

DECODING CUSTOMER INTENTION TO USE CHATBOT SERVICES: A SYSTEMATIC REVIEW AND RESEARCH AGENDA

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Abstract:

In consumer psychology and information and communication technology research, studies regarding the utilization of innovation in technology-based interventions, and in particular, the effect of Chatbot services on customer usage intention are growing while remaining dispersed and multi-faceted. Consistent with this, our study epistemologically reviews the extant literature on chatbot services for customer intention by utilizing a systematic literature review approach. This study further offers a future research agenda by analyzing the theoretical contribution, methodological evolution, and inter-relationships and interactions among the distinct constructs within different contexts concerning the prior research on chatbot services with respect to customer intention. In particular, we systematically recognized and evaluated the publication trends, the article distribution, methodological classification, analysis of constructs, and contexts utilized in existing research. Overall, our synthesis based on systematic literature review offers practical benefits for scholars, management thinkers, and practitioners of consumers' psychology and marketing decision making research.

Keywords: Bibliometric, ChatBot Services, Customer Intention, Literature Review, TCCM

1. Introduction

The concept of chatbots can be traced back to as early as 1921, coinciding with the emergence of robotics (Li et al., 2021). The significance of intelligent agents became apparent in the year 2000, when the SmarterChild agent, integrated with AOL Instant Messenger, enabled users to do stock and weather searches (Ask et al., 2016). Since then, the research on the adoption and utilization of chatbots in several domains, particularly within the realms of marketing and consumer behavior, is increasingly receiving attention (Chung et al., 2020; Tandon, 2023). The scientific literature concerning chatbot services has recently gained the significant attention of marketing researchers as a means of studying consumer behavior with respect to the purchasing intention of customers. Customer purchase intention refers to the inclination or desire of consumers to acquire a particular product or service. Put differently, customer purchase intention encompasses an additional dimension wherein the consumer will proceed with the purchase of a product subsequent to conducting an evaluation.

Chatbot services have been embraced by distinct industries and majority of the customer interactions are nowadays been handled through chatbots (Wirtz et al., 2018). The acceptance and utilization of chatbot services, along with the associated viewpoints, have garnered more attention, particularly since 2011 when Apple introduced Siri, a voice assistant using chatbot technology. This development has led to the widespread adoption of voice assistants across several industries (Johnson et al., 2012). More specifically, the increasing popularity of chatbot services may be attributed to the increasing need for a more convenient, efficient, and less stressful self-service experience (Terpening and Littleton, 2016; Malik et al., 2021). Furthermore, the expansion and adoption of chatbot services are contingent upon advancements in artificial intelligence, natural language processing, machine learning technologies, and chatbot development platforms (Rahman et al., 2017). Chatbot services offer both written and verbal interactions between individuals and artificial intelligence systems, enabling seamless discussion (Lin et al., 2021).

The prior research highlights that the chatbot services with respect to customer intention have been scientifically examined through distinct theories like use and gratification theory (Morsi, 2023), theory of stress and coping (Huang & Dootson, 2022), diffusion of innovation theory (Hari et al., 2022), social response theory (Yim, 2023), theory of mind (Pizzi et al., 2023), flow theory (Baabdullah et al., 2022) theory of perceived risk (Zhang et al., 2023), task-technology fit theory (Dhiman & Jamwal, 2023), and communication privacy management theory (Liu et al., 2023) amongst others. Further, the chatbot services has also been studied in different contexts like banking, healthcare, travel and tourism, crowd-sourcing platforms, food & beverages, telecom, B2C e-commerce, and fashion industry amongst others.

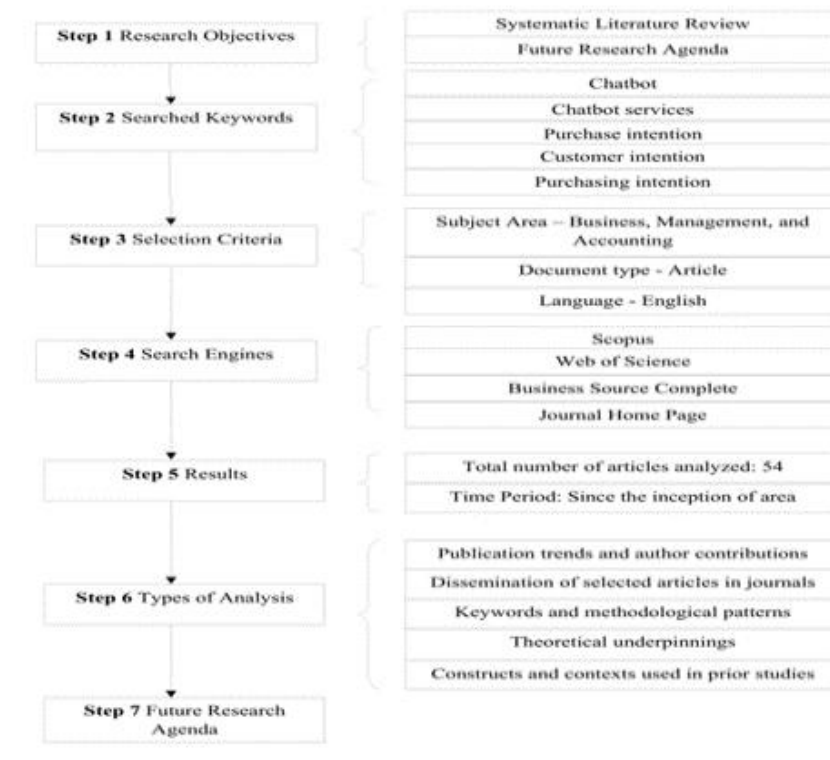
The conceptual explanation and the theoretical examination of the chatbot services in relation to purchase intention has been covered in several research papers; nevertheless, few or none of the recent systematic literature reviews (SLRs) addressing the topic domain have been published. Our study intends to address this problem by conducting an extensive and thorough synthesis of the literature on chatbot services and client purchasing intention. A scientific review method known as the systematic literature review establishes a framework for research areas and pinpoints the absorption of knowledge. While laying the theoretical groundwork for a variety of study designs in a range of settings to offer fresh insights in the field, the technique also opens up significant new paths and avenues for future research in the field. In the past few years, a sizable amount of research on chatbot services and customer purchase intentions has been released. Nevertheless, in terms of purchasing intention, these studies don't offer a clear, exhaustive, and integrated examination of the theories, techniques, contextual patterns, and structures of the chatbot services. As a result, the main goal of our research is to identify important theories and concepts and assess the methodological trends employed in the investigation of the relationship between client purchase intention and chatbot services.

