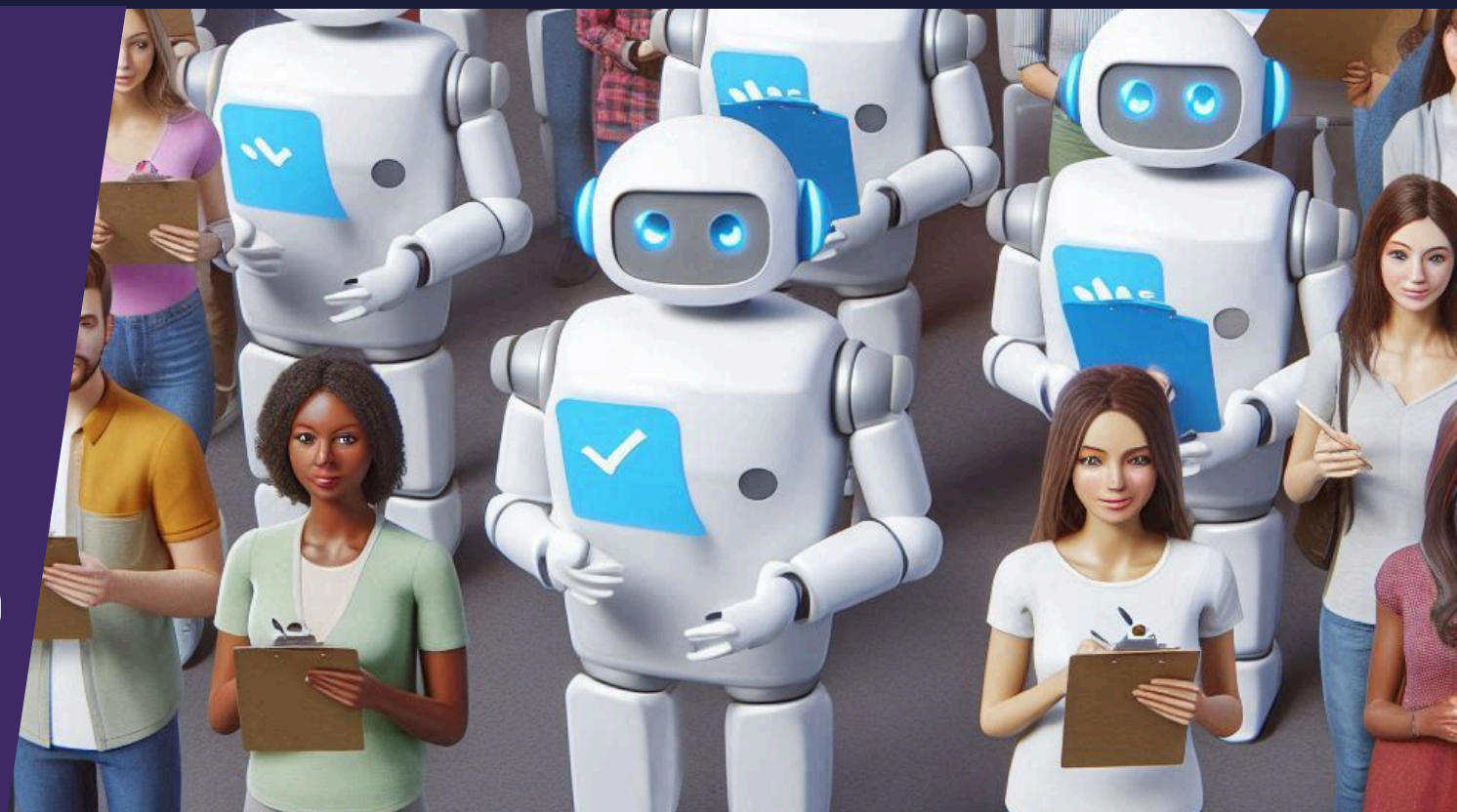


CHATBOT DUEL: AI VS. ONLINE SURVEYS



ONLINE SURVEYS: YOUR INPUT, THEIR SILENCE

Online surveys aim to collect information from participants who respond to the link through internet-based communication technologies (i.e., platforms and email).

STRUCTURE

Including open-ended and close-ended questions (i.e., yes/no questions, multiple choice, scaled questions) based on the purpose of the survey.

PREDOMINANCE

In the 1990s, the emergence and proliferation of online surveys replaced the predominance of traditional surveys owing to their strengths relative to cost and speed.

89% of clients and suppliers use online surveys on a regular basis to gain insights from customers.

ADVANTAGES

Reduces data collection time and costs by being available 24/7 for respondents to access and complete.

Be safer and more confidential for respondents when being asked about sensitive questions or discussing sensitive topics.

