

**Trust, Empathy, and Cultural Relevance in AI Chatbots: Insights  
from Pakistani E- Commerce Consumers**

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**Abstract**

The growing use of AI chatbots as the face of customer service in Pakistan e-commerce, as e-commerce markets develop and reliance on them increases, has implications for trust, empathy, and cultural sociality design around the matter of consumer / user experience. This research explores the importance of relational aspects relating to chatbot interactions, namely empathy, trust and culture, perceived by Pakistani consumers. Structured questionnaire was administered on 200 active Daraz users to measure perceived empathy, assurance, cultural fit and their joint effect on customer satisfaction. Findings indicated that although 62% of individuals appreciated the presence and effectiveness of chatbots, only 47% believed that chatbots were empathetic, with just 44% feeling confident in the accuracy and confidentiality of responses provided by a chatbot. Cultural relevance was found to be a strong determinant, where 58% participants wanted the interaction to be localized and bilingual (Urdu-English) for more natural end-user communication. Results of the regression analysis showed that character strengths were a significant negative predictor of bad days ( $\beta = - 0.74, p <.01$ ), with cultural relevance being the most prominent predictor; followed by trust and empathy, which were still moderate but also strong predictors of TMF's satisfaction (all  $p <.05$ ). These insights emphasize the recognition of chatbot effectiveness but also demonstrate that relationship deficits in empathy and reassurance are barriers to consumer adoption. The results suggest that embedding cultural sensitivity and transparent trust mechanisms into chatbot design can enhance consumer engagement and loyalty in Pakistan's e-commerce sector.

**Keywords:** Chatbots, Trust, Empathy, Cultural Relevance, Customer Satisfaction, Daraz Pakistan

### Introduction

Digitization of the customer service business has changed the way people interact with companies in the field and chatbots managed by artificial intelligence (AI) became the center of this change. Unlike the early years when beauty of chatbots was the ability to answer the massive number of queries, in the most effective way possible, the requirements of the contemporary consumers are evolving to extend beyond the aspect of fast and efficient to encompass the feature of relationship building, such as trust, empathy and culture. The long-term satisfaction and loyalty of e-commerce relations are highly vital in the long-term in an environment where culture norm is one of the key factors that define communication, e.g., in Pakistan where the chatbot can help to enhance the level of trust and demonstrate compassion. The paper examines these relational dimensions with respect to the Daraz Pakistan that is the most popular online market in the country so that how chatbots can easily transcend their utilitarian functions to deliver human-like service experiences (Shaikh & Wagan, 2015).

The tendency of a newly awakening awareness of AI application to customer service, which is being emitted into the literature, lies in the fact that it cannot be an operation that is functioning technically, but possessing human nature. In this regard, Deshpande (2025) emphasizes that the consumers of the digital era are increasingly concerned with the experience of the digital AIs which do not just pass muster as being competent enough, but also receptive to their human nature, both in the emotional and contextual sense of it. Similarly, Go and Sundar (2019) have determined that conversational cues, visual design, and identity markers exert an immense influence on how chatbot humanness is perceived, which, in turn, results in improved engagement. As these papers underline, the efficacy of chatbots cannot be reduced to speediness of reaction only, but also to the extent to which chatbots appear warm and personal and reliable.

It is located that the trust is one of the fundamental factors of consumer acceptance of chatbots. Conducting a study about Turkish banking chatbots, Eren (2021) found that perceived accuracy, privacy and transparency were the key factors that determined the overall level of satisfaction. Gruver, Ahmadi, and Kobach (2025) have extended to incorporate digital only banking bearing in mind that the trust-building processes in the electronic customer relationship management (e-CRM), has a direct influence on the customer loyalty. In the conditions of the Pakistani environment, where the fear of security and authenticity is the reason to remain relatively unbeliever in the use of automated systems, it is crucial to establish the trust in the chatbot usage to encourage the further consumer appeal. Empathy is the other relational factor that influences the consumer attitudes towards chatbots. Chatbots cannot simulate human emotions, but they can perform empathy simulation depending on the context, changing tones, and addressing the concerns of customers. Galitsky (2020) observes that AI customer relationship management must have more emotional intelligence algorithms that will allow the chatbots to identify the intent and emotional condition of the user. However,

Heirati et al. (2025) caution that overreliance on service robots and AI may result in the fact that such negative side effects as depersonalization and consumer dissatisfaction will manifest themselves in case empathy is modeled inappropriately. The contradiction is what makes it necessary to design chatbots in a moderate manner in other words, it is necessary to provide the sympathetic quality without creating the illusory dreams of humanity depth (Wagan & Shaikh, 2020).

