

## **COMPARISON OF CAPABILITIES OF CHATGPT AND BARD AI SYSTEMS FOR PERFORM MARKETING RESEARCHES**

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Artificial intelligence (AI) systems for text generation have undergone rapid development and continue to develop actively. One of the first AI systems that shook the world was ChatGPT, which learned on the basis of data collected by developers and allowed to generate texts for any request. This is a powerful step forward, a very convenient tool that has been used by many workers in various fields (from programmers to writers). The question of performing marketing diagnostics by AI systems has been considered, but since ChatGPT contains data as of September 2021, it can only partially help in these studies, because it may not have certain data, or it may give false information.

Recently, another powerful AI system from Google, Bard AI, officially started working in Ukraine. As stated, it has access to the Internet, therefore it operates with current data and allows to get more accurate information. We decided to check this by conducting marketing diagnostics for the Nova Poshta company, comparing results with publicly available data.

Both systems indicated the type of the company, provided information about its history, considered strengths and weaknesses, and promising directions for development. ChatGPT turned out to be more accurate, Bard AI showed the founding date wrong. But ChatGPT could not answer the question about post offices outside of Ukraine, replying that it does not have data about that. And Bard AI was able to provide detailed information about this in the form of a table. It was also claimed to support graphs and pictures, but at this point, Bard AI was unable to graph or chart.

AI systems are a fairly powerful tool that is developing, but still cannot provide 100% reliable information. Therefore, it can be used as an additional tool for analysis, but it is necessary to verify the data that the AI provides. In addition, in the future it is expected to be able to build graphs and charts, which will improve the process of data analysis.