

**THE IMPACT, COMPARISON AND USEFULNESS OF
DIGITAL MARKETING COMMUNICATIONS TOOLS ON
ORGANIZATIONAL PROFIT MAXIMIZATION USING
FACEBOOK**

ABSTRACT

The importance of Chatbots in marketing, particularly in employment or training progressions and maintenance for definite promotional goals, tools as well as approaches was examined in this study. The study seeks to ascertain the opportunities associated with the usage of chatbots in marketing, with specific emphasis on its influence in the process of Human-to-Machine communications, and find out the extent to which Chatbots could be effectively use to examine competitive companies or brands. The researcher explores how chatbot can interact with users using Facebook messenger and investigate the impact and usefulness of digital marketing communications tools on organizational profit maximization, using a real estate business. The study focuses on three sub-processes in the chatbot design, which includes writing handling, language acceptance, as well as reaction generation. Additionally, the survey was piloted with arrangement of chatbot assessment methods and their examination in relation to chatbot categories as well as three central appraisal schemes, which include content estimation, user gratification, and chat function. Findings of the study established that Chatbots could be effectively used to enable companies or brands intensify organizational profit maximization and proved that the limitations of the human agents have been taken over by this automatic Bot, which have been trained to act like human, give responses to customers' requests and even suggest responses to users. It recommends that every organization marketing teams should acquire innovative communication approaches about how to preserve and advance enduring relations with standing consumers as well as how to get the attention of potential consumers.

1.1 Background to the study

Digital technologies have been linked to all marketing activities and this has made marketers to argue that it has turn out to be a facilitator of successive phases of the development on the way to the renovation of present-day patterns. Digital marketing communications tools have been termed a robotization of processes or cognitive automation of all work processes, which is able to result in profit maximization. With this, the ordinal uprising has stretch to a measure and level of impact and greater influence that hardly could any occupation, business or government, disregard it. Hence, this present research will investigate the degree to which digital marketing communications tools influence organizational profit maximization. This is why (Lubian and Esteves, 2017) posited that, “Whether countries, businesses, and individuals embrace digital technology, which may break through geographic, cultural, and personal boundaries in astonishing new ways, will matter more than ever in the future.”

In this century, more goods and services are promoted online since more customers are always available on social media platforms searching for what to buy as often as they could. Nevertheless, marketers get to know about the needs of these customers through their online activities such as likes on social media platforms, searches as well as previous purchases. Accordingly, marketers are able to reach them directly, and this has been confirmed by lots of researchers to be the most reliable method to appeal to a greater number of audiences and upturn sales. In view of Chang (2015) “one factor that makes investment into online marketing and social media advertising pertinent is due to the fact that we are in the era where what the people are doing with the technology matters than the technology itself.” This is the effect of Technological determinism theory, which proposed that technology determines virtually all human daily activities such as the way we talk, what we buy, what we eat, what we wear and even how we relax. This is because

it is what the customers do with the technology that determines their needs, and it is through their needs that marketers convey the right goods or services to them, using the same social media or other online platform that could be easily accessed by the customers.

Nevertheless, it should be noted that online marketing and social media advertising has come up with an umbrella name that makes it easy for all marketing activities to be planned and executed. According to Shankar (2011) this is termed 'Shopper marketing'. It is a term that is used to explain how shoppers are influenced all through the process of purchasing a particular goods or services. It begins from the recognition of needs after being exposed to a product or service online, then moves to purchasing it, then to consumption, and if the product or service is found effective, then it moves to repurchase, and recommendation to friends or family. It is this different processes that makes Cha (2009) to submits that audience willingness to shop online for items after a marketing activities on the social media is dependent on how useful and easy to use they perceive the shopping services. This however confirms that if the shopping services are well packaged, they will be well perceived by the consumer and this will help to attract more consumers.

This study will put more attention on the advancement associated with digital know-hows, which has become an essential component of marketing by permitting numerous market actors to be involved in a relaxed and more essential method than ever before. However, chatbots will be used to examine how this process enables marketers to strengthen consumer's assorted feelings and experiences while increasing their participation and gratification. This is because interest in the usage of chatbots, which are one of the indications of digital revolution, is progressively intensifying all marketing activities of companies or brands. It should be noted that Facebook chatbot as mentioned above is also identified as a talkbot, chatterbot, Bot, IM bot, communicating agent, or Artificial Conversational Object, which is a mainframe software package that conduct a discussion

in ordinary language through audio or written approaches, comprehends the desire of the consumer, and reply them based on occupational directions as well as data of the organization. This in the 21st century has been said to be replacing a man and plays human behavior.

Nevertheless, this study seeks to ascertain the opportunities associated with the usage of chatbots in marketing, with specific emphasis on its influence in the process of Human-to-Machine communications. This will be done by examining the most significant trials that the growth of digital technologies brings to marketers, who regularly implement reconfiguration of their existing practice as well as redefinition of the designed market intelligence.

This study further investigates how chatbots could be effectively used to enable companies or brands intensify organizational profit maximization, and its contributions will be compared to the impact of digital know-hows such as the Internet of Things (IOT) as well as Artificial Intelligence (AI). Hence the following questions will be answered in the course of the study: how have digital marketing communications tools made companies or brands become cleverer and extra sensible in the galaxy of algorithmic economy? To what extent has digital marketing communications tools influence organizational profit maximization?

Also, it has been said that knowing an organization's competitors and their stance in the market, help an organization to be able to come up with a great marketing strategy, and past studies have indicated that Chatbots are capable of delivering essential evidence about the actions of contending establishments, customer inclinations or important marketplace developments. Thus, this study will find out the extent to which Chatbots could be effectively use to examine competitive companies or brands. The importance of Chatbots in marketing, particularly in employment or training procedures and backing for definite marketing goals, tools and strategies will further be examined in this study. In the end, this study will examine how chatbots are competent to give response to certain questions,

offer solutions, as well as resolve difficulties while understanding consumers' objectives. It will find out how chatbot has become a technological reproduction of a man that serves as pointers to dehumanization of what is human and humanization of technology along with its manifestations. This however formed the basis for carrying out this study.

1.2 Problem statement

Communication scholars like Adesina, et al. (2018) have proven that the concept of monitoring audience online activities leads to effective delivery of advertising messages and it shares a variety of meanings. In view of Bermejo (2017) it includes the usage of websites that are connected with the choice of the audience, where the consumers may possibly be engage in sprightly chat dialogues and forums. It should also be noted that there are some creativities to back the production of a product. Before the advent of digital technologies, which introduced digital marketing communications tools, organizations marketing activities are carried out in a way that the range of media and related channels were difficult to implement. This problem arises as a result of the promiscuous nature of today's consumers. This is why Tejuoso (2018) says a consumer will prefer a product today and in the next few hours, desire another one. With this problem, employment or training procedures and backing for detailed promotional objectives, tools as well as approaches were difficult to handle. Also, it was difficult to handle messages and impetuses in a continuous and never-ending method and gathering important info about the accomplishments of competitive businesses, customer first choice or crucial market movements were also difficult to achieve. But recent studies had it that the presence of Chatbots is changing marketing activities in this century. This however, prompted this present study.


1.3 Objectives of the study

The common objective of this research is to examine the influence and usefulness of digital marketing communications tools on organizational Profit Maximization Using Facebook Chatbots. Nevertheless, its specific objectives include to:

1. Ascertain the opportunities associated with the usage of chatbots in marketing, with specific emphasis on its influence in the process of Human-to-Machine communications.
2. Find out the extent to which Chatbots could be effectively use to examine competitive companies or brands
3. Examine how Chatbots could be effectively used to enable companies or brands intensify organizational profit maximization,
4. Compare the contributions of Chatbots to the impact of digital technologies like Internet of Things (IOT) as well as Artificial Intelligence (AI).

1.4 Research Questions

1. What are the opportunities associated with the usage of chatbots in marketing, with specific emphasis on its influence in the process of Human-to-Machine communications?
2. To what extent could Chatbots be effectively used to examine competitive companies or brands?
3. How could Chatbots be effectively used to enable companies or brands intensify organizational profit maximization?

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4. How the contributions of Chatbots could be compared to the impact of digital technologies like the Internet of Things (IOT) as well as Artificial Intelligence (AI)?

1.5 The Significance of the Study

This study will help to meet the yearnings of consumers who are in search for easily accessible and high rewarding multichannel interactions with brands. It will help them to see the importance of Chatbots as important digital marketing communications tools that are capable of ensuring organizational profit maximization.

This study will also be useful to marketing organizations, as it will help to establish how Chatbots enhances employees' performances and makes it very essential and highlights how digital contexts can improve company-customer relations, customer gratification, as well as shopping experiences. As a result, this will help marketing firms to consider using Chatbots to boost their marketing strategies, thereby describing and scheduling their potential digital touch points.

However, this study will be useful to consumers who are lovers of mobile marketing as it will help emphasize how effectively mobile phones could be effectively used to ease shopping by just downloading a mere software application or through the use of Facebook or Whatsapp, which are two major social media platforms that this study will analyze.

Also, since messaging software now accommodate the highest amounts of energetic users, having surpassed social media networks, this research work will be useful to marketers as it will provide detailed information on the available opportunities to get to their prospective consumers in a highly active approach. Nonetheless, examining the influence of Chatbot characteristics, in a messaging application, on consumers' understanding, and this will help fill the study opening about the Chatbots efficiency in these platforms.

Furthermore, it should be noted that by presenting the model the controlling effect of humanlike design cues, additional evidence will be delivered to support marketing managers taking decisions regarding Chatbots usage. Lastly, the findings and recommendations of this study will help to improve the way Chatbots are used to maximize organizations' profits.

1.6 Scope of the Study

This research examines the impact and usefulness of digital marketing communications tools on organizational profit maximization, thus, emphases of the study will be on Facebook Chatbot and how it could be effectively used to boost organizational profitability.

1.7 Operational Definition of Terms

Marketing communication tools: There are a set of differentiated programs such as Chatbots that are selected to communicate with a firm's prospective audience effectively.

Digital technologies: These are automated outfits, software, devices as well as digital properties that produce, store or processes facts.

Marketing: This refers to the activities that a firm embarks on to stimulate the buying or selling of a product or service.

Internet of Things (IOT): This is refer to as the system of physical substances or things that are entrenched with measuring device, software, as well as other know-hows for the purpose of linking and switching facts with other devices as well as software on the Internet.

2.1

This section deals with the appraisal of all appropriate studies. Here, the researcher intends to appraise previous and existing works. This chapter will discourse the related concepts of the study, also the theories based on the study as well as empirical studies for the purpose of broadening formal understanding of this research work.

2.2 Conceptual Review

2.2.1 The Chatbot Technology

Chatbot has been described as an artificial intelligence (AI) software that gives room for discussion or interaction between a human and the computer in an ordinary semantic by means of messaging software, websites, mobile applications or through the telephone. It could initiate a conversation and talk directly to human. This has been seen on different social media channels like Facebook, Whatsapp and other important communication channels that have been adopted for marketing activities. For example, the recent Business Whatsapp application could initiate a conversation. If one drops a message for a user of a Business Whatsapp, it will send a message to the sender that the user is unavailable for now, but will revert as soon as he or she sees the message. These techniques have now been adopted into marketing activities too and this is what prompted this research work.

This in view of Winkler (2019) is “making online marketing deeds developing its connectivity with social webs, delivering an extra penetrating and concerted participation and online video users demand audiovisual content as well as value added services, with better user-friendliness and an augmented viewing experience, depending on the size of the screen they watch”. Corroborating this, Lubian (2017) added that “Chatbot value has been often characterized amongst the most refined and interesting expressions of human-computer communication.”

This explains that this technology has been designed to act like human. It performs the functions of human and with this; there are spontaneous responses to the needs of the consumer. With this, consumers can easily get their needs or requests attended to without any delay.

This is what many marketing organizations now use to represent the 24hours availability of online personnel to attend to the needs of their consumers. Hence, it has been proven to be an effective way of maximizing profits for a marketing firm.

Corroborating this from technology point of view, Sathi (2016) opined that “A chatbot is just the logical progression of using natural language processing (NLP) to provide replies to questions.” This explains that the technology could assist consumers on how they could be assisted on a particular difficulty they may be experiencing during a marketing activities. Hence, marketing speed is fostered and this has been proven as the most important factors that have aided the preferences for digital marketing compared to physical marketing. It is in this same vein that Sinclair (2017) argued that “conveying responses to questions in a natural language is one of the most distinctive instances of natural language processing that has been recently applied in several marketing organizations.” This is why Tegmark (2017) refers to chatbots as virtual agents or conversational agents that ask questions answer the receiver and also ensure there is spontaneous feedback to the needs and expectations of all prospective customers.

