

ASSESSMENT OF THE DIGITAL LITERACY INFLUENCE ON THE ADOPTION OF AI-BASED TOOLS

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Abstract

Daily utilization of computer technology and digital tools position marketing professionals as pioneering adopters of emerging technologies. The global accessibility and rapid evolution of artificial intelligence (AI) tools empower them to deliver heightened content personalization, optimize campaigns more effectively, engage in perceptive audience profiling, and elevate overall user experiences. However, the existing research lack the understanding of the relationship between digital literacy (DL) and the frequency of AI tools utilization, and this study investigates it among marketing professionals. A comprehensive online survey targeting marketing practitioners was disseminated. The findings revealed that marketing professionals who self-assessed their DL as very good or excellent, use AI tools more frequently. Applying a Spearman's nonparametric correlation a noteworthy positive correlation between DL and AI-based content creation was confirmed, indicating that individuals with higher self-assessed DL are predisposed to generating a greater volume of digital content. Similarly, the ones who self-assess their attitude toward AI as positive are more inclined to use AI-based tools. Still, among marketing professionals age does not impact the use of advanced technologies. The study also highlighted a lack of correlation between AI tool usage and considerations of digital security that suggests a potential oversight in the comprehensive understanding and responsible use of AI based tools.

Keywords

AI tools, artificial intelligence, digital literacy, marketing professional, marketing communications, digital marketing, digitalization, IT skills

INTRODUCTION

The recognition of the creative industries as a source of social, cultural, and economic development is widely acknowledged in the academic and practical fields /1/. The term 'creative industries' is generally understood to encompass businesses such as craft, art and design, architecture, fashion, advertising, public relations, computer games and software development, according to the definition by the UK Department of Media

Culture and Sport /2/. IAB Europe, the leading European-level industry association for the digital advertising and marketing ecosystem, reported the digital advertising's annual growth of 9.8 percent in 2022, culminating in a total market value of €86bn /3/. Over the last few decades, several disruptive changes have occurred in these areas driven by digitalization and ICT improvements. For creative sector, the competencies requirement for their workforce shifted drastically from previous generations. Different studies /4/, /5/

pointed out that creative professionals in the 21st century require a mix of technical skills, mostly ICT related, combined with critical thinking, creativity and problem-solving [1]. Digitalization plays a vital role in providing digital environments which support and promote creative work, by enforcing the importance of digital literacy (DL) skills for creative professionals. The empowerment provided by digital technology development represents the driving force propelling the creative workforce to seek and maintain digital literacy skills /5/.

To explore the adoption and application of digital literacy skills in the creative industries, it is essential to conduct research focused on comprehending the factors which contribute to professionals' acceptance of the contemporary technologies. In response to the technological advancement of artificial intelligence (AI), there has been a recent increase in studies that have investigated its application across various industries. Despite that, the gap of academic literature exploring the relationship between DL and AI in creative industries has been identified /6/. Therefore, the aim of this paper is to examine the influence of digital literacy on the adoption and use of artificial intelligence tools among marketing professionals.

THEORETICAL FRAMEWORK

To clarify the reasoning for choosing marketing as the central domain for examining the complex interplay between artificial intelligence and digital literacy, this section provides an overview key concepts.

Artificial Intelligence (AI)

The definition of AI remains a subject of intense debate, with limited consensus reached across diverse fields employing this terminology. The absence of clear definition hinders a comprehensive understanding of whether individuals embrace actual AI or their conception of AI. According to the Oxford dictionary, artificial intelligence is defined as the "theory and development of computer systems able to perform tasks normally requiring human intelligence, such as visual

perception, speech recognition, decision-making, and translation between languages" /7/. AI technologies can be categorized into three evolutionary stages based on the technological progress: Artificial Narrow Intelligence (ANI), Artificial General Intelligence (AGI), and Artificial Super Intelligence (ASI). Today's AI systems fall under the category of Artificial Narrow Intelligence (ANI). They are designed to carry out specific tasks (or sets of tasks) for which they are programmed, benefiting from advancements in machine learning (ML), deep learning (DL), and natural language processing technologies (NLP) /8/.

