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Is Chatbot Marketing have a Relationship with Electronic Word of Mouth? A Mediating Role of the Customer-Brand Relationship

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Abstract: This study examines the chatbot marketing relationship with electronic word of mouth from the customer response. The population of Pakistan is more familiar with internet surfing and most of them are mobile users. The data was collected by using a seven-point Likert scale from 120 users who might have some experience in using the chatbot marketing tool. This study uses structural equation modeling by using SmartPLS version 3.2.9 for data analysis. The results show chatbot marketing efforts are directly linked with communication qualities while indirectly linked with customer-brand relationships. The result also shows that customer-brand relationships are directly linked with electronic word of mouth and chatbot marketing efforts while indirectly linked with electronic word of mouth with a mediator of customer-brand relationships. The implications of this study on the brand manager, the brand manager needs to understand the concept of chatbot marketing and develop their strategies accordingly. The brand manager mainly focuses on interaction, accessibility, entertainment, information, and customization in their strategic planning and decision-making process. Although, this research also makes some contributions to the literature, but still has a few recommendations. Firstly, this study mainly focuses on the Pakistani market. Secondly, this research mainly focuses on CMEs' effect on the eWOM as the factor of customer response. Thirdly, this study doesn't compare different industries with each other that use chatbot marketing.

Keywords: Chatbot marketing efforts; Customer brand relationships; Electronic word of mouth; Brand relationship.

Introduction

Are computers play an important role in today's world? The computer is playing a catalyst role in any field. A chatbot is a communication software application that conducts on-line conversations via text messages (Dahiya, 2017). However, chatbots are not only used for communication but it entertains users. Initially, it was started in the 1960s to check how the computer system can fool humans. Chatbots' marketing efforts can indirectly affect the customer response to build the customer-brand relationship. Ultimately, chatbot marketing efforts reward customer loyalty to the brand (Cheng, Chen, & Hung-Baesecke, 2021). Chatbot marketing efforts (CMEs) indirectly affect electronic word of mouth (e-

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WOM). The eWOM is a positive or negative statement from the customer about the company which is available on the internet (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004). CMEs have a direct relationship with the accuracy, competence, and credibility of chatbot agents' communication, and accuracy, competence, and credibility play a mediating role between the customer-brand relationship (CBR) and CMEs while CBR has a direct relationship with eWOM.

Limited studies are available on the chatbot's marketing efforts. Those studies are on; the impact of chatbots on the customer-brand relationship (Magno & Dossena, 2021), the relationship between CMEs and online consumer behavior intentions, the impact on loyalty when interacting with the chatbot, and consumer purchase intention induction by chatbots (Yen & Chiang, 2021). However, there is still too much research required in this domain, like chatbots' relationship with the eWOM which is underestimated. Our study focuses on chatbots' relationship with eWOM.

As Yen and Chiang (2021) forecasts, chatbot marketing will become the fastest-growing industry in the future. Especially during the COVID-19 pandemic, in a lockdown situation, is everything shut down but there is still some business communicating with their customer through chatbot marketing and providing their services to them. The brand relationship was enhanced by the activities of chatbot marketing. Furthermore, online buyer reviews are a new element of the marketing mix. Customers give reviews about the user-oriented product, other customer opinions influence the purchase decision of the new customer. Chatbots' marketing efforts for online customers build brand attachment (Rajaobelina, Prom Tep, Arcand, & Ricard, 2021).

The uniqueness of the research is based on several aspects; such as this study mainly focuses on chatbot marketing which are emerging technology in the future world. On the other hand, this study shows the double mediation effect between chatbot marketing and electronic word of mouth. Furthermore, this study explores the contribution of the existing literature, as an understanding of how chatbot marketing can influence electronic word of mouth which plays a vital role in brand communication.

The chatbot market rising very fast but there is a gap that exists between existing chatbots and the chatbot which businesses require. However, due to the pandemic outbreak chatbot market has grown tremendously, and customers require 24/7 immediate response from businesses for their concerns. Furthermore, in Pakistan, only the banking sector adopted chatbot marketing while others are still in the thinking process of whether they adopt this service or not (Rasheed, Ishaq, & ur Rehman, 2021). Too many reasons exist, why other industry still in the thinking process. Our research article will support these industries in adopting chatbot marketing because there is limited research available on the Pakistani population for using chatbot services.