As observed by Reshmi and Balakrishnan (2016) Chatbot have also been termed “conversational agents”, and they are software that have been designed to give responses to natural language input and hold a conversation with human in a way that imitates a real person by means of audio or written. However, it should be noted that despite the fact that this technology allows numerous categories of media discussion among the DCA as well as their consumer in a dialogical method, however it does not give room for a personified, instantaneous as well as self-motivated physical representation with the prospective consumers. This is to say that the consumers cannot see the person talking but could only have automated conversation. According to Araujo (2018) “the communication is either instigated by the firm giving information and advice or otherwise, originated by the customer itself, where it is delivered real-time information in reaction to individual requests.”

2.2.2 Categories of automated agents – Chatbot vs. Avatar

Past studies have proved that there are different chat agents or automated agents that different firms have adopted to enhance its marketing activities. The most important of these agents according to this study will be Chatbots, which will be compared to other

conversation agents like Avatar and the likes of others that have been used by social media platform like Whatsapp. Some studies have proven that avatar also delivers spontaneous feedback to consumers' online experience, be it good or bad. As observed by Wuebben (2017) avatar has been designed with the capability to enable firms participate in the relationship management with their present and prospective consumers.

Corroborating this, Barrat (2015) added that despite the fact that avatars is capable of increasing the level of desirability of the website in the process of decreasing the expenses and improving the efficiency of a call agent, Chatbots have been designed to do much more. Although, it should be noted that the two technologies are designed to act as representative to call agents of the different organizations, yet their level of usage differs from one firm to another. This is because it is believed that the call agents could be tired at a point or could close for work as the time a consumer may want to buy a product, thus there is need for representational agents, who could be available 24 hours every day. This is what prompted the adoption of an ever available conversational agents like Chatbot and Avatar.

It is in this same vein that Köhler (2011) opined that that "increasing the agent's presence beyond the firm's website could increase the attentiveness of the agent and foster the insight of the agent as a peer rather than merely a representative of a company". Nevertheless, as avatars remain predominantly available in software, chatbots may possibly be perceived as a potential resolution to accumulate these profits. It is in this vein that this notion is maintained by preceding study on chatbots, as many organizations have gathered the same conclusions for firms through the usage of these diverse types of representatives. This is why Chung et al. (2018) established that most of the chatbots designed for use by superfluity fashion merchants are capable of providing opportuneness and excellence communication to consumers, swaying positively sensitivities of marketing determinations. According to Zarouali et al. (2018) this assessed the efficiency of a chatbot in the Facebook messenger. Nevertheless, the results recommended that both emotional and intellectual contributing factor have a constructive effect on approaches in the direction of the product, as well as a subsidiary consequence on support purposes particularly the probability to vouch for the chatbot.

Moreover, Araujo (2018) opined that "the degree at which human-like signals adopted

when familiarizing the chatbot to the customer may possibly sway consumers' sensitivities. It is in this vein that the study results established that, when adopting human-like cues, chatbots may possibly have a profitable influence on connection structure, growing passionate link amongst the customer as well as the establishment. This is why this research work convey substantial considerations not just for advertising executives but also for increasing fresh studies in this capacity, as understanding on chatbots' performance remains absent and their prospective influences on organization-related results necessities further analysis (Araujo, 2018).

2.2.3 Digital Marketing

In this digital age where the high-tech modification immensely influences all types of media, Information Communication Technology (ICT) is gradually changing how advertising audience now source for information, get themselves educated as well as entertained. Hence, it has been argued that "not only has technology brought new innovative features, but it has also challenged the notion of what the entire online media really are" (Owolabi and O'Neill, 2018). This is why online marketing has been considered as "the attributes of digitalization process, since it is entrenched in satellite, internet, telecommunication, multi-media modes as well as compatible with latest devices like smartphones, iPhone, tablets and the likes" (Odetoyinbo, 2017). Corroborating the above, Osunbiyi, (2011) defined advertising as "any paid form of non-presentation and promotions of ideas, goods and services of an identifiable sponsor." He posited that it is easier to recognize an advertisement that frames a premise definition for the subject advertising. This he attributed to the fact that advertising, "is a multi -dimensional profession, it covers multi -disciplinary areas of study". He further stressed that advertising is communication, and when it communicates, it has effect on the public, in form of patronage and sales increase among others. It encompasses communication, economics, psychology, business, politics, law, religion, in short, the whole gamete of the social science and humanities. It is therefore not surprising that the different perspective shape the way, advertising is viewed. From the above we can see that advertising is electronic in nature.

According to Osunbiyi, (2009), "Advertising is a controlled persuasive communication paid for by identifiable sponsor (s), about product products, services or ideas and disseminated through the mass media to a target group". Corroborating this, Escalas and

Bettman (2003) submitted that: “consumers with strong self-enhancement goals tend to form self-brand connections to brands used by aspiration groups, that is, groups for which the consumer wishes to become a member”.

However, Odetoynbo (2017) “Since all broadcast equipment and facilities have been changed from analogue to computer mediated communication (CMC) devices, the need for additional audio-visual material and value-added services has skyrocketed,” he said with greater accessibility and an enriched viewing experience has also been on the increase.” This has provided different approaches through which digital marketing could

be viewed. Yasmin et. al., (2015) sees digital marketing as the campaign or promotion of products or services with the help digital technologies or frequencies. It makes use of the internet as the main marketing channel but also extends to other channels like mobile phones, display advertising and any other digital medium, that do not involve internet. The digital Marketing Institute appropriately intellectualized it as “the usage of digital technologies to produce an incorporated, directed and assessable message that backs the obtainment and detainment of consumers while shaping better connection with them” (Wymbs, 2011).

This description explains digital marketing beyond the determination to make a product known so as to make sales; moderately it comprehends it as a communicative channel that permits operational communication and marketing of goods and services.

Similarly, Morgan, et al. (2018) defined digital marketing as “message and communication between an organization or product as well as its consumers with the help of digital passages such as the Internet, electronic mail, mobile phones, and digital television) and information technology.” This explains that digital marketing is made possible by some automated devices that have been mentioned above. The interaction between these devices and the internet is what made digital marketing possible. This has been proven in today’s society where goods and services are accessed online. Cars could be bought online. Food could be ordered online, even academic activities are now conducted online.

It is in this same vein that Wymbs, (2011) suggests that various terms such as e-marketing, internet or online marketing, one-to-one marketing, interactive marketing have been used to describe digital marketing. Hence, Yasmin, et al. (2015) clarifies that the main objective


of digital marketing is to excellently engage customers with products that meets their needs. This is why their actions are being monitored through their social media likes and post. Having monitored their activities, their product messages about their recent searches on the various social media platforms is directed to them personally. Hence, it should be noted that the same medium through which the consumers search for information online, is the same medium that advertisers used to direct marketing messages to them.

Nevertheless, since some of today's online activities require that a user provides in some of his private information before gaining full access to some data or websites, it becomes easy for marketers to easily recognize what every individual that registers needs and at the same time provide what they need to them directly. For instance, one could be required to fill a form that contain personal information of users before allowing to download a book online, thus it is through this same information that has been saved that marketers used to disseminate advertising messages to them, both wanted and unwanted.

Recently, most of these messages have been said to annoy consumers because they invade their privacy and at time disturbs important activities being carried out online.

It is in this same vein that Ali, et al (2015) opined that for digital marketing strategies to contribute enormously towards achievement of a company goal, it is needful to consider some things in its implementation, and they include:

- 1. Market Research:** This should be directed to use the suitable digital platform and the target audience of a digital marketing campaign should be reached through their preferred channels.
- 2. Digital Channels:** The pros of the diverse digital channels should be considered for operational distribution of personalized content and contentment of marketing goals. For example, in e-mail marketing, long e-mails with too much information should be avoided as the focus should be on main points of interest.
- 3. Digital Marketing Strategies:** This should be developed for specific times of the year. In other words, digital marketing strategies should get the most out of important dates of the year such as holiday seasons and celebration periods.


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- 4. Formulate a Method:** A method must be set up to evaluate the usefulness of digital marketing strategies frequently. Also, the marketing team can meet to discuss digital marketing efforts and make changes accordingly.

2.2.4 Comparison of Traditional and Digital Marketing Channels

Marketing media have been described as the channels by which marketing communications are conveyed to their anticipated audiences. According to Ugbor, (2017) “as marketing becomes more important for companies, greater companies are able to spend more and more on cultured ways to make their consumers buy their products.” Nevertheless, marketers apply unswerving and unintended power on the media enterprises and their content so as to sway attitudes and beliefs where customers are more expected to purchase their products.

Electronic media, in view of Ugbor (2017) means “transmission or electromagnetic media, which takes gain from automated technology system that comprise TV set, radio broadcasting, Internet, fax, CD-ROMs, DVD, as well as other channels that needs electrical energy and digital programming of information.” It is in this same vein that Belch et al. (2017) opined that “the term 'electronic media' is often used in contrast with print media.” The word “television” according to Hamid (2017) “could be considered as the permutation of twofold words ‘tele’ signifying ‘for’ plus ‘vision’ signifying ‘to see’.” Television however, denotes seeing from a distance, which today has come to mean, viewing of distant object or event by electrical transmission waves. It has been proven that advertisers adopt this channel for the reason that they can attend to heterogeneous audience with their messages at comparatively reduced charge per target reached. This is why it is referred to as the most influential and persuasive channel amid marketing professionals and experts.

This medium in view of Ajiboye (2017) also has the ability to combine sound, light, sight, motion, color, and action which makes its advertising message very attractive and effective. Television has remained the most popular medium of advertising in spite of




some of its weakness or limitations like the high cost of television advert production and placement, the problem of cluttering of advertisements on television, channel raise problem in televisions network transmission and its high level of inaccessibility, especially in rural communities.

Television advertising is a comparatively becoming outdated expansion on the ground of advertising media and its influence has been massive. In standings of outflow, Emeka, (2017) opined that “television is second only to the press as a whole, and its growth in recent years has consistently exceeded that of all other media because the importance of the medium is reflected in the publication of books devoted solely to the subject of commercial television.” According to Belch et al. (2017), “television is the ideal marketing medium. Its ability to combine visual images, sound, motion, and color presents the advertiser with the opportunity to develop the most creative and imaginative appeals of any medium.”

But the online medium have taken over these features as it could syndicate pictorial images, sound, motion, color and also hyperlinks to make the message shareable. This is one key advantage over television messages. Television message remains with television, it could only be viewed and cannot be shared, but for digital marketing, the messages could be shared and revisited as many times as possible. For radio advertisement, it could only be read and kept for further consumption. The messages are not editable by the consumers and it lack spontaneous feedback. This channel is currently running out of advertisement and with this, most of the print medium proprietors have decided to introduce an online version of their papers so as to keep up with their readers. Despite this new development, digital marketing is still capturing more attention than any of the traditional channels. According to Ugbor, (2017), the following are the advantages of digital marketing over other traditional channels include:


1. Marketing activities on digital platform gives a product or service instantaneous soundness and importance than traditional channels;

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2. The marketers can easily reach their prospective consumers by focusing on their recent activities online, but this could not be achieved with the traditional marketing channels as messages are directed at heterogeneous audiences.
 3. Digital marketing channels offers the highest possibility for creative content that could be shared with other consumer, friends or family, but for the traditional channels, friends and family could only be informed with either words of mouth or old copies, if it is print medium.
 4. With the digital marketing channels the marketing firm can take its consumers anywhere and show them almost anything, but with the traditional channels, the consumers cannot see beyond what has been published.
 5. Even though television reaches very large consumers that are generally much higher than the consumers the indigenous newsprint spreads, as well as it does so all through a short period of time, the digital channels can reach a larger number of consumers than the traditional channels.
 6. Digital channels have the capability to deliver advertisers' messages with ability to see, hear the sound as well as see the gesticulation.

From the foregoing, it could be said that digital channels commercials can reach mass audience with their messages at relatively low cost per target reached, this is why it is considered to be the most powerful and influential medium among advertising experts and practitioners in this century.

2.2.5 Digital Marketing-Selected channels

Digital marketing make use of all surfaces of internet promotion to produce reaction from the prospected customers and owing to the extensive usage of internet in all proportions of life, the obtaining in the first world countries mostly has been improved and now




scattering to other countries speedily. However, Ashwini and Manjula, (2016) listed the below as the selected channels of digital marketing.

2.2.5.1 Email Marketing

According to Techopedia, (2016) “e-mail marketing is otherwise called direct e-mail marketing in its modest custom and it talk about using electronic mail as a means of sponsoring products or pursuing consumers”. In general, Abdullah, et al. (2016) added that it includes transferring persuasive e-mail to fascinate new consumers or influence current ones to make instantaneous consumption, augment consumers’ relationships as well as accumulation of advertisement to other establishment’s e-mail, generally on a trust basis, to get acquaintance in a new market. Characteristically, Hasan and Azman, (2015) added that “it relates to the distribution of commercial e-mails to a group of individuals, which have subscribed to e-mailing list but can also be focused on a person and it is often connected with data mining”. This is to say that e-mail marketing is a digitally progressed method of the customary mail marketing, but with different outlook and dimensions. It is in this same vein that Forootan (2008) submits that any email communication that assists in building consumers’ trustworthiness, trust in a product or business; brand acknowledgment can be considered as electronic mail marketing.

