

# **From Expectations to Satisfaction: A Comparative Study of Customer Interactions with AI Chatbots vs Human Agents in e-Commerce Settings**

Kylie Decelis<sup>a</sup> and Daniela Castillo<sup>a</sup>

<sup>a</sup> Department of Marketing, University of Malta, Msida, Malta

**Type of manuscript: Extended abstract**

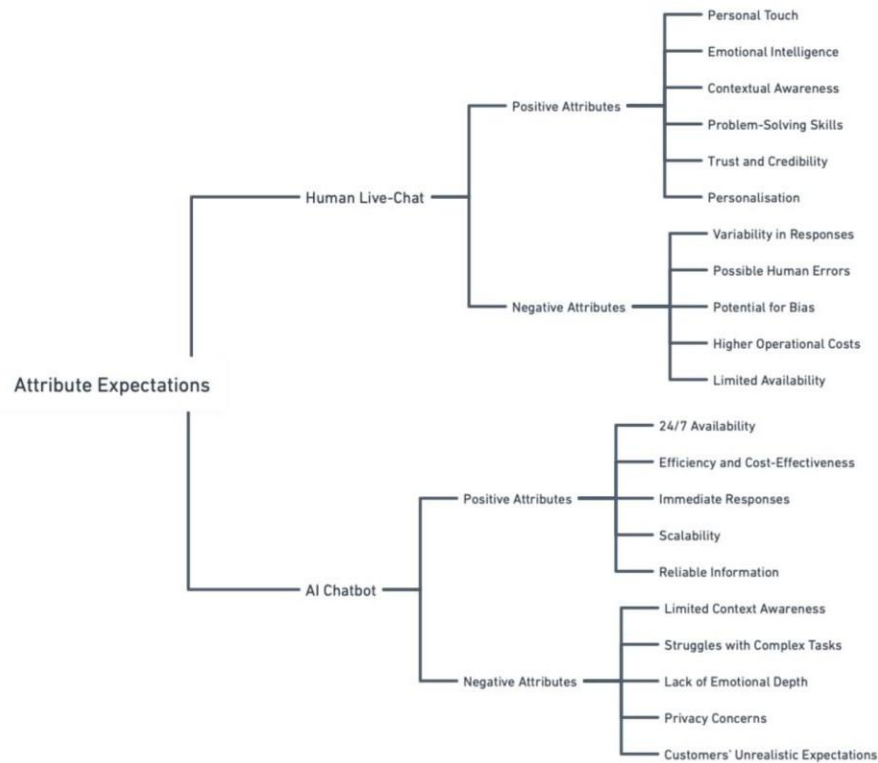
*Keywords: artificial intelligence; chatbots; expectations*

## **Extended abstract**

The growing use of artificial intelligence (AI) in customer service has fundamentally reshaped the way consumers engage with online businesses (Faran, 2024). While AI-powered chatbots are increasingly deployed to manage customer inquiries, human agents remain an integral part of the service ecosystem (Belanche et al., 2024; Jenneboer, Herrando, & Constantinides, 2022; Vu et al., 2022). This paper explores the complex relationship between customer expectations and satisfaction in e-commerce interactions involving both AI chatbots and human live-chat agents.

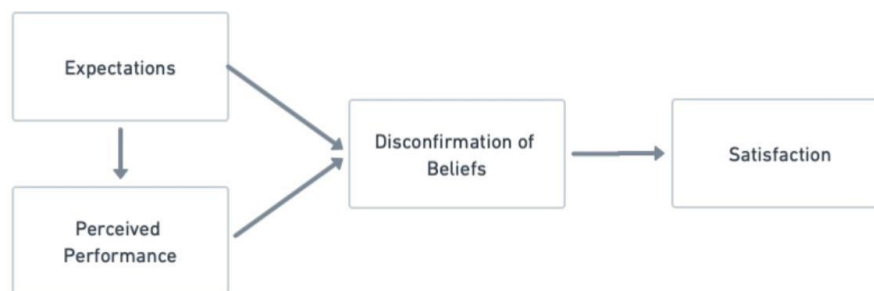
The rapid integration of AI chatbots into e-commerce demonstrates their efficiency, availability, and ability to handle routine tasks (Misischia, Poecze, & Strauss, 2022; Widyastuti, Ferdiana, & Nugroho, 2023). Despite these advantages, chatbots often fall short in meeting customer expectations for empathy, adaptability, and the resolution of more complex issues (Castillo, Canhoto, & Said, 2020). In contrast, human agents excel in providing personalised service and emotional intelligence, though they may struggle with scalability and consistency (McLean, Osei-Frimpong, & Wilson, 2020). This contrast exposes a gap in the existing literature, which frequently examines chatbots and human agents in isolation, rather than considering them as interconnected elements of customer service (AI Chatbots: (Epley, Waytz, & Cacioppo, 2007; Schuetzler, Grimes, & Giboney, 2020; Seeger, Pfeiffer, & Heinzl, 2021 - Human Agents: (Grandey, Goldberg, & Pugh, 2011; Sutanto et al., 2013; Giebelhausen et al., 2014)). This study aims to address this gap by offering a comparative framework that explores how each channel influences customer satisfaction in unique ways.

