Analyzing Customer's Perception Regarding Artificial Intelligence (AI) In the Field of Marketing.

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Abstract-The application of artificial intelligence (AI) in a variety of fields continues to grow, and its use has significantly advanced over the past few decades. In particular, inside the field of showcasing, the mix of computer based intelligence offers various benefits that empower organizations to associate with shoppers and cultivate more grounded connections really. As AI intelligence turns out to be progressively predominant in showcasing rehearses, it becomes vital to understand how shoppers see and answer its utilization, especially corresponding to their buying aims. This study expects to examine the effect of buyer mentalities toward AI intelligence produced content in email showcasing on their aim to make buys. The speculations formed in this study draw upon the hypotheses of arranged conduct and dispersion of advancements. The review utilized a quantitative methodology inside a trial setting. A web-based study comprising of two sections was created and circulated to people matured 18 or more in Nigeria. The principal overview assembled reactions from 114 members, while the subsequent study included 71 members. The gathered information was thusly investigated utilizing SPSS. The review results demonstrated that the idea of similarity, as illustrated in the hypothesis of dissemination of development, decidedly affected shoppers' perspectives towards the utilization of simulated intelligence in showcasing. However, there was no significant correlation found between attitude and the observability component. Moreover, there was no prominent distinction seen while contrasting the exploratory gathering and the benchmark group. Finally, the review uncovered that an uplifting outlook towards AI intelligence impacted buying expectation inside the trial bunch.

Keywords: ***Customer Perception, Artificial Intelligence (AI), Technology Adoption, Email marketing.***

1 INTRODUCTION

The world we live in today has been significantly impacted by mechanical forward leaps, with AI consciousness (AI intelligence) arising as a vital improvement somewhat recently. AI reasoning, which is generally described as the capacity of machines to think like people, is tracking down its direction into an ever increasing number of region of our day to day existence. Simulated intelligence applications were generally limited to PC games, information mining, online web crawlers, and portable robots like vacuums in the mid-2000s. This shows the expansive use of artificial intelligence in a few businesses, each with unmistakable objectives. AI reasoning has progressed altogether and in numerous ways. By 2028, which is the worldwide artificial intelligence industry is supposed to have delivered around $800 billion in deals; by 2030, it is normal to outperform $1.5 trillion. AI intelligence has seen colossal headway and has found a few techniques to integrate itself into our day to day routines through the web. According to Xu and Li's research (2022), AI technologies enable human interaction. The current examination applies the idea of dispersion of mechanical headway to comprehend the manner in which people conform to new advances in innovation like AI reasoning (simulated intelligence), zeroing in on the parts of similarity and perception. The degree to which individuals perceive and effectively communicate the advancements and benefits of artificial intelligence (AI) is referred to as observability. In contrast, compatibility is the degree to which an individual's personal values and beliefs are compatible with AI technology. This idea assists us with understanding how people embrace and acknowledge new artificial intelligence advancements. The far and wide utilization of simulated intelligence in different fields has made it a vital component in showcasing, as underscored by Rust (2020). Showcasing rehearses are developing in light of mechanical progressions, international movements, and financial patterns. These progressions have worked with further developed correspondence with buyers, as well as upgraded capacities for information capacity, assortment, and investigation (Rust, 2020). Computer based intelligence assumes a huge part in showcasing by empowering errands like gauging, assessing and contrasting promoting channels, and customizing special messages (Kulkov, 2021). It gives important bits of knowledge into shopper conduct, considering more designated showcasing endeavors (Mama and Sun, 2020). Furthermore, artificial intelligence can create tweaked content to upgrade shopper connections and commitment (Campbell et al., 2020). It very well may be used in happy creation, showcasing correspondences, and gauging, making significant collaborations with shoppers (Vlačić et al., 2021). As indicated by Dwivedi et al. (2021), the utilization of computer based intelligence in different advertising errands offers critical benefits, for example, advancing business sector situating and deals advancement. As a result, it is critical to investigate AI's impact on marketing and customer interaction. Integrating AI intelligence into advertising content improves personalization, cultivating more grounded associations among brands and customers (Dwivedi et al., 2021). The advancement of artificial intelligence chatbots, exemplified by ChatGTP, has additionally extended the abilities of simulated intelligence in making showcasing

messages (Philipp et al., 2023). As innovation propels, computer based intelligence chatbots and other mechanical advancements are turning out to be more incorporated into our regular routines, like the noticeable quality of internet business. Companies have increased their investments in e-commerce as a result of the growing demand for online services and the benefits they provide (Klaus & Changchit, 2019). According to Gielens & Steenkamp (2019), e-commerce has grown to be an essential part of the global retail industry because it enables customers all over the world to shop online from any location that has access to the internet. Worldwide e-retail deals surpassed 5.2 trillion US dollars in 2021, with projections showing proceeded with development, outperforming 8 trillion by 2026 (Chevalier, 2022). Besides, clients with related knowledge in web based business and a more elevated level of web capability are bound to take part in web based shopping (Hernandez et al., 2010). Email showcasing assumes a basic part in improving customer collaboration and driving deals in the field of online business (Dawson and Kim, 2010). The rising significance of artificial intelligence in email showcasing originates from its capacity to develop shopper commitment as web based business advances through mechanical patterns and changing purchaser ways of behaving. AI can provide useful insights by tracing a consumer's digital footprint, which is important for marketers to comprehend. Nonetheless, understanding shopper reaction conduct is fundamental for building more grounded buyer connections (Dwivedi et al., 2021). An extensive comprehension of shopper conduct empowers advertisers to really target purchasers by thinking about their inclinations, needs, and accessible assets (Nair, 2009). The connection between customers, organizations, and society has gone through huge changes because of mechanical headways and the pervasiveness of the web. Today, customers connect more with an organization's site and online local area instead of actual stores. Their conduct has been impacted by these ecological movements, as well as their mentalities and convictions toward the evolving scene (Koufaris, 2002). Ajzen's hypothesis of arranged conduct (1991) underlines the job of buyer mentalities in profoundly shaping their way of behaving. The theory says that people's attitudes affect their unique behaviors, which in turn affect how they respond to marketing efforts. According to Ajzen (1991), this theory helps identify the connections between beliefs, intentions, and attitudes in human social behavior. It also provides insights into how individuals behave in particular situations based on their personality traits and attitudes. Additionally, the theory of planned behavior emphasizes that a person's intention to engage in a behavior is influenced by planning in addition to willpower (Liu et al., 2020). Ajzen's hypothesis recognizes the aim to take part in a way of behaving and the genuine way of behaving, offering a model that is utilized in showcasing and brain research to figure out shoppers' expectations corresponding to their mentality, emotional standards, and saw conduct control (Mariani et al., 2022).

