

The Role of Artificial Intelligence in Integrated Marketing Communication: An Evaluation of ChatGPT

Bütünleşik Pazarlama İletişiminde Yapay Zekânın Rolü: ChatGPT'nin Değerlendirilmesi

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Abstract

Today, the use of Artificial Intelligence (AI) systems in various fields is increasing due to technological developments. In integrated marketing communications, the use of AI in particular stands out as an important advance. It has become an important tool for marketing communications, such as creating content, providing personalized services and optimizing marketing processes. This study is a compilation article that compiles and synthesizes existing studies on the effects of AI and ChatGPT, a widely used tool of AI, on four dimensions (inform, incite, persuade, remind) of integrated marketing communications. The study comprehensively presents the key findings collected from various sources. As a result of the study, AI applications and ChatGPT increase customer interaction, participation, satisfaction, attitude, and purchase intention in integrated marketing communication. It also offers businesses advantages such as new customers, increased sales and profits, lower costs, automation in business processes, increased efficiency and time savings. However, ethical aspects of AI such as data privacy, security and transparency pose obstacles to marketing communication and also require human intervention in some aspects of marketing communication. The study may be one of the first studies for future studies by shedding light on the in-depth understanding of the use of AI in marketing communications.

Keywords: Artificial Intelligence, Integrated Marketing Communication, ChatGPT.

Jel Codes: M10, M15, M31, M37, O33.

Öz

Günümüzde teknolojik gelişmelerin etkisiyle Yapay Zekâ (YZ) sistemlerinin çeşitli alanlarda kullanımı artmaktadır. Bütünleşik pazarlama iletişiminde özellikle YZ kullanımı önemli bir ilerleme olarak öne çıkmaktadır. İçerik oluşturma, kişiselleştirilmiş hizmetler sunma ve pazarlama süreçlerini optimize etme gibi pazarlama iletişimleri için önemli bir araç haline gelmiştir. Bu çalışma, YZ ve YZ'nin yaygın olarak kullanılan bir aracı olan ChatGPT'nin bütünleşik pazarlama iletişiminin dört boyutu (bilgi verme, teşvik etme, ikna etme, hatırlatma) üzerindeki etkilerine ilişkin mevcut çalışmaları derleyen ve sentezleyen bir derleme makalesidir. Çalışma, çeşitli kaynaklardan toplanan temel bulguları kapsamlı bir şekilde sunmaktadır. Çalışma sonucunda YZ uygulamaları ve ChatGPT, bütünleşik pazarlama iletişiminde müşteri etkileşimini, katılımı, memnuniyetini, tutumunu ve satın alma niyetini artırmaktadır. Ayrıca işletmelere yeni müşteriler, artan satış ve karlar, daha düşük maliyetler, iş süreçlerinde otomasyon, artan verimlilik ve zamandan tasarruf gibi avantajlar da sunmaktadır. Ancak yapay zekânın veri gizliliği, güvenlik ve şeffaflık gibi etik yönleri pazarlama iletişiminin önünde engeller oluşturmaktadır ve pazarlama iletişiminin bazı yönlerinde insan müdahalesini gerektirmektedir. Çalışma, pazarlama iletişiminde yapay zekânın kullanımının derinlemesine anlaşılmasına ışık tutması bakımından gelecekteki çalışmalar için ilk çalışmalardan biri olabilir.

Anahtar Kelimeler: Yapay Zekâ, Bütünleşik Pazarlama İletişimi, ChatGPT.

Jel Kodları: M10, M15, M31, M37, O33.

1. INTRODUCTION

Alan Turing explained “how to create intelligent machines and how to test their intelligence” in his article titled “Computer Machines and Intelligence” published in 1950 and sought an answer to the question “Can a machine really think?” He emphasized about the so-called Turing Test to evaluate the ability of machine intelligence to behave like humans. This test and question formed the basis and reference point of artificial intelligence studies (Wirth, 2018). The term artificial intelligence was officially used by John McCarthy at the “Dartmouth College Artificial Intelligence” conference in 1956, where high-level scientists gathered. At the conference, they suggested investigating the possibility of creating computer programs containing intelligence (Russell and Norvig, 2016).

Artificial intelligence (AI) refers to a field of technology in which computers or robots have the ability to perform human-like tasks (Cevher, 2023) and it's the intelligence systems offered by machines that imitate people's thinking and actions and are programmed to perform various tasks. These systems can perceive and understand the environment and use this information to make intelligent decisions to achieve specific goals (Grewal et al., 2019; Verma et al., 2021). AI is generally the ability to analyze and collect data from the environment and use this collected data to perform specific tasks by adapting to changes or requirements (Wirth, 2018) and the term of AI encloses concepts such as learning, strategy formation and finding solutions to problems, as well as concepts such as understanding, questioning, productivity, critical analysis, emotional intelligence and reasoning (Legg and Hutter, 2007). AI, which focuses on imitating humans in marketing and consumer research, is machines that use various algorithms and data-driven models that can implement perceptual, cognitive and speech functions such as human characteristics, speech recognition, imitating human vision and language, and analytical thinking (Longoni et al., 2019).

Recently, research in the field of marketing and AI has begun to be given great importance, and further research on the roles of AI in marketing has been supported for future studies. AI systems are now being applied in various contexts in different business processes, as companies invest in artificial intelligence to analyze big data and create deeper knowledge and strategies about the market. Researchers and practitioners believe that AI is promising for our society (Verma et al., 2021).

When the literature in the field of artificial intelligence and integrated marketing communication is examined, IMC is considered as a single concept in this field. In our study, the role of artificial intelligence and ChatGPT on the four dimensions of integrated marketing communication (inform, incent, persuade, remind) is examined. This study begins by briefly exploring the definition, evolution, and future prospects of AI. Subsequently, it delves into the utilization of AI in IMC, providing examples of tools and applications. One of the most widely used artificial intelligence tools today is ChatGPT (Gabashvili, 2023). The paper thoroughly examines ChatGPT's role in marketing communication and illustrates its practical applications with real-world examples. The benefits it brings to marketers and customers in enhancing and advancing marketing communication are highlighted. The study presents the advantages that ChatGPT offers to both marketers and customers in elevating integrated marketing communication.