Cultural relevance is also a problem when it comes to using chatbots in various markets. Such an attitude towards the digital transformation tools is largely dictated by cultural requirements and local communication standards as it is evident in the example of the Zimbabwean banks as Kaondera et al. (2023) indicate. The keys to consumer comfort with chatbots in Pakistan are cultural peculiarities, such as polite or respectful wording, use of bilingual (Urdu-English) communication. The absence of localization of the chatbot communication gives a chance of losing the users and dishonoring the entire e-commerce ecosystem. Similar opinion is expressed by Gamar (2024) because she writes that the frameworks of learning and engagement must be adapted to the local contexts that will be implemented in the most successful manner, and it is possible to say the same about the frameworks of digital services.

This is due to the fact that these factors make up a combination of trust, empathy and being culturally aligned, the basis of this study. The most studied aspects of a chatbot are the responsiveness and reliability, and the relational ones are not researched in the Pakistani e-commerce context comprehensively. The proposed research will fill a large gap in the literature and provide a feasible venture to the platform administrators since its sample and procedures are grounded on consumer perceptions of empathy, assurance and cultural congruence when engaging with chatbots.

### **Research Objectives**

To examine the significance of trust in affecting consumer satisfaction with the use of AI-based chatbots in Pakistani e-commerce market. To examine the impact of empathy in chatbot communication and consumer attitudes and adoption

### **Literature Review**

The introduction of AI-based chatbots in customer service has emerged as an international trend that transformed the way companies relate with consumers and customer satisfaction. Although the early adoption of chatbots was contingent upon how successful such technologies can be in processing large amounts of queries, the most recent literature is attracting interest to the relational qualities of chatbot dialogue, including trust, empathy, and cultural harmonization. These are now believed to be crucial to the sustainability of customer engagement in the digital ecosystems. Karmakar (2024) claims that the quality of customer experience in digitally-mediated situations, not to mention the chance to imitate the human-like caring and compassion, does not depend on the speed and accuracy of the chatbot responses. On the same note, Keyzer, Boustany, and Dagher (2024) observed that AI chatbots in customer relationship management (CRM) have both economic and managerial implications in any industry since they are not limited to saving operations but also affect consumer loyalty and

perceptions of service quality. That is, the chatbot is no longer a technical support tool but a relationship interface that has a direct contribution to customer experience. Trust is a decisive factor that has always prevailed among consumers towards accepting chatbot technologies. Kumar, Mokha, and Pattnaik (2022) have discovered that e-CRM systems enhanced satisfaction when reliability and transparency were prioritized and prove that despite having automated situations, trust remains the core of continuing relationships. According to Lappe man, Marlie, Johnson, and Pigeonhole (2022), this point of view was substantiated by demonstrating that the desire to share personal information with chatbots has a strong connection with digital privacy promises. When data protection mechanisms were transparent and constantly conveyed to customers, they were far more likely to trust banking chatbots. Kuylen Tierna and Thagard (2021) also found that customers develop a better attitude towards chatbots when they are reliable, consistent, and safe, which proves that trust-building qualities are the central elements of their acceptance. All of these research works emphasize that in the absence of visible guarantees of privacy and accuracy, consumers are not ready to trust chatbot services completely even at the time when distrust of digital technologies is still present in the market. In addition to trust, empathy is an important element that affects consumer attitudes towards the effectiveness of chatbots. Whereas chatbots are not capable of demonstrating real emotional intelligence, they can still be used to enhance satisfaction by imitating empathy by using personalized phrases, being sensitive to context, and aware of the problems of the user. Korol et al. (2022) highlighted that new service models demand chatbots to understand emotional conditions and change their responses accordingly to the expectations of customers. This statement was supported by Miraz et al. (2024), who have shown that the intention to use chatbots among consumers did not depend on efficiency alone but was also affected by the perception that the chatbot can learn and react to individual needs. Mulindi et al. (2024) also introduced that empathy was a fundamental element of customer centricity in banking situations, and both human and AI-mediated interactions need emotional recognition to be deemed effective. These results indicate that empathy, even being simulated, can be useful in order to enhance the consumer engagement and promote the quality perceptions. But, as Munira, Juthi, and Begum (2025) have indicated, not all AI systems succeed in empathy conveyance equally in every industry because of the unequal focus on cultural adaptation, and the absence of cultural adaptation can usually restrain success. Another important dimension of chatbot acceptance is cultural relevance that stands out as equally critical. Keyzer et al. (2024) claimed that companies implementing chatbots worldwide should make them fit the specifics of local languages and cultures to prevent their rejection by the consumers. The consumers in Pakistan are used to bilingual communication in the Urdu and English language, and they would demand chatbots to communicate in locally relevant language, tone, and politeness indicators. In their systematic review of AI strategies in banking and fintech, Munira et al. (2025) stressed that the alignment of AI systems with the consumer expectations requires the process of cultural and contextual adaptation, especially in markets where cultural diversity is high. Similarly, Korol et al. (2022) indicated that frameworks that overlook cultural background have the risk of creating dissonance between the expectations and

