

Eurasian Conference on Language Social Sciences

XVII

Kyrenia, TRNC

July 30 - 31, 2024

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ECLSS 2024

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hosted by

Cyprus Science University, Kyrenia, TRNC

July 30 – 31, 2024

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STATISTICS ABOUT ECLSS2024

July 30 – 31, 2024 – Kyrenia, TRNC





The 17th edition of **Eurasian Conference on Language and Social Sciences (ECLSS2024),** hosted by Cyprus Science University, Kyrenia , TRNC; July 30 - 31, 2024, was a great and exciting experience with all our distinguished guests, participants and listeners.

There were **61 papers from 16 countries.**

25 papers (**40,98 %**) by participants from Turkiye were presented during plenary sessions, and **36** by participants from other countries (**59,02% International participants**).

We had participants from 16 countries, listed in the table and visualized in the graph below.

Hope to meet you again in our upcoming conferences!

Thank you for your support and collaboration.

Organizing Committee

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Review of Studies on Chatbots in Marketing Field: Insights from Bibliometric Analysis with VOSviewer

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Abstract

Chatbots are virtual assistants developed based on artificial intelligence and used to communicate with consumers in marketing using natural language. While Chatbots are still in the development stage in marketing communications, it has increased in popularity in the last few years, there has been a dramatic increase in the frequency of their use in marketing publications. The study prepared for this purpose aims to explore the current status of studies on chatbots in the field of marketing and to reveal new trends. In this regard, data obtained from Web of Science and Scopus databases were analyzed with VOSviewer program. The SPAR-4-SLR framework was used to select relevant studies. These words were ("chat bot" or "chatbot" or "chat-bot" or "chatbots" or "chat bots" and "marketing" or "brand" or "branding" or "consumer behavior" or "consumer behavior" or "marketing communications") written in the search tab. While searching in the databases, the search results was made to include the concepts in title, abstract and keywords. 130 studies from the Web of Science and 219 studies from Scopus database were exported. Some filters apply to the search results. While only English publications were taken as language and only articles, early access and proceeding paper were taken as the publication type, and finally study data obtained from the categories of business, management, computer science and communication were evaluated. Analyzes were made according to author, citation, country, sources and keywords. As a result of the study, it was seen that the first study was published in 2017 and the number of studies has increased since then. It was concluded that the authors who the most contributed were Boca, Toader, Cheng, Ighian, Jiang, Mogaji, Kushwaha and Kar (three studies per author). The most cited study was Chung (2020). It was determined that there were researchers from a total of 50 different countries, and the number of authors from countries such as the USA, India, China, England and Australia was higher. While the 'Journal of Business Research' was the journal in which the most studies are published, it has been determined that this journal is followed by Psychology & Marketing, Sustainability, Computers in Human Behavior and Journal of Service Management and other journals. It was concluded that the most used keywords were artificial intelligence, customer experience, anthropomorphism, digital marketing, trust, machine learning, customer satisfaction, customer services, privacy and consumer behavior. The findings can be a valuable reference for researchers and practitioners interested in conducting new studies on the use of chatbots in marketing.

Keywords: Chatbots, Marketing, Bibliometric Analysis, VOSviewer

INTRODUCTION

With the influence of developing technologies, the marketing communication environment has also changed, and different technological tools have begun to be used. Chatbots are another communication tool that has become the center of attention with the influence of recent technological developments. Chatbots, which have increased in popularity over time, are used as a customer relationship management and marketing communication tool in the marketing field.

Chatbots, which shift most of the face-to-face interactions involving customer representatives to the virtual environment with live support in interaction with the consumer, are seen as a valuable marketing communication tool that allows direct interaction with consumers (Tsai, Liu, & Chuan, 2021). Chatbots are used as a means of conversation or problem solving between users and industries (Gendi & Munteanu, 2021).