**Figure 1.** Comparison of Positive and Negative Attribute Expectations from Literature for a Human Live-Chat vs AI Chatbot



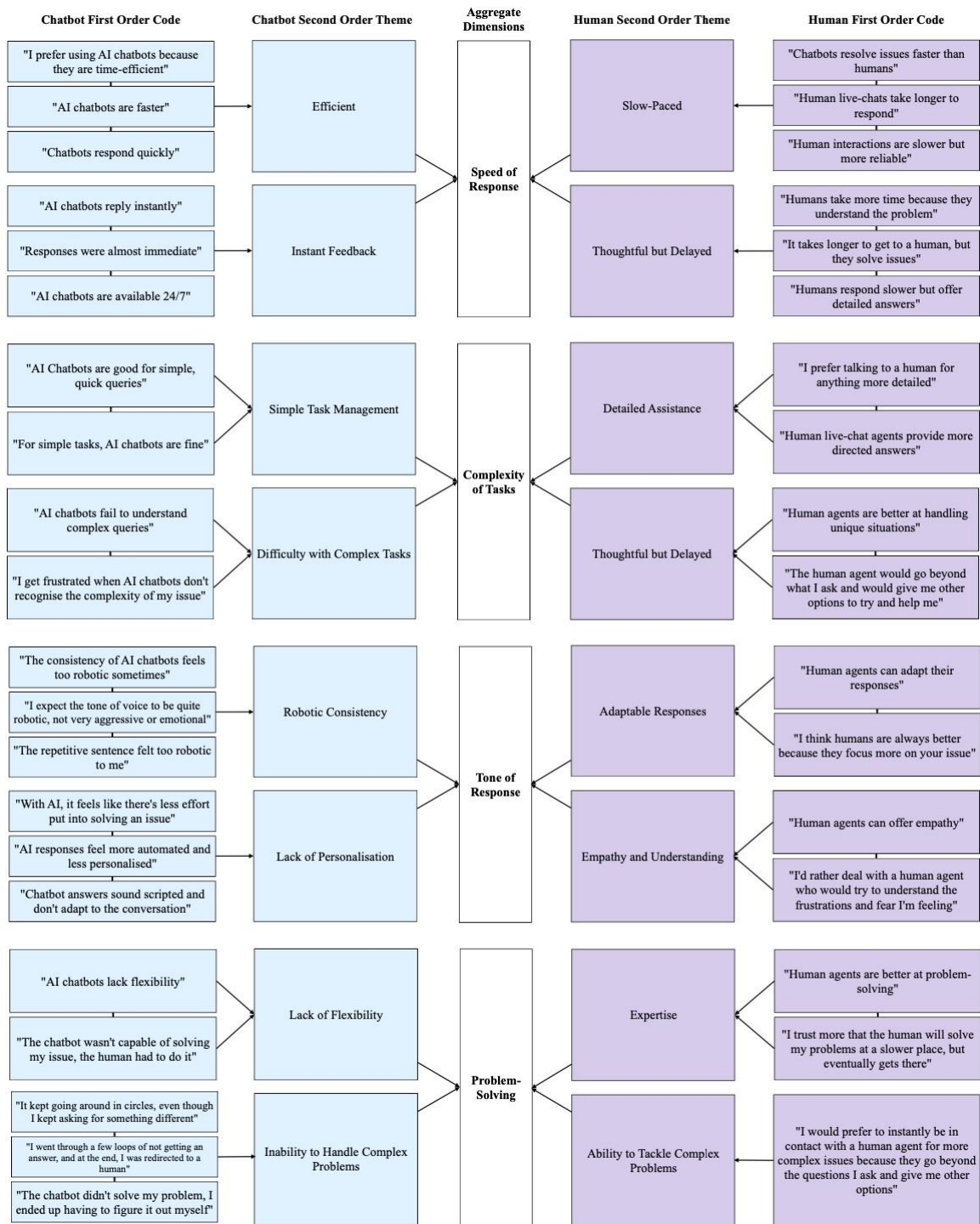
To explore this, the study investigates the dynamics of customer interactions with both AI chatbots and human agents within e-commerce settings, focusing on how customer expectations shape satisfaction. Using Expectation Confirmation Theory (ECT) as its foundation, the research seeks to provide a nuanced understanding of how these two modes of interaction distinctly affect customer experiences and satisfaction, offering valuable insights for the future of digital customer service (Oliver, 2015).

