



DETERMINANTS OF CONVERSATIONAL MARKETING EFFECTIVENESS: AN ANALYTICAL PERSPECTIVE

Ajitha V, Dr. Sandhya K

Research Scholar, Post Graduate Department of Commerce.

Government Victoria College, Palakkad, Assistant Professor and Research guide in Commerce,
Government Victoria College, Palakkad.

Abstract:

The transition from traditional, static marketing to conversational marketing is altering customer-brand engagement by focusing on real-time, tailored, and interactive dialogues enabled by chatbots and AI-powered platforms. This research paper highlights technology-driven trends behind the rise of conversational interfaces, and identifies key determinants influencing the effectiveness of conversational marketing techniques and how user experiences influence the effectiveness of conversational marketing tools. The study identifies crucial technology drivers such as Generative AI integration, enhanced Natural Language Understanding (NLU), emotion-aware AI, multichannel and multimodal interfaces, and agentic AI autonomous systems. These advances transform chatbots from inflexible, rule-based instruments into contextually aware, dynamic aides that can engage in conversations that are natural and human-like. The efficacy of conversational marketing relies on factors including personalization, the quality of natural language processing, responsiveness, alignment of tone and personality, integration with the consumer experience, data privacy, human escalation alternatives, omnichannel consistency, and linguistic or cultural adaptability. Furthermore, the study emphasizes the importance of user experience in creating outcomes like perceived ease of use, perceived utility, trust, and emotional connection all influence engagement, repeat usage, and brand loyalty. This research contributes to academic discourse by providing a conceptual framework that connects technical growth, theoretical constructs (including Personalization Theory, Trust-Building, Medium Richness Theory, and the Technology Acceptance Model), and documented user results. The findings provide marketers and conversational system designers with practical guidance for developing engagement methods that are technologically enhanced, culturally relevant, and ethically sound. Finally, the study concludes that developing synergy between technical capabilities and authentic human experiences is critical to the long-term success of conversational marketing initiatives.

Keywords: Conversational Marketing, Conversational Interfaces, Natural Language Understanding (NLU), Technological Acceptance Model (TAM)

Introduction

The marketing landscape has grown immensely in recent years, with old approaches to marketing giving way to modern conversational engagement strategies. At the heart of this transition is a shift in customer preferences, which increasingly seek instant response over static content. One of the main forces behind this change is the growth of conversational marketing, which is driven by chatbots and artificial intelligence. Conversational marketing is becoming increasingly important in the current era, as it focuses on immediate and personalised interactions between brands and customers (Kaczorowska–Spychalska, 2019; Israfilzade, 2021; 2023b; Chandra, Shirish & Srivastava, 2022). This approach encourages a two-way conversation with customers that is personal rather than merely giving information.

Conversational marketing is a modern approach that uses technology, such as chatbots and AI, to replace human staff and improve customer experience. It focuses on personalized, real-time communication across multiple platforms to build relationships and enhance customer satisfaction.

Marketing that interacts with consumers is known as conversational marketing. This can be executed via live chat, chatbots, voice assistants, and other conversational agents. These experiences can be delivered through multiple platforms, such as websites, social media, paid advertising, and in-store or linked smart home devices.

Conversational marketing is centred on one-to-one interactions between a customer and an agent in real-time and as personalised as possible across many channels that creates collaborative brand experiences by enabling businesses to enhance the customer experience and build relationships with customers.

Key Concept in Conversational Marketing

● Personalization theory

Personalization theory in conversational marketing is based on the idea of adapting each consumer encounter in real time, leveraging individual preferences, habits, and previous data to create more relevant and engaging experiences. This concept is used in conversational marketing to create dynamic, two-way discussions that adjust in real time in response to user inputs. The essential principles of personalization theory in conversational marketing are user-centricity, which emphasizes adjusting interactions to specific behaviours and preferences, and relevancy, where communications correspond with the user's current needs and context. While real-time adaptability enables systems to quickly modify in response to user input, data-driven interaction adapts replies based on historical user data.

● Trust-building in digital marketing

Building trust is crucial to generating conversions and establishing everlasting relationships with customers in digital marketing. It entails open communication, consistent branding, secure transactions, and keeping promises. Key techniques include displaying customer reviews, utilizing reliable influencers, providing clear return policies, guaranteeing data protection, and providing responsive customer assistance. Building trust reduces customer uncertainty, boosts brand loyalty, and improves total digital engagement.

● Medium Richness Theory

The Medium Richness Theory describes how the effectiveness of various communication mediums varies. In conversational marketing, this approach is utilized to determine the best medium such as chatbots, voice assistants, or live messaging to engage users and eliminate confusion.