Chatbots have gained more importance as customer interaction in the online environment increases day by day. Advantages such as offering the opportunity to use 24/7 in the online environment and being less costly than live support have been important factors in the increased preference of chatbots. Chatbots, which stand out in customer interaction within the scope of the reflections of technological developments on the online environment, reduce the instant response time to questions in customer services and increase the response rate compared to live support staff.

Chatbots, which continue to be used as a marketing communication tool for customer relations, complaint management, information, etc., are new tools, although the evaluation of the current status of studies conducted on chatbots can provide important information in terms of the use of this tool, its benefits, etc. For future research, it is considered important for the development of the concept to present new suggestions and predictions based on the current situation. The study prepared for this purpose focuses on studies conducted on chatbots in the field of marketing. The developments in the field were tried to be evaluated with the bibliometric analysis of existing studies obtained from the Web of Science and Scopus databases and scientific map presentations. It provides a wide scope for the development of the concept for people and researchers who aim to obtain basic information and insights on the subject.

In the study, bibliometric analysis was carried out for the following questions.

Question 1. Who are the authors of the studies on chatbots in marketing?

Question 2. What are the countries of the authors of the studies on chatbots in marketing?

Question 3. What is the citation distribution of the studies on chatbots in marketing?

Question 4. What is the distribution of journals that publish studies on chatbots in marketing?

Question 5. What are the keywords and relationships in the studies on chatbots in marketing?

CONCEPTUAL FRAMEWORK

“Chatbots are interactive virtual characters whose job is to assist people in high-profile environments” (Bakouan et al., 2018). They can be used via any other device such as a phone, computer, web pages

(Ahmad et al., 2018), mobile applications or tablet. In addition to participating in written conversations such as text-based chatbots, they can also mimic human speech to improve user experience and customer loyalty with voice-based chatbots (Bakouan et al., 2018; Huang and Rust, 2018). Apart from the classification of text or voice-based chatbots, chatbots are also classified according to their operations. First, chatbots that need human support and guidance and do not work independently, and second, autonomous chatbots that can perform work independently without human intervention (Paikari and van der Hoek, 2018). Therefore, users can benefit from multiple services through chatbots for different purposes in different sectors.

Chatbots can be found on social media, instant messaging applications, websites (Hagberg, Sundstrom, and Egels-Zandén, 2016; Zarouali et al., 2018), and mobile applications. They provide services in many areas such as customer service, customer relationship management, sales, and marketing activities (Youn and Jin, 2021; Van den Broeck, Zarouali, and Poels, 2019). Garcia (2019) stated that chatbots can use personalized information for each customer they talk to, allowing them to provide real-time, valuable, and targeted service. Chatbots are highly advanced and versatile tools that can help automate our business processes. They help customers move through the sales funnel smoothly (Newlands (2017). Chatbots are easy to use. A voice or text conversation can be initiated by the customer or the chatbot itself. Chatbots then answer users' questions through data embedded in the software (Dahiya, 2017).

RESEARCH METHODOLOGY

This study aims to systematically compile the literature on Chatbots in the field of marketing using bibliometric analysis. Bibliometric analysis is used to evaluate studies on a specific topic, concept, theory or relationship between concepts via data files downloaded from databases. These analyses are performed according to some indicators. In order to improve the bibliometric analysis of the literature, it is necessary to select the indicators to be used in the study (Ding Rousseau and Wolfram 2014). In this study, author, citation, country, journal and keyword indicators were used. In bibliometric analysis, visual mapping techniques are also used when systematically evaluating studies (Andersen, 2019). One of the most frequently used mapping tools is the VOSviewer program (Eck and Waltman, 2010). Therefore, this program was used for visual mapping in the study.

