AI and Content in Marketing: Correlations on Perception

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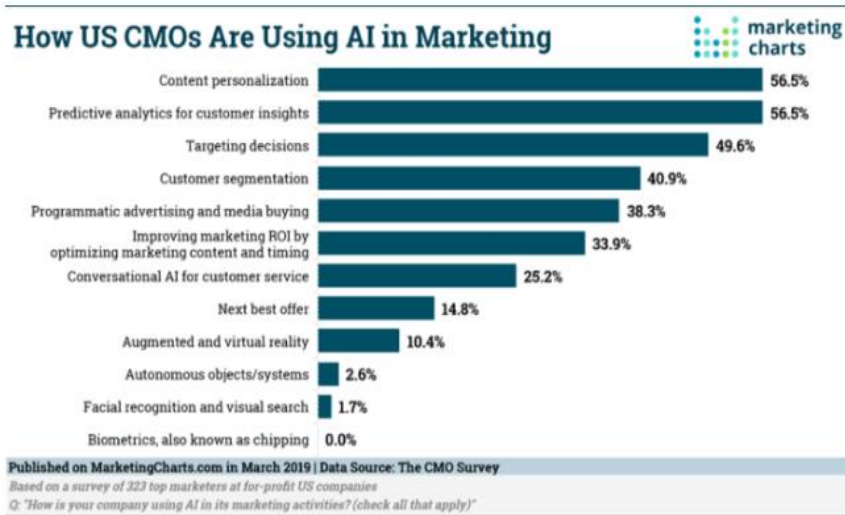Student, Indian Institute of Management, Ahmedabad

Abstract

As a part of the second-year postgraduate programme, the subject chosen to do a project on was AI and Content in marketing. In today's time, AI's presence can be found in all aspects of our lives. It impacts an individual's choices, decisions and thoughts in several ways. Through this project, exploratory research was undertaken to understand the different factors that motivate or deter marketing professionals from using AI language in different spaces of marketing including marketing content. The other aspect to be studied in this project are the metrics that can be used to gauge the influence of using AI in marketing on consumers. A holistic methodology has been adopted to aid the research and its findings. For the primary research, interviews were conducted amongst marketing professionals and online surveys were conducted among our peers. Secondary research was also undertaken by going through various published research and articles on the topic. Useful information was collected and some important conclusions and inferences about AI were drawn and its presence and prevalence in the domain of marketing studied from both an organizational as well as consumer lens.

Introduction

Artificial intelligence, in simple words, can be defined as the capability of machines or software to think and act like humans. It can be called the next industrial revolution as it is set to bring about a transformation in our lives. It can perform tasks more effectively and accurately. Providing solutions to the current problems and helping to tackle future problems, AI can revolutionize the world. AI can be seen integrated into machines and systems, from self-driving cars to speech recognition and banking processes to healthcare. The AI market is projected to reach a staggering $407 billion by 2027. 64% of businesses believe that AI will boost their overall productivity and enhance their growth. Due to lack of skilled manpower available, various companies have begun to adopt AI in their day-to-day operations.

AI can be seen in marketing to generate automated decision-making among the consumers. This happens through collection of data, its analysis and future prediction of consumer behaviour using trends and observations. AI tools use customer/consumer data from social media, emails etc to understand them better. They make use of the information provided in their profiles. Accordingly, customized messages are tailored and targeted to derive the most attention and appeal from the potential consumers. This also makes the process more efficient and speedier as the involvement of the marketing team becomes limited. AI helps in cost saving as it prevents organizations from spending excessively on customization to meet the preferences of the consumers in the content they consume. With accurate results, the customer journey becomes foreseeable and generates higher ROI on each interaction with customers. AI also helps in segmenting, targeting and positioning the right product at the right time to the right consumer.

During a March 2023 survey among marketers worldwide, 84 % of respondents said that aligning web content with search intent is the most effective use of artificial intelligence and marketing automation. Improving user experience came next, with around 80 %. Among the main areas in which marketers used AI stood customer service and support, as well as advertisement targeting and analysis, with 19 and 18 %, respectively. The world is witnessing a reduced need for human intervention in the domain of marketing. While we know the pros of AI's presence, we cannot discard the cons it might have. On certain grounds, AI produces varied and perhaps less acceptable results compared to a human generated response.

