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AI FAMILIARITY, AND PERCEIVED QUALITY OF LIFE: AN EXPLORATORY ANALYSIS

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ABSTRACT

Artificial intelligence constitutes the most advanced dimension of technological development and social progress in the contemporary era. It is increasingly becoming an essential technical instrument across social and economic activities, including production, services, and education. This study conducted a comprehensive investigation across various economic and social sectors to assess the impact of artificial intelligence on quality of life. The advancement of artificial intelligence is facilitated by cutting-edge data transmission systems, such as 6G. The successful implementation of such systems requires integration at local, national, and governmental levels; thus, local public authorities must demonstrate sustained commitment to ensuring connectivity with the national data transmission infrastructure. The analysis undertaken in this research encompassed a broad spectrum of age groups to systematically collect, centralize, and interpret data, thereby enabling the formulation of conclusions regarding AI's role in enhancing quality of life. Particular attention was given to the impact of artificial intelligence on improving the well-being of older adults, individuals with disabilities, and other populations that extensively utilize AI technologies. This chapter seeks to provide a nuanced examination of the ways in which AI-driven advancements contribute to quality of life, aligning these findings with traditional indicators of well-being.

Keywords: Quality of life, Artificial Intelligence, formal education

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I. INTRODUCTION

The subject of quality of life is increasingly discussed and analyzed by numerous researchers worldwide. Quality of life can be improved in all domains only through continuous and consistent investment, as demonstrated by Hartley, K. (2023), who showed that investments in AI technology development have a substantial impact on economic growth, urban spatial structure, and, consequently, on the enhancement of quality of life. The structure of a city equipped with artificial intelligence mechanisms and a digitally educated population conceptualizes and demonstrates the characteristics of a smart city. In this research, we will detail all the aspects we have identified and provide a critical analysis regarding the state's contribution to the development of artificial intelligence.

II. RESEARCH METHODS

The identification of materials for this research article involved a meticulous process of selecting scientific papers indexed in various international databases. These searches were conducted through search engines, which were queried using keywords such as quality of life, artificial intelligence, and digitization. For this research, 35 individuals of different ages, both men and women from entirely different fields of activity, were interviewed with questions regarding the impact of artificial intelligence on quality of life and economic performance, including both positive and negative effects. This survey demonstrated how many respondents are familiar with artificial intelligence and how many respondents show similarities in their responses, regardless of age or gender. In the table below you will see what the questionnaire questions are and how the response evaluation grid is

Nr crt	Please express your agreement or disagreement with the following statements:	Total agreement	Agreement	Neutro	Desagree	Totallyy disagree
1	I am quite familiar with the issue of artificial intelligence.					
2	I use artificial intelligence-based programs daily in my professional or personal work.					
3	I believe that at this point individuals are quite familiar with the use and application of artificial intelligence.					
4	I believe that the use of artificial intelligence can significantly contribute to increasing the quality of the educational process.					
5	I believe that the use of artificial intelligence can significantly contribute to increasing the quality of the educational process.					
6	I believe that the use and application of artificial intelligence can significantly contribute to increasing the quality of life of individuals.					
7	I believe that the use and application of artificial intelligence will make public transportation safer.					
8	I believe that there is a real danger that artificial intelligence will replace human work in many sectors of activity, and this phenomenon will lead to increased unemployment.					
9	I believe that programs that use artificial intelligence should not have access to personal data without the individual's consent.					
10	I believe that the use and application of artificial intelligence will lead to an increase in economic performance in general.					
11	I believe that the use and application of artificial intelligence will lead to an increase in the quality of medical services.					
12	I believe that the use and application of artificial intelligence will lead to an increase in the quality of medical services					

III. OBJECTIVE

The objective of this research was to identify the impact that artificial intelligence has on the improvement of quality of life. Additionally, the impact of artificial intelligence on the enhancement of quality of life was also analyzed under the condition that society is not yet prepared from the perspective of digital literacy. In this context, we seek to answer the question: Does artificial intelligence contribute to the improvement of quality of life?

IV. THE STUDY OF KNOWLEDGE

This article analyzes the evolution of modern technology and its impact on improving the quality of life, utilizing new technologies, digitalization, and, in particular, artificial intelligence. We have attempted to address several traditional domains involved in enhancing the quality of life. Lobonț, O. R., et al. (2024) argue that the primary role in developing and ensuring the growth of the quality of life falls to public governance, which is responsible for maximizing and creating the appropriate environment to meet all criteria for enhancing the quality of life.

