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# Chatbot-Based Conversational Marketing and Consumer Behaviour: A Systematic Literature Review and Future Research Agenda

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**Abstract**

The rapid advancement of artificial intelligence (AI) has transformed contemporary marketing practices, leading to the increasing adoption of chatbot-based conversational marketing across digital platforms. Chatbots facilitate real-time, personalised, and interactive communication between organisations and consumers, thereby influencing consumer attitudes, engagement, and purchasing behaviour. Despite the growing body of research in this domain, existing studies remain fragmented across theoretical, behavioural, and contextual dimensions. Therefore, the present study aims to systematically review the literature on chatbot-based conversational marketing and consumer behaviour and identify key research themes, theoretical foundations, and future research directions.

This study adopts a Systematic Literature Review (SLR) approach following a structured screening and selection process. Relevant articles were collected from major academic databases, including Scopus, Web of Science, ScienceDirect, Emerald Insight, SpringerLink, and Google Scholar. After applying predefined inclusion and exclusion criteria, 32 studies published between 2015 and 2026 were selected for thematic analysis.

The findings reveal that the Technology Acceptance Model (TAM), Unified Theory of Acceptance and Use of Technology (UTAUT), and UTAUT2 are the dominant theoretical frameworks employed in chatbot adoption research. The review further identifies perceived usefulness, perceived ease of use, trust, privacy concerns, customer experience, brand image, and behavioural intention as the most influential determinants of consumer acceptance of chatbot technologies. Additionally, Millennials and Generation Z emerge as the most receptive consumer segments toward chatbot-enabled conversational marketing. Emerging research trends include generative AI, emotional AI, voice-enabled conversational agents, and hyper-personalised customer engagement.

The study contributes to the existing literature by providing a comprehensive synthesis of current knowledge, identifying research gaps, and proposing a future research agenda. The findings offer valuable insights for researchers, academicians, and marketing practitioners seeking to understand the evolving role of conversational AI in shaping consumer behaviour and digital marketing strategies.

**Keywords:** Conversational Marketing, Chatbots, Consumer Behaviour, Artificial Intelligence, Technology Acceptance Model (TAM), UTAUT, Trust, Behavioural Intention.

## 1. Introduction

The rapid advancement of artificial intelligence (AI) has significantly transformed the landscape of digital marketing and customer engagement (Kaplan & Haenlein, 2019). Among the various AI-enabled technologies, chatbots have emerged as one of the most influential tools in conversational marketing, enabling organisations to deliver personalised, real-time, and interactive communication with consumers (Chung et al., 2020). Chatbots are AI-driven conversational agents designed to simulate human interaction via text or voice, thereby facilitating customer support, product recommendations, and purchase assistance across digital platforms (Adam et al., 2021). The increasing integration of chatbots into e-commerce, social media, and customer relationship management systems reflects the growing importance of conversational marketing in shaping contemporary consumer experiences (Alalwan et al., 2017).

Conversational marketing represents a customer-centric approach that focuses on real-time interaction between businesses and consumers through digital communication channels (Shankar et al., 2021). Unlike traditional marketing approaches that rely on one-way communication, conversational marketing encourages two-way engagement, allowing firms to establish stronger relationships, improve customer satisfaction, and enhance purchasing experiences (Lemon & Verhoef, 2016). The emergence of AI-powered chatbots has further accelerated this transformation by enabling organisations to provide instant responses, personalised recommendations, and continuous customer support at scale (Huang & Rust, 2021). Consequently, businesses across industries increasingly rely on chatbot technologies to improve operational efficiency and strengthen consumer engagement (Dwivedi et al., 2021).

The adoption of chatbot-based conversational marketing has gained significant momentum among younger consumer groups, particularly Millennials and Generation Z (Kasilingam, 2020). These generations are characterised by high levels of digital literacy, extensive smartphone usage, and active engagement with online platforms (Priporas et al., 2017). As digital natives, Millennials and Gen Z consumers demonstrate greater familiarity with AI-enabled interactions and increasingly expect seamless, responsive, and personalised communication experiences from brands (Francis & Hoefel, 2018). However, despite their openness toward technological innovation, concerns related to trust, privacy, transparency, and data security continue to influence consumer attitudes and behavioural intentions toward chatbot usage (Pavlou, 2003; Gefen et al., 2003).

Existing literature on chatbot adoption and conversational marketing has expanded considerably in recent years (Mariani et al., 2023). Prior studies have examined various determinants influencing chatbot acceptance, including perceived usefulness, perceived ease of use, trust, social influence, privacy concerns, hedonic motivation, and brand image (Davis, 1989; Venkatesh et al., 2003; Venkatesh et al., 2012). Theoretical frameworks such as the Technology Acceptance Model (TAM), Unified Theory of Acceptance and Use of Technology (UTAUT), and UTAUT2 have been widely employed to explain consumer adoption behaviour in AI-enabled marketing environments (Davis, 1989; Venkatesh et al., 2003). Nevertheless, the existing body of literature remains fragmented across theoretical, contextual, and methodological dimensions. Many studies focus primarily on technological functionality while paying comparatively limited attention to behavioural, emotional, and ethical dimensions associated with chatbot interactions (Ameen et al., 2021).

Furthermore, much of the existing research is concentrated in developed economies, with comparatively fewer studies examining chatbot adoption within emerging markets and regional contexts (Mogaji et al., 2021). The growing integration of AI-driven conversational tools in developing economies such as India highlights the need for a more comprehensive understanding of consumer behaviour toward chatbot-based marketing interactions (Chatterjee et al., 2021). Additionally, while Millennials have received substantial scholarly attention, Generation Z remains comparatively underexplored despite being one of the most digitally immersed consumer segments (Djafarova & Bowes, 2021).

In light of these limitations, a systematic synthesis of existing literature is necessary to consolidate current knowledge, identify dominant research themes, evaluate theoretical developments, and highlight emerging research gaps within chatbot-based conversational marketing literature (Tranfield et al., 2003). Systematic Literature Reviews (SLRs) provide a rigorous and transparent approach for analysing prior studies by employing structured procedures for article selection, classification, and thematic synthesis (Snyder,

2019). By systematically reviewing the existing body of knowledge, researchers can develop a clearer understanding of research trends, methodological patterns, and future directions within a specific field.

