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The Impact of Voice Marketing on Purchasing Intention in the Tourism and Hospitality Sector: The Mediating Roles of Customers' Satisfaction, Commitment and Trust

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Abstract

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The current study explores the impact of audio marketing on the purchase intention of travel agencies and hotel customers, considering the mediating roles of satisfaction, commitment, and trust in this relationship. A quantitative approach was used to achieve the research objective, using data collected from customers of Class A travel agencies and hotels in Greater Cairo. WARP-PLS was used to test the research hypotheses. Three hundred questionnaires were distributed to Class A travel agencies and three hundred questionnaires to 22 five-star hotels, with 256 and 283 valid questionnaires returned, respectively. This yielded a response rate of 85.3% and 94.3%, respectively. It was found that the adoption of audio marketing by hotels and travel agents contributes to their customers' satisfaction, commitment, and trust, which in turn leads to positive purchase/repurchase intentions. It provides useful guidance for tourism and hospitality organizations to improve the purchase of their products/services through audio marketing tools and functions. There is a lack of empirical studies from the customer perspective on how audio marketing can improve customer experience and purchase intentions. The study also provides insights for travel agents and hotels to help them invest in engaging their customers through audio marketing tools, improving customer satisfaction and retention.

1. Introduction

Technology revolution has a crucial impact on the tourism and hospitality industries (Buhalis et al., 2019, Tussyadiah, 2020). Technology is very important to service innovations to improve the customer experience (Lee et al., 2021, Park et al., 2022). The accelerated development of technology added a substantial technological layer to customer interactions with the travel, tourism, and hospitality industries (Ivanov and Webster, 2019). Therefore, organizations that strive to enter the highly competitive tourism and hospitality markets should successfully undergo a technological revolution (Alalwan et al., 2017; Styvén & Wallström, 2019; Buhalis et al., 2023; Monaco & Sacchi, 2023).

There are various technological applications commonly used in today's marketing. Digital technologies, including artificial intelligence, the Internet of Things (IOT), voice technology,

blockchain, and augmented reality, are becoming increasingly used to add value for customers, achieve a competitive advantage, and offer new opportunities for service providers. Voice marketing, particularly, voice search and voice assistants, is seen as a rapidly spreading innovation that guides a new era of marketing (Hanlon & Tracy, 2022). It has become more popular in recent years in the UK to install a smart speaker and voice assistant (SVA) like Amazon Alexa or Google Home in hotels and Airbnb accommodations (Amazon Alexa, 2019).

Although the voice assistant market is emerging recently, voice-enabled technology is becoming more widely adopted. Between 2021 and 2023, the voice assistant market is projected to expand by an average of 28% annually (Statista, 2024). Voice function assists with finding information, encouraging virtual world exploration, simplifying service requests, and sharing stories across media. Recently, Minsky et al. (2023) added that voice has also started to open the internet to the visually impaired, and illiterate people who suffer from hand pain, and members of the neuro-divergent community and thus voice marketing can enrich people's lives in general.

Although the existence of different voice marketing forms; but it is needed to 1) bringing research attention among academics to voice marketing forms, 2) adding knowledge to practitioners to help tourism and hospitality establishments and companies market their products through voice, 3) developing a comprehensive research model that provides a deep understanding of voice marketing forms and customer purchasing intention and 4) investigating the importance of customer satisfaction and the mediating roles of customer commitment and trust to the purchase process.

2. Voice Marketing

Recently, artificial intelligence (AI) technologies have become an essential part of our modern life (Pitanatri & Pitana, 2016), due to the fastest growth of usage of in many fields (Kannan & Li, 2017). This includes marketing and customer behaviour and purchasing decisions about various services and products (Flavián et al., 2023). The digital marketing also has an important role in changing the concept of products by providing customers with new valued propositions, reducing information asymmetries between customers and firms, augmenting the core product with digital services, and morphing products into digital services (Ahn et al., 2022).

Puntoni et al. (2020) and Zoghaib (2019) pointed out that modern digital marketing forms date back to the 2010s, with the important technology named Internet of Things (IOT) devices and artificial intelligence (AI), and the ability of machines to hold a conversational AI like a human via conversational technology (Such as embodied agents, virtual agents and voice assistants) (Adamopoulou & Moussiades, 2020), to recognize and process the human speech for interpreting costumers' needs, answering their questions and perform certain tasks (Zoghaib, 2019).