2. LITERATURE REVIEW

In recent years, it has been observed in the literature that the number of studies (Brobbeey et al., 2021; Jarek and Mazurek, 2019; Mukhopadhyay et al., 2024; Shaik, 2023; Wu and Monfort, 2022) investigating the use of artificial intelligence in “marketing” has increased. Brobbey et al. (2021) conduct a case study on Jumia Online Ghana to investigate the role of AI in integrated marketing communications. The study proves that AI improves the company's marketing communications, provides guidance for marketing strategies, and carries out activities aimed at marketing content and products. They emphasize that companies can benefit from AI systems by providing personalized recommendations to customers to increase sales and profits. Jarek and Mazurek (2019) analyze the scope and depth of AI applications in marketing. The study reveals how various AI application examples obtained using secondary data present the marketing mix (product, price, promotion, place). It was concluded that AI has an impact on all dimensions of the marketing mix. In addition, the study classified AI according to five areas (voice, text, image recognition, decision-making, autonomous vehicles and robots) and investigated whether these areas are applied in marketing. It was found that text, image recognition, decision-making technologies are widespread, while voice technology and autonomous vehicles and robots are not very widespread. As a result, it has been proven that AI is applied in many areas of marketing (Jarek and Mazurek, 2019). Mukhopadhyay et al. (2024) comprehensively examine and analyze the capacity of AII in improving the marketing activities of businesses in the fast-moving consumer goods (FMCG) sector in India. The study concludes that AI has a positive impact on marketing practices. Shaik (2023) highlights the comprehensive impact of AI on marketing. The data obtained through semi-structured interviews with marketing experts in the study reveal that the key variables for incorporating AI into marketing are the challenges of competition, media visibility, digital maturity, and customer. The prominent benefits of integration include increased efficiency in marketing processes, time management, increased conversion rates, improved customer data analysis, applicable marketing strategies, increased return on investment, insights, increased service quality, and customer satisfaction. However, the challenging elements of integration include technical compatibility, accurate and on-site data (Shaik, 2023). Wu and Monfort (2022) conduct an empirical study examining the role of AI in the implementation of marketing strategies. They used structural equation modeling (SEM) and fuzzy set qualitative comparative analysis (FsQCA). They concluded that AI has positive effects on performance in the implementation of marketing strategies.

Additionally, there are studies (Bhagat et al., 2023; Cesur and Armutcu, 2023; Efendioğlu, 2023) investigating the effects of artificial intelligence use on “purchase intention”. Bhagat et al. (2023) investigate the factors that make it difficult to implement AI in practice and its effects on consumers' purchase intention on online retailing using a technology-based model. The study concludes that AI supports and increases purchase intention. Cesur and Armutcu (2023) investigate the role of AI in consumers' green product purchasing behavior and the effects of AI marketing initiatives on brand experience based on the stimulus-organism-response (S-O-R) model. As a result of the study, it is concluded that AI positively affects purchase intention and brand experience in the information, accessibility and personalization dimensions of marketing initiatives. In addition, it is seen that brand experience has a positive effect on consumer purchasing behavior. Efendioğlu (2023)

investigates the effects of AI marketing on purchase intention by taking into account the psychological and behavioral states of consumers during the online shopping process. The study found that AI encourages consumers to purchase immediately by providing them with positive emotional experiences and positively affects purchase intention.

There are studies (Babatunde et al., 2024; Davenport et al., 2020; Rane et al., 2024; Yau et al., 2021) in the literature investigating the effects of artificial intelligence on “consumer interaction”. Babatunde et al. (2024) analyze the transformative capacity of the use of AI in personalizing marketing applications and consumer interaction approaches with a mixed research method. They suggest that AI-supported personalized marketing develops sustainable consumer relationships by increasing the efficiency of consumer interactions. Davenport et al. (2020) propose a research framework that addresses both how AI will transform businesses’ marketing practices and consumers’ behavior in the future, as well as critical policy issues related to personal data security, impartiality, and ethics. They also suggest that the role of human managers in AI will be more effective when supported. Despite the current effects of AI on marketing, more research is needed on its future potential effects. Rane et al. (2024) examine the multifaceted functions of AI on sales using a qualitative method based on literature analysis and emphasizes that AI contributes to transformative change and long-term competitiveness on sales. In addition, they found that AI-driven personalization improves customer relationship management (CRM), customer satisfaction and loyalty. Yau et al. (2021) offer an AI marketing framework that uses AI to enable autonomous machines to analyze big data, generate information, and apply and distribute the information to increase customer interactions within a data-driven framework. The study demonstrates the potential of AI marketing to strengthen relationships with customers and support customer loyalty (Yau et al., 2021)

Additionally, studies (Abdelkader, 2023; Kedi et al., 2024; Khoa, 2021; Spajić et al., 2023; Tafesse and Wien, 2024) on the use of “Chatgpt and Chatbot in marketing communications” are increasing. Abdelkader (2023) investigates the impact of ChatGPT on customer experience using a cross-sectional survey methodology. As a result of the study, it was concluded that familiarity and comfort with technology, demographic characteristics of consumers and business types have a strong moderating effect on overall satisfaction in digital marketing. It is seen that ChatGPT provides a high degree of customer experience and strengthens the relationships of businesses with customers (Abdelkader, 2023). Kedi et al. (2024) examine the integration strategies of AI-supported chatbots into small and medium-sized enterprises (SMEs) marketing tools. They also investigate AI-supported chatbots effects on customer communication, service performance, and expected future outcomes. As a result of the study, it is revealed that chatbots offer various sustainable gains to SME marketing tools. Khoa (2021) analyzes the effects of chatbots on the purchase intention of online consumers, which include integrated marketing communication applications, using a mixed research method through in-depth interviews and surveys. Chatbots, used as a communication tool, stimulate consumers' impulsive purchase and repurchase behavior and the perceived usefulness and ease of use of chatbots increases consumers' positive approaches to businesses' integrated marketing communication practices (Khoa, 2021). Spajić et al. (2023) examine the potential effects of using ChatGPT in a strategic communication solution and analyzes the positive and negative effects of including ChatGPT in various

communication tools. The study adopts a mixed-method research approach. They found that ChatGPT provides more customized suggestions and facilitates relationships with customers, which increases customer satisfaction. They also emphasize the benefits of reaching international audiences with multilingual skills. However, the research findings also show that ChatGPT has some ethical concerns such as data privacy and security. Tafesse and Wien (2024) provide empirical evidence on the main areas of use of ChatGPT to further develop and implement marketing activities. The study analyzes social media data using web scraping techniques. As a result of the study, it reveals the use of ChatGPT in various marketing areas such as digital marketing, content creation, SEO, customer-oriented strategy and B2B marketing and emphasizes the versatility of ChatGPT.