Statement of Problem

Mustak et al. (2021) distinguished an exploration hole in the field of AI intelligence in promoting concerning customers' perspectives towards computer based intelligence and its effect on their buying goals. This topic is very important, and it will be interesting to see how the use of AI affects online consumer relationships (Mustak et al., 2021). Existing exploration proposes that adjustments of shopper conduct, especially in data looking, can be connected to the reception of artificial intelligence, albeit such associations have not been laid out in other advertising spaces (Mariani et al., 2022). Thusly, the meaning of this study lies in giving bits of knowledge into the causal connection between shopper perspectives and buy expectations, explicitly with regards to email promoting. The review draws upon the hypothesis of arranged conduct (Ajzen, 1991) and the hypothesis of dispersion of advancement (Rogers, 1962) to reveal insight into this relationship. Thusly, this exploration means to contribute new information to the field of simulated intelligence and advertising, improving comprehension we might interpret the factors in question.

Purpose & Research Question

This study aims to investigate how consumer attitudes toward AI-generated content in email marketing are affected. In particular, it expects to investigate the connection between buyer mentalities, the variables affecting them, and their ensuing impact on buy expectations. The examination means to reveal insight into the use of AI intelligence in showcasing and give important experiences to chiefs with respect to its impact on shopper buying goals. The essential inquiry tended to by this study is: What is the impact of buyer perspectives towards AI intelligence produced content in email promoting on their buy expectations?

2. REVIEW OF RELATED WORK

AI Intelligence in Advertising

With regards to showcasing, AI brainpower is utilized for different purposes, including anticipating future patterns, surveying and differentiating different advertising channels, and modifying special interchanges (Kulkov, 2021). AI intelligence can mechanize the business interaction, give bits of knowledge in light of past information, and produce customer and market experiences through the program-based calculation (Davenport et al., 2019). The innovation can serve different capabilities all through the advertising system. In the primary phase of the cycle, computer based intelligence can be utilized to help with information assortment and market examination. AI can be used in the segmentation, targeting, and positioning process during the second stage. According to Huang & Rust (2020), AI can assist with standardization, personalization, and relationship building in the third stage. Whenever directed and taught accurately, simulated intelligence can perform explicit advertising errands more effectively than people. Chatbots for customer service that make use of artificial intelligence, for instance, can either complement or replace human employees (Sheehan et al., 2020). Such upgrades lead to improved viability, diminished costs, and a better yield on speculation. Additionally, AI can quickly conduct tactical data analysis and use machine learning to make decisions based on the context of the campaign and the customer. As a result, AI-powered marketing efforts can be informed by the marketing team's allocation of time to strategic initiatives (Haleem et al., 2022). In the computerized setting, advertising uses information, data, and correspondence advancements, for example, AI reasoning as well as stages can imagine interpersonal organizations, media, and web search tools to grow showcasing endeavors. Its essential goal is to upgrade buyer connections through the arrangement of data, impact, strengthening, and commitment to purchasers (Krishen et al., 2021). As innovation propels, computerized promoting is turning out to be more refined and designated, on account of the utilization of AI brainpower (Davenport et al., 2019). Simulated intelligence innovation can be utilized for commercial improvement, lead age, shopper backing and content creation (Sarath Kumar Boddu et al., 2022). For instance, chatbots utilized in costumer support having the option to effectively settle demands and give pertinent data were found to affect costumer experience (Nicolescu and Tudorache, 2022). One more illustration of AI reasoning use in computerized advertising is suggestion frameworks inside web based business. Through breaking down and deciphering information, the calculations can make more customized client proposals through adaptable transformation, in this manner upgrading the quality (Bawack et al., 2022).

Generative Computer Based Intelligence

Generative computer based intelligence uses an enormous corpus of information, including text, pictures, or different kinds of information, to make new varieties of content in light of client requests (Euchner, 2023). As indicated by Dwivedi et al. (2023b), the innovative progression of generative AI intelligence is that it can create reactions past its express programming. It very well may be characterized as an innovation which utilizes profound learning models to create human-like substance in light of different prompts (Lim et al., 2023). Considered as an umbrella innovation, generative artificial intelligence is one more step towards the few investigations have investigated the public responses and perspectives towards generative artificial intelligence. A concentrate by Wu et al. (2020) found that purchasers in America saw human produced sonnets and canvases all the more well when contrasted with AI intelligence created ones, both certainly and expressly. This was thusly contrasted with results from the Chinese populace, where results showed that AI intelligence produced content was seen all the more decidedly unequivocally, yet the implied signs actually demonstrated inclination for human created content (Wu et al., 2020). People tend to support unequivocal self-assessments that are predictable with their social setting right now, while their oblivious, certain self-assessments mirror their drawn out translations and convictions (Hetts et al., 1999). This peculiarity is known as the fad impact, which can be characterized as the propensity of individuals to adjust to the assessment of the greater part, regardless of whether it goes against their own perspectives and convictions (Bindra et al., 2022).

Factors Influencing Disposition towards Artificial Intelligence

There are various elements that have been displayed to influence individuals' discernments and mentality towards computerized reasoning innovation, like tech suspicion (O'Shaughnessy et al., 2022), trust (Shin and Park, 2019), and saw believability (Cukurova et al., 2020; Waddell, 2018). While these elements won't be estimated as a piece of this review, because of the impacts previously being demonstrated by past examination, they are as yet remembered for the writing survey segment since their belongings can assist with making sense of the consequences of this exploration. Message validity can be reflected by how exact, credible and conceivable a message is seen by the peruser (Appelman and Sundar, 2016). In association with AI reasoning, validity relates to the standing of the calculations and their capacity to be accepted (Shin, 2022). According to Shin & Park (2019), trust refers to the level of confidence and faith that users have in algorithms to carry out actions that are beneficial to them. Factors, for example, decency, responsibility, straightforwardness and interpretability have been found to meaningfully affect apparent value and reliability of computer based intelligence personalization as algorithmic. Proposals (Shin, 2020). According to Shin & Park's 2019 study, users are less likely to follow a chatbot's recommendations if they do not believe the information it provides. Then again, clients with an elevated degree of trust were found to credit a more significant level of validity to chatbots (Shin, 2022). Furthermore, past examinations have found that instructive exploration proof was found as less valid when outlined as examination inside the field of AI consciousness, when contrasted with neuroscience and schooling brain science (Cukurova et al., 2020). Another example is the perception that news articles written by artificial intelligence are less trustworthy than those written by human journalists (Waddell, 2018). Viewed as related with a negative disposition towards brands, with organizations being viewed as not completely genuine about their goals with their CSR drives (Kwon and Ahn, 2021). With regards to promoting, distrust was viewed as connected with less trust, lower apparent impact and bad disposition towards the commercials (Obermiller et al., 2005). In addition, technological skepticism has been found to be a strong predictor of attitudes toward artificial intelligence technology in previous studies (O'Shaughnessy et al.,). Higher levels tend to predict lower support for AI use. 2022).