Shankar (2021) defined Voice Marketing as *"The usage of strategies and marketing plans to reach the targeted audience through using the voice-enabled digital strategies"*. that's agreed with Hu et al. (2023), who defined Voice Marketing as: *"A voice marketing that use voice-motivated technology and strategies to connect with clienteles or spectators, through using smart speakers, phones, or other voice-allowed gadgets to have a chat with the customers, instead of typing"*, while Kreutzer (2023) defined Voice marketing, with the concentration on the marketing functions of companies to build and develop the relationships with customer in the long run as: *"The arrangement, operation and the control of establishment activities' by using voice engines, furthermore using voice applications to make the integrating between*

products and amenities of the establishment and market them in the current and potential markets”.

Minsky et al. (2023) mentioned that voice technologies are considered an integral part of our lives. They present numerous opportunities for marketers. With voice marketing and conversational AI, marketers can learn key tactics for developing voice shopping. Hu et al. (2023) discussed that AI technologies and voice assistants are increasingly capable of listening and speaking like humans, offering a great opportunity for a new voice marketing approach. According to Mari & Algesheimer (2021) and Buhalis & Moldavska (2021), voice marketing depends heavily on using voice assistants (VAs) called intelligent personal assistants. It is a novel technology for customers that fulfills their needs, especially with the launching of Apple Siri in 2010, Microsoft Cortana in 2013, Amazon Echo in 2014, and Google Assistant in 2016. Nowadays there are over 100,000 voice applications available on Alexa Skills, which represent the fastest-growing customer technology since smartphones spread. With voice technology, computers can finally speak their natural language through the Neural Language Processing (NLP). Additionally, they can use voice recognition apps with voice search functions to increase the purchase intention for customers.

2.1. Benefits of Voice Marketing

Chung et al. (2020), Kim & Liu (2022) and Invoice Report (2019) mentioned that voice marketing can achieve a lot of benefits to the customers and business, as voice assistants, smart phones and using the voice applications presenting new era of the customer communication, with increased usage annually and impacting on the customer's experience, from the discovery of products and services brands to the purchase decision making, easily and quickly interacting with brands more than ever before, furthermore more benefits as:

1- Enhancing the Customer Engagement and the brand loyalty: Voice assistants can enable more frequent and deeper consumer touchpoints with the brand by fostering the personal connection with customers and direct conversations, reaching thousands of people hundreds of times in the different brand channels and reducing the marketing costs in comparison with another marketing tools (Invoice Report, 2019).

2- Making a wider Accessibility to the customers: Voice marketing can make the content be accessible to wider customers, including those with disabilities with mobility or visual problems and ensure that they can interact directly with the brand (Seo et al., 2022).

3- Providing valuable data insights on customers' preferences and behavior: Customers are using the digital assistants in many activities, where related advertising, content and search results can be served. Valuable data can be used to refine the marketing strategies, analyze the customer preferences and provide the targeted content (Chung et al., 2020).

4- Creating competitive advantage for Brands: Voice marketing can provide an early competitive advantage for the brands, by the new forms of advertising, using the mobile phones and voice assistants to consult an expert before purchasing, furthermore using "Voice search" to change the way of customers' knowing about the brands (Kim & Liu, 2022). Zoghaib (2019) mentioned that voice marketing takes three forms: voice commerce, voice customer service and digital audio.

5- Saving Costs and Optimizing Operations: Voice AI could help businesses to become more responsible and efficient, and manage tasks more automatically. As the staff handle more complex matters that require the human intervention. As a result, voice AI could increase the

effectiveness of operations performance in overall business and returns a great outcome in terms of cost-saving (Zeligs, 2024).

2.2. Voice Marketing in the Tourism and Hospitality Sector

Shankar (2021) and Poushneh (2021) mentioned that, the tourism and hospitality sector is one of the sectors to adopt digital marketing strategies and voice marketing, that because most customers browse tourist destinations and book itineraries and accommodations through computers, and as almost 70% of Google Assistant requests are voice-based. Recently, customers have rapidly changed from using PCs to mobile devices. Furthermore, a recent study by Flavián et al. (2023) surveyed 16,000 tourists from 25 countries and suggested that more than half of the respondents have used voice search to plan their trips and book their accommodation.

According to Invoice Report (2019), Amazon, Google, Facebook and Microsoft, invest heavily in voice applications and recognition in many sectors, including the travel and hospitality sector, with an annual growth rate of nearly 20% and more than \$18 billion by 2023.

