# Optimal ways for companies to use Facebook Messenger Chatbot as a Marketing Communication Channel

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## Abstract

Customer demands a real-time reply to their queries around the clock without delay and they expect a personalized recommendation from the companies. To address these demands, some of the companies such as HDFC, Mercedes Benz SA, Videotron, Philips, StubHub and UTI Mutual Funds are turning their focus towards Chatbots on their social media pages and websites. For instance, Starbucks uses Chatbots for taking order and delivery of service (Sarah Perez, 2018). Here, the researchers have chosen Facebook Messenger Chatbot for the study. The most effective methods to use Facebook Messenger have not yet been clarified. The unique nature of Facebook Messenger Chatbot presents challenges for companies since its new to the market with just above one year of launch. The purpose of this paper is to uncover how brands can optimize their use of Chatbot in Facebook Messenger as a marketing communication channel. A survey was conducted amongst 323 Facebook Messenger users in India. In a series of specific questions, the respondents were asked to rate 11 different functions. Also, the researchers considered their preference on Facebook Messenger over E-mail marketing and Website individually for the better understanding of its future scope. As a result, Daily Updates, Pictures, Smart talks and Emoji were found to be the most important Chatbot elements. Further to this, Chatbot Messenger holds high support over Email Marketing.

# Introduction

Mark Zuckerberg, the CEO and founder of Facebook himself has quoted that Messaging is one of the few things that people do more than social networking (Brouillette, 2016; Read, 2016). Chatbots are key to the future of business intelligence (Saeed, 2017). Even if the bot revolution is in its early stage, we can expect a lot more in this field. This is the right time for many companies to adopt Chatbot and make the customer feel that brands are up to date (Gupta, 2018). The next generation of Chatbot will be more intelligent with more power to make purchasing decisions, or alert weather condition or traffic on the roads (Saeed, 2017).

Chatbot ("Chatter Robot"), a computer program mimics human conversation in its natural format including text or spoken language using artificial intelligence techniques such as Natural Language Processing (NLP) (Happiest Minds, 2017). The most interesting feature of the Chatbots is that they learn from the past experience and become intelligent and smarter over the period of time. Chatbots works in two ways – rule-based one and another is smart machine based. Rule-based bots provide predefined answers from a database, based on the keywords used by users. However, smart machine based Chatbots inherit its capabilities from Artificial Intelligence (AI) technologies and Cognitive Computing and adopt their respondents based on customer queries (Happiest Minds, 2017). With an unprecedented increase in the increase in the number of people using messaging apps today, and the advancements in Artificial Intelligence (AI), Machine Learning (ML) and Natural Language Processing (NLP) technologies, the rise of Chatbots seems to have been inevitable. Research shows that the number of people using chat apps has surpassed the number of those using social networking apps, which is believable yet surprising! (Mind Heros & Bot Unicorn, 2017). By 2020, 85% of customer interactions will be managed without a human (Saeed, 2017).

Facebook is powerful and almost essential for any business in this digital India. Also, Facebook Messenger is the biggest conversation-based interaction space/app globally. On April 2017, Facebook introduced Messenger Platform is a toolbox for building bots (Facebook, 2017). When Facebook is able to know where we are located, they can customize marketing to the geographical location. When members post exact details of themselves on Facebook, the site can match the right information with the right product or service and allow it to be the marketed to right customer (Lilley et al., 2012). Most of the companies in this start-up ecosystem want to spread their content, to engage with their customers, to generate leads and to close sales. According to Hansson et.al (2013), Facebook users are familiar with marketing activities and they use it fundamentally for personal purposes. Most users who have an opinion on the issue accept marketing on Facebook Messenger, but only in the right amount. There are basically two group those who think companies have no place on Facebook Messenger and those who want companies to be active on Facebook Messenger. The latter group emphasizes the importance of meaningful content without unsolicited sales messages and would prefer to search for the companies themselves rather than being bombarded by company messages.

