

## The Effect of Artificial Intelligence on Marketing Distribution

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**Abstract :** Mobile phones are one of the direct marketing tools used to reach today's hard-to-reach consumers. Cell phones are very personal devices and you can have them with you anytime, anywhere. This offers marketers the opportunity to create personalized marketing messages and send them at the right time and place. The study examined consumer attitudes towards mobile marketing, particularly SMS marketing. Unlike similar studies, this study does not focus on young people, but includes consumers between the ages of 18 and 70 in the field study. The results showed that the majority of participants found SMS marketing disruptive. The biggest problems with SMS marketing are subscribing to message lists without the recipient's consent; large number of messages sent; and the irrelevance of message content

**Keywords :** direct marketing, mobile phones mobile marketing, sms advertising, marketing sponsorship, marketing communication theories, marketing communication tools

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