61111	.49206	.727	-.7403	1.9625	
Employee		.15490	.26879	.978	-.5833	.8931	
Unemployed		.27012	.10021	.057	-.0051	.5453	
Brand Credibility	Unemployed	Self Employed	.27012	.10021	.057	-.0051	.5453
		Student	.45984	.39099	.765	-.6140	1.5337
		Employee	.17651	.10267	.424	-.1055	.4585
		Other	.00151	.24630	1.000	-.6749	.6779
	Self Employed	Unemployed	-.27012	.10021	.057	-.5453	.0051
		Student	.18972	.39019	.989	-.8819	1.2614
		Employee	-.09362	.09958	.881	-.3671	.1799
		Other	-.26862	.24503	.808	-.9416	.4043
	Student	Unemployed	-.45984	.39099	.765	-1.5337	.6140
		Self Employed	-.18972	.39019	.989	-1.2614	.8819
		Employee	-.28333	.39083	.951	-1.3567	.7901
		Other	-.45833	.45041	.847	-1.6954	.7787
	Employee	Unemployed	-.17651	.10267	.424	-.4585	.1055
		Self Employed	.09362	.09958	.881	-.1799	.3671
		Student	.28333	.39083	.951	-.7901	1.3567
		Other	-.17500	.24604	.954	-.8507	.5007
	Other	Unemployed	-.00151	.24630	1.000	-.6779	.6749

		Self Employed	.26862	.24503	.808	-.4043	.9416
		Student	.45833	.45041	.847	-.7787	1.6954
		Employee	.17500	.24604	.954	-.5007	.8507
Purchase intentions of consumers of technology products	Unemployed	Self Employed	.23755	.13196	.376	-.1249	.6000
		Student	.17135	.51488	.997	-1.2427	1.5854
		Employee	.34259	.13520	.086	-.0287	.7139
		Other	-.10643	.32434	.997	-.9972	.7843
	Self Employed	Unemployed	-.23755	.13196	.376	-.6000	.1249
		Student	-.06619	.51383	1.000	-1.4774	1.3450
		Employee	.10505	.13113	.930	-.2551	.4652
		Other	-.34397	.32266	.824	-1.2301	.5422
	Student	Unemployed	-.17135	.51488	.997	-1.5854	1.2427
		Self Employed	.06619	.51383	1.000	-1.3450	1.4774
		Employee	.17124	.51467	.997	-1.2423	1.5848
		Other	-.27778	.59313	.990	-1.9068	1.3512
	Employee	Unemployed	-.34259	.13520	.086	-.7139	.0287
		Self Employed	-.10505	.13113	.930	-.4652	.2551
		Student	-.17124	.51467	.997	-1.5848	1.2423
		Other	-.44902	.32400	.637	-1.3389	.4408
	Other	Unemployed	.10643	.32434	.997	-.7843	.9972
		Self Employed	.34397	.32266	.824	-.5422	1.2301
		Student	.27778	.59313	.990	-1.3512	1.9068
		Employee	.44902	.32400	.637	-.4408	1.3389
*. The mean difference is significant at the 0.05 level.							

Table A4.7 Inferential statistics. (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

<i>ANOVA for EDUCATION Status Groups</i>						
		Sum of Squares	df	Mean Square	F	Sig.
Humanized Naming	Between Groups	7.455	3	2.485	3.305	.021
	Within Groups	202.307	269	.752		
	Total	209.720	272			
Parasocial	Between Groups	.319	3	.106	.159	.924

Interaction	Within Groups	180.045	269	.669		
	Total	180.364	272			
Consumers Intensions for technology products to accept IPA recommendations	Between Groups	.550	3	.183	.338	.798
	Within Groups	145.592	269	.541		
	Total	146.142	272			
Brand Evaluation	Between Groups	4.799	3	1.600	3.016	.030
	Within Groups	142.674	269	.530		
	Total	147.473	272			
Brand Credibility	Between Groups	.705	3	.235	.519	.669
	Within Groups	121.665	269	.452		
	Total	122.370	272			
Purchase intentions of consumers of technology products	Between Groups	.557	3	.186	.237	.871
	Within Groups	211.041	269	.785		
	Total	211.598	272			

Table A4.8 Inferential statistics. (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

POST-HOC for EDUCATION Status Groups

Multiple Comparisons							
Tukey HSD							
Dependent Variable	(I) Education Status	(J) Education Status	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Humanized Naming	Secondary Education	Compulsory Education	.07736	.13922	.945	-.2825	.4373
		Higher education	-.02461	.14782	.998	-.4068	.3575
		Postgraduate education	-.57407 [*]	.20004	.023	-1.0912	-.0569
	Compulsory Education	Secondary Education	-.07736	.13922	.945	-.4373	.2825
		Higher education	-.10198	.12805	.856	-.4330	.2290
		Postgraduate education	-.65144 [*]	.18591	.003	-1.1320	-.1708
	Higher education	Secondary Education	.02461	.14782	.998	-.3575	.4068

		Compulsory Education	.10198	.12805	.856	-.2290	.4330	
		Postgraduate education	-.54946 [†]	.19243	.024	-1.0469	-.0520	
	Postgraduate education	Secondary Education	.57407 [†]	.20004	.023	.0569	1.0912	
		Compulsory Education	.65144 [†]	.18591	.003	.1708	1.1320	
		Higher education	.54946 [†]	.19243	.024	.0520	1.0469	
Parasocial Interaction	Secondary Education	Compulsory Education	.02767	.13004	.997	-.3085	.3638	
		Higher education	.10134	.13807	.883	-.2556	.4583	
		Postgraduate education	-.41296	.18684	.123	-.8960	.0701	
	Compulsory Education	Secondary Education	-.02767	.13004	.997	-.3638	.3085	
		Higher education	.07366	.11960	.927	-.2355	.3828	
		Postgraduate education	-.44064	.17364	.057	-.8895	.0083	
	Higher education	Secondary Education	-.10134	.13807	.883	-.4583	.2556	
		Compulsory Education	-.07366	.11960	.927	-.3828	.2355	
		Postgraduate education	-.51430 [†]	.17974	.023	-.9789	-.0497	
	Postgraduate education	Secondary Education	.41296	.18684	.123	-.0701	.8960	
		Compulsory Education	.44064	.17364	.057	-.0083	.8895	
		Higher education	.51430 [†]	.17974	.023	.0497	.9789	
	Consumers Intentions for technology products to accept IPA recommendatio	Secondary Education	Compulsory Education	.07201	.11833	.929	-.2339	.3779
			Higher education	-.04226	.12564	.987	-.3671	.2825
			Postgraduate education	-.15494	.17002	.799	-.5945	.2846

ns	Compulsory Education	Secondary Education	-.07201	.11833	.929	-.3779	.2339
		Higher education	-.11428	.10883	.720	-.3956	.1671
		Postgraduate education	-.22695	.15801	.478	-.6354	.1815
	Higher education	Secondary Education	.04226	.12564	.987	-.2825	.3671
		Compulsory Education	.11428	.10883	.720	-.1671	.3956
		Postgraduate education	-.11267	.16355	.901	-.5355	.3101
	Postgraduate education	Secondary Education	.15494	.17002	.799	-.2846	.5945
		Compulsory Education	.22695	.15801	.478	-.1815	.6354
		Higher education	.11267	.16355	.901	-.3101	.5355
Brand Evaluation	Secondary Education	Compulsory Education	-.09704	.11843	.845	-.4032	.2091
		Higher education	.13270	.12574	.717	-.1924	.4578
		Postgraduate education	-.03889	.17016	.996	-.4788	.4010
	Compulsory Education	Secondary Education	.09704	.11843	.845	-.2091	.4032
		Higher education	.22974	.10892	.153	-.0518	.5113
		Postgraduate education	.05815	.15814	.983	-.3507	.4670
	Higher education	Secondary Education	-.13270	.12574	.717	-.4578	.1924
		Compulsory Education	-.22974	.10892	.153	-.5113	.0518
		Postgraduate education	-.17159	.16369	.721	-.5948	.2516
	Postgraduate education	Secondary Education	.03889	.17016	.996	-.4010	.4788
		Compulsory Education	-.05815	.15814	.983	-.4670	.3507

		Higher education	.17159	.16369	.721	-.2516	.5948
Brand Credibility	Secondary Education	Compulsory Education	.06947	.10816	.918	-.2101	.3491
		Higher education	-.07131	.11484	.925	-.3682	.2256
		Postgraduate education	-.13519	.15541	.820	-.5369	.2666
	Compulsory Education	Secondary Education	-.06947	.10816	.918	-.3491	.2101
		Higher education	-.14078	.09948	.491	-.3979	.1164
		Postgraduate education	-.20466	.14443	.490	-.5780	.1687
	Higher education	Secondary Education	.07131	.11484	.925	-.2256	.3682
		Compulsory Education	.14078	.09948	.491	-.1164	.3979
		Postgraduate education	-.06388	.14949	.974	-.4503	.3226
	Postgraduate education	Secondary Education	.13519	.15541	.820	-.2666	.5369
		Compulsory Education	.20466	.14443	.490	-.1687	.5780
		Higher education	.06388	.14949	.974	-.3226	.4503
Purchase intentions of consumers of technology products	Secondary Education	Compulsory Education	-.02970	.14242	.997	-.3979	.3385
		Higher education	.16428	.15122	.698	-.2266	.5552
		Postgraduate education	.02222	.20464	1.000	-.5068	.5512
	Compulsory Education	Secondary Education	.02970	.14242	.997	-.3385	.3979
		Higher education	.19397	.13099	.450	-.1446	.5326
		Postgraduate education	.05192	.19018	.993	-.4397	.5436
	Higher education	Secondary Education	-.16428	.15122	.698	-.5552	.2266

		Compulsory Education	-.19397	.13099	.450	-.5326	.1446
		Postgraduate education	-.14205	.19685	.888	-.6509	.3668
	Postgraduate education	Secondary Education	-.02222	.20464	1.000	-.5512	.5068
		Compulsory Education	-.05192	.19018	.993	-.5436	.4397
		Higher education	.14205	.19685	.888	-.3668	.6509

*. The mean difference is significant at the 0.05 level.