The objectives of this study are to find out the relationship between CME's communication qualities such as accuracy, competence, and credibility, the relationship between CBR and the communication qualities such as accuracy, competence, and credibility, the mediating role of communication qualities such as accuracy, competence, and credibility between CBR and CMEs, the relationship between CBR with eWOM, the mediating role of CBR between communication qualities such as accuracy, competence, and credibility with eWOM and the mediating role of communication qualities such as accuracy,

competence, credibility, and CBR between the CMEs and eWOM.

Our research article will support industries in adopting chatbot marketing because there is limited research available on the Pakistani population for using chatbot services. Chatbot automates marketing communication with the customer and helps businesses guarantee a timely response to the customer with accurate information. Chatbot marketing allows businesses to serve more clients with less effort in minimum resources, while chatbots work 24/7 without salary with a one-time investment ([Zarouali, Van den Broeck, Walrave, & Poels, 2018](#)).

Literature Review

Theoretical Background

As AI technology is rapidly growing in today's world, the marketer can specifically focus on the consumer needs for services and products online. Chatbot's Marketing efforts follow the social media marketing theory, where marketing communication via the internet depends on the interaction between brand and consumer, their collaboration, and the content that is shared with the consumer. According to [Appel, Grewal, Hadi, and Stephen \(2020\)](#), social media marketers rely on new tools which are chatbots where communication with consumers and business depend on personal relationships. Chatbot marketing is artificial intelligence-driven where interaction among consumers and businesses would be a controllable process ([Klaus & Zaichkowsky, 2020](#)). Social media marketing's key components are the information that is provided, the response to the information, accessibility every time, immediate process, and support provided for daily promotion to promote the selling.

Definitions and Dimensions

CMEs

A chatbot is a communication software application that conducts online conversations via text messages ([Dahiya, 2017](#)). Chatbot marketing is a computer application in which the different scenarios incorporate machine learning ability to build communication relationships with brands and consumers directly. The CMEs (Chatbot Marketing Efforts) depend on five dimensions: (i.e., interaction, accessibility, entertainment, information, and customization) ([Brandtzaeg & Følstad, 2017](#); [Zarouali et al., 2018](#)). The first dimension is interaction, which is communication between the brand and consumer. The second is information, which provides information about their brands, services, and products. Third, accessibility means providing information to consumers timely and immediately. Furthermore, entertainment is the more useful dimension in CMEs, entertainment through chatbot marketing increases the intention to utilize digital marketing tools. Customization in chatbot marketing leads to customized information, products, and services for the customer to satisfy their needs ([Godey et al., 2016](#)).

Communication Qualities

Accuracy, credibility & competence are the communication quality, and interaction between the human and the bot. Accuracy means the information provided to the consumer is timely, accurate, and worthwhile (Barry & Crant, 2000). Furthermore, credibility refers to the chatbot listening to the consumer analyzing their query, and providing the proper solution related to the query. Competence is the ability of the robot to perform its task effectively (Chung, Ko, Joung, & Kim, 2020).

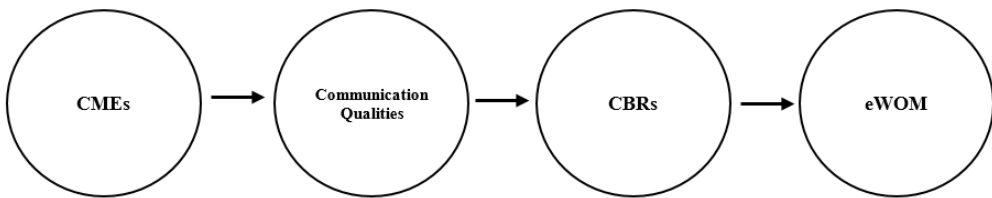
CBR

Customer brand relationships (CBR) are the relationship between the consumer and the brand. CBR depends on four-dimension which are commitment, trust, control mutuality, and satisfaction (Veloutsou & Mafe, 2020). Commitment mentions the expectation and attachment of consumers toward the brand. Trust mentions how much consumers believe in the brand or how much they have a level of confidence. Furthermore, control mutuality is the negotiation power of the brand to influence the consumer. While satisfaction is the consumer's positive experience towards the brands.

eWOM

Consumer responses are a built-in relationship with chatbot marketing (Rajaobelina et al., 2021). It consists of one dimension which is eWOM. eWOM or electronic word of mouth is a constructive or undesirable statement about the company's product or services that are available on the internet.