Data obtained from Web of Science and Scopus databases were analyzed with VOSviewer program. These words were ("chat bot" or "chatbot" or "chat-bot" or "chatbots" or "chat bots" and "marketing" or "brand" or "branding" or "consumer behavior" or "consumer behavior" or "marketing communications") written in the search tab. While searching in the databases, the search results was made to include the concepts in title, abstract and keywords. 130 studies from the Web of Science and 219 studies from Scopus database were exported. Some filters apply to the search results. While only English publications were taken as language and only articles, early access and proceeding paper were taken as the publication type, and finally study data obtained from the categories of business, management, computer science and communication were evaluated. Analyzes were made according to author, citation, country, source and keywords. The SPAR 4-SLR (Scientific Procedures and

Rationales for Systematic Literature Reviews) protocol was used to collect, evaluate and prepare studies for analysis. The steps are shown in Table 1.

Table 1. SPAR-4-SLR Protocol Steps

	Identification
Assembling	**Domain**: Chatbots in Marketing **Research Questions:** Question 1. Who are the authors of the studies on chatbots in marketing? Question 2. What are the countries of the authors of the studies on chatbots in marketing? Question 3. What is the citation distribution of the studies on chatbots in marketing? Question 4. What is the distribution of journals that publish studies on chatbots in marketing? Question 5. What are the keywords and relationships in the studies on chatbots in marketing? **Source Type:** Articles and Proceeding papers
	Acquisition
	Database: Web of Science (WOS) and Scopus **Search Period:** 2017-2024 **Search Keywords:** ("chat bot" or "chatbot" or "chat-bot" or "chatbots" or "chat bots" and "marketing" or "brand" or "branding" or "consumer behavior" or "consumer behavior" or "marketing communications") **Total Number of Articles Returned from the research:** 468
Arranging	**Organization**
	Organizing Codes: authors, countries, citation, journals, keywords
	Purification
	Article Type Excluded: book, book chapter =26 duplicate =93 **Article Type Included:** 349 (Web of Science 130 (WOS) and Scopus 219) **Research Areas Included:** Business Economics, Social Sciences, Management, Communication
Assessing	**Evaluation**
	Analysis Method: Bibliometric analysis **Agenda Proposal Method:** Current research areas, keyword analysis, and future research directions
	Reporting
	Reporting Conventions: Figures, visual mapping **Findings and Conclusion:** Implications and discussion **Limitation:** Database (WOS and Scopus), VOSviewer software, bibliometric analysis method

Source: (adapted from Paul et al., 2021: Sharma et al., 2023)

DATA ANALYSIS AND FINDINGS

The study performed the following analyzes: author analysis (based on authors' publications), citation analysis (based on citation network by authors), journal analysis (based on journal productivity and publication volume per journal), geographic analysis (based on number of co-authored publications by country), keyword analysis.

Co authorship Analysis

As a result of the study, it was seen that the first study was published in 2017 and the number of studies has increased since then. This finding shows that the subject is an area that has gained importance recently.

It was concluded that the authors who the most contributed were Boca, Toader, Cheng, Ighian, Jiang, Mogaji, Kushwaha and Kar (three studies per author). Other authors appear in figure 1. Authors in the same color group show who the authors have collaborated with.