Quality of life is a multidimensional concept, resulting from educational achievement and economic performance (Theofilou, P., 2013). The concept of quality of life broadly encompasses how an individual measures material well-being through various aspects of life in comparison to reality: emotional reactions, life events, mood, sense of fulfillment, life satisfaction, job satisfaction, relationships with family, personal relationships with friends, health status, housing, living conditions, workplace, perception of the workplace, trust in government authorities, leisure time, and family relationships. By using these indicators, we are able to assess how the standard of living has evolved from year to year. Public governance plays a crucial role in ensuring the well-being and prosperity of all citizens, regardless of age, social status, ethnicity, or education level. In this context, continuous social, economic, and political exchanges have led many researchers and theorists to conduct empirical analyses, which have shown that the quality of public governance is a key factor in the sustainable improvement and growth of quality of life (Saba, C. S., & Pretorius, M., 2024). Until the mid-20th century, economic indicators such as production, services, and income were primary measures of a country's development, reflecting economic and human well-being closely linked to sustainable development, which includes factors like education, economic development, stimulation of exchanges, environmental quality improvement, and, today, artificial intelligence, which is becoming an essential technological tool in daily social and economic activities, and is the most relevant instrument for progress in modern times. Artificial

intelligence brings numerous positive effects, but also negative ones, such as increased unemployment, rising obesity, and the emergence of technological stress, negative implications for social cohesion, and other issues related to the confidentiality of personal and economic data. These factors suggest that the population needs to be prepared to interact appropriately with artificial intelligence. In this context, we must draw inspiration from the Danish principle of lifelong learning to cope with contemporary technological development (Cannavacciuolo, L., et al., 2023). When talking about innovation and research, it means reaching the highest peaks of education, which is why we have arrived at the Industry 4.0 paradigm. This industry has gained increasing attention both from society and practitioners. Industry 4.0 is restructuring the entire production system, transforming analog and centralized workflows into decentralized digital production processes, with the foundation of this progress being education (Hartley, K., 2023). Platforms for determining measurement indicators in urban analysis, based on smartphones, tablets, and other wireless communication services, have highlighted gaps in achieving the objectives of improving the quality of life through artificial intelligence. Findings show a high level of optimism regarding the impact of smart cities on people's quality of life. However, to enjoy these benefits, it is essential that local public authorities recognize the need to accelerate investments in connectivity logistics, development, and digital literacy, so that the implementation of wireless communication systems can be carried out at an accelerated and efficient pace. Smart cities are communities that have implemented systems and technologies to create quality public services, improve living conditions, and ensure a better life. An urban entity is characterized by a high level of prosperity, with interventionist state governance through local actors, as well as economic liberalism based on knowledge and learning, where technology plays an essential role in both personal life and commerce and governance. The quality of life in smart cities is based on six pillars: cultural facilities, high health standards, individual safety, quality of housing and living conditions, educational facilities, tourism, and social cohesion, developing the following domains necessary for improving quality of life: socio-economic relationships, environmental well-being, material well-being of the entire community, and prudent management of mineral resources. Chen and Chen (2023), cited by Hartley, K. (2023), propose five areas of quality of life for the future: smart cities, smart environment, smart people, smart living means, intelligent economic and political economy, and intelligent urban mobility. All these areas define the vast majority of smart cities, as artificial intelligence is predominant there. McCrea, R., et al. (2006) argue that in the urban environment, the quality of life is measured either through subjective indicators, using perception surveys and various assessments, or through objective indicators using secondary