2.3. Uses of Voice Marketing in the Tourism and Hospitality Sector

Tourism and hospitality sector has been rapidly changing due to the recent technological innovations. As customers interested in living in digital environment, tourism companies and hotels must adapt to make sure that customers have a comfortable experience during their stays in tourism destinations. With the increasingly adoption of smart assistants, like Google Assistant, Alexa, and Amazon. voice AI and automation are widely utilized across the tourism companies, or hotel, with 87% of hotels integrating these technologies for phone communications and 71% for online chat and executive staff support. As innovations in voice technologies are becoming more important in using to the customers in the tourism and hospitality sector (Ford, 2018), (Zeligs, 2024).

Tussyadiah & Miller (2019); Buhalis et al. (2019); Gaafar (2020) and Abd el-Moaty & Soliman (2020) have mentioned that using technologies of voice assistants, language translation applications, autonomous agents, the interactive voice ads, and voice search with a conversational system, can provide information concerning the tourists' preferences and interests, help to offer a services' personalization for tourists, find better and fastest information for them, furthermore encourage tourists for taking the decision-making of choosing the tourism company, plan they trips, and providing a better tourism experience in their travel.

In London Heathrow Airport, a new Amazon Alexa skill launched to make customers ask about information on gate updates, live flight status, arrivals and departures. All customers can get details from their own home, with 24 hours a day accessible. Google use their flight management version and use the Google Assistant and help as users to check the flight schedules and get their flight status (Ford, 2018). In addition to assist the tourism company to explore the customers' feedback and evaluate its performance, through the Neural Language Processing (NLP), which can use the predictive analytics, through accessing to the voice commands via (VAs), to interpret the purchase intentions for tourism products and providing all the tourists' needs (Zeligs, 2024).

AI Travel chat-bots and customer service bots can enhance the tourist's travel experience through helping them in booking their trip or flight and providing the travel advice for tourist, through the travel companies' and airlines websites (Abd El-Kafy et al., 2022). Tourist

company can use chat-bots to explain and interpret the historical and tourist sites with voice translator's programs (Tussyadiah, 2020).

Buhalis & Moldavska (2021) and Abd El-Kafy et al. (2022) mentioned the uses of voice-based AI digital assistants (chatbots, virtual assistance and digital voice assistants) in providing the hotel services as: increasing the online bookings and hotel's revenues, allowing the guests to control in the smart room (control lighting, music and air conditioning, ect), booking the various services and facilities, enabling users to browse websites, ordering the room service, answering the front desk requests and guest questions in their languages; receiving the emergency notifications, providing personalized information that helping guests to take the decisions quickly and forecasting the weather.

Applying AI-based digital assistants in the hotel's restaurant can allow guests to book a restaurant, know about working hours, prices, offers and discounts etc., and buy food. Furthermore, it can link the guests to the mobile app and websites for making the reservations and ordering their preferred meals, cancelling orders or rebooking them, checking the guests' orders status, and searching the restaurant reviews (Zoghaib, 2019). According to Zeligs (2024), restaurants are also embracing voice AI for managing reservations, signaling a broader shift toward seamless, technology-driven customer service.

Voice AI technology is being used by guests in hotels and resorts through chatbots that provide services like human staff in the hotel. Voice AI is powered by complex speech recognition and natural language processing technology, which allow guests to speak and search for information about services and how to obtain them directly without opening a (virtual) application or making a phone call (Ford, 2018; Zeligs, 2024).

3. Research Framework and Hypotheses

The study has five hypotheses to test. Figure (1) reveals the proposed research model that demonstrates the connections between voice marketing adoption in the tourism and hospitality sector and the other variables. It examines the cause-and-effect relationships between voice marketing and their impact on customers' satisfaction, commitment, and trust, then their effect on customer purchasing intention.

The following part explains the research hypotheses development, as follow:

Voice Marketing and Customers' Satisfaction

According to Berrincha (2020), transforming from traditional marketing to digital marketing create more personalization and consequently, it improves customers' satisfaction. Chatbot agents are considered a novel way to satisfy customers (Lowry et al., 2009). Naqvi et al. (2024) and Chung et al. (2020) pointed out that the interaction between customers and chatbots improves their satisfaction. Hence, the first hypothesis is proposed:

H1: Voice Marketing has a significant influence on customer satisfaction.

