

CONSUMER OPINIONS AND COMPLAINTS REGARDING VIRTUAL CUSTOMER ASSISTANTS (CHATBOTS)

SANAL MÜŞTERİ ASİSTANLARI CHATBOTLARA YÖNELİK TÜKETİCİ DÜŞÜNCELERİ VE ŞİKAYETLERİ

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Abstract

Chatbots are virtual customer service assistants that utilize artificial intelligence and natural language processing technologies to provide rapid and effective responses to customer inquiries. Some studies present findings suggesting that chatbots accelerate customer service processes and reduce operational costs. However, there are divergent views regarding their impact on consumer trust and satisfaction. While some studies argue that the impersonal and mechanical responses of chatbots may undermine consumer trust, others contend that their ability to provide swift solutions can enhance satisfaction. This research adopted a qualitative approach to examine the effectiveness of chatbots. Within the scope of the study, complaints about chatbot applications of specific brands on complaint platforms were analyzed, and user comments were examined through content analysis. The findings reveal that chatbots are a significant tool in complaint management processes; however, they are not sufficient on their own. The effectiveness of chatbots depends on the sophistication of the technology employed and the degree of personalization in responses. To ensure consumer trust, it is recommended that chatbots and human customer representatives operate in an integrated manner.

Keywords: Chatbot, consumer trust, consumer satisfaction, complaint websites, customer service.

JEL Classification: M30, M14

Öz

Chatbotlar yapay zeka ve doğal dil işleme teknolojileri kullanarak müşteri sorularına hızlı ve etkili yanıtlar verebilen sanal müşteri hizmetleri asistanlarıdır. Bazı araştırmalar chatbotların müşteri hizmetleri süreçlerini hızlandırdığı ve operasyonel maliyetleri düşürdüğü yönünde bulgular sunmaktadır. Ancak tüketici güveni ve memnuniyeti üzerindeki etkileri konusunda farklı görüşler bulunmaktadır. Bazı çalışmalar da chatbotların samimiyetten uzak ve mekanik yanıtlar vermesinin tüketici güvenini zedeleyebileceğini öne

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sürmekteyken; diğerleri hızlı çözüm sunma kapasitelerinin memnuniyeti artırabileceğini savunmaktadır. Bu araştırma chatbotların etkinliğini incelemek amacıyla nitel bir yöntem benimsemiştir. Çalışma kapsamında şikayet sitelerinde belirli markaların chatbot uygulamaları hakkındaki şikayetleri analiz edilmiş ve kullanıcı yorumları içerik analizi ile incelenmiştir. Elde edilen bulgular chatbotların şikayet yönetimi süreçlerinde önemli bir araç olduğunu; ancak tek başına yeterli olmadığını ortaya koymaktadır. Chatbotların etkinliği, kullanılan teknolojinin gelişmişliği ve yanıtların kişiselleştirilme düzeyine bağlı olmaktadır. Tüketici güvenini sağlamak için chatbotlar ile insan müşteri temsilcilerinin entegre bir şekilde çalışması önerilmektedir.

Anahtar Kelimeler: Chatbot, tüketici güveni, tüketici memnuniyeti, şikayet siteleri, müşteri hizmetleri.
JEL Sınıflandırılması: M30, M14

1. Introduction

With the advent of digitalization, businesses have increasingly turned to innovative communication tools to engage with consumers. In particular, artificial intelligence-based solutions have introduced new approaches to customer relationship management. Among these, chatbots—also known as virtual customer assistants—have become widely utilized digital agents on corporate websites, mobile applications, and social media platforms in recent years. The concept of customer service in the digital age is shifting from traditional, human-centered support systems toward automated, AI-driven solutions. At the center of this transformation are chatbots: software-based agents capable of interacting with users in natural language. Chatbots operate using predefined scripts or advanced AI algorithms to fulfill essential tasks such as providing information, executing transactions, or directing users (McTear, 2016, s. 39). Fundamentally, chatbots are AI-powered software systems that communicate with users through natural language. Evolving from early-generation bots to today's sophisticated dialogue systems, these technologies are increasingly recognized as critical components in enhancing user experience. Chatbots perform various functions including delivering real-time information, offering guidance, resolving issues, and even assisting with the shopping process (Gnewuch, Morana, & Mädche, 2017, s. 2). Their ability to operate 24/7, provide rapid responses, and reduce human-related costs has made them a preferred digital communication tool across numerous sectors. Moreover, these technologies—now widely adopted in industries such as e-commerce, banking, healthcare, and public services—stand out for their potential to improve user experience and reduce operational expenses (Følstad & Brandtzaeg, 2017, s. 38).