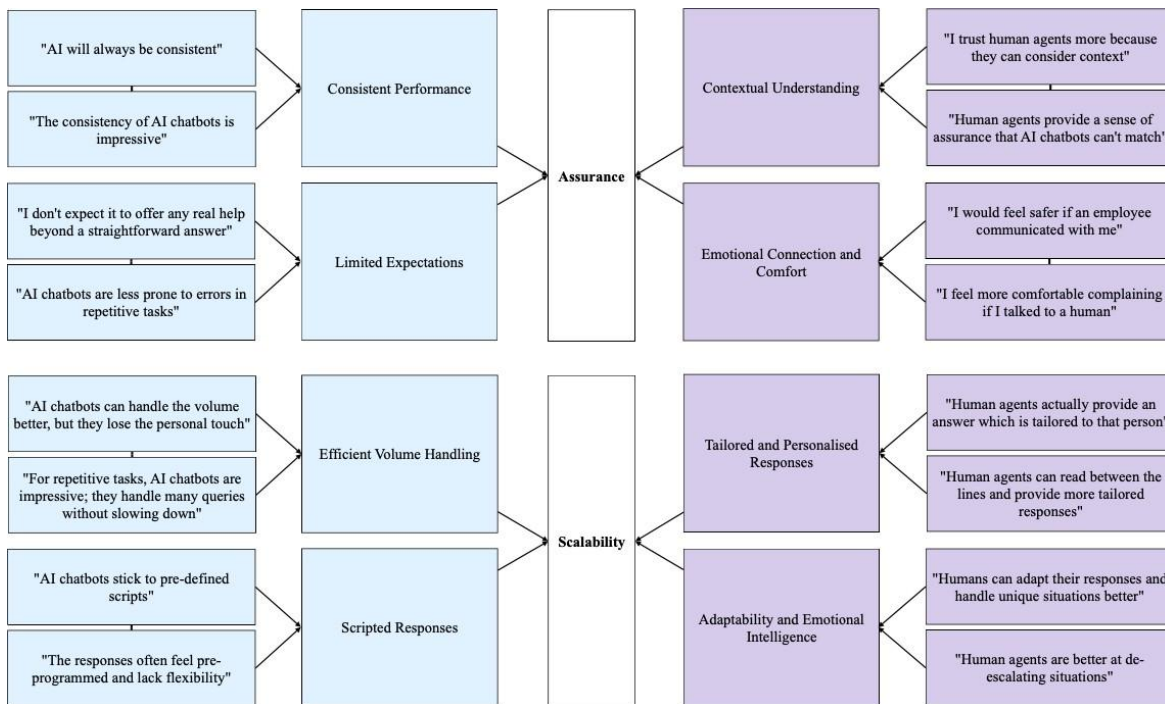
**Figure 2.** Traditional Expectation Confirmation Theory (Spreng, MacKenzie, & Olshavsky, 1996)



An interpretivist philosophy and an inductive methodology were employed to understand the complex nature of customer expectations and satisfaction (Azungah, 2018; Johnson & Duberley, 2000). Data was collected through twenty-seven semi-structured interviews with Generation Z consumers - digital natives familiar with technology-mediated interactions. The Gioia method was applied for thematic analysis, enabling the identification of first-order concepts, second-order themes, and aggregate dimensions grounded in participant experiences (Gioia, Corley, & Hamilton, 2013).

**Figure 3.** Data Analysis Framework





The first research question addresses the specific expectations customers have for chatbots versus human agents, while the second explores how confirmation or disconfirmation of these expectations impacts satisfaction. Findings reveal substantial differences in customer expectations across these two interaction types. Chatbots are generally expected to deliver speed, accuracy, and consistency, particularly in handling transactional queries. They often meet or exceed these expectations. However, when the conversation requires emotional intelligence, nuanced reasoning, or complex problem-solving, chatbots often fall short, leading to expectation disconfirmation and decreased satisfaction.

In contrast, human agents are expected to demonstrate empathy, active listening, and flexibility. Participants reported that human agents often exceed expectations when handling complex or emotionally charged issues, reinforcing customer trust and loyalty. However, when response times lag or agents fail to be attentive, expectations are disconfirmed, causing frustration. Satisfaction was found to be highest when the nature of the query aligned with the strengths of the interaction medium: task-oriented queries with chatbots and emotionally driven issues with human agents.

The study's theoretical contribution lies in its novel application of ECT to compare AI chatbots and human live-chat agents. This framework reveals that satisfaction drivers are not universal but context- and medium-specific, shaped by the complexity and emotional demands of the interaction. By bridging this gap, the research extends the application of ECT and provides new insights into how expectation alignment influences satisfaction in both human-computer and human-human service encounters. These findings offer practical recommendations for e-commerce businesses, helping them strategically balance the use of AI and human agents to optimise customer service outcomes and improve overall satisfaction.

In addition to theoretical advancements, this study offers practical recommendations for e-commerce businesses. The findings emphasise the importance of balancing automation with human interaction to address the diverse needs of customers. Organisations should view AI and human agents as complementary rather than competing resources within a service ecosystem. Chatbots should be deployed for high-volume, low-complexity tasks, focusing on efficiency and scalability. In contrast, human agents should be reserved for interactions requiring empathy, personalisation, and problem-solving agility.

This hybrid model not only ensures optimal resource allocation but also enhances customer satisfaction and fosters long-term loyalty. Training programmes for both chatbot development and human agents should integrate the expectation-satisfaction dynamics identified in this study. Chatbot developers should work on improving conversational fluency, contextual awareness, and emotional tone detection. Simultaneously, human agents should be equipped with systems that provide quick access to customer histories, preferences, and previous interactions, enabling them to deliver a more personalised and responsive service.

In conclusion, this research fills a significant gap in the literature by comparing AI chatbot and human agent interactions within a unified analytical framework. It offers valuable insights for both theory and practice in digital customer service. By aligning service strategies with the specific expectations customers hold for each type of interaction, e-commerce businesses can enhance satisfaction, build trust, and foster long-term engagement.

**Acknowledgments:** The authors gratefully acknowledge the participants for their time and valuable contributions to this research. Appreciation is also extended to family and loved ones for their continued support throughout the study.