Dissemination of Development

The Dissemination of Advancements hypothesis was first acquainted by Rogers in 1962 with make sense of the human reception towards new mechanical improvements in the rural setting. Where every individual take on to mechanical improvements in an unexpected way, contingent upon their social qualities and attributes yet in addition their correspondences conduct with regards to their own social framework (Rogers, 1962). As per the hypothesis, developments is characterized as item, thought or practice apparent by every person, while dispersion is characterized as the most common way of conveying the advancement in the social framework (Ali et al., 2019). Further on, the dissemination of development hypothesis tries to make sense of how, why, and at what rate novel thoughts and innovations spread through society (Rogers, 2003). The hypothesis has been applied in a great many settings of developments, including medical care (Afraz et al., 2021), promoting (Lee et al., 2021), virtual entertainment (Long et al., 2014), and schooling (Menzli et al., 2022). The hypothesis suggests that the reception of new advancements is affected by five elements; counting the qualities of the actual development, the channels used to impart the advancement, the social framework where the development is presented, the level of similarity of the development with values and needs of the adopters lastly the time angle. According to Rogers (2003), this suggests that the theory of innovation diffusion provides an explanation for the various channels through which innovations are communicated to members of a social system. Further on, social framework in this setting is characterized as the social develops an individual has a place with. One can have a place with explicit pieces of the frameworks purported social subsystems (Lundberg et al., 2019). The place that the individual acquires in the social framework alludes to their encounters, activity, values and social powers that influence an individual (Pieters, 2017). In this review, two components in the dissemination of advancement hypothesis are viewed as applicable. Similarity, which alludes to how viable a development is with the people's convictions and perspective, and recognizability, as in how apparent and perceptible an advancement and its advantages are to the person.

Observability

Min et al. (2019) utilized the dispersion of advancement hypothesis to break down the effect of its various angles on apparent handiness and usability of the Uber application. Notwithstanding the hypothesis' conventional parts, the creators presented a "social impact" viewpoint to survey the degree to which individuals from a reference bunch influence each other's way of behaving. Social context has an impact on people's ability to adapt to new technology as well as their decision to do so (Salancik & Pfeffer, 1978). Further on, perceptibility has been characterized by Rogers (2003) as a piece of social impact, and is depicted as the degree of perceivability of the development and how much individuals from a social framework can notice and convey its advantages. In addition, Park and Chen (2007) discovered that users' attitudes toward innovations are influenced positively by a high degree of observability. Essentially, Lee et al. (2021) found that observability was a big factor in people's attitudes toward digital marketing efforts for leisure agriculture. Using the theory of diffusion of innovation, another study found a positive correlation between self-perception of AI knowledge and optimism regarding the technology (Lund et al., 2020). Interestingly, late examinations have likewise shown the recognizability quality not essentially affecting disposition. For instance, an investigation has discovered that

perceptibility couldn't be utilized to foresee disposition towards utilization of computer generated reality (Al Breiki et al., 2022). Essentially, an investigation discovered that discernibleness didn't fundamentally impact mentalities towards feasible transportation. (Ahn and Park, 2022).The first speculation in this paper depends on the idea of discernibleness, a consider dispersion of development hypothesis, that is characterized as the level of perceivability and capacity for people in a social framework to convey the advantages of an advancement (Rogers, 2003). While the proof on Perceptibility impacting disposition is blended, quite a bit of past examination has shown recognizability significantly affecting mentality towards developments. With the assistance of writing and past exploration introduced over, the primary speculation is formed as following:

H1: AI technology's high degree of observability influences people's attitudes toward marketing content generated by AI.

Compatibility

Similarity in the hypothesis of dissemination of development alludes to how well a novel thought, item or innovation lines up with existing social qualities, convictions, encounters and needs of likely clients. The more viable a development is, the almost certain it is to be acknowledged by expected clients, as it lessens vulnerability. People are more willing to adopt innovations that are perceived to be compatible with their own social system, so compatibility has a direct correlation with the rate of adoption (Rogers, 2003). As indicated by Nordhoff at al. (2021), similarity is supposed to have a positive relationship towards conduct expectation, showing that the development being referred to is in accordance with the people values, needs and encounters in the social arrangement of the person. Beforehand, scientists have found that a serious level of similarity affects perspectives toward embracing and utilizing innovations. For instance, similarity was found to fundamentally impact mentality, which thus was found to prompt social expectation of reception and continuation of utilization of portable banking (Lin, 2011). In a review done by Ahn and Park (2022), similarity was found to impact apparent value, which thus was found to significantly affect demeanor with regards to reasonable transportation. Likewise, similarity was found to meaningfully affect mentality towards against spyware reception (Lee and Kozar, 2008). There are likewise occurrences where the similarity element of dissemination of development hypothesis was viewed as not to fundamentally affect demeanor. For instance, similarity has recently been found to irrelevantly affect demeanor with regards to data innovation utilization (Taylor and Todd, 1995). While existing writing on dissemination of advancement hypothesis grandstands blended results with respect such that similarity might have on demeanor, quite a bit of past examination has viewed the relationship as sure and measurably huge. The compatibility idea from the diffusion of innovation theory serves as the foundation for the second hypothesis. Similarity alludes to how well the advancement lines up with the people's social qualities, encounters, convictions, and requirements. The level of similarity shows how well the advancement is gotten by the individual (Rogers, 2003). With the assistance of past exploration introduced over, the subsequent speculation is created:

H2: Serious level of Similarity in artificial intelligence innovation emphatically affects the people's disposition towards simulated intelligence produced content in showcasing.