In the view of Akinbode, (2014) it has been recognized that electronic mail marketing seems to be a considerable fragment of online marketing tools, where it is the undeviating way of permitting the interaction between consumer and retailer. The connection between consumer and retailer in online marketing or email marketing according to Labrecque, et al. (2013) “is just not same as in tradition; for that, the marketers need to construct a way of communication that is liberal in conveying the message with attractive and related content.” Nonetheless, Lammarre, et al. (2012) opined that “it has been identified that a common online survey showed that most of the executive level online user understands the significance of email marketing.” On the other hand, they added that “the promotional



messages are still at the low set up, where a customer does not bother to open the email sometimes, while email marketing has its own advantages, in which one of the most appreciable components is that it helps in promoting green marketing.” Thus, email advertising has turned out to be an extremely selective means of turning over a message for ensuring brand sustainability.

2.2.5.2 Mobile Marketing

The connection of digital devices to the internet has made mobile marketing possible. The conception of mobile device has made it a possible tool for marketing actions. Murphy (2015) defined mobile marketing as “the usage of a wireless medium to deliver consumers with time- and location-sensitive, tailored information that endorses products, services and ideas, thus promoting the identified sponsors”. Mobile phones have been used to do a lot of marketing activities in this century.

Advertising messages are sent and received via mobile phones. Wireless media are now being used as a combined content distribution and undeviating reaction channel within a cross-media advertising communications software package. It has also been regarded as net advertising, which some scholars referred to as ‘netvertising’. This is to say that mobile phones or other moveable automated devices have been used to take over the responsibilities of customary stores or shops. Many no longer go to the store to buy things these days, rather they order from their homes and the products are delivered easily.

In view of Ververidis and Polyzos (2002) mobile marketing could be referred to as “all actions mandatory to interconnect with consumers with the aid of mobile devices so as to stimulate the marketing of products or services as well as the delivery of information about these products and services”. This makes information provision very handy. The stress of going too far to get a product has been disbanded, and consumers could now easily connect to any store of their choice to buy or even sell anything. Pousttchi, (2006) contended that


marketing professionals deliberated that the mobile device is a tremendously capable marketing tool to overwhelmed the main trials of getting time and the consideration of customers than the present mass media.

Recent studies prove that today's marketing have even shifted a bit into SMS marketing, that is a promotional messages being dispersed via SMS. This is because the days of billboards and advertisements on the print media, which used to be extremely expensive are now being replaced with a mere SMS that cost less. As observed by Yasmin, et al., (2015) modern organizations now adopt this innovative channel for both push and pulls marketing procedures. They make sure that every kind of transformed message are shaped, and the SMS channel are adopted devoid of time bar, which makes this medium overwhelmingly practical to make guarantee mindfulness, as well as brand authenticity for their brands. Nevertheless, the authorized characterization of mobile marketing as given by Mobile Marketing Association (2009) puts it as "a set of activities that allows organizations to interconnect and engage with their consumers in a communicating and substantial routine through any mobile device or network".

2.2.5.3 Drivers of Mobile Marketing

Quite a few explanations for the usage of mobile devices as passages for marketing message and actions have been recognized by communication scholars. According to Yasmin, et al., (2016) the factors below establish drivers of mobile marketing:

1. **Size:** Al and Al (2014) opined that the small size of mobile devices makes it convenient and can be effortlessly carried around. Thus, the handiness of the mobile device makes it manageable and always with its owner. This is why Yasmin, et al., (2016) submitted that handheld devices shapes acquaintance with its possessors and these provides salespersons with a chance to an exceedingly



direct messages to heterogeneous audiences as well as dispersing promotion messages with prospective audience.

2. **Content:** The growth of mobile phones to back rich content according to Orji, (2013) function as a key driver of mobile marketing, and this is because the mobile device abilities have been overextended with immense functionalities, such as voice calls, SMS, MMS, GPRS, as well as Mobile internet, in order to meet multidimensional consumer desires. These developments according to Pappas, (2016) made obtainable an all-in-one device where flexibility/functionalities have congregated by providing occasions for organizations to interconnect more proficiently with their prospective audience.
3. **Personal Nature:** The individual nature of the mobile device guarantees two-way communication and communication amid target consumers that the traditional marketing channels could not achieve. According to Ryan (2014) the competence and efficiency of mobile marketing can be dignified through appropriate communication between consumers and the organization, and this is because “the mobile phone has been seen as the most important and personal device to the user”. According to Orji, (2013), “net advertising and advertising messages are frequently conveyed through SMS, and the receiver of mobile advertising messages is addressed explicitly”.

Consequently, the emergence of the SMS technology could be described as a more undeviating and perfect channel of interconnection, and in this vein, SMS is perceived as an instantaneous, computerized, dependable, individual, inconspicuous as well as modified passage permitting an resourceful technique to spread consumers unswervingly and providing cell-phone users with a undeviating call-to-action that would be practically unmanageable through other channels.

2.2.5.4 Retargeting

Pursuing those consumers that have previously visited a commercial website, but left without buying something is what is called retargeting. According to Pappas, (2016) the marketers then focuses on the guests once more with the suggestions/campaigns for the products on third-party websites and social media platform by means of compensated advertisements. Yasmin, et al., (2016) explained retargeting as “a form of promotion that permits the adoption of the online data of the customers to keep producing the circulation even if they leave the website.” Many scholars have termed this a kind of privacy invasion, since guests are directly targeted without their consent.

Retargeting via advertisements in view of Sahni, et al. (2016) is a “power transformation and optimization tool that works best for the marketers when used energetically and knowledgeably”. This is why marketers “need to study and understand the process of retargeting, and they are required to distinguish how many people are visiting their website and how many of them bounced without interacting much, which is the most beneficial information for the marketers to improve the offers and promotion on their products and services” (Yasmin, et al., 2016)

According to Osman, Othman, Salahudin, Abdullah, (2016) “the efficiency of the promotion, brands are now concentrating on the adaption of a tool which is known as retargeting.” Another name of retargeting Lambrecht and Tucker, (2013) is “re-messaging and remarketing. It is known as a marketing tactics that serve advertisements”.

Nevertheless, retargeting is the technique that makes marketing specialists assured about all potential opportunity that they have approved in order to cooperate and become appealing to the consumer by having in-depth knowledge about their interests as well as requirement.


2.2.5.5 Search Engine Marketing

Search engine marketing, which could be shortened as SEM, is a component of digital marketing that is “linked with probing, acquiescing as well as placing of a website or web page within search engines to accomplish extreme perceptibility and upturn share of paid and/or organic traffic referrals from search engines” (Malik, et al., 2013). According to Yasmin et al., (2015) “the part of SEM that assist website get high ranking placement in organic or unpaid search engine results is known as Search engine optimization (SEO).” Common samples of search engine are “Google, Bing and Yahoo search engines and the foundation behind this is that the more a website spontaneously ranks in organic search results, the more probably it is to be viewed by users.” (Malik, et al, 2013).

However, Yasmin, et al., (2015) assumed that SEO may be aimed at different type of searches such as image, video, and news, academic, local and industry specific search engines. Meanwhile, Bleier and Eisenbeiss, (2015) submits that “SEM and SEO are used interchangeably but in addition to getting better organic search results, SEM uses search engines, through tools like Google Adwords or BingAds, to advertise and send more targeted traffic to the website.” Hence, it includes SEO, competitive analysis, paid listings or sponsored links that are usually displayed above organic search results. Putting it proper perspective, it is “the process of gaining traffic and visibility from search engines via both paid and unpaid efforts” (Ross, 2016). Nevertheless, search marketing in a broad term thrives on the stage of content marketing approaches, which are marketing system of producing and allocating appreciated, important and reliable content to entice and obtain an evidently well-defined audience.

2.2.6 Online and Social Media Marketing


We are in the era of technology driven world, where venture in digital marketing as well as in social media marketing has become the most effective method of fascinating greater



consumers. To start with the survival of business organization in this era, Bill Gates affirmed that any business that is not on the internet will be out of business. However, if the practical way for a business survival in this era is being consistent on the internet, how much more its approaches in attracting a larger audience? It's no news that more goods and services are delivered online in this century as more consumers are active on social media platforms scouting for what to buy day after day, and it is through their activities on the social media that marketers get to know what the consumer really wants.

Consequently, marketers are able to reach them directly, and this has been proven by lots of researchers to be the best way to attract a larger audience and increase sales. In view of Chang (2015) one factor that makes investment into online marketing and social media advertising relevant is because we are in the era where what individuals are carrying out with the aid of technology matters than the technology itself. This is because it is what they do with the technology that determines their needs, and it is through their needs that marketers get to them with the right goods or services.

Nevertheless, it should be noted that online marketing and social media advertising has come up with an umbrella name that makes it easy for all marketing activities to be planned and executed. According to Shankar (2011) this is termed 'Shopper marketing'. It is a term that is used to explain how shoppers are influenced all through the process of purchasing a particular goods or services. It begins from the recognition of needs after being exposed to a product or service online, then moves to purchasing it, then to consumption, and if the product or service is found effective, then it moves to repurchase, and recommendation to friends or family. It is this different processes that makes Cha (2009) to submits that audience willingness to shop online for items after a marketing activities on the social media is dependent on how useful and easy to use they perceive the shopping services. This however confirms that if the shopping services are well packaged, they will be well perceived by the consumer and this will help to attract more consumers.



However, it could be concluded that online marketing and social media advertising provides an opportunity for marketers to spread their promotions to a larger audience, as it has proven to be an effective means of connection amid products and shoppers, and this has been said to effectively influence the frequency and value of online marketing and social media, predominantly Facebook, which has been said to be the most satisfactory network for online marketing and social media advertising that is capable of delivering its campaigns more efficiently. “The concept of marketing in this era has moved from ‘customer acquisition’ (winning new customers), through ‘customer retention’ (keeping customers for life) towards ‘customer selection’ (dumping unprofitable customers while selectively seeking and keeping the more profitable ones” Tejuoso (2011).

As the 21st century develops, marketing has persistently remained a significant purpose in the occupational inventiveness. This is why it is said that technology ought to deliver innovative methods of handling as well as permitting the marketing progression. According to Edelman (2002) nonspecific advertising approaches that salespersons usually consider for their marketing plan attach to investor assessment. According to Osuagwu (2006) “in this 21st century, technology, specifically the use of the Internet and the various sets of hardware and software that interface with the internet is drastically altering the way all business processes are managed.” The term “e-business” has been used to pronounce the methods through which technology has transformed the commerce innovativeness. Goals of e-business are to:

1. Decrease purchase/retail expenses;
2. Reach international as well as isolated marketplaces;
3. Recover the competence of the supply chain;
4. Reconstruct the value chain;
5. Advance consumer relationships.




He concludes that E-business includes e-commerce, supply chain incorporation, as well as for the determinations of this paper, “e-marketing”.

2.2.7 The Basic Elements of Marketing

According to AMA (2013), “the marketing process can be thought of as a structure built on layers of successively complex effort.” He notes that a proper marketing effort should be built on:


1. **Market Research and Intelligence:** Market Research is the foundation of marketing and consists of a constant flow of information from the market. This information should include customer needs, market trends, competitive actions, and market demand. Sources of Market Research are customers, trade associations, government agencies, suppliers and consultants. Market Intelligence is the analysis of Market Research and the dissemination of this analysis throughout the business. Market Intelligence makes the information dynamic, actionable and consumable by the organization.
2. **A validated Value Proposition:** The Value Proposition is the next “layer” of Marketing. The Value Proposition is the keystone of the Marketing Plan and is a written statement of facts, assumptions and perceptions that suggest the reasons why a buyer will buy a set of differentiating features that comprise a seller’s offering. The Value Proposition is derived from the marketer’s knowledge of the market, (particularly customer needs) combined with the marketer’s product features and how these features will meet the customer’s needs better than the incumbent or other alternative product.

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3. A detailed Marketing Plan: The Marketing Plan according to Tejuoso (2013) “is the working document of the marketer, while a well-developed Marketing Plan is developed directly from, and consistent with, the Value Proposition.” According to the Director, Global Coatings, Michael D. Brown (2001), “classic marketing theory breaks the Marketing Plan into four areas, the so-called ‘4 P’s’.”
- a.** Product Plan: A detailed plan of the product features, how these qualities meet consumer desires, as well as by what means the product is distinguished from opposition. This strategy also contains facts on how the product is calculated, contrived as well as accomplished. It should also address in what way the product co-exists in the market with other products and services of the business.
 - b.** Pricing Plan: A plan of pricing plan comprising what the worth will be for the product (the so-called “price list”), a turnover examination of the product, as well as by what means assessing will be accomplished in the numerous delivery frequencies. The Pricing Plan ought to address product standing as opposed to other reasonable products as well as how the price will be strategically accomplished in inexpensive and bid circumstances.
 - c.** Placement (Distribution) Plan: A plan labeling the conducts the product is brought to the market, which is frequently called delivery networks. This plan designates in what manner the product will be traded, either through undeviating salesmen or autonomous wholesalers; in what way and where the product will be inventoried and by what means the product will co-exist with other not-in-kind products in the value chain.
 - d.** Promotion Plan: “A plan that addresses the ways in which the product will be endorsed in the market, while typical elements of this plan are advertising, branding, support and collateral materials (brochures, data sheets, etc.) and public relations” (Tejuoso, 2013).

