

ChatGPT's Role in Enhancing Marketing Communication Strategy: Insights from Consultancy and Corporate Industries

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Abstract

This study explores the role of ChatGPT in enhancing marketing communication strategies across consultancy and corporate industries, focusing on the increasing prominence of AI technologies like Generative AI. The phenomenon of AI-driven communication is critical due to its potential to transform marketing practices, making this research timely and relevant. The study aims to assess the effectiveness of ChatGPT in improving user satisfaction, productivity, and the development of marketing strategies, offering practical insights into its implementation. It addresses gaps in existing literature by providing empirical data on ChatGPT's application in diverse sectors, including FMCG, financial, educational consultancy, marine, and hospitality. Grounded in marketing communication and marketing management theories, the research connects these concepts with ChatGPT's capabilities in content creation and brand messaging consistency. The methodology employs a qualitative approach with in-depth interviews and a phenomenological design, aligning with the study's objectives to derive comprehensive insights from industry professionals. The findings suggest that while ChatGPT offers significant benefits, its effectiveness is context-dependent, highlighting the need for tailored strategies to optimize its application in marketing communication. This study provides a foundation for future exploration of AI's evolving role in digital marketing.

Keywords

Artificial Intelligence; Chatbot; Marketing Communication Strategy; Productivity; User Satisfaction

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1. INTRODUCTION

The digital era has integrated technology into everyday life through the process of digitization, reflected in the increasing number of internet users across various sectors, including social, educational, political, and economic (Sari & Azeharie, 2024). Following the launch of ChatGPT on November 30, 2022, Microsoft's introduction of its AI-enhanced Bing search engine on February 7,



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2023, and the debut of Google's Bard on March 21, 2023, AI has increasingly dominated discussions across various sectors. In 2022, global expenditure on AI-driven advertising was estimated at \$370 billion, with forecasts predicting it will reach \$1.3 trillion in the next decade (Huh, et al, 2023).

In recent years, there has been a growing focus on the convergence of Artificial Intelligence (AI) and marketing, as evidenced by recent calls for research urging deeper investigation into AI-related themes and their implications in marketing (Vlačić et al., 2021; Davenport et al., 2020; Kumar et al., 2019). Strategically, AI's significance in marketing is on the rise, evident in its adoption by major companies like Google, Spotify, and even within the financial sector, such as DBS, where Generative AI is being implemented to enhance performance (Vlačić et al., 2021).

From an economic industry perspective, Generative AI has the potential to significantly enhance productivity, contributing trillions of dollars to the global economy. Research estimates that Generative AI could add between \$2.6 trillion and \$4.4 trillion annually across 63 analyzed use cases, a range comparable to the UK's GDP of \$3.1 trillion in 2021. Importantly, about 75% of the expected value from Generative AI applications is anticipated to be realized in customer operations, software engineering, research and development, and marketing and sales (Chui et al., 2023). This underscores the contemporary relevance of Artificial Intelligence, particularly Generative AI, across various industries.

Moreover, Chui et al. (2023) assert that Generative AI has significantly influenced marketing and sales, particularly through text-based communication and scalable personalization. Its implementation enables the creation of personalized messages tailored to individual customer interests, preferences, and behaviors, alongside facilitating content creation through chatbots. The market for chatbots has witnessed substantial growth, with its value expected to reach USD 7.01 billion in 2024 and projected to escalate to USD 20.81 billion by 2029 (Singh, 2024). Additionally, alongside other AI tools such as those developed by Microsoft and Google, an emerging disruptor in business operations is ChatGPT. (Jain et al., 2023).

In the realm of marketing communication, Saptura et al. (2023) identify ChatGPT as a potent force in capturing consumers' attention within the AIDA framework (Attention, Interest, Desire, Action). Their findings indicate ChatGPT's efficacy in accurately targeting consumers matching advertisers' content requests. Research conducted in Korea reveals that ChatGPT's credibility and usability, coupled with user innovativeness, positively influence users' intention to switch from existing portal services to ChatGPT (Cho et al., 2023). Further exploration in regards to customer intention in ChatGPT utilization has revealed that factors such as hedonic motivation, habit, and curiosity positively influence behavioral intentions to use ChatGPT, while factors such as performance

expectations, effort expectations, social influence, and price value do not significantly affect the behavioral intention to use ChatGPT (Sinaga et al., 2024).