3. AI AND INTEGRATED MARKETING COMMUNICATION

According to American Marketing Association (AMA) definition; "Marketing communications are coordinated promotional messages and related media used to communicate with a market. Marketing communications messages are delivered through one or more channels such as digital media, print, radio, television, direct mail, and personal selling." (AMA, 2024). It is very difficult to carry out marketing communication manually in an environment of rapidly developing consumer behavior, expectations and global competition and AI plays a significant role in optimizing marketing operations. Data collected by artificial intelligence are important resources for establishing a deeper connection with customers and establishing customer-centric strategies. Consumer profiles can be instantly created by analyzing data obtained through artificial intelligence, and these profiles can include their interactions in the field and other important factors such as past communications. AI transforms communication with customers in marketing, and thanks to it, campaign strategies and advertising content are offered in accordance with customer demands and requests. In addition, artificial intelligence provides brands with a competitive advantage by helping brands make strategic planning by analyzing customers' reactions to brand-related interactions (Alkaddour, 2022; Haleem et al., 2022). Strengthening communication with customers through the use of AI is a key goal and this effort increases customer interaction, contributing to businesses maintaining their competitive advantage (Yau et al., 2021). Companies can develop simulation models by conveying their offers to customers through virtual assistants. AI can replace humans in determining marketing strategies with its comprehensive information and data analysis. By analyzing this data, it can predict the needs and decisions of target consumers, improve the user experience and offer the target audience the products and services they really need (Haleem et al., 2022).

To be used in the Artificial Intelligence Trends report; (HubSpot, 2023), HubSpot conducted a survey with more than 1350 marketing professionals from different sectors in the U.S.A. According to the result, the majority of the marketers (90%) emphasized that using AI allows them to spend less time on tasks, enabling them to focus more on the aspects of their work that they find most enjoyable (80%) and concentrate more on the creative aspects of their tasks (79%). Additionally, while marketing experts spend 5 hours a day on marketing activities, they can reduce this time in half by using AI. SEO strategy and keyword research is one of the most repetitive and time-consuming tasks for content marketers. While there are powerful keyword research tools such as Ahrefs, Moz, Google Ads Keyword Planner and Mangools, reviewing, mapping keyword strategies and tracking the rankings of various

pages on the website is a very time-consuming process. AI is a tool to assist these communication processes, with 28% of Marketers surveyed reporting using AI to create email content and respond to incoming emails. 37% of marketers are turning to automating SEO tasks using AI to speed up their SEO tasks. However, while 44% of them predict a positive impact of AI on SEO strategies, 51% think it has no impact and 5% think it has negative effects. Within the scope of the same research, 82% of marketers say generative AI has an impact on their content creation plans, while 69% emphasize that this impact is important to their overall content strategy (HubSpot, 2023).

Various AI-based systems have been designed to make the content creation stage more effective in different means. The high demand for these advancements proves that the quality and capabilities of AI systems in marketing are continually improving. In the near future, these systems are poised to become an inevitable necessity for marketers and similar industry players (Murár and Kubovics, 2023). With technological advances, the marketing communication landscape has changed, and this change has presented marketers with various challenges and opportunities. Digital media, in particular, offers a huge opportunity with its broad capabilities and responsiveness, but also leads to more complex integration problems. Marketers who want to take advantage of emerging media possibilities need to develop new tools and strategies that can cope with the complexity in the communication environment. The marketing communication process in which companies use coordinated and consistent tools to direct their products and brands to consumers, to inform, incent, persuade and remind them directly or indirectly is called "Integrated Marketing Communication (IMC)" (Batra and Keller, 2016). One of the key advantages of the IMC approach is the possibility of focusing more on more specific and clearly defined target markets and technology allows the IMC strategy to more precisely obtain empirical behavioral data on consumers and utilize valuation methods and practices (Kliatchko, 2005).

Inform: Customers can research the brand with smart assistants before a purchase, so the customer can access information that he cannot access or evaluate on his own, and these assistants serve as a useful tool. Smart assistants communicate with the customer simultaneously and offer him the best option by matching the collected customer data with all the data on the virtual platform. In the age of advanced consumption, consumers are actively seeking information to make informed decisions (Binbir, 2021). Customer service and support can be used on e-commerce platforms to provide information about the product to the customer. They can also inform the customer about discounts, campaigns and promotions available on these platforms. For instance, when there is a campaign on a product that has already captured the customer's interest, the virtual assistant has the ability to automatically send notifications to the user. Additionally, intelligent search algorithms can strengthen brand loyalty by providing relevant information to assist the customer in providing more information about the customer's preferred brand (Güven, 2023). In another example, Fandango provides information through chatbot to customers' questions about new movies. Customers prefer to get information using AI-powered applications compared to network platforms, as digital smart tools provide relevant and instantly sorted information that enables customers to make effective decisions. Thanks to customers' continued positive relationships with AI assistants, their sense of trust in these tools and the brands that offer digital assistants will also increase (Cheng and Jiang, 2021).

Incent: Businesses use AI to predict, understand and examine the behavior of their customers and to make appropriate and effective decisions about purchasing behavior at this point (Süne et al., 2023). AI is an effective tool that shapes consumers' purchasing decisions by personalizing product recommendations (Kumar et al., 2019). It incents consumers to purchase by providing them with personalized products. AI detects products that have previously attracted consumers' attention and purchased them, or that they have liked but not yet purchased, and presents them to consumers through advertisements (Süne et al., 2023).

AI uses machine learning algorithms that help quickly identify needs and provide alternative recommendations to customers. In this way, the right product is supplied at the right time, which helps increase consumers' trust in the brand (Libai et al., 2020). Lily AI is used in product configuration on online platforms. Lily AI provides shoppers with a comprehensive understanding of all clothing categories, providing instant head-to-toe clothing recommendations that increase cart capacity at checkout. Lily AI encourages consumers to purchase more products by offering additional product recommendations at checkout to complement the look of their purchases (Campbell et al., 2020). AI can be complemented by monitoring consumer habits and other aspects of the consumer, with the ability to incent consumers to automatically perform certain behaviors and habits. It collects and analyzes data on the status and supply of products and stocks by tracking consumers' data input (Libai et al., 2020). For example, retail stores can use AI applications that optimize shelf capacity, assortment, and competing brands to suit consumer choices. Additionally, by combining these with their inventory management, businesses can control their supply chain processes more effectively (Kumar et al., 2019).