Proceeding to this introduction, our study is structured in the form of several sections and sub-sections. The review process, including the SLR selection procedure, is explained in Section 2. Sections three present the distribution of publications in journals, important keywords and methodological trends, and an explanation of theoretical foundations, in that order. Further, the section includes a description of the constructs and context used in previous studies. Section four reviews the study implications, and five suggests a future research plan based on the SLR. Section six contains the study conclusions.

2. Methodology

The systematic literature review (SLR) is an iterative procedure employed to find and analyze key studies that address specific research inquiries. The purpose of these reviews is to integrate, evaluate, and draw conclusions based on extant literature. The systematic review of literature is designed to be a methodical and transparent procedure that aims to provide a comprehensive understanding of the methodology used for identifying relevant publications, selecting appropriate studies, and conducting the review process. Several previous studies have proposed distinct approaches for performing systematic literature reviews (SLRs). The approach employed by Paul et al. (2023) was adopted in accordance with the research objectives of this study. Consequently, the technique used in a paper, by Sharma et al. (2020) was employed, which consists of seven distinct steps (Figure 1).

Figure 1: Seven step Methodology



2.1 Broad classification of SLRs

Systematic literature reviews can be categorized into three distinct types: domain-based analysis, theory-based analysis, and methodology-based analysis. Domain-based analyses involve comprehensive investigations into commonly used methodologies, prominent theories, and fundamental concepts. These analyses can be classified into various types, including framework-based reviews, hybrid reviews that propose directions for future research inquiries, analyses based on theories, reviews conducted through meta-analysis, and bibliometric analyses. The objective of this study is to present a domain-based organized literature review. The systematic literature review encompassed five distinct steps. Phase I encompassed the initial stage of the research process, which involved the establishment of a clear specification of the search parameters and the subsequent identification and selection of appropriate terms within the designated database. Phase II of the study was dedicated to conducting a comprehensive search for relevant scholarly papers within the designated database. Phases III and IV encompassed a thorough examination and selection of articles, with the former being a careful assessment of titles and abstracts, and the latter involving a detailed evaluation of the entire papers. Phase V was dedicated to the analysis of the findings presented in the selected papers as part of the review process. The provided information can be found in Table 1.

Table 1. Stages of SLR

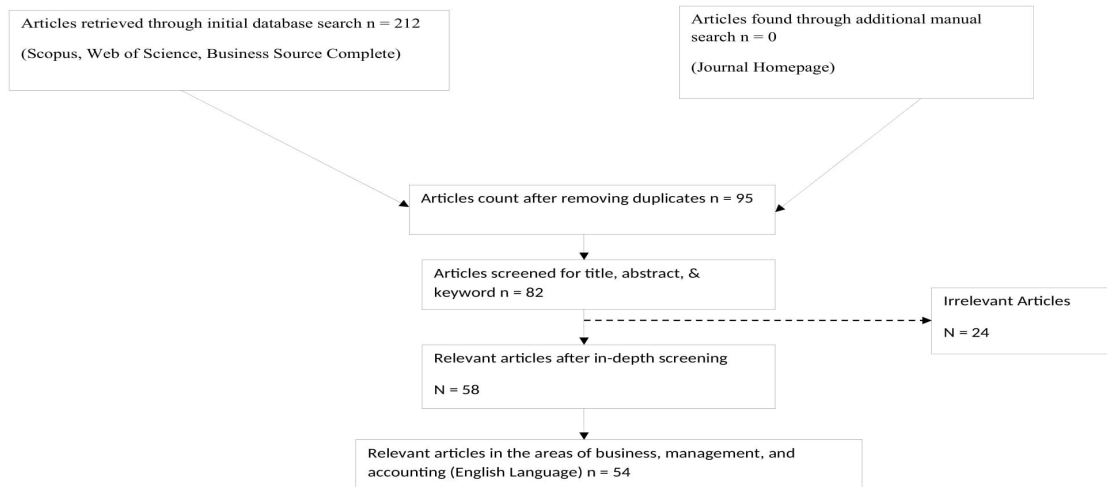
Stage I	Definition of search and keyword search in the database
Stage II	Investigating papers in the database
Stage III	Reading and selection of titles and abstracts
Stage IV	Reading and selection of full papers
Stage V	Analysis of selected papers

Source (s): Thorpe et al. (2005)

2.2 Inclusion and exclusion criteria

Recent literature reviews have indicated the significance of the criteria employed for the inclusion and exclusion of papers in the identification and selection process of a systematic literature review (Gupta et al., 2019; Sharma et al., 2020; Vrontis & Christofi, 2021). The selection process for articles in this study involved considering their inclusion in the final sample based on the presence of keywords in the article's title, abstract, or keywords section. This review exclusively focused on journal papers and did not consider research on the bandwagon effect that may have been published in other formats such as books, book chapters, conference proceedings, case studies, or any other types of publications. This section provides an overview of the criteria that were employed to determine the inclusion or exclusion of papers in this investigation.