In daily marketing operations, ChatGPT provides significant assistance to marketing professionals by offering personalized support, analyzing customer data, and enhancing customer experiences, thereby helping companies improve their marketing efforts (Goga, 2023). Additionally, integrating ChatGPT into marketing strategies can significantly enhance a company's effectiveness on social media platforms, particularly Instagram (Hazizah & Padli Nasution, 2022).

Although ChatGPT has brought support in the marketing communication realm, there is a notable lack of understanding regarding AI among professionals in this field, necessitating a proactive effort for them to gain familiarity with AI technologies (Zerfass et al., 2020). While existing literature recognizes ChatGPT's substantial potential to augment productivity, efficiency, and user satisfaction, its practical applications remain largely underexplored (Kalla et al., 2023). Factors influencing utilitarian, technological, hedonic, and social gratification factors with AI-powered chatbots have been extensively examined across diverse sectors such as finance, healthcare, and retail (Xie et al., 2022). Nonetheless, there exists a noticeable gap in research that specifically examines the role of AI tools like ChatGPT in enhancing marketing communication strategies in understanding user satisfaction. Furthermore, the validity and reliability of references provided by ChatGPT remain a concern, posing a challenge for marketing professionals who rely on accurate and credible information for their work.

Based on these backgrounds, credible sources are needed to provide academic and practical insights into the use of ChatGPT in marketing communications. Therefore, this research will examine insights from various industry consultancies and corporate sectors. With diverse industry backgrounds and ongoing professional experiences, these industries actively engage with cutting-edge tools and technologies in marketing communications, and therefore can provide insights on how the utilization of ChatGPT can enhance their marketing communication strategies.

This study aims to assess user satisfaction across five industries by exploring how ChatGPT aids in crafting communication messages and devising marketing strategies. The findings will advance knowledge in marketing and digital transformation, offering practical insights for future research and advancing the capabilities of ChatGPT

2. METHODS

This study employs a qualitative methodology with in-depth interviews and an interpretivist approach to examine ChatGPT's role in enhancing marketing communication strategies. By focusing on corporate and consultancy industries, the research aims to derive a comprehensive understanding

of how ChatGPT supports communication practices across various sectors. Primary data were collected through structured in-depth interviews with five postgraduate students from the Institut Komunikasi dan Bisnis LSPR, specializing in Marketing Communication Management from the FMCG, educational consultancy, financial, marine consultancy, and hospitality industries. These respondents were purposely sampled to capture diverse perspectives on ChatGPT's applicability in marketing communication.

The research adopts a phenomenological design to explore the lived experiences of participants, enabling an in-depth analysis of ChatGPT's perceived utility and challenges across different contexts (Casey, 2000). Open-ended questions guided the exploration of communication generation, marketing campaign development, and user satisfaction with ChatGPT's applications. Thematic analysis was employed to identify recurring themes and patterns related to these aspects, with qualitative tools like Google Sheets facilitating the organization and interpretation of the data.

Triangulation was used to enhance the credibility of the findings by cross-verifying primary interview data with secondary sources, such as academic journals and industry reports, providing a robust empirical foundation for the study's conclusions. The findings reflect a nuanced view of ChatGPT's impact: while sectors like educational consultancy and finance reported significant benefits, industries such as marine, hospitality, and FMCG expressed reservations, primarily due to concerns over data privacy and the adequacy of AI-generated content. This methodology highlights the importance of aligning AI capabilities with industry-specific needs and suggests that further refinements are necessary to optimize ChatGPT's role in marketing communication.

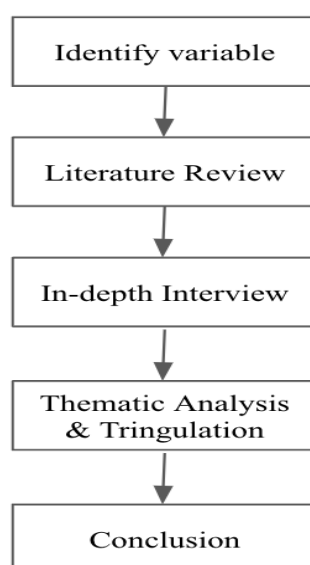


Figure 1. Research Method (Jeovannie et al., 2024)

