

Artificial Intelligence-Generated Advertising: A Conceptual Framework Integrating the Theory of Planned Behavior and Advertising Value Model

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Abstract

Artificial intelligence (AI) is transforming advertising practices by enabling the creation of personalized, scalable, and data-driven promotional content. As AI-generated advertisements become increasingly prevalent, understanding how consumers perceive and respond to such content has emerged as an important research area. Despite growing interest in AI-enabled marketing communications, limited research has examined the mechanisms through which AI-generated advertisements influence consumer attitudes and behavioral intentions. This study develops a conceptual framework grounded in the Theory of Planned Behavior (TPB) and the Advertising Value Model to explain consumers' responses to AI-generated advertising. The proposed model positions perceived advertising value as a key antecedent of attitudes toward AI-generated advertisements and purchase intentions. Furthermore, the study incorporates gender and self-efficacy as moderating variables to better understand individual differences in consumers' evaluations of AI-generated advertising content. Drawing on TPB, purchase intention is conceptualized as a proxy for future consumer behavior, while attitudes represent an important psychological mechanism linking advertising evaluations to behavioral outcomes. The Advertising Value Model complements this perspective by explaining how consumers' perceptions of advertisement value shape their attitudinal and behavioral responses. The paper contributes to the emerging literature on AI-driven marketing communications by integrating established behavioral theories with contemporary advertising practices. The proposed framework offers a foundation for future empirical investigations and provides insights for marketers seeking to design more effective AI-generated advertising strategies that account for consumer characteristics and perceptions.

Keywords: AI-generated advertising, advertising value, theory of planned behavior, purchase intention, self-efficacy, gender

Doi: <https://doi.org/10.66414/mlabs.9705>

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