AI helps provide better service to customers by predicting customer demands and needs and reduces costs by maintaining stock balance (Kamran, 2021). Customer-oriented approach is very important in the dynamic pricing method. Dynamic pricing can be made based on the total value of the products in the customer's basket. As the number and value of products in the basket increases, discounted and attractive offers can be offered to incent customers to purchase and increase sales (Güven, 2023). For example, Granify detects customers who tend to abandon the cart during shopping and encourages them to buy by offering them instant offers (Campbell et al., 2020). In addition, AI-supported pricing tools examine product prices of various brands and offer consumers the most suitable deals and allow them to make price comparisons of products (Süne et al., 2023). AI can incent collaboration and trust between a business and suppliers and partners. Thus, it can re-establish closeness between distant stakeholders. AI brings together the expertise of different suppliers and helps buyers manage diverse teams of different stakeholders using a variety of technologies and empowers them to collaborate harmoniously to achieve challenging goals (Allal-Chérif et al., 2021). With an interactive marketing environment, customer participation in marketing is made more active and allows this participation to be more fun and attractive. For example, emoji competitions on the Bally brand's WeChat platform invite participants to make emojis or review emojis made by different users and vote for their favorite emojis. Thus, it encourages participants to be creative and choose the brand's products by voting. Similarly, Micheal Kors organized a video contest via WeChat in collaboration with the FaceU app. By

sharing Micheal Kors brand-focused content videos, users have the chance to win the brand's rewards, thereby encouraging exciting participation (Wang, 2021).

Remind: Brands can provide an effective experience in post-purchase services by offering automatic reminders to build trust with their customers. In this context, it has become a necessity for brands to provide information about new technologies to help customers find the best options without leaving their homes (Rana et al., 2021). In an example where a computer database enables a local retailer to implement mass customized marketing, what begins with sending a birthday bouquet or gift to a customer's mother continues by sending a reminder postcard to the customer through the retailer's computer system. This service makes it easier for the customer to choose to shop from this retailer and this strategy may be less costly than one-way media messages, but it offers a more economical approach per completed sale by aiming to communicate individually with a valued customer and resolve issues on their behalf. By providing personalized services with this approach based on the customer's private information such as date of birth or gift preferences, customer satisfaction, loyalty and competitive advantage can be achieved. The information contained in the database plays a significant role in relationship marketing. This is because a strong memory based on customer data allows a company with a large customer base to target customer share rather than market share (Peppers and Rogers, 1995).

Persuade: Communication is inextricably linked to persuasion, the process of changing people's beliefs. Often persuasion involves a goal: The communicator anticipate that the user will change their beliefs in a particular direction. Yet, AI systems can unintentionally persuade people of specific beliefs, even if they were not designed that way (Burtell and Woodside, 2023). Brands are taking advantage of AI technology to increase engagement and drive users to conversion or persuade them to purchase through marketing emails customized to consumer preferences and behavior (Haleem et al., 2022). Personalized messages represent an effective form of communication thus interventions that reflect the user's preferences and are delivered adaptively strengthen persuasive systems. Many features of messages, such as language, shape, font and layout, can be customized, enabling users to establish a more effective connection with information, service and persuasive approach (Berkovsky et al., 2012). McKinsey Report (2021) conducted a study showing that persuasion is more effective when it is personal and other results of this study, 75% of customers gained a new consumer behavior because they were exposed to e-commerce personalization practices throughout the pandemic. 76% of customers are disappointed when faced with non-personalized recommendations, and 78% of customers say they are more likely to make repeat purchases from businesses that provide personalized recommendations (McKinsey and Company, 2021).

There are several reasons why AI systems are more capable than humans at persuading people. First, AI systems have the ability to generate a set of candidate answers and choose the most convincing one. This is similar to a team of speechwriters, but AI can optimize response selection by taking into account the listener's response to the best-guessed interaction. Another is that AI systems, unlike humans, do not have reputation concerns. Communicating between people can sometimes be difficult, and this can strain the social stamina of conversation partners, which can lead to partners breaking up early. AI systems, on the other hand, have unlimited social resilience. They may be more successful in

interacting with antisocial individuals, and such interactions may have a greater impact than the impact of a human (Burtell and Woodside, 2023). Artificial intelligence is one of the best alternatives to make communication perfect. Li Di, CEO of Microsoft Xiaoice, globally renowned social chatbot, said: "If human interaction is wholly perfect now, there would be no need for AI to exist" (Chen, 2021). The most crucial point is to consider customer relations from a broad perspective; this encompasses customer trust, satisfaction, commitment, engagement and loyalty. This approach improves customer relationships more effectively than traditional marketing, highlighting the need for AI to fill the gap (Yau et al., 2021). Grunig and Huang (2000) evaluates communication outcomes with the most impressive approach and defines these outcomes as trust, control mutuality, relational commitment and relation satisfaction from a wide range of relational features (Ledingham and Bruning, 2000). "Trust is defined as a willingness to rely on an exchange partner in whom one has confidence" (Morgan and Hunt, 1994). Trust can be one of the primary approaches or actions in human interaction, and where trust is absent many important social bonds are at risk (Ryan, 2020). By integrating chatbot and virtual assistants into customer support systems, customers can increase the capacity to provide rapid problem resolution and immediate assistance. Data-based decision making is very significant to evaluate customers' feelings of trust and loyalty. Because AI systems can determine customer needs using the large customer data they analyze. However, these data should be used taking into account ethical and security principles. Organizations should create trust by providing information to customers in a transparent manner (Fianto and Dutahatmaja, 2023). This is because privacy concerns are at the root of users' distrust of AI (Kronemann et al., 2023).

Mutual control is a significant aspect of the interaction between the company and the customer. This concept indicates the level of agreement on both sides to influence each other (Cheng and Jiang, 2021). Mutuality involves practical ways of providing ethically acceptable and desired services to both users and service providers. It requires power regulations that take into account users' views of ethics, acceptability and desirability. In this context, mutuality is considered as a concept that emphasizes power dynamics and control limits when regulating interaction between parties (Koskimies and Kinder, 2022). It is revealed that when customers find the quality of their communication with a brand effective and satisfactory, this means that they incline to perceive their relationships with the brand, products and services in a solid and positive way. In addition, these relationships increase customer feedback such as customers' commitment to the brand, purchase intentions and brand choices. Similarly, when virtual assistants and businesses providing online services provide effective communication with accurate and reliable information to their customers, customer *satisfaction and commitment* to the brand also increases (Cheng and Jiang, 2021).

