


## Chapter 2

# A Conceptual Study on Instagram Marketing: Examining the Effect of AI on Several Business Sectors Using AI ChatGPT on Marketing Effectiveness


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### ABSTRACT

*The purpose of this study is to look into the applications of AI Chat GPT that affect marketing efficiency, notably on the Instagram platform. In the success of Instagram marketing, a descriptive qualitative method using virtual ethnography is utilized to assess AIDA (attention, interest, desire, and action) effectiveness. By counting the number of users that watched, liked, visited the profile, or engaged in a certain action after seeing the advertisement, Instagram's marketing effectiveness was determined. This chapter examines how ChatGPT, an NLG model powered by OpenAI's GPT-3 technology, might enhance chat-based e-commerce and other sectors including news, education, entertainment, finance, and health. The authors evaluate ChatGPT's present use cases in various fields and consider potential new uses. They also talk about how this technology may be used to provide people with more individualized content. They examine ChatGPT's potential to improve customer service for businesses in our final section.*

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## **1. INTRODUCTION**

OpenAI's ChatGPT chatbot platform, powered by artificial intelligence, has the potential to revolutionize human interaction with technology. It uses machine learning and natural language processing to enable conversational conversations between people and machines, enabling applications in various sectors such as customer service, entertainment, education, finances, and healthcare. ChatGPT's sophisticated features understand discourse context, making it better suited for most systems. Its widespread use will have a profound impact on society, with virtual assistants enabling interactive recreational activities, AI-powered tutoring solutions in schools, and digital financial guidance for insurance companies. In healthcare, ChatGPT can improve patient care by utilizing predictive analytics applications to spot patterns in medical data faster than humans. Its ability to interpret complex questions enables successful data finding, especially in industries like hospitals. The development of ChatGPT has numerous opportunities to improve society and people's lives in education, entertainment, money, health news, and productivity. The explored that AI Chat GPT helped companies create better content and enhance platform user experiences, particularly on the Instagram platform. Further research is needed to determine the impact of AI Chat GPT on marketing efficiency. The present study has investigated the conceptual developments on Chat GPT usage in social media and search engine optimization through AI where the marketing effectiveness tool like AIDA explored the mood, sentiments and emotion of customer before an attempt of purchase. The study has been classified into seven sections. The section two provided the objectives of the study, section three is on the literature review, section four articulated on the ChatGPT, section five investigated on social media marketing using AI and AIDA, section six provided the discussion and section seven articulated on conclusion.

## **2. AIMS OF THE CHAPTER**

- Employs a descriptive qualitative approach using virtual ethnography.
- Users are able to actively engage in marketing content created with AI Chat GPT.
- Chat GPT improves upon OpenAI's GPT-2 model by using the extensive linguistic patterns from the GPT-3 dataset.
- Encompasses features such as mood, emotion, and subject analysis.
- Enables the creation of several chat threads to facilitate authentic interactions between people and bots.

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