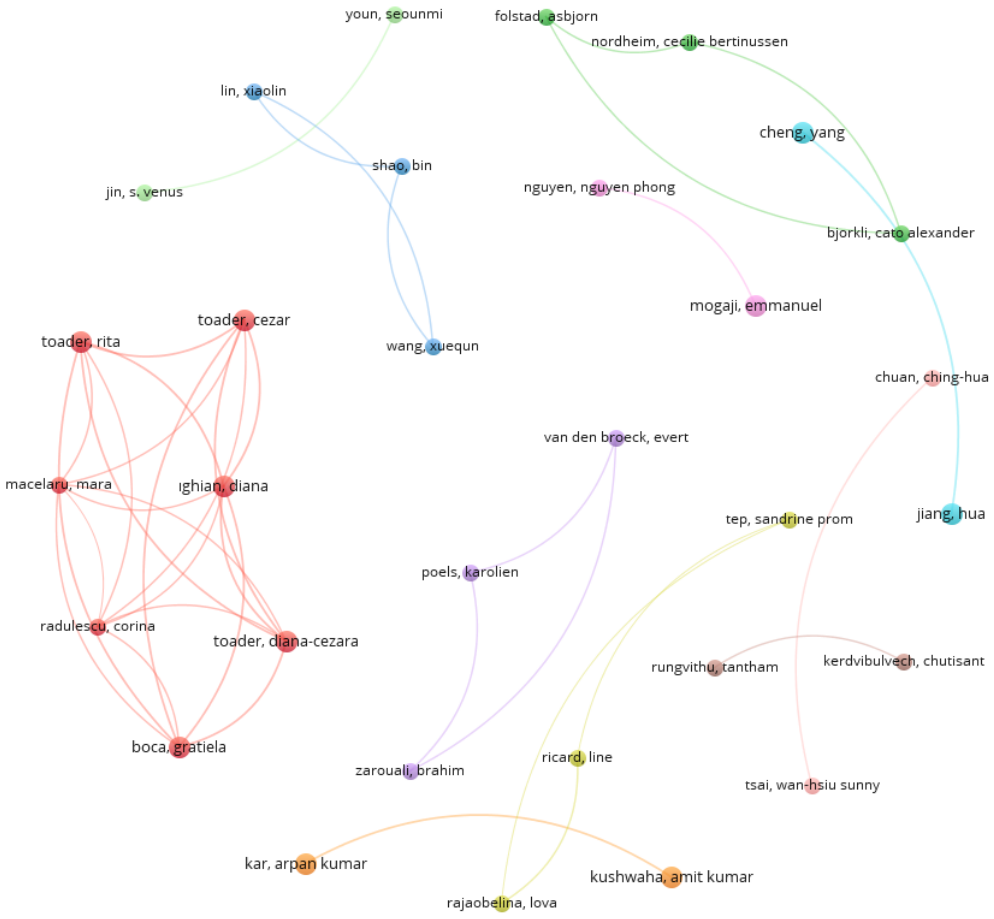


Fig 1. Co-Authorship Analysis

Country Analysis

It was determined that there were researchers from a total of 50 different countries, and the number of authors from countries such as the USA, India, China, England and Australia was higher. Countries in the same color group show which countries authors work together. Countries that remain alone indicate that authors from these countries produce single-authored studies.