AI in marketing can be studied on two ends of the spectrum. On one side is the company's desire and choice to be able to use AI for generating marketing content while on the other end of the spectrum lies consumers and their perception and acceptance of AI generated content. From the marketer's perspective, AI can be used to process large amounts of data and generate user insight that can be leveraged to customize marketing copy and create an emotional connect with the consumers. However, as several people have pointed out, AI alone without human interference can produce perfect copy that can be used by and can be considered a substitute for strategic decision-making in marketing. Most marketers believe that- "AI simply has one capability that humans do not have: the ability to process data at a speed that seems near-instantaneous to our minds," as was suggested by Paul Roezer, an individual invested in studying Artificial Intelligence for Marketing.

How US CMOs Are Using AI in Marketing — marketing charts

Use	Percentage
Content personalization	56.5%
Predictive analytics for customer insights	56.5%
Targeting decisions	49.6%
Customer segmentation	40.9%
Programmatic advertising and media buying	38.3%
Improving marketing ROI by optimizing marketing content and timing	33.9%
Conversational AI for customer service	25.2%
Next best offer	14.8%
Augmented and virtual reality	10.4%
Autonomous objects/systems	2.6%
Facial recognition and visual search	1.7%
Biometrics, also known as chipping	0.0%

Published on MarketingCharts.com in March 2019 | Data Source: The CMO Survey
Based on a survey of 323 top marketers at for-profit US companies
Q: "How is your company using AI in its marketing activities? (check all that apply)"
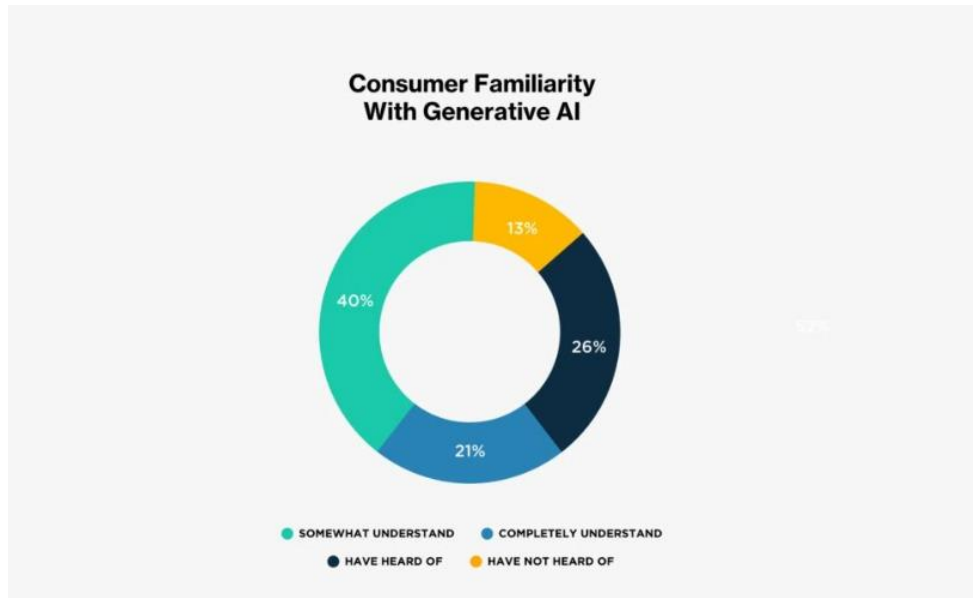
AI provides a competitive edge in marketing and more and more firms are making a shift towards using it because of significantly higher ROI. As the bar graph above from a study on AI-powered content growth presents, CMOs are increasingly using AI for different aspects of marketing, with a maximum usage in content personalization and predictive analysis of customer data for insights but extends to the idea of visual search. Personalization positively influences how consumers perceive a brand therefore making it a top priority for consumers to tailor content to the needs of their target audience.