4. AI TOOLS IN INTEGRATED MARKETING COMMUNICATION

By personalizing online communication, information exchange between consumers and companies becomes more successful and effective. While personalized advertising texts benefit from stronger communication with consumers, voice artificial intelligence used to attract consumers' attention is becoming an important tool. Virtual assistants are one of the most powerful AI tools in IMC and they aim to shape customer expectations and determine the content and nature of communication. For example, Ipssoft, the latest release of AI Amelia, is a leading conversational AI that helps customer representatives solve customers'

problems, make recommendations, and better understand their demands (D'Antonio, 2017). While a personalized brand assistant provides the opportunity to chat about the brand's products, services and operations, a broader and more universal communication can be achieved with a multi-purpose assistant (Bergman and Sundin, 2019). The effects of communication with virtual assistants on the perception of brand personality can be examined under three main headings: the purpose of using an assistant, how the assistant reflects the personality of the brand, and how the assistant uses human communication features (Chen et al., 2021).

A personalized customer interaction is attempted by taking into account customers' needs and preferences and using customer-specific marketing strategies accordingly. For example, L'Oréal's ModiFace offers a personalized experience with real-time virtual makeup try-ons. While chatbots used by companies such as Sephora and H&M make recommendations to customers based on their previous actions, Adobe targets personalized ads to potential customers with its Sensei AI tool. Adobe Sensei is a platform that allows content in various media to be personalized and presented to target audiences at the right times. Marriott International records and analyzes customer product views, purchases or review comments to improve their loyalty. HubSpot communicates with and assists customers with automated chats using natural language processing (Yau et al., 2021).

BMW is using AI to support driverless cars and integrating this technology from production to sales and customer service. It also improves customer experience by using AI-powered personal assistants in its vehicles and uses data to strengthen marketing strategies. Alibaba offers personalized fashion experience to customers by using AI in clothing with its "FashionAI" store. It also enriches the shopping experience through personalized recommendations and automated storefronts. Starbucks uses big data and AI to engage deeply with its customers. In addition to offering personalized drinks, it sends targeted marketing communications and offers an AI-powered virtual barista service. Nike collects data by offering customers the opportunity to design their sneakers in-store. This data is used to support future products and personalized recommendations (Agarwal, 2022).

While social media channels stand out in providing AI-supported ad targeting and target audience information; On the other hand, email marketing platforms like Mailchimp offer users suggestions for subject lines and send times. Focusing mostly on visuals, Kive.ai helps brand managers analyze visual content and create AI-based emotional analysis charts. 10Web, which allows marketers to create WordPress sites very quickly, increases user satisfaction and optimizes page loading performance problems. SEO.ai offers marketers greater benefits, speed and efficiency to accelerate keyword research (HubSpot, 2023). Different artificial intelligence tools are used for different purposes in marketing communication, and some of the basic tools used are listed in Table 1.

Table 1. Main AI Tools used in IMC

IMC Functions	AI Tool
Content Generation	<ul style="list-style-type: none"> • Jasper.ai (Talarico, 2024). • Headline (headline creator copywriter for marketers) (Talarico, 2024). • Aleph Alpha (Zierock et al., 2023). • OpenAI Codex; • DALL-E 2 (Tuomi, 2023).
Ad Creator	<ul style="list-style-type: none"> • Pencil (Talarico, 2024).
Content Optimization	<ul style="list-style-type: none"> • Frase.io (Zierock et al., 2023).
SEO (Search Engine Optimization)	<ul style="list-style-type: none"> • Alli AI (Dias et al., 2021). • SEM Rush; • Frase; • SurferSEO (Murár & Kubovics, 2023).
Communication & Sales	<ul style="list-style-type: none"> • Conversica (Dias et al., 2021). • People.ai; • Dooly; • chatfuel; • Fathom; • Acquire (Kasumovic, 2024).
E-mail marketing	<ul style="list-style-type: none"> • Automizy (Dias et al., 2021). • Mails.ai (Murár & Kubovics, 2023). • Optimove; • EmailOctopus; • Drift; • Seventhsense; • LeadGnome (Kasumovic, 2024).
Social Media Marketing	<ul style="list-style-type: none"> • Cortex (Dias et al., 2021). • WriteSonic (Murár & Kubovics, 2023). • HubSpot; • Cortex; • Brandwatch; • Lately (Kasumovic, 2024).
Optimization	<ul style="list-style-type: none"> • Optimizely; • VWO (Visual Website Optimizer) (Mallikarjunaradhya & Pothukuchi, 2015).
Business & Market Strategy	<ul style="list-style-type: none"> • DataRobot; • RapidMiner (Mallikarjunaradhya & Pothukuchi, 2015). • Crawl.ai; • Momentive (Murár & Kubovics, 2023). • Kompyte; • Craiyon (Mallikarjunaradhya & Pothukuchi, 2015).
Brand Design	<ul style="list-style-type: none"> • Fontjoy (Generate font combinations); • Namelix (brand and logo creation) (Tuomi, 2023). • StockIMG.AI (text-image generator) (Matúšová et al., 2023). • Midjourney (text-image generator) (Murár & Kubovics, 2023).

	<ul style="list-style-type: none"> • Canva AI (Matúšová et al., 2023).
Customer Service	<ul style="list-style-type: none"> • Freshworks; • Salesforce; • LiveChat; • Helpshift; • Groove; • Kayako (Kasumovic, 2024).