2.2.8 Chatbots Opportunities and Threats

Chatbots have been described as common agents that enable marketing communication in social media, particularly on Facebook, which is the focus of this study. Despite the growing acceptance of this new marketing approach, it has been argued that these computer-generated agents have to be instigated in a cautious manner to circumvent unwanted consequences. However, the following are the opportunities and threats of Chatbots according to Chang (2014):


1. Engaging consumers through a means of regular, approachable as well as comprehensible method;
2. 24-7 facility, maintenance as well as prompt reaction;
3. Possibilities of providing additional complete, current statistics as well as the ability to examine great records at great rapidity;
4. Communication by means of conversant software to consumers, a good example of this is the Facebook Messenger, which has been labeled as augmenting consumer involvement;
5. Chatbots have been able to circumvent human qualities, so it is devoid of human qualities like mood fluctuation and drowsiness;
6. Sophisticated incomes by means of cross-selling openings;
7. Non-personified representatives are considered to be extremely brighter than the traditional personified representatives (Deloitte, 2016);
8. Phonological is a compound mechanism, and this is because it is believed that chatbots are not capable of comprehending cynicism, dual-engenders as well as popular expression;
9. Background comprehends task, which has been linked to examination and understanding of in-house procedure movements, consumer trip charts as well as profound product and services statistics.



However, it should be noted that there are dangers when executing a chatbot, when it is not constructed on consumer desires. Hence, (Skerrett, 2017) adds that it inclines to exasperate consumers. According to Ben, et al., (2012) the undesirable gap between consumer potentials and representatives' performance has been described as the indicators to representatives' disappointment. However, two instruments that pushes this damaging gap has been classified as anticipation overstatement as well as performance decrease. This according to them may possibly be connected to professionals' thoughts representing four groupings of inaccuracies, which includes disappointment to existing and describe the representative's boundaries; an excessively civilized representative, either in attendance or discussion; disappointment to attend to the customer as well as insufficient communication procedures, which is because of too disturbing or too automatic procedure. It is in this vein that it is of exciting significance that the steadiness amongst its functionality as well as feature, to efficaciously gratify consumers' opportunities.

2.2.9 Chatbot Technology Attributes

Personified representatives when completely made automatic and self-directed may possibly be measured as a Self-Service Technology, which is through consumers created services for themselves devoid of support from organizational workforces. In reaction to the growing role of technology in services, academics have examined consumer opinions and practice of these service distribution machineries. It is in this vein that Aigrain (2012) highlight the significance of Chatbot technology by considering it a central organizational structures prompting gratification. This is why Technology Acceptance Model (TAM) as developed by David (1989) has been used to examine how Chatbot technology has been used by different firm to enhance profitability. The model postulates that the apparent simplicity of usage as well as the apparent practicality of an innovative technology sways consumers' assertiveness in the direction of using the technology that responsively




influences interactive purposes to use the technology. This is why the author describes Observe Comfort of Use as “the extent to which the potential user presumes the target system to be free of effort” and Recognize Practicality as “the potential user's independent possibility that using a definite application system will upturn his or her job performance within an organizational context” (Barrat, 2015).

Nevertheless, aside for the prominence on approaches and communicative purposes in the services technology literature, it has been established that Chatbot technology has the following attributes:

1. It has a chat group attributes: These attributes have been said to have significant impacts on the communication level of the consumers. Benz and Meikle (2018) argued that it has fostered satisfying experiences for the customers and it has helped them to feel more comfortable with digital marketing.
2. It has spontaneous feedback: This attribute has aided quick response from the automated agents to the heterogeneous audience and it has to a large extent aided the buying and selling procedure.
3. It has one-to-one dialogue: It has aided personalized communication between just the consumers and the automated chatbots. This communication is only open to the parties involved and nit to third parties.
4. It improves customers’ experience with the chatbot: It has broken the boundaries of waiting for days before getting response from call agents; rather a smooth experience has now been initiated and fostered by Chatbots.
5. It has provided ease of use: Understandable languages are used and with these consumers could easily comprehend the command given and also provide accurate reaction to them.

2.2.10 Marketing with digital technologies

The presence of sophisticated technology in this century has made marketing with digital technologies a predominant activity. According to Osunbiyi (2013) “the number of web-enabled devices is progressively increasing and firms are taking good advantages of its enormous attributes.” The key technologies in 2019 as observed by Benz and Meikle (2018) “Internet of Things (IOT), Artificial Intelligence (AI), Big Data, Augmented Reality, blockchain, and Internet 5G are the main components.” It was previously predicted that the Internet of Things and artificial intelligence (AI) will have the greatest impact on the rate of economic development in many nations in the next years, and this has already happened in the twenty-first century and is constantly increasing. Borek and Reinold (2016) opined that “the factors favorable to their interest in business, customer as well as societal proportions positively comprise the development of depending on all of these innovations, the functioning of tools, devices, platforms, and applications.” Nevertheless, Daugherty and Wilson (2018) argued that “they become such a mechanism promoting the introduction of various solutions that are important to them, while also undergoing continual procedures to strengthen their ability as a distinct DNA code of the digital economy.” It is in this vein that Gregor and Kaczorowska-Spychalska (2018) concluded that “there is now some sequence of new technological moments that produces other new technology, technology that produces the need for other new technology that then embraces consumers as a part of it.” As a result, innovative and improved varieties of present solutions, new roles and modernizes will appear and they will lead to a steady and continuous procedure of development (Kelly, 2017). However, “the digital edifice of standards It is widespread and interconnected, and it covers more than seven million individuals communicating and trading in real time over the internet, as well as a few billion gadgets with built-in artificial intelligence that belong to these individuals” (Skinner, 2018). Now, goods and services could be bought from our homes directly. We do not have to go to the store to get any of our equipment, rather all that is needed locate an online shop and place an order. Within few hours or days, the products get delivered to



our door step, with easy means of payment. Many organization even allow pay-on-delivery, an attempt that has been use to increase the trust of the consumers about the online shop. Hence, it can be said that the proposition of Marshal McLuhan about global village has been long fulfilled and will continue to increase since more sophisticated technology are still being invested. Hence, the prediction for 2030 according to Kelly (2017) is that marketing activities become:

1. Universal Internet in the air around us, most of which will be invincible;
2. Extensive Internet of Things, encompassing more intellects, more familiarity, more involvement;
3. Artificial Marketing Intelligence,
4. Immersive experiences, with great brand experiences and more communicating advertising.

The world will have to deal with: hyper directing, automation of shopping experiences, easy exchange of sales data, smarter CRM (instantaneous customer analysis), predictive social media, new advertising and content forms (e.g. personalized advertising or gladvertising), widespread individual support, chatbots, and possibly cyborgs” as a result of the aforementioned.

2.3 Theoretical Studies

This research has its relevance to the following theories:

1. Technological Determinism Theory
2. Uses and gratification theory

2.3.1 Technological Determinism Theory


Technological determinism theory was propounded by Thorstein Veblen (1857-1929) and American Sociologist, who assumes that “a contemporary culture’s know-how determines improvement of its societal configuration as well as traditional principles” (Adeosun and Udabah, 2013). The principal main explanation of this theory originated from Karl Marx, whose conjectural context was grounded on the impression that “modification in know-how as well as useful equipment is the main effect on the organization of societal relationships” (Oso, 2002).

While corroborating the above, McQuail (2010) says “technological determinists, specific technical expansions, communication equipment or media, or most approximately, technology in general are the major ancestor causes of transformation in the society, and technology is seen as the essential circumstance emphasizing the configuration of societal organization, particularly today’s marketing firms.” The basic premise of the technological determinism theory in view of Adeosun et al., (2013) "The media are appendages of the human psyche," he says, meaning, with technology, all human activities have been programmed into the computer system to the extent that it can understand all human needs and even talk back at them.” It is under this notion that the idea of Chabot was coined out from.

The technological determinants opined that “the new media that have been progressing due sophisticated technology not only alter their environment, but the very message they convey” (Folarin, 2002). This reveals why the media creates new settings while also introducing new cognitive habits. “Technology, particularly new media, authoritatively shape how individuals think, feel, and behave, as well as how societies organize and operate,” according to the idea. (Oso, 2002).

According to McQuail (2010) “technological determinism theory is commonly grounded on the resulting suppositions”


1. Communication technology remains important to humanity.

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2. Technology pushes transformation in media activities.
 3. Every technology stands in the direction of specific communication procedures, subjects as well as usages.
 4. The classification of origination and presentation of technology sway societal transformation.
 5. Communication transformations prompt societal revolutions.
 6. New media destabilize longstanding foundations of influence.

The summary of these assumptions in view of Anaeto, et al., (2008) is that “we learn, feel and think the way we do because of the messages we receive through the current technology or medium available.” The medium is therefore the message because as the medium changes, so does the society’s way of communicating (McQuail, 2010). Through his theory McLuhan (1964) as cited by Olagoke, (2018) explains that “when new systems of technology are developed, the culture of the society is immediately changed to reflect the changes needed to use the new technology.” He reiterated that there is a simple cause and effect analysis here between the introduction of new technology and the changes in society’s way of thinking feeling, acting or believing.

The interpretations of technological determinism in view of Odetoyinbo (2017) carries double wide-ranging concepts:

- i. The first explains that the improvement of technological tools trails an expectable, distinguishable route principally past traditional or politically conscious power
- ii. The second is that technology in turn has special effects on the social order that are intrinsic, rather than communally classifies itself to back and further improve a technology once it has been introduced.



This is to say that technological determinism theory relates to the impact and usefulness of digital marketing communications tools on organizational profit maximization using Facebook Chatbot, as it has been certified by communication scholars like McQuail (2010); Anaeto, et al., (2008); Oso (2002) and Adeosun and Udabah (2013) that the growth of new media has increased communication between people all over the world. For instance, the emergence of smartphone allows people to express themselves through blogs, websites, pictures, multi-media/broadband and other user-generated media; this has also given marketers the opportunity to easily come up with an adverse selection method of marketing. This means that “consumers are directly selected online due to their recent activities and marketing messages are delivered to them based on their likes.” Globalization is the outcome of the adoption of cutting-edge media technology, (Anaeto and Folarin, 2015).

McQuail (2010) posits that “globalization is typically defined as more than the development of activity outside the borders of certain nations since technology communication reduces the distance between individuals all over the world.” The smartphone effectively breaks the link between physical location and social location, making physical location less relevant in our society ties. This is why online shops are now more preferable to physical stores and shops. Hence, it could be said that technological determinism theory fits this study because it seems people now prefers to buy online and get them delivered at their doorsteps than going to the store to buy.

This has however proven that technology now determined not just how we feel, but also how we meet our various needs. This however confirms the view of Oloyede (2016), Who observes that “people acquire information, sense and reason the way they do due to the magnitudes of what they can do with their mobile phones and other devices”.


2.3.2 Uses and gratification theory

This conceptual framework is based on how audiences eagerly select a certain media to satisfy their needs and pleasures (Baran and Davis, 2012; McQuail, 2010). “The theory covers the link between the media and the audience,” according to Katz (1959). Stafford, et al. (2004) define Uses and gratification theory “as an approach used to empirically develop dimensions of consumer uses... a useful contribution that can guide management practice and scholarly inquiry”. The principal research about uses and gratification theory started in the 1940s (McQuail, 2010).

As a result, “early uses and gratifications studies in the 1940s, 1950s, and 1960s often examined why individuals utilized various media kinds, rather than analyzing audience stimulation for utilizing a specific medium,” according to Harrell (2000). Katz (1959) provided the following reasons when reviewing research from the 1960s and 1970s:

1. “Audiences are active and audience creation may be logically explained since media and content choices are often rational and aimed toward certain aims and satisfactions.” (Katz, 1959)
2. “Audience members are aware of media-related requirements that develop in personal and societal (shared) situations, and they are able to articulate them in terms of motivation.” (Harrell, 2000).
3. “The fulfillment of many personal and societal demands has a considerably larger role in drawing viewers than the cultural and aesthetic aspects of material. For example, relaxation, shared experience, and passing the time etc (Katz, 1959:68).
4. In theory, all or almost all of the necessary parameters for audience creation, motivations, perceived or realized satisfactions, media choices, and background variables may be assessed. (Katz, 1959).