# Literature Review

A previous study from 2009 shows that more than 50% of Facebook Users have clicked on a company's Facebook page and that 16% of them had sent a message to a company (Palmer & Lewis, 2009). Facebook is a consumer-oriented network. The social media website, LinkedIn, is more of a business-oriented network (Palmer & Lewis 2009). As Facebook is consumer-oriented, this affects the way that users perceive Facebook. Lutze (2010) noted that there are two major ways to use Facebook, i.e. to fulfill private for personal purpose and also for job-related needs. Achieving and maintaining a satisfactory balance between these two needs can be difficult on Facebook. In fact, it can become a serious burden for users, making it virtually impossible for them to separate private from job-related messages and contacts. According to Lutze (2010), one solution to this problem is to have two different accounts for different purposes, one for private contacts and one for business contacts. This solution is not feasible; however, business contacts may not respect this distinction and contact a user on his or her private profile. Although most users have a Facebook account primarily to keep in touch with their friends and family, and they are well aware that Facebook is also used as a marketing channel for companies (Fingas, 2015). Companies are able to share their messages, make connections with customers, and build relationships through Facebook. Since Facebook has more than one billion active users, companies can no longer afford to ignore the service as a major marketing channel (M.G., 2012). This again raises a number of ethical and social responsibility questions that companies cannot afford to ignore if they want to succeed on Facebook over the long term (Constine, 2015)

## A service trying to adopt new mobile devices

Easy and affordability of internet access has opened up social media and made it possible for companies to reach out directly to millions of customers in a way that was not possible earlier. 'Speed' is an important tool for marketing on the internet, and especially in the case of social media (Palmer and Lewis, 2009). The increasing smartphones and tablets have made social media much more valuable (Yang, 2012). A study by Kaplan (2012) identified the problem for companies is that, as the screens become smaller, the amount of attention paid to whole content on the web page or social media site is limited. New suggestions for service in a pop-up like messages which are recommended to be the best alternative offer a new way of communication between companies to customers.

## Facebook with other services

Facebook bought Instagram and Whatsapp. Instagram is a mobile application that allows users to upload Pictures to an account; users can then follow each other and communicate through Pictures. The economic justification for the deal is that Facebook wants to expand the influence over active smartphone users'. Because of this acquisition, brands that want to use visual marketing can now create an impressive combination of several different social media (Tansey, 2012). When consumers way of communication become more mobile, marketers have to adapt their strategy accordingly just to remain competitive. Using a combination of Facebook and Instagram is becoming more attractive for companies because it is an efficient way to

quickly reach out to more customers in a dynamic and interactive way (Tansey, 2012).

Whatsapp is a mobile application that allows users to send unlimited messages to contacts without using the wireless network or sustaining data fees. The app is free to download and is an alternative to the cell provider's traditional text messaging platform (Alison, 2017). According to Alison in Investopedia academy, further to the importance of adopting mobile technology Whatsapp is by far Facebook's largest acquisition. Whatsapp plays a significant role in the global areas crucial to Facebook growth. By putting monetization efforts on hold, Facebook is focusing on the future of international, cross-platform communications (Alison, 2017). Over 80% of small business in India and Brazil say that Whatsapp helps them both communicate with customers and grow their business today (Alison, 2017). Whatsapp Business will make it easier for people to connect with them, and vice-versa, in a fast and simple way (Whatsapp, 2018)

**Companies to use Facebook Messenger Chatbot instead of Email Marketing**

Nowadays, Chatbot is being used to order products and services online. The customer is able to order coffee using native language explaining the variety of coffee, etc and the message reaches the nearest Starbucks coffee shop and delivered accordingly. In fact, the payment also made easier through registered account details (Sarah Perez, 2018). Videotron's Chillico, a Facebook messenger Chatbot greets the customers and recommends the programs based on customer's requirements, interested area and age.

One of best bot creating platform on Facebook, the power of the customer chat plugin for digital marketers, has already launched this experience on his website, which states that easily get 85% open rates and 35% Click Through Rate (CTR) in Messenger and significantly reduced costs of promotion and nearly a 20x efficiency improvement on their marketing efforts (Chatfuel, 2017). The Chatbot is basically free of cost, comparing with mailing and advertisements (Tiwari, 2017). The most important part is entering a sender's profile and finding information about him or she are what most distinguishes a social networking from other types of websites, such as Gmail. Most members post a description of themselves on Facebook, including their age and gender (Nardi, 1996). This is an advantage that Facebook users to sell to advertisers. Since members use Facebook as an authentic part of their lives, companies can relate their products to the most appropriate customer with the information provided to them by Facebook (Lilley et al., 2012). Starbucks, for examples, created "MyStar", where consumers get the chance to express their opinions, *share* information, vote and discuss Starbucks. This type of social marketing creates a definite sense of belonging to potential and current customers (Palmer and Lewis, 2009).