Content automation is another aspect of confluence between AI and marketing as there is an ever-increasing demand for content consumption and people in the industry of finance, insurance and e-commerce are using AI to scale their content. A new tool in this area is the Natural Language Generation (NLG) that offers real-time suggestions to marketers on what to create content, tapping into the buzz of the industry.

The other end of the spectrum tries to understand how consumers perceive AI generated content when pre-

sented to them. Across different parts of the world, government regulation and policy has mandated that firms disclose the role of AI in AI-generated content. This ensures that consumers are aware of the content they are consuming and thereby the impact it will have on them. People are studying the impact of AI-generated content on the consumers and initial studies have shown that consumers show greater appreciation for human artwork and creativity when contrasted to AI-language generated content. More often than not consumers were able to correctly identify when content was AI-generated which was a proportion as high as 57%.

Consumer Familiarity With Generative AI

- SOMEWHAT UNDERSTAND — 40%
- COMPLETELY UNDERSTAND — 21%
- HAVE HEARD OF — 26%
- HAVE NOT HEARD OF — 13%

The chart above was presented in a research study showing the familiarity that consumers had with Generative AI with a significant 40% proportion being aware of it and understanding its usage in a context. The same study went on to show the emotions that consumers felt towards the future of AI as can be seen in the chart below.

Consumer Sentiment For the Future of AI

- EXCITED — 39%
- NEUTRAL — 29%
- CONCERNED — 32%
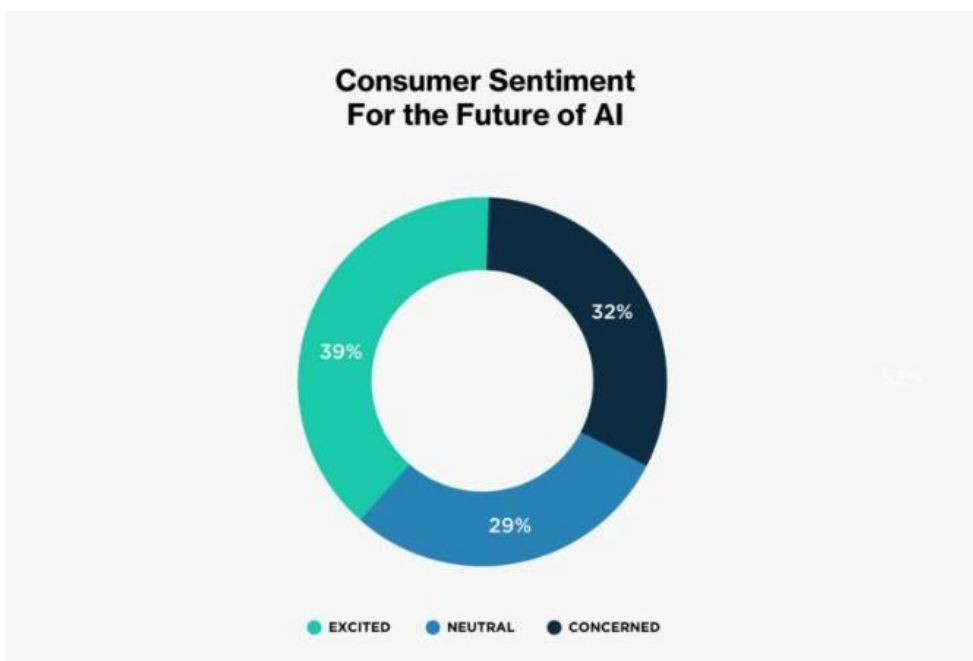
Only about 39% are excited whereas 61% remain largely unconcerned or indifferent raising questions on AI and the futuristic stance it is likely to have. The percentage of people who actively support AI remains small, however a certain number of people can see the benefits of it. Brands have started playing with using artificial intelligence to meet the growing needs of consumer expectations, but the future remains uncertain.

This paper will try to study both the sides of the spectrum to a certain extent and draw connections and associations wherever possible. The paper will be an investigation on organizational motivators and deterrents of using AI in marketing especially in content and will also look at the consumer perspective of consuming AI-generated content and compare it with human generated content to understand their reaction to it and their acceptance or disapproval to certain aspects of the idea. The paper will try to offer conclusive ideas on the role of AI in marketing, especially content marketing in the current scenario which is likely to have an impact in the foreseeable future.