Severin and Tankard (1992) indicate that diverse individuals may possibly adopt similar mass communication medium for actually diverse determinations and now, the internet is



thriving, U&G offers the hypothetical outline for understanding the definite motives that bring customers to online markets where trade takes place. U&G being malleable in seeking explicit inspirations and features of societal activities of audience, then researchers can relate it to new media. In the case of marketing of products, U&G researchers', Yinusa (2018) aim at examining the kind of needs and gratification audience are looking for as well as obtaining. They further established that knowing how audience use the internet not only assists scholars comprehend their level of product acceptability, but it also explains that media administrators may possibly think more about what their users want (Owolabi and O'Neill, 2018).

Uses and gratification theory is useful to illustrate media users choice of specific media to seek relaxation, entertainment, or social interaction. U&G seems an appropriate theory to study new media at the beginning level because consumers now are more actively finding ways to control what kind of information they want to use, even the sources of the media (Anaeto and Folarin, 2015). In addition, it has been established that media audience are not constant in what kind of satisfactions they are looking for. It is in this vein that Katz (1959) suggests that "people use media based on social role and experience-based purpose. Individuals will use different kind of media under different circumstances to fulfill their needs."

However, developing technologies deliver users with a broader variety of source collection as well as frequencies of information, individuals are choosing media catalogue in those areas of most attentiveness. As observed by Innocent and Uwaoma (2012) "customers enthusiastically select a specific channel to be adopted due to certain reasons as well as the channel's capability to accomplish definite satisfactions and desires." Stafford et al. (2004) state that content gratification includes information seeking and entertainment; process gratification includes how audience use the new media; process gratification is whether audience are satisfied with the usage, appearance, or even fluency




of the Internet; and social gratification means that audience can interact with other people via Internet applications or websites.

Taking online marketing as an example, it has been proven that consumers are afforded more flexibility in terms of the time and the accurate assessment of what to buy than conventional marketing processes are, which means the consumers have process satisfaction because they decide on what they want to buy and when they want to buy it. Moreover, consumers can review the previous audience's comments and have conversations to fulfill the social gratification (Innocent and Uwaoma, 2012).

Uses and gratification theory is relevant to this study as the usefulness of digital marketing communications tools on organizational profit maximization has been proven. Recent studies have revealed that online marketing certainly delivers numerous proportions of functions to gratify customers' desires. It is in this vein that Anaeto and Folarin (2015) argue that "the new media or new ways of delivering goods to consumers might fulfill new motives of consumers' needs because they encourage different usage patterns." In addition, Oso (2013) argues that people obtain collective satisfactions from diverse communication media.

Online marketing has however afforded the consumers further tractability in relations to the period as well as the good or product to be purchased. They could read about it before purchasing and even get to see the comments of previous users. This helps them to ascertain the credibility of the product. This however proves that the consumers have gotten satisfaction because they control the content and time they want to buy. Moreover, they can evaluate the aforementioned viewers' remarks and have discussions to accomplish the societal gratification. Hence, the kinds of gratification the audience gets from online marketing could be viewed from different dimensions.



They include content gratification, which Kennedy, (2006) stated that “consumers’ motivation in buying a product online is related to their assertiveness as well as comportment concerning the online satisfaction level. This however proves that information, killing time, as well as amusement are essential in content satisfaction. Digital material pleasure was characterized by Stafford et al. (2004) as “informational content for particular attention as a desired result of consumption Internet access.” This is why one of the most common uses of the Internet is for information gathering, with roughly 12% of respondents using it to research vital information regarding product displays or to hunt for alternatives. Process satisfaction plays a vital role for this type of content satisfaction. They demonstrated that the website's content should give updated material in order to meet the content needs of the audience, and that this would keep the website's visitors coming back.

Another gratification is process gratification focuses on the convenience and ease of use, and is associated with words such as resources, search engines, surfing, technology, and websites. Since the technological enhancement, the Internet as well as advertising come nearer and more rapidly and will conceivably be combined as an innovative medium to gratify the audience’s desire. Additional characteristic of process gratification is websites. A “marketing firm website, with updated information about old and new products ostensibly leads to better visitor interest in repeat visits” (Oshodin, 2009). This explains that consumers will always be willing to purchase, repurchase and even refer other to buy from an online shop that extensively produces information about its new and old products. This no doubt, will guild the consumer to get to have full details about the product they are willing to buy and also ascertain if the product could actually meet the expected desires.


2.4 Literature Review

This sub-section reviews scholarly works, which are related and relevant to the study. Kaczorowska-Spychalska (2019) examined “how chatbots influence marketing”. The paper tries to ascertain the influence of chatbots on marketing by considering the role of digital technologies. The study revealed that the ultimate usefulness of digital technologies, particularly the Internet of Things (IOT) as well as Artificial Intelligence (AI), is progressively becoming an important component of miscellaneous communications between brands and consumers. It was established that chatbots have become one of the most popular and sought avenues of customer connection for organizations or brands and by 2030, there should be universal Internet in the air around the world, extensive Internet of Things, Artificial Marketing Intelligence and immersive experiences.

Idrysheva, et al. (2019) investigated “Marketing communications in the digital age” and presented the dissimilarities amongst customary advertising communications as well as digital marketing. Hence, the abstract foundation of the study includes the investigation of digital marketing technologies and marketing communications. As centered on the hypothetical and experimental discoveries, the study revealed that digital marketing is a new trend in global marketing, aggressively and quickly pushing traditional advertising into the background.

Gregor and Kaczorowska-Spychalska (2018) while investigating audience perceptions of online shopping, using survey method and analyzing the responses of 200 Nigerians, revealed that online marketing has become the best and safest in this century. Accordingly, the study established that 80% of the respondents agreed to the fact that despite the fact that it is considered as a dangerous marketing approach in Nigeria because of the enormous problem of internet fraud, it is still the best due to reduction in time consumption and the easy delivery.

Kotler (2018) examined marketing 4.0 as a way of moving from traditional to digital and compared the features of traditional marketing and modern days marketing. Findings of




the study proved that traditional marketing is distressing. It was further revealed that despite the fact that the integrity level of the modern days marketing is low, 89% of the respondents still indicated

that the modern marketing is more preferable to the traditional marketing. Factors responsible for the preferences for modern days marketing includes informativeness, amusement, trustworthiness and relevancy of product message, innovativeness and existing knowledge of the product or brand.

Oluwalanu and Oloyede (2014) while examining audience perception of the role of online advertising on product positioning and brand loyalty in the Nigeria, using survey method argued that online advertising has become the most reliable marketing means in this century. From the study, 89% of the respondents strongly agreed that online marketing influence their purchasing decision to a large extent, compelling them to always want to go online when they are in need. 93 %, on either side, stated that they prefer to purchase online that visit a physical shop, while 80% also indicated that they repurchase as many times as possible and always recommend to friends and family.


Tejuosho (2011) while establishing the place of integrated marketing communications in this century posited that today marketing dimensions have made many consumers to depend on self-owned mobile devices. This according to the author is because its saves time, convenient, has no restriction on days and time to purchase and also provides the ability to pay on delivery, which is the major factors that have influence many online consumers' buying decision. It was further gathered from the study that the opportunity to choose appropriate products influenced 92% of the respondents to have strong likeness for digital media, why 87% of the respondents indicated that they end up buying a product after viewing the ads countless times.



Sinclair (2017) while investigating how in the end result economy, an organization may leverage the IOT to win. established that Chatbots and other modern marketing tools could be successfully adopted to empower marketing firms or brands strengthen organizational profit maximization. While investigating the extent to which many organizations are beginning to adopt this as a new marketing approach, the study proved that Chatbots have effectively beginning to represent marketing agents and many organizations have begun to reduce their human effort in attending to their customers.

This study however proved that the limitations of the human agents have been taken over by this automatic Bot, which have been made competent to act like human, give responses to customers' requests and propose reactions to consumers. While comparing the contributions of Chatbots to the impact of digital technologies such as the Internet of Things (IOT) as well as Artificial Intelligence (AI) Tegmark (2017) established that Facebook has successfully utilized this innovative technology to make sure that there is spur-of-the-moment response between organization's consumers' business owners. It was further revealed that Chabots have ben bridged the problem of organizations difficulty in marketing activities and in effective communication with their consumers. Hence, the study recommends those marketing officers' needs to be more grounded on how to effectively use these new technologies to generate more profits for their marketing firm as there are more benefits that are yet to be utilized.


Walsh (2017) while examining from the logic piano to killer robots, artificial intelligence has come a long way. established that pop-up digital marketing messages are effectively being used to catch the attention of many consumers in this century. It was revealed that even authentications and grumbles of previous users have prompted more purchase in recent times because most of the consumers now feel positive about company or brand when they come across their digital marketing messages.



Quintino (2019), while examining “the impact of chatbot technology attributes on customer experience”, revealed that the application of Artificial Intelligence technologies by establishments is altering the nature of communications with customers and it is seen as a business opportunity. The study seeks to examine the chatbot professed characteristics influence in consumer involvement, by examining the influence of human-like design indications and consumer gratification on this association, in the possibility of communications productiveness. To achieve these objectives, a cross-sectional online survey was piloted and it was revealed that the computerization of monotonous and normal work is now conceivable, consequential to an intensification of the efficiency, inventiveness, as well as competence of organizations.

Nevertheless, it was suggested that there ought to be a concern to comprehend the significance of the consumer experience with the outline of these inventions, not only because individuals respond inversely to technology, but also to certify the general brand influence is constructive. However, findings from the quantitative data analysis designated that both professed technology qualities studied, Comfort of Usage as well as Practicality, influence absolutely the consumer experience. It could then be summed from the study that the consequence of the chatbot qualities on the experience is interceded by the consumer’s gratification with the chatbot and has no diverse effects conditional to the occurrence of human-like strategy signals in the chatbot.

In their study Daugherty and Wilson (2018) while examining human and machine, reimagining work in the ache of AI, they revealed that “the concept digital marketing has changed repeatedly from an explicit term labeling the promotion of brands and services with the aid of digital medium to a general concept labeling the procedure of adopting automated know-how to fascinate consumers as well as form their predilections, endorse the product, get more consumers as well as upturn transactions.



While investigating marketing with smart machines, Borek and Reinold (2016) established that “there is necessity for proficiency in these innovative marketing abilities transversely businesses and the impairment that may possibly be achieved provided that skillfulness traditional is misplaced.” It is in this same vein that this study recommends that digital marketing has come to stay and organizations which would to compete effectively with others must invest dully in it to remain in business.

In his study, Ahmad (2014) opines that effective development in marketing activities can only be achieved through modern-days technology. This study corroborates the assertion of technology determinism theory which stipulates that technology determines all that is done in this century. However, the study concludes that marketing communication has taken the place of traditional communication, so it is important to consider its contributions to the development of every organization, be it private of public or multinational. Also, Jacobson (2017) examines “people's approaches to the use of flexibly available data on social media” and concluded that the level of acceptance for social media as marketing tools is very high and this has helped to grow many businesses. The study further revealed that many businesses have been able to build their presence and legacy beyond their frontiers with little efforts due to the effective usage of social media channels. Thus, it should be recommended more organizations which seeks to remain in business and competes with its contemporaries must effectively utilize social media channels.

3.1 Material and method

This chapter explains the various methods employed in the collection and analysis of data for this research study. This portion explains the research technique as thoroughly as possible, keeping in mind that the focus of the study is on the research instrument sampling and sample design, as well as the data collecting technique. As a result, the chapter is linked to the research approach utilized to complete the project. The important element here is that knowing which strategy is suited for the job is beneficial.

3.2 Methodology

In this report I am going to explore how chatbot can interact with users using Facebook messenger and investigate the impact and usefulness of digital marketing communications tools on organizational profit maximization. It is going to be based on real estate business. Some years ago, building a Facebook chatbots required some coding knowledge and that had to work directly with Facebook's developer console to be able to build a chatbot. Gratefully that it's no longer that way. We have so much ways of building chatbots that don't need coding but there are Four most popular Facebook messenger chatbots through namely; Chatfuel, ManyChat, MoneyMonkey and Dialog flow (formerly called API.ai). Each of these solutions provides point-and-click, no coding-necessary options for creating an interactive chatbot on the Facebook Messenger platform. Among the above mentioned API.ai.