data and relative weights. Satisfaction with urban life appears at different geographical levels and has been shown to influence satisfaction with life, satisfaction with the environment, satisfaction with public policies, and satisfaction with family and friends. However, few studies have linked satisfaction with urban life to the objective characteristics of the urban environment. Urban planners are tasked with managing the urban environment objectively for artificial intelligence, but they are also concerned with how local public authorities respect, implement, and manage the satisfaction of residents in urban life. A number of theories linking objective quality of life with subjective quality of life suggest that the relationship between the two can be influenced by psychological and homeostatic factors, explaining variations in an individual's quality of life over time and depending on the objective events of life. For this reason, an evolutionary perspective is adopted, where homeostasis is considered adaptive, allowing normal functioning, except in cases where unfavorable events occur. Homeostasis theories explain the low correlations between subjective quality of life and objective events. There is also a related perspective with "top-down" models, where personality traits such as neuroticism and extraversion have a stabilizing influence on life satisfaction, which varies significantly when markedly favorable or unfavorable events occur. Vasquez, B., et al. (2023) emphasize the impact of technology and artificial intelligence on all the means used by humans to contribute to the improvement of both subjective and objective quality of life, acting collectively and responding to the essential requirements for efficiency among human beings, aligning with the current technological climate, leading to transformations that enhance quality of life. Alfaro-Navarro, J. L., et al. (2024) argue that overall technological development encompasses both scientific and political interests, as understanding the fundamental role played by the digital capabilities of residents in a territory is crucial for achieving greater efficiency and improving quality of life and living standards. This has a key impact on large cities, both in terms of sustainable planning and their economic capacity. In this context, it is observed that the world's population tends to migrate toward new urban centers, which already have a high degree of urban artificial intelligence and are making significant progress in their development. Urbanization generates challenges for urban planning related to the safety and protection of residents, as well as access to public and private services. Consequently, the concept of a smart city should encompass harmony between economic activity and the development of the quality of life.

By conceptualizing the quality of life, the aim was to analyze the conditions that lead to the increase of subjective well-being, integrating also the management of artificial intelligence, with the obligation to incorporate the growing energy needs of cities, which are increasingly

abundant, dynamic, and more demanded. Pandiyan, P. et al. (2023) mentions that modern cities should develop existing services and introduce innovative technologies in a structured and optimal way, including the growing demands of electric vehicles, thus requiring entities to increase the production of renewable energy to reduce atmospheric CO₂ pollution, by applying systems for the development of technology, and particularly the development of artificial intelligence. Digital technology, especially AI, needs connectivity to information systems for data transmission; for this reason, measures have been taken to develop a new, high-performance communication system called 6G. It is anticipated that the integration of AI and 6G network technology will bring significant change to technological transformation. Raihan, A. (2023) asserts that next-generation communication networks will enhance the value of the smart internet and tools that contribute to the development of AI. The convergence of 6G networks and AI will have the powerful potential to profoundly reshape our technological paradigm and introduce modern life into the era of transformation. This change will occur through the integration of various applications and new forms of 6G network technologies, to establish connections with a wide range of devices and systems that offer compatibility for holographic, haptic, and immersive technologies. The implementation of these technologies aims to improve connectivity and functionality across various domains. The concept of the 6G network revolves around the notion of communication with the sixth sense.

Communication technology encompasses several key factors, with a high operating frequency, which reduce connectivity delays, enhance the reliability of services, provide high mobility, and offer a wide range of frequencies that allow seamless communication between devices and 6G technologies. These will cover areas such as security, privacy, and large amounts of data generated by billions of smart devices.

6G technology will provide artificial intelligence service quality, ensure improved portable wideband, and enable extensive information exchanges, communicating over long distances and with high mobility for modern online services and applications. Therefore, it is crucial for both private and public organizations to develop strategies and models for innovative approaches that ensure optimal activity support for citizens.

Although urban communities are equipped with a multitude of sensors that play a crucial role in facilitating a wide range of IT projects and infrastructures, the integration of artificial intelligence is achieved with wireless connectivity to 6G to provide high-quality services.

The purpose of these services is to recognize the conceptual experiences of the service beneficiary, encompassing all the complexity and influential human dependency factors, such as physical and psychological aspects oriented towards the user, along with all the material and

financial aspects. The improvement of quality of life can be seen when individuals' well-being is achieved through: the quality of the services provided, the quality of external services rendered, and the increase of material and financial well-being. Murugesan, U. et al. (2023) states that artificial intelligence opens extraordinary opportunities in the workplace through innovation and robotic development, which incorporates both AI and the internet, offering precision, efficiency, and flexibility, which are considered the potential benefits of Industry 4.0.