UTI Chatbot is capable enough to answer the basic information about mutual funds and suggests the investors choose the right mutual funds. Philips Lighting Chatbot illuminates Singaporeans to enquire and make purchase decisions through Chatbots. This recent partnership with Facebook and Lazada Singapore serves as an excellent business opportunity for Philips to grab the fast-growing e-commerce market segments in Singapore. "The Facebook Messenger Chatbot is designed to allow users to further engage with the Mercedes-Benz brand in South Africa (MBSA) and to

encourage users to book a test drive with a preferred dealership. MBSA also provides a tailored communications touch point for prospective customers," says Selvin Govender, Marketing Director: Mercedes-Benz Cars. StubHub, the largest ticket seller launched iMessage app and Facebook Messenger Chatbot to bring people closer together around the live events people they like the program.

**A difficulty with the website and the combination with the Chatbot**

Luxury brands are identified with attractive stores and excellent service, but a difficulty in providing personalized and customized offers (Ward, 2005). Although they want to reach out to customers with attractive Website/apps with Unique User Interface and User Experience. Chatbots use conversational intelligence as the new user interface for E-Commerce apps (Media Agility, 2018). According to Media Agility, Chatbots increase sales, improve end customer service and cutting down huge costs. Customer chat is a plugin that allows the website to interact with the business through Facebook Messenger directly on a homepage (Chatfuel, 2017). Facebook Chatbot can be a replacement for conversational chat plugin and companies such as using this for their growth tools (Rubin et.al, 2010).

# Research Questions

There are a number of different marketing options to choose from on Chatbot, and studies have not been conducted on Chatbot especially in Facebook Messenger. The main goal of this paper is to identify the options that provide the best results for companies. The researchers begin with customer preferences and then answer each of the following research questions

> **RQ1:** What features, do consumers think more important?
> **RQ2:** How can business optimize their Facebook Messenger Chatbot?
> **RQ3:** Will Facebook Messenger Chatbot replace E-mail marketing?

# Research Methodology

The goal of this research is to discover how a company can optimize its use of Facebook Messenger Chatbot as a marketing channel. So, the empirical research design was deployed to identify the ways to use Chatbot (Balasudarsun et al., 2018). The researchers have chosen to identify the options that Facebook Messenger Chatbot offers and engage in an empirical study to discover and which options customers most prefer. The period of the study is July 2017 to March 2018. The study mainly focused on active Facebook Messenger Chatbot users because the researchers believe that only this population has a clear understanding of the questions in the questionnaire. In order to select and define the options that are available for a company to use for marketing on Facebook Messenger, the researchers used examples from a number of different companies in different industries, such as E-commerce, Education, Sports, Entertainment, Health & Fitness, News, Productivity, Home and Auto.

**Instrument Development**

The researchers identified 11 different main marketing functions available for companies to use on Facebook Messenger Chatbot based on previous literature and experts' opinion, and the questionnaire was developed for data collection. The questionnaire started with a few control questions about the respondent's use of Facebook Messenger (Table 2). The respondent can then answer his or her opinion about the 11 different Facebook marketing functions that the researchers have identified (Table 3). The answer choices were presented on a Likert scale, where the respondents have chosen to answer between 1 and 5. '1' means that the function is insignificant and'5' means that the function is absolutely critical. This was done to avoid confusions about what the function actually accomplishes. The researchers also identified the companies that consumers most associate with marketing on Facebook Messenger. To do this, the researchers asked consumers to identify companies that they felt were more visible than others on Facebook Messenger and the industries they belong. The researchers also asked the respondents to give preference on the likability of Email Marketing and website and how they feel that Facebook messenger Chatbot should best conduct its advertising and marketing program overall. This was done to give further support for the Chatbot marketer. Findings were analysed with the help of customer likability.