Table A4.9 Inferential statistics. (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

<i>ANOVA for SALARY Groups</i>						
		Sum of Squares	df	Mean Square	F	Sig.
Humanized Naming	Between Groups	10.211	3	3.404	4.589	.004
	Within Groups	199.509	269	.742		
	Total	209.720	272			
Parasocial Interaction	Between Groups	2.954	3	.985	1.493	.217
	Within Groups	177.410	269	.660		
	Total	180.364	272			
Consumers Intentions for technology products to accept IPA recommendations	Between Groups	3.328	3	1.109	2.090	.102
	Within Groups	142.813	269	.531		
	Total	146.142	272			
Brand Evaluation	Between Groups	.293	3	.098	.178	.911
	Within Groups	147.180	269	.547		
	Total	147.473	272			
Brand Credibility	Between Groups	3.551	3	1.184	2.679	.047
	Within Groups	118.819	269	.442		
	Total	122.370	272			
Purchase intentions of consumers of technology products	Between Groups	1.697	3	.566	.725	.538
	Within Groups	209.901	269	.780		
	Total	211.598	272			

Table A4.10 Inferential statistics. (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

POST-HOC for SALARY Groups

Multiple Comparisons							
Tukey HSD							
Dependent Variable	(I) EDUC_STAT US	(J) EDUC_STATU S	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Humanized Naming	0-20.000	20.000-35.000	.38392 [*]	.10711	.002	.1070	.6608
		35.000-50.000	-.08447	.31307	.993	-.8929	.7239
		over 50.000	-.08447	.50230	.998	-1.3830	1.2140
	20.000-35.000	0-20.000	-.38392 [*]	.10711	.002	-.6608	-.1070
		35.000-50.000	-.46839	.31481	.446	-1.2822	.3454
		over 50.000	-.46839	.50360	.789	-1.7703	.8335
	35.000-50.000	0-20.000	.08447	.31307	.993	-.7239	.8929
		20.000-35.000	.46839	.31481	.446	-.3454	1.2822
		over 50.000	.00000	.58304	1.000	-1.5072	1.5072
	over 50.000	0-20.000	.08447	.50230	.998	-1.2140	1.3830
		20.000-35.000	.46839	.50360	.789	-.8335	1.7703
		35.000-50.000	.00000	.58304	1.000	-1.5072	1.5072
Parasocial Interaction	0-20.000	20.000-35.000	.12600	.10101	.597	-.1351	.3871
		35.000-50.000	-.43721	.29488	.449	-1.1995	.3251
		over 50.000	-.07610	.47366	.999	-1.3006	1.1484
	20.000-35.000	0-20.000	-.12600	.10101	.597	-.3871	.1351
		35.000-50.000	-.56322	.29686	.232	-1.3306	.2042
		over 50.000	-.20211	.47489	.974	-1.4298	1.0256
	35.000-50.000	0-20.000	.43721	.29488	.449	-.3251	1.1995
		20.000-35.000	.56322	.29686	.232	-.2042	1.3306
		over 50.000	.36111	.54980	.913	-1.0602	1.7824
	over 50.000	0-20.000	.07610	.47366	.999	-1.1484	1.3006
		20.000-35.000	.20211	.47489	.974	-1.0256	1.4298
		35.000-50.000	-.36111	.54980	.913	-1.7824	1.0602
Consumers Intentions for technology products to accept IPA recommendations	0-20.000	20.000-35.000	.21213	.09063	.092	-.0222	.4464
		35.000-50.000	.28253	.26457	.709	-.4014	.9665
		over 50.000	-.12024	.42498	.992	-1.2189	.9784
	20.000-35.000	0-20.000	-.21213	.09063	.092	-.4464	.0222
		35.000-50.000	.07040	.26635	.994	-.6181	.7589
		over 50.000	-.33238	.42608	.863	-1.4339	.7691
	35.000-50.000	0-20.000	-.28253	.26457	.709	-.9665	.4014
		20.000-35.000	-.07040	.26635	.994	-.7589	.6181
		over 50.000	-.40278	.49329	.847	-1.6780	.8724
	over 50.000	0-20.000	.12024	.42498	.992	-.9784	1.2189
		20.000-35.000	.33238	.42608	.863	-.7691	1.4339
		35.000-50.000	.40278	.49329	.847	-.8724	1.6780

Brand Evaluation	0-20.000	20.000-35.000	-.00590	.09200	1.000	-.2437	.2319
		35.000-50.000	.18950	.26859	.895	-.5048	.8838
		over 50.000	-.03272	.43142	1.000	-1.1480	1.0826
	20.000-35.000	0-20.000	.00590	.09200	1.000	-.2319	.2437
		35.000-50.000	.19540	.27039	.888	-.5036	.8944
		over 50.000	-.02682	.43255	1.000	-1.1450	1.0914
	35.000-50.000	0-20.000	-.18950	.26859	.895	-.8838	.5048
		20.000-35.000	-.19540	.27039	.888	-.8944	.5036
		over 50.000	-.22222	.50077	.971	-1.5168	1.0724
	over 50.000	0-20.000	.03272	.43142	1.000	-1.0826	1.1480
		20.000-35.000	.02682	.43255	1.000	-1.0914	1.1450
		35.000-50.000	.22222	.50077	.971	-1.0724	1.5168
Brand Credibility	0-20.000	20.000-35.000	.19007	.08266	.101	-.0236	.4038
		35.000-50.000	.44007	.24133	.307	-.1838	1.0639
		over 50.000	-.18493	.38764	.964	-1.1870	.8172
	20.000-35.000	0-20.000	-.19007	.08266	.101	-.4038	.0236
		35.000-50.000	.25000	.24294	.733	-.3780	.8780
		over 50.000	-.37500	.38864	.770	-1.3797	.6297
	35.000-50.000	0-20.000	-.44007	.24133	.307	-1.0639	.1838
		20.000-35.000	-.25000	.24294	.733	-.8780	.3780
		over 50.000	-.62500	.44994	.507	-1.7882	.5382
	over 50.000	0-20.000	.18493	.38764	.964	-.8172	1.1870
		20.000-35.000	.37500	.38864	.770	-.6297	1.3797
		35.000-50.000	.62500	.44994	.507	-.5382	1.7882
Purchase intentions of consumers of technology products	0-20.000	20.000-35.000	.03527	.10987	.989	-.2488	.3193
		35.000-50.000	.17751	.32075	.946	-.6517	1.0067
		over 50.000	-.66971	.51521	.564	-2.0016	.6622
	20.000-35.000	0-20.000	-.03527	.10987	.989	-.3193	.2488
		35.000-50.000	.14224	.32290	.971	-.6925	.9770
		over 50.000	-.70498	.51655	.523	-2.0404	.6304
	35.000-50.000	0-20.000	-.17751	.32075	.946	-1.0067	.6517
		20.000-35.000	-.14224	.32290	.971	-.9770	.6925
		over 50.000	-.84722	.59803	.490	-2.3932	.6988
	over 50.000	0-20.000	.66971	.51521	.564	-.6622	2.0016
		20.000-35.000	.70498	.51655	.523	-.6304	2.0404
		35.000-50.000	.84722	.59803	.490	-.6988	2.3932
*. The mean difference is significant at the 0.05 level.							

Table A4.11 Inferential statistics. (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

A5- Correlation Analysis

Spearman's Correlation

	Humanized Naming	Parasocial Interaction	Consumers Intensions for technology products to accept IPA recommendations	Brand Evaluation	Brand Credibility	Purchase intentions of consumers of technology products
Humanized Naming	1.000	.535**	.219*	.071	.230**	.139
Parasocial Interaction		1.000	.349**	.331**	.270**	.333**
Consumers Intensions for technology products to accept IPA recommendations			1.000	.551**	.632**	.563**
Brand Evaluation				1.000	.644**	.642**
Brand Credibility					1.000	.552**
Purchase intentions of consumers of technology products						1.000

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Table A5.1 Correlation Analysis. (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

HI Linear Regression

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.240	.261		12.417	.000
	Humanized Naming	.118	.078	.132	1.524	.130

a. Dependent Variable: CONS_INTENT_TO

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.132 ^a	.017	.010	.72003

a. Predictors: (Constant), Humanized Naming

Table A5.2 Correlation Analysis. (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

H2 Linear Regression

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.878	.291		3.017	.003
	Consumers intention to accept reccomendations	.710	.079	.619	9.022	.001

a. Dependent Variable: Brand Evaluation

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.619 ^a	.383	.379	.65443

a. Predictors: (Constant), CONS_INTENT_TO

Table A5.3 Correlation Analysis. (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

H3 Linear Regression

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.712	.329		2.166	.032
	Consumers intention to accept reccomendations	.683	.089	.558	7.688	.001

a. Dependent Variable: Phurcase intention to technological products

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.558 ^a	.311	.306	.73908

a. Predictors: (Constant), Consumers intention to accept reccomendations

Table A5.4 Correlation Analysis. (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