Figure 2. Search criteria for inclusion/exclusion of the articles



A total of 386 studies were initially discovered, and subsequent in-depth screening resulted in the selection of 115 papers. After implementing rigorous inclusion and exclusion criteria pertaining to the subject area and language, a comprehensive total of 46 studies were selected and included in the systematic literature review (SLR). The appendix contains a comprehensive list of articles included in this review, together with the respective journal names in which each work has been published. The depiction of the procedure is emphasized in Figure 2.

It was imperative to acquire comprehension of the publishing trend of the papers used in this study prior to embarking on the literature evaluation. Figure 4 depicts the distribution of research over different time periods. It is evident that a significant proportion of the studies (53.4%) were conducted between 2011 and 2020. The remaining studies were conducted in the decades of 2001-2010 (33%), 1991-2000 (9.57%), 1981-1990 (1.74%), and 1970-1980 (1.74%). This distribution highlights that the bulk of the papers analyzed were published in more recent years.

3. Results

3.1 Distribution of studies in journals

After applying the predetermined inclusion/exclusion criteria, a total of 54 papers were deemed suitable for inclusion in this comprehensive review. Table 2 presents a comprehensive compilation of journals, along by the corresponding number of papers published in each journal, pertaining to the 54 papers under consideration.

Table 2. Dissemination of selected research papers in journals

Journal	Publisher	No' of articles
International Journal of Human-Computer Interaction	Taylor & Francis Online	5
Journal of System and Management Sciences	Success Culture Press	1
Journal of Strategic Marketing	Taylor & Francis Online	1
Behavior and Information Technology	Taylor & Francis Online	1
Journal of Travel and Tourism Marketing	Taylor & Francis Online	1
Journal of Service Management	Emerald Insight	3
Journal of Retailing and Consumer Services	Elsevier	4
Journal of Product and Brand Management	Emerald Insight	1
International Journal of Advertising	Taylor and Francis Online	1
Journal of Innovation and Knowledge	Elsevier	1
Journal of Hospitality and Tourism Technology	Emerald Insight	3
Journal of Theoretical and Applied Electronic Commerce Research	MDPI	1
Psychology and Marketing	Wiley Online Library	3

Journal of Internet Commerce	Taylor & Francis Online	1
TQM Journal	Emerald Insight	1
Information and Management	Elsevier	1
Sustainability	MDPI	3
International Journal of Contemporary Hospitality Management	Emerald Insight	2
Journal of Marketing	Sage	1
Journal of Business Research	Elsevier	4
European Journal of Marketing	Emerald Insight	1
Foresight	Emerald Insight	1
Speech Communication	Elsevier	1
Journal of Modelling in Management	Emerald Insight	1
IEEE Transactions on Engineering Management	IEEE Explore	1
International Journal of Technology Marketing	Inderscience Publishers	1
Library Hi Tech	Emerald Insight	1
IEEE Transactions on Human-Machine Systems	IEEE Explore	1
International Journal of Retail and Distribution Management	Emerald Insight	1
Technological Forecasting and Social Change	Elsevier	1
Journal of Broadcasting and Electronic Media	Taylor & Francis Online	1
Technology in Society	Elsevier	1
FIIB Business Review	Sage	1
Journal of Interactive Marketing	Sage	1
Service Industries Journal	Taylor & Francis Online	1

3.2 Broadly used keywords and methodologies

3.2.1 Broadly used keywords

The utilization of keywords is crucial in attaining significant outcomes within a specific discipline (Donthu et al., 2021). Hence, a comprehensive analysis was conducted on the collective set of keywords extracted from the specified sample of articles. The keyword analysis, analyses the keywords in the title of the documents. The co-occurrence network of the keyword plus depicts five clusters. The first cluster is the major cluster which analyze how the use of chatbots can affect the sales and services for a product. The second cluster studies how artificial intelligence affects consumption behavior. The third cluster focusses on e-commerce. The fourth cluster focuses on technological developments while fifth cluster studies the intention to use and perceived risk in the use of chatbots (Figure 3).

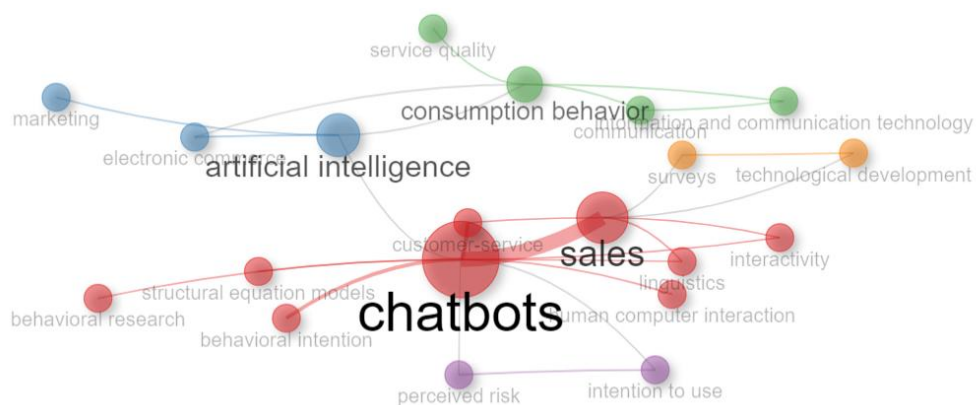


Figure 3. Keyword plus Co-occurrence Network

3.2.2 Widely used methodologies in extant literature

This section is a compilation of the methodology employed in the research that were included in the review. Table 3 presents a comprehensive overview of commonly employed strategies.