AI application in marketing

Marketing is one of the businesses witnessing the digital transformation on a very intense scale. In a business environment, where new technologies can be introduced and existing ones may evolve or become obsolete, employees are required to continually acquire and adjust their knowledge, skills, and behaviour. This adaptation process involves interactions not only with other employees but also with the evolving technologies themselves /9/. Contemporary marketing strategies and solutions are increasingly incorporating cutting-edge technologies, including AI, to enhance and expedite various operational processes, marking a shift towards more technologically driven approaches for achieving success.

Jarek and Mazurek's study highlights the dual impact of AI on marketing, with implications for both consumers and marketing practitioners. On the consumer front, AI brings enhanced shopping experiences through streamlined processes, improved search engines, automatic payments and 24/7 customer service (through chatbots and virtual assistants). Mass-scale hyper-personalization and innovative after-sales activities contribute to a new dimension in the consumer-brand relationship, minimizing post-purchase dissonance. On the practitioners and management side, AI leads to the automation of laborious and time-consuming tasks, allowing a shift in focus towards more creative

and strategic activities aiming to build a competitive advantage. The role of design is redefined, as well as the value delivered to the potential customers. The marketing managers need to acknowledge the necessity for the development of new competencies within the marketing team, including data science and ICT skills to understanding, and benefit from the new technology possibilities. This dynamic also transforms the marketing ecosystem, emphasizing collaboration with companies producing AI solutions to leverage the full potential of Artificial Narrow Intelligence /10/.

Artificial intelligence has the potential to be seamlessly integrated across the entire marketing cycle, encompassing initial research, strategy development, customer journey responsiveness, scalability, execution, and data-driven business insights and analysis /11/. These areas are intricately connected and often overlap, highlighting the comprehensive impact of AI on diverse facets of marketing. Moreover, the unique capacity of AI for continuous learning, interpretation, and forecasting of customer buying intents and emotions serves as a catalyst for directing and refining future marketing efforts. This capability not only enables significant automation but also facilitates a higher degree of personalization in marketing strategies and campaigns. Per Andriushchenko et al., in the future, people will spend more time in the virtual world through virtual reality systems, social networks, and the use of virtual currencies. These changes are expected to lead to the creation of a new creative economy /12/.

AI-based tool and solutions for marketers

As a subfield of artificial intelligence and machine learning, Generative AI involves the creation of original data or content including audio, code, images, text, simulations, and videos. Recent new breakthroughs in the field have the potential to significantly alter the approach of creative industries, including marketing, towards content creation /13/.

Marketing professionals have nowadays a wide array of AI applications at their disposal, particularly within the Generative AI ecosystem. Some examples of AI generative editing tools across different areas include:

Text generation - ChatGPT (3.5 and 4), Bing Chat, Google Bard, Jasper, Writesonic
Images - DALL-E, Midjourney, Canva, Firefly
Adobe Photoshop & Illustrator, DreamStudio
Videos - Synthesia, Pictory, Lumen5, HeyGen, Invideo, Deepbrain AI, Veed.io
Audio - Murf, Beatoven, Voiser, Descript
Avatar - PicsArt, Synthesia, Magic AI Avatars
... and many others /14/.

The rise of AI in marketing is evident through the proliferation of tools and solutions that automate various tasks and processes. Examples include popular platforms like HubSpot, Marketo, Pardot, Eloqua, and ActiveCampaign for marketing automation. Additionally, AI-powered tools such as Grammarly, Wordtune, and ProWritingAid enhance grammar and language usage. The digital marketing landscape is further enriched by numerous tools catering to audience targeting, segmentation, advertising (e.g., Meta, GoogleAds), data analysis, and more.

Digital literacy (DL)

In 2018, the United Nations Educational, Scientific, and Cultural Organization (UNESCO) defined digital literacy (DL) as "an individual's ability to access, understand, create, communicate, and evaluate information through digital technology. It includes skills which aim to empower people, and in particular youth, to adopt a critical mindset when engaging with information and digital technologies, and to build their resilience in the face of disinformation, hate speech and violent extremism" /15/. With the increasing exposure to digital working and learning environments, digital literacy has been conceived as a "survival skill," and the key ingredient that helps users execute complex digital tasks effectively /16/.

Digital literacy (or digital competence) is the most recent concept describing technology-related skills. Over time, several terms have been used to describe the skills and competences of using digital technologies, such as ICT skills, technology skills, information technology skills, 21st century skills, information literacy, digital literacy, and

digital skills. These terms are also often used as synonyms – for example, digital competence and digital literacy /17/.