3.3 Comparing MobileMonkey, Chatfuel, ManyChat, and DialogFlow

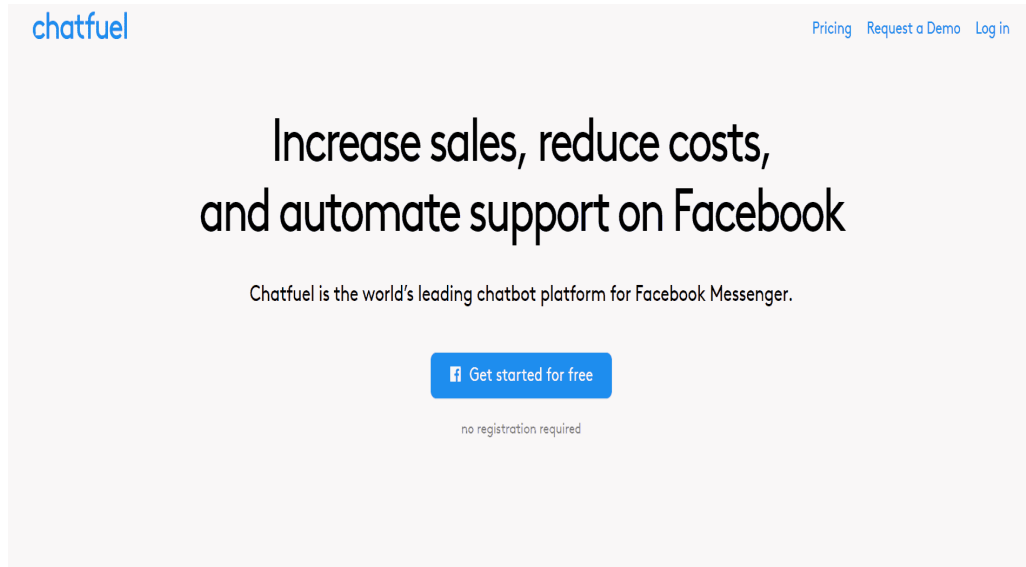


Figure 1: Chatfuel display

- There are a lot of features.
- Dedicated account manager
- Free version available
- Unlimited number of subscribers

One of the most popular Facebook chatbot builders is this one. It's self-service, and it's made for non-technical people. You don't need any coding knowledge; all you need is the ability to write. The platform offers a ton of features, and the creators are always adding new ones.

Nevertheless, with far too many options, keeping track of the entire interaction cycle can be difficult. In addition, Templates abound on Chatfuel: They have over 75 templates to choose from, ranging from simple email signups to full-fledged eCommerce solutions.

Now:

There's many premium alternatives that will allow you to fully immerse yourself in chatbot development. The Pro plan is \$15 per month and includes an unlimited number of subscribers as well as full-featured bot capabilities. The premium package is \$300 a month, but it comes with a dedicated Account Manager and skilled bot-building assistance.

Draw back

The most major drawback of Chatfuel is that it can only create chatbots for Facebook Messenger. Chatfuel is not the ideal software for you if you want your chatbot to work across many platforms. Also, later on in the process, if you wish to extend to another platform, you won't be able to (a good thing to keep in mind!).

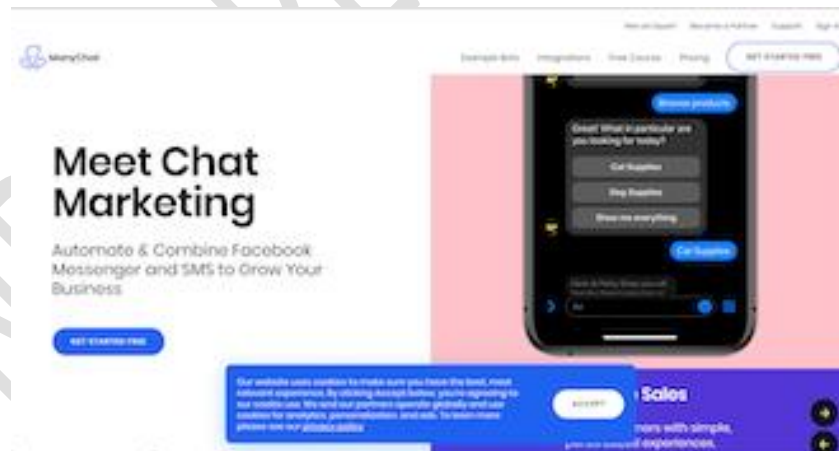


Figure 2: Manychat marketing display page

- Useful integrations
- Drag-and-drop interface

- Free plan includes unlimited broadcasts
- Free chatbot available

ManyChat is a tool that allows you to develop Facebook Messenger chatbots. It doesn't require any coding knowledge and features a simple drag-and-drop interface. It includes the ability to send message previews built in, which is quite handy. It's quite popular among marketers because of its ease of use and segmentation capabilities. It has automatic connections with Shopify, Mailchimp, and Google Sheets, as well as Zapier and Integromat.

Users may, however, suffer software failures and malfunctions from time to time. Broadcasting has a lot of stability concerns as well.

If you merely want to make a free Facebook chatbot, ManyChat is a wonderful choice. ManyChat branding is included in the free plan, which includes limitless broadcasts and Facebook comment capabilities. The Pro plan allows you to remove the branding and create an infinite number of broadcast sequences. It ranges in price from \$10 to \$150, relying on your choices.

Drawback

Following are the major drawbacks of the manychat:-

- You can only access the big templates if you purchase their premium template plan, which is a significant disadvantage in my opinion.
- Most of the alternative options are accessible on there that used to give various capabilities that may be greater than manychat, as manychat only supports Facebook Messenger, SMS, and email.

- Manychat does not enable you to interface with third-party programs, which may be a deal breaker for certain techies.
- There is no report available for users that you might be interested in.
- Despite the fact that manychat provides a free plan with no strings attached, the capabilities are so limited that they are insufficient to let you develop. Due to built-in bot you can actually preview message and edit accordingly.



Figure 3: Dialogflow homepage

- Various integrations
- Natural language processing (NLP)
- Free
- Pay-as-you-go plan

DialogFlow is an excellent choice if you want to become a Messenger marketing pro and don't hate coding. The platform works with Google Assistant, Amazon Alexa, Cortana, and other voice assistants in addition to Facebook. Because the focus is on natural language processing (NLP), DialogFlow setup and training may take a little longer.

However, your efforts will be rewarded, and you will get access to a highly effective language comprehension trainer.

Drawback

- There is no broadcasting option, and non-coding use is limited.
- Nevertheless, if you aren't intending on working with a large quantity of data, the platform is effectively free. For businesses, a pay-as-you-go package with unlimited text and voice choices is also available.

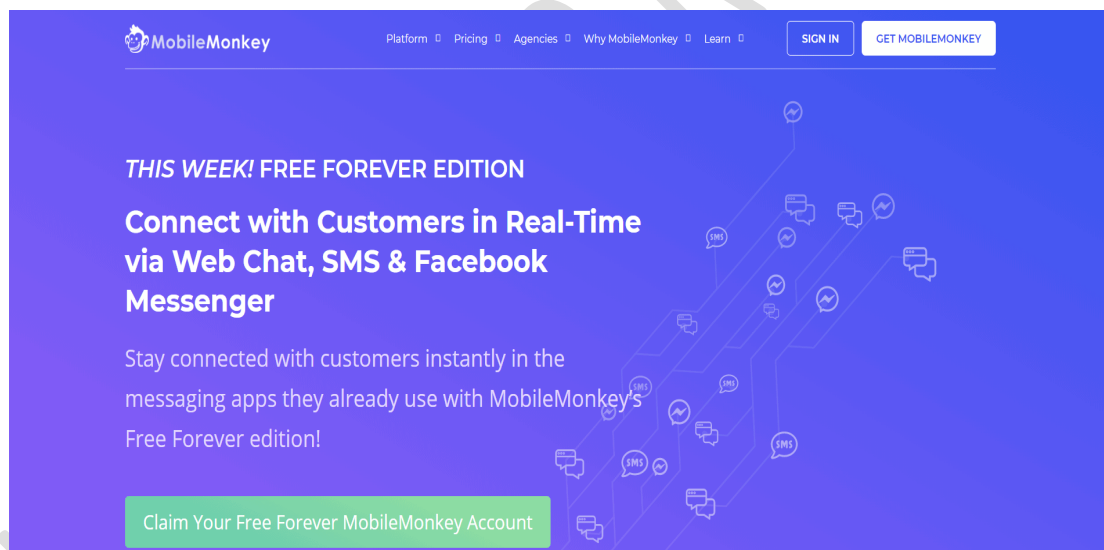



Figure 4: mobileMonkey homepage

- Easy to use
- Multitude of useful features
- Drip campaign available in Pro version
- Free version available



MobileMonkey was founded “because client communication via messaging is 10x more engaging than normal email,” according to Larry Kim, the company's creator. And it appears that client involvement is the platform's pillar.

In 2017, the free chatbot tool was launched with a focused on Facebook Messenger. It is simple to use because no extra code is required.

It has a number of helpful features, like chat blasting, comment guard, and a wizard for making click-to-messenger advertisements quickly and efficiently.


There is a Pro version if you want to go a little further. Even though it is expensive, it gives you access to several really useful tools like scheduling, analytic, and drip campaign creation.

Drawbacks of MobileMonkey

- Criteria aren't supported in chatbot flows.
- You can't use AI to improve the answers of your chatbot.
- There are no eCommerce connections available.

Furthermore, developing a "basic" bot from start with Mobile Monkey, Chatfuel, Manychat, and Dialogflow might take hours of setup time, regardless of how straightforward their interface is. Pre-made templates, as well as the ability to clone and alter a bot, are essential.

Chatfuel has a lot of templates compare to Mobile Monkey, Manychat, and Dialogflow: Chatfuel has over 75 templates, ranging from simple email signups to comprehensive eCommerce solutions. Many are industry-specific, such as a hotel reservation bot, while



the majority are general-purpose tools that may be used by nearly any company. A few of these templates have a cost in addition to the Pro membership, but the majority are free.

This research will use Chatfuel to create my Facebook messenger chatbot. I prefer Chatfuel because chatfuel has the following abilities below compare to the rest.

1. It's self-service, and it's made for non-technical people.
2. The ability to run without signing up a profile account on it
3. Chatfuel is that it can only create chatbots for Facebook Messenger. Chatfuel is not the ideal software for you if you want your chatbot to work across many platforms. Also, later on in the process, if you wish to extend to another platform, you won't be able to (a good thing to keep in mind!) This is the importance drawback of chatfuel, but it's not really a problem because my main focus is on Facebook messenger .

The value in chatbots as it relates to automated conversations throughout the organization, time and money maximization, gathering information required to deliver operative sustenance, guiding consumers to enhanced results, providing 'after hours' support and engaging consumers in a distinctive technique, will be thoroughly examined. Nevertheless, survey method will be adopted for this study as well, beginning from review of past literatures, chatbot construction, assessment methods or criteria, as well as comparison of evaluation methods. The study will focus on the three sub-processes in the chatbot architecture, which includes text processing, semantic understanding, and response generation. Additionally, the survey will be piloted with arrangement of chatbot assessment methods and their examination in relation to chatbot categories as well as three central appraisal schemes, which will include content estimation, user gratification, and chat function.

Table 1: Comparing MobileMonkey, Chatfuel, ManyChat, and DialogFlow

	ManyChat	MobileMonkey	ChatFuel	DialogFlow
Price	10/months	19/months	15/months	Free
Facebook Ads File	+(pro)	+Free	No	No need to setup webhook-app app-pag retrieve postback pay-load
Comment guard	+(pro)	+Free and pro	No	No need to setup webhook
Qanda	Yes	Yes	Yes	NLP based
%CTR track	Yes	No	No	No
Integration -CRM	Yes - hubSpot	Via Zapier	Zapier	No webhook
Analytic	Weak	Weak	good	weak
Attributes	Tags	Yes, QQ and Attributes	yes	yes
Download contacts	No	Yes, Pro	Yes, Pro	No
GIF	No	Yes	No	No
Subscribe to sequence	Yes	No-manually setup an audience	yes	No
Notify admins	Yes – pro	Yes	yes	No

3.5 Method of Data analysis

Facebook Chatbot will be adopted for this study and it will be created in the following way, using some different steps. The needed structure for this study will include:

A Facebook page, which will be created for business and communication and not personal or private page; In creating Facebook page there are some steps you will follow which are;

- **Create a page:** In Figure 4 logon my normal Facebook account, then locate page at the left hand side of the desktop and click on create page. This is the first step of setting up the Fb page where I input the page name that I used,

The category of the page my products that client can easily use to search me on Facebook. E.g. Real estate, Building store and many more.

