

How May I Help You? Chatbots Implementation in Marketing

Svetlana Bialkova
Liverpool Business School

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Abstract

Despite the advance of Artificial Intelligence fostered increased number of chatbot applications in Marketing, consumers still prefer to communicate with a human agent. To provide understanding on chatbot efficiency and consumers attitudes, we asked their opinion. Respondents should have used chatbot(s) at least once in their daily life, to take part in current research. In two consecutive studies, we explored the factors loading on attitudes, and future use of chatbots. The results are clear in showing that perceived quality, ease of use, and functionality are crucial in determining attitudes towards chatbots currently available at the market. When not met, however, these factors might turn into barriers, precluding future chatbot use and recommendation. Current study further reports key factors enhancing quality and ease of use. Outcomes should be taken by marketers and computer scientists to join efforts in creating high quality chatbot applications to satisfy consumers' needs appropriately.

Keywords: *Chatbot; AI; Digitalisation*

Track: Digital Marketing & Social Media