3. FINDINGS AND DISCUSSION

Literature Review

ChatGPT

ChatGPT, developed by OpenAI, is a sophisticated AI language model that leverages deep learning to generate human-like text based on input. According to Melanie Mitchell's "Artificial Intelligence: A Guide for Thinking Humans" (2019), ChatGPT represents a significant advancement in natural language processing (NLP). This technology can understand context and generate relevant responses, making it an invaluable tool in various fields, including marketing communication. In addition, Stuart Russell (2019), in "Human-Compatible Artificial Intelligence", discusses the broad applications of AI, emphasizing how models like ChatGPT can be employed in numerous domains. ChatGPT can generate coherent, contextually appropriate text, which is essential for customer service, content creation, and automated response systems. Its ability to mimic human conversation enhances user interaction, making it a powerful asset in marketing strategies.

The practical applications of ChatGPT in marketing are vast and varied, encompassing a range of activities that enhance communication and engagement with customers. It can efficiently handle customer inquiries, providing prompt and accurate responses that improve customer service experiences. Kappi and Marlina (2023) discovered that enhancing chatbot personification leads to increased customer satisfaction. The more human-like the chatbot, the greater the customer satisfaction. Additionally, further advancements in chatbot technology are necessary to optimize anthropomorphic features. This proves how beneficial ChatGPT can be for various industries

Marketing Communication Roles

The role of marketing communication has evolved significantly with the advent of digital technology across various industries (Bala & Verma, 2018). In Philip Kotler's "Marketing Management" (2012), the critical components of effective marketing communication are outlined, emphasizing the importance of engaging with customers through various channels. With the rise of digital platforms, the role of marketing communication has expanded to include more interactive and personalized methods. This expansion is crucial in an era where customer engagement and personalized experiences are paramount. As highlighted in "Marketing Communications: A Brand Narrative Approach" by Dahlen (2009), the ability to deliver customized content that resonates with each customer helps build brand loyalty and trust, essential components for long-term business success. This adaptability and responsiveness

ensure that marketing strategies remain dynamic and aligned with evolving customer expectations, ultimately driving better results and enhancing the overall customer experience (Keiningham et al., 2020)

Marketing Communication Strategies

Marketing communication strategies involve the development and implementation of plans that aim to effectively convey a brand's message to its target audience (Ismunandar et al., 2023). These strategies are essential in creating a cohesive and impactful communication plan that resonates with customers and drives engagement.

Generating Communication Messages

One of the key components of these strategies is generating communication messages. This involves crafting personalized and engaging messages that resonate with specific customer segments. By understanding the unique needs and preferences of the target audience, marketers can create content that fosters brand loyalty and trust. This process requires a deep understanding of customer behavior and preferences, which can be achieved through data analysis and market research. The goal is to create messages that not only capture attention but also resonate on a personal level, making the brand more relatable and trustworthy.

Developing Marketing Campaigns

Another critical component of marketing communication strategies is developing marketing plans (Chaffey & Smith, 2022). These plans outline the strategic approach to reaching and engaging customers. They consider various channels and methods, ensuring a cohesive and effective communication strategy. A well-developed marketing plan includes clear objectives, target audience identification, messaging strategies, and a detailed implementation plan. This comprehensive approach ensures that all aspects of the marketing communication strategy are aligned and working towards the same goals. The development of marketing plans also involves setting measurable goals and tracking progress to ensure that the strategies are effective and can be adjusted as needed.

The importance of effective communication is crucial for a business's success. A clear strategy mapping ability is also essential to stimulate buyer interest that ultimately leads to customer loyalty. The importance of effective communication in promoting a product is crucial for a business's success. A clear strategy mapping ability is also essential to stimulate buyer interest, ultimately leading to customer loyalty (Sagiyanto, 2019).

Across industries, ChatGPT plays a key role in improving communications marketing performance. In the financial industry, this AI facilitates banks and financial institutions to create content that meets customers' specific needs, provides personalized financial advice, and

responds quickly to inquiries. This personalized approach helps build trust and loyalty among customers, which is crucial in the financial sector. In the FMCG sector, ChatGPT supports the development of interactive and dynamic marketing campaigns, generating engaging content for social media and email. This helps brands stay relevant and top-of-mind for consumers in a highly competitive market. In the hospitality industry, the tool improves customer service by providing recommendations and information about hotel facilities. This enhances the customer experience and helps build positive relationships with guests.