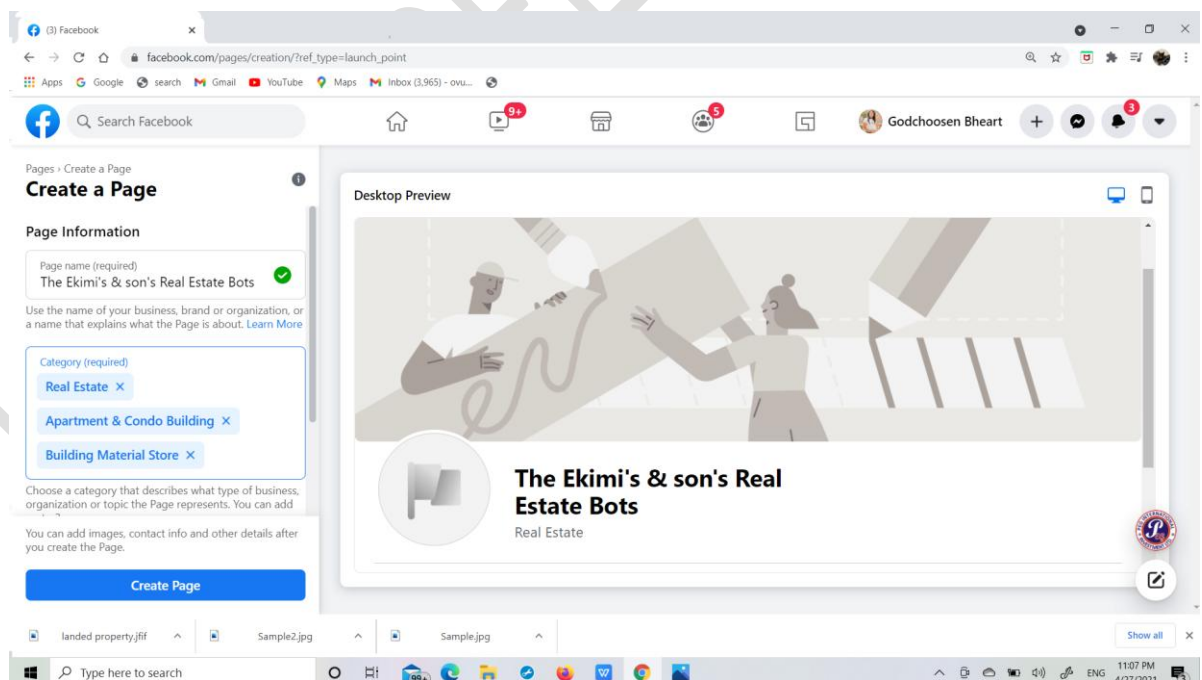


Figure 5: Facebook Chatbot homepage

- **Connect Facebook page to WhatsApp:** Connecting my WhatsApp business account with my Facebook Page that is displayed in Figure 5 to run ads that click to WhatsApp. These ads let you connect with customers when they click on a Send Message button on your Facebook to start a conversation in WhatsApp.

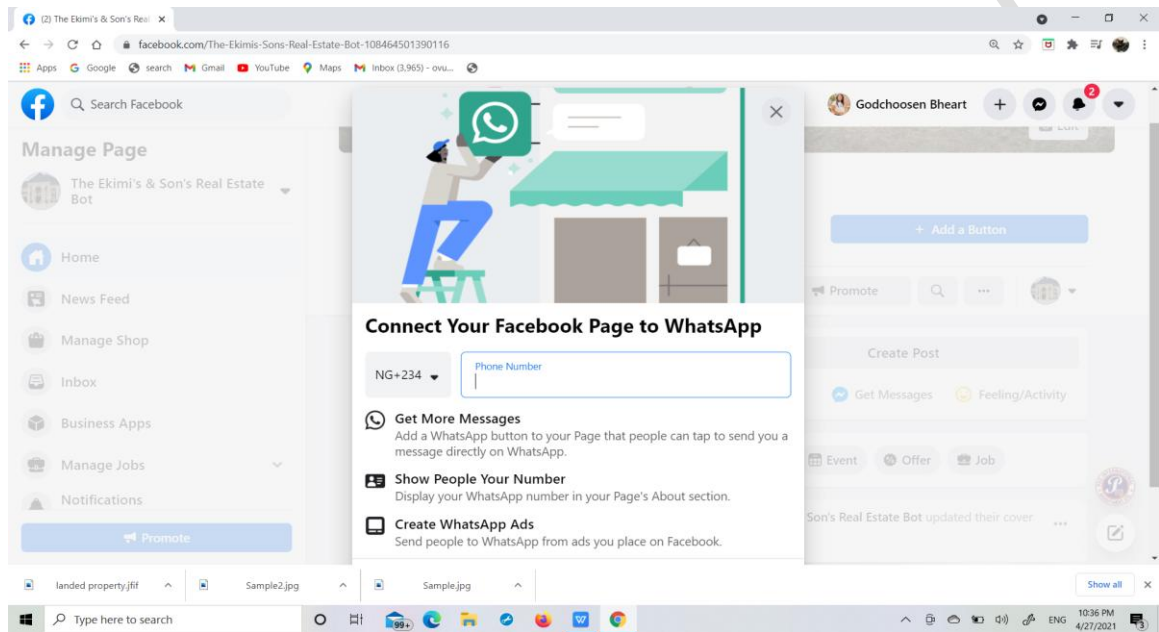


Figure 6: Facebook page connected to WhatsApp

- **The complete overview of my Facebook page:** After the step in the above Figure 6 uploaded profile picture on the facebook page to help attract clients to know what my market is all about and it displayed the complete overview of my page as displayed in Figure 5.

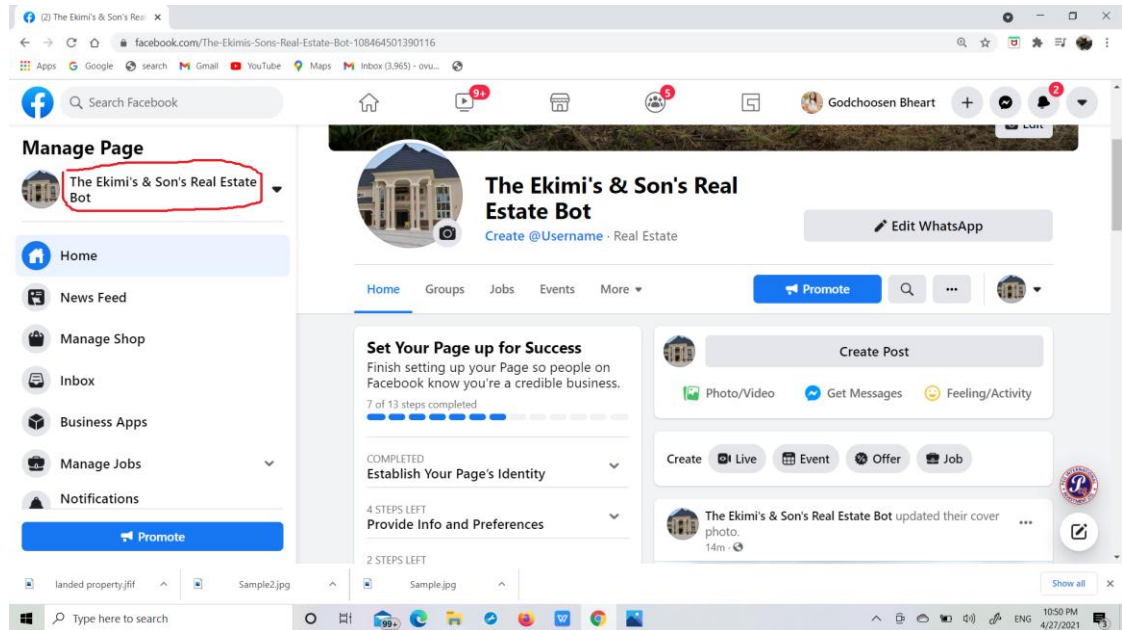


Figure 7: Complete overview of Facebook chatbot

Chatfuel as a localhost: This is the second step in creating my Facebook chatbot and it is done after successful setting up the Facebook page as stated above. This is an API.ai called Chatfuel that stand as a localhost. You go about this by typing www.chatfuel.com on the same browser that already have your Facebook page signed-in. This will direct you to the first page as displayed in Figure 8 below.

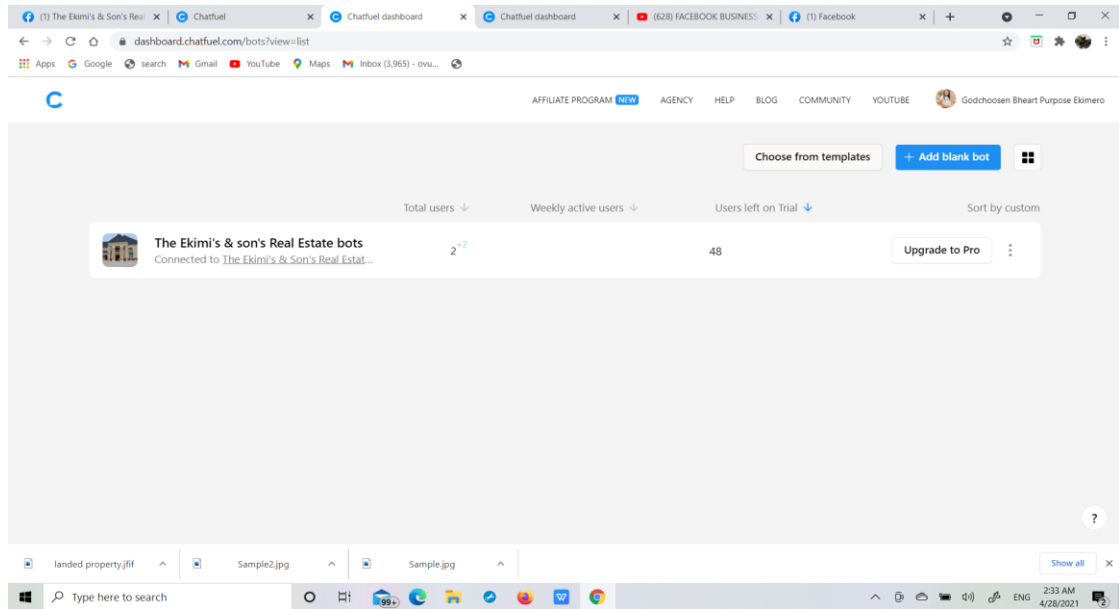


Figure 9: Builder page

Step 2: I will connect my Facebook business page. Because like as I stated before: chatbots are tied to organizations and not to individuals. I will select my real estate page: The Ekimi's & Son's Real Estate bots in Figure 9, after this, it took me to that API.ai which is the chatfuel home page where I created my welcome message.

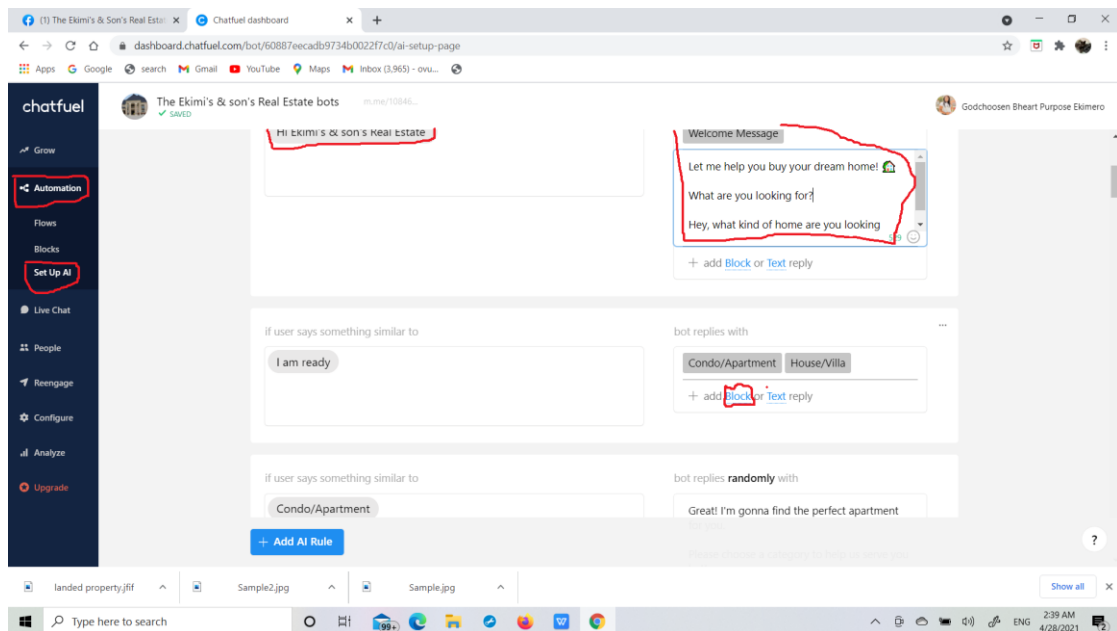


Figure 10: chatfuel homepage

In Figure 10, the set up my AI is drop-down from the Administrator and this help to teach the bot to respond to message from users; For example: Hi Ekimi's & Son's Real Estate; The responds from the bot will be Let me help you to buy your dream home! What are you looking for? Hey; what kind of home are you looking?

Step 3: I will create my welcome message and default answer as displayed in Figure 10 below. This is the first interaction my chatbot visitors will receive immediately they click on the get started.

