

Examining the Impact of AI-Generated Advertisements on Consumer Purchase Intention

Gülay Güler¹ Duygu Gür²

Abstract

Rapid advancements in artificial intelligence (AI) technology have brought profound changes in the field of advertising and digital marketing. The increasingly widespread use of AI in advertising has made it crucial to examine consumers' attitudes toward these advertisements. This study proposes a comprehensive framework to examine how attitudes toward AI influence the perceived personalization of AI-generated advertisements and how this perception subsequently affects perceived relevance, perceived usefulness, perceived trust, and purchase intention. In this study, which employed a quantitative research design, a survey was completed with the participation of 217 respondents with prior exposure to online advertising. The data were analyzed using SmartPLS software, and the proposed research model was evaluated through Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal that attitudes toward AI have a significant positive effect on perceived personalization. Perceived personalization positively influences both perceived relevance and perceived usefulness. Unlike prior studies emphasizing the importance of trust in digital advertising contexts, the findings demonstrate that perceived usefulness is the primary driver of purchase intention in AI-generated advertising, suggesting a shift in consumer evaluation criteria within AI-mediated marketing environments. Overall, the findings provide insights into the factors that shape consumers' responses to AI-generated advertisements and offer implications for future research and marketing practice.

Keywords: artificial intelligence, advertisement, consumer behavior, purchase intention

Doi: <https://doi.org/10.66414/mlabs.9676>

¹ Res. Asst. Dr., Çağ University, Türkiye. ORCID: 0000-0002-2576-7756

² Asst. Prof. Dr., Çağ University, Türkiye. ORCID: 0000-0001-8000-1430