Accordingly, the present study aims to conduct a Systematic Literature Review of chatbot-based conversational marketing and consumer behaviour literature. The study seeks to identify the major theoretical frameworks, determinants of chatbot adoption, behavioural dimensions influencing consumer engagement, and emerging research gaps in the domain. In addition, the review proposes future research directions to support the continued advancement of conversational AI research in marketing and consumer behaviour contexts.

## 2. Research Methodology

The present study adopts a Systematic Literature Review (SLR) approach to analyse and synthesise the existing body of knowledge related to chatbot-based conversational marketing and consumer behaviour (Tranfield et al., 2003; Snyder, 2019). Systematic Literature Review is a structured and transparent method of identifying, evaluating, and interpreting relevant scholarly literature on a specific research topic (Kitchenham, 2004). Unlike traditional narrative reviews, SLR follows a systematic procedure for article selection, screening, and thematic synthesis, thereby improving the reliability and comprehensiveness of the review findings (Snyder, 2019).

The primary objective of this review is to examine the existing literature on chatbot-based conversational marketing, identify major theoretical frameworks and determinants influencing consumer behaviour, and highlight emerging research trends and future directions within the domain. The review particularly focuses on studies related to chatbot adoption, consumer attitude, behavioural intention, trust, privacy concerns, brand image, and generational perspectives, such as Millennials and Generation Z.

### 2.1 Data Sources and Search Strategy

Relevant literature for the review was identified through electronic academic databases and scholarly search platforms (Booth et al., 2016). The major databases considered for the study included Scopus, Web of Science, ScienceDirect, Emerald Insight, SpringerLink, and Google Scholar. These databases were selected because they contain a substantial number of peer-reviewed publications related to marketing, consumer behaviour, artificial intelligence, and information technology adoption.

**Table 1. Search Strategy Used for Literature Retrieval**

| Database | Search String |
|---|---|
| Scopus | ("chatbot*" OR "conversational AI" OR "AI chatbot") AND ("consumer behaviour" OR "consumer behavior" OR "conversational marketing") |
| Web of Science | ("chatbot*" OR "conversational AI" OR "AI chatbot") AND ("consumer behaviour" OR "consumer behavior" OR "conversational marketing") |
| ScienceDirect | ("chatbot*" AND "consumer behaviour") OR ("conversational marketing" AND "AI") |
| Emerald Insight | ("chatbot adoption" OR "conversational marketing") AND ("consumer behaviour") |
| SpringerLink | ("AI chatbots" OR "conversational AI") AND ("consumer engagement" OR "consumer behaviour") |
| Google Scholar | "chatbot-based conversational marketing", "AI chatbots and consumer behaviour", "chatbot adoption", "trust in chatbots" |

To identify relevant studies, several keywords and search combinations were used. The search terms included:

- "Chatbot-based conversational marketing"
- "AI chatbots and consumer behaviour"
- "Chatbot adoption"
- "Conversational marketing"
- "Consumer attitude toward chatbots"
- "Trust in chatbots"
- "TAM and chatbot adoption"
- "UTAUT and conversational AI"
- "AI-enabled customer engagement"

Boolean operators such as "AND" and "OR" were also used to refine the search process and improve the relevance of retrieved articles (Paul & Criado, 2020).

### 2.2 Inclusion and Exclusion Criteria

To ensure the quality and relevance of the selected literature, specific inclusion and exclusion criteria were applied during the screening process (Snyder, 2019).

#### Inclusion Criteria

The review included:

- peer-reviewed journal articles,
- studies published in the English language,
- full-text accessible articles,
- studies related to chatbot technology, conversational marketing, and consumer behaviour,
- conceptual and empirical research articles,
- publications from 2015 to 2026.

#### Exclusion Criteria

The following studies were excluded:

- duplicate articles,
- conference abstracts without full papers,
- non-English publications,
- unrelated artificial intelligence or robotics studies,
- inaccessible full-text articles,
- studies not directly related to marketing or consumer behaviour contexts.

### 2.3 Article Screening and Selection

The article selection process was conducted systematically through multiple stages, including identification, screening, eligibility assessment, and final inclusion (Moher et al., 2009). Initially, a large number of articles were retrieved from the selected databases using predefined keywords. Duplicate and irrelevant studies were removed during the preliminary screening stage. The remaining articles were then assessed based on title, abstract, and full-text review to determine their relevance to the objectives of the study.

The selected studies were subsequently classified according to themes, theoretical frameworks, research methodologies, and major findings. Particular attention was given to studies applying the Technology Acceptance Model (TAM), the Unified Theory of Acceptance and Use of Technology (UTAUT), and the UTAUT2 in chatbot adoption and conversational marketing contexts (Davis, 1989; Venkatesh et al., 2003; Venkatesh et al., 2012).

### 2.3.1 PRISMA-Based Screening Process

The study selection process followed the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines (Moher et al., 2009). The PRISMA framework was adopted to ensure transparency and systematic reporting of the literature selection process.