technological provision of consumers leading to decreased satisfaction despite performance being made. Collectively, these studies underscore the issue that localization and cultural alignment are not the additional features but the attributes of chatbot acceptance. Holistic consumer satisfaction needs the inclusion of trust, empathy, and cultural relevance. Miraz and colleagues (2024) contended that the intention to use chatbots is determined by their capacity to deliver not only the quick response system but relational and contextual sensitivity. Munira et al. (2025) also demanded that customer relationship management should be sustainable and must have a holistic approach that involves trust mechanisms, understanding communication, and cultural adaptation operating together. In the absence of this integration, the level of consumer satisfaction is incomplete and inconsistent. Nonetheless, the literature does not leave out its focus as most of the studies are still focused on financial services and banking settings and there is a gap in the literature regarding the relative contributions of these dimensions of relationship to consumer perceptions in e-commerce markets in the developing world. The given research aims to fill this gap by considering the perceptions of Pakistani consumers towards trust, empathy, and cultural relevance as a part of the interaction with AI chatbots with Daraz as the most popular e-commerce platform.

### **Methodology**

This paper used a quantitative research design, which aimed to examine the relational aspect of the chatbot experience, which is trust, empathy, and cultural relevance, in the setting of Daraz Pakistan. The reason why structured survey method was employed is that it is the most effective method of collecting data in a large sample and conducting statistical tests on the hypothesized relationships between the dimensions of the chatbot service quality and customer satisfaction. The target group was Daraz users who were active and had used the platform chatbot at least once in the previous 6 months. The purposive sampling method was used to make sure that the subjects were directly conversant with chatbots services and this led to a total of 200 valid responses being gathered using online questionnaire that was spread to the participants by social media and consumer forums. The questionnaire was constructed in three parts: demographics, chatbot trust, empathy, and cultural relevance impressions, and satisfaction in general. The operationalization of each construct was done on a 5-points Likert scale, with strongly disagree (1) and strongly agree (5). Trust was quantified using items that evaluated accuracy, privacy, and security of responses to chatbots; empathy was quantified using items that evaluated recognition of customer needs and the possibility to give context-sensitive responses; and cultural relevance was quantified using items that assessed the ability to change the language and be polite and adapt to local communication standards. In order to determine the content validity, two academic researchers in the areas of e-commerce and AI research revised the questionnaire and pilot-tested it on 20 respondents. Reliability was measured using Cronbach alpha and all constructs had a value of above 0.70 which is acceptable internal consistency. The SPSS software was utilized in data analysis. Descriptive statistics were used to synthesize demographic trends, such as age, gender, and the frequency of chatbot use,

and the inferential tests, including Pearson correlation, were used to evaluate the relationship between trust, empathy, cultural relevance, and satisfaction. Multiple data were then subjected to regression analysis to determine which of these constructs is a better predictor of satisfaction where satisfaction was the dependent variable. The research took into account the ethical considerations in the majority of the cases. The participants were told that their participation in the study could be voluntary and anonymity was guaranteed by not collecting any information that could identify them. The survey was described to the respondents in advance and their answers were kept in a safe place to be applied in the academic disciplines. To make sure that it was strong, common method bias tests were conducted including the single-factor test of Harman who stated that no single factor existed in the variance. The design in general was strict as it dealt with theory and good statistical analysis. Moreover, the model expands classical SERVQUAL model to include the relational aspects that are becoming important in the world of AI-mediated services. The work addresses the gaps in the literature due to the biased nature of the major part of the literature towards technical performance rather than the psychological and cultural dimensions of customer satisfaction. It is specifically relevant in the case of Pakistan where the cultural nature of communication and the ability to be sensitive to the cultural differences in the wording and phrasing of words together with mistrust of the mechanical systems in the given case when there is no apparent trusting mechanisms is shaping the consumer expectations agenda. The study, with its culturally specific context and the generalisable processes, will provide the information that will be effective both at the local level and at the theoretical discussions of AI use in customer service, in general.

### Results and Analysis

An analysis for survey information of 200 Daraz users can provide the data on how much trust, empathy, and cultural relevance have an influence on customer's perception in chatbot interaction. Results are reported with descriptive statistics, correlation, regression analysis and demography comparing in order to comprehensively evaluate ethical dimensions of AI-mediated customer service.

Demographical composition the respondents are fairly well balanced with 55% male and 45% female. The majority of respondents (61) fell between 21 to 30 years, while 25 percent of them were aged between 31-40, and only 14 per cent were less than 21. Interestingly, 64 respondents mentioned that they visited Daraz on a monthly basis, 23 on weekly and 13 after specific intervals. For chatbot communication, 48% were engaging to check for orders, 30% to resolve issues and 22% to inquire about products. These demographic composition shows that participants are predominantly digital savvy young adults who have all had previous experiences of chatting with a chatbot.