**Data Collection**

The target population is people who are using Facebook Messengers Chatbot. The researchers have specifically chosen a survey because the researchers wanted to reach out to the users and get a direct view of their attitudes towards Facebook advertising. The survey is the right method when researchers exploring a very new area of research especially on technology-based research (Wunsch, 1986; Fowler, 1988).

The survey was sent out on Facebook Messenger to draw some generalized conclusions about Indian Messenger users to represent an average of the Indian population. The researchers required answers from about 250 respondents. The researchers sent the survey to 400 active Chatbot followers as participants and expected that at least 250 would respond. The researchers also assumed that there is no significant difference between the Indian sample and members of other nationalities with a similar knowledge of social networks. The goal when selecting the target for the survey was to capture honest responses from Messenger users, divided equally in terms of age and gender. The researchers believe that the real target group ranges from 15 to 65 years, with most users being around the ages of 25-34 years. The researchers have used respondents from their own personal Facebook Pages as respondents, which included both personal and job-related contacts of different ages and both genders. From around 3200 contacts, the researchers selected 700 contacts based on the above criteria and randomly selected within the pool. The survey was made in the Inspire Yourself Bot and sent as a message on Facebook Messenger. After the researchers received the response, the data were analysed in a diagram to discover which functions are most useful for marketing on Facebook.

Since the researchers wanted to reach out the samples for the specific reasons Stratified Random Sampling is administrated (Flick, 1998; Johnson, 2004). The researcher divided the country into four regions and collected the data randomly from the regions. When the population is divided into groups based on certain criteria Stratified Random Sampling is an appropriate method for data collection (Kemper et al., 2003). The researchers received 323 complete responses, which represents a response rate of about 46 percentages. The answers were evenly divided between female and male users (Table 1), and the most common age range was between 15 and 24 years old (Table 1). To discover how active the respondents are on Facebook Messengers, the researchers asked them how often they log on to their profiles. Most of them visit the site several times every day and primarily use Facebook Messenger for both personal and work-related use (Table 2). It is found that 50% of the respondents do not care whether or not there is marketing on Facebook, and 30 % say that it is a neutral experience. Most respondents are Positive and hold strong opinions on the company presence on Facebook Messenger (Table 2).

### Table 1: Demographics of respondents

| Variable | Value | Valid percent |
|---|---|---|
| Gender | Male | 68 |
| | Female | 32 |
| Intention | 15-24 | 56 |
| | 25-34 | 37 |
| | 35-44 | 2 |
| | 45+ | 5 |

### Table 2: Facebook activity

| Variable | Value | Valid percent |
|---|---|---|
| Visiting Facebook | Daily | 73 |
| | Weekly | 23 |
| | Monthly | 4 |
| Purpose of use | Knowledge | 37 |
| | Social | 13 |
| | Mixed | 50 |
| Attitude to marketing on Facebook | Aware | 50 |
| | Not aware | 50 |
| | Positive support | 50 |
| | Negative support | 20 |
| | No opinion | 30 |
| Prefer | Messenger over E-mail | 87 |
| | E-mail over Messenger | 23 |
| | Messenger over Website | 48 |
| | Website over Messenger | 52 |
| | Filling forms over One-click | 32 |
| | One-click over Filling forms | 68 |

# Results

The results from the empirical data show **Daily Updates,** *FAQ's* and **Smart talks** are the most important to the respondents. The researchers also receive a clear picture that which companies appear most often on Facebook Messenger and the companies related to the respondents.

**Functions of marketing on Facebook Messenger**

The respondents were asked to answer questions about how they assess the value of different functions for doing marketing activities of a company on Facebook Messenger Chatbot. The respondents were given on a Likert scale from 1 to 5. Table III shows that the responses as a percentage of how the respondents evaluate the various functions. The researchers noted from the table that marketing in the form of **"Daily Update"** is the function that the respondents considered being the most important and valuable in terms of marketing; 77 % think that the function is very important and absolutely critical. Having a well-designed talk using Artificial Intelligence was considered by the respondents to be very important or absolutely critical for marketing (69 %).