● Technology Acceptance Mode

The technologies Acceptance Model (TAM) describes how users adopt and use new technologies. In the context of conversational marketing, TAM aids in understanding why consumers choose to communicate with tools such as chatbots, voice assistants, and messaging applications. TAM is based on two major factors—perceived usefulness (PU) how much the user believes the technology improves their experience and perceived ease of use (PEOU).

Literature Review:

Conversation is defined by Cambridge English dictionary (2020) as a talk between two or more people, typically an informal one, where thoughts, feelings, and ideas are exchanged, questions are asked and answered, or news and information is shared.

Generative AI integration in conversational marketing, explaining the transition from traditional marketing to personalized, interactive client engagement (Khalil Israfilzade and Nuraddin Sadili, 2024). Generative AI facilitates real-time, tailored dialogues, while also addressing ethical considerations of anthropomorphic AI and outlining future strategic directions for this technology in redefining brand-customer interactions.

There is a high demand for conversational AI, prompting developers to prioritize advances in user experience, accuracy, and speed, while also admitting the necessity for bigger, more diverse sample sizes in future studies. Sakirin & Ben Said (2023)

Conversational marketing is gaining importance in modern business for converting leads, increasing engagement, and improving customer interactions. AI-powered technologies such as chatbots and virtual assistants are critical for real-time, personalized communications, as evidenced by trends such as messaging platform growth, rising need for voice interfaces, and a greater emphasis on customer information. (Sharma and Garg, 2023). The study identifies a variety of "jobs to be done" for customers, ranging from increasing satisfaction and deepening relationships to assisting with product selection and content promotion, concluding that incorporating conversational marketing provides outstanding, omnichannel, and personalized customer experiences despite current AI limitations.

The role of AI-based chatbots in improving customer experience, noting that while AI is reshaping marketing, academic attention to chatbots in marketing journals has been limited, with most research published recently. Various chatbot strengths, include continuous learning, automatization, and personalization (e.g., human-like smiling chatbots), despite disadvantages including poor understanding, empathy, and decision-making in comparison to human agents. (El Bakkouri, Rakib, and Belgnaoui, 2022).

Conversational marketing is a one-to-one approach that promotes significant relationships and creates value across platforms, improving customer experience, improving customer service, increasing customer engagement, and retaining customer loyalty (Gentsch, 2018; Sotolongo & Copulsky, 2018; Cancel, Gerhardt & Devaney, 2019; Thomaz et al., 2020; Adam, Wessel & Benlian, 2020). In contrast to traditional marketing, conversational marketing can utilize targeted messaging and intelligent chatbots to engage with clients at their convenience. As a result, conversational marketing is a new way for firms to learn and listen to their customers, engaging them through a conversational interface and addressing their demands.

Menon and Shilpa (2023) conducted a qualitative empirical study applying the Unified Theory of Acceptance and Use of Technology (UTAUT) to investigate ChatGPT adoption among 32 users in India. Through semi-structured interviews, the study identified that adoption is primarily driven by performance expectancy (utility and speed), effort expectancy (ease of use), and social influence, with "perceived interactivity" emerging as a critical extended factor. Notably, the findings illustrate a "privacy paradox" where users, despite acknowledging data security risks, continue to use the tool because the practical benefits supersede their concerns, with age and prior experience significantly moderating these adoption behaviours.

Rane, Choudhary, and Rane (2024) investigate the critical determinants of artificial intelligence (AI) adoption, identifying technological readiness, perceived usefulness, and ease of use as the primary drivers of acceptance. Through a comprehensive literature review and bibliometric analysis, the authors highlight significant impediments to widespread adoption, most notably ethical concerns, data privacy risks, and the societal fear of workforce displacement. The study argues that overcoming these barriers requires a strategic focus on building trust through transparency specifically via explainable AI (XAI) and establishing robust regulatory frameworks. Ultimately, the authors conclude that a user-centric design approach, combined with proactive education and skill development, is essential for mitigating resistance and fostering a collaborative environment for AI innovation.

A Systematic Literature Review of User Trust in AI-Enabled Systems: An HCI Perspective-This systematic literature review by Bach et al. (2024) examines 23 empirical studies to characterize user trust in AI-enabled systems through a Human-Computer Interaction (HCI) lens. The authors find that trust lacks a unified definition, often requiring context-specific interpretation, and is driven by three primary factors: socio-ethical conditions, technical design features like explainability, and most significantly user characteristics such as

personality and prior experience. The review highlights a prevalence of subjective survey methods in current research and concludes that fostering sustainable trust requires shifting from purely technical solutions to adaptive, human-centric designs that accommodate the dynamic nature of the user-AI relationship.

