

Conversational Marketing and Digital Consumer Behaviour in the Personal Care Products: A Cross-Generational Analysis

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ABSTRACT

Conversational marketing tactics such as chatbots, voice assistants, and instant messaging platforms are increasingly being used to transform digital customer interactions in the FMCG sector, especially for personal care items. However, little empirical study has been conducted to determine how these technologies influence digital consumer behaviour across generations. This study explores into the impact of conversational marketing on digital consumer behaviour toward personal care items among Generation Z, Millennials, and Generation X. The study specifically looks at the influence of conversational marketing on customer awareness, engagement, and purchase intention as well as the relationship between consumer exposure to conversational marketing and buy intention. A quantitative research design was employed using primary data obtained from 240 respondents, including 80 respondents from each age group. Data were collected using a structured questionnaire and analysed via IBM SPSS Statistics. Preliminary normality testing using the Shapiro-Wilk test indicated a non-normal distribution ($p < .001$); consequently, data analysis encompassed descriptive statistics, Cronbach's alpha reliability analysis, Pearson correlation, and linear regression justified via the Central Limit Theorem alongside the non-parametric Kruskal Wallis test. In addition to contributing to digital marketing, consumer behaviour, and FMCG research, the study is anticipated to shed light on how different generations react to conversational marketing. The findings reveal that conversational marketing significantly influences consumer awareness, engagement, and purchase intention toward personal care products. Moreover, consumer responses were found to be largely consistent across Generation X, Millennials, and Generation Z, suggesting that conversational marketing strategies can effectively engage consumers across different age segments.

Keywords: Conversational Marketing; Digital Consumer Behaviour; Personal Care Products; Purchase Intention; Generational Differences.

INTRODUCTION

In the swiftly growing the context of digital consumer engagement, conversational marketing has become a crucial tactic, notably in the personal care segments. This strategy focuses on establishing meaningful, real-time, two-way conversations between brands and consumers, using technology like chatbots, live chat, and messaging applications to deliver personalized help and guidance along the customer journey. Conversational marketing focuses more emphasis on customer-driven interactions than traditional marketing, which depends on one-way communication. This results in a more seamless, integrated, and customized experience that promotes loyalty and trust.

The rapid evolution of digital technologies has altered customer behaviour across industries. In recent years, the Fast-Moving Consumer Goods (FMCG) industry has seen a notable increase in online usage, particularly for personal care items. In order to find, evaluate, and buy personal care products such as skincare, haircare, dental care, and grooming items, consumers are depending steadily increasing on social media, mobile applications, and e-commerce platforms.

Conversational marketing, characterized by the use of chatbots, WhatsApp business messaging, live chat, and

voice assistants, has become a powerful instrument to interact with customers in real time, provide customized suggestions, and influence their decisions to buy. Brands use these interactive technologies not only to improve consumer satisfaction, but also to boost sales and generate loyalty in a highly competitive FMCG industry.

Conversational marketing provides entities with powerful tools to gather insights, qualify leads, and streamline consumer decision-making as customers increasingly choose digital channels for research, selection, and purchase of personal care and products. In the field where credibility, convenience, and individualized attention are critical, this practice not only increases conversion rates but also fosters long-term relationships and customer loyalty by lowering friction and enabling quick, personalized engagement.

The behaviour of digital consumers varies by age group. Rather, generational disparities have a big impact on online buying attitudes, engagement habits, and technology adoption.

Generation Z, born between the mid-1990s and early 2010s, is well-versed in technology and has grown up in a connected society. This generation is a major market force in the current environment because of their distinctive characteristics that affect their purchasing decisions. One of the defining characteristics of Generation Z is their high internet usage.