The responses show that the function "Answering Frequently Asked Question (*FAQ*)" was considered to be significant. *Contests* on Facebook were also not something that the respondents valued highly. Only 30 % answered that *Contests and Poll* were very important and absolutely critical. The researchers had a follow-up question concerning *Contests and Poll,* in the form of an open-ended question, where respondents were asked to describe what they think about a good *Contest* on Facebook should look like. The majority of respondents thought that the type of prizes given out was the most important component of the success of this function. They thought that a *Contest* should be simple and clear, and that is hold make people want to participate in the *Contest*. To make it trustworthy, the companies also have to show who won the *Contest*. Some respondents did not think that *Contest* exists on Facebook Messenger. They expressed not being interested in knowing if their friend either liked or participated in the *Contest;* they found receiving this information annoying. Also, only 24 % felt that *Gifs* were absolutely critical and very important. Hence this function does not provide any value to the users. But, **Emoji** function is right opposite to *Gifs*, 60 % thinks that **Emoji** was absolutely critical and very important.

**Table 3: Functions of marketing**

| Function | Absolutely critical (%) | Very Important (%) | Important (%) | Somewhat Important (%) | Insignificant (%) |
|---|---|---|---|---|---|
| Pictures | 32 | 38 | 22 | 4 | 4 |
| Videos | 29 | 33 | 26 | 5 | 7 |
| Gifs | 11 | 13 | 28 | 27 | 22 |
| Emoji | 34 | 26 | 20 | 9 | 11 |
| Daily Updates | 52 | 25 | 13 | 4 | 7 |
| Smart talks | 41 | 28 | 19 | 5 | 6 |
| FAQ's | 36 | 26 | 19 | 8 | 11 |

| Function | Absolutely critical (%) | Very Important (%) | Important (%) | Somewhat Important (%) | Insignificant (%) |
|---|---|---|---|---|---|
| Product, Service & Event | 20 | 27 | 34 | 10 | 9 |
| Share/Spread | 19 | 16 | 35 | 15 | 15 |
| Contest & Poll | 15 | 15 | 28 | 26 | 15 |
| Discovery Section | 24 | 28 | 28 | 11 | 8 |

Many also felt that the *Share* is not sufficiently attractive. Because of this, the *Discovery Section* was perceived to bring more visibility to users. *Product, Service and Event* bring sales gimmick to trick. When it comes to the function *"Product, Service and Events",* meaning that activities on Facebook messengers are the Main Menu, the respondents' answers varied widely. There was 47 % thought that it was absolutely critical and very important, 34 % thought that is was important, 19 % thought that it was somewhat significant and insignificant. The function *"Product, Service and Events"* consists of content compared to the website and much required for E-Commerce bot, which was not useful to the respondents and it opened up the discussion with E-commerce type of bot not useful by many companies in the Indian market.

Companies putting **Pictures** on their Facebook Pages were something that the respondents thought to be very important; 70 % thought that it was very important or absolutely critical. Still, **Pictures** provides authentic and value to users. Being able to send *Videos* as the message to companies was also ranked highly; 62 % ranked it from important to absolutely critical and only 7 % felt that it was not important. Here the researcher also examined the current *Video* content revolutions among the users and the result provided evidence on growing *Video*-based content marketing among Chatbot users.

**Optimal way**

The respondents were asked to rate the functions, to describe the optimal way that marketing should be done on Facebook Messenger and how they would like companies to act on Facebook Messenger bot. The answers can be categorized into two different views: one side supports a lot of activity from companies and the other side is completely against it. Those who want a lot of activity like the idea of active company Facebook Messenger bot with regular **Daily Updates, Smart Talks, and Picture** content. Many of the respondents with this view thought that *Video* and **Emoji** along with *FAQ's* have more fun when there being many activities on company's Messenger bot. Respondents who were against there being many activities on company Facebook Messenger bot thought that the marketing should be short, simple, and consistent. They felt that **Daily Updates** must be readable and that the personalized offers must be useful since some of the E-Commerce bot coming on the market. They think that a company's Facebook Messenger bot should look serious and that the company owners should be careful to use appropriate language and to choose only the best opportunities for **Daily Updates**. Respondents with this view are willing to build a relationship with the company on Facebook Messenger, but they do not want the marketing to take up much space on their main menu or home views. There are also those respondents who stated that they are not susceptible to marketing

on Facebook Messenger and, therefore, it does not matter how the marketing is designed. This difference warrants further study.



