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The Impact of Artificial Intelligence on the Effectiveness of Marketing Communication: A Survey Study on a Sample of Saudi Youth (*)

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Abstract

The study seeks to answer the following main research question: How can artificial intelligence enhance the effectiveness of marketing communication, thereby increasing Saudi youth's acceptance and usage of it? To answer this question, the study was conducted on a purposive sample of 400 Saudi youth. Data were collected using an electronic questionnaire. The study's theoretical framework was based on the Technology Acceptance Model (TAM). Key findings of the study include that the percentage 63.7% of the sample reported using AI-driven marketing applications regularly, attributing this to their ability to deliver personalized experiences and analyze user behavior effectively, thus meeting their needs more efficiently, and the percentage of 63.4% of the sample expressed a high intention to continue using such applications, driven by their perceived usefulness (55.5%), ease of use (51.7%), high trust levels (46.2%), and social benefits (47%). The percentage 54.5% of the participants indicated a strong tendency to recommend AI-based marketing applications to others. The study revealed a significant correlation between Saudi youth's use of AI-driven marketing applications and several factors, including the reasons for interaction, their acceptance of these applications in enhancing marketing communication effectiveness, and their awareness of how these technologies are employed in marketing processes. Statistically significant differences were found between the acceptance of AI technologies for effective marketing communication and demographic variables.

Keywords: Artificial Intelligence, Marketing Communication, Technology Acceptance.

(*)The Paper was received on March 16, 2025, and accepted for publication on March 25, June.