A6- Mediation Analysis

H4Mediation Analysis-Linear Regression Model 1

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.240	.261		12.417	.000
	Humanized naming	.118	.078	.132	1.524	.130

a. Dependent Variable: Consumers intention to accept reccomendations

Table A6.1Mediation Analysis. (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

H4Mediation Analysis-Linear Regression Model 2

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.615	.263		9.959	.000
	Humanized naming	-.031	.075	-.034	-.407	.684
	Parasocial Interaction	.394	.072	.460	5.464	.000

a. Dependent Variable: Consumers intention to accept reccomendations

Table A6.2 Mediation Analysis. (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

H4Mediation Analysis-PROCESS macro

```

*****
Model : 4
Y : CONSUM
X : HUMA
M : PARASOC

Sample
Size: 307

*****
OUTCOME VARIABLE:
PARASOC

Model Summary
      R      R-sq      MSE      F      df1      df2      p
      .3618    .1309    .6245    19.7334    1.0000    131.0000    .0000

Model
coeff      se      t      p      LLCI      ULCI
constant    1.5892    .2864    5.5489    .0000    1.0226    2.1558
HUMA        .3789     .0853    4.4422    .0000    .2101     .5476

*****
OUTCOME VARIABLE:
CONSUM

Model Summary
      R      R-sq      MSE      F      df1      df2      p
      .4483    .2009    .4249    16.3446    2.0000    130.0000    .0000

Model
coeff      se      t      p      LLCI      ULCI
constant    2.6146    .2625    9.9591    .0000    2.0952    3.1340
HUMA        -.0307     .0755    -.4075    .6843    -.1800    .1185
PARASOC     .3938     .0721    5.4639    .0000    .2512     .5363

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y
      Effect      se      t      p      LLCI      ULCI
      -.0307     .0755    -.4075    .6843    -.1800     .1185

Indirect effect(s) of X on Y:
      Effect      BootSEBootLLCIBootULCI
PARASOC    .1492     .0439     .0768     .2486

***** BOOTSTRAP RESULTS FOR REGRESSION MODEL PARAMETERS *****

OUTCOME VARIABLE:
PARASOC

CoeffBootMeanBootSEBootLLCIBootULCI
constant    1.5892    1.5494    .2881     .8581     2.0094
HUMA        .3789     .3902     .0859     .2448     .5872

-----

OUTCOME VARIABLE:
CONSUM

CoeffBootMeanBootSEBootLLCIBootULCI
constant    2.6146    2.6013    .3070     2.0520     3.1353
HUMA        -.0307    -.0233    .0641     -.1295     .1219
PARASOC     .3938     .3889     .0775     .2309     .5332

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95.0000

```

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000----- END MATRIX -----

Table A6.3 Mediation Analysis. (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

A7- Moderation Analysis

H5a Moderation Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.141	1.256		3.297	.001
	Humanized naming	-.166	.362	-.185	-.460	.646
	Generation	-.311	.427	-.289	-.728	.468
	Humanized naming_Generation	.098	.122	.470	.801	.425

a. Dependent Variable: CONSUM

Table A7.1 Moderation Analysis. (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

H5b Moderation Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.975	.380		2.566	.011
	Generation	-.034	.085	-.027	-.399	.691
	Consumer intention to accept recommendations					.000
	CONSUM_GENERAT	.711	.079	.620	9.001	.000

a. Dependent Variable: BRAND_EVALUAT

Table A7.2 Moderation Analysis. (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

H5c Moderation Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.299	.967		.309	.758
	Brand Evaluation	.951	.263	.890	3.613	.000
	Generation	.064	.312	.048	.204	.839
	Brand evaluation_Generation	-.057	.085	-.224	-.668	.506

a. Dependent Variable: PHURCAS

Table A7.3 Moderation Analysis. (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

H6a Moderation Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.592	.520		3.059	.003
	Consumers intentions to accept recommendations	-.168	.189	-.147	-.891	.375
	Brand credibility	.292	.126	.269	2.310	.022
	Brand credibility_consumer	.109	.038	.644	2.905	.004

a. Dependent Variable: BRAND_EVALUAT

Table A7.4 Moderation Analysis. (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

H6b Moderation Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.150	.445		2.587	.011
	Purchase Intentions Of Consumers Of Technology Products	.635	.175	.594	3.628	.000

	Brand Credibility	-.227	.128	-.196	-1.770	.079
	Purchase Intentions Of Consumers Of Technology Products _Brand Credibility	.051	.036	.297	1.433	.154

a. Dependent Variable: PHURCASE

Table A7.5 Moderation Analysis. (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

A8- Moderation Analysis

H1 Spearman's Correlation

Correlations				
			Humanized Naming	Consumer's intentions to accept IPA recommendations
Spearman's rho	Humanized Naming	Correlation Coefficient	1.000	.219*
		Sig. (2-tailed)	.	.011
		N	133	133
	Consumer's intentions to accept IPA recommendations	Correlation Coefficient	.219*	1.000
		Sig. (2-tailed)	.011	.
		N	133	133

*. Correlation is significant at the 0.05 level (2-tailed).

Table A8.1 Spearman's Correlation. (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

H2 Spearman's Correlation

Correlations				
			Consumer's intentions to accept IPA recommendations	Brand Evaluation
Spearman's rho	Consumer's intentions to accept IPA recommendations	Correlation Coefficient	1.000	.551**
		Sig. (2-tailed)	.	.000
		N	133	133
	Brand Evaluation	Correlation Coefficient	.551**	1.000
		Sig. (2-tailed)	.000	.

		N	133	133
**. Correlation is significant at the 0.01 level (2-tailed).				

Table A8.2 Spearman's Correlation. (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

H3 Spearman's Correlation

Correlations				
			Brand Evaluation	Purchase intentions to technological products
Spearman's rho	Brand Evaluation	Correlation Coefficient	1.000	.742**
		Sig. (2-tailed)	.	.000
		N	133	133
	Purchase intentions to technological products	Correlation Coefficient	.742**	1.000
		Sig. (2-tailed)	.000	.
		N	133	133

** . Correlation is significant at the 0.01 level (2-tailed).

Table A8.3 Spearman's Correlation. (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

H4 Spearman's Correlation

Correlations				
			Humanized Naming	Purchase intentions to technological products
Spearman's rho	Humanized Naming	Correlation Coefficient	1.000	.139

		Sig. (2-tailed)	.	.110
		N	133	133
	Purchase intentions to technological products	Correlation Coefficient	.139	1.000
		Sig. (2-tailed)	.110	.
		N	133	133

A9- Mann-Whitney U Test for Gender

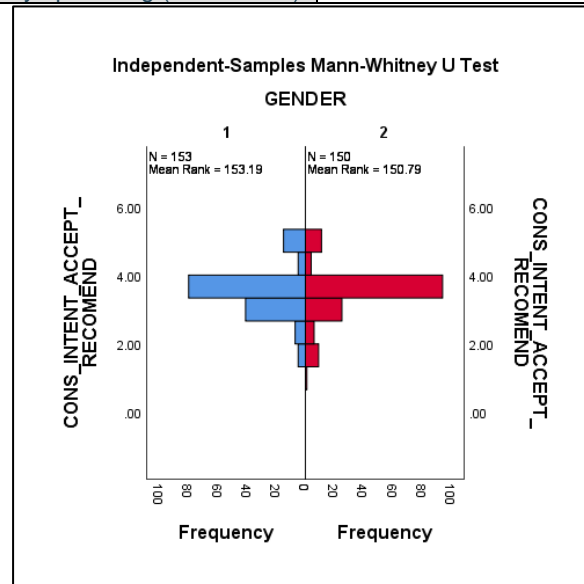
Gender

Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The distribution of CONSUMERS INTENTIONS TO ACCEPT RECOMMENDATIONS is the same across categories of GENDER.	Independent-Samples Mann-Whitney U Test	.759	Retain the null hypothesis.
2	The distribution of BRAND EVALUATION is the same across categories of GENDER.	Independent-Samples Mann-Whitney U Test	.056	Retain the null hypothesis.
3	The distribution of HUMANIZED NAMING is the same across categories of GENDER.	Independent-Samples Mann-Whitney U Test	.043	Reject the null hypothesis.
4	The distribution of PARASOCIAL INTERACTION is the same across categories of GENDER.	Independent-Samples Mann-Whitney U Test	.948	Retain the null hypothesis.
5	The distribution of BRAND CREDIBILITY is the same across categories of GENDER.	Independent-Samples Mann-Whitney U Test	.446	Retain the null hypothesis.
6	The distribution of PURCHASE INTENTIONS TO TECHNOLOGICAL PRODUCTS is the same across categories of GENDER.	Independent-Samples Mann-Whitney U Test	.011	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .050.