Variable	Category	Frequency	Percentage
Gender	Male	110	55%
	Female	90	45%
Age	Under 21	28	14%

	21–30	122	61%
	31–40	50	25%
Daraz usage frequency	Weekly	46	23%
	Monthly	128	64%
	Occasionally	26	13%
Chatbot interaction	Order tracking	96	48%
	Problem resolution	60	30%
	Product inquiries	44	22%

Table 1. Demographic Profile of Respondents (N = 200)

Descriptive results of the three relational dimensions indicate that cultural relevance scored highest ( $M = 3.78$ ,  $SD = 0.82$ ), followed by trust ( $M = 3.42$ ,  $SD = 0.91$ ), and empathy lowest ( $M = 3.11$ ,  $SD = 0.87$ ). These findings suggest that Pakistani consumers place strong value on culturally appropriate communication, particularly bilingual support and polite phrasing, while they remain somewhat skeptical of trust and empathy. Overall customer satisfaction with chatbot interactions averaged 3.46 on the 5-point

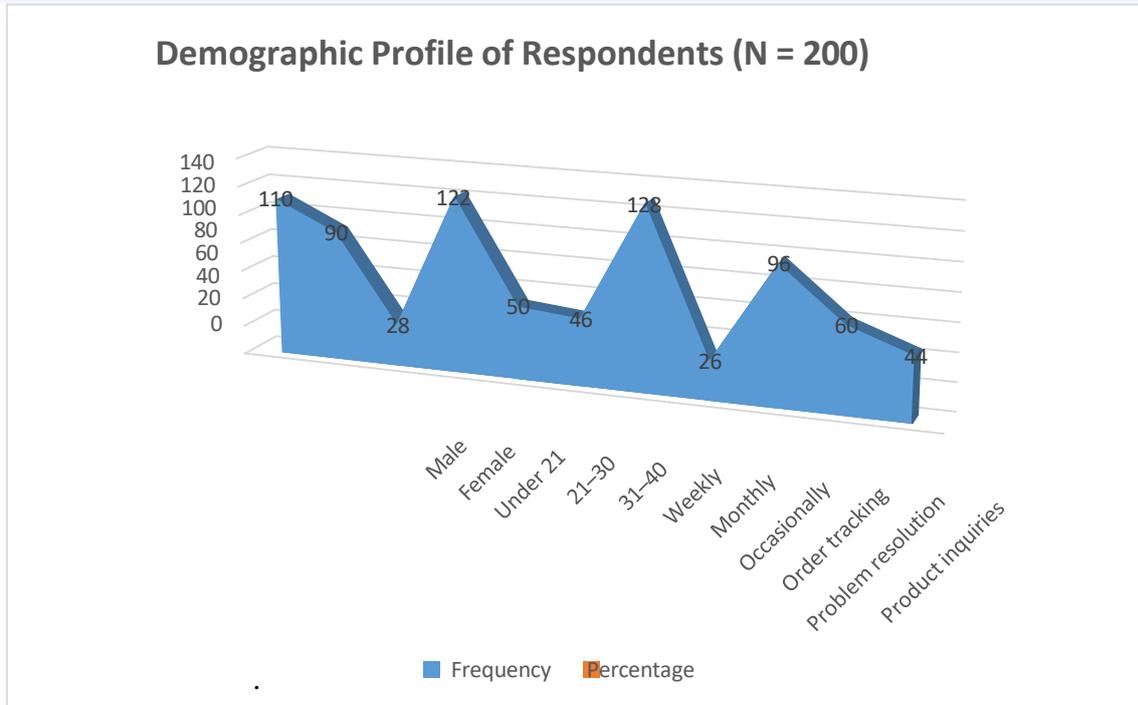


Table 2. Mean Scores for Key Constructs

Construct	Mean	SD	Minimum	Maximum
Trust	3.42	0.91	1	5
Empathy	3.11	0.87	1	5
Cultural relevance	3.78	0.82	2	5
Customer satisfaction	3.46	0.89	1	5

Correlation analysis showed that cultural relevance had the strongest relationship with satisfaction ( $r = 0.62, p < 0.01$ ), followed by trust ( $r = 0.55, p < 0.01$ ), while empathy showed a weaker but still significant correlation ( $r = 0.31, p < 0.05$ ). These results suggest that while all three relational dimensions are positively related to satisfaction, cultural alignment plays the most decisive role.