Customers' Satisfaction and Commitment

Bazvand et al. (2014) pointed out that commitment is a form of bias and emotional attachment to an organization's ideals and objectives. The customers' commitment may be used as a means of evaluation so that the responses of the consumers can be evaluated collectively for the goods and services (Roy et al., 2022). Customers are expected to maintain their relationship with the brand and feel positive about it when they are satisfied with their experience (Martínez & Rodríguez del Bosque, 2013; Liat et al., 2017).

The degree of commitment is positively influenced by how satisfied customers are (Rather, 2018; Rew et al., 2023). Wang et al. (2016) and Wang et al. (2020) mentioned that commitment is an outcome of long-term satisfactory interactions between brands and customers. According to Uzir et al. (2021), if customers are satisfied with the service, their commitment to the service brands will be influenced. Hence, this study suggests that:

H2: Customer satisfaction has a significant influence on their commitment.

Customers' Satisfaction and Trust

Riasma et al. (2018) found that customer opinion fulfilment leading to a favorable attitude that causes customers to feel satisfied. When customers are satisfied with the services provided, they will have trust in the standards of services provided (Naini et al., 2022). Building an online buyer's trust is crucial since there is always danger and uncertainty involved with doing business online (Hidayati et al., 2021). Trust is a critical component in the relationships that businesses build with their customers, which makes it a significant predictor of their loyalty (Bulchand-Gidumal et al., 2023).

Building the trust of customers is based on prior usage of a product or service that meets expectations and achieve their satisfaction (Naini et al., 2022). Trivedi (2019) pointed out that positive customer experience of chatbot service provided by businesses leads to an increase in the level of customer satisfaction and confidence. Additionally, Ezzat & Rady (2018) mentioned that if the digital marketing content is of a quality, this will positively affect customers' satisfaction and confidence. thus, the study supposes that:

H3: Customer satisfaction has a significant influence on Customer trust.

Customers' Commitment, Trust and Purchase Intention

Commitment is strongly correlated with supporting behaviors in a long-term relationship (Chien et al., 2011). Commitment is a strong brand attachment that is displayed when customers feel favorably about a brand. The commitment-trust theory states that service providers are keen to build a long-lasting, sustainable relationship with their customers by encouraging dedication to excellence in service delivery (Gilboa et al., 2019; Abid et al., 2023).

Customer commitment is the goal of marketing, which results in repeat purchases from loyal customers (Roberts & David, 2020). Further, Khodabandeh & Lindh (2020) found that the attachment to the company is what leads to an increase in purchase intention. Favorable recommendations from other individuals are trusted by people, and this influences customers' behaviour and leads to favorable purchase intentions (Kim & Liu, 2022). Additionally, customers that exhibit strong brand loyalty are thought to be more likely to form enduring bonds with brands and purchase the same goods and services over time. Therefore, the study proposes that:

H4: Customer commitment has a significant influence on purchasing intention.

Customers' Trust and Purchase Intention

Habib & Hamadneh (2021) proposed that one significant psychological component that influences customers' intentions to shop online is trust. Seo et al. (2022) mentioned that trust has a significant role in shaping shopping intentions. Mari & Algesheimer (2021) mentioned that there is a mediation role in the use of (AIs) voice assistants, digital voice applications for shopping purposes and the consequences of customers' trust in AI-enabled voice assistants for decision-making during the purchase process. Trust has a positive role in determining customers' purchase intentions (Yadav & Mahara, 2017). Customer retention can be attained

when customers trust an e-vendor organization, which in turn increases purchase intention (Hong & Cho, 2011).

High levels of tourist confidence encourage intentions towards the purchase of tourism and hotel services and retain tourists (Kim & Liu, 2022; Saleem et al., 2017). Thus, the following hypothesis is suggested:

H5: Customer trust has a significant influence on customer purchase intention.