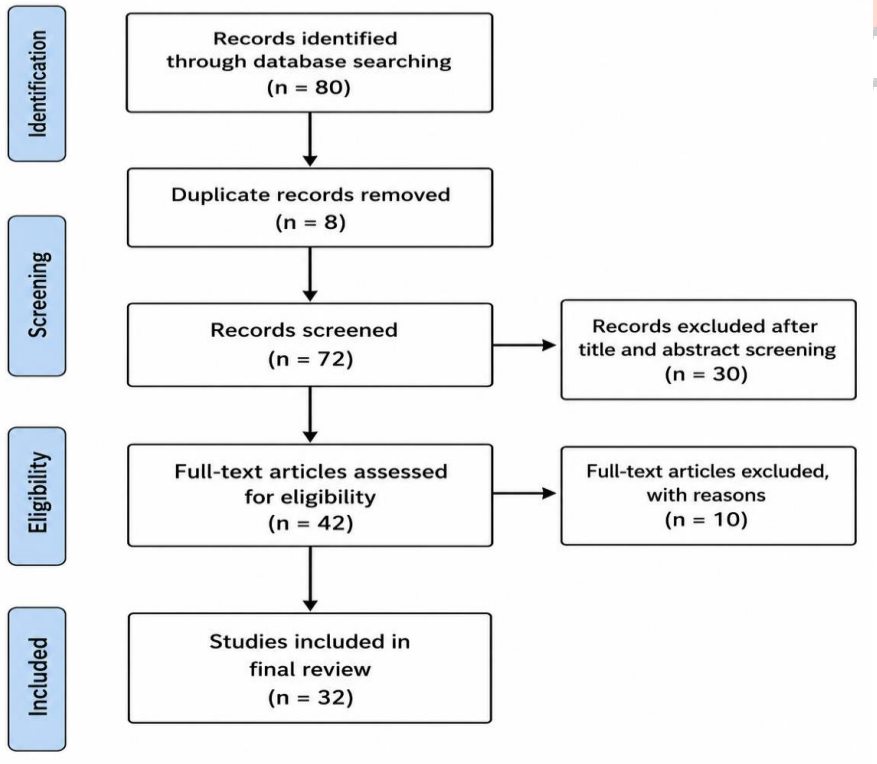
Initially, 80 records were identified through database searches and manual screening of relevant references. After removing duplicate records, 72 studies remained for title and abstract screening. During this stage, studies that were not directly related to chatbot-based conversational marketing, consumer behaviour, technology adoption, or conversational AI applications were excluded. A total of 42 studies were subsequently subjected to full-text assessment for eligibility.

Following a detailed evaluation of the full-text articles, studies focusing primarily on technical chatbot development, software architecture, algorithm design, or unrelated applications were excluded. Consequently, 32 studies met the inclusion criteria and were retained for the final thematic synthesis. The PRISMA screening process is presented in Figure 1 and Table 2.

**Table 2. PRISMA Screening Summary**

| Screening Stage | Number of Studies |
|---|---|
| Records identified | 80 |
| Duplicate records removed | 08 |
| Records screened | 72 |
| Records excluded after title and abstract screening | 30 |
| Full-text articles assessed | 42 |
| Full-text articles excluded | 10 |
| Studies included in final review | 32 |

**Figure 1. PRISMA Flow Diagram**




(Source: Developed by the authors based on PRISMA guidelines Moher et al., 2009)

### 2.4 Data Analysis and Thematic Classification

The final set of selected studies was analysed using thematic synthesis (Braun & Clarke, 2006). The reviewed literature was categorised into major thematic areas such as chatbot adoption behaviour, consumer attitude, trust and privacy concerns, brand image, behavioural intention, customer engagement, and generational differences in chatbot usage. The thematic approach enabled the identification of dominant research trends, theoretical patterns, and emerging research gaps within the existing literature.

The review further examined the methodological approaches adopted by prior researchers, including quantitative, qualitative, and mixed-method studies. In addition, theoretical applications and contextual variations across different geographical and industrial settings were also analysed to provide a comprehensive understanding of chatbot-based conversational marketing research.

### 2.5 Research Objectives

The present review is guided by the following research objectives:

1. To systematically review the existing literature on chatbot-based conversational marketing and consumer behaviour.
2. To identify the major theoretical frameworks applied in chatbot adoption research, particularly TAM, UTAUT, and UTAUT2.
3. To examine the key determinants influencing consumer attitudes and behavioural intentions toward chatbot-based conversational marketing.
4. To analyse emerging themes related to trust, privacy, brand image, personalisation, and generational differences in chatbot adoption.
5. To identify research gaps and propose future research directions for chatbot-enabled conversational marketing studies.

## 3. Theoretical Foundations of Chatbot-Based Conversational Marketing

The rapid growth of chatbot-based conversational marketing has attracted considerable scholarly attention in the fields of marketing, consumer behaviour, and information systems (Dwivedi et al., 2021). Researchers have increasingly employed various theoretical frameworks to explain consumer acceptance, behavioural intention, trust formation, and technology adoption related to AI-powered conversational agents (Mariani et al., 2023). Among the most widely applied theories are the Technology Acceptance Model (TAM), Unified Theory of Acceptance and Use of Technology (UTAUT), and UTAUT2 (Davis, 1989; Venkatesh et al., 2003; Venkatesh et al., 2012). These frameworks provide significant insights into the psychological and behavioural mechanisms influencing consumer interaction with chatbot technologies.

### 3.1 Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), developed by Davis (1989), is one of the most extensively used theories in technology adoption research. TAM suggests that user acceptance of a technological system is primarily determined by two factors: perceived usefulness and perceived ease of use.

Perceived usefulness refers to the extent to which consumers believe that the use of chatbots enhances their shopping experience, decision-making process, or overall task performance (Davis, 1989). In the context of conversational marketing, consumers are more likely to adopt chatbots if they perceive them as efficient, informative, and capable of providing quick assistance (Kasilingam, 2020).

Perceived ease of use refers to the degree to which users believe that chatbot interaction is simple, understandable, and effortless (Davis, 1989). Studies indicate that user-friendly chatbot interfaces significantly improve consumer satisfaction and encourage repeated usage behaviour (Chung et al., 2020).

Several prior studies have successfully applied TAM to explain consumer adoption of AI-enabled chatbots in e-commerce and digital marketing environments (Alalwan et al., 2017). The model continues to remain

highly relevant due to its simplicity, predictive capability, and applicability across diverse technological contexts (Davis, 1989).

### 3.2 Unified Theory of Acceptance and Use of Technology (UTAUT)

The Unified Theory of Acceptance and Use of Technology (UTAUT), proposed by Venkatesh et al. (2003), extended earlier technology acceptance theories by integrating multiple behavioural determinants into a unified framework. UTAUT identifies four major constructs influencing technology adoption:

- performance expectancy,
- effort expectancy,
- social influence,
- facilitating conditions.