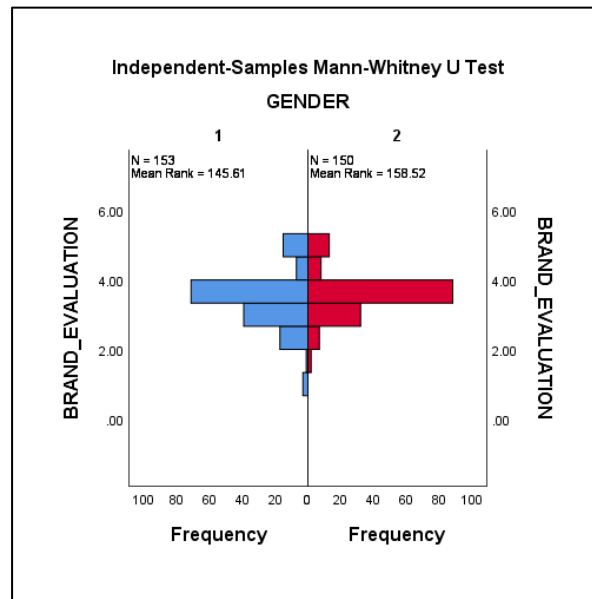
CONSUMERS INTENTIONS TO ACCEPT IPA RECOMENDATIONS across GENDER

Independent-Samples Mann-Whitney U Test Summary	
Total N	307
Mann-Whitney U	11293.500
Wilcoxon W	22618.500
Test Statistic	11293.500
Standard Error	719.307
Standardized Test Statistic	-.252
Asymptotic Sig.(2-sided test)	.801



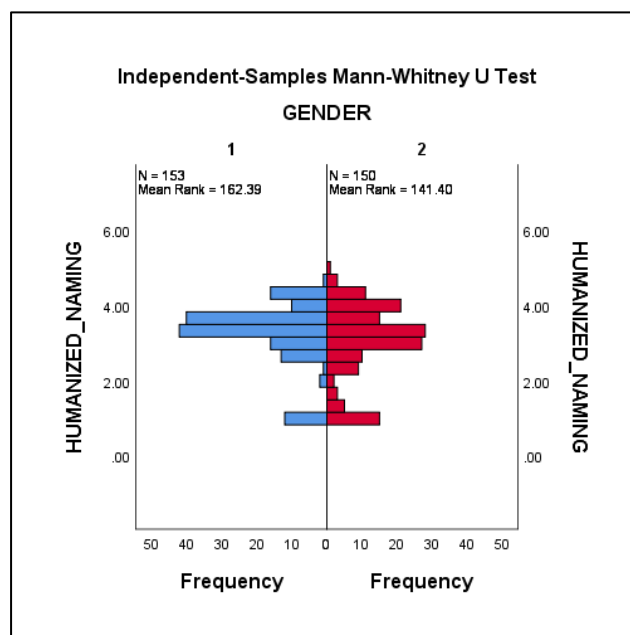
BRAND EVALUATION across GENDER

Independent-Samples Mann-Whitney U Test Summary	
Total N	307
Mann-Whitney U	12452.500
Wilcoxon W	23777.500
Test Statistic	12452.500
Standard Error	745.778
Standardized Test Statistic	1.311
Asymptotic Sig.(2-sided test)	.190



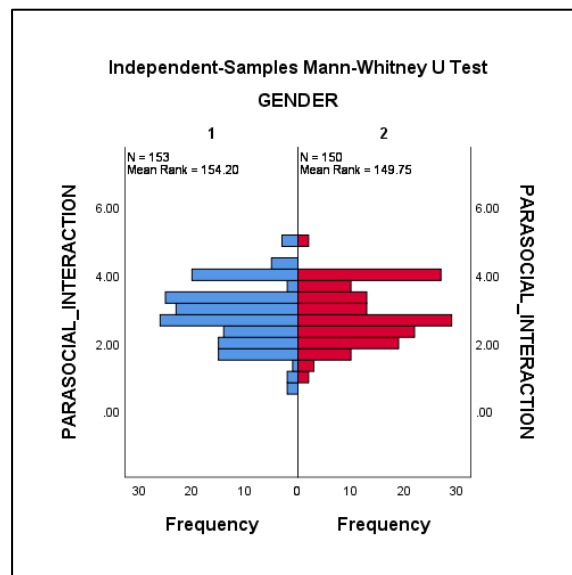
HUMANIZED NAMING across GENDER

Independent-Samples Mann-Whitney U Test Summary	
Total N	307
Mann-Whitney U	9885.000
Wilcoxon W	21210.000
Test Statistic	9885.000
Standard Error	753.241
Standardized Test Statistic	-2.111
Asymptotic Sig.(2-sided test)	.035



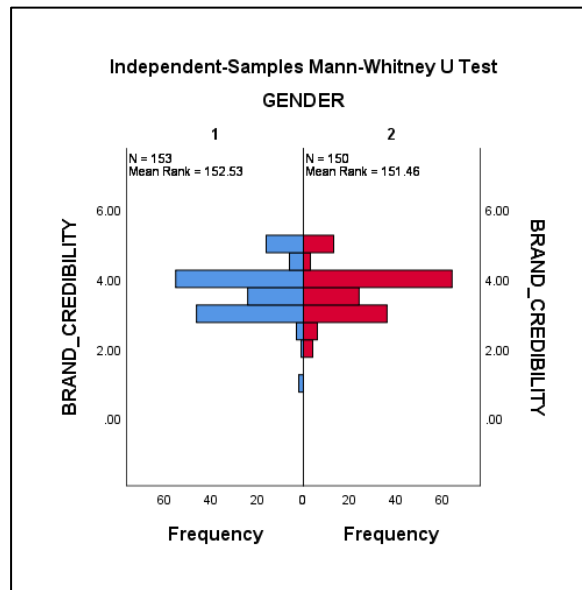
PARASOCIAL INTERACTION across GENDER

Independent-Samples Mann-Whitney U Test Summary	
Total N	307
Mann-Whitney U	11138.000
Wilcoxon W	22463.000
Test Statistic	11138.000
Standard Error	755.956
Standardized Test Statistic	-.446
Asymptotic Sig.(2-sided test)	.656



BRAND CREDIBILITY across GENDER

Independent-Samples Mann-Whitney U Test Summary	
Total N	307
Mann-Whitney U	11394.000
Wilcoxon W	22719.000
Test Statistic	11394.000
Standard Error	746.129
Standardized Test Statistic	-.109
Asymptotic Sig.(2-sided test)	.914



PHURCASE INTENTIONS across GENDER

Independent-Samples Mann-Whitney U Test Summary	
Total N	307
Mann-Whitney U	12968.000
Wilcoxon W	24293.000
Test Statistic	12968.000
Standard Error	755.625
Standardized Test Statistic	1.976
Asymptotic Sig.(2-sided test)	.048

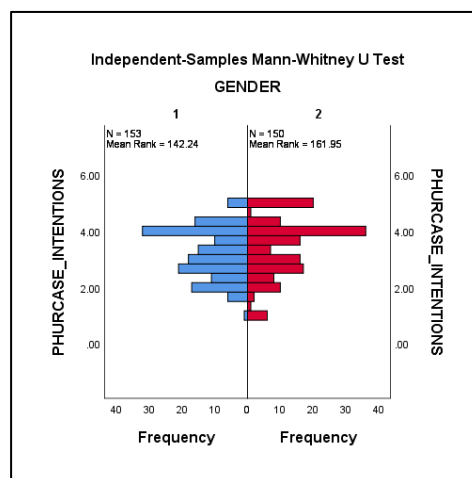


Figure A9.1 Mann-Whitney U Test for Gender. (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

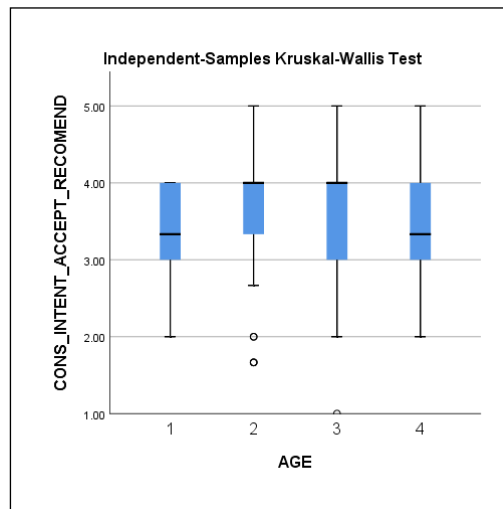
A10- Kruskal-Wallis H Test

Age				
Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The distribution of CONSUMERS INTENTIONS TO ACCEPT RECOMMENDATIONS is the same across categories of AGE.	Independent-Samples Kruskal-Wallis Test	.035	Reject the null hypothesis.
2	The distribution of BRAND EVALUATION is the same across categories of AGE.	Independent-Samples Kruskal-Wallis Test	.078	Retain the null hypothesis.
3	The distribution of HUMANIZED NAMING is the same across categories of AGE.	Independent-Samples Kruskal-Wallis Test	.004	Reject the null hypothesis.
4	The distribution of PARASOCIAL INTERACTION is the same across categories of AGE.	Independent-Samples Kruskal-Wallis Test	.032	Reject the null hypothesis.
5	The distribution of BRAND CREDIBILITY is the same across categories of AGE.	Independent-Samples Kruskal-Wallis Test	.033	Reject the null hypothesis.
6	The distribution of PURCHASE INTENTIONS TO TECHNOLOGICAL PRODUCTS is the same across categories of AGE.	Independent-Samples Kruskal-Wallis Test	.001	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .050.