Table 3 Methodologies employed

<i>Methodology used</i>	<i>No' of articles</i>	<i>Percentage</i>	<i>Exemplary studies</i>
Statistical analysis	7	12.96	Morsi (2023); Kallel et al. (2021); Lei et al. (2021); Sands et al. (2021)
Literature Review/Conceptual	2	3.70	De Keyzer & Kunz (2022); Alsharhan, Al-Emran, & Shaalan (2023)
Qualitative	1	1.85	Pawlik et al. (2022)
Mixed-method	7	12.96	Cai et al. (2022); Pillai & Sivathanu (2020); Chen et al. (2022); Dwivedi et al. (2023); Selamat & Windasari (2021)
Experimental	15	27.77	Pavone, Meyer-Waarden, & Munzel (2022); Mazzei et al. (2022); Zhu, Zhang, & Wu (2023); Lou, Kang, & Tse (2022); Li & Wang (2023); Liu et al. (2023); Darini et al. (2023)

3.3 Theories embraced in prior research

This section makes an effort to list and identify the theories used in this field of study. These theories highlight the significance of theoretical contributions in the realm of knowledge, as seen in Table 4. We saw that the majority of researchers used a range of distinct theories such as – social response theory, use and gratification theory, diffusion of innovation theory, theory of stress and coping, theory of mind, inter-personal emotion management, inter-personal communication theory, status quo bias theory, unified theory of adoption, theory of perceived risk, task-technology fit theory, communication privacy management theory, cognitive consistency theory, and flow theory for evaluating the key factors and related outcomes concerning the synergy of ‘chatbot services’ and ‘customer intention’. Some of these well-known theories are covered in detail in the section that follows.

Social response theory

Moon (2000) proposed the social response theory, which elucidates the manner in which social cues elicit user responses to information technology (IT) via a technological instrument. Put differently, the social response theory posits that individuals have the propensity to perceive computers or technology devices as social actors (Huang & Lin, 2011). Previous studies have highlighted the significance of customers employing social heuristics, which are cognitive shortcuts, in their interactions with chatbots.

Uses and gratification theory

The use and gratification theory provides scholars with a framework to comprehend the motivations and behaviors of users as they actively pursue the utilization of a particular medium in order to fulfill their wants (Severin and Tankard, 1997). The Uses and Gratifications (U&G) theory was first developed in 1944 and has since gained popularity as a framework for understanding the factors influencing individuals' media preferences (Katz et al., 1973). The year 1954 witnessed the utilization of this concept as an expansion of needs and motivation theory (Katz et al., 1973). Subsequently, in 1964, it was employed for the purpose of comprehending individuals' motivations to engage in the consumption of particular television programs (Katz et al., 1973), as well as to gain insights into individuals' perceptions of the mass media (Katz et al., 1973). Since the 1980s, the theory of Uses and Gratifications (U&G) has gained significant traction as a theoretical framework for comprehending the underlying motivations and gratifications associated with the use of various media platforms (Katz et al., 1973). In recent years, the U&G theory has been applied in various contexts related to the adoption of technology. These contexts include the use of the social media (Whiting, A., & Williams, D. (2013), live streaming (Bawack et al., 2023), online food delivery services (Nguyen & Nguyen, 2024), augment reality apps (Smink et al., 2022), and different forms of new media such as Instagram and Flickr (Liu et al., 2013; Sheldon et al., 2016). The U&G framework has been employed to gain insights into the factors contributing to adolescents' persistent engagement with social media (Mäntymäki and Riemer, 2014) as well as the detrimental consequences associated with social media usage (Mäntymäki and Islam, 2016).

Diffusion of innovation theory

According to Rogers (2003, p. 5), the Diffusion of Innovation theory elucidates the process of technology adoption as the dissemination of an innovative idea through certain communication channels over a period of time among

individuals within a social system. This form of communication is distinct in that it primarily focuses on the dissemination of novel concepts and ideas. The acceleration of the adoption of innovative technology can be facilitated by the endorsement and support of key reference groups, which is referred to as supportive subjective norms (Ajzen, 1991). The rate at which new ideas and technologies are adopted is contingent upon five fundamental factors: relative advantage, compatibility, complexity, trialability, and observability.

Theory of stress and coping

The stress and coping theory centers on individuals' strategies for managing and mitigating the adverse consequences of stress. Individuals employ many strategies to manage stress, which are contingent upon their individual inclinations and the contextual pressures they encounter. In other words, this framework is centered around the utilization of assessments in order to identify potential hazards, problems, and damages. The outcome of this assessment entails a comprehensive depiction of the methodology employed in managing situations characterized by high levels of stress. Lazarus and Folkman (1984) proposed a model of stress and coping, which delineates two distinct categories of behavioral coping strategies. Two key factors that influence an individual's response to a stressful incident are their cognitive appraisal of the situation and the specific behavioral coping strategy they employ.