These technological services must scale up on a large scale, as digitization and, implicitly, Artificial Intelligence are developing at a very rapid upward pace. The aforementioned areas can also identify many technologies to improve people's quality of life. Wearable devices, such as smartwatches, fitness trackers, medical alert systems, and other applications that can be used via tablets or smartphones, can help elderly people or those with various health conditions monitor their health, track their physical activity, stay in contact with information transmitted by authorities, or even receive medical assistance when needed. Lee, M. S., et al. (2020) emphasizes that the use of artificial intelligence to improve the quality of services in the healthcare system, namely healthcare based on computers and other models of generation, can perform highly complex mathematical operations of classification or regression on vast amounts of medical data to detect complicated patterns, potentially unknown before. Such models are designed to distinguish relevant data from irrelevant ones concerning a particular patient. However, when a broader and more widespread artificial intelligence platform is created locally and nationally, AI will become the legitimate tool for making clinical care decisions and disease prevention. Artificial intelligence is omnipresent in nearly all sectors of activity, which demonstrates that AI is a major contributor to improving quality of life and enhancing living standards. Zager Kocjan, G., et al. (2023) supports the idea that digital technologies can be a key component in assisting elderly individuals, as the number of older people is expected to double in the last three decades. By 2050, it is estimated that the global adult elderly population will increase by 16%, and for this reason, it is imperative to increase the growth of service quality and social activities, leisure programs, quality of commuting services, quality of all kinds of shopping, and other services and activities, including digital training and literacy. Promoting digital health and social assistance technologies for the quality of life of adults involves self-regulation of legislation that contributes to the sustainable improvement of quality of life. Yaneva, A., et al. (2023) states that the intensive development of technologies related to human health in recent years has triggered a real revolution, especially in areas transitioning from conventional traditional medicine to personalized medicine driven by bioprinting, which will have a positive impact on hospital patients. Bioprinting can be

defined as the simultaneous deposition of living cells and biomaterials in a bioprecise manner, layer by layer, using a computer-assisted transfer process to manufacture bioengineered constructs. This technology provides remarkable precision in the spatial arrangement of cells, proteins, DNA, drug particles, growth factors, and biological active particles, facilitating the generation and superior formation of tissues, Yaneva, A., et al. (2023) states. As much as AI has evolved in the medical field, the field of bioprinting has made significant progress and is ready to revolutionize the medical system. The revolution in the medical system contributes to the improvement of health and will implicitly have a significant impact on the enhancement of quality of life. Ivanova, N. (2024) asserts that the economic impact of digital transformation is beneficial because it improves productivity, creates new business models, stimulates innovation, and opens new market opportunities. The improvement of these factors leads to an enhanced standard of living and an increased quality of life. The introduction of digital technologies into production processes and management systems can reduce costs, increase production efficiency, boost company profitability, improve communication systems, and, last but not least, significantly accelerate the achievement of objectives. Digital transformation positively affects the quality of life of citizens, contributes to improving access to services in education, healthcare, economy, and related services. All these objectives are pursued or sometimes surpassed with the help of Artificial Intelligence.

As discussed throughout this research article, it is crucial to prepare for this new way of life in the field of digital transformation and its impact on quality of life, as scientific interest focuses on key aspects such as artificial intelligence and digital health. All these developments have a remarkable impact on achieving sustainable development goals, focusing on areas such as research, innovation, digital economy governance, the digitalization triad, and other emerging business models for sustainable development.

According to Devine, M. A., & Gale, T. (2023), technology and innovations are often seen as a two-fold entity: one side brings ease, increased access, and comfort, while the other side brings uncertainties regarding privacy, along with various confusions and complexities of interpretation. Regardless of which side you are on, the reality is that spending time in business, research practices, and opportunities in technology and innovation brings progress both for the individual and for society. Analyzing a series of research articles on AI, it was found that the majority of authors highlight that technology has blurred the lines between work and leisure, exploring the boundaries invaded by "social media" technologies. It was observed that the use of technologies has created positive relationships between leisure time and quality of life. For this reason, we also mention that the use of technologies for recreational activities leads to an

increase in quality of life. Smart devices provide unprecedented access to people's social interactions and daily activities, patterns, and various forms of mobility, identifying new geographical or commercial locations for tourism or marketing activities, restaurants, parks, various sports competitions, or theaters with performances. Technology has the power to combine desire and imagination with truth and accomplishment, making access to and involvement in leisure time more accessible within the universal project of the world, as the use of technology is in the spotlight for the majority of people on Earth, with the exception of a few categories. Our social world has become intertwined with the use of technology, including using it to socialize with others both in real-time and asynchronously. The authors state that the vast majority of technology users can be seen by a variety of users, with the belief that our social world has become intertwined with the use of technology, including using it to socialize with others in real-time as well as asynchronously. At a global level, Devine, M. A., & Gale, T. (2023) state that social platforms such as Facebook, Twitter, TikTok, and YouTube are accessed by 77% of the population. However, it is important not to focus solely on the leisure time of those who enjoy good mental and physical health; we must also consider the group of individuals who are less fortunate in terms of physical and mental health (i.e., individuals with disabilities, either congenital or resulting from accidents). These individuals, who experience various forms of disability, have been utilizing technology for decades to search for, engage in, and derive satisfaction from their leisure activities.