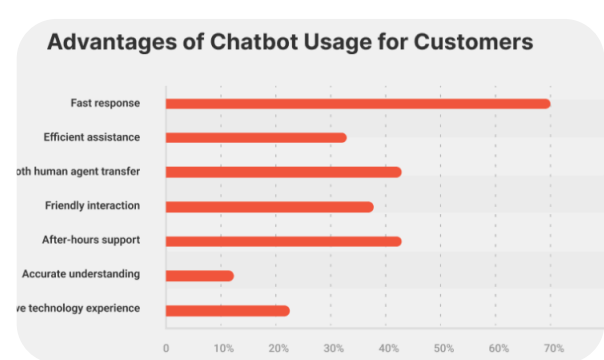
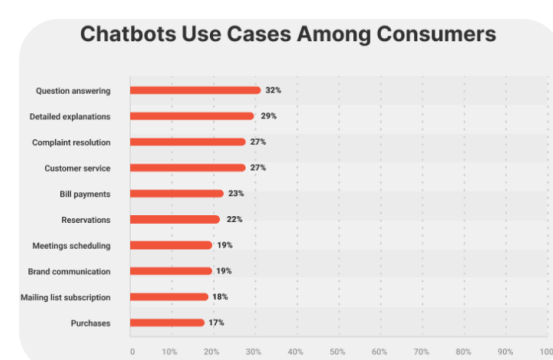


DISADVANTAGES

Lack of engagement, questionnaire design without interactivity, survey fatigue, complexity, inconvenience, and respondents' lack of diligence.

CHATBOTS: GET YOUR SURVEY BACK!

STATISTICS

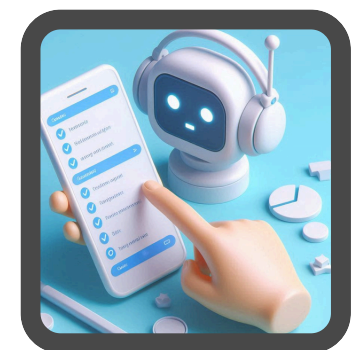


SURVEYS

Compared to online surveys, chatbots can generate higher response rates and higher quality information in the aspect of item differentiation and missing questions.

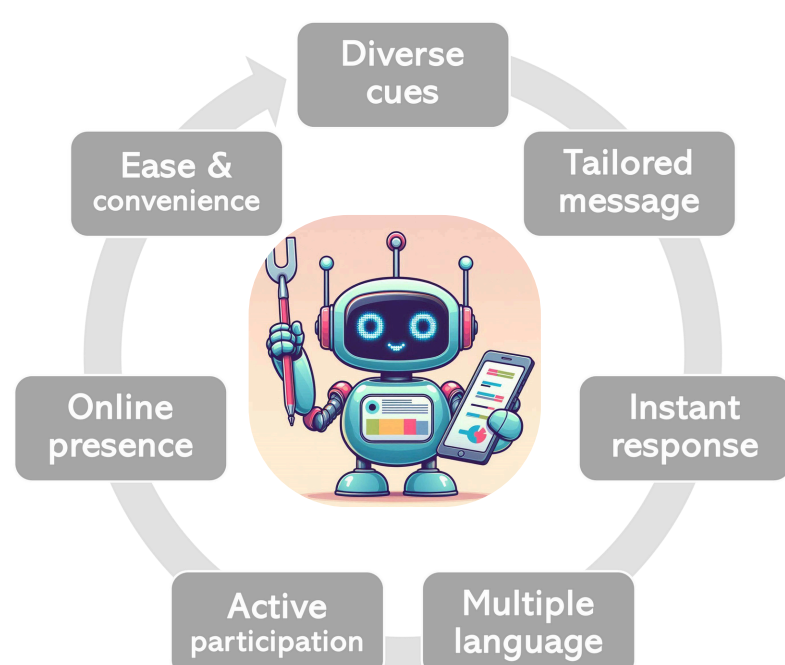
By using such natural and conversational interfaces for chatbot-led survey design, participants may feel more comfortable and interested in proactively interacting with this survey tool.

This humanlike conversation between chatbots and respondents in the process of survey completion can trigger a high level of self-disclosure because they treat chatbots as interaction partners.



BEYOND HUMAN: CHATBOTS CRAFTING THE FUTURE OF SURVEYS

This research incorporates the notion of media richness theory that the degree of information dissemination is capable of enhancing the degree of a receiver's understanding, providing theoretical support for the equivalent potential of chatbots to online tools in conducting surveys for market research.



CONTRIBUTIONS

- 1 Contribute to the existing literature on AI conversational marketing.
- 2 Provide guidance for marketing practitioners about the strategic use of chatbots in surveys to obtain insightful information and data from respondents.