Theory of mind

The concept of Theory of Mind (ToM) refers to the cognitive capacity to attribute mental states to individuals in order to comprehend and interpret their thoughts, beliefs, desires, and intentions. This field of study pertains to a specific domain within cognitive science, wherein the focus lies on examining the utilization of mental states by individuals in order to anticipate and elucidate the behaviors exhibited by others. The Theory of Mind (ToM) has the potential to influence an individual's assessment of a product and their inclination to make a purchase. Additionally, it can be utilized to investigate the latent discourse of a customer. In the context of sales, it is worth noting that the conversation between sales professional and a customer may not provide a comprehensive understanding of the customer's thought process. Theory of Mind (ToM) has the potential to confer benefits in social contexts. However, this behavior can also be considered maladaptive when individuals engage in interactions with intricate systems such as financial markets.

Status Quo Bias Theory

The status quo bias refers to an emotional bias wherein individuals exhibit a desire for maintaining their existing or prior state of affairs. This bias manifests as a tendency to avoid taking any action that might alter or deviate from the present or previous state. The existing baseline, often known as the status quo, serves as a point of reference, and any deviation from this baseline is regarded as either a loss or a gain. Individuals perceive and evaluate the present baseline or default option positively in relation to several alternatives. In recent years, researchers have employed the status quo bias perspective in a range of studies. These investigations have encompassed many topics, including the examination of the adoption of new technology implementation, such as cloud systems (Fan et al., 2015), as well as the exploration of the utilization of online health services (Xiaofei et al., 2020).

Unified theory of adoption

The Unified Theory of Acceptance and Use of Technology (UTAUT) is a theoretical framework that elucidates the factors influencing users' intentions to adopt and utilize an information system. It provides insights into the cognitive processes underlying users' behavioral intentions and actual usage of technology. The Unified Theory of Acceptance and Use of Technology (UTAUT) investigates the acceptance of technology by analyzing the impact of performance expectancy, effort expectancy, social influence, and facilitating factors.

Gamification is a prevalent trend in the tourism industry (WTM, 2011). Reward programmes, virtual activities at tourist destinations, and the availability of customized photos to frequent flyers after a visit to a theme park are the most frequent features introduced in gamified mobile applications within the hospitality industry (Yilmaz and Coskun, 2016). In travel app context, gamification revolutionizes the user experience, integrating playful elements to elevate engagement (Hung, 2017). Reward systems incentivize exploration, offering perks like discounts or points for bookings and interactions (Pasca, 2021). On the other hand, novelty keeps users captivated with personalized recommendations and curated experiences, ensuring every trip feels fresh and exciting. Another intriguing way to gamify travel apps is its interactivity, that fosters a sense of community, enabling travelers to share tips, photos, and reviews, enriching the collective journey (Dicheva, 2015). Also, challenges add a layer of excitement, encouraging users to push boundaries, unlock achievements, and embark on unforgettable adventures. Together, these gamification features transform tour planning into an immersive, synergetic, and endlessly rewarding experience.

Table 4. Prominent theories

<i>Name of the Theory</i>	<i>No' of articles</i>	<i>Exemplary authors</i>
Social response theory	1	Yim (2023)
Use and gratification theory	3	Morsi (2023); Rese et al. (2020); Cheng & Jiang (2020)
Diffusion of innovation theory	1	Hari et al. (2022)
Theory of stress and coping	1	Huang & Dootson (2022)

Theory of mind	2	Pizzi et al. (2023); Dwivedi et al. (2023)
Inter-personal emotion management	1	Luo, Lau, & Li (2023)
Inter-personal communication theory	1	Lei et al. (2021)
Status Quo Bias theory	1	Um et al. (2020)
Unified theory of adoption	1	Zhang et al. (2023)
Theory of perceived Risk	1	Zhang et al. (2023)
Task-technology fit theory	1	Dhiman & Jamwal (2023)
Communication privacy management theory	1	Liu et al. (2023)
Cognitive consistency theory	1	Zhu et al. (2023)
Flow theory	1	Baabdullah et al. (2022)

3.4 Constructs embraced in prior research

The systematic literature review (SLR) facilitates the identification of constructs employed within a certain subject domain, hence enabling the investigation of correlations created between different determinants and outcomes of the topic based on prior research. In addition to analyzing the theoretical foundations of 'chatbot services' and 'customer intention', it is crucial to explore the essential elements that contribute to the alignment between chatbot services and customer intention, as well as the corresponding outcomes mentioned in existing scholarly literature. Table 5 presents a synthesis of earlier studies, highlighting major components and their inter-relationships. The interaction between chatbot services and client intention in consumer behavior is primarily influenced by many factors such as chatbot competence, customer reaction, interactivity, anthropomorphism, perceived attractiveness, customer engagement, and gratification amongst others for majorly predicting the customer purchasing intention, re-purchase intention, and continuous intention of customers.

