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Artificial intelligence in marketing communication: ethical dilemmas, moral concerns, and customer satisfaction

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Abstract AI, a great technological innovation generated from human ingenuity in reaction to the global COVID-19 pandemic, has shaped the future. However, significant AI use in commercial communication raises complex ethical issues. This study examines the ethical issues, moral concerns, and customer satisfaction implications of AI in marketing communication. It shows how people are increasingly using AI to secure their future. Some believe AI is irrational despite its incredible powers. However, AI has a purpose beyond its powers. Thus its consequences must be carefully considered. The methodology section describes this study's strategy. It describes data collection, sample selection, and analytical approaches used to study AI-driven marketing communication ethical challenges, moral concerns, and customer satisfaction. The study results address ethical issues raised by AI in marketing communication. It also examines AI's positive and negative effects on customer satisfaction. This paper examines the research's broader ramifications. It explores how firms and marketers may tackle AI's ethical challenges in marketing communication while satisfying customers. It also emphasises ethical AI implementation and recommends responsible AI use in marketing communication. This research illuminates AI's involvement in marketing communication's ethical, moral, and consumer satisfaction consequences. It addresses these concerns to encourage appropriate AI integration in marketing communication, benefiting businesses and consumers.

Keywords: artificial intelligence; chatgpt; marketing communication

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INTRODUCTION

Two distinct interpretations can arise when discussing ChatGPT, the most popular and widely debated AI tool. Traditionally, when defining terms, relying exclusively on the third-person point of view has been customary. However, it is important to acknowledge that the first-person perspective can also offer valuable insights for deriving definitions (Jiang et al., 2022; Pratama et al., 2023). Artificial intelligence (AI) is commonly perceived as a distinct entity possessing human-like capabilities. When exploring the definition of AI, it becomes evident that it can be approached from both a third-person perspective (3PP) and a first-person perspective (1PP). In this study, we employ ChatGPT as the artificial intelligence system. The definition provided below encompasses both the first-person and third-person perspectives of ChatGPT.

The roots of artificial intelligence (AI) can be traced back to ancient civilisations, although significant progress has been made in recent years. AI is a subfield within computer science dedicated to creating and deploying intelligent computers capable of performing tasks traditionally requiring human intelligence. AI has made significant advancements and profoundly impacted various sectors, shaping the contemporary landscape (Huynh-The et al., 2023; Salvagno et al., 2023). Nevertheless, the formal examination of artificial intelligence began around the 1950s. In 1956, a pivotal event known as the Dartmouth Conference brought together leading scholars to discuss the potential for developing artificial intelligence as an academic discipline.

During the 1950s and 1960s, AI research primarily focused on symbolic or rule-based methodologies. Researchers aimed to create machines capable of reasoning and problem-solving using logical rules. Significant progress was achieved in various domains, including game playing, language translation, and theorem proving. In the 1970s, the field of artificial intelligence faced a decline in funding and enthusiasm due to the challenges of meeting initial lofty goals. This era, sometimes referred to as the "AI winter," saw a decrease in both public interest and financial support for AI research. Nonetheless, research and development continued in other subdomains, including expert systems and natural language processing (Zhang, 2022).

The 1980s and 1990s witnessed a renewed interest in AI, driven by advances in computing power and the creation of new algorithms. Expert systems gained popularity as they allowed computers to emulate human expertise in specific fields. Machine learning also came into focus, with researchers exploring algorithms capable of learning from data and improving their performance (Eisenecker, 1995). A significant breakthrough during this era was the development of artificial neural networks, inspired by the structure of the human brain. Neural networks, particularly deep neural networks, proved highly effective in tackling complex tasks such as image recognition and speech synthesis. Towards the late 1990s, the field of artificial intelligence experienced significant progress, exemplified by IBM's Deep Blue chessplaying computer defeating Garry Kasparov, the reigning world chess champion. This event proved that machines could surpass human expertise in specific domains. As the 21st century began, data-centric methodologies gained prominence in artificial intelligence. Researchers increasingly turned to vast datasets to train AI models, a trend facilitated by the widespread availability of the internet and abundant digital data. During this period, internet giants like Google, Facebook, and Amazon invested substantially in artificial intelligence research and development.