## References

- Adam, M., Wessel, M., & Benlian, A. (2020). AI-based chatbots in customer service and their effects on user compliance. *Electronic Markets*, 31(2), 427–445.
- Adamopoulou, E., & Moussiades, L. (2020). Chatbots: History, technology, and applications. *Machine Learning with Applications*, 2, 1–18.
- Adams, W. C. (2018). Conducting semi-structured interviews. In *Handbook of Practical Program Evaluation* (pp. 492–505). Wiley.
- Agarwal, A., Maiya, S., & Aggarwal, S. (2021). Evaluating empathetic chatbots in customer service settings. Cornell University.
- Akter, S., D'Ambra, J., & Ray, P. (2013). Development and validation of an instrument to measure user perceived service quality of mHealth. *Information & Management*, 50(4), 181–195.
- Ambawat, M., & Wadera, D. (2019). A review of consumers' attitudes towards chatbots adoption. *International Journal of Science Technology and Management*, 8(8), 15–23.
- Araújo, T., & Casais, B. (2020). Customer acceptance of shopping-assistant chatbots. In Springer (pp. 278–287).
- Ashfaq, M., Yun, J., Yu, S., & Loureiro, S. M. C. (2020). I, Chatbot: Modeling the determinants of users' satisfaction and continuance intention of AI-powered service agents. *Telematics and Informatics*, 54, 1–17.
- Assaker, G., Hallak, R., Assaf, A. G., & Assad, T. (2015). Validating a structural model of destination image, satisfaction, and loyalty across gender and age: Multigroup analysis with PLS-SEM. *Tourism Analysis*, 20(6), 577–591.
- Azungah, T. (2018). Qualitative research: Deductive and inductive approaches to data analysis. *Qualitative Research Journal*, 18(4), 383–400.
- Balakrishnan, J., & Dwivedi, Y. K. (2021). Role of cognitive absorption in building user trust and experience. *Psychology & Marketing*, 38(4), 643–668.
- Baxter, L., & Braithwaite, D. (2024). Expectancy Violations Theory and Interaction Adaptation Theory: From expectations to adaptation. In *Engaging Theories in Interpersonal Communication: Multiple Perspectives* (pp. 1–16). SAGE Publications, Inc.
- Belanche, D., Belk, R. W., Casaló, L. V., & Flavián, C. (2024). The dark side of artificial intelligence in services. *The Service Industries Journal*, 44(3-4), 149–172.
- Bell, E., Bryman, A., & Harley, B. (2022). Qualitative data analysis. In *Business Research Methods* (6th ed., pp. 527–549). Oxford University Press.

- Biswas, C., Omar, H., & Rashid-Radha, J. Z. R. R. (2020). The impact of tourist attractions and accessibility on tourists' satisfaction: The moderating role of tourists' age. *GeoJournal of Tourism and Geosites*, 32(4), 1202–1208.
- Brodsky, S. (2024, August 13). AI agents evolve rapidly, challenging human oversight. IBM Blog. <https://www.ibm.com/blog/ai-agents-evolve-rapidly/>
- Burgoon, J. K. (2016). Expectancy Violations Theory. In *The International Encyclopedia of Interpersonal Communication* (pp. 1–9). John Wiley & Sons, Inc.
- Burgoon, J. K., Bonito, J. A., Lowry, P. B., Humpherys, S. L., Moody, G. D., Gaskin, J. E., Giboney, J. S. (2016). Application of Expectancy Violations Theory to communication with and judgments about embodied agents during a decision-making task. *International Journal of Human-Computer Studies*, 91, 24–36.
- Castillo, D., Canhoto, A. I., & Said, E. (2020). The dark side of AI-powered service interactions: Exploring the process of co-destruction from the customer perspective. *The Service Industries Journal*, 41(13-14), 1–26.
- Castillo, D., & Farrugia, L. (2024). Unveiling customer expectations of chatbot interactions: A systematic literature review.
- Chandra, Y., & Shang, L. (2019). *Qualitative research using R: A systematic approach*. Springer.
- Chang, M., Kim, T., Beom, J., Won, S., & Jeon, D. (2020). AI therapist realizing expert verbal cues for effective robot-assisted gait training. *IEEE Transactions on Neural Systems and Rehabilitation Engineering*, 28(12), 2805–2815.
- Cheng, X., Zhang, X., Cohen, J., & Mou, J. (2022). Human vs. AI: Understanding the impact of anthropomorphism on consumer response to chatbots from the perspective of trust and relationship norms. *Information Processing & Management*, 59(3), 1–16.
- Chung, M., Ko, E., Joung, H., & Kim, S. J. (2018). Chatbot e-service and customer satisfaction regarding luxury brands. *Journal of Business Research*, 117, 587–595.
- Collier, J. E., & Bienstock, C. C. (2006). Measuring service quality in e-retailing. *Journal of Service Research*, 8(3), 260–275.
- Crolic, C., Thomaz, F., Hadi, R., & Stephen, A. T. (2021). Blame the bot: Anthropomorphism and anger in customer–chatbot interactions. *Journal of Marketing*, 86(1), 132–148.
- Culley, K. E., & Madhavan, P. (2013). A note of caution regarding anthropomorphism in HCI agents. *Computers in Human Behavior*, 29(3), 577–579.
- Da Costa Liberato, P. M., Alén-González, E., & De Azevedo Liberato, D. F. V. (2019). Digital technology in a smart tourist destination: The case of Porto. *Journal of Urban Technology*, 25(1), 75–97.
- De Cicco, R., Da Costa e Silva, S. C. L., & Palumbo, R. (2021). Should a chatbot disclose itself? Implications for an online conversational retailer. In *CONVERSATIONS 2020 – The 4th International Workshop on Chatbot* (pp. 1–15). Springer International Publishing.
- De Keyser, A., Köcher, S., Alkire (née Nasr), L., Verbeeck, C., & Kandampully, J. (2019). Frontline service technology infusion: Conceptual archetypes and future research directions. *Journal of Service Management*, 30(1), 156–183.
- Edwards, C., Edwards, A., Spence, P. R., & Shelton, A. K. (2014). Is that a bot running the social media feed? Testing the differences in perceptions of communication quality for a human agent and a bot agent on Twitter. *Computers in Human Behaviour*, 33, 372–376.
- Epley, N., Waytz, A., & Cacioppo, J. T. (2007). On seeing human: A three-factor theory of anthropomorphism. *Psychological Review*, 114(4), 864–886.
- Eren, B. A. (2020). Determinants of customer satisfaction in chatbot use: Evidence from a banking application in Turkey. *International Journal of Bank Marketing*, 39(2), 294–311.
- Eriksson, P., & Kovalainen, A. (2008). Case study research. In *Qualitative Methods in Business Research* (pp. 115–136).