Attitudes towards a Given Behavior

Akroush and Al-Debei (2015) state that an individual can have attitudes toward a particular behavior or object. The later one can be characterized as people's mentality towards taking part in a given way of behaving, yet additionally their demeanor towards the aim to play out the given way of behaving. A positive evaluation of performing the action is indicated when the individuals' attitude toward the given behavior is positive. Conversely, one can likewise have an ominous mentality, showing a negative assessment of the activity and in this manner not being probably going to perform it (Akroush and Al-Debei, 2015). The job of perspectives in a conduct contextis a vital subject in Ajzen (1991) investigation of hypothesis of arranged conduct. The impacts of individual and outer elements on mentalities towards a way of behaving can be either sure or negative. Further on, the conduct result depends on the people's very own likely advantages and outcomes related with the way of behaving. One isn't probably going to seek after a given way of behaving, in the event that the outcome of the way of behaving is thought of as horrible for the individual (Ajzen, 1991). Buyer's perspectives and their feelings toward a buy related activity structure their way of behaving somewhat, along with their convictions and values. Uplifting outlooks can influence the buying aim decidedly while a negative disposition can adversely affect their buying goal (Smith et al., 2008). The accompanying piece of this part will go into more profundity of the hypothesis of arranged conduct with respect to disposition and conduct, trailed by the particular way of behaving of procurement expectation.

Purchase Intention

Vuong and Khanh Giao (2020) express that the job of procurement expectation in advertising is helping to figure out buyer conduct. Buy goal has turned into a key part in shopper conduct for the merchant to grasp their customers in their special buying conduct (Chen et al., 2010). The idea of procurement expectation is muddled in its cycle, as per Vuong and Khanh Giao (2020), since it is considered being associated with the people's mentalities, conduct and discernments. The people's demeanor and discernments they have towards the item being referred to can impact their certificate to which they will satisfy the buy from now on. Advertisers accept that an uplifting outlook and discernment towards the item bring about a higher opportunity for the shopper to design a buy and subsequently likewise a higher opportunity of a genuine buy. The apparent qualities the people get can be established freely of cooperation in the exchange, while buy expectation is framed under the build that there is a forthcoming exchange that can influence the result of a genuine buy (Chang and Wildt, 1994). Alluding to Murat (2021), the people's personality and way of life decisions influences their own customer buying conduct concerning apparent item esteems and seen brand values. The concentrate by Lances and Singh (2004) praises the meaning of procurement goal by addressing the worth of brand according to the people's arrangement to seek after the buy. Lances and Singh (2004) fortify the level of which demeanor and conduct relates in the people buy expectation. The people's mentalities structure the way of behaving which is anticipated and somewhat shaped by their particular buying aim (Lances and Singh, 2004). Further on, as per Wu (2003), it tends to be expressed that customers buying choices are unequivocally affected by their social, mental, social and individual qualities, which are factors that can be viewed as challenging for business sectors to influence. While the outside factors that impact the conduct comprises of socioeconomics, situational, mechanical, social, and monetary ones, where everybody has their own exceptional mix. The equivalent can be expressed by the inner elements that impact customer conduct, showed to be convictions, learning, intentions, perspectives, character, necessities, values, and insight. Way of life is viewed as some in the middle of between the outer and inward factors, where the two players impact the buyers' conduct concerning buying expectation (Wu, 2003). Individual mentalities towards a particular goal can impact a singular's way of behaving (Cooper et al., 2010). Purchasers can get uplifting outlooks towards a goal or towards a particular way of behaving. The significance and job of demeanor as to future way of behaving is made sense of in the hypothesis of arranged

conduct by Ajzen (1991), where mentality is a key variable impacting the expectation to seek after a given way of behaving. In a customer setting, an uplifting outlook can give rise and impact the level of procurement expectation for the shopper concerning what is happening during a particular setting (George, 2004). The third speculation of this study depends on how buying goal is impacts by mentality, which thus is impacted by the initial two theories.

H3: Uplifting perspectives towards computer based intelligence produced content in promoting well affects customers buy goal.

2.1. Conceptual Framework

The model below shows the relation between the different hypotheses. Figure 1 Hypotheses
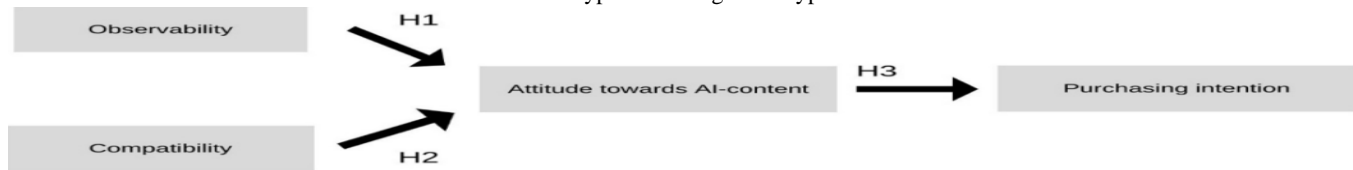
H1: High degree of Observability in AI technology has a positive effect on the individuals´ attitudes towards AI.
H2: High degree of Compatibility in AI technology has a positive effect on the individuals´ attitude towards AI.
H3: Positive attitudes towards AI generated content has a favorable effect on consumers purchase intention.

3. Methodology and Data

Research Approach

A quantitative research approach is used in this study to investigate the connections and fundamental reasons behind consumers' attitudes toward artificial intelligence in marketing and their intentions to buy. The speculation created in the reasonable structure depends on the hypotheses dispersion of development and the hypothesis of arranged conduct. Further on, quantitative examination has been laid out to be a controlled method for testing the speculation in a tenable way that is not difficult to confirm in understanding to the philosophical standing (Della Porta and Keating, 2008).

Survey Design

To investigate clients' points of view towards Man-made awareness and their web purchasing objectives, an electronic survey was made using Qualtrics. The outline was arranged using a multi-thing approach. Each develop was estimated with different things to build its legitimacy and unwavering quality. The factors' things were adjusted from past examination. There are three sorts of overviews used for data grouping, including dichotomous (yes/no requests), inquiries considering levels of assessment (apparent, ordinal, stretch, and extent), and channel or probability questions (asked gave that the respondent gives a specific answer for a past request) (Trochim and Donnelly, 2007).

4 ANALYSIS AND FINDINGS

Descriptive statistics

The factual outcomes were presented with an enlightening measurable investigation of the members, to give a knowledge of the members. The principal illustrative information where created in light of the main study and the fourth inquiry with respect to mature.