In 2011, IBM's Watson computer system gained substantial attention by triumphing in the popular quiz show Jeopardy!. This achievement served as a noteworthy demonstration of artificial intelligence's capabilities in comprehending natural language and retrieving knowledge. The 2010s marked remarkable progress in various AI subdomains, including computer vision and natural language processing. Deep learning techniques employing multi-layered neural networks exhibited exceptional performance in tasks such as image and speech recognition. These advances paved the way for the emergence of autonomous vehicles, voice-activated virtual assistants, and facial recognition systems (Kahn & Winters, 2021).

Another noteworthy development was the emergence of reinforcement learning, a methodology that enables artificial intelligence agents to acquire optimal behaviour through interactions with their surrounding environment. Reinforcement learning has played a pivotal role in advancing the fields of robotics, gaming, and autonomous systems. During this period, ethical concerns and discussions regarding the societal impact of artificial intelligence (AI) gained increased prominence. The focal points of these discussions revolved around issues such as employment displacement, privacy concerns, algorithmic bias, and the potential for AI technology misuse.

In the current year of 2021, the field of artificial intelligence (AI) continues to make substantial progress and development. Generative models, exemplified by OpenAI's GPT-3, have demonstrated remarkable proficiency in generating language. Recommendation systems driven by intelligence (AI) have also brought about significant artificial transformations in sectors like e-commerce and entertainment. Artificial intelligence (AI) is increasingly finding application in various industries, including healthcare, finance, agriculture, and numerous other sectors, with the potential to enhance operational efficiency and yield favourable outcomes. In summary, the historical development of AI has been marked by alternating phases of notable advancements and subsequent declines in enthusiasm. Artificial intelligence (AI) has undergone significant progress, transitioning from early symbolic techniques to recent breakthroughs in deep learning, establishing AI as a technology with transformative potential (Qadir, 2023). As we move forward,

addressing ethical considerations is crucial to ensuring AI systems' responsible development and deployment, maximising their benefits while minimising potential risks.

The creation of artificial intelligence (AI) has sparked extensive debate and controversy. While AI holds immense promise for transforming various sectors of society, it also raises numerous ethical, social, and economic concerns. The conflict surrounding AI creation arises from these multifaceted issues as stakeholders grapple with the potential benefits and risks associated with the advancement of this powerful technology. On one hand, proponents of AI creation argue that it can revolutionise industries, enhance productivity, and improve the quality of life.

However, conflicts emerge when contemplating AI development's potential hazards and repercussions. Among the primary concerns is the impact of AI on employment. As AI technology advances, there is apprehension that it may displace human workers, resulting in widespread joblessness and socioeconomic disparities. This raises inquiries about facilitating a fair transition and creating opportunities for reskilling and retraining in light of automation. Additionally, the concentration of authority in the hands of AI developers and corporations can exacerbate existing inequalities and foster new ones, as access to and control over AI resources become pivotal determinants of success and influence. Ethical guandaries are also inherent in AI development (Cetinic & She, 2022; Grba, 2022). The creation of AI systems capable of autonomous decision-making raises issues of accountability and liability. Who bears responsibility when an AI system makes a detrimental or biased decision? How can we ensure that AI is developed and employed in a manner that upholds fundamental human rights and values? Matters relating to privacy, data security, and algorithmic transparency further complicate the ethical landscape of AI development. Robust regulations and ethical frameworks are imperative to steer the development, deployment, and usage of AI technology and mitigate these concerns.

The conflict surrounding AI development extends beyond ethical and economic dimensions; it also carries geopolitical implications. AI is viewed as a strategic asset that can confer substantial advantages in domains such as defence, cybersecurity, and economic competitiveness (Millet et al., 2023; West & Burbano, 2020). This has triggered fierce competition among nations to lead in AI research and development. The race for AI supremacy gives rise to concerns regarding the potential for an arms race in autonomous weaponry and the erosion of international norms and agreements. Striking the appropriate balance between global cooperation and healthy competition represents a pivotal challenge in navigating the geopolitical aspects of AI development.