Methodology

Through this project, the objectives we wished to fulfil are-
- to find out the impact of Artificial Intelligence on marketing
- the motivators and deterrents for marketers of adopting it for generating content
- Perception of consumers when they encounter AI-generated content in marketing contrasted to human generated content

The project followed a process of in-depth interviews followed by surveys and an analysis of the survey result to understand different impacts that will lead to conclusive finds on the impact of using AI-generated content in the domain of marketing.

1. Primary Research

The first step involved conducting primary research through interviews. The interviews were taken in two segments. One side questioned marketers who work in the field of marketing to understand factors that motivate them to use AI language and the factors that deter them from using AI-language. The other side focussed on studying the consumers who are the target audience for the marketers and their perception of AI-generated content in contrast to human-generated content.

Following the in-depth interviews, a survey was circulated amongst people within and outside the community of IIMA to understand different factors that influence their perception of the two kinds of content generated- AI and human. Through the survey, the research tried to understand the difference in how AI generated advertisements, taglines and claims are perceived compared to human generated ones by consumers. These factors had been identified during the in-depth interviews and the survey was a comprehensive exploration of those factors identified.

For the interviews, the questions broadly covered the following topics:

For Organizations/Marketers:
1. Awareness and previous usage of AI language in marketing
2. Motivators to use AI for marketing
3. Deterrents to use AI for marketing
4. Expectations about AI in the future of marketing

For Consumers:
1. Reaction to knowing usage of AI in marketing content
2. Preference for AI-generated vs Human generated visuals

3. Preference for AI-generated vs Human-generated phrasing in marketing
4. Perception of emotion in AI vs Human-generated marketing content
5. Influence of AI on purchasing decision
6. Influence of AI on perception of trust of the brand and its claims
7. Customer Behaviour: Understanding the consumer preferences based on how they perceive the product and identify key attributes that influence their response.
8. Motivational factors as to what draws the consumers towards the products based on the difference between the AI generated ad and human generated ad
9. Deterrents as to what are the major hindrances that prevent consumers from buying the product based on the difference between the AI generated ad and human generated ad

2. Survey

The primary research analysis was undertaken using a survey following the in-depth interviews. The survey was aimed at studying the consumer side primarily and the perception of AI-generated vs Human-generated marketing content amongst consumers. A questionnaire was circulated amongst people of different age groups to gain insights on consumer perception of the importance of various attributes of a brand's advertisement (in this case, the brand was Cadbury). The survey was a comparative study on the perception and preference of consumers about AI-generated marketing content and human-generated marketing content and to understand the impact of it on their buying decision. The sample included students of various courses at IIM Ahmedabad, and non-IIM Ahmedabad students/professionals belonging to diverse educational backgrounds. The heterogeneous nature of the sample accurately represented the target audience, helping to set the context of the analysis. The AI-generated content was presented with a disclaimer for better clarity of the consumer while making their decision on choosing the influence of the content presented.

3. Secondary Research

Alongside primary research, the project involved extensive secondary research that included literature review and reading through research papers and articles to gain an understanding of the current exploration of the topic and as it stands now. Secondary research was in-depth review and evaluation of the work that has been done, identifying scope of work that could be included in this paper and furthering several scope in the domain of AI and marketing.

Primary and secondary research was followed by analysis of the data collected and inferences from it that could prove to have interesting insights and offer more light on areas to explore ahead for furthering this study.

Exploratory/Secondary research

The first phase of the research design was complemented by exploratory/secondary research of reports, and other relevant literature that was carried simultaneously as well as after the interview and the survey. It offered more clarity on the topic and could be used to validate the analysis and increase the understanding of the depth of research done in this domain. The research involved extensive secondary exploration that involved literature review, reading existing research papers, identifying factors that had been identified and trying to correlate it with the findings of the primary research. Secondary research also involved reading articles, interviews and real-life accounts of people- both marketers and consumers and their take on AI-generated content.