Table 1

Descriptive statistics- age

Age	Frequency	Percent	Valid Percent	Cumulative Percent
18–30 years old	28	24,6	24,6	24,6
31–43 years old	16	14	14	38,6
44–59 years old	33	28,9	28,9	67,5
60–72 years old	27	23,7	23,7	91,2
73 years old and above	10	8,8	8,8	100
Total	114	100	100	

The table above showed the age dispersion between the 114 respondents, demonstrated that 24,6 % of the respondents where in the age of 18-30 years of age and accordingly the greatest age gathering of respondents in the main study. Followed by the age gatherings of 60-72 years of age and 44-59 years of age. The age gathering of 73 or more just held back 8,8% of the complete of 114 respondents showing the littlest gathering followed by a gender-specific descriptive analysis based on the participants' identities. This information was gathered in view of inquiry five of the review.

Table 2 Descriptive- gender

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Nonbinary	1	0,9	0,9	0,9
Woman	47	41,2	41,2	42,1
Man	65	57	57	99,1
other	1	0,9	0,9	100
Valid Total	114	100	100	

Men made up 57% of the 114 respondents in this study, making them the dominant gender. Followed by ladies that acquired 41, 2% of the complete 114 respondents. While somewhere around 0, 9% chose nonbinary being one member and a similar sum related to other people.

5. Reliability Analysis

In this review, Cronbach Alpha has been utilized to guarantee that the unwavering quality level of every autonomous variable is as per the suggested level. Cronbach alpha should be at least 0.70 to indicate a standard value of reliability, while values of 0.60 and lower are thought to indicate a lack of internal consistency and reliability, as stated by Hair et al. (2011). Interestingly, inside certain cases have lower upsides of Cronbach Alpha been supported on account of the things commitment to legitimacy (Hair et al., 2011). The trial of Cronbach Alpha has been broadly utilized inside hierarchical and sociologies exploration to quantify unwavering quality (Obermiller et al., 2005). Following tables have been directed to give measurable information of the Cronbach Alpha of the primary survey. A standard confidence interval of 95% (sig. =0, 05) has been used in SPSS statistical tests to accompany the Cronbach Alpha.

Table 3 Reliability analysis- Observability

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,664	0,664	4

The above table showed the dependability measurements of variable Perceptibility (α= 0,664) after the fourth thing was converse coded in SPSS. That as indicated by, Hair et al. (2011) was underneath the OK level and shown a low degree of interior consistency and unwavering quality, demonstrated that the variable should have been disregarded for everything.

Table 4: Observability of all items in the reliability analysis

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q1	12,0877	17,621	0,455	0,218	0,596
Q2	12,4035	13,376	0,607	0,548	0,472
Q3	12,2105	13,92	0,605	0,529	0,477
Q4	10,8772	19,649	0,172	0,039	0,767

The Cronbach alpha of each item in the Observability variable was shown in the preceding table, along with whether or not removing an item would have improved the Cronbach alpha of the variable. The outcomes showed that erasing Q4 thing would have brought about a higher incentive for the variable of (α=0,767). Hair et al. claim that (2011), this demonstrated that the inward consistency of the variable would be higher assuming Q4 was erased. Additionally, the Q4 item's XiR(i)=0,172, which was significantly lower than the rest and below 0,3 (Pallant, 2005), was observed, providing additional support for its removal. The variable of Perceptibility was changed, and the fourth thing was removed to get a higher Cronbach alpha and a more elevated level of interior consistency (Hair et al., 2011). The reliability analysis was carried out once more after the fourth item was removed, and the results are shown below.

Table 5 Reliability analysis – Observability 3 items

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,767	0,762	3

Table 9 introduced the unwavering quality insights of the variable Recognizability dissected utilizing three things (α=0,767). The new worth was by Hair et al. (2011) viewed as an adequate level that showed interior consistency in the variable. The measurements show proof that erasing the fourth thing expanded the unwavering quality of the free factor, and in this way the in general reliability.

Table 6 Reliability analysis – Compatibility

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,895	0,896	3

The above table showed the unwavering quality measurements of the free factor Similarity that contained three things in the poll. The Cronbach Alpha of the variable Similarity was (α=0,895) which as per Hair et al. (2011) showed a general over the OK one of inner consistency and dependability inside the variable.

Table 7 Reliability analysis- Compatibility all items

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q1	6,8333	13,45	0,854	0,732	0,799
Q2	6,5614	13,558	0,776	0,642	0,864
Q3	6,8509	13,562	0,752	0,591	0,886

The above table addressed the Cronbach Alpha for every one of the three things in the similarity variable and whether the generally Cronbach alpha would have been improved assuming a thing was erased. This contrasted and the Similarity variable α=0,895 with all things, that erasing any of the three things would have brought about a reduction in the Cronbach alpha worth. The accompanying tables introduced the unwavering quality insights of the autonomous variable Discernibleness that contained four things. The last and fourth thing was converse addressed, which imply that the Likert scale comparable to the thing was turned around. The qualities then must be recoded to get the right qualities corresponding to the other things in SPSS.

Homoscedacity and Multicollinearity

To survey decency of-attack of the direct relapse model, the information was checked for linearity, ordinariness, homoscedasticity, and nonattendance of multicollinearity. Figure 4: Homoscedacity in regression analysis (Casson & Farmer, 2014) shows that the model can only produce reliable results if the assumptions are met.
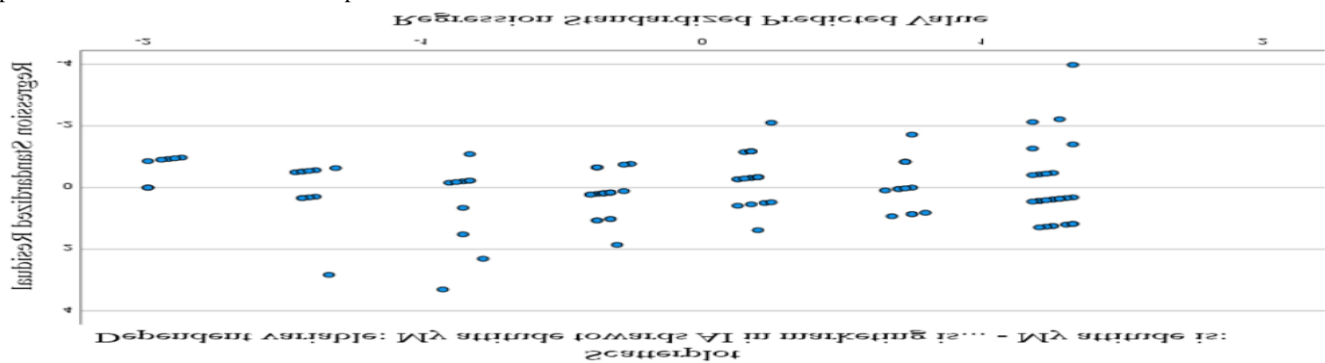
Linearity and homoscedasticity were checked by outwardly reviewing the disperse plot of the residuals. The absence of a distinct pattern on the scatterplot suggests homoscedasticity, or the constant variance of the residuals. The linearity assumption is true because the scatterplot did not show any points curving. Pallant, 2005). Multicollinearity was checked utilizing VIF values that can be seen in Table 11. A worth under 10 on all factors demonstrates that the supposition of nonattendance of multicollinearity is met (Pallant, 2005).