Given that digital literacy represents an umbrella term for many different technologies, it is an imperative to develop specific case studies, such as digital literacy for artificial intelligence or digital literacy for drone usage /18/. The evolving definitions of digital literacy are anticipated to contribute novel dimensions to information and communication technology (ICT) by elucidating the knowledge and skills essential for employment, as well as the professional and personal development of contemporary citizens. This evolution aligns with broader changes in media and society /19/.

LITERATURE REVIEW

Cavalheiro et al. identified a close relationship between skills related to information and communication technology (ICT), creativity, and innovation /1/. Royle & Laing underscored the need for marketing professionals to understand and use the diverse range of digital tools including social media, analytical software, website design tools and basic coding for the search engine optimization (SEO) /20/. On the other hand, numerous advertisers have emphasized the challenges linked to effectively navigating the fragmentation of digital media channels without compromising the efficacy of communication /21/.

The ever-evolving nature of technology is apparent, as continual advancements often render older tools and technologies obsolete. For instance, in the realm of digital marketing, social media platforms undergo fluctuations in popularity as consumers shift from one platform to another. Consequently, marketers must adapt to these changes and embrace new platforms where their target audience is active. Staying abreast of such developments is integral to achieving success in marketing. Hence, the focus is not solely on acquiring proficiency in existing digital tools but also on comprehending and adeptly using emerging tools, demonstrating adaptability to dynamic technological landscapes /6/. This conclusion

holds particular importance for marketing professionals, given that research has demonstrated a positive and significant impact of digital literacy and skills on marketing strategy. The higher the level of digital skills and literacy, the more effective the marketing strategy tends to be /22/.

Given the limited number of studies examining the impact of digital literacy (DL) on the utilization of artificial intelligence (AI)-powered tools and solutions among marketing professionals, our study developed hypotheses based on previous academic research in DL. The primary hypothesis is in accordance with research findings suggesting that creative professionals possess a significant level of digital literacy. Notably, a subsequent study by Marsh examined the impact of digital literacy on individual performance. The findings indicated that employees' digital skills influenced their intentions to persist in using technology in the workplace /23/.

Blackstock's study emphasized the central theme of adaptation to new learning experiences. The findings underscored that continuous learning is essential in the marketing profession, particularly in the context of digital literacy (DL), as new digital tools are consistently introduced to the field of marketing /6/. Given the requirement for marketers to stay up-to-date with current Information and Communication Technology (ICT) for effective communication, creative endeavours, and advertising tasks, as highlighted by Durmaz and Efendioglu /24/ we anticipate the following hypothesis:

H1: Marketing professionals who self-assessed to have an excellent or very good level of digital literacy are more likely to utilize AI-based tools.

In the digital era, the evolution of communication channels poses challenges for various industries, especially communication and marketing /20/. Vrana asserts that digital literacy (DL) significantly influences an individual's employability. It also encompasses factors affecting their job acquisition and performance within their role /19/. Eurostat data reveals that across all

countries, older generations generally exhibit lower levels of digital skills. In contrast, individuals born between 1996 and 2016, categorized as Generation Z, are recognized for their proficient knowledge in technology and information, as highlighted by Setyawati et al. /25/.

Employers have high expectations of marketing students in terms of digital literacy. This expectation was validated by marketing students in the workplace, according to Blackstock's study exploring the role and potential of DL in the marketing workplace from the perspective of undergraduate marketing students. The students emphasized the essential nature of digital literacy for performing marketing tasks, such as customer relationship management, advertising, and marketing communications. Additionally, they exhibited a keen interest in learning about new digital tools, showcasing motivation to adapt and learn in diverse marketing environments /6/. In light of these findings, we posit the following hypothesis:

H2: Marketing professionals aged 18-35 are more likely to incorporate AI tools into their work, compared to other age groups.

Cavalheiro's study demonstrated that marketers' perception of digital literacy directly influenced their intent to employ digital technology /1/. The author substantiated the significance of the relationship between digital literacy and the intention to use digital technology through a study involving 163 European creative professionals. Structural Equation Modeling (SEM) results revealed that subjective norms, self-efficacy, and compatibility exerted direct and positive influences on the attitude toward using digital technology. Cetindamar et al. /9/ argue that employees' perceptions of technology significantly influence their "attitude", which is conceptualized as technology readiness. Drawing a parallel with the study by Hochschild and Sen /26/, it is suggested that digital literacy may foster a sense of optimism among staff rather than inducing feelings of discomfort and insecurity. Consequently, these findings enhance the mediating role of positive technology

readiness in facilitating the actual, real-world use of technologies /9/. Additionally, considering the substantial impact of attitude toward using digital technology on the intention to use it, as demonstrated by Cavalheiro et al. /1/, we propose the following hypothesis:

H3: Marketing professionals with a positive attitude toward artificial intelligence are more inclined to use AI-based tools.