Figure 1
Research Framework



Hypothesis Development

CMEs & Chatbot Communication Quality

In former literature, a virtual brand agent is an interactive, timely response to the customer and provides useful information that can stimulate the relationship between brand and consumer (Barry & Crant, 2000; Chakrabarty, Widing, & Brown, 2014). In the social media branding process the CME's relationship with communication increase or build a positive relationship between the consumer and brand in the fashion industry (Zarouali et al., 2018). Usage of CMEs differ in every business, pizza restaurant doesn't require

advanced CMEs and don't need too much robotic information. With the adoption of AI technology, industry business rapidly growing with unimaginable growth (Kumar & Reinartz, 2018). According to former literature, hypothesis H1 is that CMEs have a direct relationship with communication qualities such as accuracy, competence, and credibility:

H₁: CMEs have a direct relationship with the communication qualities such as accuracy, competence, and credibility.

Customer-brand Relationships

Regarding the study of previous literature, the researchers discuss the different methods and tools that are necessary for developing customer value. Brand relationships will develop if the brand agent or their marketing activities show confidence in their activities (Papista & Dimitriadis, 2019). A positive attitude builds a positive relationship. With limited literature, it was found that communication qualities such as accuracy, competence, and credibility influence the customer-brand relationship by developing satisfaction and trust (Chung et al., 2020; Zarouali et al., 2018). The fashion brand industry uses the chatbot, which leads to an increase in satisfaction among customers with the brands. Thus, hypothesis H2 is as:

H₂: Communication qualities such as accuracy, competence, and credibility have a direct relationship with the CBR.

The previous literature discusses that social media marketing influences satisfaction. Social media marketing affects customer-brand relationships which can relate the entertainment. Social media marketing activities provide value to the customer by building the customer-brand relationship (Gautam & Sharma, 2017). Based on hypotheses H1 and H2, hypothesis H3 would be:

H₃: Communication qualities such as accuracy, competence, and credibility play a mediating role between the CBR and CMEs.

Customer Response

In the discussion of digital marketing, researchers found that customer-brand relationships build up positive relations with customer responses such as eWOM (Chang, Hsieh, & Tseng, 2013; Daugherty & Hoffman, 2014; Kudeshia & Kumar, 2017). Chatbot marketing efforts (CMEs) indirectly affect electronic word of mouth (e-WOM). The eWOM is a positive or negative statement from the customer about the company which is available on the internet (Hennig-Thurau et al., 2004). Brand image and word of mouth have positive links between them. Positive word of mouth fosters trust in product quality as well as influence the purchase decision (Anwar & Jalees, 2020). Thus, hypothesis H4 is:

H₄: CBR has a direct relationship with eWOM.

Additionally, when customer interacts through chatbot marketing it can lead to gaining the new product information which provides high-quality communication (Mimoun, Poncin, & Garnier, 2017), which can lead to building the trust and satisfaction of the brand. A trustful, satisfied, and dedicated relationship builds positive customer responses such as eWOM (Yen & Chiang, 2021). Based on this discussion, this study needs to test the mediation effect between the CMEs, communication qualities, CBR, and eWOM. Celebrity endorsement and word of mouth have a positive impact on brand loyalty (Haroon & Mirza Amin ul Haq, 2015). Thus, H5 is:

H₅: CBR plays a mediating role between communication qualities such as accuracy, competence, and credibility with eWOM.

Furthermore, credibility refers to the chatbot listening to the consumer analyzing their query, and providing the proper solution related to the query. Competence is the ability of the robot to perform its task effectively (Chung et al., 2020). With limited literature, it was found that communication qualities such as accuracy, competence, and credibility influence the customer-brand relationship by developing satisfaction and trust (Zarouali et al., 2018). Thus, H6 is:

H₆: Communication qualities such as accuracy, competence, credibility, and CBR mediate the connotation between CMEs and eWOM.