Figure 5 Regression analysis- Multicollinearity

The ordinariness supposition that was checked utilizing a P plot. It tends to be seen that the information focuses roughly followed the ordinariness line, inferred that the supposition that was met (Pallant, 2005).

Hypotheses Testing H1 and H2 with Linear regression analysis

The different relapse examination was applied to research the relationship with free factors and a reliant variable (Morgan, 2004). The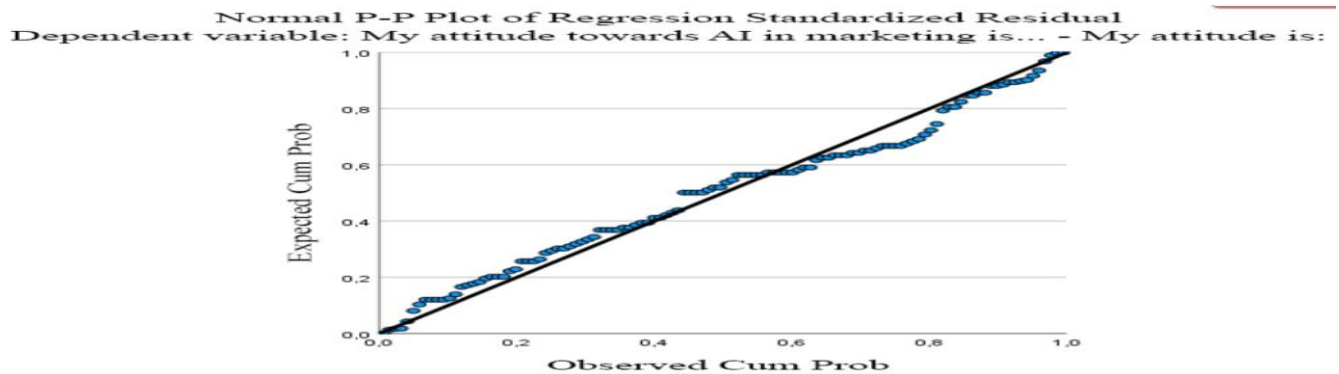 relapse examination expects that there was ordinariness and a structure to be tried in light of a hypothetical premise. In showcasing, the relapse examination has been applied to recognize factors that are generally significant (Mesquita and Kostelijk, 2022). In the primary survey in view of H1 and H2, the reliant variable was Demeanor towards simulated intelligence in showcasing and the autonomous factors were **Observability and Compatibility.**

Table 8 Variance – Compatibility and Observability

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,690[a]	0,476	0,467	1,16253

The worth (R2=0,476) showed by Morgan (2004) that 47,6% of the change in the reliant variable "Disposition towards computer based intelligence in advertising" can be anticipated and made sense of by the free factors of Similarity and Perceptibility.

Table 9 ANOVA- Compatibility and Observability

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	136,477	2	68,239	50,492	<,001[b]
	Residual	150,014	111	1,351		
	Total	286,491	113			

Notes:
Dependent Variable: My attitude towards AI in marketing is....- my attitud
Predictors: (Constant), Compatibility, Observability

The above ANOVA table showed (F= 50,492), while (sig. =0, 01) was beneath (sig.= 0,05) that as per, Mesquita and Kostelijk (2022) demonstrated that no less than one of the free factors was considered to impact the reliant variable disposition towards artificial intelligence in promoting.

Table 10 ANOVA Coefficients and Collinearity- Compatibility and Observability

Coefficients

Model		Unstandardized Coefficients B	Coefficients Error Beta	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
	(Constant)	6,022	0,334		18,012	<,001		
	Observability	0,026	0,063	0,029	0,418	0,677	0,982	1,019
1	Compatibility	-0,579	0,059	-0,686	-9,892	<,001	0,982	1,019

Notes:
Dependent Variable: My attitude towards AI in marketing is....- my attitude is:

Table 12 showed the relapse coefficient and the incline of the relapse line that demonstrated the relationship between's the reliant and free factor. (Sig0, 05) was considered to indicate that the independent variables predict the dependent variable in the regression analysis (Morgan, 2004). The free factor Recognizability got a (Sig. =0,677), which showed that the variable doesn't essentially affect the reliant variable. Consistently, the autonomous variable of Similarity acquired (sig. < 0,001), demonstrated that Similarity affects the reliant variable. In light of the outcomes introduced the result according to the speculations tried are introduced beneath.

H1: People's attitudes toward AI-generated marketing content are influenced positively by AI technology's high degree of observability. Not upheld

H2: Serious level of Similarity in man-made intelligence innovation emphatically affects the people's disposition towards computer based intelligence produced content in showcasing.

Table 12 showed the relapse coefficient and the slant of the relapse line that demonstrated the relationship between's the reliant and free factor. The relapse examination anticipated various factors, where (Sig<0, 05) was considered to demonstrate that the free factors foresee the reliant variable (Morgan, 2004). The free factor Recognizability got a (Sig. =0,677), which showed that the variable doesn't essentially affect the reliant variable. Consistently, the autonomous variable of Similarity acquired (sig. < 0,001), demonstrated that Similarity affects the reliant variable. In light of the outcomes introduced the result according to the speculations tried are introduced beneath.

H1: People's attitudes toward AI-generated marketing content are influenced positively by AI technology's high degree of observability. Not upheld

H2: Serious level of Similarity in computer based intelligence innovation emphatically affects the people's mentality towards computer based intelligence produced content in advertising. – supported.