However, user experiences indicate that this technology does not always meet expectations. Despite the widespread use of chatbots, consumer perceptions and attitudes toward these digital tools are complex and multidimensional. While some users view chatbots as time-saving and efficient solutions, others perceive them as impersonal tools that offer limited interaction. Therefore, the success of chatbots depends not only on their technical capabilities but also on how well they are designed and implemented in accordance with consumer expectations and experiences (Fota, Wagner, Rödig, & Schramm-Klein, 2022, s. 4273). Technical issues encountered during interactions with chatbots, lack of empathy in communication, inadequate responses, and the inability to reach a live agent negatively impact user satisfaction. Moreover, these interactions are not solely considered as technical services but are also evaluated within the broader context of public relations, reputation management, and

digital customer perception of the brand. As a result, if the application is not perceived as reliable, the benefits offered by chatbot technology in customer service may be significantly compromised (Janson, 2023, s. 1).

Today, consumers increasingly seek to establish direct and humanized connections with the brands from which they receive services, often expressing that automated systems fall short in fulfilling this need. This phenomenon is particularly evident on complaint platforms, where users frequently share their experiences with chatbots and make their problems visible. In this context, the analysis of user complaints provides critical insights into both the technical and communicative competencies of chatbots. This study aims to explore consumer perceptions of chatbots through a qualitative approach, thereby contributing to a deeper understanding of user attitudes. Specifically, it investigates consumer thoughts and problems related to chatbots by analyzing complaint data. The primary objective is to gain a clearer understanding of public perception regarding chatbot usage, to identify the main issues encountered by users, and to inform digital communication strategies based on these findings. The study employs a qualitative content analysis methodology, and the complaint texts are evaluated through thematic coding. Existing literature tends to examine the role of chatbots as digital assistants in two dimensions: as technological innovations and as communicative agent. As a contribution to this body of research, the present study analyzes chatbot performance based directly on user complaints. While many previous studies have focused on user experience, systematic analyses grounded in complaint content remain limited. This gap underscores the importance of examining critical user feedback and deriving strategic implications from such insights.

2. Literature Review

Chatbots—also referred to as conversational bots, virtual personal assistants, digital assistants, conversational agents, or digital interfaces integrated into messaging applications—encompass a range of terms used to describe systems that engage in natural language interactions with users (McTear, 2016, p. 39). These technologies are characterized as automated response systems capable of delivering human-like interactions, relying on advanced algorithms such as artificial intelligence, natural language processing, and machine learning.

In the literature, the effects of chatbots on user behavior are being increasingly investigated, and evidence suggests that these systems can play a decisive role in consumer decision-making processes. Indeed, research has shown that the specific features of chatbots have a direct impact on users' purchasing tendencies. Notably, even in the presence of customer complaints, a well-designed chatbot experience can enhance consumer satisfaction and increase repeat purchase behavior (Fota, Wagner, Rödiger, & Schramm-Klein, 2022).

Chatbots are considered functional tools for providing fast, easy, and personalized responses to users' individual inquiries. According to Brandtzaeg and Følstad (2017, p. 377), the most dominant motivation for using chatbots is productivity. However, some users engage with chatbots not merely as practical tools but also for purposes of entertainment, social interaction, and innovative

engagement with technology. In this regard, it is suggested that for a chatbot to be considered successful, it should be designed to simultaneously function as a tool, a companion, and a source of entertainment. However, the same study emphasizes that users frequently experience issues such as misunderstandings, inadequate responses, and limited operational capacity during their interactions with chatbots. These challenges may constrain the functionality of chatbots and negatively impact user satisfaction.

Chatbots are regarded as effective digital channels, particularly through messaging applications, due to their potential to reach large audiences. Compared to human-based communication, they offer faster response times and enhanced data collection capabilities, thereby contributing to cost reduction in customer service departments. With advancements in artificial intelligence and machine learning, it is becoming increasingly difficult for users to distinguish whether they are interacting with a chatbot or a human agent (Adamopoulou & Moussiades, 2020). These developments enhance the potential of chatbots to function in both operational and conversational roles.