Methodology

Population and Sample

This study selected the general population of Pakistan. To conduct the current research in a generalizable manner. The population of Pakistan is more familiar with internet surfing and most of them are mobile users. On this basis, the selection criteria for the current study are based on respondents who have at least experienced some chatbot interactions. Non-probability convenient sampling is based on collecting data from those who are easily available and accessible (Saunders, Lewis, & Thornhill, 2009). Therefore, this study selects the convenience sampling technique. The choice of the sample size of 30 is the rule of thumb only, 30 sample sizes increase the confidence interval of the population data set. This study uses a sample size of 30 for each variable.

Questionnaire Design

This study questionnaire contains two parts; the first part of the demographic question is on gender, age, marital status, level of education, employment status, and income per month. The second part of the questionnaire consists of the questions on research variables such as; chatbot marketing efforts (CMEs), communication quality such as accuracy,

credibility, and competence, customer-brand relationships (CBR), and electronic word of mouth (eWOM). The questionnaire questions about (CMEs), and communication quality such as accuracy, credibility, and (CBR) were adopted (Cheng et al., 2021). And, the questions about (eWOM) were also adopted (Reza Jalilvand & Samiei, 2012). This study used a seven-point Likert scale (Busch, 1993) questionnaire developed by Likert (1932), indicating 1 as strongly disagree and 7 as strongly agree. Thereby, through the personal interaction of each respondent, this study used the survey method for data collection.

Data Collection

This study used the survey method for data collection. The Google form of the questionnaire was developed and circulated to the respondents online, which was finalized. Overall, we online approached more than 300 respondents, the accomplished survey received close to 130, while nearly 10 responses remained bogus and rejected. A total of 120 responses remained concluded for the analysis.

Statistical Analysis

Structural equation modeling (SEM) is a powerful technique used in scientific research to test the direct and indirect relationships between the variables. Therefore, this study uses the PLS, bootstrapping, and blindfolding test methodology for structural equation modeling by using SmartPLS version 3.2.9.

Results and Findings

The PLS path modeling technique is widely used in social science research. The PLS technique's main purpose is to find the relationship between the variables (Kura, 2016).

Demographic Characteristics of Respondents

According to Table 1 Demographic Characteristics of Respondents, 52.5% are male and 47.5% female who answered our questionnaire, age, is 21.7% 18-24 years, 6.7% are 36-54 years, while there are most respondents from the age group of 25-35 years, marital status is 65% are single and 35% are married who answered our questionnaire, level of education is 72.5% are graduates, 16.7% are undergraduates, 8.3% are postgraduates and 2.5% are intermediate/A-levels who answered our questionnaire, employment status is 71.7% are employed, 17.5% are students, 5.8% are unemployed and 5% are self-employed who answered our questionnaire, and income is 50.8% have PKR 25,000-50,000 income per month, 28.3% have less than PKR 25,000 income per month, 15.8% have PKR 51,000-100,000 income per month, 4.2% have PKR 101,000-200,000 income per month and 0.8% have more than PKR 200,000 income per month who answered our questionnaire.

Measurement Model Assessment

The PLS Algorithm result of the measurement model indicates that all the questions used for measurements are valid and reliable (Henseler, 2017). It is used to find the individual item reliability, internal consistency, and discriminant validity. The outer loading is used to find the individual item reliability (Lindholm, 2016), the outer loading values of all questions are higher than 0.7, which indicates that the questions are valid and reliable.