The future of AI presents a multitude of challenges that must be confronted as the technology advances at an accelerated pace. While AI holds immense potential to transform various industries and enhance our lives, it simultaneously engenders significant concerns and poses intricate challenges demanding thoughtful consideration and proactive solutions. One of the foremost challenges of AI resides in ethics and accountability. As AI systems gain greater autonomy and the capacity to make decisions impacting individuals and society, ensuring their adherence to ethical principles becomes paramount. The challenge lies in crafting AI systems that are equitable, transparent, and devoid of bias, all while acknowledging the potential for unintended consequences and the ethical implications of their actions.

Another crucial challenge revolves around the domains of privacy and security. AI technologies heavily depend on extensive datasets to train their models and make precise predictions. Nonetheless, these datasets frequently contain personal and sensitive information, giving rise to concerns regarding privacy breaches and data misappropriation. Achieving the appropriate equilibrium between leveraging data for AI advancements and safeguarding individuals' privacy poses a substantial challenge for the future. Furthermore, the matter of bias in AI algorithms has garnered significant attention (Liu & Tao, 2022). Biased data or biased decision-making processes can result in discriminatory outcomes and perpetuate existing societal disparities. Addressing bias in AI necessitates comprehensive data collection, rigorous testing, and the development of techniques that alleviate bias on both the algorithmic and systemic levels.

The interpretability and explainability of AI systems represent another challenge demanding attention. As AI models grow in complexity, comprehending the rationale behind their decisions becomes progressively intricate. Many AI algorithms' inherent "black box" nature restricts our ability to trust their outputs and hinders their adoption in critical applications. Developing methods to enhance the interpretability and explainability of AI systems is essential for fostering trust and ensuring accountability. The rapid pace of AI advancement also raises concerns about job displacement and economic inequality. While AI has the potential to automate routine tasks and enhance efficiency, it also poses a threat to certain jobs and industries. Preparing the workforce for an AI-driven future and formulating policies that promote equitable distribution of benefits constitute essential challenges to be addressed (Epstein et al., 2020).

Furthermore, AI introduces novel challenges to the realm of cybersecurity. As AI technologies progress, so does the sophistication of malicious actors seeking to exploit vulnerabilities. Adversarial attacks, where AI systems are intentionally deceived or manipulated, pose a significant threat. Developing robust defences against such attacks and ensuring the security of AI systems are crucial challenges for the future. Collaboration and regulation also stand as critical challenges in the future of AI (Lima et al., 2021). AI is a global technology that transcends national borders, and ensuring responsible development and

deployment necessitate international cooperation and consensus on ethical standards and legal frameworks. Establishing effective regulatory frameworks that strike a balance between innovation and safety is vital to harnessing the full potential of AI while minimising risks.

The challenge of AI governance should be considered. As AI becomes more prevalent and influential, questions arise about who should hold control and decision-making authority over AI systems. Striking the appropriate balance between public and private sector participation and ensuring democratic accountability in AI governance is a complex challenge that necessitates widespread societal engagement and deliberation (Wellner, 2022). The future challenges of AI encompass a wide range of ethical, technical, societal, and policy issues. Addressing these challenges will demand collaboration among researchers, policymakers, industry leaders, and the public to ensure that AI technologies are developed and deployed responsibly, inclusively, and beneficial. With careful consideration and proactive measures, we can navigate the complexities of AI and unlock its potential for a better future.

The integration of ChatGPT into the realm of marketing research signifies shift towards marketing approaches grounded in data, automated processes, and tailored to individual consumers (Korzynski et al., 2023; PEDRO, 2023). Marketing researchers have numerous opportunities to explore the impact of artificial intelligence (AI)-driven marketing on customer behaviour, ethical considerations, and return on investment (ROI) in marketing. The adoption of ChatGPT in marketing research marks a significant advancement within the discipline (Rivas & Zhao, 2023). While the use of this technology offers several benefits related to customer engagement, data analysis, and content creation, it also poses ethical and practical challenges. To fully harness its capabilities, marketers and researchers must thoughtfully assess the implications of incorporating ChatGPT into marketing strategies and continually evaluate its impact on customer behaviour and the marketing field as a whole (Rivas & Zhao, 2023).