The study conducted by Jang (2020, p. 127) revealed that parasocial relationships formed with chatbots have positive effects on user satisfaction. The perception of chatbots as “entities” and their human-like personalization contribute to users having more intimate and fulfilling experiences; however, higher levels of individual loneliness negatively impact this satisfaction. Similarly, Acayip (2024, p. 488) noted that enjoyable experiences during chatbot interactions increase customer satisfaction, whereas the development of risk perceptions by users during the service has a detrimental effect on satisfaction.

Nevertheless, the automated responses provided by chatbots are often characterized by a lack of empathy, repetitiveness, and templated content, which fail to meet users’ expectations for human-centered interaction. Luger and Sellen (2016) identified the root cause of this dissatisfaction as the “gap” between users’ expectations and their actual experiences. When evaluated within the context of customer relations and public relations, this issue can be regarded as a significant communication failure with implications for corporate image, brand reputation, and consumer trust.

Le and Rajah (2022, p. 162) emphasize that chatbots are effective in areas requiring standardized information, such as frequently asked questions, but prove inadequate in handling complex customer issues. Lacking the empathy, intuition, and contextual judgment skills possessed by human customer agents, chatbots remain limited in their capacity to provide in-depth solutions.

The collection and analysis of user data by chatbot systems pose certain ethical and legal risks. Additionally, the gathering and processing of user information by these systems raise concerns regarding privacy and data security. Users are often not adequately informed about who controls the automated systems or for what purposes their data is used, which can undermine their sense of trust. In interactions conducted with chatbots, users frequently lack sufficient information about who processes their data and for what reasons. Such circumstances can lead to serious issues like privacy violations and loss of trust, thereby damaging users’ confidence in automation systems.

Consequently, the transparency of data collection processes is as crucial as the design and usage of chatbots for ensuring user satisfaction and fulfilling ethical responsibilities.

The rapid proliferation of chatbot technologies has brought to the forefront critical issues such as data privacy, ethical responsibility, and user trust. While these systems engage in real-time interactions with users, they simultaneously collect and process large volumes of personal data. However, this data collection process is often conducted with insufficient transparency, and users are not adequately informed about which information is being recorded and for what purposes (Taddeo & Floridi, 2018, p. 751).

Chatbot designs that do not align with ethical principles negatively affect not only individual user experiences but also the holistic public relations strategies of brands. The discipline of public relations is an interaction process based on trust, transparency, and mutual understanding (Grunig & Hunt, 1984, p. 22). In this context, chatbots, as digital agents representing the brand, directly shape the tone, style, and content of communication. Therefore, it is essential that chatbots are designed with consideration not only for their technical functionality but also for their ethical and emotional intelligence dimensions.

Especially in sensitive areas such as customer relationship management and crisis communication, the limited contextual awareness and lack of empathy in chatbots can lead to significant communication breakdowns. According to Coombs' (2007, p. 139) crisis communication model, an organization should take responsibility during crises and deliver timely, transparent, and empathetic messages. Yet, chatbot interactions limited to template responses may fail to provide sufficiently flexible and sensitive replies in such situations, thereby adversely affecting the crisis management performance of brands.

Users expect a human-like communication experience, but when they encounter repetitive, mechanical, and contextually insensitive responses, they become frustrated. This frustration is not limited to immediate dissatisfaction; it also impacts broader public relations outcomes such as corporate image, brand reputation, and customer loyalty.

One common criticism of chatbots is that their automated responses are often lacking in empathy, repetitive, and template-based, which leads to failure in meeting users' expectations for human-centered interaction. From the perspective of customer relations and public relations, this constitutes a significant vulnerability concerning corporate image and consumer trust. In this context, it is recommended that chatbot systems be designed to integrate with human agents when necessary to establish an effective digital public relations strategy. Users demand digital experiences that are not only efficient but also trustworthy and transparent. Therefore, the design of chatbots should be grounded in public relations principles, ethical values, and a human-centered communication approach.