RESEARCH METHOD AND RESULTS

The research was conducted using a quantitative method. An online survey questionnaire was distributed through digital channels to marketing professionals employed in marketing and creative agencies, public or private sector marketing departments, and self-employed marketing consultants. The questionnaire was created using the Google Forms application and was active from mid-October 2023 to the end of November 2023. The survey collected 219 responses from marketing professionals in Croatia who accessed it via an online link.

The online survey questionnaire consists of four parts. The first part contains questions related to demographic data (gender, age, education, residence, and employment status), while the second part relates to the self-assessment of digital literacy of the respondents based on given parameters. In the third part, marketing professionals expressed their views and habits of using tools based on artificial intelligence in their work (frequency, reasons for (not) using, and the impact of AI on the amount of generated digital content). The fourth part of the survey aimed to examine the impact of AI tools on thinking about certain aspects of digital literacy (such as copyright, leaving a digital footprint, and cybersecurity).

Among the marketing professionals who participated in the study, 53% were women, 43.4% were men, and 3.6% of respondents did not want to disclose their gender. 75.8% of respondents belong to the age group of 25 - 44 years (25-34 n=87 and 35-44 n=79), while age groups of 18-24 years and 45-54 were

represented by 10.96 percent each. Only 2.28% of marketing practitioners were over 55 years old. Over 90% of respondents (91.78%) completed higher education (acquired college or university degree). In line with the concentration of economic development in Croatia's larger and major cities, 69.86% of marketing professionals live and work in a major city (over 100,000 inhabitants). Subsequently, 80.37% of respondents are employed in the marketing department of a private company (34.2%) or

marketing/creative agency (26.9%) or are self-employed marketing experts (19.2). In comparison, 10% of respondents work in the public sector while 9.63% are currently unemployed but looking for a job within the marketing profession. The demographic characteristics of the questionnaire respondents are shown in Table 1.

Table 1. Demographic characteristics of the questionnaire respondents.

<i>Items</i>	<i>Category</i>	<i>Number of Respondents</i>	<i>Distribution (%)</i>
Gender	Male	95	43.40
	Female	116	53
	Unwilling to respond	8	3.60
Age	18-24	24	10.90
	25-34	87	39.70
	35-44	79	36.10
	45-54	24	10.90
	55+	5	2.20
Education	Graduate studies, Master's degree, PhD	145	66.20
	Undergraduate Study, Bachelor's degree	56	25.50
	Secondary School (4 years or more)	17	7.80
	Secondary School (up to 3 years)	1	0.50
Living Area	Large city (over 100,000 inhabitants)	153	69.90
	Medium City (35,000 - 99,999 inhabitants)	42	19.10
	Small Town (up to 34,999 inhabitants)	16	7.30
	Rural settlement	8	3.70
Occupation	Employed in a marketing/creative agency	59	26.90
	Employed in the marketing department of a private sector company	75	34.30
	Employed in marketing roles in the public sector	22	10

Self-employed (freelancer) as a marketing expert/consultant	42	19.20
Currently unemployed but looking for a job in marketing profession	21	9.60

Marketing practitioners who participated in the study were asked to self-assess their digital literacy on a scale of 1 to 5, where a score of 1 indicated a lack of digital literacy (inability to use a computer and Microsoft Office suite, email, internet, social networks, and multimedia processing tools). In contrast, a score of 5 meant that the person is excellent in using all the mentioned programs, solves encountered problems independently, and is familiar with many advanced functions. In the posed question, respondents were offered explanations for each score to aid in a more precise self-assessment of digital literacy (Figure 1). Of the 219 respondents, 83.1% rated

their digital literacy as very high or high (scores 4 and 5). A score of 3, which indicated that the person is proficient in all the mentioned tools but often encounters difficulties they cannot resolve independently, was chosen by 15.5% of respondents. A score of 2 was selected by 1.4% of respondents, while no respondents chose the lowest score of 1. The majority of respondents (72.6%) believe that their previously acquired computer/digital skills contribute to easier use of AI-based tools (42% of respondents completely agree with this statement, and 30.6% mostly agree) as shown in Figure 2.