Artificial intelligence is all pervasive in today's world of marketing. It has changed the way consumers

perceive a brand; it has also changed the way websites capture consumers' interests and cater to them. Many consumers find it convenient, personalized and targeted when the advertisements make use of AI tools. From quick commerce and e-commerce sites to social media platforms like Instagram, Facebook and Linkedin, AI tools' ability to create content using its advanced algorithm helps in reaching out to consumers at a deeper and more personal level. This not only helps in increasing traction and retention on these platforms but also incentivizes more purchases. Technology can recognize faces and serve business needs through interactive web design.

Presented below is a graph depicting the trust level of AI ads among consumers (with and without disclosure of AI being used.) We can clearly observe the increasing trust levels among consumers with respect to usage of AI in advertisements. The graph illustrates increased trust levels on parameters of ad appeal, trust in the ad and trust in the company showing the ad. When disclosed that the ads have been generated using AI, people tend to develop more trust. This clearly shows the power of technology, and that people associate a certain level of reliability and credibility with this tool.
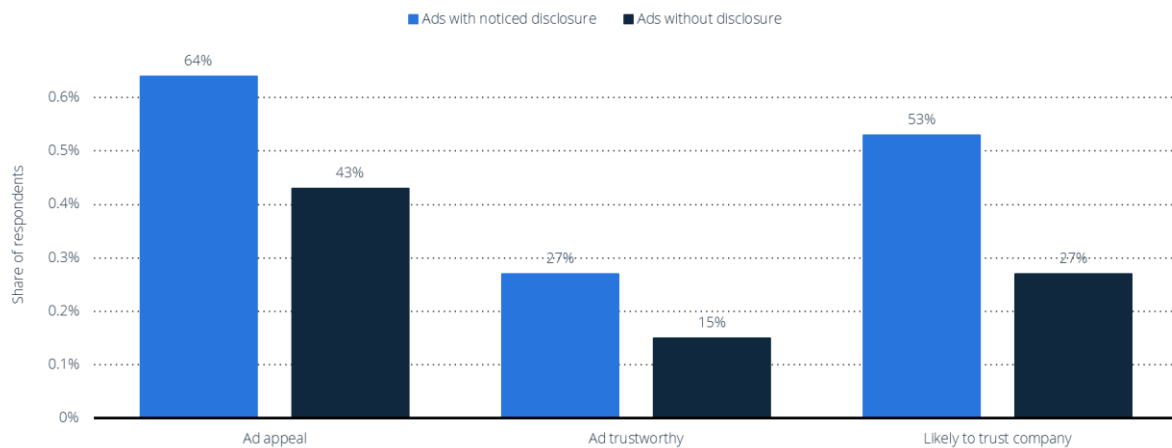
According to a survey conducted in January 2023, it was found that almost 45 % of people hardly had any knowledge on how artificial intelligence and machine learning technologies worked. However, 73 % of the respondents believe that artificial intelligence and machine learning have the capability to deliver a better experience for the customers. 48 % of the people stated that they would like to use AI more often if their online experience with the brand becomes more consistent. One good example of this can be online shopping where can be used to influence customer demand. To further understand this, a poll was conducted to gauge how AI can enhance customer experience. To this, some of the respondents said that one of the ways could be AI helping with price comparisons of the offered products/services, thereby improving online shopping. Finding deals was ranked second with 46% of the responses while offerings/ products relevant to the deal was another item on the list with 41% respondents. Of all respondents of the brands and advertisers creating and sharing generative artificial intelligence images, 16 % of the respondents were aged between 35 and 44-years-old, and these found the images extremely appealing. Another 12 % of respondents between 18 and 34 years old mentioned that generative AI images are very appealing for social media advertisement if generated and/or posted by an influencer. Forty nine percent of the respondents approved the use of artificial intelligence when writing brand product descriptions in advertisements. The marketing content created by artificial intelligence and the use of chatbots came next approved by 43 and 41 percent of the interviewees, respectively.