3. Research Methodology

The focus of this study is to reveal the communicative effectiveness of chatbots as virtual customer agents. In this context, the research aims to assess the quality of service that consumers receive from virtual customer service systems. A qualitative content analysis method was employed. The data were obtained from the website sikayetvar.com, where consumers directly share their complaints. A retrospective search was conducted using the keywords “chatbot,” “live support,” and “automatic response.” A total of 244 complaints related to the topic, dated between April 19, 2022, and April 16, 2025, were accessed. Of these, 159 complaints were included in the analysis. For ethical reasons, usernames and brand information were kept confidential. The content analysis was conducted in three stages. The first stage involved coding, during which the data were read, and recurring themes and concepts were identified. In the second stage, codes were grouped under main categories to form themes. In the third stage, frequency analysis was used to numerically represent the data. The data were coded manually in Excel following a thematic analysis approach; recurring expressions were grouped to develop themes. The coding process was independently carried out by two researchers to ensure consistency.

Sample Coding Application:

Complaint 1: “I type ‘live support,’ but it keeps giving the same answer. I don’t want to talk to a robot.”

Code: Repetitive response, request for human agent

Theme: Communication problems

Complaint 2: “Instead of solving my problem, the chatbot kept directing me to different menus; in the end, I gave up.”

Code: Time waste, inefficiency

Theme: User experience

The coding system used in the study was developed according to Table 1.

Table 1: Chatbot Complaint Analysis Coding Table

Theme	Definition	Code	Example Complaint
1.Communication on style issues	Lack of empathy, and repetitive responses encountered by users in their communication with the chatboat are evaluated under this theme.	a.Robotic response	“No matter what I ask, it gives the same answer, as if I am talking to a wall.”
		b.Lack of empathy	“The only thing it says about my grievance is ‘sorry,’ no solution, no understanding.”

Theme	Definition	Code	Example Complaint
2. Technical inadequacy	Technical inadequacy refers to the chatbot system's failure to perform its functions, including errors, no response, or connection problems.	c.Does not understand	"I try to explain my problem, but it does not understand me and keeps giving irrelevant answers."
		a.System error	"The chatbot does not open; it gives a system error and shuts down."
		b.Not working	"I send a message, but no reply comes for minutes, then the connection is lost."
3.Inability to reach a human	Occurs when chatbots do not direct users to human support, and users insist on speaking with a real person but are met only with automated messages.	c.Transaction failure	"I submitted a return request through the chatbot, but it does not appear in the system. There is neither confirmation nor any follow-up."
		a.No connection	"I want to connect to live support, but the bot constantly changes the subject; no matter what I do, I cannot connect."
		b.No real person	"I want to reach customer service, but it's always the bot; I cannot talk to anyone."
4.User experience problems	Includes confusion in the chatbot interface, insufficient menus, lack of guidance, or causing time loss.	c.Constant redirection	"It stubbornly won't connect me to live support, always diverting the topic elsewhere."
		a.Complex menu	"It's a very complicated system; I can't even find a simple transaction."
		b.Time waste	"I've been trying for 10 minutes, still no solution. I wasted my time."
5.Transparency and information consistency	The accuracy, clarity, and consistency of the information provided by the chatbot, which is important for users. Misleading or inconsistent information causes loss of trust.	c.Repetitive processes	"It jumps from menu to menu, but I can't reach the information I want. I've been stuck in the same loop for 10 minutes."
		a.Incorrect information	"The bot said the package was delivered, but the shipment hasn't arrived. The real human agent gives different information."
		b.Lack of information	"There is neither transaction status nor detailed explanation. It just says 'being tracked.'"

Theme	Definition	Code	Example Complaint
6.Privacy and security concerns	Users' concerns about who are authorized to view their personal data or how it is used are addressed under this theme.w	a.Personal data concerns	"The system asked for my national ID number without explaining why. This made me uncomfortable."
		b.Identity ambiguity	"The bot asks for my phone number and address; I don't trust it. What happens to this information?"

If the keywords are not explicitly stated by users or are expressed indirectly, they are likely to be overlooked during the search process. Therefore, although the analysis is considered highly accurate, it is not fully comprehensive.

4. Research Findings

Following the coding process, the data were interpreted within the framework of qualitative content analysis according to five categories: communication style, technical competence, trust and privacy, user experience, live agent request, and transparency and information consistency.