Figure 1. Respondent's self- assessed digital literacy, n=219.

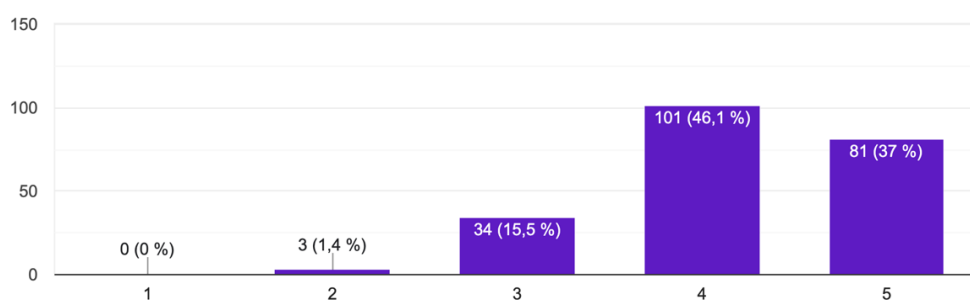
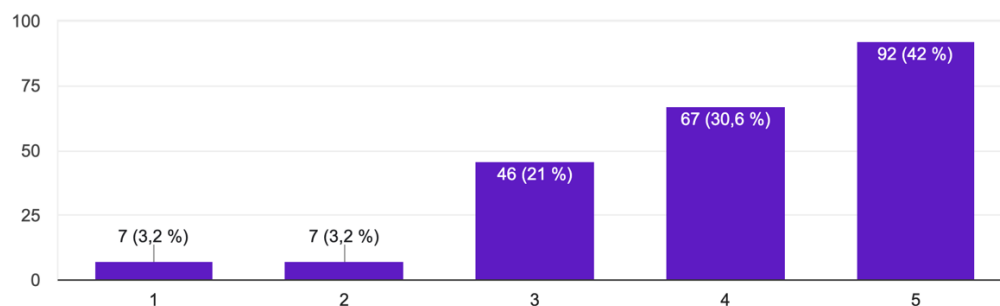


Figure 2. Respondent's self- assessed digital literacy, n=219.



Over a half of the respondents expressed a positive (43.4%) or very positive (11.4%) attitude towards artificial intelligence. A total of 82 respondents (37.4%) described their attitude as neutral (neither positive nor negative), while 7.3% of respondents had a negative (n=16) or very negative attitude towards AI (n=1). Only 9.1% of respondents (n=20) do not use AI-based tools in their work at all, and 15.1% rarely or once every few months (n=33). Thus, while one-fifth of respondents do not use or only sporadically use AI-based tools, the majority of marketing practitioners use them: a. often, once a week, or every few days (31.1%, n=68); b. occasionally, once to twice a month (26%, n=57) and c. daily (18.3%, n=40).

In multiple-choice questions, respondents stated that some of the primary reasons for using AI tools in their work are: a. increased work efficiency and time-saving (63.9%); b. exploring new options (53%), c. AI tools simplicity and ease of use (43.8%) c. following trends (42%). Regarding reasons for avoiding using AI tools, most respondents pointed out: a. the possibility of manipulating personal or business data by AI service providers (26.9%), b. security of personal data (25.1%), and c. inaccuracies in the information and responses of AI tools (22.8%). Most of marketing professionals stated that they use the most AI tools for text generation (84.9%), followed by AI image generators (59.4%), and marketing automation tools like HubSpot, Marketo, Meta and GoogleAds (42.5%). Usage of AI-based tools for audio and video content was less popular.

DISCUSSION

Digital literacy is considered a driver of economic transformation because it creates employment opportunities through access to digital content and online services (...) and improves one's employability, as it is considered a skill that employers seek /27/. The same can be concluded for marketing professionals' AI literacy/knowledge because today's marketing is data-driven, automated, and intelligent /28/. By applying a nonparametric correlation, a positive

correlation was observed between the level of self-assessed digital literacy and the use of AI tools in performing everyday work (coefficient 0.35). According to Spearman, a coefficient in the range of 0.25 to 0.50 indicates a weak but positive correlation, which confirms the first hypothesis, given the sample size. Therefore, the respondents who self-assessed their digital literacy as very good or excellent use AI tools more frequently in their work.