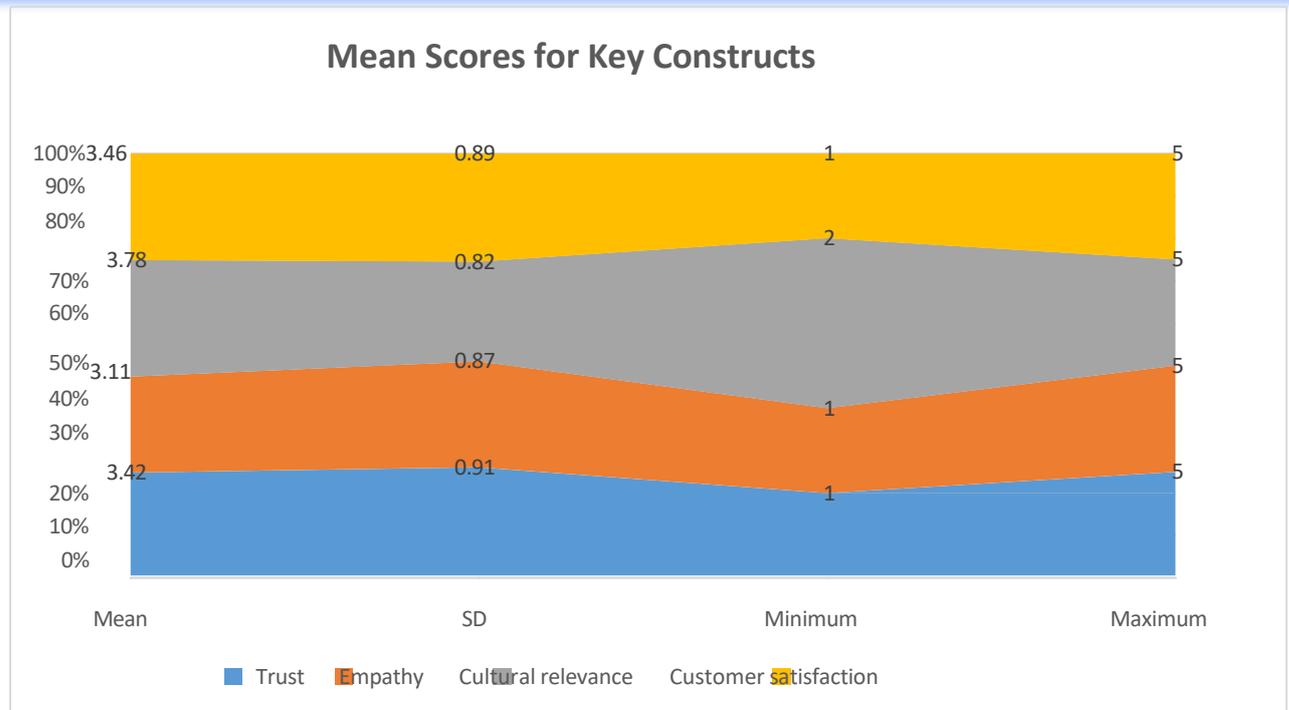


Table 3. Correlations Between Constructs and Satisfaction

Construct	Correlation with Satisfaction (r)	Significance (p)
Trust	0.55	<0.01
Empathy	0.31	<0.05
Cultural relevance	0.62	<0.01

Regression analysis confirmed these results, showing that cultural relevance was the strongest predictor of satisfaction ( $\beta = 0.41$ ,  $p < 0.01$ ), followed by trust ( $\beta = 0.34$ ,  $p < 0.05$ ), while empathy had a smaller but still significant effect ( $\beta = 0.19$ ,  $p < 0.05$ ). The overall model was significant, explaining 61% of the variance in satisfaction ( $R^2 = 0.61$ ,  $F = 23.7$ ,  $p < 0.001$ ).

Table 4. Regression Analysis Predicting Customer Satisfaction

Predictor	Beta ( $\beta$ )	t-value	p-value
Trust	0.34	4.11	<0.05
Empathy	0.19	2.33	<0.05
Cultural relevance	0.41	5.36	<0.01

<b>Model R<sup>2</sup></b>	<b>0.61</b>		
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Comparative analysis across demographics highlighted further nuances. Younger users under 21 scored empathy higher (M = 3.34) compared to older users (M = 2.97), suggesting that younger consumers are more receptive to attempts at simulated empathy. Female respondents rated cultural relevance higher (M = 3.91) compared to males (M = 3.66), indicating a stronger preference among women for culturally appropriate and polite communication styles. Frequent Daraz users expressed greater skepticism about trust (M = 3.29) than occasional users (M = 3.57), likely due to repeated exposure to errors or inconsistent chatbot behavior.