In the field of education consultancy, ChatGPT provides information about study programs and supports personalized educational counseling. This ensures that students receive the guidance they need to make informed decisions about their education. In maritime consultancy, AI helps provide technical solutions and supports communication with clients. This improves efficiency and ensures that clients receive accurate and timely information. These examples highlight the versatility and effectiveness of AI in enhancing marketing communication strategies across various industries.

The role of marketing communication has evolved to become more interactive and personalized, driven by the rise of digital technology. Effective marketing communication strategies involve generating communication messages and developing comprehensive marketing plans. These strategies are essential in creating a cohesive and impactful communication plan that resonates with customers and drives engagement. The use of AI, such as ChatGPT, further enhances these strategies by providing personalized content and improving customer service. As customer expectations continue to evolve, it is crucial for businesses to adapt their marketing communication strategies to stay relevant and competitive.

User Satisfaction

User satisfaction is a critical measure of success for any marketing strategy, as it directly influences customer loyalty and retention. ChatGPT plays a significant role in enhancing user satisfaction by delivering timely, relevant, and personalized communication. Dew (2018), in *Customer Experience Innovation: How to Get a Lasting Market Edge*, underscores the importance of seamless customer experiences. The author highlights that personalized communication is key to meeting customer expectations and fostering lasting relationships. In this context, ChatGPT's ability to generate tailored responses using customer data ensures meaningful interactions, thereby increasing user satisfaction.

Supporting this, Arwan Sulaeman et al. (2024) conducted a sentiment analysis on social media platform X (formerly Twitter) regarding ChatGPT. Using the K-Nearest Neighbors (KNN) method, they found 74.3% positive sentiment and 25.7% negative sentiment toward ChatGPT,

highlighting a predominantly favorable relationship between the tool and its users. These findings demonstrate the potential of ChatGPT to significantly enhance customer satisfaction in digital spaces.

The shift towards more personalized and digital customer interactions is further explored by Kotler, Kartajaya, and Setiawan (2019) in *Marketing 4.0: Moving from Traditional to Digital*. The authors argue that AI tools like ChatGPT are essential for meeting modern consumer demands for personalization. They highlight that ChatGPT enables marketers to respond to inquiries quickly and accurately, reducing response times and improving the overall user experience.

Additionally, Stuart Russell's *Human Compatible* (2019) examines the ethical implications of deploying AI in customer interactions. He emphasizes that maintaining transparency and fairness is crucial for sustaining user trust. When implemented responsibly, ChatGPT can enhance transparency by delivering accurate and reliable information to customers, which is key to achieving high levels of user satisfaction.

Further evidence of the impact of perceived ease of use on user satisfaction is provided by a study on the Peduli Lindungi application, which demonstrated a strong positive relationship between these factors. With a significance value of 0.000, significantly below the threshold of 0.050, the research indicates that the perceived convenience of an application strongly influences user satisfaction (Fitriyani & Rachmawati, 2023). Similarly, ChatGPT's intuitive and user-friendly interface contributes to its perceived ease of use, making it an effective tool for enhancing satisfaction in marketing communication strategies.

As a whole, the integration of ChatGPT into marketing communication strategies offers significant benefits in terms of personalized customer engagement, perceived convenience, and satisfaction. By leveraging its advanced capabilities, marketers can create more relevant, effective, and ethical communication, ultimately leading to improved user satisfaction and stronger customer relationships.

4. RESULT AND DISCUSSION

In-depth interviews were conducted with marketing representatives from 5 different industries. To assist with their marketing efforts for products and services, these representatives optimize their processes using AI. AI aids in developing frameworks, brainstorming ideas, and generating campaign strategy suggestions. Among the various AI tools, ChatGPT is the most commonly used across the five industries examined. The sentiment analysis revealed that these marketers utilize ChatGPT comprehensively, employing it in an end-to-end manner to achieve their strategic objectives.

However, some marketers also integrate the performance capabilities of multiple AI tools to maximize their outcomes

5. CONCLUSION

The conclusion from this article is suggest that while ChatGPT offers significant benefits, its effectiveness is context-dependent, highlighting the need for tailored strategies to optimize its application in marketing communication. This study provides a foundation for future exploration of AI's evolving role in digital marketing.

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