Table 5. Constructs studied in extant literature

Author(s)	Constructs	Findings
Yim (2023)	chatbot interactivity, perceived empathy, word-of-mouth, experiential value of customers	How customers perceive empathy reflected by chatbots that, further impacts their level of anger and inclination to towards negative word-of-mouth communication.
Kallel et al. (2023)	chatbot competence, customer satisfaction, customer reaction	Explores reveals that the level of chatbot competence significantly impacts customer satisfaction, which subsequently influences both the intention to suggest the chatbot and the intention to continue using it.
Sindhu & Bharti (2023)	inspirational appeals, purchase intention, social presence, ulterior motives	Investigates the impact of inspirational appeal and ingratiation conveyed by chatbots on purchase intentions in the context of social commerce.
Cai et al. (2022)	chatbot anthropomorphism, social presence cues, emotional message cues, perceived trustworthiness, perceived intelligence, perceived enjoyment, usage intention,	examines the perceived indications of anthropomorphism in chatbots and their impact on customers' inclinations to use chatbots.
Hari et al. (2022)	interactivity, time convenience, compatibility, complexity, observability, trialability, satisfaction with the brand experience, and customer brand usage intention	Examines the factors that precede and follow customer brand engagement in the context of banking chatbots,
Huang & Dootson (2022)	Problem and emotion focused coping, disclosure timing, customer aggression	The study found that when a customer is informed late in a chatbot service failure that a human employee is available to assist,

		they tend to engage in emotion-focused coping, which can escalate to customer aggression.
Han (2021)	consumer's perception, anthropomorphism, social presence, perceived enjoyment, purchase intention	The study establishes that anthropomorphism influences customers' intents to make purchases through chatbot commerce in a favorable way.
Pizzi et al. (2023)	consumer's perception, anthropomorphism, purchase intention, perceived competence, perceived warmth, consumer's skepticism, trust	According to the findings, individuals are less likely to be distrustful when they believe a chatbot is competent, provided that the user can accurately discern the ultimate intents of others.
Murtarelli et al. (2023)	perceived ease of use, perceived usefulness, perceived risk, perceived trust, behavioral intention	The study looks into how millennials view chatbots in a particular sector of the fashion business. The study also investigates the potential impact of relational factors like trust and risk on the quality of the relationship between millennials and chatbots.
Luo et al. (2023)	perceived emotion, positive word of mouth, purchase intention	The study explores that appraisals and consumers' post-recovery emotions chronologically mediate the relationship between perceived emotion regulatory strategies and positive word-of-mouth
Chen et al. (2023)	purchase intention, interactivity	The results contribute to the theoretical understanding of online customer service and offer marketing strategies for businesses looking to increase the use of both human and AI chatbots.
Nguyen et al. (2021)	customer satisfaction, perceived usefulness, trust, continuance purchase intention	The results showed that satisfaction, trust, and perceived usefulness all affected customers' intentions to stick with the banks' chatbot services, with trust having the most impact.
Lei et al. (2021)	media richness, social presence, trust, reuse intention, perceived attractiveness	The results primarily show that through task attraction and social attraction, media richness and social presence significantly influence trust and reuse intention.
Crolic et al. (2022)	anthropomorphism, customer satisfaction, firm evaluation, and continuous purchase intention	The findings reveal that it's critical to properly design chatbots and take into account the emotional context in which they are employed, especially when it comes to customer service interactions involving problem-solving and complaint management.

3.5 Industries and nations covered in extant literature

The utilization of the SLR (Systematic Literature Review) has expanded the scope of identifying significant contexts to encompass emerging industries and regions. Numerous academic studies have conducted comprehensive investigations on the chatbot services in relation to client intention across various contexts like banking, healthcare, travel and tourism, crowd-sourcing platforms, food & beverages, telecom, B2C e-commerce, and fashion industry amongst others. Further, we find China being the most actively producing the articles followed by India and USA. This indicates two things- this

is a developing area of research. Secondly, it also indicates that countries like India, China, USA are actively evaluating the scope of chatbots and artificial intelligence in different spheres of life. (Figure 4 & Table 6).

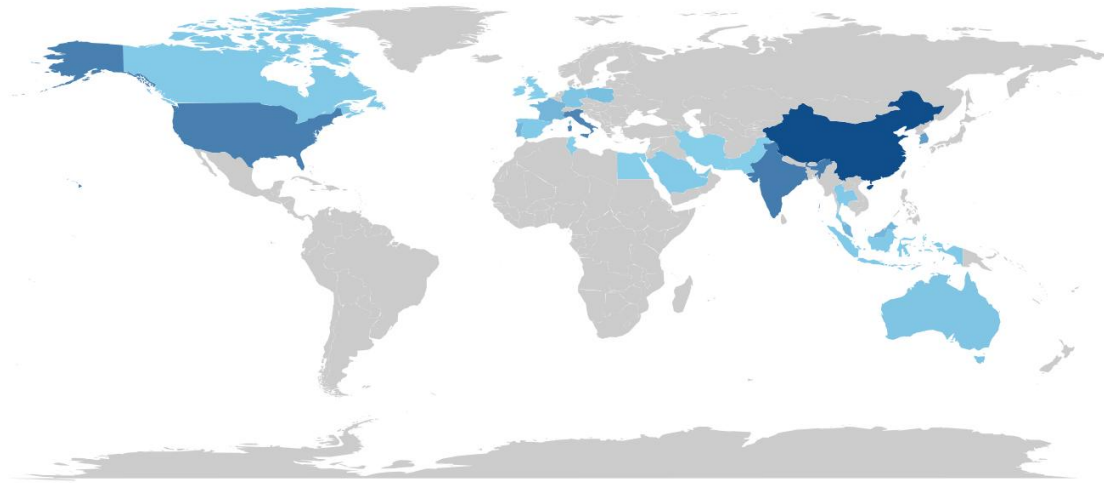


Figure 4. Most relevant countries

Table 6. Industries and countries studied in extant literature (selected studies)