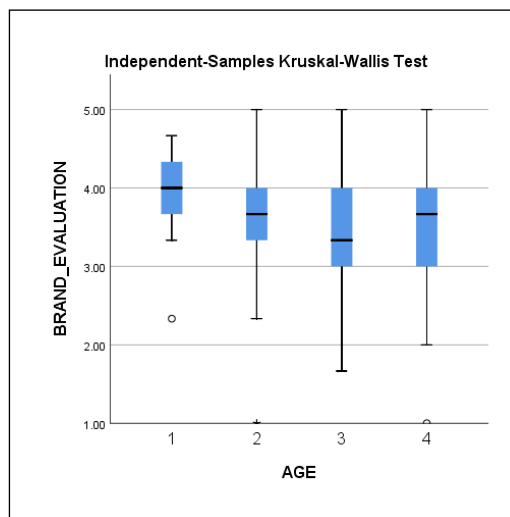
CONSUMERS INTENTIONS TO ACCEPT IPA RECOMENDATIONS across AGE

Independent-Samples Kruskal-Wallis Test Summary	
Total N	307
Test Statistic	8.625 ^a
Degree Of Freedom	3
Asymptotic Sig.(2-sided test)	.035



BRAND EVALUATION across AGE

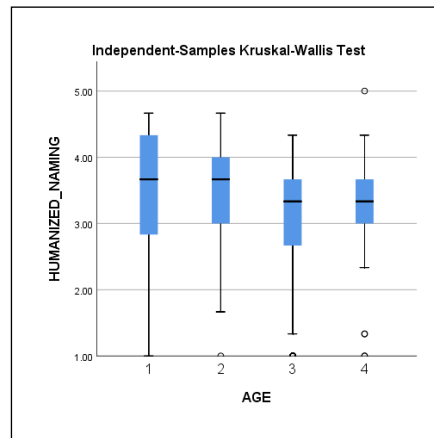
Independent-Samples Kruskal-Wallis Test Summary	
Total N	307
Test Statistic	6.813 ^{a,b}
Degree Of Freedom	3
Asymptotic Sig.(2-sided test)	.078



HUMANIZED NAMING across AGE

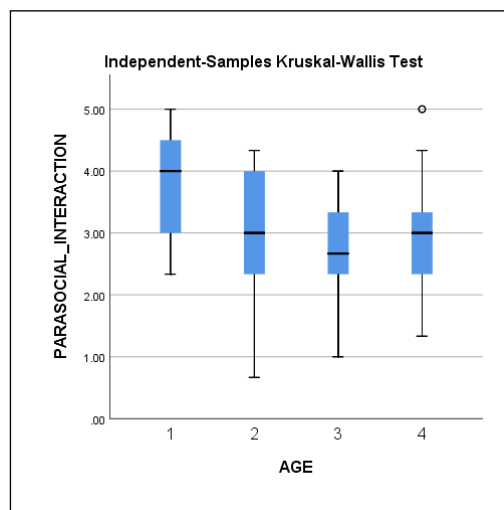
Independent-Samples Kruskal-Wallis Test Summary	
Total N	307
Test Statistic	13.463 ^a

Degree Of Freedom	3
Asymptotic Sig.(2-sided test)	.004



PARASOCIAL INTERACTION across AGE

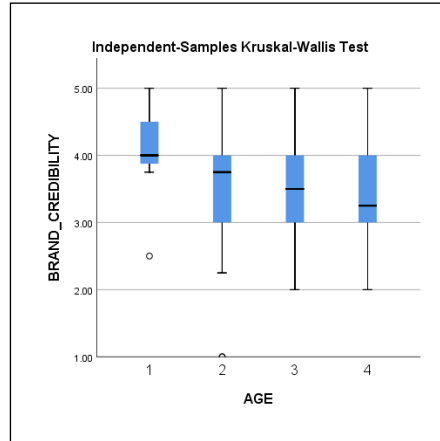
Independent-Samples Kruskal-Wallis Test Summary	
Total N	307
Test Statistic	8.776 ^a
Degree Of Freedom	3
Asymptotic Sig.(2-sided test)	.032



BRAND CREDIBILITY across AGE

Independent-Samples Kruskal-Wallis Test Summary	
Total N	307

Test Statistic	8.712 ^a
Degree Of Freedom	3
Asymptotic Sig.(2-sided test)	.033



PHURCASE INTENTIONS across AGE

Independent-Samples Kruskal-Wallis Test Summary	
Total N	307
Test Statistic	16.298 ^a
Degree Of Freedom	3
Asymptotic Sig.(2-sided test)	.001

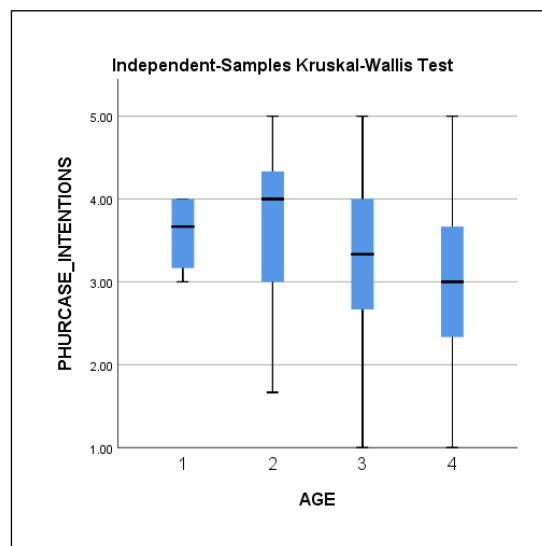


Figure A10.1 Kruskal-Wallis H Test for Age. (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

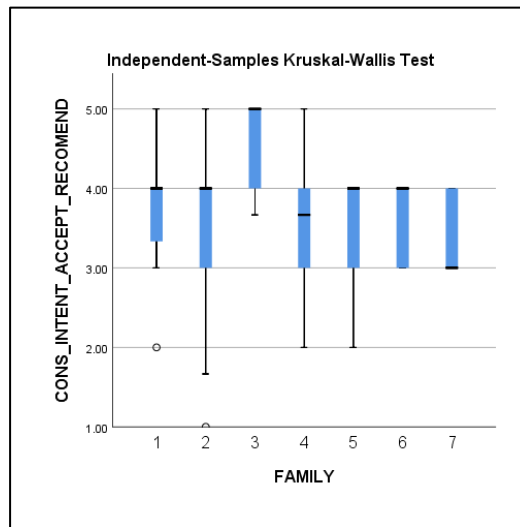
Family Status

Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The distribution of CONSUMERS INTENTIONS TO ACCEPT RECOMMENDATIONS is the same across categories of FAMILY.	Independent-Samples Kruskal-Wallis Test	.130	Retain the null hypothesis.
2	The distribution of BRAND EVALUATION is the same across categories of FAMILY.	Independent-Samples Kruskal-Wallis Test	.007	Reject the null hypothesis.
3	The distribution of HUMANIZED NAMING is the same across categories of FAMILY.	Independent-Samples Kruskal-Wallis Test	.200	Retain the null hypothesis.
4	The distribution of PARASOCIAL INTERACTION is the same across categories of FAMILY.	Independent-Samples Kruskal-Wallis Test	.055	Retain the null hypothesis.
5	The distribution of BRAND CREDIBILITY is the same across categories of FAMILY.	Independent-Samples Kruskal-Wallis Test	.002	Reject the null hypothesis.
6	The distribution of PHURCASE INTENTIONS is the same across categories of FAMILY.	Independent-Samples Kruskal-Wallis Test	.004	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .050.

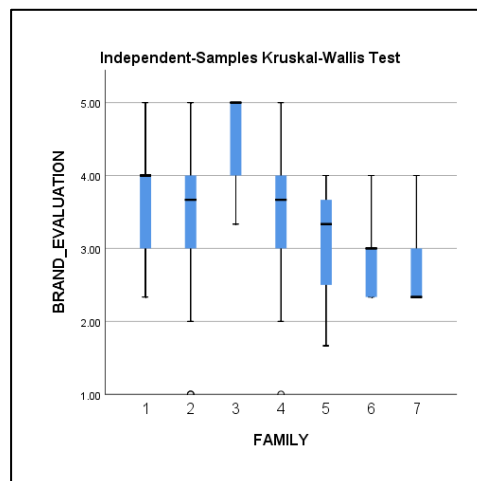
CONSUMERS INTENTIONS TO ACCEPT IPA RECOMENDATIONS across FAMILY STATUS

Independent-Samples Kruskal-Wallis Test Summary	
Total N	307
Test Statistic	9.875 ^{a,b}
Degree Of Freedom	6
Asymptotic Sig.(2-sided test)	.130



BRAND EVALUATION across FAMILY STATUS

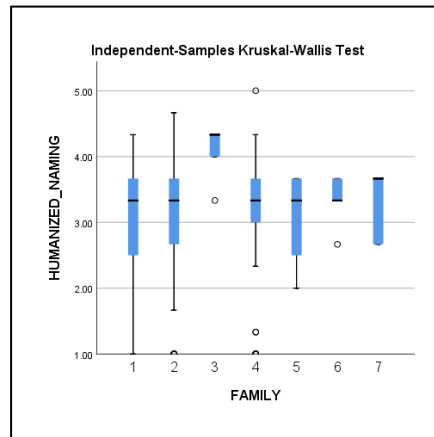
Independent-Samples Kruskal-Wallis Test Summary	
Total N	307
Test Statistic	17.820 ^a
Degree Of Freedom	6
Asymptotic Sig.(2-sided test)	.007