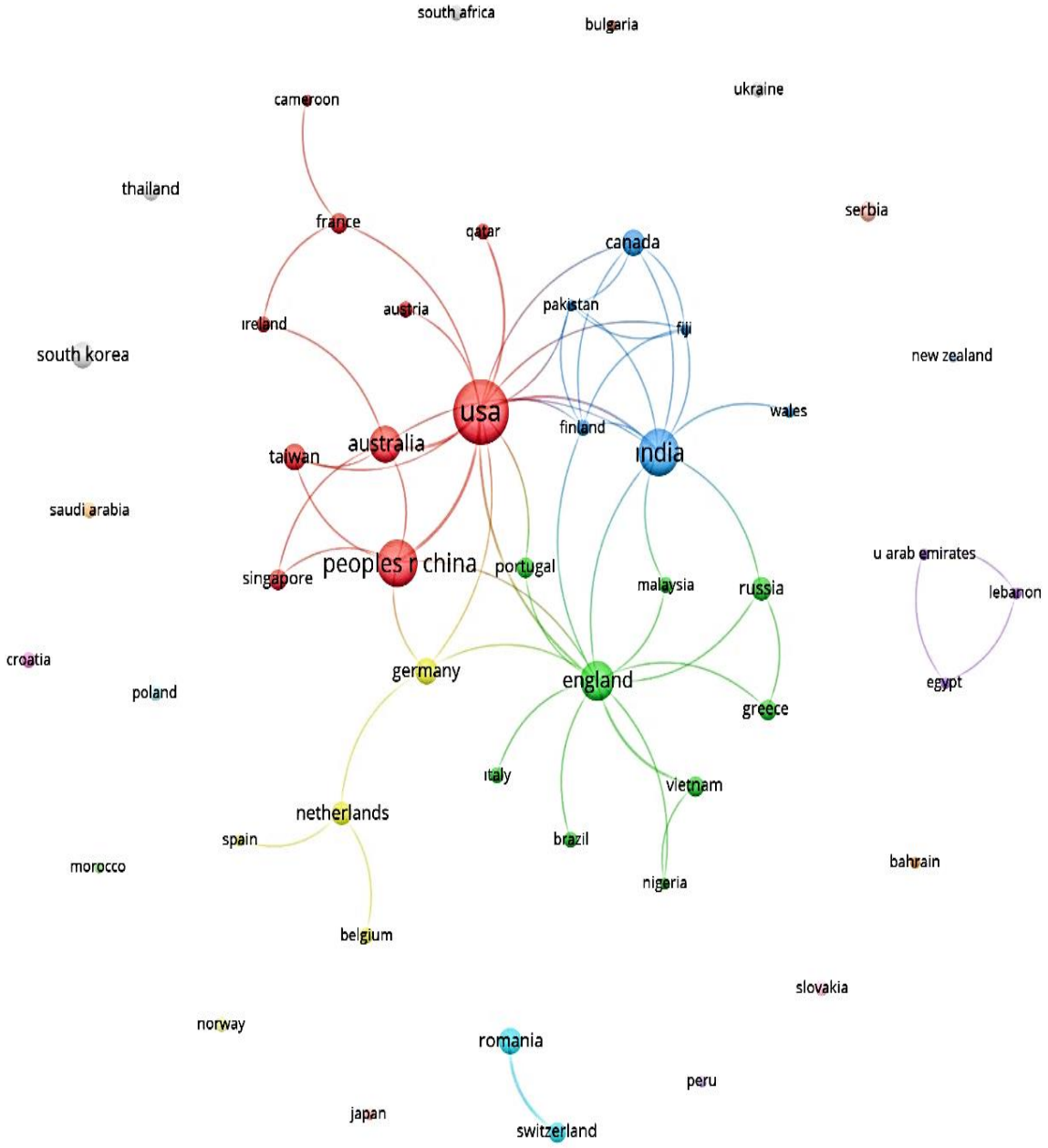


Fig 2. Country Analysis

Citation Analysis

The most cited study was Chung (2020). Afterwards, the studies of Zarouali (2018), Van der Broeck (2019), Roy (2021) and Blut (2021) are listed. Determining the most cited studies is important in terms of showing the studies recommended to be read for future researchers. Studies in the same color group indicate that they are used together in the references of other studies.