Choudhary, Kaushik, Sivathanu, and Rana (2025) utilized Behavioral Reasoning Theory (BRT) to investigate the determinants of AI-based voice assistant adoption among 1,189 Indian consumers. Their empirical analysis revealed that the "value of openness to change" significantly influences users' reasoning processes, with "performance expectancy" and "hedonic motivation" serving as primary enablers, while "value" and "image" barriers act as key inhibitors. The study concludes that enabling factors ("reasons for") have a substantially stronger impact on forming positive consumer attitudes and driving adoption intentions than inhibiting factors ("reasons against").

Research Gap

The rapid digital revolution and growth of artificial intelligence contributed to the adoption of conversational marketing technologies such as chatbots, messaging platforms, and voice assistants across industries. By facilitating real-time, interactive, and customized communication between companies and customers, these technologies are transforming consumer engagement. Nevertheless, even if they are becoming more prevalent in contemporary marketing tactics, little is known about the variables that affect their efficacy in real-world circumstances. Existing studies show conflicting results while some show increased engagement, customer happiness, and conversion rates, others indicate concerns such as a lack of personalization, poor response accuracy, and low levels of trust, all of which have an adverse impact on user experience.

Furthermore, the factors influencing user acceptability and perceived value of conversational marketing tools are still dispersed among fields like information systems, human-computer interface, and digital marketing. There is a study gap in understanding how conversational interface technological advancements combine with user expectations and behavioural responses. As a result, there is an urgent need to consolidate and analyze current information to discover the aspects that influence the performance of conversational marketing, as well as to determine how user perceptions and experience mediate these tools' effectiveness.

Objectives:

This literature review envisions to investigate the changing environment of conversational marketing by focusing on three important objectives. First, it examines the technologically driven developments that have ignited the growth of conversational interfaces like voice assistants, chatbots, and messaging apps. Second, it pinpoints the crucial elements such as personalization, response quality, and user trust, that affect how effective these techniques perform. Finally, the review looks at how user experiences and reactions influence the effectiveness of conversational marketing techniques have been documented in real-life scenarios in existing studies.

- To review technology-driven trends behind the rise of conversational interfaces.
- To identify key determinants influencing the effectiveness of conversational marketing techniques.
- To assess how user experiences influence the effectiveness of conversational marketing tools, as documented in prior research.

Research Methodology:

This study adopts a qualitative conceptual approach to extensively review and synthesize the existing literature on conversational marketing. The aim is to analyze and integrate prior research findings in order to discover major technology trends, conceptual determinants of effectiveness, and reported user experiences. For this, many literatures, Journals, academic papers, case studies, and industry reports were grouped using a thematic analysis process into logical categories that aid in the conceptualization of conversational marketing in real-world scenarios.

Techniques in Conversational Marketing:

1. **Chatbots:** Connect to AI-powered or rule-based chatbots on websites or messaging platforms to initiate discussions, answer queries, qualify leads, promote products, and give 24/7 support.
2. **Live Chats:** Integrate live chat options to allow human agents to engage in genuine, real-time conversations with clients. This fosters confidence, promptly addresses issues, and provides more individualized customer service.
3. **Messaging Apps:** To engage clients, use channels like as WhatsApp, Facebook Messenger, and Instagram DMs (along with localized apps). Brands use messaging for assistance, conversational commerce, follow-ups, and even sales, using rich media, buttons, catalogs, and chatbots.
4. **Voice Assistant:** Conversational commerce enabled by virtual assistants such as Google Assistant, Alexa, or Siri. Consumers can use voice-based marketing automation (such as voice IVR, voice broadcasts, transcription, and routing) to support sales and workflows, place orders, ask inquiries, and receive recommendations.

Technology-driven trends behind the rise of conversational interfaces.

Conversational interfaces are transforming the way users engage with computers, allowing for more natural and intuitive communication. Technological foundations behind the rise of conversational interfaces are:

- **Integration of Generative AI:**

Generative AI describes models that generate unique, human-like responses to user inputs by learning patterns from large datasets. When integrated into conversational interfaces, generative AI transforms static rule-based chatbots into dynamic systems that understand context, infer user intent, and generate tailored replies in real-time—resulting in more fluid, engaging, and human-like dialogue.