**Figure 1: Functions of marketing**

**Will Messenger Chatbot Marketing become a threat to Email Marketing?**

In the recent past, Marketers around the world rising questions on Email marketing soon be replaced by Chatbot Marketing. Still, arguments going on with the benefits of Chatbot Messenger Marketing success rate which includes high response rate on Chatbot, and its growth potential. Based on the research outcomes, 87 % of respondents prefer Chatbot Messenger over E-mail Marketing. Further to its expansion, the researchers asked respondents preference on Chatbot Messenger Marketing over Website was only 48%. The researchers raised this question, especially that Chatbot Messenger user acquisition strategy through one-click button will benefit both customer and companies rather than filling the form. Hence, the researchers also raised the same question to the respondent was that 68 % prefer one-click button rather than filling the form. This difference warrants further study. One limitation of this finding state that most of the respondents follow service type Chatbot.

**Companies associated with marketing on Facebook**

The researchers asked respondents to write down the names of Messenger Chatbot that popped up in their minds when they use Facebook Messenger. This result will differ from country to country. In India, the most common companies were English Vocabulary, Your Story, Cure joy, Ruuh, Harvard Business Review, CNN, Zee News, Goal.com and Daily Horoscope all big companies with well-known brands and a clear internet marketing strategy. It was also possible to see which types of industries dominated Facebook in the minds of the respondents. The answers were grouped by industry into E-commerce, Education, Sports, Entertainment, Health & Fitness, News, Productivity, Home and Auto. Generally, most were News and Health & Fitness; however, several Education bots were also present among the answers. There were

even many local companies that are not known outside of the city in India. Several respondents had difficulty remembering companies by name. It was easier for them to write the type of industry. There were also many wrote that they had never seen company marketing on Facebook. One possible reason for this is that many users are not on Facebook Messenger to look for companies but rather to chat with friends; everything else is seen as a disturbance, and thus not strongly encoded in their memory. One was a Microsoft bot "Ruuh" which comes under entertainment bot category.

# Discussion

This part presents a discussion of the results and an interpretation of why consumers think as they do, according to the survey. The researchers also compare findings with theory.

### A function of marketing on Facebook

According to Park and Cho (2012), the amount of marketing information is *spread* through Word of Mouth (WOM). According to Hansson and Wrangmo (2013) a function *"Share / Spread"* is not important, much along with the lines of WOM. As per this study, the researchers noted that the *share* indicated the function which is to be one of the least important and this research also shows that many respondents found to be annoying along with a line of the previous study by Hansson and Wrangmo (2013) on Facebook. Overall, it seems that most people do not like to see what their friends interested and they check it regardless of Facebook Messenger. It was not a surprise that **Daily Updates** were considered to be the single most important function. So it is the function that works well and the most direct way to reach out to customers and it also delivers a message that can inspire customers. A **Daily Update** can also be combined with one or more **pictures** to achieve a more personalized and persuasive message. A study shows that users enjoy **Emoji**; this is the same inclination may explain why user seeing **Pictures** and have a talk with companies bot. The researchers conclude that the **Daily Updates**, along with descriptive talk, answering user questions, inspiring and authentic **Pictures** along with contextual **Emoji**, is the most important function of companies Facebook Messenger Chatbot.

The researchers were again surprised with by respondents' reactions to the variable **"Smart Talks"** functions. Strategic Direction (2012) considers the variable "messages" which stands here as **"Smart Talks"** on Facebook Messenger Chatbot. The fact that customers can communicate with a company is a major advantage of using Facebook Messenger as a marketing channel. Marketing in social media offers companies the opportunities to provide increased customer along with answering Frequently Asked Questions *(FAQ)* which were also a function ranked high by respondents (Strategic Direction, 2012). Similarly, the *Contest* needs to be taken more seriously by companies in Chatbot if they wish to attract a substantial number of participants. The respondent felt that there are currently too many *Contests* that lack substance. As per the study from Hansson and Wrangmo (2013) *Contest and Poll* shows a low level of credibility. The *Reviews* of Chatbot play a role in dealing with negative comments and respond to them instead. According to Dekay (2012), its

important for companies should refrain from deleting negative comments. Hence, the functions such as *Reviews and Discovery Section* should also take into control.