In a broader discussion and conducting a comparative analysis, we observe that the development of technology, and especially AI, is based solely on the principles of improving quality of life. Jevinger, Å., et al. (2024) state that the term artificial intelligence was coined in 1955 and defined as "the science of making intelligent machines, and specifically intelligent computer programs." Public transportation is carried out in two ways: road-based public transportation and rail-based public transportation. These forms of public transport employ artificial intelligence, each in a different manner. One refers to the automation of vehicles with a road database that correlates with information sources for transport on road infrastructure, while the other is connected to a source of information specific to rail transportation, with data about the rail infrastructure. In both cases, we are talking about benefits for passengers, environmental actors, and, generally, benefits for society.

Through the conceptualization of quality of life, the aim has been to analyze the conditions that influence people's lives, both positively and negatively, and to attempt to improve them, as Milicenco, S. (2023) points out in his analysis, which focuses on the conditions that influence life. Initially, quality of life was understood as a state of mind with a

goal to be achieved, addressing the conditions that needed to be met in order to achieve indicators of quality of life improvement. However, due to the complexity of the field and its scientific and praxiological appeal, several interpretative approaches and the development of evaluative indicators emerged. A defining moment in shaping the interdisciplinary approach to the concept of quality of life lies in understanding its evaluative character and what the level of quality of life means for a community: individuals, social groups, local, ethnic, and national communities, determined through the analysis of evaluative indicators of quality of life improvement. In the 20th century, two methods of measuring quality of life were outlined: an objective one and a subjective one. The objective approach relies on data provided by state institutions and non-governmental organizations, while the subjective evaluation of quality of life identifies and measures personal elements important in establishing an individual's standard of living, based on people's assessments of their own life quality.

The most compelling assessments come from the sociological perspective, which considers the level of quality of life in interdependence with the social environment, especially through technology. Kusumawardhani, D. A. R. (2023) states that digital AI technology has developed rapidly and created significant potential for improving human life. Through AI, the technology industry has expanded substantially, sometimes becoming difficult to control. Therefore, it is said that AI has not only a positive impact on people but also a negative one, increasing unemployment, threatening privacy and data security, and even exacerbating social and economic disparities. For this reason, it is crucial to apply AI in a more balanced manner, ensuring the maximization of benefits and the minimization of negative impacts. Artificial intelligence has the ability to collect, analyze, process, create, and store a vast amount of data.

Nevertheless, it is essential to apply artificial intelligence with maximum caution to prevent the citizen's life from being jeopardized. It is known that industrialized countries have much more advanced technologies than developing countries, and digital literacy is much easier to access for knowledge, skill acquisition, and learning. AI technology holds immense potential for improving living standards and enhancing citizens' quality of life, but prudent application would reduce its negative impact on society.

Quality of life could be defined as an individual's satisfaction with the aspects of life they have at their disposal. Akranavičiūtė, D., & Ruževičius, J. (2007) suggest that an individual's value system, cultural, social, and economic environment, physical health, health status, work task dimensions, eating habits, material conditions, psychological state with all forms of emotionality, and attitudes toward family members and friends will be strongly affected, both positively and negatively, by AI. All these evaluative indicators mentioned above are