According to the aforementioned literature review, Figure (1) reveals the proposed research framework that demonstrates the Hypotheses with direct relationships between the various variables of the study as follows:

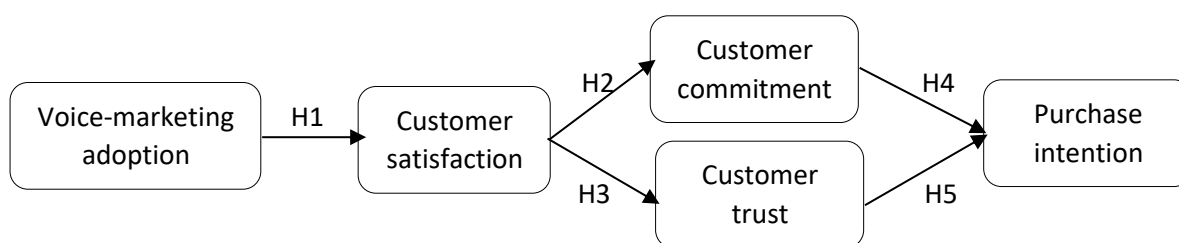


Fig. (1): The proposed research framework.

4. Research Methodology

4.1. Study Population and Sample

This research adopts the quantitative method to test the hypothesized research model. It uses a self-administered structured questionnaire to collect required data from customers of travel agencies category A and five-star hotels in Greater Cairo. Greater Cairo was chosen for many reasons. Euro monitors International ranked Cairo among the top 100 tourist cities in the world in a study of more than 400 cities worldwide, based on the number of tourists visiting them. Other reasons include the economic reforms undertaken recently, which have attracted significant foreign investment, and Egypt's recent transformation to regain its position in the region's tourism landscape. These include the developments at Cairo International Airport and Cairo Metro stations, as well as the city's success. The positive effects of the liberalization of the exchange rate, which has increased the number of tourists arriving in the capital, are also highlighted. The development of Egypt's tourism strategy, with a focus on new tourism markets, restoring market confidence, and facilitating investment in human resources, are also highlighted, along with attractive marketing campaigns and the use of social media as key success factors. The city also has significant infrastructure investments and the restoration of historical sites. The questionnaire was designed in English. After that, the questionnaire is piloted on 60 customers to check its construct validity. Feedback was considered in the final form.

The questionnaire measures voice marketing based on previous research (Shankar, 2021; Buhalis & Moldavska, 2021; Abd El Kafy et al., 2022; Rather, 2018; Bulchand-Gidumal, 2022). Three items were used to measure customer satisfaction (Chen & Barnes, 2007), three items for commitment (Ekejiuba et al., 2023), and four items to measure trust (Kim et al., 2017). Purchasing intention is measured by four items (Kim et al., 2017; Chen & Barnes, 2007). All statements of the questionnaire were built using a 5-point Likert scale (1=strongly disagree to 5=strongly agree). Using a convenience sampling method, the survey was administered to customers of Category A travel agencies and five-star hotels in Greater Cairo. Three hundred

questionnaires were distributed to Category A travel agencies and 300 questionnaires to 22 five-star hotels, with 256 and 283 valid responses returned, respectively. This yields a response rate of 85.3% and 94.3%, respectively. Where the sample was calculated using sample size calculator and complete guide (available on www.qualtrics.com) with 95% confidence level. Data were analyzed through PLS-SEM using WarpPLS software. The survey forms were distributed from September 2024 to January 2025.

Table (1): Study Total Population and Sample.

No	Type	Total population	Category
1.	Hotels	28	5 stars
2.	Travel Agencies	1695	A

Source: www.etaa.Egypt.org; Egyptian ministry of tourism. 2022, www.qualtrics.com.

5. Research Findings

5.1. Sample Demographic Characteristics

Table (2) shows that male respondents are dominant (79.1% for travel agents versus 77.7 % for hotels). Most respondents are aged between 20 and 40 years (75.8% for travel agents and 71% for hotels). The vast majority have university education (95.3% and 95.4% for travel agents and hotels respectively).

Table (2): Demographic Data.

		Travel agents (%)	Hotels (%)
Gender	Male	71.9	77.7
	Female	28.1	22.3
Age	Below 20	4.7	1.1
	20-30	27.0	34.3
	31-40	48.8	36.7
	41-50	17.6	20.5
	Above 50	2.0	7.4
Education	Secondary	4.7	4.6
	University	95.3	95.4

5.2. Technological Tools

29.7% of travel agents' respondents use web voice and apps support voice functions versus 29.3% for hotels. 14.5% versus 22.3% of travel agents and hotel respondents use applications that support voice functions and similarly 12.5% of travel agents' respondents use web voice functions versus 52% for hotel respondents. All respondents mentioned they have used voice functions on the websites of travel agents and hotels they dealt with.

Table (3): Technological tools.