### RQ1: What features, do consumers think more important?

Consumers consider **Daily Updates, Smart Talks, Emoji,** *FAQ's***, Pictures** and *Videos* are designed to be the most important functions. Functions such as *Gifs, Contest and Polls* were least important.

### The optimal marketing mix

The respondents can be split into two groups of opinions. One group thinks that there should be a lot of activity on a company's Facebook Messenger Chatbot and the other does not want to be bombarded by companies' messages. Palmer and Koenig (2009), this is an important issue with the increasing spread of activities on Facebook Messenger Chatbot. Many users see this as a positive, but many users do not want to expose to countless messages from companies; they therefore categorically refuse to visit these bots similar to usual users' attributes. Companies should understand the right combination of functions. Hence, companies on Facebook is to maintain the right balance of activities that focus on delivering personalized and value-based messages to the users than on the quality of information. Consumers want readable **Daily Updates** and attractive friendly conversation. This strategy is likely in turn, to increase the credibility of companies' Facebook Messenger Chatbot. There is a need of a right mix of marketing function based on the type of industry, and those top 6 functions were discussed in previous research question.

### RQ2: How business can optimize their Facebook Messenger Chatbot?

Consumers consider the optimal company Messenger Chatbot to be active **Smart talks**. Each activity should have a clear purpose and be useful to members. The company should be committed to sending out new and timely information, and must not be seen as bombarding the consumer with spam. *Contest and Poll* should have rewards that are perceived as being not valuable. But, each *Contest and Poll* update should have a clear purpose that will not be lost among other updates. Also, the *Discovery Section and Review* rating were ranked low by the respondents. If consumer noted negative comments about the brand on its Chatbot Messenger *Review Section* which leads to damage the brand value. So companies should take the consumer seriously because it affects the *Discovery Section* rating which acts as a Search Engine on Facebook. In short, companies can optimize their use of Facebook Messenger Chatbot as a marketing channel which should be consistent and messages should be clear and relevant where each function shows a serious and clear purpose, as well as a respect for users. Hence, it is very important to take care of each and every function at the right proposition.

**Messenger Chatbot Marketing future scope**

An argument on comparison with E-mail marketing, Facebook Messenger Chatbot holds special benefits to users in which customize marketing along with personalized message based on geographical location. According to Lilley et al. (2012), members post correct details of themselves on Facebook, which collects more information about users and users will receive more accurately-targeted information. This will also lead to users being less likely to be annoyed. This will see it as generally more useful to them as individuals, as well as marketers. This is truly the marketer's dream, to be perceived as delivering information, as opposed to useless and annoying information. Thus, it also creates a path to overtake E-mail marketing.

Still, many companies are not being clear with effective methods on the website and their customer's preferences and liking. The messenger marketing is a new effective way to focus on more benefits and create more value for customers. Meanwhile, Marketing research is currently focusing towards Website User Experience (UX) research in terms of what people say to what people do online, what people will buy to how people use a product and also, inboard insight to deep and focused insight to attract users to website and getting users details through filling the forms. According to this research, we found that one click has overtaken filling the form in website create a path to Chatbot which integrates and can replace both the E-mail marketing and website.

Similarly, in the Messenger Chatbot Marketing, user research, design and building Chatbot are a primary focus on a look, feel and usability in terms of Natural Language Understanding, user experience and along with best traditional kind of talkative interface. Hence, Messenger Chatbot marketing is hoping a way to new thinking in terms of extracting more benefits and how customer feel about messenger marketing in terms of value. This creates another type of research on Chatbot Messenger Marketing.

