

The importance of ChatGPT as an AI tool for marketing communications: a bibliometric analysis

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Abstract

The nature of marketing communications today is complex and multidimensional, making it a challenge to engage with consumers dynamically and in a personalized way. In this paper, we aim to explore the potential of using generative pre-trained transformers (GPTs) to improve individual elements of the promotion-mix. To determine the significance of ChatGPT in scientific literature, a bibliometric analysis was conducted, including quantitative and qualitative studies of publications. The content of the articles extracted from the analysis was subject to qualitative analysis, based on which the applicability of chat GPT in marketing communications was presented, and they were classified in relation to promotional-mix elements. The results of the analysis show that the Chat GPT has the potential to be used as a tool for improving the efficiency and effectiveness of business operations.

Subject Areas: *Digital & Mobile Marketing; Promotion; Technology, innovations, robotics*