determined indicators of quality of life that an individual has, as well as those that the individual aims to fulfill in order to satisfy their own needs. Once these indicators are met, the individual's self-esteem is satisfied. It is worth mentioning that, with the increase in technological development and IT, new indicators of quality of life appear, which need to be considered, as it is a new and dynamic concept that changes over time and in context, as Badowska, M., & Szkultecka-Dębek, M. (2023) analyze in their work, which defines the sense of human satisfaction resulting from the fulfillment of several of its needs, relying on a set of objective (social indicators) and subjective (individual satisfaction) components, distinguished by economic, spatial, social, and psychological aspects. The form of quality of life viewed more situationally includes living conditions, economic situation, social environment, support received from the state, the number and quality of contacts maintained within and outside one's own group, the extent and depth of life exchanges caused by random events through long-term and professional challenges. All these indicators are traditional indicators and are presented without being influenced by AI. From the perspective of external factors, socio-economic variables include social, cultural, religious, political, and economic factors. Globalization and the development of the world through the liberalization of trade and other services based on AI also produce a series of negative effects, with various serious consequences: social inequality, violence, verbal aggression, mental disorders, access to online markets for psychoactive substances, uncontrolled online trade, migration, and the decline of demographics in areas lacking economic development, lack of physical activity, the rise of overweight and obesity. Education, as Dobrusina, M. E. et al. (2018) states, is one of the major assets that has a significant impact on the quality of life in modern society. Education is the most important branch for economic development, civilization, and the growth of quality of life. It is one of the most important systems within the social sphere of the state, providing and delivering knowledge, skills, abilities, and other teachings in all fields to utilize and practice all professional and personal activities, as well as AI. The rapid development of technology and, in particular, digital technology, and implicitly artificial intelligence, has led to significant changes in many areas, as Kosasi, S. et al. (2023) mentions, with the affected fields being life, business, health, education, and entertainment. It is true that the development of AI brings many positive effects on society, more than negative effects, but there is still a somewhat unbalanced effect between positive and negative. Psychological and social dimensions are factors that substantially influence how people engage with using AI technologies. These dimensions cannot come by themselves; certain training and guidance are necessary for AI usage to be at the required level. Lučan, J. et al. (2024) mentions in his paper that AI technology improves the

life of adults over 65 who live in technologically developed states, offering more connection facilities through health monitoring bracelets, mobile applications from digital platforms, or applications for social engagements, public health, or monitoring urban life in general. The cultural and contextual sensitivity of technology use among adults, but also among people suffering from autoimmune diseases, significantly contributes to the improvement of quality of life.

For this reason, we continue to analyze the correlation between the educational system and the increase in quality of life. Ivanová, M. et al. (2022), from a mathematical perspective, it is not possible to explain the general (non)satisfactory level of a population using only material goods. It is necessary to also consider other variables such as health, the environment, the social environment, as well as the psychological, social, and relational spheres. These factors are part of the focus of several scientific, social, medical, and natural disciplines that identify the factors that most influence quality of life. For this reason, we continue to analyze the correlation between the educational system and the increase in quality of life. Ivanová, M. et al. (2022), from a mathematical perspective, it is not possible to explain the general (non)satisfactory level of a population using only material goods. It is necessary to also consider other variables, such as health, the environment, the social environment, as well as the psychological, social, and relational spheres. These factors are part of the focus of several scientific, social, medical, and natural disciplines that identify the factors that most influence quality of life. Quality of life is always an indicator of prosperity, perceived by the general public as something that must increase year after year. Research has shown that the policies of each country must focus more on people's satisfaction with life and their happiness, which constitutes life satisfaction. For this reason, it is imperative that when evaluating a country or a region, the broadly understood concept of quality of life must be taken into account, as well as the existence of its two essential dimensions: one is the objective dimension (public, social, environmental) and a subdivision (individual, personal, and private). Many researchers discuss upon the quality of education, as subjective satisfaction with quality of life positively correlates with the value of net income obtained from the completed educational cycle. If the net income is what the individual desires, then their quality of life increases. Jannani, A., Sael, N., & Benabbou, F. (2024). The concept of quality of life encompasses all aspects and standards of people's lives, including economic, social, or health-related factors, as well as their perceptions of Artificial Intelligence. Local public authorities must make a significant contribution to the studies conducted by researchers to guide citizens to respond correctly and transparently to research questionnaires in order to identify the gaps and needs faced by the citizens. From the analysis carried out, it

was found that not all countries or regions use the same indicators for measuring quality of life, as Porio, E. (2015) mentions in his paper, that some countries in the region and around the world have formulated their own methods for measuring quality of life to make it more relevant and meaningful, contextually, for the users of the respective framework in that particular country. For this reason, it is crucial that when conducting various studies and surveys, several types of indicators for measurement should be analyzed on the same topic from different areas and parts of the continent.