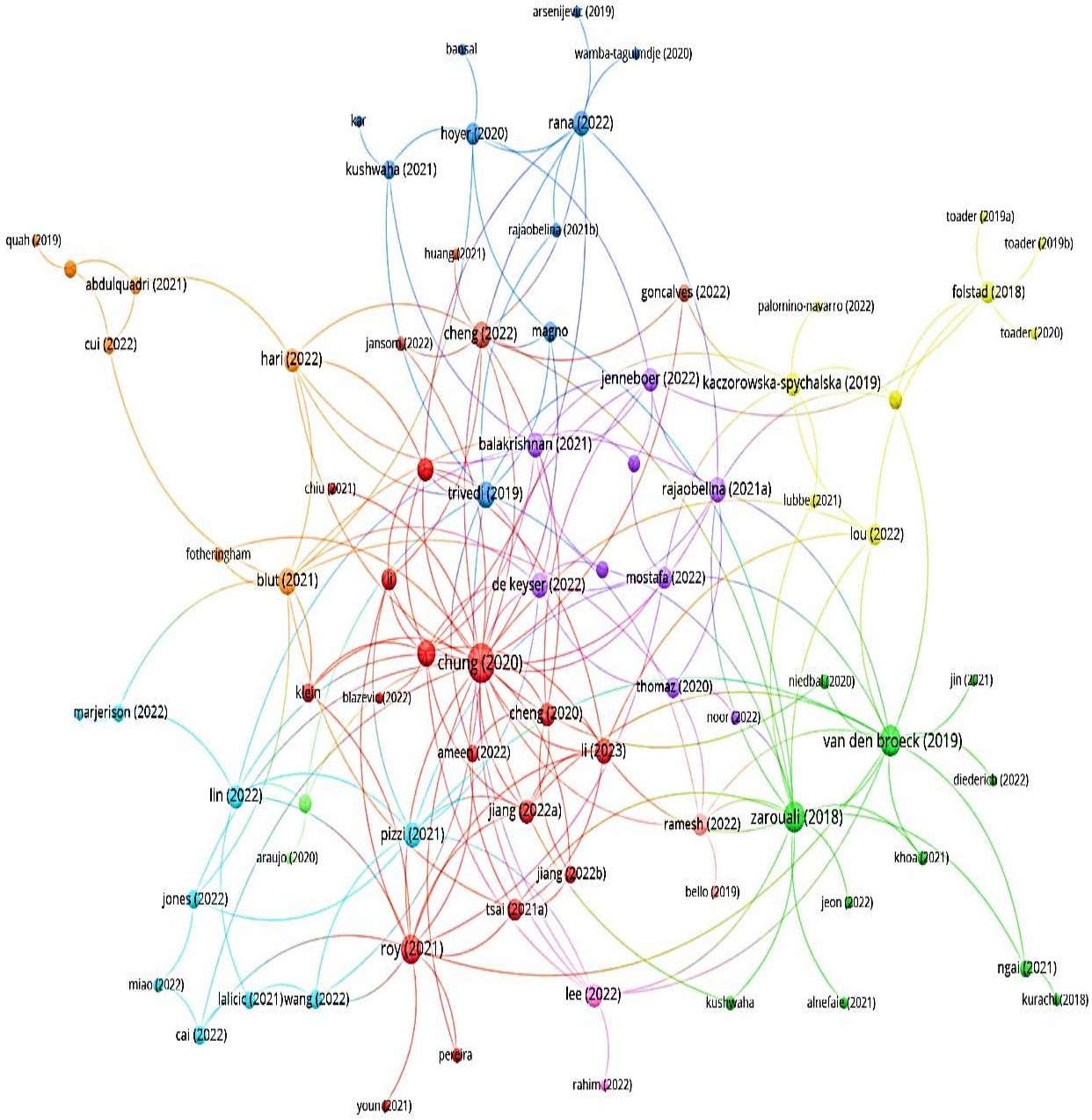


Fig 3. Citation Analysis

Journal Analysis

While the 'Journal of Business Research' was the journal in which the most studies are published, it has been determined that this journal is followed by Psychology & Marketing, Sustainability, Computers in Human Behavior and Journal of Service Management and other journals. Other sources are shown in figure 4. These findings may help future researchers decide which journal to submit their studies to.