To navigate this intricate landscape, the author will conduct a investigation comprehensive that spans multiple disciplines, incorporating perspectives from areas such as ethics, artificial intelligence, and marketing. The primary objective of our study is to analyse the ethical foundations of integrating ChatGPT into marketing tactics and, subsequently, unveil its potential effects on customer satisfaction. Through a thorough examination of the potential advantages and challenges presented by this technology, our goal is to establish a comprehensive framework for evaluating the ethical aspects of AI-powered marketing communication (Haleem et al., 2022; Hassanzadeh, 2022).

In this study, we will assess the ethical principles that should govern the implementation of ChatGPT in the field of marketing.

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Additionally, we will evaluate its capacity to enhance or hinder customer satisfaction and propose ethical recommendations to optimize the benefits of this technology while mitigating its adverse effects. Through this effort, our objective is to contribute valuable insights to the ongoing discourse regarding the ethical use of artificial intelligence in the field of marketing and its broader implications for society.

METHODOLOGY

The subject of scrutiny pertains to copyright challenges associated with AI-generated work. To comprehend the ethical and technical dimensions of this issue, it is essential to delve into the complexities of Fair Use Analysis and DMCA Compliance Analysis. The exploration of Fair Use has evolved significantly over time, shaped by scholarly contributions and the establishment of legal precedents. The Fair Use doctrine is a legal principle that permits limited use of copyrighted material without explicit permission from the copyright owner. Its origins can be traced back to English common law, but it was in the United States that Fair Use analysis truly took shape.

The genesis of the Fair Use doctrine can be attributed to the Statute of Anne, enacted in 1710, which stands as the world's first copyright legislation. This statute recognised the importance of allowing restricted use of copyrighted materials for purposes like critical analysis, commentary, and scholarly investigation. However, the development of the Fair Use concept occurred in the 19th century. Joseph Story, a renowned American jurist who served as a Supreme Court Justice from 1811 to 1845, played a prominent role in its early development (Benhamou, 2015; Sang et al., 2021). In his notable ruling in the 1841 legal case Folsom v. Marsh, Justice Story articulated a four-pronged assessment to determine whether a specific use of copyrighted material qualifies as Fair Use. These criteria encompassed the purpose and character of the use, the nature of the copyrighted material, the amount and substantiality of the portion used, and the impact of the use on the market for the original work.

Over time, additional scholars and legal experts have contributed to the understanding and refinement of Fair Use analysis. In the 20th century, legal scholars such as Benjamin Kaplan and Melville Nimmer made significant advancements in the field. Kaplan, in his influential work "An Unhurried View of Copyright" published in 1967, advocated for a more flexible approach to Fair Use, emphasizing the importance of considering the broader context and societal implications of use. On the other hand, Nimmer gained recognition for his extensive scholarly work on copyright law, particularly his authoritative treatise titled "Nimmer on Copyright." This seminal publication has received substantial attention and is frequently cited and relied upon by both courts and legal professionals. It provides a comprehensive exploration of the legal concept of Fair Use, addressing a range of issues and offering valuable guidance on applying this doctrine in diverse situations. Moreover, the impact of significant court cases has played a crucial role in shaping the interpretation of Fair Use. The legal precedent set by the 1994 case Campbell v. Acuff-Rose Music, Inc., colloquially known as the "Pretty Woman" decision, established that Fair Use is more likely to be recognised in cases involving transformative uses. Transformative uses entail incorporating new meaning or expression into the original work. This ruling underscored the importance of the purpose and character of the use as a critical factor in Fair Use analysis. In contemporary times, the digital era has introduced new complexities and discussions surrounding the concept of Fair Use. Technological advancements, such as the internet and digital copying, have raised questions about the extent and application of Fair Use in the realms of online sharing, remix culture, and user-generated content (Khobragade & Anson, 2022; Vercammen et al., 2020).

Presently, Fair Use analysis remains a dynamic and evolving field. Scholars, legal practitioners, and courts continually grapple with new technologies, changing social norms, and emerging legal issues to strike a balance between safeguarding the rights of copyright holders and promoting creativity, innovation, and freedom of expression (Caidi et al., 2015). As technology and society evolve, Fair Use analysis will likely adapt and develop to meet the demands of a rapidly changing world.