5. CHATGPT AS AN AI TOOL IN MARKETING COMMUNICATIONS

ChatGPT developed by OpenAI, is defined as a revolution by many researchers and practitioners and is seen as the beginning of a new era in different disciplines (Afjal, 2023; Chaka, 2023; Egli, 2023; Wardat et al., 2023). OpenAI, an organization that aims to benefit humanity in the field of general artificial intelligence (AGI), was first established in 2015 with Elon Musk and his partners, and models such as the GPT series (GPT-2, GPT3, GPT-3.5), which are the predecessors of ChatGPT, were created (Ray, 2023). ChatGPT, which stands for “Chat Generative Pre-Trained Transformer” (Frederico, 2023), is a natural language processing (NLP) system designed by OpenAI (Deng and Lin, 2023) that centers machines trying to understand and produce human language (Ray, 2023). It is a tool that can analyze a large amount of data, adapts to various situations and contexts when communicating with people, and aims to provide the correct response, definitions and solutions to problems (Frederico, 2023). ChatGPT offers benefits in strengthening and advancing the collaboration between people and AI systems and it enables the creation of AI-based robots or software systems that can interact in natural language and perform various tasks includes features such as perceiving and understanding spoken text and voice in order to imitate communication between people. OpenAI's language model, a broader initiative to simplify and automate the digital transformation process, helps businesses increase their competitive advantage and ChatGPT has an open source platform that powers machine learning, automation and natural language processing. Using these capabilities, it offers businesses an effective solution to incorporate intelligent virtual assistants into their organizations. Thus, it can completely reshape communication, operational activities and customer relationships (Javaid et al., 2023b:135).

The use of ChatGPT has brought about important transformations in most industries and can contribute to significant improvements in Industry 4.0. In the next 10-15 years, ChatGPT is expected to become a leading player in the business sector using various artificial intelligence systems. ChatGPT has unlimited applications, from executing processes swiftly and efficiently to discovering new communication channels with customers or supporting coding studies (Javaid et al., 2023b) and it used in various realm, persist to be quite popular. ChatGPT plays a crucial role in many different industries such as healthcare, education, finance, e-commerce and marketing (George et al., 2023; Ray, 2023). For example, it supports a useful healthcare solution to increase patient satisfaction and improve medical care procedures for healthcare professionals. Thus, it contributes to the communication between customers and healthcare personnel (Javaid et al., 2023a). In the education sector, it serves as a tool for educators to create diversified educational resources such as classes programs and presentations so it helps educators to decrease routine tasks and save time to detect more innovative teaching techniques and approaches (Grassini, 2023). ChatGPT serves the

opportunity to categorize financial data and automate the review of this data in the finance industry. In this way, more credible and accurate financial analyses, forecasts and summaries can be prepared (Zaremba and Demir, 2023).

ChatGPT has many initiatives in the realm of marketing communications. ChatGPT was created as a complex and comprehensive AI model to benefit various tasks such as translation, data analysis, content creation (Arviani et al., 2023). Micro, small and medium enterprises (MSMEs) and other sectors are progressively adopting the use of AI systems. ChatGPT can be used to make MSMEs' marketing communications more effective (Sudirjo et al., 2023). Incorporating ChatGPT on MSMEs' web pages and online communication tools such as instant communication applications or social media enables customers to communicate directly with ChatGPT and receive the necessary answers and assistance (Mutoffar et al., 2023). It can make conscious decisions to assist marketers navigate the complex dynamics of the market (Arviani et al., 2023).

It can support develop successful strategies by comparing marketing communications and product designs by finding alternative options for A/B Testing (Feit and Berman, 2019), which marketers utilize to compare and measure the performance of a marketing strategy in a testing process (Arviani et al., 2023).

It can translate marketing tools into different languages and reach a wider audience (Arviani et al., 2023). ChatGPT can ensure businesses with accurate marketing plans and effective business advice and it can offer businesses with accurate marketing plans and effective business advice (Sudirjo et al., 2023). ChatGPT can automate customer service and support for businesses large or small involved in marketing. Increasing customer satisfaction can possible with personalized services and communication automation. A big part of effective marketing communications focuses on personalization. Personalized content is used to acquire new customers, introduce new products and services, or create marketing and advertising strategies, thereby strengthening the relationship between businesses and customers (Javaid et al., 2023b:133). Moreover, it can manage content and post scheduling and serve relevant hashtags. This provides benefits in SEO optimization by providing relevant keywords, optimizing brief descriptions in the HTML code of a web page that summarize the content of the page, and allowing the preparation of content in compliance with the search engine's ranking criteria (Arviani et al., 2023). It offers relevant and interesting content to its customers so as to increase customer satisfaction and loyalty. It optimizes customer experience and helps customers communicate with innovative approaches (Javaid et al., 2023b:133). ChatGPT can offer solutions to customers' problems, provide personalized service, and automate customer engagement processes more effectively and efficiently. Thus, by using ChatGPT, businesses reduce human intervention and can pave the way for their resources to be used in different operations of the business. While businesses derive advantage from ChatGPT for these services, they can also save time and money (Javaid et al., 2023b:133).

ChatGPT aims to help people establish meaningful communications in different activities such as customer representatives and automatic support assistants by providing more natural communication with people (George et al., 2023). Additionally, leveraging insights and models obtained through natural language processing, it guides marketing strategies,

customer relations, and product optimization. By using virtual assistants, businesses enable employees to focus on higher-level operations rather than manual processes, thereby increasing overall efficiency. The coordinated communication infrastructure provided by virtual assistants facilitates rapid collaboration among team members and departments, contributing to a more efficient workflow, accurate decision-making, and improved customer relationships (Javaid et al., 2023:138b).

Although ChatGPT is a considerable tool in marketing communication, it requires human supervision and authenticity in order to have content suitable for the brand image, appropriate regulations and maintain high quality standards. Additionally, when using ChatGPT, privacy, security and ethical issues should be taken into consideration when analyzing customer communications and data (Arviani et al., 2023; Rivas and Liang, 2023). ChatGPT could serve as a tool for businesses, organizations, and individuals to achieve high-quality and meaningful outcomes. ChatGPT is a technology that enables users to engage in natural conversations, both in written and spoken communication, with AI systems that understand them. This system allows live chat across a wide range of topics, from ordering food to making ticket reservations and discussing complex subjects like quantum mechanics. The possibilities for ChatGPT are limitless. In the future, it has the potential to make a significant impact on human-AI interaction, shaping the way we communicate (George et al., 2023).