AI can also cause dissatisfaction to certain consumers. Let us look at some of the disadvantages one might have to go through. Many consumers can't distinguish between terms like Artificial Intelligence, Machine Learning, Deep Learning etc. On one side, they may appreciate the voice recognition feature that simplifies their lives, but they are also cautious in developing emotional connection with AI devices. Often, they might have to repeat a query in numerous ways to get the desired response. AI doesn't have sympathy, like humans. It cannot be expected to respond like humans because it is a programmed tool. This might be disappointing or frustrating, but consumers don't have a choice. While the consumers are intrigued by the amazing content and personalization that AI offers, the subject of privacy also remains a concern. The thought that AI, despite being a non-human force, can have access to several dimensions of an individual's life can sometimes make a person feel uncomfortable and uneasy. While dependence on AI has grown with time, so has consumers' expectations. AI is a technology, and technology can default at times. That remains a space where only humans can rectify the error. For example, if a consumer instructs chatbot Alexa to show her results of product 'X' person but Alexa isn't able to understand the given command well and ends up showing results for another product, the consumer can become impatient and frustrated. These are some of the cons of AI that humans need to deal with.

AI is a unique and powerful technology that is used by companies for strategic marketing. It comprises machine learning, deep learning and computer vision etc. In other terms, we can say that all apps that have AI integrated in them allow automation that in turn helps reduce dependency on humans.

There are several finer aspects of marketing in which AI plays a crucial role in this. The client's data is continuously analyzed and customized messages are sent to consumers. The tools also categorize customers sometimes and use their insights to provide them with the best possible experience. Marketers also use AI for identification of any possible trend, forecast them for future, allocate the budget accordingly and decide what would be the perfect target segment. AI helps in planning, followed by conversion and then customer loyalty, playing a crucial role in the success of an organization.

AI makes use of conversational chatbots present on various websites and tools to answer customer queries without the need for any telephonic conversation with a human. Since different consumers may react differently to a particular kind of message, ML and AI help in tracking which messages and emails the consumers mostly react to and what drives them: an emotional appeal, logic or something else. They create a comprehensive user profile for more personalized interaction, based on consumers' preferences. Not just that, the chatbots also collect voice messages and recordings and interpret them. For example, AI based chatbots like Alexa and Siri work on speech recognition where they act as per voice-based instructions given by the users. In fact, chatbots are more important marketing tools from a company's perspective, compared to the visual AI and text generation tools.

To further understand the pivotal role of AI in the current time and how businesses are utilizing the technology, we can look at some numbers. Marketing AI tool usage has increased by approximately 53% from 2022 to 2023. Around 68% of the marketers believe that it has given a boost to their careers.

75% of the marketers agree the use of AI tools reduces the manual task time. 73% say that they feel more productive as they can complete more work in less time. 70% believe that it helps in better data analysis while 64% think that it helps to understand consumers better.