		Travel agents (%)	Hotels (%)
Technological tools used by	Web voice functions	12.5	15.2
	Apps supporting voice functions	14.5	22.3
	Both	29.7	29.3

5.3. The Validity (Structural Validity)

Table (4) depicts that all research constructs have composite reliability and Cronbach's alpha coefficients that exceed 0.7. AVEs values for all constructs are higher than 0.5 proving the convergent validity existence of the scale.

Table (4): Validity-Reliability Statistics.

Construct	Indicators	Loading	Com. Rel.	Cro. Alpha	AVE	Loading	Com. Rel.	Cro. Alpha	AVE
Voice Marketing	VM1	0.854	0.878	0.768	0.707	0.815	0.875	0.785	0.700
	VM2	0.879				0.885			
	VM3	0.787				0.808			
Commitment	CO1	0.792	0.843	0.722	0.642	0.827	0.862	0.760	0.675
	CO2	0.813				0.838			
	CO3	0.800				0.801			
Trust	TR1	0.706	0.820	0.707	0.532	0.844	0.911	0.869	0.719
	TR2	0.745				0.802			
	TR3	0.733				0.881			
	TR4	0.733				0.863			
Satisfaction	SA1	0.766	0.841	0.716	0.638	0.762	0.852	0.738	0.657
	SA2	0.827				0.865			
	SA3	0.802				0.801			
Purchasing Intention	PI1	0.774	0.860	0.782	0.605	0.751	0.893	0.810	0.677
	PI2	0.812				0.841			
	PI3	0.753				0.829			
	PI4	0.771				0.866			

5.4. The Correlations Among Constructs

Table (5) displays the correlations among latent variables and ensures that it is lower than the square root of AVEs which is evidence of discriminant validity of the research measurement scale.

Table (5): Correlations Among Constructs.

		VM	CO	TR	SA	PI
Voice marketing (VM)	Travel agents	(0.779)				
	Hotels	(0.837)				
Commitment (CO)	Travel agents	0.540	(0.802)			
	Hotels	0.655	(0.822)			
Trust (TR)	Travel agents	0.568	0.549	(0.729)		
	Hotels	0.666	0.396	(0.848)		
Satisfaction (SA)	Travel agents	0.406	0.471	0.559	(0.799)	
	Hotels	0.548	0.519	0.577	(0.811)	
Purchasing intention (PI)	Travel agents	0.547	0.566	0.675	0.589	(0.778)
	Hotels	0.571	0.565	0.500	0.759	(0.801)

5.5. HTMT Ratios

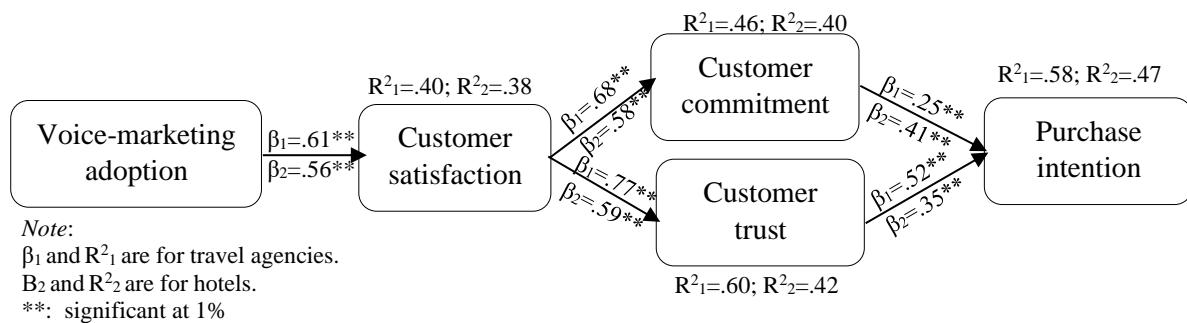
HTMT ratios in Table (6) affirm the existence of discriminant validity of constructs with values less than 0.90.

Table (6): HTMT Ratios.