- **Advanced NLU (Natural Language Understanding)**

Advanced Natural Language Understanding (NLU) is an extension of natural language processing (NLP) that enables machines to fully comprehend the meaning, context, and intent of human discourse. Advanced NLU allows AI agents to reliably recognize user intent, even when it is expressed in various, informal, or confusing ways. It breaks down language into meaningful structures by performing tokenization, part-of-speech tagging, and entity recognition. Making understanding of complicated or multi-part user inquiries, it employs transformer models with attention techniques to capture long-range dependencies. By combining contextual awareness and memory, the system can keep the conversation going throughout numerous turns. Multiple language support is provided by NLU chatbots, which also tailor responses according to user preferences and history. Enhanced NLU considerably reduces error rates, resulting in smoother and more dependable interactions.

- **Artificial Intelligence with Emotions**

Emotion-aware conversational AI uses affective computing and natural language processing to detect user emotions through text, tone, facial cues, and physiological signals. Depending on the user's emotional state, it adjusts its responses to provide encouragement, calm reassurance, or empathy. By acknowledging a user's feelings before proceeding, such systems can reduce tension in customer service, promote mental health, and foster trust. Recent user studies even show that some AI models outperform humans in controlled emotional intelligence tests. But difficulties still exist, AI continues to have trouble interpreting culturally specific emotional cues and runs the risk of being misunderstood, which raises ethical and bias issues.

- **Multichannel and Multimodal Interactions**

Modern conversational interfaces enable many channels (e.g., chat, voice calls, email, SMS, and social apps) as well as various modalities such as text, speech, graphics, and gestures. This fusion allows for seamless transitions, such as a client starting with a text query and switching to voice or uploading a photo in the middle of the interaction. These multimodal solutions enable deeper, more natural interactions and boost engagement and retention when compared to text-only formats.

- **Autonomous agents and agentic AI.**

Agentic AI refers to intelligent systems or autonomous agents that can set goals, reason through complex multi-step processes, and carry out actions with minimum human intervention. These agents use text, APIs, and sensor data to perceive their surroundings; reasoning engines such as LLMs are used for planning; software tools or databases are used for action; and feedback loops are used to continuously learn for better performance. Agentic AI in conversational interfaces transforms chatbots into proactive assistants capable of performing tasks such as trip booking, email management, report generation, and support ticket handling

across multiple tools and platforms without the use of scripted flows. By using a multi-agent strategy, specialized agents (such as data processors, emotion analysers, and decision managers) can collaborate under a central orchestrator to provide effective, context-aware services across industries, allowing for scalable, adaptive auto

Key factors influencing the effectiveness of conversational marketing

The efficacy of conversational marketing tools depends on several aspects, which include:

- **Personalization**

Customizes interactions, content, and recommendations for each customer based on data such as previous behaviour, preferences, and context. By making each customer feel valued and understood, it increases engagement, satisfaction, and conversion rates.

- **Natural Language Processing (NLP)**

NLP allows chatbots and voice assistants to accurately understand and interpret human language. Good NLP makes it easier to have natural-sounding discussions that improve usability and customer comfort.

- **Speed and Responsiveness**

Users anticipate prompt responses. Quick-responding systems increase perceived interaction efficiency and mitigate user annoyance.

- **Tone, Language, and Personality**

A conversational agent's tone, word choice, and personality traits influence user perception. A consistent and relevant personality boosts user engagement and trustworthiness.

- **Customer journey assistance:**

Conversational tools should seamlessly integrate across the consumer journey, from product discovery to after-sales assistance. Consistent direction and smooth transitions support user happiness and flow.

- **Data privacy and trust**

Trust is essential, particularly when users provide private information. Clear data policies, security safeguards, and ethical data usage are required for long-term user retention and brand loyalty.

- **Human Escalation options**

When bots exceed their limits, users should be able to reach out to a human representative. This hybrid approach ensures that complex issues are effectively resolved and increases overall service quality.

- **Ommuni Channel Consistency**

Consistency across many platforms (web, mobile, messaging applications) strengthens brand identification and creates a seamless user experience. Customers can become confused or alienated by fragmented conversations.

- **Linguistic and Cultural Adaptability**

Linguistic and cultural congruence are crucial for diverse populations such as Kerala. In order to guarantee relevance and efficacy, tools must consider regional dialects, expressions, and preferences.



Role of user experiences and behavioural responses:

The core of successful conversational marketing is user experiences and behavioural reactions. User experience is vital in determining the efficacy of conversational marketing strategies.

Engagement is Increased by Natural and Customized Interactions - Satisfaction and engagement increase when users believe the interaction is authentic, individualized, and sensitive to their requirements. (Ying Xu, Jianyu Zhang, Rui Chi, Guangkuan Deng; Enhancing customer satisfaction with chatbots: the influence of anthropomorphic communication styles and anthropomorphised roles. *Nankai Business Review International* 5 June 2023).