HUMANIZED NAMING across FAMILY

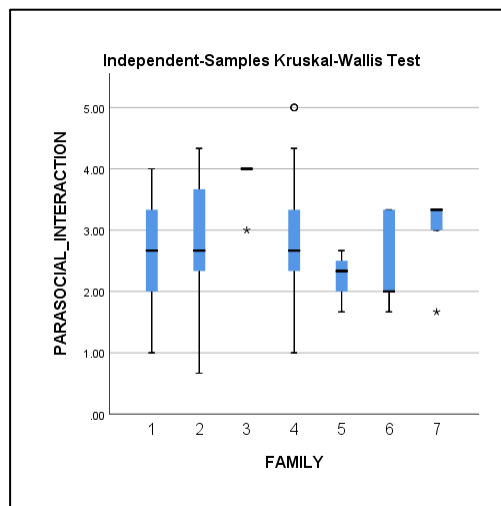
Independent-Samples Kruskal-Wallis Test Summary	
Total N	307
Test Statistic	8.552 ^{a,b}
Degree Of Freedom	6

Asymptotic Sig.(2-sided test)	.200
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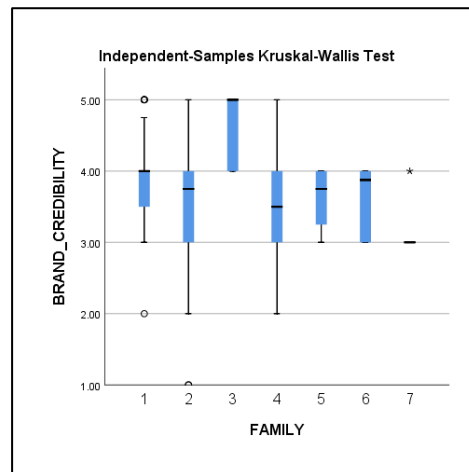
PARASOCIAL INTERACTION across FAMILY

Independent-Samples Kruskal-Wallis Test Summary	
Total N	307
Test Statistic	12.325 ^{a,b}
Degree Of Freedom	6
Asymptotic Sig.(2-sided test)	.055



BRAND CREDIBILITY across FAMILY

Independent-Samples Kruskal-Wallis Test Summary	
Total N	307
Test Statistic	20.859 ^a
Degree Of Freedom	6
Asymptotic Sig.(2-sided test)	.002



PHURCASE INTENTIONS across FAMILY

Independent-Samples Kruskal-Wallis Test Summary	
Total N	307
Test Statistic	19.011 ^a
Degree Of Freedom	6
Asymptotic Sig.(2-sided test)	.004

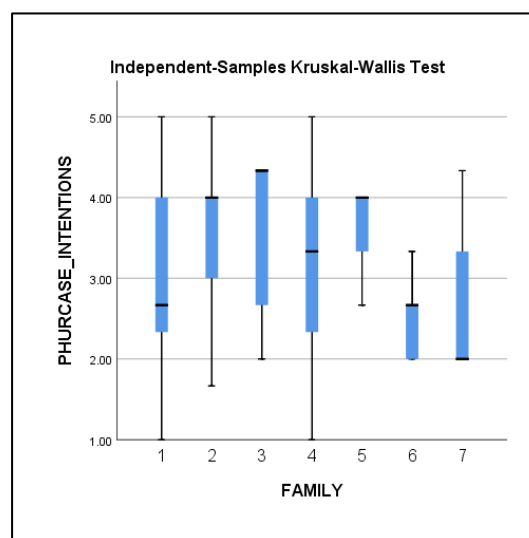


Figure A10.2 Kruskal-Wallis H Test for Family Status. (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

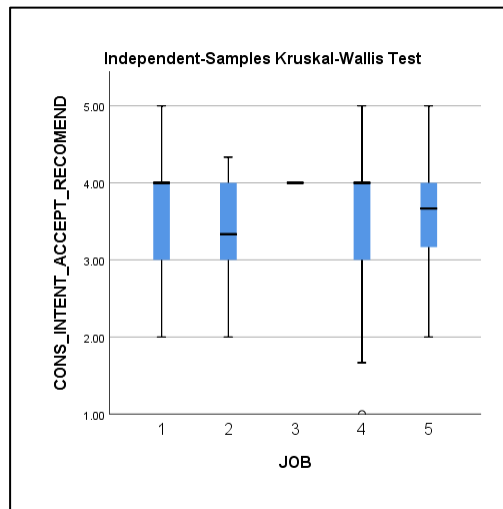
Employment Status

Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The distribution of CONSUMERS INTENTIONS TO ACCEPT RECOMMENDATIONS is the same across categories of JOB STATUS.	Independent-Samples Kruskal-Wallis Test	.484	Retain the null hypothesis.
2	The distribution of BRAND EVALUATION is the same across categories of JOB STATUS.	Independent-Samples Kruskal-Wallis Test	.017	Reject the null hypothesis.
3	The distribution of HUMANIZED NAMING is the same across categories of JOB STATUS.	Independent-Samples Kruskal-Wallis Test	.029	Reject the null hypothesis.
4	The distribution of PARASOCIAL INTERACTION is the same across categories of JOB STATUS.	Independent-Samples Kruskal-Wallis Test	.005	Reject the null hypothesis.
5	The distribution of BRAND CREDIBILITY is the same across categories of JOB STATUS.	Independent-Samples Kruskal-Wallis Test	.038	Reject the null hypothesis.
6	The distribution of PURCHASE INTENTIONS TO TECHNOLOGICAL PRODUCTS is the same across categories of JOB STATUS.	Independent-Samples Kruskal-Wallis Test	.026	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .050.

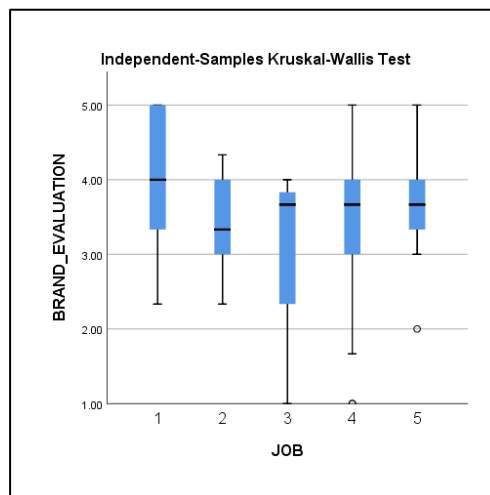
CONSUMERS INTENTIONS TO ACCEPT IPA RECOMENDATIONS across JOB

Independent-Samples Kruskal-Wallis Test Summary	
Total N	307
Test Statistic	3.463 ^{a,b}
Degree Of Freedom	4
Asymptotic Sig.(2-sided test)	.484



BRAND EVALUATION across JOB

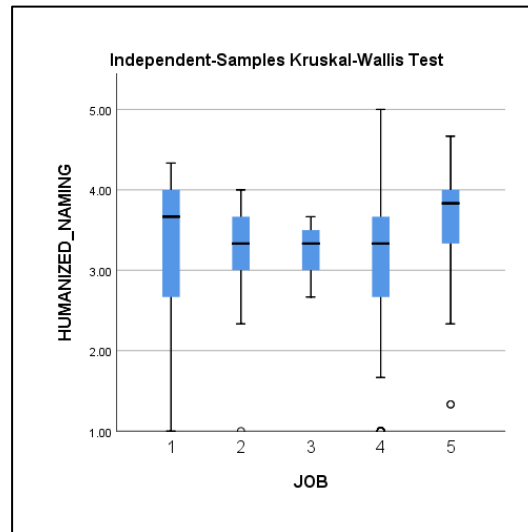
Independent-Samples Kruskal-Wallis Test Summary	
Total N	307
Test Statistic	12.064 ^a
Degree Of Freedom	4
Asymptotic Sig.(2-sided test)	.017



HUMANIZED NAMING across JOB

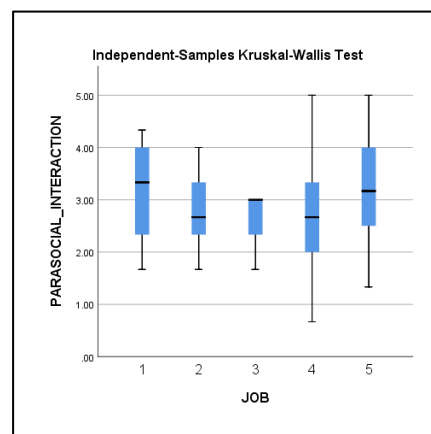
Independent-Samples Kruskal-Wallis Test Summary	
Total N	307
Test Statistic	10.814 ^a

Degree Of Freedom	4
Asymptotic Sig.(2-sided test)	.029



PARASOCIAL INTERACTION across JOB

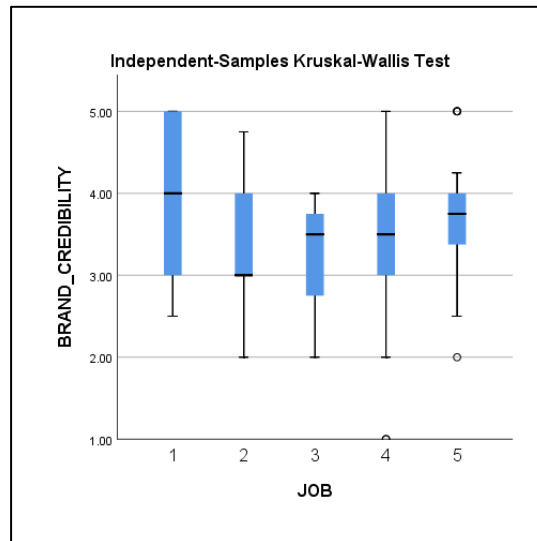
Independent-Samples Kruskal-Wallis Test Summary	
Total N	307
Test Statistic	14.971 ^a
Degree Of Freedom	4
Asymptotic Sig.(2-sided test)	.005