- Eriksson, P., & Kovalainen, A. (2024a). Ethics in research. In *Qualitative Methods in Business Research* (pp. 2–19). SAGE Publications Ltd.
- Eriksson, P., & Kovalainen, A. (2024b). Qualitative research materials. In *Qualitative Methods in Business Research* (pp. 2–25). SAGE Publications Ltd.
- Eriksson, P., & Kovalainen, A. (2024c). Research design and process. In *Qualitative Methods in Business Research* (pp. 2–15). SAGE Publications Ltd.
- Eriksson, P., & Kovalainen, A. (2024d). Research philosophy. In *Qualitative Methods in Business Research* (pp. 2–19). SAGE Publications Ltd.
- Escobar, A. (2016). The impact of the digital revolution in the development of market and communication strategies for the luxury sector (fashion luxury). *Central European Business Review*, 5(2), 17–36.
- Faran, O. (2024, August 1). What if customers don't want your AI chatbot? *Forbes*.
- Finstad, K. (2010). The usability metric for user experience. *Interacting with Computers*, 22(5), 323–327. [https://doi.org/\[DOI if available\]](https://doi.org/[DOI if available])
- Flick, U. (2018). *The SAGE handbook of qualitative data analysis*. SAGE Publications.
- Fu, X., Zhang, J., & Chan, F. T. S. (2018). Determinants of loyalty to public transit: A model integrating satisfaction-loyalty theory and expectation-confirmation theory. *Transportation Research Part A: Policy and Practice*, 113, 476–490.
- Følstad, A., & Brandtzæg, P. B. (2020). Users' experiences with chatbots: Findings from a questionnaire study. *Quality and User Experience*, 5(1), 1–14.
- Følstad, A., Nordheim, C. B., & Bjørkli, C. A. (2018). What makes users trust a chatbot for customer service? An exploratory interview study. In *Fifth International Conference on Internet Science (INSCI 2018)* (pp. 1–16). Springer International Publishing.
- Følstad, A., & Skjuve, M. (2019, August 22). Chatbots for customer service: User experience and motivation. In *Proceedings of the International Conference on Conversational User Interfaces (CUI 2019)* (pp. 1–9). ACM.
- Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in online shopping: An integrated model. *MIS Quarterly*, 27(1), 51–90.
- Gehman, J., Glaser, V. L., Eisenhardt, K. M., Gioia, D., Langley, A., & Corley, K. G. (2018). Finding theory-method fit: A comparison of three qualitative approaches to theory building. *Journal of Management Inquiry*, 27(3), 284–300.
- Ghazali, E., Mutum, D. S., & Lun, N. K. (2023). Expectations and beyond: The nexus of AI instrumentality and brand credibility in voice assistant retention using extended expectation-confirmation model. *Journal of Consumer Behaviour*, 23(2), 655–675.
- Giebelhausen, M., Robinson, S. G., Sirianni, N. J., & Brady, M. K. (2014). Touch versus tech: When technology functions as a barrier or a benefit to service encounters. *Journal of Marketing*, 78, 113–124.
- Gioia, D. A., Corley, K. G., & Hamilton, A. L. (2013). Seeking qualitative rigor in inductive research: Notes on the Gioia methodology. *Organizational Research Methods*, 16(1), 15–31.
- Glaser, B. G., & Strauss, A. L. (2017). Theoretical sampling. *Sociological Methods*, 105–114.
- Gnewuch, U., Morana, S., Adam, M. T. P., & Maedche, A. (2018). Faster is not always better: Understanding the effect of dynamic response delays in human-chatbot interaction. *Twenty-Sixth European Conference on Information Systems (ECIS2018)*, 1–18.
- Go, E., & Sundar, S. S. (2019). Humanizing chatbots: The effects of visual, identity, and conversational cues on humanness perceptions. *Computers in Human Behavior*, 97, 304–316.
- Grandey, A. A., Goldberg, L. S., & Pugh, D. S. (2011). Why and when do stores with satisfied employees have satisfied customers? The roles of responsiveness and store busyness. *Journal of Service Research*, 14(4), 397–409.