Behavioural Outcomes are Impacted- Positive user experience leads to behaviours such as repeat usage, higher purchase intent, and increased brand loyalty (Shumanov, M. & Johnson, (2021). "Making conversations with chatbots more personalized." *Journal: Computers in Human Behavior*)

Numerous studies have highlighted the major influence of perceived utility, emotional connection, trust, and ease of use on users' interactions with voice assistants and chatbots. Gnewuch, U., Yu, M., & Maedche, A. (2020). *The Effect of Perceived Similarity in Dominance on Customer Self-Disclosure to Chatbots in Conversational Commerce*). The following points summarise these insights or key characteristics that drive user interaction are:

Perceived ease of use - how easy and natural it is to use.

Perceived usefulness- Users' perception of the tool's usefulness

Trust- faith in the tool's dependability and data protection.

Emotional connections- Users get support and understanding.

FINDINGS AND DISCUSSION

FINDINGS:

A review of the literature shows a number of technological developments that have accelerated the development of conversational interfaces. Natural language processing (NLP) and artificial intelligence (AI) developments have improved robots' comprehension and response to human language, resulting in more fluid and organic dialogues. In a comparable way, the widespread usage of voice assistants in daily life has enhanced the application of conversational marketing by incorporating it into customer habits. Additionally, the development of omnichannel conversational tools and the mobile-first strategy have made it possible for customers to communicate with companies in a seamless manner across a variety of digital platforms, hence enhancing accessibility and engagement.

The study also emphasizes several key variables that affect how successful conversational marketing operates. One of the most important elements is personalization since interactions that are catered to the wants and preferences of the customer are more likely to elicit a favorable response. Additionally important are speed and reactivity, since timely responses boost user happiness and establish dependability. Building consumer confidence, however, depends heavily on trust and data protection, especially in regions where worries about data exploitation are on the rise. The human-like tone and personality of conversational bots, which promotes relatability and builds emotional bonds with users, is another crucial factor. Lastly, it has been discovered that customer journey help, in which conversational tools assist users along the decision-making and purchase processes, greatly enhances.

The role of user experience further shapes the effectiveness of conversational marketing. Positive experiences characterized by ease of use, relevance, and clarity contribute to higher engagement levels, repeat usage, and stronger customer-brand relationships. In contrast, negative experiences such as misunderstandings, delays, or lack of empathy can lead to user frustration, dissatisfaction, and eventual abandonment of the platform. Prior research also emphasizes the importance of cultural and linguistic adaptation, particularly in multilingual regions where language nuances and local communication styles play a central role in shaping consumer acceptance of conversational tools. Thus, user experience emerges as both a determinant and a mediator of effectiveness, highlighting the interplay between technology, communication design, and consumer perception.

DISCUSSION:

Technological advancements, particularly in AI and NLP, have significantly enhanced the effectiveness of conversational marketing by enabling agents to understand user intent and respond in a human-like manner. The integration of voice assistants like Google Assistant, Siri, and Alexa into daily consumer routines demonstrates how conversational tools have become embedded in the digital ecosystem, reinforcing the need for omnichannel strategies in regions like Kerala with high smartphone penetration and digital literacy.

Among the key determinants, personalization stands out, as tailored interactions increase engagement, satisfaction, and trust, where consumer decisions are often fast and convenience-driven. Speed and responsiveness are equally crucial, since delays or errors negatively affect user satisfaction. Additionally, trust and privacy remain essential, particularly in digitally aware populations, where transparent data handling influences adoption.

Another important factor that promotes emotional connection and brand loyalty is the conversational agents' human-like tone and personality. The utility of conversational tools in industries with a wide range of product options is also increased by customer journey assistance, which helps consumers from product discovery to purchase.

Lastly, effectiveness is both determined and influenced by user experience. While bad experiences, including misunderstandings or a lack of empathy, can cause frustration and desertion, positive experiences, which are defined by clarity and ease of use, encourage engagement and repeat usage. Linguistic and cultural adaptability are essential for acceptance and long-term involvement in multilingual and culturally varied environment.

Conclusion:

Conversational marketing has evolved as a potent method that uses I-powered tools such as chatbots and voice assistants to create individualized, real-time customer engagements. Its effectiveness is dependent on crucial aspects such as personalization, trust, responsiveness, and cultural adaptation. The combination of technologies such as generative AI and emotion-aware systems increases user engagement and pleasure. TAM and Personalization Theory are theoretical theories that assist explain user behavior and adoption. As entities continue to use these technologies, connecting technical breakthroughs with human needs and ethical norms will be critical for long-term success.

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