Table 1
Demographic Characteristics of Respondents

Demographic Characteristic	Frequency	Percentage
Gender		
Male	63	52.50%
Female	57	47.50%
Age		
18-24 years	26	21.70%
25-35 years	84	70.00%
36-45 years	8	6.70%
46-55 years	2	1.70%
56+ years	0	0.00%
Marital Status		
Single	78	65.00%
Married	42	35.00%
Widowed	0	0.00%
Divorced	0	0.00%
Level of Education		
Matriculation/O-levels	0	0.00%
Intermediate/A-levels	3	2.50%
Undergraduate	20	16.70%
Graduate	87	72.50%
Post-Graduate	10	8.30%
Employment Status		
Self-employed	6	5.00%
Employed	86	71.70%
Unemployed	7	5.80%
Student	21	17.50%
Income/Month (PKR)		
Less than 25,000	34	28.30%
25,000 - 50,000	61	50.80%
51,000 - 100,000	19	15.80%
101,000 - 200,000	5	4.20%
More than 200,000	1	0.80%
Total	120	100.00%

A total of 29 items were included for analysis while some items were deleted to reach the threshold level. The composite reliability is used to measure the internal consistency, and convergent validity was measured by the average variance extracted (AVE). A composite reliability value greater than 0.7, clearly indicates the reliability of the question, while the average variance extracted value is also greater than 0.5 which indicates the validity of the questions. The value of outer loading, composite reliability, and average variance extracted can be seen in Table 2 Loadings, CR & AVE.

The composite indicator defines the empirical meaning of the construct, which means the formula to tell how the new entity will form (Henseler, 2017).

Furthermore, the Fornell-Larcker Criterion is used to examine the discriminant valid-

ity. The square root AVE gives discriminant validity of each construct and it should be greater than the correlation of another construct. The discriminant validity is confirmed, and the results show AVE square root greater than the correlation of other constructs. The value of discriminant validity can be seen in Table 3 Fornell- Larcker Criterion.

Table 2
Loadings, CR & AVE

Construct	Items	Loading	CR	AVE
Communication Qualities (CQ)	CQACC1	0.918	0.943	0.846
	CQCRED1	0.898		
	CQCRED3	0.943		
	CBRC1	0.878		
	CBRC3	0.848		
	CBRC4	0.828		
	CBRCM1	0.774		
Customer Brand Relationship (CBR)	CBRCM2	0.872	0.973	0.733
	CBRS1	0.903		
	CBRS2	0.911		
	CBRS3	0.829		
	CBRS4	0.892		
	CBRT1	0.838		
	CBRT3	0.814		
	CBRT4	0.891		
	CBRT5	0.839		
	CMEA3	0.751		
	CMEA4	0.776		
	CMEC1	0.820		
	CMEC2	0.821		
Chatbot Marketing Efforts (CME)	CMEC3	0.727	0.934	0.613
	CMEE3	0.775		
	CMEE4	0.841		
	CMEINF1	0.796		
	CMEINT3	0.727		
	eWOM1	0.865		
Electronic Word of Mouth (eWOM)	eWOM2	0.903	0.933	0.776
	eWOM3	0.922		
	eWOM4	0.831		

Table 3
Fornell- Larcker Criterion

Variables	CBR	CMEs	CQ	eWOM
CBR	0.856			
CMEs	0.821	0.811		
CQ	0.832	0.783	0.920	
eWOM	0.846	0.704	0.621	0.881

Table 4 Cross-loadings show cross-loading of latent construct in our model. High cross-loading close to 1.0 indicates strong item construct and effective measurement. While low cross-loading indicates weak associations.

The Heterotrait-Monotrait Ratio (HTMT) value below 1.0 indicates the discriminant validity between the constructs. Table 5 Heterotrait-Monotrait Ratio (HTMT) shows the

discriminant validity among the constructs.