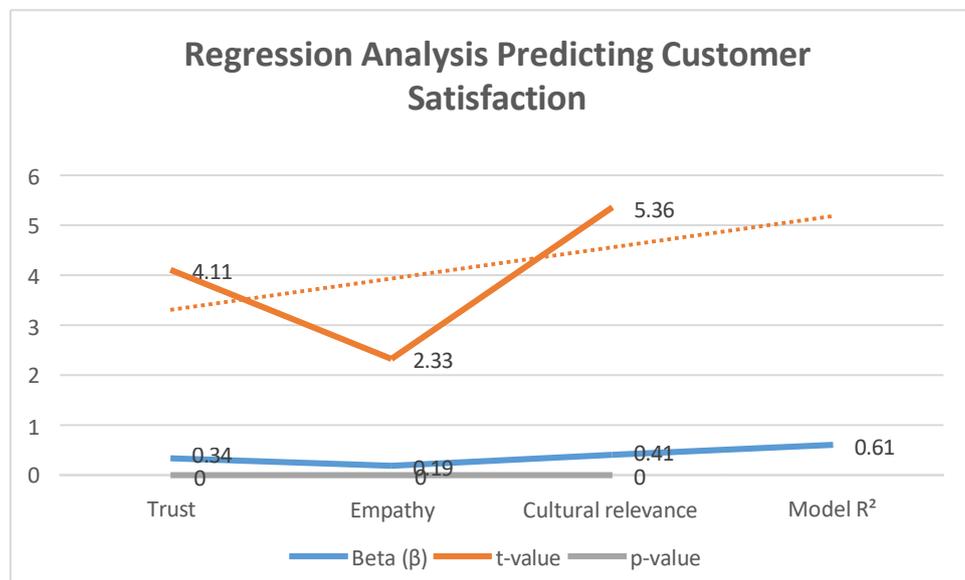
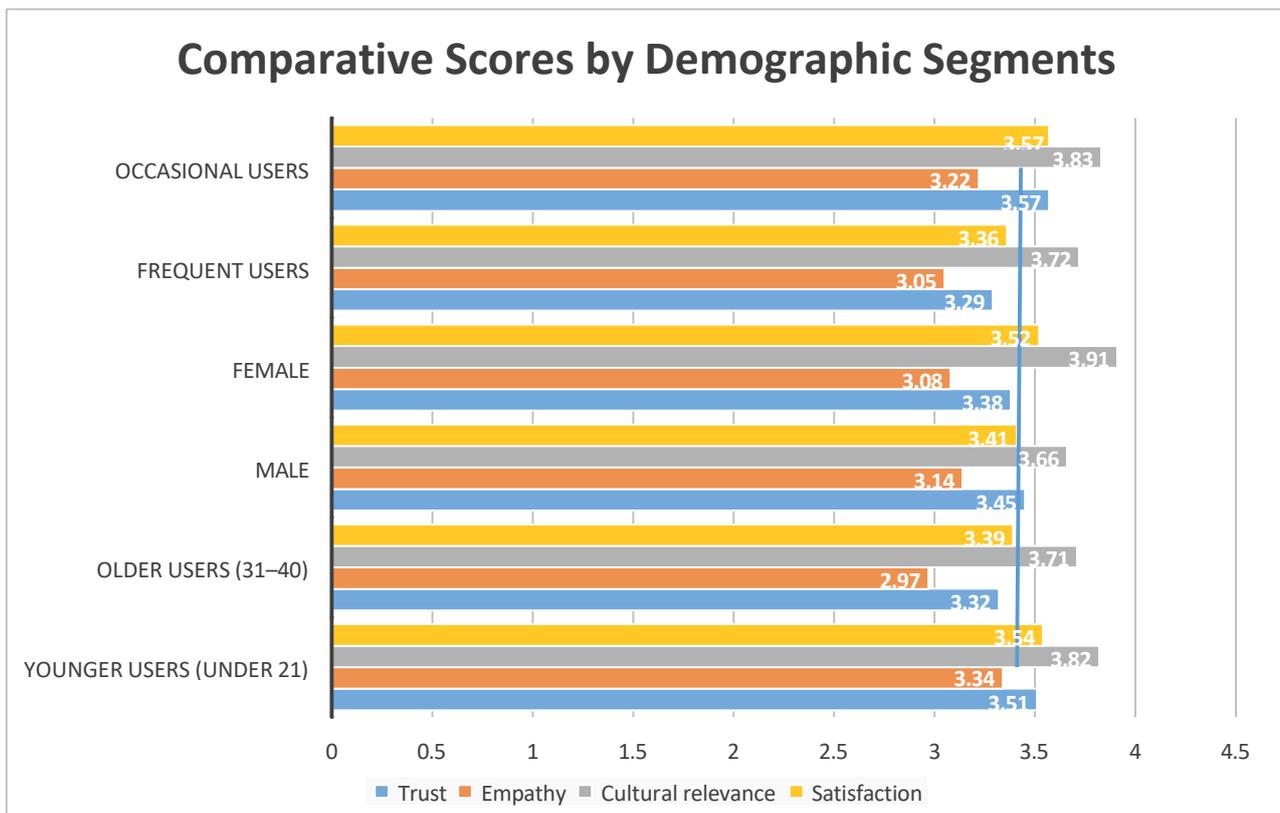