While Millennials prioritize authenticity, reviews, and in-depth product-related content, Gen Z consumers favour prompt responses, mobile-first interactions, and conversational experiences. Despite their proficiency with technology, Gen X are less likely to rely on conversational platforms while making online purchases, especially when it comes to personal care. Although the literature acknowledges these behavioural variations, few empirical research specifically looks at how age cohorts react to conversational marketing methods in the context of FMCG personal care products. Personal care products encompass a diverse range of consumer goods designed for personal hygiene, grooming, and aesthetic beautification, including skincare, hair care, oral hygiene, and cosmetics (Darbre, 2023). Statistically categorized within the Fast-Moving Consumer Goods (FMCG) sector, these products are characterized by high purchase frequency and deep personal relevance, as consumers use them to enhance both physical well-being and self-identity. Driven by an expanding global market value projected to surpass \$580 billion, the industry has experienced a massive migration toward e-commerce and direct-to-consumer (D2C) retail channels. This rapid digital transformation requires brands to abandon traditional static advertising in favour of interactive digital communication.

Given the growing importance of conversational marketing and the digital personal care sector, understanding how various generations perceive and respond to conversational marketing is crucial. As a result, the purpose of this research is to examine at the Conversational Marketing and Its Influence on Digital Consumer Behaviour Towards Personal Care Products among Generation X, Millennials, and Generation Z, as well as to determine whether generational differences influence engagement, trust, and purchase intention.

STATEMENT OF PROBLEM

Digital commerce has changed the way consumers interact with brands, especially through conversational marketing technologies like chatbots, automated messaging, and AI-powered virtual assistants. While these tools are widely employed to influence purchasing decisions in the fast-Moving Consumer Goods (FMCG) products, personal care products necessitate more interaction, customization, and trust due to its intimate and preference-based nature. Existing research indicates that generations differ in their technology adoption and online purchasing habits. Gen Z expects rapid, interactive, and mobile-first communication, while Millennials rely on detailed information and reviews before making a purchase, and Gen X, despite being technologically aware, is less engaged in online buying for personal care products. However, despite these behavioural variations, there is no empirical evidence on how conversational marketing influences digital consumer behaviour across various generational cohorts in the context of personal care FMCG products. This disparity underlines the need to research if conversational marketing affects engagement, trust, and purchase intention differently among Gen X, Millennials, and Gen Z.

RESEARCH GAP

While prior research has focused on digital consumer behaviour, technology adoption, and segment-based purchase trends, few studies have specifically investigated the significance of conversational marketing in the

personal care FMCG sector. Additionally, the present work rarely analyses generational reactions to conversational marketing methods, despite evidence that communication preferences and purchasing motivations varies significantly between Gen X, Millennials, and Generation Z. The lack of targeted study focusing on conversational marketing, personal care product purchasing behaviour, and generational differences reveals a significant gap in existing academic knowledge. This study seeks to fill this gap by conducting an in-depth investigation of the Conversational Marketing and Its Influence on Digital Consumer Behaviour towards Personal Care Products Across Generations, thereby contributing valuable insights to the fields of digital marketing, consumer behaviour, and the FMCG -personal care products.

RESEARCH QUESTIONS

1. What is the relationship between consumers' exposure to conversational marketing and their purchase intention for personal care products?
2. How does the relationship between conversational marketing and digital customer behaviour get affected by trust, engagement, and perceived personalization?
3. How do Gen Z, Millennials, and Gen X interact with conversational marketing and how does it affect their purchasing decisions?

RESEARCH OBJECTIVES

1. To examine the association between consumer exposure to conversational marketing and purchase intention for personal care products.
2. To analyze how conversational marketing influences customer awareness, engagement, and intention toward purchasing personal care products.
3. To compare how Gen Z, Millennials, and Gen X respond to conversational marketing in terms of engagement, trust and purchase behaviour towards personal care products.

HYPOTHESES

H1: Consumer exposure to conversational marketing has a significant relationship with purchase intention towards personal care products.

H2: Conversational marketing has a significant influence on consumer awareness towards personal care products.

H3: Conversational marketing has a significant influence on consumer engagement towards personal care products.

H4: Conversational marketing dimensions significantly influence purchase intention towards personal care products.

H5: There is a significant difference among Generation Z, Millennials, and Generation X in their response to conversational marketing towards personal care products.