<i>Exemplary authors</i>	<i>Nation of study</i>	<i>Industries</i>
Morsi S.	Egypt	B2C e-commerce
Kallel et al	France	Banking industry
Cai et al. (2022)	China	Travel & Tourism
Han (2021)	USA	Food& Beverages
Pizzi et al. (2023)	Italy	Automobile & Travel Industry
Murtarelli et al. (2023)	Italy	Fashion Industry
Um T.; Kim T.; Chung N.	Republic of Korea	Tourism & Hospitality
Jeon Y.	USA	Crowdsourcing platform
Mohammadi Darani M.; Mirahmad H.; Raoofpanah I.; (Mobi) Singh S.; Groening C.	USA	Travel & Tourism
Naqvi M.H.A.; Hongyu Z.; Naqvi M.H.; Kun L.	China	Fashion Industry
Whang J.-B.; Song J.H.; Lee J.-H.; Choi B.	Republic of Korea	Telecom
de Andrés-Sánchez J.; Gené-Albesa J.	Spain	Insurance
Yoon J.; Yu H.	Republic of Korea	Restaurant sector
Zhu Y.; Zhang R.R.; Zou Y.; Jin D.	China	Travel & Tourism
Chi N.T.K.	Vietnam	Hotel management
Hsiao K.-L.; Chen C.-C.	Taiwan	Food and beverages
Mazzei A.; Anselma L.; Sanguinetti M.; Rapp A.; Mana D.; Hossain M.M.; Patti V.; Simeoni R.; Longo L.	Italy	Telecom
Rese, Ganster & Baier (2020)	Germany	Retail fashion
Silva S.C.; De Cicco R.; Vlačić B.; Elmashhara M.G.	Portugal	E-Retailing
Baabdullah et al. (2022)	Saudi Arabia	Transport & warehouse sector

4. Implications

4.1 Theoretical implications

This study offers a range of theoretical implications derived from the comprehensive literature assessment, which are relevant to researchers and scholars in the academic community. This study represents the one of the first attempts to systematic literature review (SLR) conducted on the ‘chatbot services’ and customer intention, encompassing all Scopus publications within the domain of "business, management, and accounting." This complete review yields significant insights by synthesizing and integrating knowledge, so enhancing the clarity and organization of the subject matter.

Furthermore, this study employs a systematic research methodology that utilizes a scientific review technique to consolidate the current body of literature on the bandwagon effect. It underscores the significance of existing theoretical contributions in shaping future advancements in this domain. This review aims to identify the important theories utilized in the study of this subject by emphasizing the perspectives that necessitate the attention of future researchers. It is imperative to emphasize the necessity of formulating and validating novel propositions through the development of innovative frameworks for future study, alongside the validation of existing theories documented in the literature. In the following section, we proceed to delineate distinct conceptions pertaining to the determinants and outcomes of the synergy of 'chatbot services' and 'customer intention', as evidenced by a range of scholarly investigations. The antecedents of the synergy of chatbot services and customer intention are mostly comprised of factors such as the perceived ease of use, perceived usefulness, trust, interactivity, anthropomorphism, perceived enjoyment, additional real-time information, responsiveness, perceived risk, and relational knowledge amongst others. In a similar vein, professionals have the opportunity to acquire valuable insights from the examination of constructs in our study, which may be utilized to develop organizational models that effectively boost customer intents within the specific market setting.

In addition, we consolidated a range of literature pertaining to the subjects under examination, encompassing the psychological factors identified as having a potential impact on the adoption of "Chatbot services" in developing nations. Previous studies have mostly focused on examining the manifestation of the chatbot services within the economic domain, which is defined by the notion of augmenting product demand. These findings and results are meant to stimulate further research endeavors towards this specific objective. Hence, there is a discernible prospect to extend the scope of investigation to encompass the entirety of the business and management discipline. The "Theory, Context, Construct, and Methodology (TCCM) framework" was employed in order to offer productive directions for future research in the subject domain in a more cohesive and structured manner.

4.2 Practical implications

In addition to the theoretical contributions, this study has several practical and managerial consequences. The chatbot services have become a strategic instrument for sustaining and advancing in dynamic and fiercely competitive marketplaces, characterized by rapidly changing customer demands and desires. Given the crucial significance of analyzing consumer psychology and buying patterns, retailers, marketers, and politicians are compelled to engage in the process of re-strategizing and re-structuring their organizational models and policies. The recognition of significant concepts and approaches in many settings, accompanied by a solid theoretical foundation, serves to inspire academics and empower individuals responsible for shaping company strategies. This study provides corporate policymakers with a framework to identify key areas of profitability and sustained viability in the face of increasing competition.

The study additionally guarantees that the analysis of the theoretical, methodological, and constructional elements of the synergy of chatbot services and customer intention guides the development of policies, thereby enhancing competitiveness and prosperity in global markets. From a managerial perspective, these outcomes will be of interest to organizations aiming to operate within the distinct sectors in emerging economies. These firms have been encouraged to take into account that the chatbot services and customer intention has also been extensively studied in the online environment. In order to stimulate sales, management scholars may choose to highlight key factors and outcomes associated with the bandwagon effect in order to enhance customer's purchase and re-purchase intention.

5. Future Research Agenda

5.1 Theories recommended for future studies

This paper examines several theories that are relevant to the study of human behavior and social dynamics. These theories include social response theory, use and gratification theory, diffusion of innovation theory, theory of stress and coping, theory of mind, inter-personal emotion management theory, inter-personal communication theory, Status quo bias theory, unified theory of adoption, theory of perceived risk, task-technology fit theory, communication privacy management theory, cognitive consistency theory, and flow theory. Each theory is succinctly presented as they are significant frameworks employed to analyze the customer intention with respect chatbot services.