- Gümüş, N., & Çark, Ö. (2021). The effect of customers' attitudes towards chatbots on their experience and behavioural intention in Turkey. *Interdisciplinary Description of Complex Systems*, 19(3), 420–436.
- Hallowell, R. (1996). The relationships of customer satisfaction, customer loyalty, and profitability: An empirical study. *International Journal of Service Industry Management*, 7(4), 27–42.
- Han, E., Yin, D., & Zhang, H. (2022, December 12). Chatbot empathy in customer service: When it works and when it backfires. *Proceedings of the Twenty-First Annual Pre-ICIS Workshop on HCI Research in MIS*, December 11, 2022, 1–7.
- Hill, J., Randolph Ford, W., & Farreras, I. G. (2015). Real conversations with artificial intelligence: A comparison between human–human online conversations and human chatbot conversations. *Computers in Human Behavior*, 49, 245–250.
- Huang, D., Markovitch, D. G., & Stough, R. A. (2023). Can chatbot customer service match human service agents on customer satisfaction? An investigation in the role of trust. *Journal of Retailing and Consumer Services*, 76, 1–14.
- Huang, Y., & Gursoy, D. (2024). Customers' online service encounter satisfaction with chatbots: Interaction effects of language style and decision-making journey stage. *International Journal of Contemporary Hospitality Management*, 36(12), 1–18.
- Inavolu, M. S. (2024). Exploring AI-driven customer service: Evolution, architectures, opportunities, challenges, and future directions.
- Io, H. N., & Lee, C. B. (2017). Chatbots and conversational agents: A bibliometric analysis. *Proceedings of the 2017 IEEE IEEM*, 1–5.
- Jackson, K., & Bazeley, P. (2019). *Qualitative data analysis with NVivo*. Sage Publications.
- Jenneboer, L., Herrando, C., & Constantinides, E. (2022). The impact of chatbots on customer loyalty: A systematic literature review. *Journal of Theoretical and Applied Electronic Commerce Research*, 17(1), 212–229.
- Jiang, H., Cheng, Y., Yang, J., & Gao, S. (2022). AI-powered chatbot communication with customers: Dialogic interactions, satisfaction, engagement, and customer behavior. *Computers in Human Behavior*, 134, 1–14.
- Jiang, T., Guo, Q., Wei, Y., Cheng, Q., & Lu, W. (2022). Investigating the relationships between dialog patterns and user satisfaction in customer service chat systems based on chat log analysis. *Journal of Information Science*, 1–16.
- Johnson, P., & Duberley, J. (2024). Introduction - The importance of epistemology in management research. In *Understanding Management Research* (pp. 1–11). SAGE Publications Ltd.
- Kumar, A., Olshavsky, R. W., & King, M. F. (2001). Exploring alternative antecedents of customer delight. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behaviour*, 14, 14–26.
- Kumar, R. R., Israel, D., & Malik, G. (2021). Explaining customer's continuance intention to use mobile banking apps with an integrative perspective of ECT and self-determination theory. *Pacific Asia Journal of the Association for Information Systems*, 79–111.
- Kumar, V., Rajan, B., Venkatesan, R., & Lecinski, J. (2019). Understanding the role of artificial intelligence in personalized engagement marketing. *California Management Review*, 61(4), 135–155.
- Lankton, N. K., & McKnight, H. D. (2012). Examining two expectation disconfirmation theory models: Assimilation and asymmetry effects. *Journal of the Association for Information*, 13(2), 88–115.
- Liao, H. (2007). Do it right this time: The role of employee service recovery performance in customer-perceived justice and customer loyalty after service failures. *Journal of Applied Psychology*, 92(2), 475–489.