Table 2: Thematic Presentation of Consumer Complaints Regarding Chatbot

Theme	Definition	Frequency
Communication style issues	Robotic responses, lack of empathy, automatic dismissal, inability to establish human communication	54
Technical inadequacy	Failure to reach a solution, system errors, misdirection, connection interruptions	47
Inability to reach a human agent	No exit from chatbot, blocked access to live support option	38
User experience problems	Difficulty of use, time loss, menu complexity, repetitive processes	30
Transparency and information consistency	Misleading information, ambiguous answers, inconsistent guidance	22
Privacy and security concerns	Personal data sharing concerns, ambiguity about the chatbot's identity	9

Note: Since a single complaint can fall into multiple themes, the total exceeds %100.

Communication Type Issues: A significant number of users complained that the chatbot responded with answers perceived as "robotic," "uncomprehending," "lacking empathy," and "dismissive with automatic replies."

"It is impossible to explain my problem. No matter what I write, I receive the same response. It feels like I am interacting not with a human, but with a copy-paste system."

In terms of communication style, chatbots are inadequate in establishing a human-like dialogue, which creates a feeling of “not being heard” in consumers. This situation makes it difficult to form an emotional bond with the brand. Such complaints also pose challenges regarding the “authenticity of corporate discourse” in public relations, indicating that the language and tone of chatbots play a crucial role in user satisfaction.

Technical Inadequacy: This category encompasses users’ complaints such as “it does not solve problems and directs to live support,” “does not understand the issue,” “repeats itself,” “constantly produces errors,” “the system freezes,” and “does not perform transactions.” Some complaints noted that the chatbot abruptly ended the process, the connection was lost, or users were misdirected.

“I initiate transactions through the chatbot, but the system constantly errors and no transaction is completed.”

This finding indicates the need to improve the technical capacity of chatbot software. The inadequacy of the software-based technical capabilities of chatbots distances users from effective solutions. This, in turn, undermines technological reliability and erodes trust in the brand.

Inability to Reach a Live Support: Participants complained about being unable to reach a real customer agent during their chatbot experience. Expressions such as “There is no real person,” “No live support,” and “I cannot connect to an agent” were prominent.

“You have left everything to automated systems; it is impossible to speak with a human. The chatbot keeps stalling.”

This situation reveals that users do not want to settle for automated responses alone; they require human interaction to resolve their issues.

User Experience Problems: Expressions from users such as “it was a waste of time,” “it was completely useless,” “instead of solving my problem, it trapped me in a loop,” and “we even struggle to switch to live support” indicate negative experiences. Users perceive chatbots as complex, time-consuming, and inadequate. Limited menu options, repetitive processes, and difficulty accessing information were frequently mentioned.

“I try to explain my problem, but the menus are limited, and I cannot reach anywhere. It’s a waste of time!”

These findings suggest the need to make user interfaces more user-friendly. While users expect practicality and speed when using chatbots, they instead experience a complicated and ineffective process. Such a situation decreases user satisfaction and causes the chatbot to be perceived not as a service tool but as an obstacle.

Transparency and Information Consistency: Users reported complaints such as “the chatbot says one thing, the customer agent says another,” “the chatbot provided incorrect information,” “it gave misleading directions,” and “it does not even clarify when it will transfer to live support.”

“I inquired about the shipping status through the chatbot; it says the package was delivered, but I have not received it yet. The live support says something different. Which one should I believe?”

This example illustrates both information inconsistency and communication misalignment between the digital system and human support. The consistency and transparency of information provided by a chatbot representing the brand directly affect brand reputation. Contradictory or ambiguous information can lead to a lack of trust among users and disrupt communication integrity.

Trust and Privacy; Some users expressed discomfort regarding the request for sensitive information such as “passwords and personal data.” Questions like “Who can see this information? Can I trust the chatbot?” were raised.

“I don’t know who sees this information. I enter my phone number into the chatbot, but I cannot trust it.”

This situation may indicate a limited awareness of digital privacy among the general user base. The types of information requested through chatbots increase privacy concerns in the digital environment. Non-transparent structures regarding whether the chatbot is a human or an automated system lead to a deterioration of trust among users. Comments from some users such as “I don’t know who I am talking to, whether it is a human or a robot” support this notion. Such situations also carry potential crisis risks.

Complaints primarily focus on “communication style” and “technical inadequacy,” causing users to experience difficulties in establishing connection and being understood. The concentration of complaints on “communication deficiencies, lack of problem-solving, and trust issues” demonstrates that chatbots are not merely technical support tools but have become the digital face of brand communication. Transparency and privacy are more profound issues which, although appearing in fewer complaints, represent significant risks especially in terms of corporate reputation. Overall, the failure of automated systems to fully meet user expectations suggests that technology cannot entirely replace human interaction.

