gender positioning suggests that brands strong brand gender identity will encourage brand love (Azar et al., 2016). Furthermore, masculine brands are preferred by masculine men, while feminine brands are preferred by the most feminine women (Alreck et al., 1982).

Masculine and feminine brands have been using brand extension strategies to introduce new products under the same brand name. Cross gendered brand extensions are when masculine brands extend their products/services to feminine category or vice versa. By crossing over from one gender to another, marketers today are not looking to do a complete role reversal rather they're attempting to extend brands to a large untapped market — the other half of the species - without destroying the core proposition. Fair and Lovely, the fairness cream for women, is produced by Unilever since 1970s, its cross-gender brand extension was launched in 2004 in the form of Fair & Lovely Max Fairness Cream for men which is a successful product. In contrast Jockey the men undergarment specialist launched women undergarments that is still struggling in the marketplace.

Saudi Arabia is known as one of the most gender-segregated society in the world, and it has gender-specific roles, characteristics, and behaviors that are undesirable for the other gender. It makes a good case to study cross gender brand extensions in this gender-segregated and gender sensitive society.

The purpose of this research is to examine the cross-gender brand extension in Saudi Arabia. The questionnaire was developed with the help of earlier studies identifying gendered brands and validated by a jury of experts and focus groups. The gender preferences for ten product categories (including automobiles, baby care products, cigarettes, cosmetics for women, fashion, food & beverages, motorcycles, personal care for men, personal care for women, sporting goods) were examined for cross-gender brand extension. A survey was conducted to solicit responses from respondents aged 18 to 35 belonging to upper middle class (N=412). Results reflect cross gender brand extensions have less favorable reviews by respondents. Although Saudi Arabia is changing but changing the gendered brand, gender roles, gender identities and especially cross-gender brand extensions still need a long way to go.

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The Impact of Voice Assistants on Consumer Intention to Use Self-Driving Cars

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Summary Statement

This study examines the influence of voice assistants' attributes on consumer intention to use self-driving cars and WOM intentions. Results indicate that a positive attitude toward voice assistant attributes positively impacts the intention to use self-driving cars. The study suggests that integrating voice assistants in self-driving cars can increase consumer adoption.

Competitive Short Paper

In recent years, there has been a significant increase in technological advancements across all industries. Particularly in the field of Marketing, researchers strive to understand consumer behaviour better in this new technologically enhanced world. One such development is the

emergence of voice assistants, designed to improve people's quality of life by performing tasks on command (Moriuchi, 2019). Similarly, the advent of self-driving cars has the potential to revolutionize transportation, offering greater efficiency in smart cities and reducing stress and costs for businesses (Bezai et al., 2021).

The use of voice assistants, such as Amazon's Alexa and Google Assistant, has grown rapidly in the past few years, and it is expected to continue to grow in the future. As a result, understanding the factors that influence consumer adoption and usage of voice assistants has become an important area of research in marketing. Previous research has highlighted the importance of ease of use, perceived benefits, trust, and personalized experience, in influencing consumer adoption and usage of the technology (Hasan et al., 2021). Furthermore, the integration of voice assistants with other devices has been found to be a crucial factor that could enhance the overall user experience and increase adoption rates among consumers (Loureiro et al., 2021). The adoption of self-driving cars by consumers remains a complex issue, as it is influenced by various factors such as technological readiness, legal and regulatory frameworks, and consumer attitudes and perceptions (Eggers & Eggers, 2022). In this paper, we discuss the role of voice assistants' integration in self-driving cars on consumers' intention to use them.

This paper presents an empirical research study using the Technology Acceptance Model (TAM) to examine the relationship between voice assistant attributes, perceived ease of use and perceived usefulness, and consumer intention to use self-driving cars and word-of-mount intentions. This research employs a quantitative methodology and gathers data by conducting an online survey with a sample of 302 participants.

The results of the study indicate that voice assistants' attributes impact the intention to use self-driving cars. Respondents who reported having positive attitudes toward voice assistants' attributes such as relation cohesion or brand trust were more likely to express a strong intention to use self-driving cars in the future. Furthermore, respondents who reported perceiving usefulness and ease of use were also more likely to express a strong intention to use self-driving cars. On the contrary, respondents reported not perceiving ease of use influencing word-of-mouth intentions.

Overall, this study provides valuable insights into the relevance of voice assistant attributes on the intention to use self-driving cars and word-of-mouth intentions. The findings indicate that voice assistants can play a relevant role in increasing the adoption of self-driving cars. The research contributes to the existing literature on the influence of technology on consumer behaviour in the context of emerging technologies, specifically self-driving cars. The results of this study can inform the strategy of self-driving car manufacturers, policymakers and regulators, and researchers in the field of human-computer interaction.