The more studies and indicators there are, the more precise and conclusive the data will be for evaluation

	N	Minimum	Maximum	Mean	Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
R.1	35	2	5	3,89	,900	,810	-,278	,398	-,778	,778
R.2	35	1	5	3,31	1,323	1,751	-,218	,398	-,952	,778
R.3	35	1	5	3,14	,974	,950	,103	,398	-,354	,778
R.4	35	2	5	3,71	,860	,739	-,571	,398	-,065	,778
R.5	35	1	5	3,66	,998	,997	-,556	,398	,153	,778
R.6	35	1	5	3,37	1,087	1,182	-,086	,398	-,761	,778
R.7	35	1	5	4,49	7,118	5,669	5,736	,398	33,550	,778
R.8	35	1	5	3,89	1,132	1,281	-,797	,398	-,210	,778
R.9	35	1	5	4,09	1,222	1,492	-1,302	,398	,731	,778
R.10	35	2	5	3,57	,979	,958	-,012	,398	-,940	,778
R.11	35	1	5	3,66	1,110	1,232	-,491	,398	-,544	,778
R.12	35	1	5	3,89	1,323	1,751	-,990	,398	-,152	,778
Valid N (listwise)	35									

V. CORRELATIONS

	R.1	R.2	R.3	R.4	R.5	R.6	R.7	R.8	R.9	R.10	R.11	R.12
R.1	1	,426*	,187	,223	,152	,045	,248	,420*	,330	-,057	-,129	-,061
R.2	,426*	1	,033	,288	,039	,019	,074	,319	,128	-,097	-,245	-,264
R.3	,187	,033	1	,261	,082	,060	,363*	,015	-,035	,405*	,590**	,355*
R.4	,223	,288	,261	1	,465**	,589**	,067	,237	,220	,165	,141	,229
R.5	,152	,039	,082	,465**	1	,690**	,103	,433**	,242	,357*	,342*	,281
R.6	,045	,019	,060	,589**	,690**	1	-,016	,370*	,374*	,237	,255	,133
R.7	,248	,074	,363*	,067	,103	-,016	1	,055	,154	,314	,260	,184
R.8	,420*	,319	,015	,237	,433**	,370*	,055	1	,497**	,087	-,032	-,166
R.9	,330	,128	-,035	,220	,242	,374*	,154	,497**	1	-,042	-,216	-,230
R.10	-,057	-,097	,405*	,165	,357*	,237	,314	,087	-,042	1	,619**	,415*
R.11	-,129	-,245	,590**	,141	,342*	,255	,260	-,032	-,216	,619**	1	,473**
R.12	-,061	-,264	,355*	,229	,281	,133	,184	-,166	-,230	,415*	,473**	1

VI. RESULTS

A total of 50 questionnaires were distributed, of which 35 valid responses were collected and included in the statistical analysis. The descriptive statistics indicated generally positive attitudes toward artificial intelligence (AI), with mean scores ranging from 3.14 to 4.49 on a five-point Likert scale. The highest average score was recorded for item R7 ($M = 4.49$), suggesting a high level of agreement with the corresponding statement, whereas the lowest mean was observed for item R3 ($M = 3.14$). Standard deviations ranged between approximately 0.74 and 1.32, indicating moderate variability in participants' responses. Pearson correlation analysis identified several statistically significant positive associations among the questionnaire items.

A moderate-to-strong positive correlation was found between R3 and R11 ($r = 0.590$, $p < 0.01$), indicating that respondents with greater familiarity and confidence in artificial intelligence were also more likely to perceive AI as beneficial for healthcare services. Similarly, R10 and R11 showed a strong positive association ($r = 0.619$, $p < 0.01$), suggesting consistency between positive attitudes toward AI implementation and confidence in its application within healthcare.

The strongest correlation identified in the dataset was between R5 and R6 ($r = 0.690$, $p < 0.01$). This finding indicates that respondents who believed AI contributes to improving quality of life also tended to perceive broader positive societal benefits associated with AI technologies.

A significant positive relationship was also observed between R4 and R6 ($r = 0.589$, $p < 0.01$), as well as between R4 and R5 ($r = 0.465$, $p < 0.01$), suggesting that participants' perceptions regarding AI adoption and its contribution to living conditions were mutually reinforcing.

Furthermore, R8 and R9 were moderately correlated ($r = 0.497$, $p < 0.01$), indicating that respondents expressing concerns regarding the replacement of human labour by AI also tended to express concerns about AI access to personal data and privacy.

Additional statistically significant but weaker correlations were observed between R1 and R2 ($r = 0.426$, $p < 0.05$), R3 and R10 ($r = 0.405$, $p < 0.05$), R5 and R10 ($r = 0.357$, $p < 0.05$), R3 and R12 ($r = 0.355$, $p < 0.05$), and R10 and R12 ($r = 0.415$, $p < 0.05$). These findings suggest that familiarity with AI, perceived usefulness, and acceptance of AI technologies are positively interconnected.