Table 4
Cross Loadings

	CBR	CMEs	Communication Qualities	eWOM
ACC1	0.866	0.797	0.918	0.616
CBRC1	0.878	0.689	0.642	0.775
CBRC3	0.848	0.615	0.571	0.741
CBRC4	0.828	0.705	0.646	0.784
CBRCM1	0.774	0.550	0.655	0.716
CBRCM2	0.872	0.654	0.662	0.850
CBRS1	0.903	0.737	0.664	0.813
CBRS2	0.911	0.782	0.747	0.764
CBRS3	0.829	0.735	0.735	0.559
CBRS4	0.892	0.726	0.747	0.780
CBRT1	0.838	0.742	0.791	0.678
CBRT3	0.814	0.642	0.822	0.566
CBRT4	0.891	0.770	0.784	0.730
CBRT5	0.839	0.767	0.786	0.623
CMEA3	0.684	0.751	0.569	0.550
CMEA4	0.700	0.776	0.671	0.596
CMEC1	0.695	0.820	0.557	0.661
CMEC2	0.653	0.821	0.629	0.525
CMEC3	0.583	0.727	0.437	0.463
CMEE3	0.674	0.775	0.784	0.601
CMEE4	0.682	0.841	0.642	0.659
CMEINF1	0.572	0.796	0.694	0.489
CMEINT3	0.530	0.727	0.619	0.389
CRED1	0.662	0.671	0.898	0.490
CRED3	0.747	0.759	0.943	0.593
eWOM1	0.696	0.698	0.521	0.865
eWOM2	0.784	0.615	0.622	0.903
eWOM3	0.832	0.691	0.595	0.922
eWOM4	0.649	0.458	0.428	0.831

Table 5
Heterotrait-Monotrait Ratio (HTMT)

	CBR	CMEs	CQ	eWOM
CBR				
CMEs	0.866			
CQ	0.878	0.863		
eWOM	0.896	0.763	0.673	

Structural Model Assessment

The measurement model indicates that all the questions used for measurements are valid and reliable (Henseler, 2017). The bootstrapping result of the structural equation model indicates the relationship between the variables. The results can be seen in Table 6 Results of Direct Effect.

Results indicate that the customer-brand relationship is directly linked with electronic word of mouth ($p = 0.000$, $\beta = 0.846$). It concludes that customer-brand relationships support electronic word of mouth. While chatbot marketing efforts are directly linked with communication qualities ($p = 0.000$, $\beta = 0.811$). It represents that chatbot marketing effort

has a significant connection with communication qualities. Furthermore, communication qualities are directly linked with the customer-brand relationship ($p = 0.000$, $\beta = 0.832$) It is recommended that communication qualities improve the customer-brand relationship.

Table 6
Results of Direct Effect

Relationship	Beta	Standard Error	T-values	P Values	Remarks
CBR ->eWOM	0.846	0.028	30.523	0.000	Supported
CMEs ->CQ	0.811	0.028	28.785	0.000	Supported
CQ ->CBR	0.832	0.027	30.951	0.000	Supported

Table 7
Role of Indirect Effect

Relationship	Beta	Standard Error	T-values	P Values	Remarks
CMEs ->CQ ->CBR	0.675	0.038	17.667	0.000	Supported
CQ ->CBR ->eWOM	0.704	0.038	18.413	0.000	Supported
CMEs ->CQ ->CBR ->eWOM	0.571	0.042	13.451	0.000	Supported

Results of Table 7 Role of Indirect Effect, show that communication qualities have a significant mediation effect between chatbot marketing efforts and customer-brand relationship ($p = 0.000$, $\beta = 0.675$). Whereas, the customer-brand relationship has a significant mediation effect between communication qualities and electronic word of mouth ($p = 0.000$, $\beta = 0.704$). Furthermore, communication qualities and the customer-brand relationship have a significant mediation effect between chatbot marketing efforts and electronic word of mouth ($p = 0.000$, $\beta = 0.571$).

Quality of Model

The R-square value acceptable range is diverse (Hair, Ringle, & Sarstedt, 2013). But this depends on variables, nature, and type of research. According to Falk and Miller (1992), the R-square value greater than 0.10 is acceptable. In this research, the R-square value is 0.715 which is greater than 0.10. The f-square value is 0.35 or more shows a large effect size, while the f-square value is not less than 0.15 and not more than 0.35 shows a medium effect size and the f-square value is not less than 0.02 and not more than 0.15 shows a small effect size. The result shows that the customer-brand relationship has a large size effect ($f^2 = 2.513$), chatbot marketing efforts have a large size effect ($f^2 = 1.928$), and communication qualities have a large size effect ($f^2 = 2.253$). Shaffer (2013) explicated that the model has a predictive relevance if the Q^2 value is greater than zero. The result shows that the Q^2 value is greater than zero (0.547), predict the relevancy of model.