The authors of this study observe that earlier investigations have made little use of numerous ideas. Various theories, such as consumer theory, institutional theory, social change theory, resource-based view, social-network theory, and transaction cost theory, have been sparsely employed in the examination of the 'chatbot services' and 'customer intention'. These perspectives will provide more insight into the underlying factors contributing to the use of chatbot services for customer intention in various contexts, including business, society, and countries. For example, the utilization of symbolic incentives as a theoretical framework in future studies may provide insight into the behavior of consumers. Hence, it is advisable for researchers to utilize these perspectives in order to investigate the factors that precede and result from the synergy of 'chatbot services' and 'customer intention'.

Constructs for future research

The prior research emphasizes the utilization of several constructs such as chatbot competence, customer reaction, interactivity, anthropomorphism, perceived attractiveness, customer engagement, and gratification amongst others for majorly predicting the customer purchasing intention, re-purchase intention, and continuous intention of customers. Notably, the utilization of distinct constructs in the extant literature has significantly successful in examining the

relationship between different determinants and outcomes of customer intention while using chatbot services. Therefore, besides examining the theoretical perspectives embraced in the area of chatbot services and customer intention, it is imperative to unfold the less investigated key factors determining the synergy of chatbot services and customer intention. In order to address the research gaps and facilitate further investigation into constructs and their relationships, we propose the inclusion of an expanded horizon when examining empirical and structural relationships. Specifically, we suggest exploring the interplay between various factors such as *consumer susceptibility, brand attachment, imitation behavior, consumer acculturation, willingness to pay more, interaction cues, and product popularity*.

Methodologies for future research

The extant literature highlights that several studies on Chatbot services with respect to purchase intention have utilized distinct methodologies. However, in order to advance the theoretical development with respect to the above suggested perspectives, we suggest subjective approaches for theory building in this research direction. More specifically, the examination of prior research has revealed that several analytical methodologies have been employed by writers, including experimentation and the causality approach, case studies, the mixed-method approach, and regression analysis. The field of study has thus shifted its focus towards the utilization of quantitative research methods. Nevertheless, the utilization of qualitative methodologies in this domain exhibits greater promise. Hence, it is our contention that additional qualitative investigations pertaining to the 'customer intention' are necessary in order to facilitate the amalgamation of behavioral patterns concerning the 'chatbot services and customer intention. This will facilitate a comprehensive comprehension of human behavior with respect to the technology.

6. Conclusion

The objective of this study endeavor was to conduct a comprehensive analysis of existing scholarly literature in order to identify the theoretical foundation, factors influencing, observed patterns, and methodological aspects related to the research concerning chatbot services and customer intention. Based on the findings of our study, it is suggested that additional investigation in the domain of the chatbot services and customer intention necessitates the integration of novel theoretical approaches and enhanced structural frameworks. In light of this context, a thorough and methodical review of the literature was conducted to analyze and deliberate on the development of research on the chatbot services and customer intention. This review encompasses the period starting from the introduction of the concept up until the present year within the realm of business, management, and accounting. In order to enhance coherence, our study focused on analyzing the trends in publication, the evolution of theories, the patterns in methodology, the diffusion of articles in academic journals, and the formation of constructs and interaction matrices within various contexts relevant to the subject area. Our study also proposes potential areas for future research that can contribute to the advancement of the subject field, providing suggestions for academicians to pursue. The concept of chatbot services has been demonstrated as a prominent determinant of consumer behavior patterns and purchasing intention. Hence, there exists a significant scope for further investigation in this area. Therefore, it is imperative to provide additional consideration to the area of chatbot services and customer intention in the current scientific scenario, given the significant intricacies and customer demands.

We offer several prospective research areas have been offered, with a particular focus on the TCCM approach put forth by Paul and Rosado-Serrano (2019). Our systematic literature review (SLR) has suggested potential future research directions that can be pursued using distinct suggested approaches. This shall allow researchers to analyze the research issues in a more thorough manner and validate their findings by including empirical or evidence-based data. Moreover, it is imperative to examine the subject matter in relation to the consumer goods and services industries, encompassing tourism, across various contextual environments. Furthermore, we acknowledge additional prospects for examining the impact of the COVID-19 pandemic on the phenomenon of chatbot adoption and chatbot services across several industries and diverse nations. An analogous prospect can also be investigated by doing a comparative analysis of a specific industry across several countries. The COVID-19 pandemic has had a significant impact on various industries, resulting in notable changes in consumer psychology. Consequently, it is crucial to examine consumer behavior and purchase habits through chatbot services in this direction.

Although this systematic literature review (SLR) has endeavored to offer a comprehensive amalgamation of the existing scholarly works on the 'chatbot services and customer intention', it is important to acknowledge the presence of some constraints and shortcomings within this study. During the literature review process, our focus was on the topics of business management and accounting. Specifically, we restricted our search to scholarly journal articles. Consequently, we excluded literature in the form of books, conference proceedings, book chapters, and other non-journal sources that discussed this area of research. Hence, it is recommended that future research endeavors in this field should incorporate the domain of social sciences in their literature search to further augment the study. Subsequent scholars may thus endeavor to further explore this preliminary endeavor in examining the existing body of literature pertaining to the 'chatbot services and customer intention.

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