GENERATIONS

THE SILENT GENERATION (born 1928-1945): They has a fairly traditional purchasing behaviour. They value quality, simplicity, and individualized service and prefer in-store shopping and personal interactions. This group has a high level of brand loyalty and is often modest with money, putting savings ahead of impulsive expenditure. The best ways to market to them are through traditional media, such as TV, newspapers, and direct mail, with an emphasis on family-friendly messaging, respect, and product dependability (Dr. A. Meharaj Banu & Mr. G. Ashoka. 2025).

BABY BOOMERS (BORN 1946-1964): They are similarly devoted to brands, but they are more open to new experiences and products than the Silent Generation. They respect quality, affordability, and excellent service. Even though many Boomers still prefer in-store buying, they have embraced online purchasing. They spend a lot

of money on things like travel, medical treatment, and house renovations. Effective marketing tactics include email marketing, educational content, and clear messaging across platforms such as Facebook and television (Dr. A. Meharaj Banu & Mr. G. Ashoka. 2025).

GENERATION X (BORN 1965-1980): Gen X is commonly seen as skeptical and research-oriented. Before making a purchase, they frequently read reviews or do product comparisons because they prioritize affordability, practicality, and ease of use. They shop both online and offline, and they look to brands for honest, trustworthy information. Gen X responds well to marketing that prioritizes effectiveness, quality, and value; effective channels include email newsletters, search engine marketing, and review-based content (Dr. A. Meharaj Banu & Mr. G. Ashoka. 2025).

MILLENNIALS, OFTEN KNOWN AS GENERATION Y (BORN 1981-1996): Gen Y are very digital and mobile smart. They prefer to shop online and frequently use apps for ease. Their purchasing decisions are significantly impacted by social media, peer reviews, and influencer endorsements. Millennials are drawn to companies that share their values, such as sustainability, social responsibility, and ethical behaviour, and they frequently place a higher value on experiences than material belongings. They respond effectively to personalised marketing, subscription models, and loyalty programmes, especially on platforms such as Instagram and YouTube. (Dr. A. Meharaj Banu & Mr. G. Ashoka. 2025)

GENERATION Z (BORN 1997–2012): Gen Z is the first true generation of digital natives. They are extremely connected and use social media and mobile devices to find and buy goods. Authenticity, uniqueness, and openness are important to this generation. Gen Z has a lower level of brand loyalty and is more likely to change their tastes in response to peer pressure and trends. They respond best to short-form video content, memes, and interactive campaigns on platforms such as TikTok, Snapchat, and Instagram. Marketing to Generation Z should emphasize speed, originality, and strong ethical ideals. (Dr. A. Meharaj Banu & Mr. G. Ashoka. 2025).

GENERATION ALPHA (BORN 2013 ONWARDS): Gen Alpha is still developing but has already begun to influence family purchase habits, particularly in technology, toys, food, and entertainment. They are growing up in a world where AI, smart devices, and rapid access to content rule. Highly visual and interactive information, such instructional apps, mobile games, and YouTube videos, shapes their tastes. Although they are not yet direct consumers, marketers communicate with them through their parents, emphasizing safety, education, and innovation. (Dr. A. Meharaj Banu & Mr. G. Ashoka. 2025).

