THE ROLE AND IMPACT OF THE USE OF ARTIFICIAL INTELLIGENCE IN ONLINE MARKETING THROUGH SOCIAL AND MOBILE NETWORKS

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**SUMMARY**

This doctoral thesis explores the role and impact of using artificial intelligence (AI) in online marketing through social and mobile networks. In an era where technology rapidly evolves and influences all aspects of modern life, digital marketing and the use of AI have become essential for the success of organizations. This study examines the fundamental concepts of marketing communication in the online environment, addressing both traditional aspects and the innovations brought by new technologies such as artificial intelligence, augmented reality, and virtual reality.

Structured into three main parts, the thesis begins with an in-depth analysis of the marketing environment and classic online marketing activities, followed by an exploration of social networks and the impact of AI on online communities. The final part focuses on quantitative and qualitative research on how consumers perceive the use of AI in digital marketing, validating the research hypotheses through advanced statistical methods, such as structural equation modeling (SEM).

The initial chapters provide a solid theoretical foundation on online and mobile social networks, defining essential concepts and presenting the evolution and emerging trends in AI usage. The chapter on social media consumer behavior examines how users interact with AI-generated content and perceive the risks and benefits of this technology. Case studies on major social platforms such as Instagram, Facebook, TikTok, and YouTube highlight the specificities of each network in the context of digital marketing.

In the research section, the thesis presents the methodology used to collect data through online questionnaires, analyzing responses from 501 participants to test the validity of the proposed research model. The results indicate how variables such as transparency, social norms, perceived benefits, and associated risks influence consumer trust and perception, ultimately affecting the acceptance and continued use of AI in digital marketing activities.

In conclusion, this thesis contributes to the academic literature by providing a theoretical and empirical framework for understanding how AI is transforming the landscape of digital marketing in social and mobile networks. The research findings emphasize the importance of transparency and managing user perceptions for the successful adoption of new technologies in marketing strategies.

**Keywords**: *artificial intelligence, digital marketing, social networks, consumer behavior, structural equation modeling (SEM), online marketing, consumer perception, emerging technologies.*