Descriptive Statistics Second Questionnaire

The following tables investigated the third hypothesis regarding the dependent variable "Purchase intention" and the independent variable "Attitude towards AI in marketing". In the second part of the questionnaire participants were split randomly into two groups, one group

Table 11

Descriptive

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	Upper Bound	Minimum	Maximum
0	36	3,4444	1,68089	0,28015	2,8757	4,0132	0	7
1	35	2,9143	1,35845	0,22962	2,4476	3,3809	0	6
Total	71	3,1831	1,54282	0,1831	2,8179	3,5483	0	7

The above table showed the randomized split between the gatherings, (N=35) members were informed the text was composed by man-made intelligence, while (N=36) members were informed the text was composed by a human publicist. The mean qualities uncovered that the buying goal, as estimated on a seven-point bipolar Likert scale, (M=3, 4444) for the computer based intelligence bunch and (M=2, 9143) for the marketing specialist bunch proposing a negligible contrast between the two gatherings concerning their buying aim.

Hypothesis testing H3

Table 12 One-Way ANOVA – Purchase Intention

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4,988	1	4,988	2,129	0,149
Within Groups	161,632	69	2,342		
Total	166,62	70			

The table above displayed (Sig. =0,149), which exceeded (sig.>0, 05), meaning that there is no significant difference in purchasing intention between groups after reading the promotional message (Morgan, 2004). Indicated that being told it was AI did not significantly impact participants' purchasing intention negatively compared to being told it was a copywriter.

Table 13 Variance- Attitude

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,446[a]	0,199	0,176	1,526

Notes:

Predictors: (Constant), Attitude AI

The changed R square as per Morgan (2004) showed the amount of the difference in the reliant variable that was made sense of by the autonomous variable. Inside the gathering that were informed that the text was composed by man-made intelligence in the subsequent poll, 17,6% of the change in the reliant variable of procurement expectation can be made sense of by the free factor mentality towards artificial intelligence in promoting.

Table 14 ANOVA – Purchase Intention And Attitude.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19,701	1	19,701	8,459	,006[b]
	Residual	79,187	34	2,329		
	Total	98,889	35			

Notes:

Dependent Variable: Purchase intention AI

Predictors: (Constant), Attitude AI

This outcome (Sig.=0,006) demonstrated, as per Mesquita and Kostelijk (2022), that the free factor of Demeanor towards man-made intelligence in promoting fundamentally affects the reliant variable buy aim since (sig.<0,05) inside the gathering that where told the text was composed by artificial intelligence.

Table 15 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,211	0,809		1,496	0,144
	Attitude-AI	0,499	0,172	0,446	2,908	0,006

Notes:

Dependent Variable: Purchase intention - AI

The table showed (B=0,499) demonstrated the normal change in the reliant variable buy aim for every one-unit expansion in the free factor Disposition towards simulated intelligence in promoting (Pallant, 2005). This showed that there was a modestly certain connection between the members' mentalities towards computer based intelligence and their buying aim. The (sig. =0,006) was lower than (sig. =0, 05) showed a measurably huge connection between the reliant variable buy goal and free factor mentality towards computer based intelligence in promoting. This imply that disposition towards simulated intelligence in showcasing was considered too well affect buy expectation, demonstrated that the speculation can be upheld (Morgan, 2004). The above table and factual outcomes, show the result with respect to third speculation as introduced underneath.

H3: Customers' intentions to buy are influenced positively by positive attitudes toward AI-generated content in marketing, as demonstrated. The findings that were discovered through the analysis of the data collected for this research are discussed in the discussion section of this paper. The reason for this study was to analyze the expected connection between the ideas of Similarity, Perceptibility, and disposition towards artificial intelligence in promoting. The ideas were gotten from existing and past examination, and assessed utilizing polls from which the things were acclimated to fit the specific circumstance. The motivation behind fostering this examination paper was to research the connection and impacts among mentality and buy aim inside the setting of involving computer based intelligence in advertising. Similarity was displayed to have a positive connection with the people's disposition towards the utilization of man-made intelligence in showcasing. Concerning the examination question and the consequences of the review, it shows that shoppers uplifting perspective towards man-made intelligence in showcasing have a constructive outcome towards their buy goal. Interestingly, results showed that whether an organization's substance is made with man-made intelligence, or a human doesn't essentially affect shoppers buy goal. This presumes that buyers are open for a more extensive utilization of computer based intelligence in promoting with respect to their buy aim.

6. Discussion

The conclusions that emerged from the examination of the data gathered for this study are covered in the discussion section of this document. Examining possible connections between the ideas of compatibility, observability, and attitude toward artificial intelligence in marketing was the goal of this study. The ideas came from current and earlier studies, and they received evaluation with the use of questionnaires and their elements were modified to make them appropriate for the given situation. The notions of comparability and observability, as well as how they

affect attitudes, are the main topics of each section that makes up this chapter. Subsequently, the effect of disclosing the source of the text (AI vs. human) on the buying intentions of the participants is examined.

6.1 Observability

This section focuses on the findings related to Observability within the Diffusion of Innovation Theory, which refers to the visibility and communication of an innovation's benefits within a social system. Contrary to previous studies, the results of this study showed that Observability did not have a statistically significant effect on attitude towards AI in marketing (Sig.>0.05). This suggests that the mere visibility of AI usage and its benefits in the marketing context did not strongly influence the formation of positive attitudes among the public. Attitudes are primarily shaped by individuals' values, beliefs, and experiences, which, in this case, are influenced by the communicated benefits of AI in marketing. The visibility of AI in marketing does not necessarily mean that its benefits have been clearly observed or effectively communicated within the social context of consumers. It is also possible that even if the technology is visible and present in public discourse, media, and advertising, the understanding of its benefits and implications may be challenging. This could explain why increased Observability does not lead to a more positive attitude, as individuals may struggle to comprehend the practical usage and benefits of the technology. Additionally, the concept of technological skepticism may play a role in mitigating the impact of Observability. Individuals with high levels of skepticism may have already formed a fixed attitude towards AI that is resistant to change, regardless of its visibility and demonstrated benefits. The bandwagon effect, wherein individuals conform to the majority opinion even if it contradicts their own beliefs, may also influence attitudes. If individuals perceive that society is generally skeptical of technology, they may report a more negative attitude, even if it does not align with their personal views and the observed level of Observability. The nature of AI as an innovation could further contribute to the lack of a significant relationship between Observability and attitude. AI is often integrated with other technologies, making direct observation challenging. Participants in this study may have difficulty identifying AI compared to more tangible technological innovations from the past. The benefits of AI-usage in marketing may not be obvious or identifiable enough to impact individuals' beliefs and perceptions. Previous research on Observability has primarily focused on end users who directly observe and appreciate the benefits of the technology. In this study, the focus was on the usage of generative AI in marketing from a consumer perspective, where individuals only observe the outcome of AI usage in marketing, such as receiving a promotional message. The content of the message could influence the visibility of AI technology being used. If the message emphasizes the benefits of AI, Observability would have a more positive impact on attitudes. Overall, the results suggest that Observability does not have a significant relationship with attitudes towards AI usage in marketing. Future research could explore the role of technological skepticism in moderating this relationship and investigate the impact of making AI usage more identifiable and observable in order to influence attitudes positively.