LITERATURE REVIEW

The importance of chatbots in conversational commerce was investigated, and it was discovered that chatbots are major drivers of digital relational sales as well as customer care tools(Lo et al., 2021). Their research found that chatbot interactions improve consumer value perceptions by enhancing the utilitarian value of hedonic items and the hedonic value of utilitarian services, which influences purchase intention. The researchers also noted that conversational agents can lessen consumers' reliance on past brand familiarity because purchase decisions are positively influenced by the credibility that is generated during chatbot conversations. These results imply that chatbots can be strategically used to improve customer engagement, make up for low brand awareness, and assist with decision-making across a variety of product categories. Chatbots influence the formation of customer loyalty, covering dimensions such as repurchase intention, word-of-mouth, and brand commitment. A chatbot's service quality encompassing its functional performance and conversational ability is the primary driver of perceived customer satisfaction, which, in turn, acts as the strongest immediate antecedent of loyal(Sidlauskiene et al., 2025). The authors find that while anthropomorphism (human-like design) increases early-stage engagement and social presence, functional attributes like promptness, accessibility, and problem-solving capability are more critical for establishing long-term trust and loyalty. Consequently, the research underscores that optimizing the practical utility and reliability of conversational agents is essential for converting transactional interactions into sustained customer loyalty. The chatbot acts as a compensatory social agent that drives higher subjective product value and, consequently, greater price acceptance(Jenneboer & Herrando, 2022). Technology readiness motivators significantly predict the "reasons for usage," which, in turn, positively influence customer attitude and usage intention. Conversely, inhibitors of technology readiness positively predict the "reasons against usage," which negatively impacts attitude and positively affects resistance intention. This dual-sided framework

offers robust insights for retail managers seeking to design and deploy chatbots that mitigate resistance while maximizing customer adoption by focusing on context-specific reasons(Ullah et al., 2023).

The presence of multiple generations in the market and concentrating of merchants. Every generation has distinct traits, requirements, and aspirations.(Soemartono, 2017). Generational differences influence consumer buying behaviour in the context of digital engagement. The roles of factors such as perceived usefulness, ease of use, awareness, trust, enjoyment, and risk in shaping online purchase decisions (Banu & Ashoka, 2025). Psychological mechanisms that drive Generation Z's purchase intentions when interacting with shopping chatbots, utilizing a research model that integrates the Big Five personality traits with core technological factors like perceived usefulness (PU) and perceived ease of use (PEOU)(Sharma et al., 2025). In Digital marketing, particularly social media advertising and influencer endorsements, is the dominant driver of purchase intentions.(Narmathadevi, 2025).The acceptance of AI-driven chatbots in the competitive Chinese e-commerce market by integrating core technological factors with the concept of Perceived Authenticity(Marjerison et al., 2025).