5. Conclusion

This study examined user experiences and complaints related to digital customer service chatbot applications through qualitative content analysis. A total of 159 user comments from complaint websites were thematically analyzed using a coding system and classified under six main themes: technical inadequacies, inability to reach a live support, communication style issues, user experience problems, transparency and information inconsistency, and trust/privacy concerns.

The findings indicate that users perceive chatbots not merely as a technical interface but also as a customer agent. In particular, complaints related to system errors, failure to complete transactions, and inability to reach a real human agent demonstrate that chatbots are insufficient in meeting user needs. Additionally, robotic and repetitive responses coupled with a lack of empathy show that the communication style of chatbots leaves a negative impression on users. Users require an interlocutor

who understands and provides solutions, rather than technology itself. Another notable finding of the study is the low frequency of complaints regarding security and privacy. This can be interpreted as users' awareness of personal data security not being sufficiently developed yet. While user experience issues relate to practical problems such as limited menus, lack of guidance, and time loss, the low frequency of more abstract themes like transparency and trust is remarkable. This situation may indicate that users still possess limited critical digital literacy regarding chatbot systems. In other words, while users react to system malfunctions, they may not question how their data is processed or the accuracy of the information provided.

It is evident that chatbot systems need to be strengthened not only through technical infrastructure but also through communication language, user-friendly design, transparent process management, and human-supported hybrid models. In this context, it is crucial to redesign chatbot technology with a user-centered approach in order for it to become an effective tool for public relations and customer experience.

According to the findings of the study, it can be argued that chatbot technology is inadequate in many aspects of the user experience. In particular, the high frequency of the themes "inability to reach a live support" and "technical inadequacy" reveals that users are not fully satisfied with digital solutions alone and that the need for human-based support persists. This finding aligns with the literature, including studies by Luger & Sellen (2016) and Brandtzaeg & Følstad (2017), which highlight the limited understanding capacity of chatbots and their insufficiency in ensuring user satisfaction. In their study, Abraham et al. (2025) stated that chatbot efficiency affects satisfaction. Accordingly, the reasons for dissatisfaction are that it is programmed, gives incorrect answers, and presents pre-written information. Some findings of this study are consistent with the current study. Xing et al. (2022) present a different approach in their studies. According to their research, the level of governance perceived by consumers tends to reduce complaints. In other words, the understanding of governance increases the desire to solve problems and forgive. The governance strategy of chatbots yields positive results. This approach can be explained by the fact that Tran et al. (2021) found that negative feelings toward chatbots were less prevalent in their research. In other words, the general sentiment toward chatbots is less negative. Feelings toward human representatives can be more negative. Therefore, a well-programmed chatbot that can solve problems can reduce complaints. Another study supporting this research was conducted by Fota et al. (2022). This study also indicates that chatbots are decisive in influencing consumer behavior. Consumers' purchase intentions depend on the resolution of problems.

In the context of communication style issues (robotic responses, lack of empathy, etc.), users often perceive their interactions with chatbots as mechanical and superficial. This indicates that users expect not only information but also empathy and understanding from chatbots. Particularly in customer relations, the connection established between digital solutions and one-to-one interaction needs to be reconsidered within the framework of the concept of digital humanity.

According to the research findings, chatbots can be approached not only as an automatic information channel but also as a corporate image tool. Therefore, the inadequacy of chatbots directly affects not only the user experience but also the brand's reputation. Based on these research results, the following recommendations are proposed:

Hybrid support models should be developed: Chatbots should be used as a preliminary interface, but users must be easily directed to a real customer agent upon request.

Language communication should be improved: More advanced artificial intelligence infrastructures capable of providing empathetic, personalized, and non-repetitive responses should be implemented.

User-friendly design should be developed: Menu structures should be more flexible and adaptable to user needs, and regular user experience testing should be conducted.

Information and transparency should be increased: It should be clearly communicated to users that the chatbot is an automated system, with clear explanations regarding which information is collected and why.

Data security awareness should be promoted: Users should be informed about the processes of their personal data handling and security measures to enhance digital literacy.

Feedback systems should be established: The system should be continuously improved based on user feedback collected after chatbot interactions.

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Resume

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