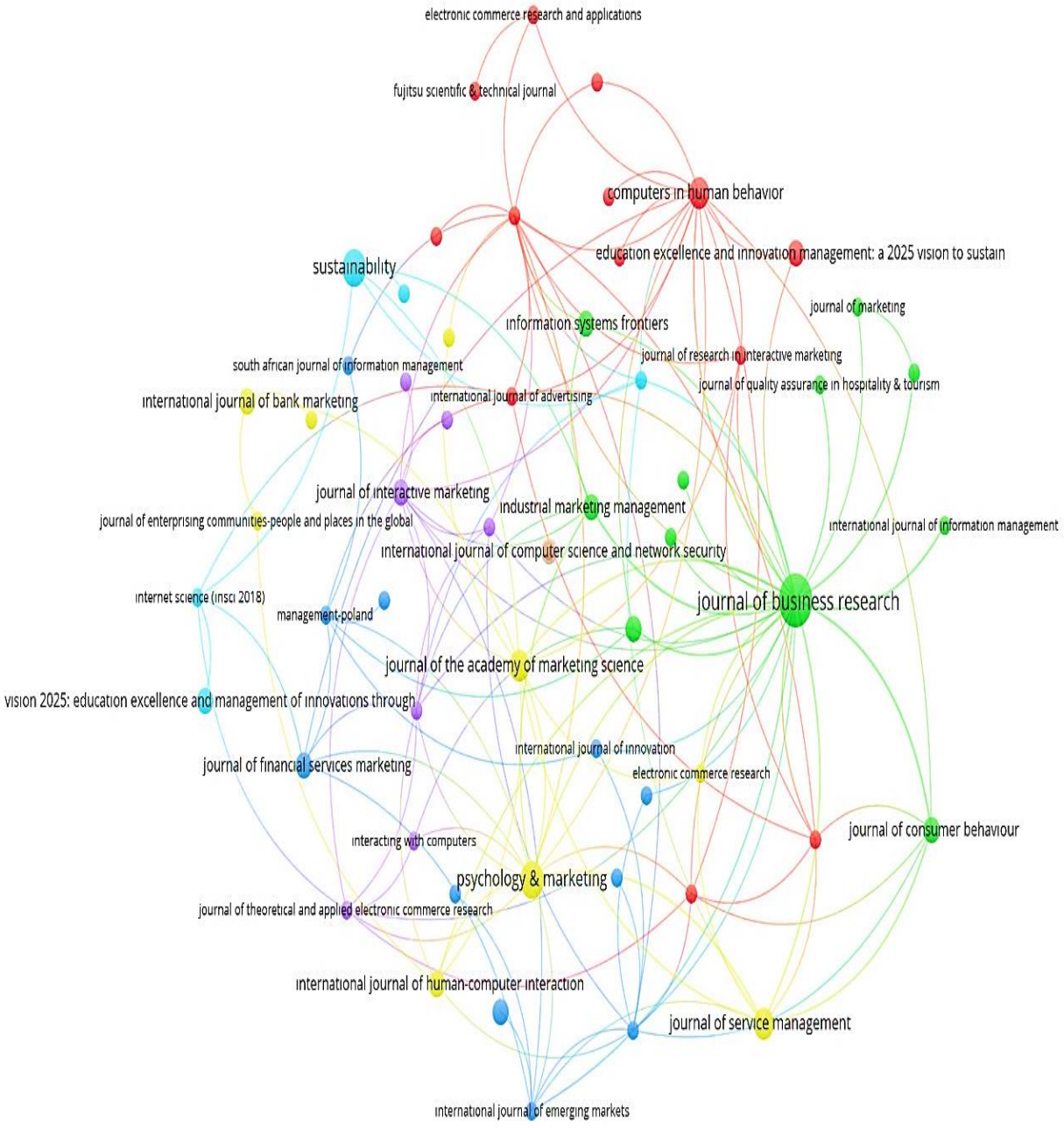


Fig 4. Journal Analysis

Keyword Analysis

It was concluded that the most used keywords were artificial intelligence, customer experience, anthropomorphism (the attribution of human characteristics or behaviour to a god, animal, or object), digital marketing, trust, machine learning, customer satisfaction, customer services, privacy and consumer behavior.