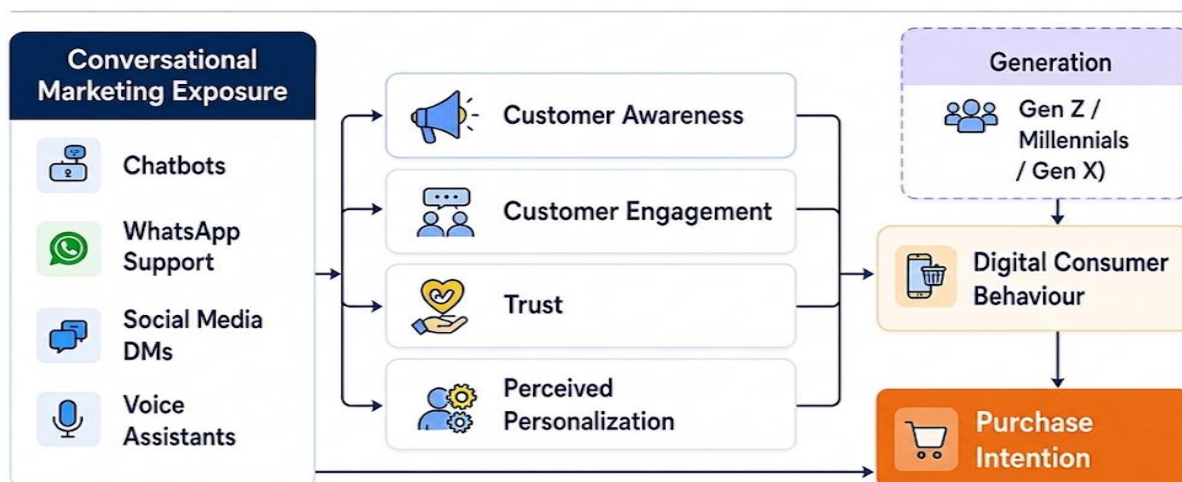
RESEARCH METHODOLOGY

This study adopts a descriptive research design and concentrates on 240 respondents, consist of 80 each digital consumers from Gen Z, Millennials and Gen X who have purchased personal care products online and interacted with conversational marketing tools in the last six months. The exact number of consumers is not known, the population is considered unknown and infinite, therefor, purposive sampling was used to select digital consumers across the different age brackets. The collected responses were analysed using SPSS Statistics, including descriptive statistics, reliability analysis, correlation, regression, and Kruskal–Wallis Test were applied to examine the association between different generations and digital consumer behaviour factors across the three generational groups. Although the preliminary Shapiro-Wilk test indicated that the study variables deviated from a strict normal distribution ($p < .001$), parametric linear regression analysis was still utilized for hypothesis testing. According to the Central Limit Theorem, linear regression models remain highly robust against violations of normality when the sample size is sufficiently large ($N > 100$). Given this study's robust and perfectly balanced sample size ($N = 240$), the sampling distributions are assumed to approach normality, rendering standard linear regression analysis mathematically appropriate and reliable.

CONCEPTUAL MODEL

The conceptual model of the study illustrates the relationship between conversational marketing (independent variable) and digital consumer behaviour variables such as awareness, engagement, trust, personalisation, and purchase intention (dependent variables) across different generations.

Conversational Marketing and Its Influence on Digital Consumer Behaviour
Towards Personal Care Products Across Generations



DATA ANALYSIS AND RESULTS

Table No.1: Demographic Profile of Respondents

Variable	Category	No. of Respondents (N=240)	Percentage (%)
Age	18–27 years	80	33.3%
	28–43 years	80	33.3%
	44–59 years	80	33.3%
Gender	Male	99	41.3%
	Female	141	58.8%
Occupation	Student	42	17.5%
	Public Sector Employee	74	30.8%
	Private Sector Employee	70	29.2%
	Self-employed	30	12.5%
	Homemaker	24	10.0%
Monthly Income	Less than ₹10,000	67	27.9%
	₹10,000 – ₹30,000	75	31.3%
	₹30,000 – ₹50,000	37	15.4%
	₹50,000 – ₹1,00,000	39	16.3%
	Above ₹1,00,000	22	9.2%
Online Shopping Frequency	Rarely	106	44.2%
	1–2 times	78	32.5%
	3–4 times	43	17.9%
	4–6 times	10	4.2%
	More than 6 times	3	1.3%

Source: Primary Data

The demographic profile of the respondents indicates a balanced representation across all three age groups, with each generation contributing equally (33.3%) to the sample. The gender distribution shows a higher proportion of female respondents (58.8%) compared to males (41.3%). In terms of income, a majority of respondents fall within the ₹10,000–₹30,000 range (31.3%), followed by those earning below ₹10,000 (27.9%), reflecting a moderate income distribution. Regarding online shopping behaviour, most respondents (44.2%) shop rarely, while a significant proportion (32.5%) shop 1–2 times per month, indicating moderate engagement with online purchasing platforms.

Table No.2: Reliability Analysis of Constructs

Construct	Alpha
Awareness	.888
Purchase Intention	.880
Trust	.857
Engagement	.902
Personalisation	.888

Source: Primary Data

Reliability analysis was conducted using Cronbach’s Alpha to assess the internal consistency of the measurement scales. The results indicate that all constructs exhibit high reliability, with alpha values ranging from 0.857 to 0.902. Since all values exceed the recommended threshold of 0.7, the scales used in this study are considered reliable and suitable for further statistical analysis. The highest reliability was observed for Engagement ($\alpha = 0.902$), indicating excellent consistency among items.

Table No.3: Preliminary Data Screening and Normality Testing

Variable	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistics	df.	Significance	Statistics	df.	Significance
Awareness	.152	240	.001	.952	240	.001
Purchase intention	.129	240	.001	.964	240	.001
Trust	.135	240	.001	.963	240	.001
Engagement	.134	240	.001	.957	240	.001
Personalisation	.159	240	.001	.954	240	.001

Source: Primary Data

A Kolmogorov-Smirnov and Shapiro-Wilk test was conducted to evaluate the assumption of normality for all primary study variables: Awareness, Purchase Intention, Trust, Engagement, and Personalisation. The null hypothesis for this test assumes that the data is normally distributed.