The second hypothesis focused on using AI in work-related tasks and assumed that marketing practitioners aged 18-35 use AI tools more frequently compared to other age groups. However, the findings, indicated by a correlation coefficient of -0.047, did not support the hypothesis that younger marketing practitioners (18-35 years) use AI more often. This result aligns with mixed outcomes from other researchers within the field. Silva and Bonetti's 2021 study /29/ suggested that age doesn't significantly impact the use of advanced technologies (like digital humans). Conversely, studies by Goldenthal et al. (2021) /30/ and Pelizzari et al. (2015) /31/ noted that older age groups often find AI-mediated communication tools (AI-MC) complex and challenging to understand, reflecting a hesitation or difficulty in adopting these technologies.

McClure /32/ suggests that employees with a positive attitude toward AI experience greater job security and employability as they are more willing to embrace and adapt to the new workplace dynamics introduced by artificial intelligence. In contrast, the employees who fear AI are more likely to be resistant to acquiring new technology-related skills /33/. Previous research demonstrated that a positive attitude contributes to people's readiness to use digital products /34/, /35/, and this is also affirmed by our research results. Marketing professionals who self-assess their attitude toward artificial intelligence as positive are more inclined to use AI-based tools, with a correlation coefficient of 0.547, which confirms the third hypothesis with a significant association between these two variables.

We identified several additional correlations and insights in analysis of participant

questionnaire responses. Firstly, we found that individuals who self-assess their digital literacy as higher on a 1-5 scale are more inclined to create a larger volume of digital content. This trend is quantified by a correlation coefficient of 0.25, suggesting a noteworthy positive relationship between digital literacy and AI-based content creation. Furthermore, respondents with a background in digital literacy expressed an easier comprehension and practical application of AI-based tools, as indicated by a correlation coefficient of 0.23. This implies that prior experience or knowledge in digital domains can enhance the adaptability and proficiency in employing advanced technologies such as artificial intelligence. Additionally, a lowest yet positive correlation of 0.15 was observed between higher self-rated digital literacy and a conscious consideration of copyright and digital rights. This finding highlights a growing awareness among digitally literate individuals regarding the legal and ethical aspects of digital content creation and usage. Contrastingly, our analysis revealed a lesser correlation (coefficient 0.08) between the use of AI tools and heightened awareness or concern for digital security issues. These issues encompass both personal and organisational cyber security, as well as managing one's digital footprint. The low correlation suggests that frequent use of AI tools does not necessarily translate to an increased focus on digital security matters. Given that keeping up with technological developments is an essential ingredient for achieving marketing success, we assume that marketing professionals are not encouraged to think about digital security (personal and organisational cyber security, leaving their "digital footprint," etc.), because marketing professionals must adapt and continuously develop knowledge and skills in tools that consumers/customers use /6/. Some research suggests the reason why people do not use their knowledge about the dangers of Internet world can be found in their intention to solve the situation faster and easier, or in the insufficient awareness of the consequences /36/.

CONCLUSIONS

The integration of advanced technology represents a key ingredient of success for marketing professionals, influencing their ability to navigate market trends, deliver personalised content, optimise campaigns, profile audiences efficiently, and enhance overall user experiences. This study explored the impact of digital competencies and computer skills on the adoption and utilisation of AI-based tools (for generating text, images, video, audio, and marketing automation) in their work-related tasks. Our findings reveal that marketing professionals who self-assessed their digital literacy as very good or excellent use AI tools more frequently. Moreover, the results imply that a positive attitude towards artificial intelligence along with the pre-existing knowledge and experience in digital domains contribute positively to the adaptability and proficiency in employing advanced technologies. We also identified a noteworthy positive correlation between digital literacy and AI-based content creation, indicating that individuals with higher self-assessed digital literacy levels (choosing values 4 and 5 on scale 1-5) are predisposed to generating a greater volume of digital content.