BRAND CREDIBILITY across JOB

Independent-Samples Kruskal-Wallis Test Summary	
Total N	307
Test Statistic	10.173 ^a

Degree Of Freedom	4
Asymptotic Sig.(2-sided test)	.038



PHURCHASE INTENTIONS across JOB

Independent-Samples Kruskal-Wallis Test Summary	
Total N	307
Test Statistic	11.081 ^a
Degree Of Freedom	4
Asymptotic Sig.(2-sided test)	.026

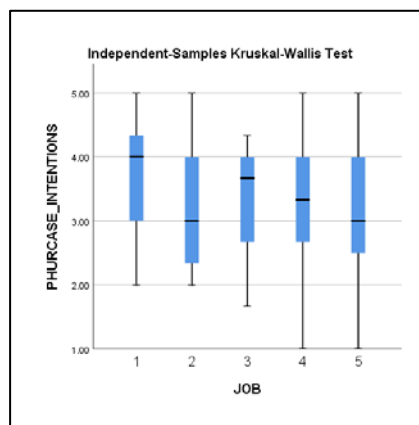


Table A10.3Kruskal-Wallis H Test for Employment Status. (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

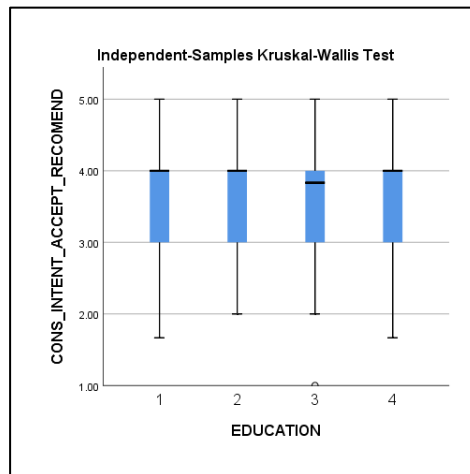
Education Status

Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The distribution of CONSUMERS INTENTIONS TO ACCEPT RECOMMENDATIONS is the same across categories of EDUCATION STATUS.	Independent-Samples Kruskal-Wallis Test	.063	Retain the null hypothesis.
2	The distribution of BRAND EVALUATION is the same across categories of EDUCATION STATUS.	Independent-Samples Kruskal-Wallis Test	.994	Retain the null hypothesis.
3	The distribution of HUMANIZED NAMING is the same across categories of EDUCATION STATUS.	Independent-Samples Kruskal-Wallis Test	.000	Reject the null hypothesis.
4	The distribution of PARASOCIAL INTERACTION is the same across categories of EDUCATION STATUS.	Independent-Samples Kruskal-Wallis Test	.003	Reject the null hypothesis.
5	The distribution of BRAND CREDIBILITY is the same across categories of EDUCATION STATUS.	Independent-Samples Kruskal-Wallis Test	.105	Retain the null hypothesis.
6	The distribution of PURCHASE INTENTIONS TO TECHNOLOGICAL PRODUCTS is the same across categories of EDUCATION STATUS.	Independent-Samples Kruskal-Wallis Test	.014	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .050.

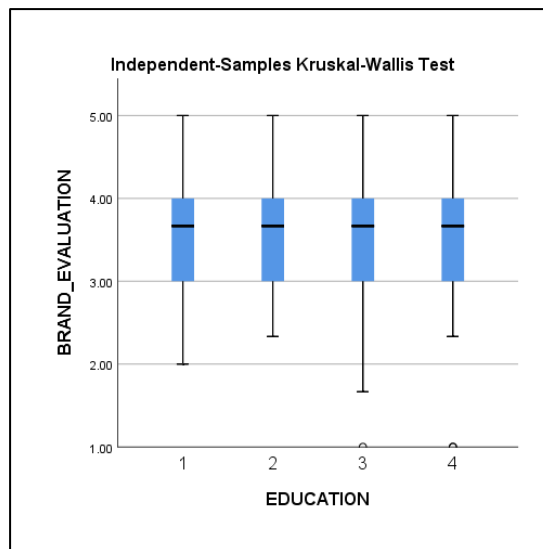
CONSUMERS INTENTIONS TO ACCEPT IPA RECOMENDATIONS across EDUCATION

Independent-Samples Kruskal-Wallis Test Summary	
Total N	307
Test Statistic	7.282 ^{a,b}
Degree Of Freedom	3
Asymptotic Sig.(2-sided test)	.063



BRAND EVALUATION across EDUCATION

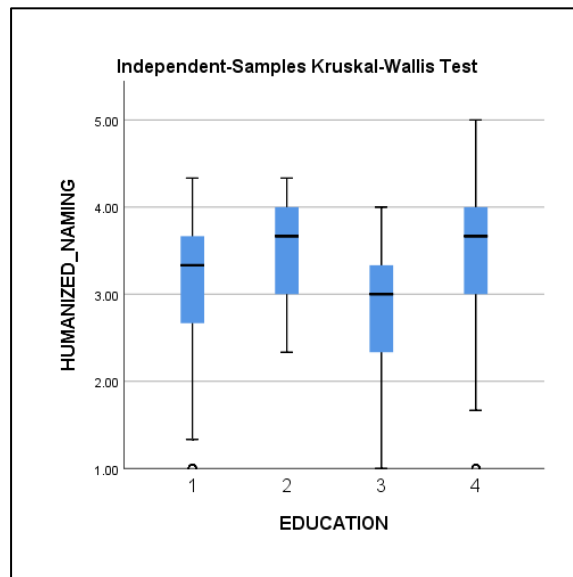
Independent-Samples Kruskal-Wallis Test Summary	
Total N	307
Test Statistic	.079 ^{a,b}
Degree Of Freedom	3
Asymptotic Sig.(2-sided test)	.994



HUMANIZED NAMING across EDUCATION

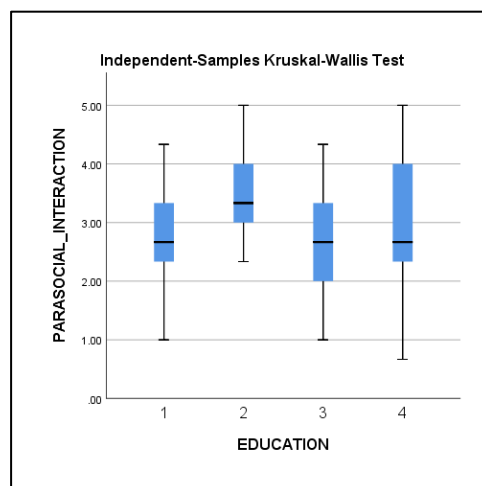
Independent-Samples Kruskal-Wallis Test Summary	
Total N	307
Test Statistic	22.063 ^a
Degree Of Freedom	3

Asymptotic Sig.(2-sided test)	.000
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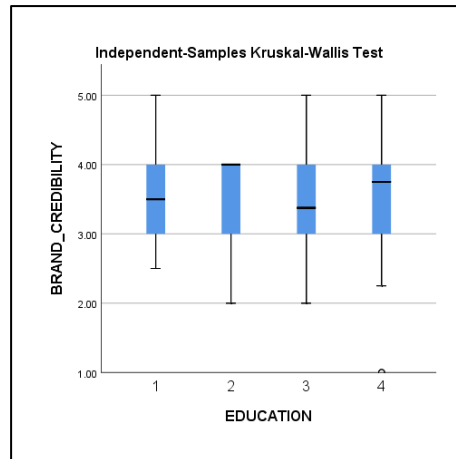
PARASOCIAL INTERACTION across EDUCATION

Independent-Samples Kruskal-Wallis Test Summary	
Total N	307
Test Statistic	13.623 ^a
Degree Of Freedom	3
Asymptotic Sig.(2-sided test)	.003



BRAND CREDIBILITY across EDUCATION

Independent-Samples Kruskal-Wallis Test Summary	
Total N	307
Test Statistic	6.142 ^{a,b}
Degree Of Freedom	3
Asymptotic Sig.(2-sided test)	.105



PHURCASE INTENTIONS across EDUCATION

Independent-Samples Kruskal-Wallis Test Summary	
Total N	307
Test Statistic	10.647 ^a
Degree Of Freedom	3
Asymptotic Sig.(2-sided test)	.014

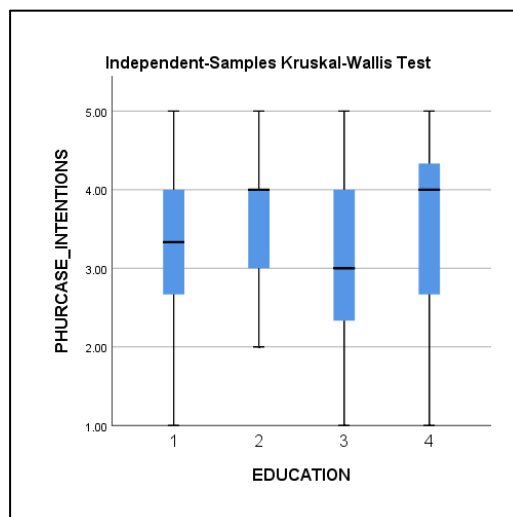
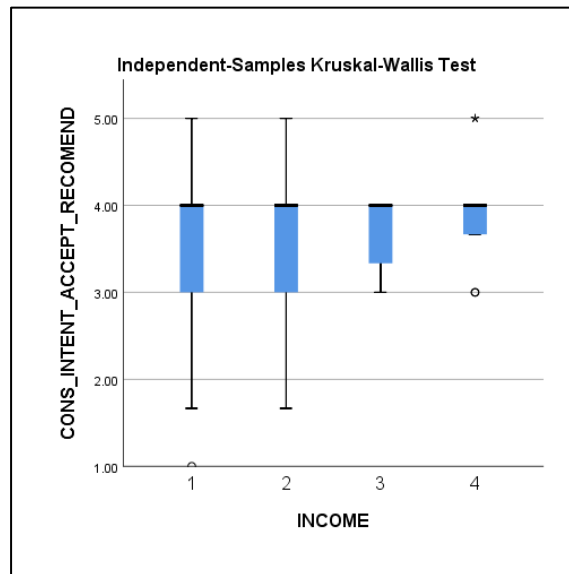