As presented in Table No.3, the test statistics for all five variables yielded significance values of less than .001 ($p < .001$). Because the p-values are significantly lower than the standard threshold of .05, the null hypothesis was rejected. This indicates that the data across all constructs deviates significantly from a strict normal distribution.

To accommodate this non-normal distribution, the non-parametric Kruskal-Wallis test was selected to analyze generational differences. Meanwhile, standard parametric linear regression was still deemed appropriate for testing the primary hypotheses, as the study's robust and balanced sample size ($N = 240$) satisfies the Central Limit Theorem, ensuring that the regression estimates remain stable and reliable.

Table No.4: Correlation between Exposure and Purchase Intention

Variables	Exposure	Purchase Intention
Exposure	1	0.266
Purchase Intention	0.266	1

Source: Primary Data

A Pearson correlation analysis was conducted to examine the relationship between consumer exposure to conversational marketing and purchase intention towards personal care products. The results revealed a positive and statistically significant relationship between exposure and purchase intention ($r = 0.266$, $p < 0.01$). This indicates that higher exposure to conversational marketing tools is associated with increased purchase intention among consumers.

Table No.5: Regression Analysis of Exposure on Awareness

Independent variables	Dependent Variable	R ²	Coefficients	T	Sig.	Impact
Exposure	Awareness	0.053	0.230	3.640	.000	Significant positive

Source: Primary Data

The regression analysis was conducted to examine the influence of exposure to conversational marketing on consumer awareness towards personal care products. The results indicate that exposure has a positive and statistically significant impact on awareness ($\beta = 0.230$, $t = 3.640$, $p < 0.05$). The R^2 value of 0.053 shows that exposure explains 5.3% of the variation in consumer awareness. This implies that as consumers' exposure to conversational marketing tools increases, their awareness of personal care products also increases.

Table No.6: Regression Analysis of Exposure on Engagement

Independent variables	Dependent Variable	R2	Coefficients	T	Sig.	Impact
Exposure	Engagement	0.075	0.280	4.505	0.000	Significant positive

Source: Primary Data

A simple linear regression analysis was conducted to examine the influence of exposure to conversational marketing on consumer engagement. The results indicate that exposure has a positive and statistically significant effect on engagement ($\beta = 0.280$, $t = 4.505$, $p < 0.05$). The model explains 7.9% of the variance in engagement ($R^2 = 0.079$).

Table No.7: Regression Analysis of Exposure on Purchase Intention

Independent variables	Dependent Variable	R2	Coefficients	T	Sig.	Impact
Exposure	Purchase Intention	0.071	0.266	4.260	0.000	Significant positive

Source: Primary Data

The regression results reveal that exposure significantly influences purchase intention towards personal care products ($F = 18.150$, $p < 0.05$). The standardized beta coefficient ($\beta = 0.266$) indicates a positive relationship between exposure and purchase intention. The R^2 value of 0.071 suggests that exposure explains 7.1% of the variation in purchase intention, indicating a moderate level of influence.

Table No.8: Kruskal–Wallis Test Results with Mean Ranks

Variable	Age Group	N	Mean Rank	χ^2	Degree of freedom	Significant	Result
Awareness	18-27	80	135.08	5.661	2	0.059	Not Significant
	28-43	80	110.39				
	44-59	80	116.04				
Purchase Intention	18-27	80	130.73	4.729	2	0.094	Not Significant
	28-43	80	107.47				
	44-59	80	123.30				
Engagement	18-27	80	121.88	0.393	2	0.822	Not Significant
	28-43	80	116.60				
	44-59	80	123.03				
Trust	18-27	80	124.33	1.675	2	0.433	Not Significant
	28-43	80	112.39				
	44-59	80	124.78				
Personalisation	18-27	80	120.93	0.415	2	0.813	Not Significant
	28-43	80	116.79				
	44-59	80	123.78				
Exposure	18-27	80	121.21	3.038	2	0.219	Not Significant
	28-43	80	129.63				
	44-59	80	110.66				