Table 5. Comparative Scores by Demographic Segments

Construct	Younger Users (Under 21)	Older Users (31–40)	Male	Female	Frequent Users	Occasional Users
Trust	3.51	3.32	3.45	3.38	3.29	3.57
Empathy	3.34	2.97	3.14	3.08	3.05	3.22
Cultural relevance	3.82	3.71	3.66	3.91	3.72	3.83
Satisfaction	3.54	3.39	3.41	3.52	3.36	3.57

Overall, the findings suggest that cultural adaptation of chatbot communication is a critical determinant of satisfaction in Pakistan’s e-commerce market, surpassing even

trust and empathy. While chatbots are generally accepted for their efficiency, consumers still desire relational qualities that align with local expectations. Younger users and women, in particular, are more responsive to empathetic and culturally aligned features, whereas frequent users are more critical of trust, likely reflecting heightened expectations from repeated interactions. The evidence provided by the statistics shows that the AI chatbots can contribute to the improved customer satisfaction provided that such bots are designed to cover these aspects of relations, cultural adjustment being the most influential incentive to positive consumer experience.



### Discussion

The findings of the current research can be of great importance in understanding the perception and ratings of chatbot experience by Pakistani customers, since the relations aspects of trust, empathy, and cultural relevance are the main determinants of satisfaction among e-commerce users. The results indicate that the cultural relevance became the most appropriate predictor of satisfaction, which can be supported by earlier research that proposes that localized and contextual design is the key to successful chatbot adoption. To prevent alienation of people, chatbots should be culturally neutral and language neutral as mentioned by Keyzer, Boustany, and Dagher (2024), and the current study has proven that the bilingual, polite, and socially correct communication

will attract more customers in the Pakistani population. The larger association of female respondents with culturally sensitive features illustrates the role of social politeness and respectful phrasing in the creation of comfort and satisfaction, indicating that gendered expectations can be used to further mediate the effect of cultural alignment. The trust also proved to be a vital aspect, which is in line with the findings of Kumar, Mokha, and Pattnaik (2022), who established that reliability and transparency are the keys to customer relationship operations in the AI-managed interactions. The mistrust of frequent users of Daraz in this case shows that the confidence of frequent users is decreased with repeated errors or inconsistent behavior, which is consistent with the statement of Lappe man, Marlie, Johnson, and Pigeonhole (2022) that trust in chatbots is directly related to guarantees of data privacy and consistent performance. This result implies that the trust, which is possible to gain initially due to correct and safe answers, is weak and may be lost in case technical failures or failure of reliability happen. Although the weakest predictor, empathy also showed a strong positive relationship with satisfaction, which proves that even the simulated empathy has an impact on consumer attitudes towards the effectiveness of chatbots. It was emphasized by Miraz et al. (2024) that the intention to use chatbots depends not only on its efficiency but also on its ability to identify personal issues, and this paper confirms that younger users in particular attribute more positive views to empathetic qualities of a system. Nevertheless, the comparatively small effect of empathy implies constraints to the extent to which the existing chatbot systems are capable of simulating emotional cognition, which is also reflected in the fact that empathy in AI is characterized by inconsistency and a lack of depth (Munira, Juthi, and Begum, 2025). However, its importance proves the idea that consumers appreciate at least the fact that their concerns are at least slightly considered, which proves the idea that relational properties are not limited to functionality (Ramadhani, Suswanta, and Shaddiq, 2021). Taken together, the results indicate the importance of a comprehensive approach to the chatbot design that incorporates trust-related measures, emotional communication, and culture. The high predictive value of cultural relevance in the given research implies that localization cannot be viewed as an auxiliary aspect but the focus of chatbot strategy in the new markets. Additionally, the interdependence between trust and cultural adaptation implies that consumers not only consider the technical performance of chatbots, but also their conformity to general social and cultural standards, which is why it is reasonable to assume that customer experience is formed as a result of the combination of functional and relational properties (Karmakar, 2024). This paper adds to the existing body of research, where most of the previous literature has focused (e.g., Mulindi et al., 2024; Munira et al., 2025), on the e-commerce field in Pakistan and emphasizes that the same relational dynamics are present but with certain cultural undertones. It is important to note that the findings can be extrapolated to plausible suggestions of online shopping models as Daraz, where chat-bots are no longer efficiency-based factors but brand promoters that assist consumers to develop confidence and loyalty. The sites may be significantly improved in terms of satisfaction and subsequent loyalty by providing more empowering agents of trust, i.e. open privacy statements and more reliable accuracy of responses and, by implication, greater cultural fit, i.e. more local lingo and