Meanwhile, the Digital Millennium Copyright Act (DMCA) stands as a landmark legislation in the United States, enacted in 1998 to address copyright matters in the digital age. The history of DMCA analysis involves examining and interpreting the law's provisions, along with scholarly contributions by legal experts who have studied its implications for various aspects of copyright law and digital rights. The DMCA was enacted to implement two World Intellectual Property Organization (WIPO) treaties: the WIPO Copyright Treaty (WCT) and the WIPO Performances and Phonograms Treaty (WPPT). It introduced significant provisions governing digital rights management, anticircumvention measures, safe harbours for online service providers, and the liability of intermediaries for copyright infringement.

Scholars have played a pivotal role in analysing and critiquing the DMCA's provisions, shedding light on its implications for copyright law and the digital landscape. One prominent figure in DMCA analysis is Lawrence Lessig, a legal scholar and advocate for free culture. In his book "Free Culture" (2004), Lessig argues that the DMCA stifles innovation and restricts the ability to build upon existing creative works (Charles et al., 2021; Ferreira et al., 2020). He advocates for a balance between copyright protection and promoting creativity and innovation. Another influential scholar in DMCA analysis is Pamela Samuelson, a law professor and a leading intellectual property expert. Samuelson has extensively examined the DMCA's impact on fair use, advocating for a broader interpretation of fair use rights in the digital environment. Her work highlights the tension between copyright enforcement and the

necessity for limitations and exceptions that allow for transformative uses of copyrighted material.

Scholars from law and computer science have made substantial contributions to the analysis of the DMCA. Zittrain, for instance, has examined the impact of the DMCA's anti-circumvention provisions on security research, reverse engineering, and the openness of digital platforms. His research underscores the necessity for a balanced approach to copyright law that safeguards intellectual property rights and the interests of innovation and cybersecurity. Additionally, the Electronic Frontier Foundation (EFF), a digital rights advocacy group, has played a pivotal role in scrutinising the DMCA and advocating for reforms (Chung, 2020; Wagner et al., 2016). The EFF has challenged the constitutionality of specific provisions and has provided support for legal cases that have tested the boundaries of the law. Their efforts aim to protect freedom of expression, privacy, and innovation in the digital realm.

Over time, the analysis of the DMCA has evolved beyond legal scholarship to encompass interdisciplinary perspectives from fields such as computer science, information studies, and media studies. These interdisciplinary approaches have explored the DMCA's social, cultural, and economic implications, examining its effects on digital rights, access to information, and online creativity. In summary, the history of DMCA analysis entails examining and interpreting the law's provisions by legal scholars, including Lawrence Lessig, Pamela Samuelson, and other researchers. Their work has illuminated the implications of the DMCA for copyright law, fair use, security research, and digital innovation. Additionally, organisations like the Electronic Frontier Foundation have played a significant role in advocating for digital rights and challenging the DMCA's provisions. Interdisciplinary perspectives have broadened the analysis to encompass broader social, cultural, and economic implications of the law. The ongoing analysis of the DMCA continues to influence discussions surrounding copyright law and digital rights in the digital age (Aoki et al., 2021; Joseph & Dennisan, 2022).

RESULT AND DISCUSSION

Numerous global phenomena have unfolded in the realm of artificial intelligence (AI), impacting various sectors including the creative industry, content creation, film, and information technology (IT). Challenges in the creative business sphere emerge as artists use platforms like Twitter to express their concerns about inadequately defined copyright infringement. The central issue revolves around the significant potential of AI to appropriate artwork produced by human artists. Consequently, individuals collectively experience heightened anxiety about the potential displacement of their professions due to AI advancements. This anxiety results in a prevailing unease, driven by the fear that their human limitations may hinder their ability to secure meaningful employment. This movement continues to persist on Twitter,

as evident in the accompanying image depicting both the act of protest and the prevalent misuse of AI technology in social media applications.