In chatbot-based conversational marketing, performance expectancy relates to the perceived effectiveness and benefits of chatbot interactions. Effort expectancy focuses on the perceived ease of chatbot use, while social influence reflects the extent to which consumers are influenced by peers, social trends, and digital communities (Venkatesh et al., 2003). Facilitating conditions refer to the technological infrastructure and support systems that enable chatbot usage.

The application of UTAUT has significantly contributed to understanding consumer behavioural intention toward chatbot adoption across various digital platforms and online shopping environments (Shankar et al., 2021).

### 3.3 Unified Theory of Acceptance and Use of Technology 2 (UTAUT2)

UTAUT2, introduced by Venkatesh et al. (2012), further extended the original UTAUT framework by incorporating additional constructs such as:

- hedonic motivation,
- price value,
- and habit.

UTAUT2 is particularly relevant in consumer-oriented technology contexts because it acknowledges emotional and experiential dimensions of technology usage (Venkatesh et al., 2012). In chatbot marketing environments, hedonic motivation reflects the enjoyment and entertainment consumers derive from interacting with conversational agents. Habit refers to the extent to which consumers become accustomed to using chatbots in their regular digital activities.

The application of UTAUT2 in chatbot research has helped scholars better understand long-term user engagement and behavioural continuance intention (Tamilmani et al., 2021).

### 3.4 Trust and Privacy Perspectives

Trust has emerged as one of the most critical determinants of chatbot adoption and consumer acceptance (Gefen et al., 2003). Since chatbot interactions often involve the exchange of personal and financial information, consumer trust plays a vital role in shaping behavioural intention (Pavlou, 2003). Studies indicate that consumers are more likely to engage with chatbot-based services when they perceive the technology as reliable, secure, and transparent (Ameen et al., 2021).

Privacy concerns also significantly influence consumer attitudes toward conversational AI systems (Martin & Murphy, 2017). Issues related to data collection, information misuse, surveillance, and cybersecurity continue to create hesitation among users. Consequently, organisations implementing chatbot-based marketing strategies must ensure data protection, ethical AI practices, and transparent communication to strengthen consumer confidence (Dwivedi et al., 2021).

### 3.5 Consumer Attitude and Behavioural Intention

Consumer attitude represents an individual's overall positive or negative evaluation of chatbot interaction (Ajzen, 1991). Prior studies demonstrate that favourable attitudes toward chatbots positively influence behavioural intention and actual adoption behaviour (Kasilingam, 2020). Factors such as responsiveness, personalisation, convenience, trustworthiness, and perceived intelligence significantly contribute to attitude formation (Huang & Rust, 2021).

Behavioural intention refers to the willingness of consumers to continue using chatbot-based services for communication, product search, purchasing decisions, and customer support activities (Venkatesh et al., 2003). Existing literature consistently identifies behavioural intention as a strong predictor of actual chatbot adoption behaviour (Davis, 1989).

### 3.6 Brand Image and Customer Engagement

Brand image plays an important role in shaping consumer perceptions toward chatbot-enabled interactions (Keller, 2013). Organisations with strong brand reputation and credibility are more likely to gain consumer trust in AI-powered communication systems. Chatbots associated with recognised and trusted brands often generate higher levels of customer engagement and satisfaction (Shankar et al., 2021).

Conversational marketing also enhances customer engagement by enabling personalised and real-time communication (Lemon & Verhoef, 2016). AI-powered chatbots facilitate continuous interaction between firms and consumers, thereby improving relationship quality, customer experience, and purchase intention (Huang & Rust, 2021).

### 3.7 Generational Perspectives in Chatbot Adoption

Generational differences have become increasingly important in chatbot adoption research (Priporas et al., 2017). Millennials and Generation Z are generally considered more technologically adaptive due to their extensive exposure to digital platforms and online communication systems (Francis & Hoefel, 2018). These consumer groups demonstrate greater acceptance of AI-enabled conversational technologies and show higher willingness to engage with chatbot-based marketing interactions (Djafarova & Bowes, 2021).

However, existing literature also indicates that generational differences may influence perceptions of trust, privacy, usability, and technology dependence (Kasilingam, 2020). Therefore, further research is required to understand the behavioural variations among different demographic segments in conversational marketing environments.

**Table 3. Characteristics of Selected Studies Included in the Review**

| Author(s) | Theory/Framework | Research Context | Key Findings |
|---|---|---|---|
| Davis (1989) | TAM | Technology acceptance | Perceived usefulness and perceived ease of use significantly influence technology adoption. |
| Venkatesh et al. (2003) | UTAUT | Information technology adoption | Performance expectancy, effort expectancy, social influence, and facilitating conditions affect technology acceptance. |
| Venkatesh et al. (2012) | UTAUT2 | Consumer technology adoption | Extended UTAUT by incorporating hedonic motivation, price value, and habit. |
| Gefen et al. (2003) | TAM and Trust | Online shopping | Trust significantly enhances consumer acceptance of online technologies. |
| Pavlou (2003) | TAM and Trust | E-commerce adoption | Trust and perceived risk influence consumer behavioural intention toward online transactions. |