Several item pairs did not exhibit statistically significant correlations ($p > 0.05$), indicating that not all perceptions related to AI are directly associated. In particular, attitudes

regarding data privacy did not consistently correlate with perceptions of AI implementation across all application domains.

VII. DISCUSSIONS

The present findings indicate that respondents generally hold favourable attitudes toward artificial intelligence while simultaneously expressing concerns regarding privacy and data security. The observed pattern of correlations suggests that familiarity with AI is associated with greater acceptance of its implementation, particularly within healthcare services.

One of the most important findings is the significant association between familiarity with AI (R3) and positive perceptions of its role in healthcare (R11). This relationship may indicate that individuals who better understand AI technologies are more likely to recognise their potential benefits for improving healthcare quality, operational efficiency, and clinical decision-making. Although the present study cannot establish causal relationships, the findings suggest that educational initiatives and increased exposure to AI technologies may contribute to higher levels of public acceptance.

The strong association between R5 and R6 further supports the idea that respondents who perceive AI as improving quality of life also recognise its broader social and economic contributions. Likewise, the significant correlations among R4, R5, and R6 demonstrate consistency in participants' perceptions regarding the societal benefits of AI, indicating that these constructs represent closely related dimensions of technology acceptance.

At the same time, the correlation between R8 and R9 highlights an important aspect of public perception. Participants concerned about AI replacing human labour also tended to express concerns regarding access to personal data. This finding suggests that ethical considerations, particularly those related to privacy, transparency, and data protection, remain central factors influencing public trust in AI technologies.

The absence of statistically significant relationships between several questionnaire items also deserves attention. These results indicate that respondents distinguish between different application domains of AI rather than evaluating the technology uniformly. Consequently, acceptance of AI appears to depend not only on technological familiarity but also on the perceived context of implementation and the balance between expected benefits and perceived risks.

Overall, the findings suggest that successful implementation of AI technologies requires not only technological advancement but also effective public communication, education, and transparent governance mechanisms addressing ethical and privacy-related concerns. These

measures may strengthen public confidence and facilitate the responsible integration of AI into healthcare and other sectors that directly influence quality of life.

Finally, the study should be interpreted considering its limitations. The relatively small sample size ($N = 35$) limits the generalisability of the findings, and the cross-sectional design does not allow causal inferences. Future research should include larger and more diverse samples, employ validated measurement instruments, and investigate additional determinants of AI acceptance, including digital literacy, educational level, and previous experience with AI-based technologies.

VIII. CONCLUSIONS

This study examined public perceptions of artificial intelligence (AI) and explored the relationships between familiarity with AI, its perceived benefits, and concerns regarding its implementation. The findings indicate that respondents generally expressed positive attitudes toward AI, particularly regarding its potential to improve quality of life and enhance healthcare services.

The correlation analysis demonstrated that greater familiarity with AI was associated with more favourable perceptions of its practical applications. In particular, respondents with higher levels of knowledge and confidence in AI were more likely to recognise its potential contribution to healthcare and other domains that directly influence quality of life. These findings suggest that knowledge and awareness may play an important role in shaping public acceptance of AI technologies.

At the same time, the study revealed that concerns regarding privacy, personal data protection, and the replacement of human labour remain significant factors influencing public attitudes toward AI. The coexistence of positive expectations and ethical concerns indicates that public acceptance of AI depends not only on technological performance but also on trust, transparency, and the responsible management of AI systems.

From a practical perspective, the results highlight the importance of promoting AI literacy through education and professional training, while simultaneously strengthening regulatory frameworks that ensure data security, ethical standards, and accountability in AI applications. Such measures could facilitate the responsible adoption of AI technologies and increase public confidence in their use, particularly within healthcare systems.

Although the study provides useful insights into public perceptions of artificial intelligence, several limitations should be acknowledged. The relatively small sample size and the cross-sectional design limit the generalisability of the findings and prevent causal

interpretations. Future research should include larger and more heterogeneous populations, compare different demographic groups, and investigate additional factors influencing AI acceptance, such as educational level, professional background, digital competence, and previous experience with AI technologies.

Overall, the results suggest that artificial intelligence is widely perceived as a technology capable of improving quality of life and supporting the modernisation of healthcare services. However, its successful implementation will depend on balancing technological innovation with ethical principles, data protection, and public trust.

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