Table A10.4 Kruskal-Wallis H Test for Education Status. (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

<i>Income Status</i>				
Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The distribution of CONSUMERS INTENTIONS TO ACCEPT RECOMMENDATIONS is the same across categories of INCOME STATUS.	Independent-Samples Kruskal-Wallis Test	.536	Retain the null hypothesis.
2	The distribution of BRAND EVALUATION is the same across categories of INCOME STATUS.	Independent-Samples Kruskal-Wallis Test	.190	Retain the null hypothesis.
3	The distribution of HUMANIZED NAMING is the same across categories of INCOME STATUS.	Independent-Samples Kruskal-Wallis Test	.019	Reject the null hypothesis.
4	The distribution of PARASOCIAL INTERACTION is the same across categories of INCOME STATUS.	Independent-Samples Kruskal-Wallis Test	.117	Retain the null hypothesis.
5	The distribution of BRAND CREDIBILITY is the same across categories of INCOME STATUS.	Independent-Samples Kruskal-Wallis Test	.075	Retain the null hypothesis.
6	The distribution of PURCHASE INTENTIONS TO TECHNOLOGICAL PRODUCTS is the same across categories of INCOME STATUS.	Independent-Samples Kruskal-Wallis Test	.525	Retain the null hypothesis.
Asymptotic significances are displayed. The significance level is .050.				

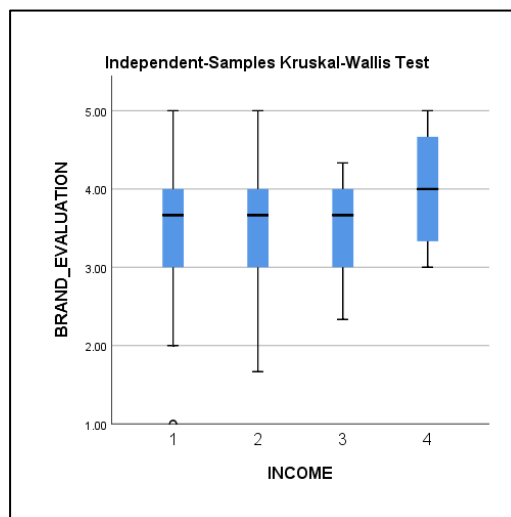
CONSUMERS INTENTIONS TO ACCEPT IPA RECOMENDATIONS across INCOME

Independent-Samples Kruskal-Wallis Test Summary	
Total N	307
Test Statistic	2.180 ^{a,b}
Degree Of Freedom	3
Asymptotic Sig.(2-sided test)	.536



BRAND EVALUATION across INCOME

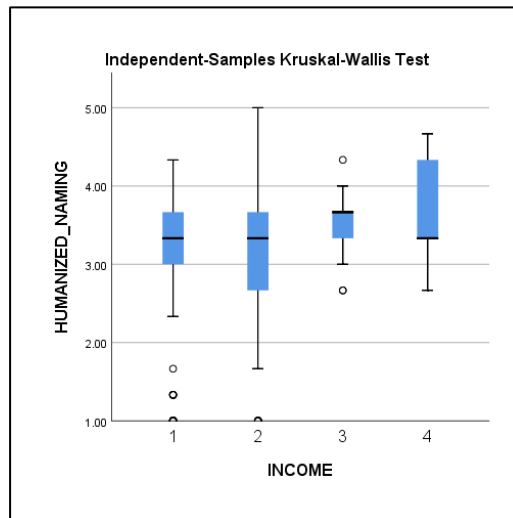
Independent-Samples Kruskal-Wallis Test Summary	
Total N	307
Test Statistic	4.760 ^{a,b}
Degree Of Freedom	3
Asymptotic Sig.(2-sided test)	.190



HUMANIZED NAMING across INCOME

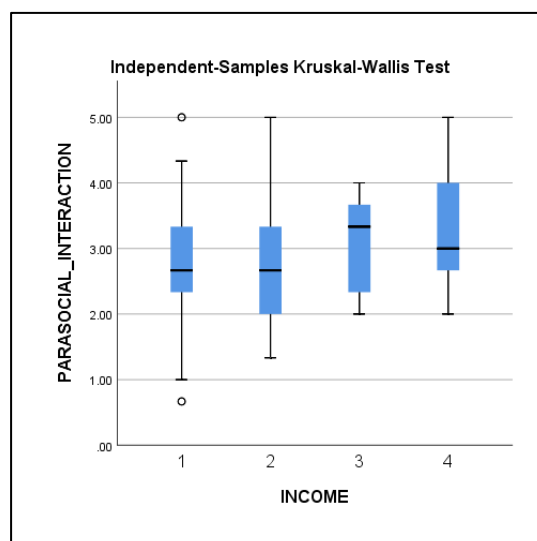
Independent-Samples Kruskal-Wallis Test Summary	
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Total N	307
Test Statistic	9.919 ^a
Degree Of Freedom	3
Asymptotic Sig.(2-sided test)	.019



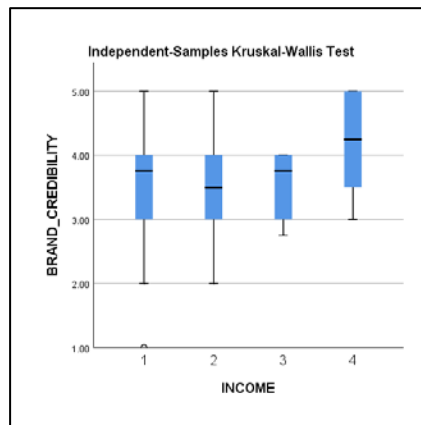
PARASOCIAL INTERACTION across INCOME

Independent-Samples Kruskal-Wallis Test Summary	
Total N	307
Test Statistic	5.900 ^{a,b}
Degree Of Freedom	3
Asymptotic Sig.(2-sided test)	.117



BRAND CREDIBILITY across INCOME

Independent-Samples Kruskal-Wallis Test Summary	
Total N	307
Test Statistic	6.890 ^{a,b}
Degree Of Freedom	3
Asymptotic Sig.(2-sided test)	.075



PHURCASE INTENTIONS across INCOME

Independent-Samples Kruskal-Wallis Test Summary	
Total N	307
Test Statistic	2.234 ^{a,b}
Degree Of Freedom	3
Asymptotic Sig.(2-sided test)	.525

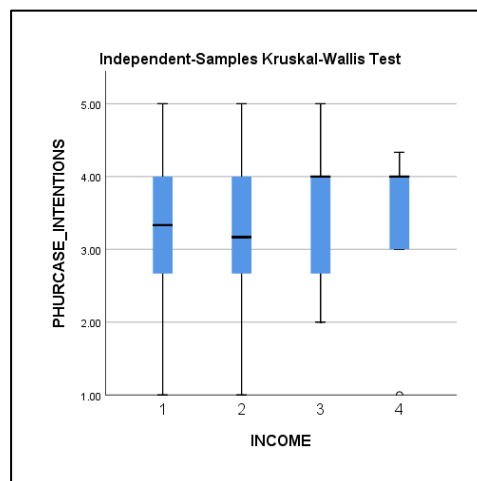


Figure A10.4 Kruskal-Wallis H Test for Income Status. (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

A11- Empirical Tested Model

Linear Regression

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.074	.272		-.272	.786
	Consumers Intentions to Accept Recommendations	.275	.085	.207	3.245	.001
	Brand evaluation	.469	.089	.366	5.272	.000
	Humanized naming	-.091	.053	-.086	-1.707	.089
	Parasocial interaction	.226	.068	.196	3.314	.001
	Brand credibility	.106	.106	.077	.997	.320

a. Dependent Variable: Purchase intentions to technological products

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.692 ^a	.478	.468	.71698

a. Predictors: (Constant), Brand Credibility, Humanized Naming, Parasocial Interaction, Consumers Intentions To Accept Recommendations, Brand Evaluation

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	124.869	5	24.974	48.581	.000 ^b
	Residual	136.228	307	.514		
	Total	261.096	270			

a. Dependent Variable: Purchase intentions to technological products

b. Predictors: (Constant), Brand Credibility, Humanized Naming, Parasocial Interaction, Consumers Intentions to Accept Recommendations, Brand Evaluation

Table A11.1 Linear Regression Model for Empirical Tested Model. (N = 307). Source: Farmakis G., 2023 (Dissertation: Investigating the impact of Intelligent Personal Assistants on brand evaluation and purchase intentions of different Gens of Greek consumers for technology products).

Author’s Statement:

I hereby expressly declare that, according to the article 8 of Law 1559/1986, this dissertation is solely the product of my personal work, does not infringe any intellectual property, personality and personal data rights of third parties, does not contain works/contributions from third parties for which the permission of the authors/beneficiaries is required, is not the product of partial or total plagiarism, and that the sources used are limited to the literature references alone and meet the rules of scientific citations.