| Author(s) | Theory/Framework | Research Context | Key Findings |
|---|---|---|---|
| Kasilingam (2020) | TAM | Smartphone shopping chatbots | Consumer attitude positively influences intention to use chatbots for shopping. |
| Adam et al. (2021) | Compliance Behaviour | AI-based customer service chatbots | Chatbot interaction positively affects user compliance and service effectiveness. |
| Chung et al. (2020) | Customer Satisfaction | Luxury brand chatbots | Chatbot service quality significantly influences customer satisfaction. |
| Ameen et al. (2021) | Customer Experience | AI-enabled services | Positive customer experiences improve trust and technology acceptance. |
| Huang and Rust (2021) | AI Marketing Framework | Artificial intelligence in marketing | AI enhances customer engagement, personalisation, and service efficiency. |
| Kaplan and Haenlein (2019) | Artificial Intelligence | AI applications in business | AI technologies are transforming consumer–firm interactions. |
| Shankar et al. (2021) | Digital Marketing | Global digital marketplaces | Conversational technologies improve marketing communication and customer engagement. |
| Martin and Murphy (2017) | Privacy Perspective | Data-driven marketing | Privacy concerns significantly affect consumer trust and behavioural responses. |
| Priporas et al. (2017) | Generational Behaviour | Smart retailing | Generation Z consumers expect personalised and technology-enabled experiences. |
| Francis and Hoefel (2018) | Generational Analysis | Generation Z consumers | Younger consumers demonstrate strong affinity toward digital technologies. |
| Djafarova and Bowes (2021) | Consumer Behaviour | Generation Z purchasing behaviour | Social media and digital interactions strongly influence purchase decisions. |
| Chatterjee et al. (2021) | AI Adoption | Emerging economy context | Trust and technological readiness influence AI adoption behaviour. |
| Mogaji et al. (2021) | Consumer Behaviour | Emerging markets | AI technologies affect consumer decision-making and behavioural outcomes. |
| Dwivedi et al. (2021) | AI Research Agenda | Artificial intelligence applications | Identified future opportunities and challenges associated with AI adoption. |
| Mariani et al. (2023) | Systematic Literature Review | AI in marketing and consumer research | Highlighted emerging themes, research gaps, and future research directions. |

The table presents selected representative studies from the final sample of 32 articles included in the systematic literature review. These studies were selected based on their theoretical relevance, citation impact, and contribution to understanding chatbot adoption, conversational marketing, consumer behaviour, trust, privacy, customer engagement, and technology acceptance.

## 4. Thematic Analysis of Literature

The existing literature on chatbot-based conversational marketing and consumer behaviour reveals several important themes associated with technology adoption, consumer engagement, trust formation, and behavioural intention (Dwivedi et al., 2021). Over the past decade, researchers have increasingly examined how artificial intelligence-driven conversational agents influence consumer interaction within digital marketing environments (Huang & Rust, 2021). Thematic analysis of the selected studies indicates that chatbot adoption and consumer behaviour are influenced by technological, psychological, social, and behavioural factors (Mariani et al., 2023).

### 4.1 Chatbot Adoption and Consumer Acceptance

One of the most dominant themes identified in the literature is consumer adoption and acceptance of chatbot technologies (Kasilingam, 2020). Prior studies indicate that consumers are more likely to adopt chatbots when they perceive them as useful, efficient, responsive, and easy to use (Davis, 1989). AI-powered chatbots provide instant assistance, reduce response time, and improve accessibility, thereby enhancing overall customer experience (Alalwan et al., 2017).

Several studies highlight that perceived usefulness and perceived ease of use significantly influence consumer attitudes toward chatbot interaction (Davis, 1989; Chung et al., 2020). Consumers generally prefer chatbot systems that are simple, interactive, and capable of delivering accurate information in real time. In e-commerce environments, chatbots assist customers in product search, purchase decisions, complaint handling, and after-sales services, which positively affects adoption behaviour (Huang & Rust, 2021).

However, certain studies also indicate that technical limitations, lack of emotional intelligence, and inability to understand complex human queries may negatively affect consumer acceptance (Ameen et al., 2021). Consumers may become dissatisfied when chatbot interactions appear repetitive, robotic, or incapable of resolving issues effectively.

### 4.2 Trust and Privacy Concerns

Trust has emerged as one of the most influential factors affecting consumer behaviour toward chatbot-based conversational marketing (Gefen et al., 2003). Since chatbot systems often collect personal information and behavioural data, consumers tend to evaluate the reliability and security of such technologies before engaging with them (Pavlou, 2003).

Existing studies suggest that consumers are more willing to interact with chatbot systems when they trust the platform, the organisation, and the technology itself (Ameen et al., 2021). Transparency, data protection, and ethical AI practices contribute significantly to trust development. Brand credibility also plays an important role in enhancing consumer confidence toward chatbot interactions (Keller, 2013).

Privacy concerns remain another major issue identified in the literature (Martin & Murphy, 2017). Consumers frequently express concerns regarding data misuse, information leakage, and lack of control over personal information. Excessive data collection and unclear privacy policies may negatively influence behavioural intention and reduce consumer willingness to engage with conversational AI systems (Dwivedi et al., 2021).

### 4.3 Consumer Attitude and Behavioural Intention

Another major theme within the literature relates to consumer attitude and behavioural intention toward chatbot usage (Ajzen, 1991). Studies consistently indicate that positive consumer attitudes increase the likelihood of chatbot adoption and continued usage behaviour (Kasilingam, 2020).

Factors such as convenience, responsiveness, personalisation, efficiency, and interactive communication positively shape consumer attitudes toward conversational marketing technologies (Shankar et al., 2021). Consumers often appreciate chatbot systems that provide personalised recommendations and immediate responses to queries (Huang & Rust, 2021).

Behavioural intention is commonly identified as a direct predictor of actual technology usage (Venkatesh et al., 2003). Several studies applying TAM and UTAUT frameworks demonstrate that favourable attitudes toward chatbot interaction significantly influence consumers' willingness to continue using chatbot-enabled services in the future (Davis, 1989; Venkatesh et al., 2003).

### 4.4 Role of Brand Image and Customer Experience

Brand image significantly affects consumer perceptions toward chatbot-based communication systems (Keller, 2013). Consumers are generally more comfortable interacting with chatbots associated with trusted and reputable brands. Strong brand reputation enhances credibility and positively influences customer engagement (Shankar et al., 2021).

The literature also highlights the importance of customer experience in conversational marketing environments (Lemon & Verhoef, 2016). Chatbots contribute to customer experience by offering personalised communication, quick responses, and round-the-clock assistance (Huang & Rust, 2021). Positive chatbot experiences often improve customer satisfaction, loyalty, and purchase intention.

At the same time, poorly designed chatbot systems may create frustration and negatively impact brand perception (Ameen et al., 2021). Therefore, organisations must focus on improving chatbot quality, responsiveness, and conversational capability to strengthen customer relationships.

### 4.5 Generational Differences in Chatbot Usage

Generational differences represent another emerging theme within chatbot adoption literature (Priporas et al., 2017). Millennials and Generation Z are considered highly adaptive toward AI-enabled technologies due to their extensive digital exposure and familiarity with online communication platforms (Francis & Hoefel, 2018).