### *RQ3: Will Messenger Chatbot replace Email marketing?*

Chatbot Messenger Marketing provides a more personalized and customized message around the clock based on user queries holds high over email marketing among current Messenger Chatbot users. Further to this extension over benefits of a one-click button plays the best user acquisition strategy on Chatbot Messenger Marketing over the website.

Companies appear on Facebook Messenger *Discovery Section* and bring to the customer at their best interest. There are many users who are able to recall the company names also able to notice the companies' Facebook Messenger Chatbot marketing efforts. It is a good sign that these companies are putting their valuable resources into being seen and their efforts are successful. Companies in the News, Education and Entertainment Chatbot were recalled most by the respondents. The reason for this may be because these companies have similar and relevant kind of service nature in Chatbot and it varies over countries to countries.

The researchers started with where many U.S market started their focus towards E-commerce Chatbot. The Indian Chatbot market is not focused on E-commerce bot, but their point is where to focus on education based knowledge and fun. Seung (2012), it is more difficult for luxury brands to succeed in social media. At the current time, therefore, these companies face the risk that presence on Facebook could damage their brand. The return of local companies on the Messenger Chatbot is a sign that the *Discovery Section and Reviews* of Facebook Messenger are getting better. The advantages of using Facebook Messenger for local marketing has become popular and acknowledged for smaller companies as well. Hence bigger brands have to lead the local companies, should also take serious steps towards adopting new trend and have to focus more on ranking high in *Discovery Section* in Facebook Messenger Chatbot. When Facebook is able to know where we are located, they can customize marketing to the geographical location. When members post exact descriptions of themselves on Facebook, the site can match the right information with the right product or service and allows it to be marketed to the right customer (Lilley et al., 2012).

Tansey (2012) argue that Instagram and Facebook being used together is a harmful combination for users and making it possible for these companies to have access to customers' personal information. But currently, Facebook works along with Whatsapp and started Whatsapp Business to boost the arguments. Hence, Facebook has tried to address this criticism by giving users more control over "who sees what". Thus, the ethical discussions about the implications of these combinations are likely to be scope for future study along with companies to access user information by just one click action button.

## Conclusion

Most users have issues in accepting marketing on Facebook Messenger, but the certain amount. There are basically two groups, one who think companies have no place on Facebook Messenger and another one who want companies to be active on Facebook Messenger. The latter group emphasizes the importance of meaningful content without unsolicited sales messages and offers and would prefer to search for the companies themselves rather than being continuously bombarded by company messages. As a result **Daily Updates, Pictures and Smart talks** and it followed by *FAQ's, Videos* and **Emoji** were found to be the most important functions to the respondents. Further to this, Chatbot Messenger Marketing holds far high over Email Marketing and reasonable competition to Website.

## Managerial Implications and Limitations

The sample consisted of only Indian users and respondent out of a total population of Facebook users in India were limited. A major limitation was that, since many Facebook users do not normally think about the implications of being exposed to marketing on Facebook messenger, they have difficulty taking a position on many issues related to the service. Another limitation of this study was that the respondent mostly grouped under using only service type of Chatbot which does not include E-commerce and product type Chatbot.

The results give companies a clear idea of how to effectively use Chatbot in Facebook Messenger in their marketing efforts. A large number of companies currently ask themselves, "How can we use Chatbot on Facebook Messenger in an optimal way to go up with the current trend?" The results of this survey answer this question and lead directly to saving time and resources for these companies.

## Further Research Directions

The list of suggested studies within this field on Chatbot Messenger Marketing are below:

To study the combination of Chatbot with other services, such as Instagram, Whatsapp, Telegram and Website to discover the marketing effects of its combinations.

To study what actions that the companies and marketer do to dominate in the consumers' recall exercise and what they think about Facebook Messenger Chatbot marketing. It would be of interest to discover why they do and what they do on Facebook Messenger, how they collect their experience, and to what degree it builds on previous marketing research and a process of trial and error.

To extension of this study, there is a possibility to find out which factors and function play a role and which make Facebook Messenger Chatbot competitive to Email marketing and website.

The researchers also suggest using other nationalities as samples and using larger sample sizes. Also, there may be differences between different nations. This opens up the possibilities of a number of interesting correlation analyses.

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