Discussion and Conclusion

This study mainly focuses on communication qualities, customer-brand relationship (CBR), and electronic word of mouth (eWOM) response to chatbot marketing efforts (CMEs).

Chatbot marketing is a computer application in which the different scenarios incorporate machine learning ability to build communication relationships with brands and consumers directly (Cheng et al., 2021). The CMEs (chatbot marketing efforts) depend on five dimensions: (i.e., interaction, accessibility, entertainment, information, and customization) (Brandtzaeg & Følstad, 2017; Zarouali et al., 2018). This study contributes theoretically and practically too.

First, this study comprises that the CMEs (chatbot marketing efforts) depend on five dimensions: (i.e., interaction, accessibility, entertainment, information, and customization) (Brandtzaeg & Følstad, 2017). Results indicate that the customer-brand relationship is directly linked with electronic word of mouth ($p = 0.000$, $\beta = 0.846$). It concludes that customer-brand relationships support electronic word of mouth. While chatbot marketing efforts are directly linked with communication qualities ($p = 0.000$, $\beta = 0.811$). It represents that chatbot marketing effort has a significant connection with communication qualities. Furthermore, communication qualities are directly linked with the customer-brand relationship ($p = 0.000$, $\beta = 0.832$). It is recommended that communication qualities improve the customer-brand relationship (Fernandes & Moreira, 2019). The findings from this study suggest that chatbots are an important tool to build customer-brand relationships. Usage of this tool will lead to brand loyalty.

Second, this study measures the relationship between a customer-brand relationship (CBR) and communication qualities in electronic word of mouth (eWOM). Customer-brand relationships build up positive relations with customer responses such as eWOM (Chang et al., 2013; Daugherty & Hoffman, 2014; Kudeshia & Kumar, 2017). The findings from this study suggest that chatbot marketing builds the customer-brand relationship which consists of interaction, accessibility, entertainment, information, and customization, the communication qualities of this marketing such as accuracy, credibility, and competence build the customer-brand relationship which eventually generate the electronic word of mouth indirectly build the brand loyalty.

Third, the mediating role of customer-brand relationship (CBR) and communication qualities in chatbot marketing is crucial. It shows that communication qualities have a significant mediation effect between chatbot marketing efforts and customer-brand relationships ($p = 0.000$, $\beta = 0.675$). Whereas, the customer-brand relationship has a significant mediation effect between communication qualities and electronic word of mouth ($p = 0.000$, $\beta = 0.704$). Furthermore, communication qualities and the customer-brand relationship have a significant mediation effect between chatbot marketing efforts and electronic word of mouth ($p = 0.000$, $\beta = 0.571$). The findings from this study suggest that chatbot marketing builds the customer-brand relationship (CBR) when the quality of communication is high. The chatbot-mediated brand relationship includes chatbot marketing and generates a high level of brand loyalty (Papista & Dimitriadis, 2019).

Managerial Implications

The implications of this study on the brand manager, the brand manager needs to understand the concept of chatbot marketing and develop their strategies accordingly. The brand manager mainly focuses on interaction, accessibility, entertainment, information,

and customization in their strategic planning and decision-making process. Additionally, brand managers when focusing on chatbot marketing, also consider the communication quality as well. Because the message you send to their customer plays a crucial role in developing the customer-brand relationship. The way to provide your message or satisfy your customer's needs by providing a relevant response to their problems eventually generates loyalty between the brand and the customer.

Finally, the customer-brand relationship will lead to electronic word of mouth which means your customer becomes your advocate. The manager mainly gives extra effort to win customer loyalty via chatbot marketing.

Recommendations for Future Research

Although, this research also makes some contributions to the literature, but still has a few recommendations. Firstly, this study mainly focuses on the Pakistani market, future research could explore the effect of chatbot marketing, and communication qualities in different cultural contexts. Secondly, this research mainly focuses on CMEs' effect on the eWOM as the factor of customer response. Many other factors also affect customer response and contribute to the customer-brand relationship such as price premiums. Analysis of these factors can give a holistic view of the marketing landscape. Thirdly, this study doesn't compare different industries with each other that use chatbot marketing. Hence, we suggest that future research on how businesses use this research results in different markets whether their business and brand grow or not.

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