

FACTORS ASSOCIATED WITH THE ADOPTION OF AI-GENERATED CONTENT IN DIGITAL MARKETING

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ABSTRACT

This study investigates the factors associated with the adoption of AI-generated content in digital marketing, with a focus on digital marketing agencies within the Colombo District. While existing studies have examined the broad implications of AI in marketing, there is a noticeable gap in understanding the unique contextual elements that influence its adoption in this specific locale. This study aims to bridge this gap by identifying key factors that facilitate or hinder the integration of AI-generated content in digital marketing strategies. Data were collected through a structured questionnaire from a sample of seventy-three digital marketing agencies in Colombo District. This study employs a quantitative methodology to analyze the relationships between four pivotal variables: compatibility, environmental, facilitating conditions, and performance, assessed in terms of awareness and integration. The data analysis revealed a positive and significant correlation between each independent variable and the dependent variable of the AI-generated content adoption. Compatibility emerged as the most influential factor, contributing significantly to the variation in adoption levels. The findings of this study underscore the importance of enhancing compatibility, optimizing facilitating conditions, and continually improving performance to maximize the potential of AI in digital marketing. These insights are vital for digital marketing agencies in the Colombo District and similar regions seeking to leverage the benefits of AI technologies. This study contributes to the academic discourse on AI-generated content adoption in digital marketing by providing practical recommendations for agencies to effectively navigate the evolving landscape. By addressing these identified factors, digital marketing agencies can strategically position themselves to adopt AI-generated content, thus improving their operational efficiency and gaining a competitive advantage in the market. This study emphasizes the necessity for continuous research and adoption to emerging technological trends and evolving consumer preferences to ensure sustained growth and innovation within the digital marketing sector.

Keywords: AI-generated content, compatibility aspects, digital marketing, environmental aspects, facilitating conditions.