Source: Primary Data

A Kruskal–Wallis test was conducted to examine differences among Generation Z (18–27), Millennials (28–43), and Generation X (44–59) in their responses to conversational marketing variables. The results indicate that there are no statistically significant differences among the three groups across all variables, including awareness ($\chi^2 = 5.661$, $p > 0.05$), purchase intention ($\chi^2 = 4.729$, $p > 0.05$), engagement ($\chi^2 = 0.393$, $p > 0.05$), trust ($\chi^2 = 1.675$, $p > 0.05$), personalisation ($\chi^2 = 0.415$, $p > 0.05$), and exposure ($\chi^2 = 3.038$, $p > 0.05$). However, the mean rank values indicate minor variations, with younger respondents (18–27) showing relatively higher awareness and

purchase intention, while the 28–43 group exhibits slightly higher exposure. Despite these differences, they are not statistically significant.

DISCUSSION

This study delved into how conversational marketing influences digital customer behaviour in the personal care business across different generational cohorts. The empirical evidence shows that conversational marketing is a critical driver of key behavioural indicators such as awareness, engagement, and purchase intent. The study found a substantial positive association ($r = 0.266$, $p < 0.01$) between exposure to conversational marketing and purchase intention, validating previous research on the usefulness of real-time digital interactions in influencing consumer decisions. The regression analysis demonstrated that conversational marketing has a statistically significant, positive impact on consumer awareness ($\beta = 0.230$, $p < 0.05$) and engagement ($\beta = 0.280$, $p < 0.05$), while also driving purchase intention ($\beta = 0.266$, $p < 0.05$). Consequently, these results highlight the vital role that interactive digital tools including voice assistants, instant messaging, and chatbots play in determining digital consumer behaviour within the personal care industry. In terms of generational analysis, the results from the Kruskal–Wallis test revealed no statistically significant differences among Generation Z, Millennials, and Generation X ($p > 0.05$). This suggests that digital consumer behaviour towards conversational marketing remains relatively consistent across different age groups. Despite variations in technological familiarity, all generations appear to respond positively to conversational marketing features such as personalization, trust, and ease of interaction. The absence of significant age variations indicates that conversational marketing methods are generally effective across a wide variety of consumer segments. As a result, personal care firms should implement a more unified digital marketing approach, concentrating on improving interactive engagement and personalized communication rather than aggressively segmenting strategies based on age. Overall, the study supports the increasing significance of conversational marketing as a cross-generational technique for influencing digital customer behaviour.

CONCLUSION

This study examined the impact of conversational marketing on digital consumer behaviour towards personal care products across different generations. The findings clearly indicate that conversational marketing plays a significant role in shaping consumer responses in the digital environment. The results reveal that exposure to conversational marketing tools positively influences consumer awareness, engagement, and purchase intention, highlighting the effectiveness of interactive and real-time communication in the online marketplace. The study further establishes that conversational marketing enhances consumers' understanding of products, increases their level of engagement, and encourages them to make purchase decisions. These findings emphasize the growing importance of technologies such as chatbots, messaging platforms, and voice assistants in influencing consumer behaviour in the personal care sector. Interestingly, the results show no significant differences among Generation Z, Millennials, and Generation X in their response to conversational marketing. This suggests that conversational marketing strategies are broadly effective across different age groups, making them a versatile tool for marketers targeting diverse consumer segments.

Overall, the study concludes that conversational marketing is a powerful and effective strategy for improving consumer interaction and driving purchase intention in the digital marketplace. Businesses in the personal care industry can leverage conversational tools to enhance customer experience, build stronger relationships, and ultimately improve marketing outcomes. The findings reveal that conversational marketing significantly influences consumer awareness, engagement, and purchase intention toward personal care products. Moreover, consumer responses were found to be largely consistent across Generation X, Millennials, and Generation Z, suggesting that conversational marketing strategies can effectively engage consumers across different age segments.

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