The high self-assessed digital literacy level among the respondents (83.1% rating their digital skills as high or very high) aligns with the contemporary digital demands of marketing practices. This proficiency manifests in the widespread adoption and positive attitudes toward AI-based tools, as evidenced by over half of the respondents expressing positive (43.4%) or very positive (11.4%) attitudes toward artificial intelligence. Therefore, marketing professionals who self-assess their attitude toward artificial intelligence as positive are more inclined to use AI-based tools. Their primary motivation for using AI tools in their work was related to increased efficiency, exploring new options, following trends, and ease of use. Conversely, reasons for avoiding AI tools usage revolve around concerns related to potential data manipulation by AI service providers, personal data security, and inaccuracies in AI

tool information and responses. The surprising observation was that younger marketing practitioners (18-35 years old) do not use AI-based tools more often which suggests that age doesn't necessarily impact the use of advanced technologies among marketing professionals.

While the study establishes a positive yet lowest correlation between higher self-rated digital literacy and a conscientious consideration of copyright and digital rights, indicating a growing awareness among digitally literate individuals regarding the legal and ethical aspects of digital content creation and usage, the research highlights areas of concern. The lack of correlation between AI tool usage and considerations of digital security (both personal and organisational cyber security, as well as managing one's digital footprint) suggests a potential oversight in the comprehensive understanding and responsible use of these technologies. This gap underscores the need for additional education and training, particularly in aspects of cybersecurity and ethical AI usage. In summary, the research underscores the readiness of marketing professionals to embrace advanced digital and AI-based tools, while also emphasising the need for ongoing learning and ethical consideration. As the digital marketing landscape evolves, a balanced approach that combines technical proficiency with responsible usage of these technologies will be essential.

This research, while providing valuable insights into the assessment of the causal relationship between the application of AI tools and the digital literacy of marketing experts, has certain limitations that should be acknowledged. Firstly, the sample size and demographic might not comprehensively represent the entire population of marketing professionals, particularly those outside the studied territory. The respondents were primarily drawn from certain sectors and age groups, which may introduce biases and limit the generalizability of the findings. Additionally, the reliance on self-assessment for evaluating digital literacy and attitudes toward artificial intelligence might lead to

subjective responses influenced by personal confidence (or lack of awareness), potentially skewing the results. Moreover, the rapidly evolving nature of technology and AI advancements could potentially influence the finding's novelty - they could quickly become outdated, which emphasises the need for continuous research in this field. Finally, it is important to note that correlation does not imply causation and further research is needed to explore the causal relationships between digital literacy, AI adoption and professional marketing performance.

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Notes

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PROCJENA UTJECAJA DIGITALNE PISMENOSTI NA PRIHVATANJE ALATA TEMELJENIH NA UMJETNOJ INTELIGENCIJI

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Sažetak

Svakodnevna uporaba računalne tehnologije i digitalnih alata pozicionira marketinške profesionalce kao pionirske usvojitelje novih tehnologija. Globalna dostupnost i brza evolucija alata temeljenih na umjetnoj inteligenciji (UI) omogućuju im pružanje personaliziranijeg sadržaja, učinkovitiju optimizaciju kampanja, preciznije profiliranje publike i poboljšanje cjelokupnog korisničkog iskustva. Međutim, postojeća istraživanja nedovoljno istražuju odnos između digitalne pismenosti (DP) i učestalosti korištenja UI alata, što je fokus ovog istraživanja među marketinškim profesionalcima. Provedena je opsežna online anketa usmjerena na marketinške stručnjake. Rezultati su pokazali da marketinški profesionalci koji su svoju DP ocijenili kao vrlo dobru ili izvrsnu češće koriste UI alate. Primjenom Spearmanove neparametrijske korelacije potvrđena je značajna pozitivna korelacija između DP-a i kreiranja sadržaja

temeljenog na UI, što ukazuje da su osobe s višom samoprocjenom DP-a sklonije stvaranju većeg obujma digitalnog sadržaja. Slično tome, oni koji svoj stav prema UI ocjenjuju pozitivnim skloniji su korištenju alata temeljenih na UI. Ipak, među marketinškim profesionalcima dob ne utječe na korištenje naprednih tehnologija. Studija je također istaknula nedostatak korelacije između korištenja UI alata i razmatranja digitalne sigurnosti, što sugerira potencijalno zanemarivanje sveobuhvatnog razumijevanja i odgovorne uporabe alata temeljenih na UI.

Ključne riječi

UI alati, umjetna inteligencija, digitalna pismenost, marketinški profesionalci, marketinške komunikacije, digitalni marketing, digitalizacija, IT vještine