- Liao, Q. V., Davis, M., Geyer, W., Muller, M., & Shami, N. S. (2016, June 4). What can you do? Studying social-agent orientation and agent proactive interactions with an agent for employees. *DIS 2016*, June 4-8, ACM, 264–275.
- Liebrecht, C., & van Hooijdonk, C. (2020). Creating humanlike chatbots: What chatbot developers could learn from webcare employees in adopting a conversational human voice. *Conversations*, 51–64.
- Ling, E. C., Tussyadiah, I., Tuomi, A., Stienmetz, J., & Ioannou, A. (2021). Factors influencing users' adoption and use of conversational agents: A systematic review. *Psychology and Marketing*, 38(7), 1031–1051.
- Lubbe, I., & Ngoma, N. (2021). Useful chatbot experience provides technological satisfaction: An emerging market perspective. *South African Journal of Information Management*, 23(1), 1–8.
- McLean, G., & Osei-Frimpong, K. (2017). Examining satisfaction with the experience during a live chat service encounter - Implications for website providers. *Computers in Human Behavior*, 76, 494–508.
- McLean, G., Osei-Frimpong, K., Wilson, A., & Pitardi, V. (2020). How live chat assistants drive travel consumers' attitudes, trust, and purchase intentions. *International Journal of Contemporary Hospitality Management*, 32(5), 1795–1812.
- McLean, G., & Wilson, A. (2016). Evolving the online customer experience: Is there a role for online customer support? *Computers in Human Behavior*, 60, 602–610.
- Meuter, M. L., Ostrom, A. L., Roundtree, R. I., & Bitner, M. J. (2000). Self-service technologies: Understanding customer satisfaction with technology-based service encounters. *Journal of Marketing*, 64(3), 50–64.
- Misichia, C. V., Poetze, F., & Strauss, C. (2022). Chatbots in customer service: Their relevance and impact on service quality. *Procedia Computer Science*, 201, 421–428.
- Morsi, S. (2023). Artificial intelligence in electronic commerce: Investigating the customers' acceptance of using chatbots. *Journal of System and Management Sciences*, 13(3), 156- 176.
- Mou, Y., & Xu, K. (2017). The media inequality: Comparing the initial human-human and human-AI social interactions. *Computers in Human Behavior*, 72, 432–440.
- Mozafari, N., Weiger, W. H., & Hammerschmidt, M. (2021). Trust me, I'm a bot – repercussions of chatbot disclosure in different service frontline settings. *Journal of Service Management*, 33(2), 1–25.
- Munusamy, J., & Chelliah, S. (2010). Service quality delivery and its impact on customer satisfaction in the banking sector in Malaysia. *International Journal of Innovation, Management and Technology*, 1(4), 398–404.
- Nass, C., & Moon, Y. (2000). Machines and mindlessness: Social responses to computers. *Journal of Social Issues*, 56(1), 81–103.
- Nass, C., Steuer, J., & Tauber, E. R. (1994). Computers are social actors. *Human Factors in Computing Systems*, 72–78.
- Nguyen, T. S. (2019). Potential effects of chatbot technology on customer support: A case study. Aalto University School of Science.
- Nicolescu, L., & Tudorache, M. T. (2022). Human-computer interaction in customer service: The experience with AI chatbots - A systematic literature review. *Electronics*, 11(10), 1–24.
- Nordheim, C. B., Følstad, A., & Bjørkli, C. A. (2019). An initial model of trust in chatbots for customer service - Findings from a questionnaire study. *Interacting with Computers*, 31(3), 317–335.
- Novak, T. P., & Hoffman, D. L. (2018). Relationship journeys in the Internet of Things: A new framework for understanding interactions between consumers and smart objects. *Journal of the Academy of Marketing Science*, 47(2), 216–237.

- Nowak, K. L., & Rauh, C. (2007). Choose your “buddy icon” carefully: The influence of avatar androgyny, anthropomorphism, and credibility in online interactions. *Computers in Human Behavior*, 24(4), 1473–1493.
- Nyimbili, F., & Nyimbili, L. (2024). Types of purposive sampling techniques with their examples and application in qualitative research studies. *British Journal of Multidisciplinary and Advanced Studies*, 5(1), 90–99.
- Oliver, R. L. (2015). *Satisfaction: A behavioural perspective on the consumer* (2nd ed.). Routledge, Taylor & Francis Group.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460–469.
- Orden-Mejía, M., & Huertas, A. (2021). Analysis of the attributes of smart tourism technologies in destination chatbots that influence tourist satisfaction. *Current Issues in Tourism*, 25(17), 2854–2869.
- Pappas, I. O., Pateli, A. G., Giannakos, M. N., & Chrissikopoulos, V. (2014). Moderating effects of online shopping experience on customer satisfaction and repurchase intentions. *International Journal of Retail & Distribution Management*, 42(3), 187–204.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1994). Reassessment of expectations as a comparison standard in measuring service quality: Implications for further research. *Journal of Marketing*, 58(1), 111–124.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49(4), 41–50.
- Pizzi, G., Scarpi, D., & Pantano, E. (2020). Artificial intelligence and the new forms of interaction: Who has the control when interacting with a chatbot? *Journal of Business Research*, 129, 878–890.
- Portela, M., & Granell-Canut, C. (2017, September 25). A new friend in our smartphone? Observing interactions with chatbots in the search of emotional engagement. In *The XVIII International Conference on Human Computer Interaction* (pp. 1–7). ACM.
- Prasad, P. (2005). *Crafting qualitative research: Working in the postpositivist traditions*. ME Sharpe.
- Ramadass, B. (2022, January 21). The truth about chatbots. *Forbes*.
- Rese, A., Ganster, L., & Baier, D. (2020). Chatbots in retailers’ customer communication: How to measure their acceptance? *Journal of Retailing and Consumer Services*, 56, 1–14.
- Rheu, M., Dai, Y., Meng, J., & Peng, W. (2024). When a chatbot disappoints you: Expectancy violation in human-chatbot interaction in a social support context. *Communication Research*, 51(7), 1–33.
- Saunders, M., Lewis, P., & Thornhill, A. (2016). *Research methods for business students* (7<sup>th</sup> ed.). Pearson.
- Schuetzler, R. M., Grimes, G. M., & Scott Giboney, J. (2020). The impact of chatbot conversational skill on engagement and perceived humanness. *Journal of Management Information Systems*, 37(3), 875–900.
- Seeger, A., Pfeiffer, J., & Heinzl, A. (2021). Texting with human-like conversational agents: Designing for anthropomorphism. *Journal of the Association for Information Systems*, 1–67.
- Sharma, M., & Chaubey, D. S. (2014). An empirical study of customer experience and its relationship with customer satisfaction towards the services of the banking sector. *Journal of Marketing and Communications*, 9(3), 18–28.
- Sharoff, L. (2008). Critique of the critical incident technique. *Journal of Research in Nursing*, 13(4), 301–309.
- Shawar, B. A., & Atwell, E. (2007). Chatbots: Are they useful? *Journal for Language Technology and Computational Linguistics*, 22(1), 29–49.
- Sheehan, B., Jin, H. S., & Gottlieb, U. (2020). Customer service chatbots: Anthropomorphism and adoption. *Journal of Business Research*, 115, 14–24.