Research indicates that younger consumers generally demonstrate greater willingness to engage with chatbot-based marketing systems (Djafarova & Bowes, 2021). They are more comfortable with automation, digital interaction, and AI-assisted purchasing processes. However, studies also suggest that generational groups differ in their expectations regarding personalization, privacy, convenience, and trust (Kasilingam, 2020).

While Millennials often value efficiency and convenience, Generation Z consumers tend to prefer highly interactive, personalised, and engaging digital experiences (Francis & Hoefel, 2018). These behavioural differences highlight the importance of demographic segmentation in conversational marketing strategies.

### 4.6 Emerging Trends in Conversational Marketing Research

Recent literature indicates a growing focus on advanced AI capabilities in conversational marketing (Dwivedi et al., 2021). Emerging research areas include emotional AI, voice-enabled assistants, generative AI integration, omnichannel customer engagement, and human-like conversational interfaces (Huang & Rust, 2021).

Researchers are increasingly examining how AI-driven chatbots can simulate empathy, emotional understanding, and personalised interaction to improve customer relationships (Mariani et al., 2023). Additionally, the integration of chatbots across social media platforms, e-commerce websites, and mobile applications has expanded the role of conversational marketing in digital business environments (Alalwan et al., 2017).

The literature also highlights increasing research interest in ethical AI practices, responsible data management, and consumer trust in intelligent systems (Martin & Murphy, 2017). These emerging trends are expected to shape the future development of chatbot-based conversational marketing research.

### 4.7 Current Research Trends in Chatbot-Based Conversational Marketing

| Research Trend | Key Focus Area | Key References |
|---|---|---|
| Generative AI | Human-like content generation and conversational capability | Huang & Rust (2021); Mariani et al. (2023) |
| Emotional AI | Emotion recognition and empathetic responses | Huang & Rust (2021) |
| Hyper-personalisation | Customised recommendations and interactions | Ameen et al. (2021) |
| Voice-enabled Chatbots | Speech-based customer interaction | Kaplan & Haenlein (2019) |
| Omnichannel Marketing | Integrated customer communication across platforms | Shankar et al. (2021) |
| Ethical AI | Privacy, transparency, and responsible AI practices | Martin & Murphy (2017); Dwivedi et al. (2021) |
| Human–AI Collaboration | Hybrid service delivery models | Huang & Rust (2021) |

**Table 4. Thematic Classification of Literature**

| Theme | Key Studies | Major Findings |
|---|---|---|
| Chatbot Adoption and Technology Acceptance | Davis (1989), Venkatesh et al. (2003), Kasilingam (2020) | Perceived usefulness and ease of use significantly influence chatbot adoption. |
| Trust and Privacy Concerns | Gefen et al. (2003), Pavlou (2003), Martin & Murphy (2017) | Trust enhances adoption, whereas privacy concerns hinder acceptance. |
| Consumer Attitude and Behavioural Intention | Kasilingam (2020), Ameen et al. (2021) | Positive attitudes increase behavioural intention and usage. |
| Brand Image and Customer Experience | Chung et al. (2020), Huang & Rust (2021) | Customer experience and brand credibility improve chatbot acceptance. |
| Generational Differences | Priporas et al. (2017), Francis & Hoefel (2018), Djafarova & Bowes (2021) | Millennials and Gen Z demonstrate stronger acceptance of chatbot technologies. |
| Emerging Trends | Dwivedi et al. (2021), Mariani et al. (2023) | Generative AI, emotional AI, and omnichannel conversational marketing are emerging research directions. |

**Table 5. Key Constructs Identified in Chatbot-Based Conversational Marketing Literature**

| Construct | Definition | Seminal Source(s) |
|---|---|---|
| Perceived Usefulness (PU) | The degree to which an individual believes that using a chatbot enhances performance, efficiency, or shopping experience. | Davis (1989) |
| Perceived Ease of Use (PEOU) | The degree to which an individual believes that interacting with a chatbot is effortless and easy to understand. | Davis (1989) |
| Performance Expectancy | The extent to which consumers believe that chatbot usage will help them achieve gains in task performance. | Venkatesh et al. (2003) |
| Effort Expectancy | The perceived ease associated with the use of chatbot technologies. | Venkatesh et al. (2003) |
| Social Influence | The extent to which consumers perceive that important others believe they should use chatbot technologies. | Venkatesh et al. (2003) |
| Facilitating Conditions | The degree to which consumers believe that organisational and technical infrastructure exists to support chatbot usage. | Venkatesh et al. (2003) |

| Construct | Definition | Seminal Source(s) |
|---|---|---|
| Hedonic Motivation | The enjoyment, pleasure, or entertainment derived from interacting with chatbot systems. | Venkatesh et al. (2012) |
| Habit | The extent to which consumers tend to perform chatbot-related behaviours automatically due to prior experience. | Venkatesh et al. (2012) |
| Trust | The consumer's belief that a chatbot is reliable, secure, and capable of fulfilling expected functions. | Gefen et al. (2003); Pavlou (2003) |
| Privacy Concern | Consumers' concerns regarding the collection, storage, sharing, and use of personal information by chatbot systems. | Martin & Murphy (2017) |
| Consumer Attitude | An individual's overall positive or negative evaluation of chatbot interaction and usage. | Ajzen (1991); Kasilingam (2020) |
| Behavioural Intention | The willingness of consumers to adopt, continue using, or recommend chatbot-enabled services. | Venkatesh et al. (2003); Davis (1989) |
| Brand Image | Consumers' perceptions, beliefs, and associations regarding a brand employing chatbot technology. | Keller (2013) |
| Customer Engagement | The level of cognitive, emotional, and behavioural interaction between consumers and brands through chatbot-mediated communication. | Lemon & Verhoef (2016); Shankar et al. (2021) |
| Customer Experience | The overall perception and evaluation of interactions occurring during chatbot-assisted customer journeys. | Ameen et al. (2021); Huang & Rust (2021) |
| Personalisation | The ability of chatbot systems to deliver customised content, recommendations, and interactions based on individual consumer preferences. | Huang & Rust (2021) |
| Customer Satisfaction | The extent to which chatbot interactions meet or exceed consumer expectations. | Chung et al. (2020) |

**Source:** Developed by the authors based on the reviewed literature

Table 5 summarises the principal constructs identified in the reviewed literature and highlights their conceptual definitions and seminal sources

## 5. Key Findings of the Review

The systematic review of the literature on chatbot-based conversational marketing and consumer behaviour provides several important insights into the current state of research in this rapidly evolving domain. The analysis of the selected studies reveals significant patterns regarding theoretical foundations, determinants of chatbot adoption, consumer attitudes, and emerging technological developments.