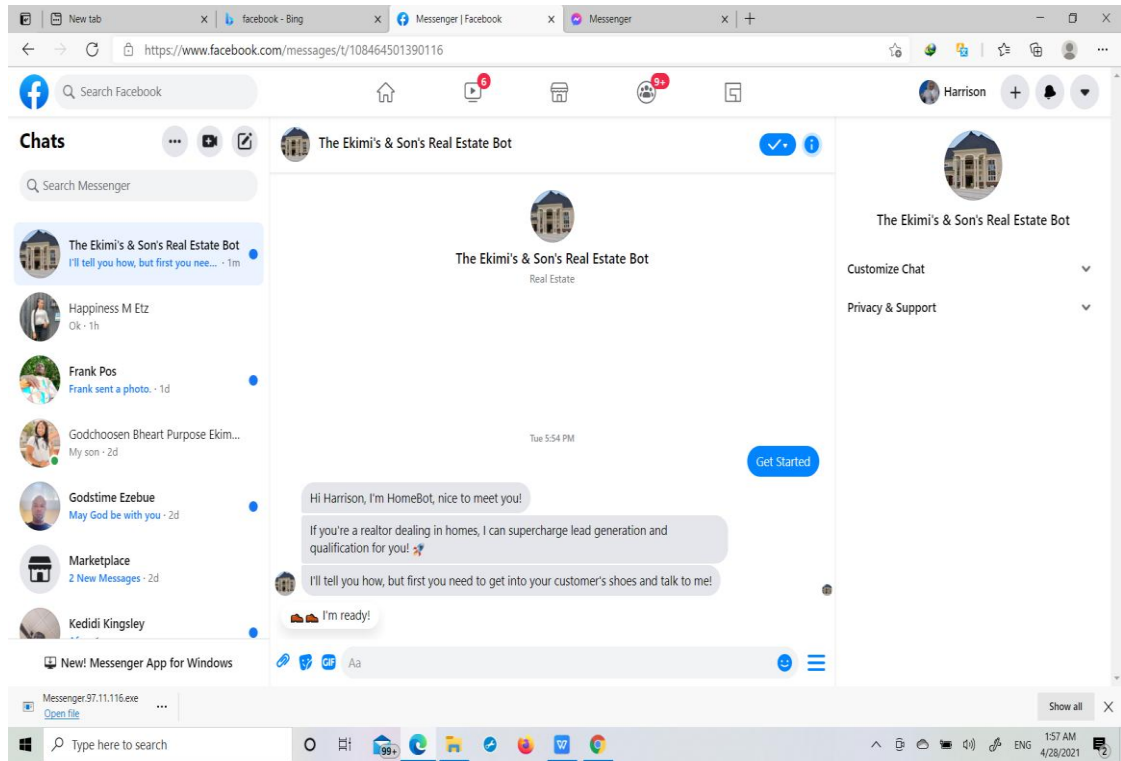


Figure 11: Default answer page

Step 4: I will create a default message and make sure to also create a default message. This will be shown in case the user types in a message that I do not have AI detection set up for. It should say something along the lines of, “Sorry, could you say that again?”

Step 5: Setting up my conversation navigation/Training my chatbot. In this step, i will build my conversation navigation, i.e., the means for an individual to work with my chatbot. In the example chatbot I am building, I will help my audience find answers to questions they might have about renting or buying a house. On the Facebook page chat message. These help users to pick or click on their best option shown in Figure 12.

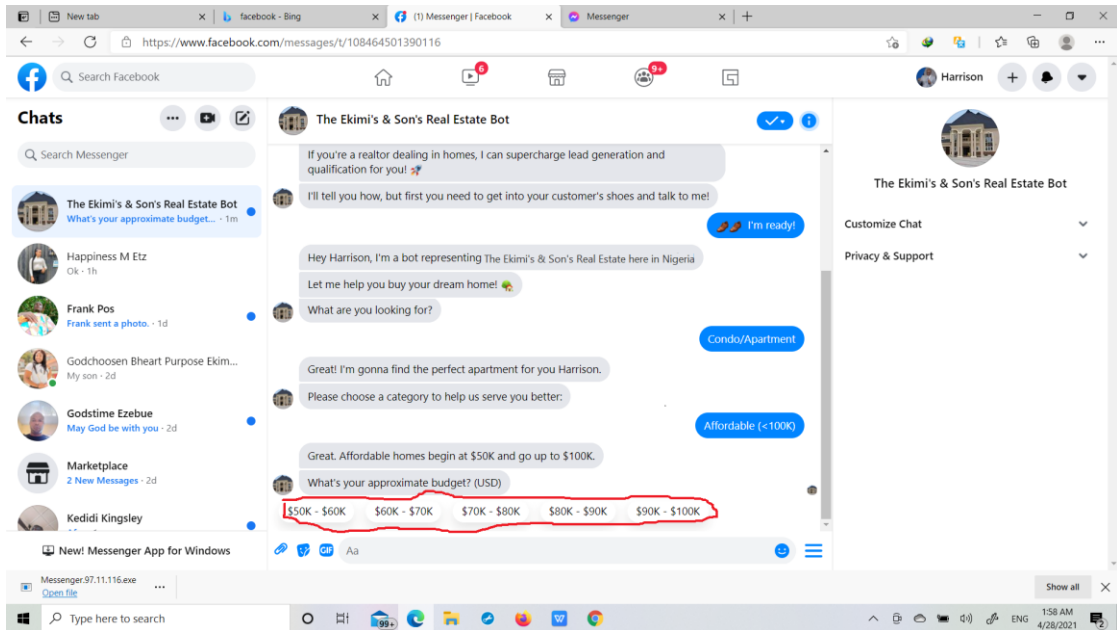


Figure 12: Training page1

Step 6: The overview of chats/conversation between my chatbot and clients is explained in all above Figures These are the output of what I trained my bot to display when clients/users access my business page.

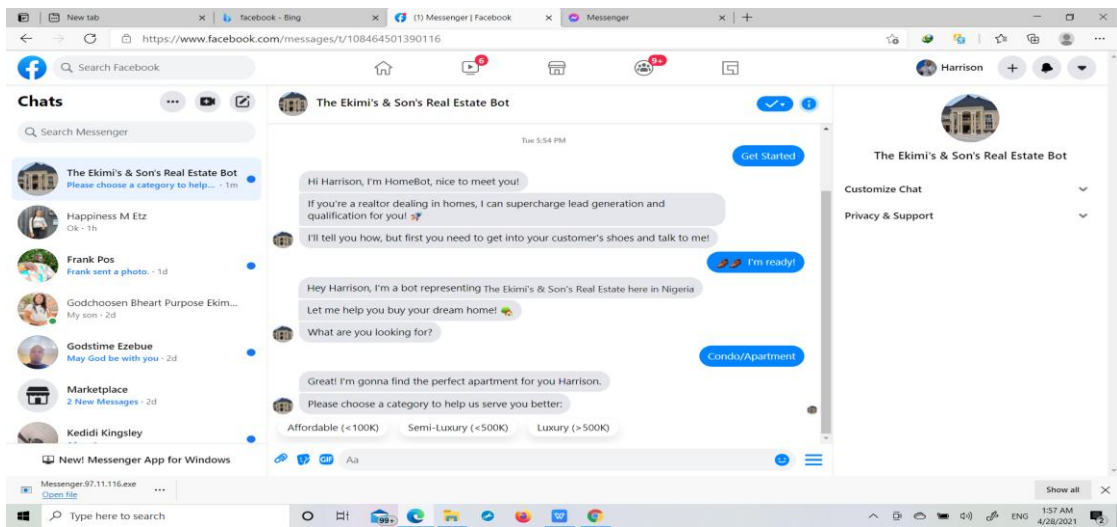



Figure 13: Training page2

4.1 Summary

This study examines the impact and usefulness of digital marketing communications tools on organizational profit maximization using Facebook Chabot. Its major objective was to ascertain the opportunities associated with the usage of Chatbots in marketing, with specific emphasis on its influence in the process of Human-to-Machine communications and to find out the extent to which Chatbots could be effectively used to examine competitive companies or brands. The most significant expectation of this study is to help to meet the yearnings of consumers who are in search for easily accessible and high rewarding multichannel interactions with brands. However, this study has established that consumers assisted in their communication with brand's agent. They have been made to see the importance of Chatbots as significant digital marketing communications tools that are capable of ensuring organizational profit maximization.

To achieve this, the researcher created a Facebook page for business and communication and not personal or private page. Some steps were taken in the process of creating Facebook page and it includes creating a page and setting it up so that users can see the page name that has been used. The effectiveness of the page was in such a way that my page can be easily viewed by the consumers to search for my products easily. But for this study, a real estate page was created and the Facebook page of the Brand was linked to the brand's WhatsApp page. A picture was uploaded as a profile picture to help attract clients to know what the brand is marketing. To complete the overview of the brand's Facebook page, Chatfuel was created as a local host using the API. With this, immediately the consumers click on www.chatfuel.com, they will be directed to the first page of the brand. However, once the brand logs into Facebook on the browser, it will be connected to Chatfuel, then it will bring up a Facebook connection page that allows the brand to give permissions to Chatfuel to see its Facebook information, where authorization to connect to desired Facebook page could be made possible.




On the other hand, the brand connects to its Facebook business page and selects the real estate page, which has been named “The Ekimi’s & Son’s Real Estate bots”, which will direct the brand to its API, where its welcome message could be created. Then the AI is drop-down from the Administrator and this help to teach the bot to respond to message from users. For instance: Hi Ekimi’s & Son’s Real Estate; the responds from the bot will be “Let me help you to buy your dream home! What are you looking for? Hey; what kind of home are you looking?” All these responses have been automatically programmed into the Bots to stand in the place of human agents. So, each time any customers visit the page, the first thing they receive is the welcome message and default answer that has been programmed by the Real Estate agent. It should be noted that an AI detection is also set up to allow the Bots reply sensitively to messages or questions that the Real Estate agent did not include in its set up. With this, the Bots asks the user to repeat his or her request by saying, “Sorry, could you say that again?”

The last step that the Real Estate agent takes is setting up its conversation navigation and training its Chatbot to find answers to questions the customers might have about renting or buying a house. With this, the role of human agents have been replaced by Bots and the advantage is that it is more cost efficient and gives spontaneous feedback to whatever requests the customers have. This however backs the Tegmark (2017) reference to chatbots as virtual agents or conversational agents that ask questions answer the receiver and also ensure there is spontaneous feedback to the needs and expectations of all prospective customers.

4.2 Conclusion

This study has identified the problem of organizations difficulty in marketing activities and in effective communication with their consumers and linked it to the promiscuous nature of consumers. This promiscuity was linked to the consumers’ insatiable desires or through to the disappointment they experienced in previous marketing activities with



brands. This makes them to prefer a brand product today and another tomorrow. Hence, it is in a bid to address this problem that the researcher seeks to answer the question of how Chatbots could be effectively used to enable companies or brands intensify organizational profit maximization.

However, the study have revealed how Chatbots could be effectively used to enable companies or brands intensify organizational profit maximization and how many organizations are beginning to adopt this as a new marketing approach. It has been established that Chatbots are beginning to represent marketing agents. Also, it has been proved that the limitations of the human agents have been taken over by this automatic Bot, which have been trained to act like human, give responses to customers' requests and even suggest responses to users.

The study has compared the contributions of Chatbots to the impact of digital technologies such as the Internet of Things (IOT) as well as Artificial Intelligence (AI) and it has been proven that Facebook has effectively utilized this new technology to ensure that there's spontaneous feedback between its users and business owners. It should be noted that the problem of organizations difficulty in marketing activities and in effective communication with their consumers have ben bridged in this century by Chabots. This is because Chatbot are now being trained to find answers to questions the customers might have about renting or buying a house. This backs the argument of Sinclair (2017) that conveying responses to questions in a natural language is one of the most distinctive instances of natural language processing that has been recently applied in several marketing organizations today.

This study however concludes that a Chatbot only represents the natural evolution of giving answers to questions leveraging natural language processing and it has practically become a conversational agent like Reshmi and Balakrishnan (2016) termed it. Hence,

they can accurately give responses to natural language input and hold a conversation with human in a way that imitates a real person by means of audio or written.

4.3 Recommendations

The preceding suggestions are given study and the conclusions gained from the results of this study:

1. It is important that every organization that must survive in this century must begin to adopt a digital marketing approach if they must successfully compete with other organizations.
2. Every organization's marketing teams must learn new communication strategies for preserving and advancing long-term relationships with existing consumers as well as reaching out to new potential consumers.
3. There is need for every marketing firm to intentionally develop on the conception of incorporating Facebook and Whatsapp into the broader marketing approach by certifying intelligibility in the firm's professional strategy all-encompassing of the establishing of a societal guiding principle.


COMPETING INTERESTS DISCLAIMER:


Authors have declared that no competing interests exist. The products used for this research are commonly and predominantly use products in our area of research and country. There is absolutely no conflict of interest between the authors and producers of the products because we do not intend to use these products as an avenue for any litigation but for the advancement of knowledge. Also, the research was not funded by the producing company rather it was funded by personal efforts of the authors.

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