- Siswi, A. A., & Wahyono. (2020). The role of customer satisfaction in increasing customer loyalty. *Management Analysis Journal*, 9(1), 17–25.
- Skrebeca, J., Kalniete, P., Goldbergs, J., Pitkevica, L., Tihomirova, D., & Romanovs, A. (2021, October 14). Modern development trends of chatbots using artificial intelligence (AI). In 62nd International Scientific Conference on Information Technology and Management Science of Riga Technical University (ITMS) (pp. 1–6). IEEE.
- Sutanto, J., Palme, E., Tan, C., Chee, W., & Phang. (2013). Addressing the personalization privacy paradox: An empirical assessment from a field experiment on smartphon users. *MIS Quarterly*, 37(4), 1141–1164.
- Symon, G., & Cassell, C. (2024a). Doing template analysis. In *Qualitative Organizational Research: Core Methods and Current Challenges* (pp. 2–28). SAGE Publications, Inc.
- Symon, G., & Cassell, C. (2024b). Ethical research practice. In *Qualitative Organizational Research: Core Methods and Current Challenges* (pp. 2–19). SAGE Publications, Inc.
- Symon, G., & Cassell, C. (2024c). Interviews. In *Qualitative Organizational Research: Core Methods and Current Challenges* (pp. 2–20). SAGE Publications, Inc.
- Symon, G., & Cassell, C. (2024d). Introduction: The context of qualitative organizational research. In *Qualitative Organizational Research: Core Methods and Current Challenges* (pp. 2–12). SAGE Publications, Inc.
- Symon, G., & Cassell, C. (2024e). Philosophies underpinning qualitative research. In *Qualitative Organizational Research: Core Methods and Current Challenges* (pp. 2–22). SAGE Publications, Inc.
- Tsai, W. S., Liu, Y., & Chuan, C. (2021). How chatbots' social presence communication enhances consumer engagement: The mediating role of parasocial interaction and dialogue. *Journal of Research in Interactive Marketing*, 15(3), 460–482.
- Tsoukas, H., & Knudsen, C. (Eds.). (2003). *The Oxford Handbook of Organisation Theory: Meta-Theoretical Perspectives*. Oxford University Press.
- Turing, A. M. (1950). Computing machinery and intelligence. *Mind*, 59, 433–450.
- Vu, H. T. M., Hoang, V. T., Tran, H. Q., Ghazaly, S., Khishigjargal, U., & Enkh-Amgalan, S. (2022). Exploring the impact of AI chatbots on customer satisfaction. *IJCIRAS*, 4(12), 62–69.
- Walther-Martin, W. (2015). Media-generated expectancy violations: A study of political humor, race, and source perceptions. *Western Journal of Communication*, 79(4), 492–507.
- Wang, I., & Shieh, C. (2006). The relationship between service quality and customer satisfaction: The example of CJCJ library. *Journal of Information & Optimisation Sciences*, 27(1), 193–209.
- Widyastuti, N., Ferdiana, R., & Nugroho, L. E. (2023, December 1). A review transformation customer service with customer relationship management (CRM) based chatbots. In *IEEE* (pp. 225–230).
- Wirtz, J., Patterson, P. G., Kunz, W. H., Gruber, T., Lu, V. N., Paluch, S., & Martins, A. (2018). Brave new world: Service robots in the frontline. *Journal of Service Management*, 29(5), 907–931.
- Xiao, B., & Benbasat, I. (2007). E-commerce product recommendation agent use, characteristics, and impact. *MIS Quarterly*, 31(1), 137–209.
- Zaim, H., Bayyurt, N., & Zaim, S. (2010). Service quality and determinants of customer satisfaction in hospitals: Turkish experience. *International Business and Economics Research Journal*, 9(5), 51–58.
- Zamora, J. (2017, October 27). I'm sorry, Dave, I'm afraid I can't do that: Chatbot perception and expectations. In *ACM* (pp. 253–260).
- Zarouali, B., Van den Broeck, E., Walrave, M., & Poels, K. (2018). Predicting consumer responses to a chatbot on Facebook. *Cyberpsychology, Behavior, and Social Networking*, 21(8), 1–7.
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1993). The nature and determinants of customer expectations of service. *Journal of the Academy of Marketing Science*.

Zumstein, D., & Hundertmark, S. (2017). Chatbots - An interactive technology for personalized communication, transactions and services. *IADIS International Journal on WWW/Internet*, 15(1), 96–109.