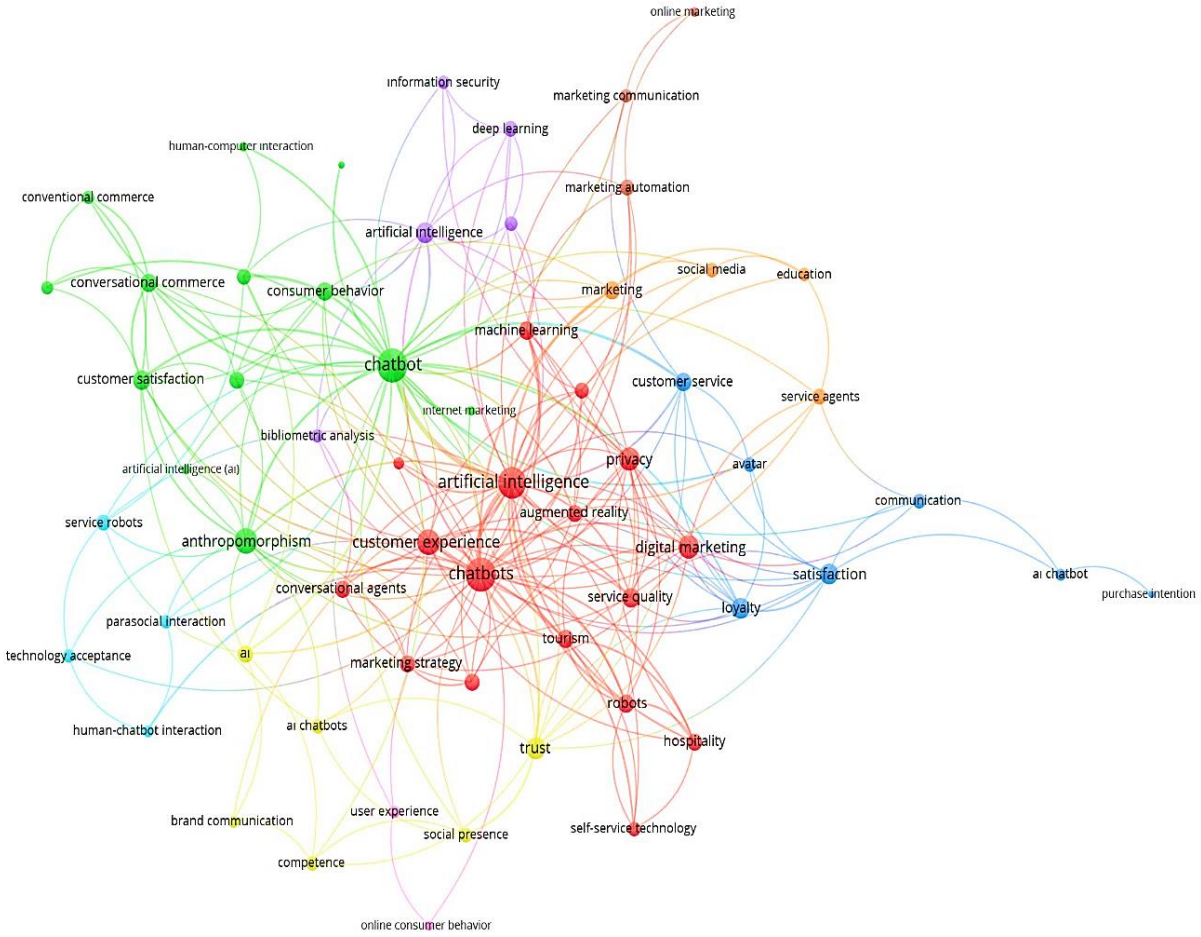


Fig 5. Keyword Analysis

CONCLUSION AND DISCUSSION

In this study, in which a comprehensive review of the studies in the Web of Science and Scopus database on chatbots in marketing field was made. Analysis of the author, citation, source, country and keyword were carried out. The findings can be a valuable reference for researchers and practitioners interested in conducting new studies on the use of chatbots in marketing.

This study contributes to assessing the current status of chatbots studies in marketing field and is necessary to find research gaps and identify future trends in this area. At the same time, the volume of publications determines the journals that publish more in their field, as well as the central countries. These findings are guiding on which studies will be based on in future research, how they will be used for collaboration, and the determination of relevant variables in the research model design process. It lays the groundwork for future research by revealing what has already been studied and new relationships to be uncovered. The study findings are limited to 130 studies from the Web of Science and 219 studies from Scopus on chatbots in marketing area listed.

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