Metadata (Coding Key of Data Variables)

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Questionnaire for both users & non-users

Name of the data set: Intelligent Voice Assistant Use_RNT.tab

Research title: Analysing antecedence of an intelligent voice assistant use intention and behaviour

IVA: Indicates' Intelligent Voice Assistance'

INT: Indicates' introduction'

FAM: Indicates' familiarity'

FAM IVA: Indicates' familiarity with intelligent voice assistance'

FQ: Indicates' filter question'

FQ_SM: Filter question of Smart devices

Table 1. Variable Overview of Data IVA

Abbreviations	**Variables**	**Functions**	**Measurement levels of the variables**
Age	Age of the respondent	Filter question FQ>18	Scale/numeric
UB	Use behaviour	FQ – to address respondents to the different question section	Binary (dichotomous) yes/no
UB1	Use behaviour/frequency	**Dependent variable for the current users**	Scale
PRE-U	Previous IVA use	Predictor – Independent variable	Nominal
OCB	Active online communication behaviour	Predictor – Independent variable	Nominal
AWF	Awareness of the IVA functionalities	**Moderator** for non-users PPC & PU	Ordinal
PN	Perceived needs	Predictor – Independent variable	Ordinal
PU	Perceived usefulness	Predictor – Independent variable	Ordinal
PEU	Perceived ease of use	Predictor – Independent variable	Ordinal
HM	Hedonic motivation	Predictor – Independent variable	Ordinal
PI	Peer influence	Predictor – Independent variable	Ordinal
PI extra-1	Per Influence	Predictor (potential)	Scale/numeric

UI	Use intention	The **dependent** variables for non-users	Ordinal
PTI	Perceived technology innovativeness	Predictor – Independent variable	Ordinal
PPC	Perceived privacy concerns	**Predictor Independent** variable & **Moderator**	Ordinal
OCP	Current occupation of the respondents	**Demographic** variable	Ordinal
EDU	Education level of the respondents	**Demographic-Control variable**: Highest completed education at the time of a research	Ordinal
Gender	Gender	**Demographics- Control variable** Gender of the respondents	Nominal

Table 2. Overview of Scaled and Grouped Variables of DATA IVA

Grouping & Scaled variables in the dataset	**Description** (all variables are numeric/ scale)
USE_STATUS_GROUPS	Use status combined groups 0 = non-user, 1= users
USE_INTENTION_SCALED	Use intention: Dependent variable for non-users
PERCEIVED_PRIVACY_CONCERNS_SCALE	Perceived privacy concerns
PERCEIVED_TECHNOLOGY_INNOVATIVENESS_SCALE	Perceived technology innovativeness
PEER_INFLUENCE_SCALE	Peer/social-sphere influence
HEDONIC_MOTIVATION_SCALE	Hedonic motivation
PERCEIVED_EASE_OF_USE_NON_USER_SCALE	For non-users
PERCEIVED_EASE_OF_USE_USER_SCALE	Perceived ease of use for current users
PERCEIVED_USEFULNESS_NON_USER_SCALE	Perceived usefulness for non-users
PERCEIVED_USEFULNESS_USER_SCALE	Perceived usefulness for current users
PERCEIVED_NEED_1_SCALE	Perceived need for voice assistance
PERCEIVED_NEED_2_SCALE	Perceived needs the most for voice assistance
AWARENESS_OF_FUNCT_2_SCALE	Averseness of the functionalities
SMART_DEVICE_OWNERSHIP_SUMMED	Summed smart device ownership

FAM_IWA3_INSTALLED_IVAS_SUMMED	Familiarity of IVA's who installed on one's device
NO_PRE_USE	People - no previous IVA use
YES_PRE_USE	People - used IVA before
GROUP_PRE_USE	Pre use and non-use is grouped 0 = never used before 1 = used before
ONLINE_COMMUNUCATERS_SUMMED_DEVICE	People who indicated they communicate online. The higher the number, the higher the communications.
AWARENES_FUNCT_SUMMED	Awareness of the functionalities summed: the higher the number, the higher the awareness of the people.

Not: Items are composed based on the factor loadings with high **Cronbach's alpha** values between .80 and .91 which is explained in the main body of the article: for further information, please approach the corresponding author via email: rusen@tanribilir.com