		VM	CO	TR	SA
CO	Travel agents	0.763			
	Hotels	0.849			
TR	Travel agents	0.819	0.772		
	Hotels	0.806	0.487		
SA	Travel agents	0.579	0.659	0.788	
	Hotels	0.720	0.692	0.723	
PI	Travel agents	0.758	0.751	0.879	0.789
	Hotels	0.733	0.733	0.595	0.869

5.6. The Structural Model of Voice Marketing

The results of the following figure (2) displayed that adopting voice marketing functions achieves customer satisfaction ($\beta=0.61$ for travel agents and 0.56 for hotels and H1 is supported with R square value of 40% and 38% respectively). In turns, customer satisfaction predicts their commitments ($\beta=0.68$ for travel agents and 0.58 for hotels and H2 is supported with R square value of 46% and 40% respectively) and trust ($\beta=0.77$ for travel agents and 0.59 for hotels and H3 is supported with R square value of 60% and 42% respectively). Furthermore, the purchasing intention is influenced by customer commitment ($\beta=0.25$ for travel agents and 0.41 for hotels and H4 is supported) and customer trust ($\beta=0.52$ for travel agents and 0.35 for hotels and H5 is supported). Both customer commitment and trust explain 58% and 47% of variance in purchasing intention for travel agents and hotel customers respectively, as follows:

**Fig. (2): The Structural Model of Voice Marketing.**

5.7. Test of Hypotheses

Table (7): Hypotheses Testing Summary.

Hypotheses	Travel agencies (β)	Hotels (β)	Result and direction
H1. Voice marketing adoption → customer satisfaction	0.61	0.56	(+) supported
H2. Customer satisfaction → customer commitment	0.68	0.58	(+) supported
H3. Customer satisfaction → customer trust	0.77	0.59	(+) supported
H4. Customer commitment → purchase intention	0.25	0.41	(+) supported
H5. Customer trust → purchase intention	0.52	0.35	(+) supported

Table (7) summarizes the hypotheses-testing results. The table pointed out that all study Hypotheses were accepted, with results that have mentioned before in Figure (2). (β) values for the study variables were significant between 0.25 and 0.77 for Travel agencies, and 0.35 to 0.59 for hotels. The findings of Figure (2) and Table (7) illustrate that adopting voice marketing functions achieves customer satisfaction, commitment, and trust and leads at the end to a positive purchasing intention for customers in the tourism and hospitality sectors.

6. Discussion of Findings

This study aims at examining the impact of adopting voice marketing on purchasing intentions considering the moderation roles of customer's satisfaction, commitment, and trust in tourism and hospitality contexts. Using the structural equation modeling technique, findings revealed that adopting voice marketing contributes to customer satisfaction in travel agencies and hotels. In turn, customer satisfaction improves customer commitment and trust, which at the end, influence purchasing intention.

The voice marketing concept employed in this study implies that travel agencies and hotels have websites that supports voice-based functions and apps that help customers search for the relevant information and make their purchasing decisions. It also includes the use of audio functions to respond to customers' needs in planning and booking their trips and accommodation. Findings revealed that the usage of voice marketing functions increases customer satisfaction. Customers feel happy to get the information they search for through the interactive voice platforms, functions, and apps.

They believe that these functions make it easy for them to obtain the information needed for their decision-making process. This finding is in line with Berrincha (2020), who sees voice marketing helps customers personalize their services compared to traditional marketing channels, and Naqvi et al. (2024) and Chung et al. (2020) who believe that the interaction between voice marketing functions and customers enhance their satisfaction.

In turn, satisfied consumers are more likely to be committed to the agency/ hotel that fulfill their services and needs. They have the feeling of belonging to this enterprise. Based on Rew et al. (2023) and Wang et al. (2020), the positive commitment is a result of a long term satisfied customers. Hence, customers who are satisfied with the voice marketing functions are more likely to be committed. Not only committed, but they also trust the company (i.e., travel agency/ hotel). Findings revealed that satisfied customers start to build trust in the business that achieved their needs. This is concurrent with Naini et al. (2022), who found that satisfaction is a predictor of trust, and Bulchand-Gidumal et al. (2023), who claimed that customer trust in their business is predicting their loyalty toward that business.

Having customers who are happy about the travel agency/hotel services, feel satisfied, committed and trust it, will definitely lead to a positive purchasing/ repurchasing decision. Findings revealed that both customer commitment and trust have a positive effect on purchasing intention. This finding is similar to that of Roberts & David (2020), Khodabandeh & Lindh (2020), and Kim & Liu (2022), who found that committed customers who trust their companies have positive attitudes toward purchase/ repurchase intentions from these companies (i.e., travel packages and accommodations).