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Figure 1. Collage Depicting AI Implementation Source: Twitter, 2023

One of the four images depicted criticism against AI-generated art. This particular piece illustrates opposition to the current direction of artificial intelligence. Some individuals in the creative field perceive AI as a formidable challenge due to the limitations of the human body. Artificial intelligence (AI) does not require sustenance or suffer from illness, yet it can generate numerous outputs without any form of ailment. This fundamental difference raises their concerns. Conversely,

an examination of the subject reveals instances where individuals exploit AI for malicious purposes. It is evident that certain anonymous users have created a framework that uses artificial intelligence (AI) to generate explicit and provocative images, often without proper ownership of the depicted individual's face. This may involve the use of stolen identities or AI-generated facial features. Paradoxically, some individuals acquire such services, similar to subscribing to content on platforms like OnlyFans, despite the fact that these services are simulated and facilitated solely by artificial intelligence.

DMCA and Fair Use

The recent emergence of AI-generated art on social media has raised concerns about its impact on the art community, as well as its potential for misuse. People have voiced their grievances about AI art seemingly stealing original artwork and even creating deepfake nude images using these stolen visuals. This highlights the ongoing challenges in implementing AI in our world. AI has been a powerful tool, accelerating various aspects of both commercial and non-commercial endeavors. However, these copyright issues not only threaten job opportunities but also pose a risk to individuals, especially women, who may have their identities stolen for the creation of fake explicit content using AI (Anindya et al., 2020; Perempuan, 2021).

From a Fair Use analysis perspective, it becomes evident that AI art often violates copyright rules that limit intellectual property distribution. Mass-producing AI edits and generating fake explicit content exploit the Fair Use doctrine. In the context of Fair Use, AI art struggles to adhere to the regulations, and in today's digital age, there are limited tools available to prevent the exploitation of AI-generated content distribution. This issue contributes to the widespread production of problematic AI content, particularly in the creation of fake explicit material (Sihombing et al., 2021).

The Digital Millennium Copyright Act (DMCA) primarily focuses on digital content and is designed to regulate digital forms of intellectual property. Consequently, DMCA holds significance in validating the existence of digital content itself. As observed in the aforementioned instances, AI-generated content often breaches DMCA regulations. DMCA emphasises the importance of fair digital distribution, which requires proper recognition of commercial intellectual property. However, current AI technology often needs more mechanisms for proper attribution. DMCA typically issues copyright strikes and takes down digital content if songs or scenes are leaked in streaming or other digital platforms. However, it faces challenges when attempting to remove AI-generated art that uses stolen visuals

Future of AI on Marketing Communication Studies

The rapid advancements in Artificial Intelligence (AI) have significantly impacted the field of marketing communication studies,

bringing about transformative changes (Rivas & Zhao, 2023). The future implications of AI in this domain hold great promise and significance. As we consider the future of marketing communication (Phelan et al., 2010; Romero et al., 2011), it becomes evident that artificial intelligence (AI) will increasingly influence how organisations engage with clients, acquire knowledge, and create tailored experiences. This essay explores various complex aspects of AI's future in marketing communication studies, encompassing a wide range of topics, including the potential for improved consumer experiences and the ethical implications of AI implementation (PEDRO, 2023).

AI's ability to provide hyper-personalised experiences is seen as an auspicious feature in marketing communication (Vita et al., 2023). AI-powered technologies such as Chatbots and recommendation engines leverage extensive datasets to understand the specific interests of each customer, enabling companies to deliver customised content and product suggestions. The implementation of personalised experiences has been shown to enhance customer satisfaction and boost conversion rates significantly. This trend is expected to continue evolving in the future (Vita et al., 2023).

Moreover, the use of AI's predictive analytics capabilities will empower marketers to make more accurate predictions about consumer behaviour (Ma & Sun, 2020). By analysing historical data and utilizing real-time inputs, AI can identify patterns, categorize customer segments, and identify emerging market opportunities. Leveraging this predictive capability will enable marketing communication studies to move beyond reactive approaches and instead take a proactive role in shaping marketing efforts.

The potential impact of AI on content creation is a noteworthy topic for exploration. AI-generated content is expected to advance, encompassing not only written text but also video and audio materials. While this approach can enhance operational efficiency and reduce production costs, it raises questions about the authenticity and originality of the generated content. Future studies in marketing communication should delve into the ethical and creative challenges associated with this development.