less disrespectful patterns of interaction. Moreover, the gender and age disparities identified during the research indicate that the strategies of chatbots cannot presuppose all the solutions but should be adjusting to the differences in demographics, with younger consumers being more sensitive to the presence of empathetic tones, and female customers requiring the cultural fit (Qadiri, Shabir, and Qadri, 2020). On the whole, these results indicate that the relational properties of the chatbot form are not marginal, but core in the circumstances of the upkeep of consumer interests, and thus, the study adds to the theoretical background of the study of the AI-mediated communication and supplies the e-commerce systems with effective guidelines to address the challenge of cultural diversity in the consumer expectations (Petersson, Pawar, and Fagerstrom, 2023).

### Conclusions

This research addressed the relational aspects of chatbot communication within the e-commerce industry in Pakistan on the predictors of consumer satisfaction, viz, trust, empathy, and cultural relevance. The results indicate that cultural relevance is the most effective driver of satisfaction as compared to trust and empathy, though all of them positively influence the satisfaction. It implies that the ability to match the chatbot communication to the cultural norms, use of two languages, and the respectful tone is more important to Pakistani consumers compared to efficiency (Nanthagopan, 2021). The trust was also paramount but a weaker one because regular users showed more doubt suggesting that consumer trust relies on the regularity, precision, and guarantees of privacy of information (Oyeniya, Ugochukwu, and Mhlongo, 2024). Although less influential when compared to the other two dimensions, empathy still proved to be significant, especially with the younger users who appreciated conversational awareness of their needs. These findings corroborate that the perception of consumers towards chatbots is determined by both functional reliability and relational sensitivity (Nguyen, Chiu, and Le, 2021).

Theoretically, the research is relevant to the chatbot literature because it shifts the emphasis on technical efficacy to relational attributes, which is one of the arguments that the world-wide community develops in relation to the human-focused design of AI (Nicolescu and Tudorache, 2022). In practice, the results can be used in practical applications to e-commerce platforms like Daraz, as chatbots can serve as relational agents that create or destroy satisfaction based on their success in strategically incorporating the trust, empathy, and cultural alignment principles (Nguyen, 2024). The study helps to reinforce the importance of segmentation strategies in the use of chatbots by highlighting the demographics, including the fact that females tend to prefer cultural adaptation more and younger users tend to be more easy to empathize with. In general, the findings validate the claim that the relational aspect of chatbot communication is not an added value to the improvement of consumer satisfaction and loyalty in e-commerce (Nguyen and Le, 2025).

### **Recommendations**

#### **Enhance Cultural Adaptation**

The Pakistani Chatbots must be sensitive to localization of the message: the chances of such opportunities of bilingualism ( Urdu-English ) and the uses of culturally oriented words, and the right of politeness. The platforms should also include cultural sensitivity training since the automatic response that is answered based on the social expectations and the norms should also be applicable.

#### **Enhance Trust Systems.**

The problem of the mistrust of the consumers in this case, to solve this situation, to mitigate the problem of the consumer mistrust, the e-commerce should deal with the problem of the clarity of the work of chatbots. Importantly, it is necessary to demonstrate the data on the privacy of data, the safety of the manipulations with the data concerning the users and a high rate of the stable consistency of the provision of the timely responses with the ultimate result of earning the trust to the organization.

Improve Empathy Simulation Although empathy was the least predictive, it can be used to certain groups of consumers, particularly, the youthful. This is achievable by making the natural language processing friendlier to the emotional expression, sensitive to the interests of the customers in a more lifelike way in simulating the empathy and will further enhance customer experience.

#### **Demographic-based Chatbot Strategies.**

The outcomes presented the age and gender discrepancy, as regards to consumer expectations is concerned. The variations of the chatbots of the e-commerce sites to consider, to make the chatbots a legacy one that is particular to the profile of the customer, to be focused on the empathetic responses on the younger customer and cultural adaptation on the female customer.

#### **Include Continuous Feedback Loops.**

It can have systems where consumers would rate the chatbot interactions in real time to give valuable feedback on the dimension of improvements of the relationship. Using such information, platforms must also follow the same by continuously ensuring chatbots architecture is responsive to changing consumer demands.

#### **Effectiveness and Relational Characteristics Balance**

Speed and accuracy is also an inherent aspect but it cannot dominate other interrelational aspects of trust, empathy and cultural alignment. It is only under the condition of the existence of an intermediate that the opportunity to transform chatbots into efficient tools, as well as the agent of relations, will be provided, which in its turn will enable maximizing customer loyalty.

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