### 5.1 Dominance of Technology Adoption Theories

One of the most significant findings of the review is the widespread application of technology adoption theories, particularly the Technology Acceptance Model (TAM), Unified Theory of Acceptance and Use of Technology (UTAUT), and UTAUT2. These frameworks have been extensively employed to explain consumer acceptance and behavioural intention toward chatbot technologies. The findings suggest that perceived usefulness, perceived ease of use, performance expectancy, and effort expectancy remain among the strongest predictors of chatbot adoption across different contexts. The continued relevance of these theories demonstrates their effectiveness in explaining consumer interactions with AI-enabled conversational systems.

### 5.2 Importance of Trust and Privacy Concerns

The review identifies trust as one of the most influential determinants of chatbot adoption and usage behaviour. Consumers are more likely to engage with chatbot systems when they perceive them as reliable, secure, and transparent. At the same time, privacy concerns continue to represent a major barrier to adoption. Concerns related to data collection, information misuse, cybersecurity, and lack of transparency significantly affect consumer willingness to interact with conversational AI systems. The findings indicate that organisations must prioritise ethical AI practices and robust data protection measures to enhance consumer trust and acceptance.

### 5.3 Consumer Attitude as a Key Predictor of Behavioural Intention

The reviewed literature consistently demonstrates that consumer attitude plays a crucial role in shaping behavioural intention toward chatbot usage. Positive perceptions regarding convenience, responsiveness, personalisation, and efficiency contribute to favourable attitudes, which subsequently influence consumers' willingness to adopt and continue using chatbot-enabled services. The findings further suggest that behavioural intention remains a strong predictor of actual usage behaviour in chatbot-based conversational marketing environments.

### 5.4 Role of Brand Image and Customer Experience

Another important finding is the significant influence of brand image and customer experience on chatbot acceptance. Consumers tend to exhibit greater confidence in chatbot systems associated with reputable and trusted brands. Positive chatbot interactions contribute to enhanced customer experiences by providing timely responses, personalised assistance, and continuous support. Conversely, poor chatbot performance may negatively affect both customer satisfaction and brand perception. Therefore, organisations should focus on improving chatbot quality and service effectiveness to maximise customer engagement.

### 5.5 Growing Significance of Millennials and Generation Z

The review highlights that Millennials and Generation Z are the most extensively studied consumer segments in chatbot adoption research. These generations demonstrate higher levels of digital literacy, technological familiarity, and willingness to engage with AI-powered conversational technologies. However, the literature also indicates differences in expectations regarding privacy, personalisation, trust, and user experience. The findings suggest that demographic and generational characteristics play a significant role in shaping consumer responses to chatbot-based marketing initiatives.

### 5.6 Emergence of Advanced AI-Driven Conversational Technologies

A notable finding emerging from recent studies is the growing emphasis on advanced AI capabilities within conversational marketing. Researchers are increasingly examining the integration of generative AI, emotional AI, voice-enabled assistants, and hyper-personalised recommendation systems. These developments indicate a shift from basic automated interactions toward more intelligent, adaptive, and human-like conversational experiences. Such innovations are expected to redefine consumer engagement and create new opportunities for businesses in digital marketing environments.

### 5.7 Overall Synthesis of Findings

Overall, the review demonstrates that chatbot-based conversational marketing has evolved into a significant area of interdisciplinary research encompassing marketing, consumer behaviour, information systems, and artificial intelligence. The findings reveal that technological factors, psychological perceptions, trust-related considerations, and customer experience collectively influence chatbot adoption and usage behaviour. Furthermore, the growing incorporation of advanced AI technologies suggests that conversational marketing will continue to play an increasingly important role in shaping future consumer–brand interactions.

## 6. Research Gaps and Future Research Agenda

The systematic review of existing literature on chatbot-based conversational marketing and consumer behaviour reveals several important research gaps that require further scholarly attention (Mariani et al., 2023). Although significant progress has been made in understanding chatbot adoption and AI-enabled customer interaction, the literature remains fragmented across theoretical, contextual, methodological, and behavioural dimensions (Dwivedi et al., 2021). The identification of these gaps provides opportunities for future researchers to expand the scope and depth of conversational marketing studies.

### 6.1 Limited Integration of Theoretical Frameworks

One of the major gaps identified in the literature is the limited integration of multiple theoretical frameworks. Most prior studies primarily rely on individual models such as TAM, UTAUT, or UTAUT2 to explain chatbot adoption behaviour (Davis, 1989; Venkatesh et al., 2003; Venkatesh et al., 2012). While these theories effectively explain technological acceptance, they often provide limited understanding of emotional, ethical, and relational dimensions associated with conversational AI systems (Ameen et al., 2021).

Future studies should focus on integrating behavioural, psychological, and technological perspectives to develop more comprehensive models of chatbot adoption. The combination of technology acceptance theories with trust, privacy, customer engagement, and emotional intelligence perspectives may provide deeper insights into consumer behaviour toward conversational marketing systems (Huang & Rust, 2021).

### 6.2 Insufficient Focus on Emerging Economies

Another important gap identified in the literature relates to geographical concentration (Mogaji et al., 2021). A substantial portion of chatbot adoption studies has been conducted in developed economies such as the United States, the United Kingdom, and other technologically advanced nations. Comparatively limited research has examined consumer behaviour toward chatbot-based marketing in emerging economies and developing countries.

