

Measuring the Impact of Chatbots on Customer Behaviour in Online Stores and Mobile Applications: A Qualitative Study of Bulgarian Users

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Abstract

This article examines the use of chatbots in online commerce as both a communication tool and a product interface. The study employs a qualitative approach based on focus group discussions with four groups of participants differing in their levels of technological literacy and experience with generative artificial intelligence and chatbots. The aim is to identify which elements of design, language, and interaction models are perceived as aesthetically pleasing and conducive to interaction, and which are perceived as ineffective or off-putting.

The results indicate that users perceive chatbots primarily as supportive tools for navigation and initial customer service, rather than as substitutes for human communication. The findings highlight the importance of transparency, restrained design, a formal linguistic register, and structured interaction models in enhancing user satisfaction and willingness to engage.

Keywords

Chatbots, e-commerce, user experience, human-computer interaction, generative ai.