As we discussed earlier “Integrated marketing communications are the coordinated, consistent means by which firms attempt to inform, incent, persuade, and remind consumers—directly or indirectly—about the products and brands they sell.” (Batra and Keller, 2016). At these stages, Chat GPT usage may be as follows:

Inform: In marketing activities such as product descriptions and promotional messages, ChatGPT can create content in less time and with superior quality compared to human efforts (Berndt, 2023). In social media marketing, ChatGPT not only transforms marketers' content creation process but also provides marketers with relevant information regarding their social media campaigns and posts (Taşçı and Dal, 2023). It can monitor social media channels and help ensure response to customers' issues, comments and messages (Arviani et al., 2023). ChatGPT helps managers improve their ability to answer questions and provide guidance and manage concerns more effectively. This makes it easier to access important information quickly, thus enabling rapid decision-making in corporate business activities (Nugroho et al., 2023). In this way, marketers can access information more efficiently and quickly (Taşçı and Dal, 2023). During marketing activities, ChatGPT can quickly provide information to customers with personalized content. In this context, ChatGPT offers both suggestions for marketers and significant support for customers in terms of providing information (Taşçı and Dal, 2023). Capable of understanding natural language input, ChatGPT provides support to customers who want to learn about the product and ask complex questions (Singh, 2023). This plays an important role in communication with customers. By analyzing large datasets, ChatGPT can gather customer opinions, allowing marketers to develop effective marketing strategies based on customers' vocabulary, attitudes, and perceptions towards products and advertisements. With automated tools like chatbots, customer support can be provided at any time, going beyond generic responses and impersonal tones often found in chatbots. Customer representatives supported by

ChatGPT can swiftly detect and solve customer issues and ensure information and solutions more influentially. This reduces marketing communication costs and increases efficiency (Berndt, 2023). It provides a positive experience with customers by quickly answering their questions (Singh, 2023). For instance, in the supply chain process, which is an activity of marketing, customers can get information about the tracking of their orders and get a quick response. ChatGPT can facilitate communication between customers, manufacturers, logistics service providers, storage spaces and distribution channels, as well as minimize potential mistakes and misunderstandings. Therefore, it can enable advanced and effective communication and cooperation between units and customers in the supply chain and logistics process (Berndt, 2023).

Incent: ChatGPT has the potential to improve businesses' online marketing and advertising initiatives by performing data analysis and strategic planning (Mutoffar et al., 2023). ChatGPT can provide insights through using existing user habits data collected from a variety of sources, conduce ideas for a new product, and help improve product features (Rivas and Liang, 2023). It provides important information for businesses by analyzing customer data, market preferences and consumer habits (Mutoffar et al., 2023). It also boosts relevant advertisements and click-through rates by identifying the target audience based on customers' past behavior (Martyrosian, 2023). It is used to identify new and potential customers, change effective marketing methods and improve the performance of promotional efforts (Mutoffar et al., 2023). ChatGPT creates potential customers by analyzing consumer routines and choices and so can transform them into real customers by attracting them with personalized content for products and services (Ray, 2023). In this way, it improves the customer experience, encouraging customer satisfaction and permanent customer loyalty (Mutoffar et al., 2023). In other words, it assists to create more interest in the target audience, more customer interaction, rise customer attachment, and elevate sales and brand awareness (Julian, 2023). Taking advantage of the features offered by ChatGPT helps businesses create new methods that increase their marketing activities, interact more deeply with their target audiences and achieve their marketing goals (Taşçı and Dal, 2023). It provides automatic conversations in a simple way, making it possible for users to communicate with chatbots without the need for any human intervention. ChatGPT is designed to quickly and easily set up meetings for a variety of applications, from customer service to sales and marketing (Kalla and Smith, 2023).

Persuade: Marketing campaigns that attract the attention of customers can prepare text for information about the product. It can suggest remarkable headlines, persuasive narrative, and messages that recommend action to improve the effectiveness of a campaign or strategy (Arviani et al., 2023). ChatGPT can effectively attract its target audience by using data and market analysis, or similar models to draft and optimize marketing strategies. Furthermore, it can offer them marketing strategies and campaigns, generating relevant and influential content such as email campaigns or ad content by employing user data (Ray, 2023:138). A study by Persado compared AI and human-generated email headings and found that AI-generated headlines had a 68% higher average click-through rate than human-written headlines (Chaffey, 2023). It assists categorize subscription lists and assess promotional process success and ChatGPT can help marketers in market research by analyzing considerable amounts of data to identify market dynamics, consumer demands, and

comparative strategies (Arviani et al., 2023). In a study comparing the advertising and persuasive content writing performance of ChatGPT-4 with the performance of real industry professionals specializing in this field, ChatGPT was found to perform more impressively than experts in creating persuasive content. Although this allows people to lighten their workload, it is still human. It is suggested that it should be under supervision (Zhang and Gosline, 2023). This is because ChatGPT is designed to provide pre-prepared responses to certain requests. However, since these answers depend on previous conversations, they may provide answers that are independent of the reality and accuracy of the original statement and need to be confirmed in an appropriate context (Burtell and Woodside, 2023).

Remind: To establish problem-free cooperation between employees in a business, it is necessary to have efficient communication. At this point, ChatGPT can help make these relationships easier by offering virtual assistant services to employees. It performs tasks such as analyzing input from users, arranging appointments and meetings, sending reminders, and creating and delivering email content. In this way, it provides quality service and increased sales (Desikan, 2024). With ChatGPT's virtual assistant capabilities, it is designed to control and make interactions with potential customers easier through various communication options as well as e-mail, real-time chat and instant communication platforms. It is also capable of providing quick responses to customers, disseminating promotional content, and reminding customers of special offers in addition to scheduling appointments (Singh, 2023). ChatGPT serves as a valuable assistant in project management, helping to keep track of deadlines and coordinate tasks effectively by providing timely reminders (Nugroho et al., 2023).

6. CONCLUSION AND DISCUSSION

ChatGPT, a widely used AI tool today, has effects on integrated marketing communications. The review article that is most similar to the purpose of our study was conducted by Boinapalli et al., (2023), and marketing communication was considered as a whole in the authors' study. Our study differs from other studies in that it addresses the use of ChatGPT in terms of four dimensions of marketing communication.

The literature includes findings that AI offers various advantages to both consumers and businesses on the four dimensions of integrated marketing communication: “inform, incent, persuade and remind”.