Countries such as India present unique cultural, technological, and demographic characteristics that may significantly influence chatbot adoption behaviour (Chatterjee et al., 2021). Therefore, future research should explore conversational marketing practices within diverse regional and cultural settings to improve the generalisability of existing findings.

### 6.3 Limited Research on Generational Behavioural Differences

Although Millennials and Generation Z are frequently recognised as digitally active consumer groups, comparative research examining generational differences in chatbot adoption remains limited (Francis & Hoefel, 2018). Existing studies generally focus on overall consumer behaviour without adequately analysing how different demographic segments perceive chatbot interaction (Kasilingam, 2020).

Future studies should investigate generational variations in trust, privacy concerns, personalisation expectations, and behavioural intention toward conversational AI technologies. Comparative studies involving Millennials, Generation Z, and older consumer groups may provide valuable insights for marketers and technology developers (Djafarova & Bowes, 2021).

### 6.4 Need for Longitudinal and Qualitative Research

The review indicates that most chatbot adoption studies employ quantitative research designs using cross-sectional survey methods (Tamilmani et al., 2021). While quantitative studies provide useful statistical insights, they may not fully capture the emotional, experiential, and behavioural complexities associated with chatbot interaction.

Future research should incorporate qualitative and longitudinal approaches to understand evolving consumer perceptions over time. In-depth interviews, case studies, focus group discussions, and ethnographic methods may help researchers explore consumer emotions, trust formation, and real-life chatbot experiences more comprehensively (Braun & Clarke, 2006).

### 6.5 Ethical and Privacy Concerns in AI-Driven Marketing

Ethical concerns related to artificial intelligence and data privacy continue to emerge as critical issues within conversational marketing research (Martin & Murphy, 2017). Although existing studies acknowledge privacy concerns, relatively fewer studies provide a detailed examination of ethical AI practices, algorithmic transparency, and responsible data management (Dwivedi et al., 2021).

Future researchers should investigate how ethical AI frameworks, transparency policies, and privacy assurance mechanisms influence consumer trust and behavioural intention. Greater scholarly attention is also required regarding data governance, cybersecurity, and regulatory compliance in AI-enabled marketing environments (Ameen et al., 2021).

### 6.6 Emerging Technologies and Future Directions

The rapid advancement of generative AI, emotional AI, voice-enabled assistants, and intelligent recommendation systems is expected to transform the future of conversational marketing (Huang & Rust, 2021). However, the literature related to these emerging technologies remains at an early stage (Mariani et al., 2023).

Future research may explore:

- integration of generative AI in chatbot systems,
- emotional intelligence in conversational agents,
- voice-based chatbot interaction,
- omnichannel conversational marketing,
- AI-driven hyper-personalisation,
- and metaverse-based customer engagement.

Additionally, future studies should examine how human-like conversational abilities influence customer satisfaction, trust, loyalty, and long-term behavioural engagement (Dwivedi et al., 2021).

### 6.7 Proposed Future Research Agenda

Based on the identified research gaps, future studies in chatbot-based conversational marketing should focus on:

- integrating multiple theoretical perspectives,
- expanding research in emerging economies,
- analysing generational and demographic differences,
- examining ethical AI practices and privacy concerns,
- adopting qualitative and longitudinal methodologies,
- and exploring advanced AI-enabled conversational technologies.

A more interdisciplinary approach combining marketing, psychology, information systems, and artificial intelligence perspectives may significantly enhance the understanding of consumer behaviour in conversational marketing environments (Huang & Rust, 2021).

### 6.8 Limitations of the Study

- Only English-language studies included.
- Only peer-reviewed articles considered.
- Time period limited to 2015–2026.
- Findings depend on selected databases.

## 7. Conclusion

The present study systematically reviewed the existing literature on chatbot-based conversational marketing and consumer behaviour (Mariani et al., 2023). The review highlights the growing significance of artificial intelligence-driven conversational agents in transforming modern marketing communication and customer engagement practices (Dwivedi et al., 2021). With the increasing adoption of digital technologies and online platforms, chatbots have emerged as important tools for delivering personalised, interactive, and real-time communication experiences to consumers (Huang & Rust, 2021).

The findings of the review indicate that theoretical frameworks such as the Technology Acceptance Model (TAM), Unified Theory of Acceptance and Use of Technology (UTAUT), and UTAUT2 have been extensively applied to explain consumer adoption behaviour toward chatbot technologies (Davis, 1989; Venkatesh et al., 2003; Venkatesh et al., 2012). Key determinants influencing chatbot adoption include perceived usefulness, perceived ease of use, trust, privacy concerns, behavioural intention, customer experience, and brand image (Kasilingam, 2020; Ameen et al., 2021). The review also demonstrates that Millennials and Generation Z represent major consumer segments driving the adoption of conversational AI technologies due to their higher levels of digital engagement and technological familiarity (Francis & Hoefel, 2018).

The thematic analysis further reveals that trust and privacy concerns continue to play a critical role in shaping consumer attitudes toward chatbot interaction (Gefen et al., 2003; Martin & Murphy, 2017). Consumers are increasingly concerned about data security, transparency, and ethical AI practices while interacting with conversational systems. At the same time, organisations are increasingly adopting chatbot-enabled conversational marketing strategies to improve customer engagement, operational efficiency, and service quality (Shankar et al., 2021).

The review identifies several research gaps within the existing literature, including limited theoretical integration, insufficient focus on emerging economies, lack of comparative generational studies, and limited qualitative exploration of chatbot experiences (Mogaji et al., 2021). In addition, emerging developments such as generative AI, emotional AI, and voice-enabled conversational systems present new opportunities for future research in the field (Huang & Rust, 2021).

Overall, the study contributes to the growing body of literature on conversational marketing by providing a structured overview of existing research trends, theoretical foundations, and emerging themes related to chatbot adoption and consumer behaviour. The findings may assist researchers, academicians, and marketing practitioners in understanding the evolving role of conversational AI technologies in digital marketing environments. Furthermore, the proposed future research directions may support the continued advancement of chatbot-based conversational marketing research across diverse technological and consumer contexts.

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