

# Call For Participants



## Continuance Use of Voice Assistant

60 min(s) to complete

Online Shopping voucher

Interview

Online

Nottingham Trent University

I am conducting a PhD study exploring how consumers interact with AI-based voice assistants in the UK. This study aims to understand whether consumers are or will be willing to use AI-based voice assistants during the pre-present and post-fashion shopping journey.

Find out more online

Poster printed on 24/04/2025 Study expires on 30/04/2025

## More info

by scanning the QR code  
or visiting the URL

# [www.cfp.cc/9EIZ23](http://www.cfp.cc/9EIZ23)

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