In the inform dimension, AI provides consumers with information about products and services. It provides consumers with information about the brand or product by establishing instant communication with customers, thus increasing brand loyalty. It supports customers in establishing positive relationships with the brand by providing them with guidance in their decision-making processes. A study supporting this finding (Jarek and Mazurek, 2019) concluded that AI offers new value to the consumer, helps the consumer make comfortable and accurate decisions, and has an impact on all dimensions of the marketing mix that affect the marketing organization with uninterrupted customer service and personalized recommendations. ChatGPT helps consumers eliminate their uncertainties about the product and brand by responding to consumer problems and comments with quality content in a short time during the marketing process. Similarly, Mukhopadhyay et al. (2024) has reached the finding that AI solves consumer problems through personalization, improves

promotions and interactions through automation, supports consumer participation, and enables insight-based decision making with strategic goals. ChatGPT analyzes the data inputs of consumers who want to learn information and provides responses based on their vocabulary, attitudes and perceptions, thus providing effective communication. Marketing communication initiatives carried out with other AI systems such as ChatGPT strengthen communication between businesses and customers and increase customer satisfaction. Similarly, Abdelkader (2023), Babatunde et al. (2024) and Yau et al. (2021) have reached the finding that ChatGPT provides a high degree of customer experience and strengthens businesses' relationships with customers. In the study investigating the experiences provided by customer service chatbots to consumers (Følstad and Taylor, 2021), the relevance of the responses given by chatbots to consumers was found to be 66% appropriate, the understandability of the response by consumers was 91%, the chatbot's failure to provide help as a result of the dialogue and redirecting to a human customer representative was 46%, the use of responses that were beneficial to consumers was 36%, and the uninterrupted flow of the dialogue was 79%. However, Chen et al. (2021) has reached the finding that consumer emotions towards AI marketing communication applications are neutral or slightly negative. This contradiction arises from the fact that the interpretation of AI is formed by comparisons between human and AI. For example, they examine how consumers interpret AI not from a single perspective, but rather from multidimensional variables such as functionality, emotional aspects, and comparison and contrast with humans. AI not only improves the communication of businesses with customers, but also provides a quality and effective process by increasing efficiency by minimizing the marketing operation costs of the business. Wu and Monfort (2022), who reached similar findings with our study, reveal that AI increases customer satisfaction by optimizing customer experience in the implementation of marketing strategies, thus helping businesses gain competitive advantage, increase sales rates and profits. In addition, Kedi et al. (2024) revealed that chatbots offer various sustainable gains to SME marketing tools, such as customer satisfaction and loyalty, increased efficiency, cost savings and competitive advantage. In the incentive dimension, although AI provides insights by predicting consumer behavior and habits using data collected from existing consumers (Rivas and Liang, 2023), Schiessl et al. (2022) found in their study that the consumer insights provided by AI to businesses are still insufficient. Based on this, it is concluded that the human factor is still important in marketing communications. AI encourages consumers to purchase by offering personalized recommendations and promotions for products and services that interest them. A customer-centric approach, discounted and attractive offers positively affect consumers' purchase intentions. Studies on purchase intention (Bhagat et al., 2023; Cesur and Armutcu, 2023; Dash et al., 2020; Efendioğlu, 2023; Khoa, 2021, Süne et al., 2023) similarly reached significant and positive findings on the purchase intention of AI marketing, while Luo et al. (2019) concluded that chatbots are as effective as experienced employees and four times more effective than inexperienced employees as a result of their studies obtained from more than 6,200 field experiment customer data, but they found that chatbots reduce purchase rates by approximately 80% by revealing their identities before interacting with consumers. This difference in the literature can be explained by the fact that the study considering the variable of chatbots' identity disclosure and the different data sizes. ChatGPT has the power to turn potential customers into permanent customers by increasing customer satisfaction

with personalized marketing strategies (Barış, 2020; Hildebrand and Bergner, 2019). AI helps businesses strengthen their relationships with their customers, as well as increase their sales and brand awareness. Brobbey et al. (2021) emphasize that companies can benefit from AI systems by providing personalized recommendations to customers to increase sales and profits. Çakmak (2024) argues that AI is a versatile tool in the process of creating a business' brand identity through its functions that add value to the brand, such as providing customer insight, personalization, strategic planning, and productivity tracking. Likewise, the study conducted by Potwora et al. (2024) also strengthens our findings in terms of AI greatly facilitating marketing activities, supporting personalized marketing efforts, and increasing the accuracy of market dynamics and consumer behavior prediction. In the persuade dimension, AI can influence consumers' attitudes without them realizing it and persuade them towards certain approaches. In addition, H. Khan et al. (2023) found that promotion-oriented consumers have higher purchase intentions than low promotion-oriented consumers on product recommendations made by chatbots, but they concluded that chatbot product recommendations have a lower effect on purchase intentions compared to humans in both groups. It can be said that the human factor is more effective in terms of consumer purchase intention. AI, which offers personalized strategies for consumer preferences in email marketing, convinces consumers to purchase products and services. It provides communication with customers with more persuasive approaches by personalizing the formats of the content. However, personalization algorithms use consumer large data sets, which raises concerns about privacy and security (Rafieian and Yoganarasimhan, 2023). Kronemann et al. (2023) show that security and privacy concerns negatively affect consumer intention and attitude. Businesses should create transparent and ethical guidelines to ensure trust and fairness by considering elements such as customer data privacy, security and ethics (Patil et al., 2024). AI systems have unlimited social resilience and no reputation concerns. However, Belhadj (2022) study reveals the downside of this, as AI-supported Netflix algorithms are lacking in social aspects, and users are looking for a way to interact with people. Although the remind dimension is one of the most effective areas of use of AI, our literature research shows that it is also the least addressed dimension in marketing communication. AI reminds customers of special offers, opportunities and promotions in pre-purchase and post-purchase services with automatic reminders. It provides messages to its customers reminding them of the content and validity of the promotion. In particular, ChatGPT acts as an assistant to coordinate business plans by sending reminders to business teams for their appointments and plans. The use of integrated marketing communication in the functions of inform, incent, persuade and remind will increase. With all this, it is predicted that AI will be an indispensable element of marketing communication in the near future. However, it can be said that in integrated marketing communications, the human factor, instead of replacing AI, is more prominent in some areas and its intervention is necessary in some areas. The use of AI raises ethical, security and privacy concerns in target audiences. Resolving this concern is important for the development of machine-human cooperation in integrated marketing communication. It should also be taken into account in the integration of AI in businesses. Future studies to investigate the use of AI on the four dimensions of integrated marketing communication will make significant contributions to politicians, practitioners and literature.

DECLARATION OF THE AUTHORS

Approval of ethical committee: All procedures performed in studies comply with the ethical standards of comparable institutional and/or national research committees.

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