6.2 Compatibility

This study aimed to examine the influence of the compatibility element in the diffusion of innovation theory on attitude, specifically in relation to the adoption of AI in marketing. Compatibility refers to the extent to which a technological innovation aligns with an individual's personal social values, experiences, and beliefs. According to the theory, the more compatible the innovation is with these factors, the more likely it is to be accepted by individuals (Rogers, 2003). Previous research has demonstrated that the degree of compatibility an individual perceives has a positive impact on behavioral intention (Nordhoff et al., 2021) and attitude towards technological innovation (Lin et al., 2010). Based on these findings, the second hypothesis of this study posited that the more the usage of AI in marketing aligns with participants' beliefs and values, the more positive their attitude towards the technology would be. The study found supporting evidence for the significant and positive effect of compatibility on attitude towards AI in the marketing context (sig. <0.05). These results are consistent with previous research that identified compatibility as a positive influencer on attitude in other contexts, such as mobile banking (Lin, 2011) and anti-spyware adoption (Lee & Kozar, 2008).

The findings imply that a higher level of compatibility between the usage of AI in marketing and individuals' values and beliefs fosters a more positive attitude towards the technology. Therefore, efforts to associate AI usage in marketing with commonly held values and beliefs in society may be effective in cultivating a positive attitude towards the technology among the public. This also suggests that individuals who recognize the benefits of AI usage in marketing may perceive it as aligning with their lifestyle and preferences. Consequently, companies seeking to engage and retain consumers could emphasize the utilization of AI technology and its associated benefits in their marketing efforts. Building on the theoretical foundation that an individual's attitude is influenced by their values and beliefs (Amoroso & Lim, 2017), the results of this study further support the compatibility element of the diffusion of innovation theory as an important concept to consider when developing new technologies. If innovators are concerned about public attitudes towards their innovation, considering its compatibility with the values and beliefs prevalent in society could be beneficial. The research findings suggest that if the public perceives the innovation as compatible with their lifestyle and preferences, their attitude towards it improves, which lowers the threshold for adopting the innovation. Consequently, the benefits of the innovation to society could be realized more quickly and at a lower cost for the innovator. These findings provide additional support for the previously established relationship between compatibility and attitude, as previously observed in the context of the mobile banking sector (Lin, 2011) and anti-spyware adoption (Lee & Kozar, 2008). ## 6.3 Attitude and Purchase Intention

Attitude, as defined in various research papers, is a construct that is shaped by our values and beliefs developed over time (Roos & Hahn, 2017). These values and beliefs are influenced to some extent by our cultural and social context (Boer & Fischer, 2013). In this study, we measured attitudes towards the use of AI in marketing, considering the specific values and beliefs formed by individuals within their social and cultural constructs. The results showed minimal differences in purchase intention between groups informed that the marketing text was generated by AI versus human copywriters. This suggests that consumers' purchase intentions are not significantly influenced by whether AI or a copywriter creates the promotional message. Rather, the quality of the message itself, in alignment with consumers' values and beliefs, appears to be more important (Roos & Hahn, 2017). The study also revealed a positive and statistically significant effect of attitude on purchase intention within the context of AI in marketing, specifically using email marketing as the tool (sig. <0.05). This finding aligns with the theory of planned behavior, which suggests that a positive attitude increases the likelihood of pursuing a specific behavior, such as making a purchase (Ajzen, 1991). Attitude, influenced by personal values and social experiences, can vary among consumers and is shaped by different contexts (Smith et al., 2008). Consequently, attitudes toward applying AI in marketing can differ depending on the marketing tool, participants' perspectives, and the product or service being promoted. Credibility plays a crucial role in obtaining a positive attitude, as it is essential for participants to believe

in the promotional message and its creator. In this study, the positive attitude towards the use of AI in marketing significantly influenced purchase intention, indicating the importance of perceived credibility and trust in AI-generated content (Cukurova et al., 2020; Shin & Park, 2019). It is worth noting that this study focused on the relationship between attitude and purchase intention within the specific context of a fictitious smartphone brand, aiming to exclude the influence of past experiences and brand-related implications. The use of a fictitious brand allowed for an investigation solely into attitude and purchase intention. Furthermore, the study examined this relationship only within the context of email marketing, and results may vary with other marketing tools. Nevertheless, previous research suggests a favorable relationship between attitude and purchase intention in internet-based tools, as people become more receptive to new technologies in that domain (Smith et al., 2008). The results of this study supported the hypothesis that a positive attitude towards AI usage in marketing positively impacts purchase intention when individuals are aware that the message is AI-generated. However, there was no statistically significant difference in purchase intention between the AI and copywriter groups, indicating that disclosing the author of the text does not significantly impact consumers' purchase intentions in the context of email marketing. These findings align with the theory of planned behavior and previous research, suggesting that this study further supports the correlation between a positive attitude and new technological developments. Based on the results, the use of AI in marketing can be implemented and communicated with a positive influence on purchase intention, particularly within the realm of commercial electronics.

7. Conclusion

The purpose of this research paper was to investigate the relationship between attitude and purchase intention in the context of artificial intelligence (AI) in marketing, as well as its consequences. The results indicate a strong correlation between compatibility and individuals' attitudes towards the use of AI in marketing. Furthermore, the study findings support the notion that customers' positive perceptions of AI in marketing have a significant impact on their likelihood to make a purchase. Interestingly, the research also suggests that customers' purchase intentions are not significantly influenced by whether a firm employs AI or human creators to generate its content. This suggests that customers are receptive to a broader implementation of AI in marketing, as it does not negatively affect their propensity to buy.

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