The implementation of AI-driven chatbots is poised to bring significant changes to customer service and support. Ongoing advancements in chatbot technology will enable them to provide continuous, real-time support to clients. These automated systems can handle routine inquiries, freeing up human resources for more complex tasks. However, striking the right balance between automation and human interaction remains a challenging task that warrants the attention of marketing communication scholars.

Shortly, sentiment analysis driven by artificial intelligence (AI) is expected to reach a higher level of sophistication. This progress will enable marketers to gain deeper insights into consumers' emotional states and attitudes. Such capabilities will allow organisations to finetune their messaging and campaigns to align with customer sentiment, ultimately fostering stronger emotional connections.

The ethical considerations surrounding the integration of artificial intelligence in marketing communication are of paramount importance. As AI continues to collect and analyse vast amounts of personal data, privacy, consent, and data security concerns will become increasingly significant. To ensure the responsible use of artificial intelligence (AI), it is imperative to establish and regularly update ethical frameworks and legislation.

The integration of artificial intelligence (AI) with emerging technologies like augmented reality (AR) and virtual reality (VR) is poised to usher in a new era of immersive marketing experiences. These technologies can potentially redefine customer engagement with products and brands, surpassing previous limitations. Consequently, exploring how AI enhances these experiences presents an intriguing area for scholarly research.

The examination of AI's potential in marketing communication studies represents a foray into uncharted territory. The significance of artificial intelligence (AI) in various domains, including delivering personalised experiences, predictive analytics, content creation, customer support, and sentiment analysis, is expected to expand further. However, both academics and marketers face ethical dilemmas and authenticity-related challenges. The growing capabilities of artificial intelligence (AI) will correspondingly broaden the scope and complexity of research in marketing communication studies, creating a dynamic and ever-evolving landscape for future investigation.

This research reveals that ChatGPT is found to violate both Fair Use and DMCA analyses. ChatGPT is more than mere machinery; it provides perspectives from both third and first persons, offering definitions from both viewpoints. As a result, we can urge the AI industry to exercise more caution in its actions. While ChatGPT has been found guilty in both Fair Use and DMCA practice and distribution, the author still recognises that AI serves as an assisting tool. The world has faced significant challenges, including the recent pandemic, with predictions of potential future pandemics, plagues, and natural disasters. AI is a necessary advancement to alleviate the burden on humans. Given the future environmental risks and the vulnerability of human bodies, reducing human workload through AI handling heavy tasks allows individuals to focus on more critical roles while minimizing technical work (Eysenbach, 2023). For instance, if someone wishes to create a book, they no longer need to write it themselves; AI can generate the content while humans focus on design. However, this perspective can still be met with resistance.

CONCLUSION

This study highlights that both Fair Use and DMCA analyses have found ChatGPT to be at fault. ChatGPT goes beyond mere automation, providing definitions from a third-person and first-person perspective. Thus, it is crucial to advocate for increased vigilance regarding their actions within the AI sector. Despite being found guilty in both DMCA and Fair Use practice and distribution, the author recognises that artificial intelligence (AI) can be a valuable tool.

The pandemic, which concluded in 2023, has had a significant impact. A review of the mortality rate attributed solely to the pandemic from 2020 to 2023 reveals the extent of population loss. Researchers predict that the global community will face future pandemics, plagues, and natural disasters. Consequently, the development of AI is considered essential to alleviate the burden of human labour associated with these events. Given the potential environmental risks in the future, our physical bodies have become increasingly vulnerable to harm. To mitigate the risk of mortality, we must reduce our workload by delegating heavy tasks to artificial intelligence. This allows humans to focus on more significant responsibilities while minimizing their involvement in technical tasks. For example, in the context of book creation, the traditional requirement for human authors to engage in the writing process has been alleviated by the advent of artificial intelligence (AI). AI systems can generate written content, while humans can focus on the design aspects of the book. Notably, AI's involvement in this process eliminates the need for human intervention in mundane tasks. Nevertheless, understanding this concept remains challenging to accept.

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