7. Conclusion and Implications

This study contributes to the extant knowledge of voice marketing adoption and its effects on customer satisfaction, commitment, and trust. It introduces the voice marketing forms and how these forms help customers achieve their needs and feel satisfied, committed and certain

about the standard of service and hence have positive purchase intention. This study is also comparing the perceptions of both travel agencies and hotels' customers towards voice marketing tools and how it is useful for both customers and enterprises.

The aim is to elevate the skill set of marketing, enabling them to craft campaigns that resonate, foster loyalty, and propel organizations to unprecedented success. If the organization's success is directly associated with voice marketing strategies, and if the voice marketing strategies are directly associated with voice-based searches, then it is inevitable that trends of voice-based search would affect management and business. Some managers quickly capitalized on the voice trend and established a superior voice presence. There is also a desire among managers to adopt voice marketing to implement new ideas and achieve continuous improvements in marketing services, adopt new methods in marketing the services, and use modern means to achieve customer confidence and satisfaction. Management that adjusts to these developments has a better chance of successfully tapping into the expanding voice of marketing and keeping its competitive edge. They need to optimize the content of their online presence platforms for voice functions to be used by customers.

The future of voice marketing is bright, and its potential impact on services marketing is significant. Tourism and Hospitality enterprises can take advantage of the opportunities offered by voice marketing and reach their target audience in new and exciting ways. They are required to building a plan for creating and optimizing content for voice marketing so that they will be ready to reach their target audience. Success hinges on the ability to adapt and innovate. As voice marketing continues to evolve, managers must remain agile, leveraging data to inform their strategies and embracing the latest technological advancements to enhance customer engagement. The ability to blend traditional marketing wisdom with cutting-edge digital tactics is crucial. By fostering a culture of continuous learning, managers can stay ahead of the curve, ensuring they thrive in the competitive marketplace. Adopting voice marketing is linked to revenue performance and customer satisfaction indicators. Marketing managers need to structure and formalize the data in their websites to be present through voice functions.

8. Limitations

Like any other study, this one has some limitations. It is exploratory in nature and provides in-depth quantitative, rather than qualitative, results that explore the impact of audio marketing adoption on customer purchase intentions. It also did not consider the demographic characteristics of respondents and their impact on their perceptions of audio marketing adoption. Future research should take these limitations into account.

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تأثير التسويق الصوتي على نية الشراء في قطاع السياحة والضيافة: الأدوار الوسيطة لرضا العملاء والتزامهم وثقتهم

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ملخص	معلومات المقالة
<p>تستكشف الدراسة الحالية تأثير التسويق الصوتي على نية الشراء لدى وكالات السفر وعملاء الفنادق، مع الأخذ في الاعتبار الأدوار الوسيطة للرضا والتزام والثقة في هذه العلاقة. وقد تم استخدام المنهج الكمي من خلال بيانات تم جمعها من عملاء وكالات السفر من الفئة أ والفنادق في القاهرة الكبرى لتحقيق هدف البحث، وتم استخدام warp-pls لاختبار فرضيات البحث. حيث تم توزيع (٣٠٠) إستمارة إستبيان على وكالات السفر من الفئة أ و عدد (٣٠٠) إستمارة إستبيان على 22 فندقاً من فئة الخمس نجوم، مع إسترجاع عدد (٢٥٦) و (٢٨٣) إستمارة صحيحة على التوالي. وهذا ينتج عنه معدل استجابة 85.3% و 94.3% على التوالي. وقد تبين أن تبني التسويق الصوتي من قبل الفنادق ووكلاء السفر يساهم في رضا عملائهم والتزامهم وثقتهم، مما يؤدي بدوره إلى نية إيجابية للشراء / إعادة الشراء. ويقدم إرشادات مفيدة لمؤسسات السياحة والضيافة لتحسين شراء منتجاتها / خدماتها من خلال أدوات ووظائف التسويق الصوتي. هناك نقص في الدراسات التجريبية من منظور العملاء حول كيفية مساهمة التسويق الصوتي في تحسين تجربة العملاء ونواياهم الشرائية. كما تقدم الدراسة رؤى لوكلاء السفر والفنادق لمساعدتهم على الاستثمار في جذب عملائهم من خلال أدوات التسويق الصوتي، وتحسين رضاهم والتزامهم.</p>	<p>الكلمات المفتاحية التسويق الصوتي؛ الرضا؛ الإلتزام؛ الثقة؛ نية الشراء.</p> <p>(JAAUTH) المجلد 28، العدد 1، (2025)، ص 177-193.</p>