How marketers use AI
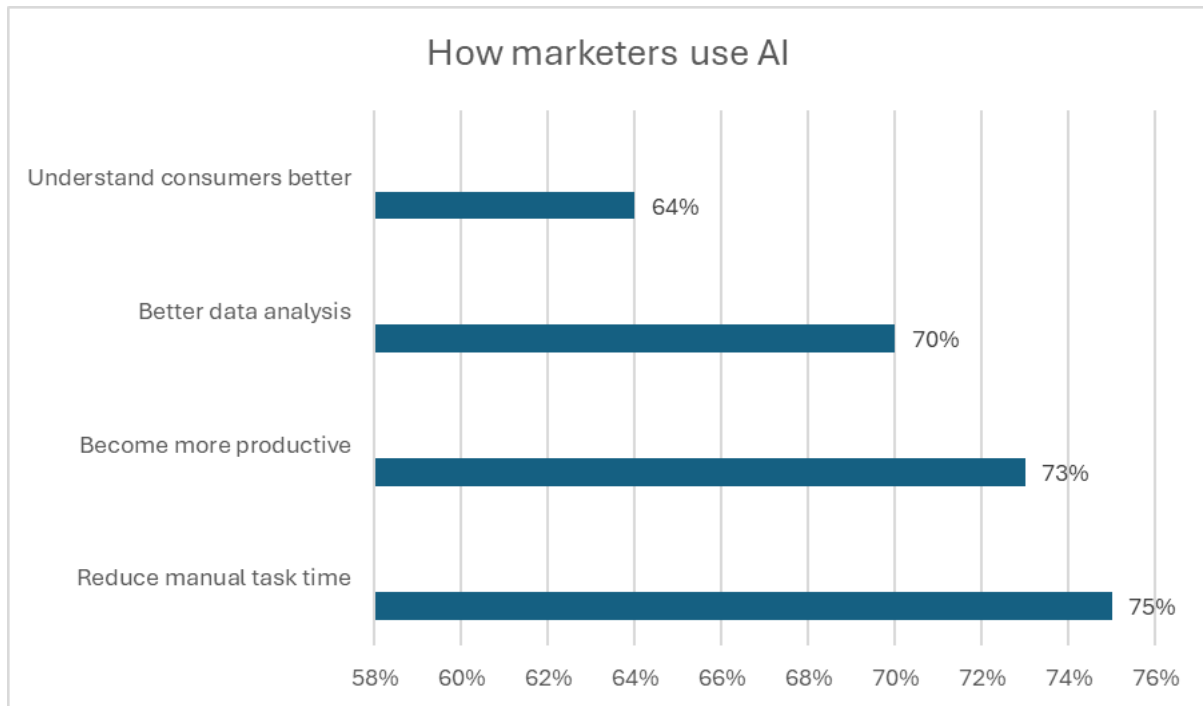
Machine learning is another part of AI that is built on its ability to compile data using different sources and then use the collected data to generate relevant content to engage the audience. The application of AI in Digital Marketing tracks the consumer journey closely, provides recommendations based on that information and predicts and estimates the price that can possibly get the maximum number of conversions, the most appealing tagline etc. It helps marketers decide their strategy, plan their campaigns and implement them in the best possible way. It has made jobs easier, created space to find desired jobs faster.

Sales and engagement can be increased if brands offer a richer experience to the consumers. It will help increase attraction and distinguish the brand in the competitive landscape. Customer experience is heavily influenced by technological advances. If the technology is enabled with AI tools, the advertisements can create a huge impact and add value to the brand experience.

Studies have shown that consumers' lifestyles and personality traits significantly influence their purchasing decisions. Their search history clearly reveals their attitudes, preferences etc. that the companies use to capitalize on. The consumer's values and behaviour are inferred and mapped to suitable companies and their offerings. Thus, it can be said that buying behaviour is dependent on several factors of one's personality that includes lifestyle, emotions, thought process, beliefs, demographics, economic status etc. This can also be broken down into a two-part structure to better understand consumer psychology. The first part is observability which is based upon whether the usage and benefits of AI could be observed or not. To check observability, we can ascertain if whatever the technology displays is attractive to the consumer or not, their like/dislike for the same and if they can retain it. The next part is compatibility where it is assessed if the offering is suitable as per the consumer's needs and preferences. If the AI based technology is successful in showing results aligning with the consumers' personal values, beliefs and experiences, it can be said to be compatible. When AI advertisements bring about a space where likeness can meet the use, it will translate into a purchase. The observability and compatibility factors influence users' attitude towards AI content and in turn, influence purchasing intention as well.

Once the marketers adapt themselves to the technology, they can utilize the saved time in a better way. The saved time can be used for creative exploration, critical analysis and seeking opportunities to grow. It also makes them more productive by streamlining their work process. AI also helps with better CRM (Customer Relationship Management) as it suggests relatable writing styles, customized messages etc. that strongly resonates with customers. When employees get more time, they are motivated to act in big ways and drive significant changes in the company. Efficiency increases, leading to positive and desirable business outcomes. About 68% of marketing leaders see a huge ROI potential on their AI investment. Nowadays, AI tools are used not only for their business but also for application screening and hiring of employees.

As per a report on AI uses in marketing, the various AI tools include OpenAI, Scale AI, Adept, Cohere.ai etc. Open AI, the creator of ChatGPT, was the most funded Machine Learning Platforms/Operations in 2024 (11,300 million US dollars), followed by Scale AI (603 million US dollars). ChatGPT is the leading generative AI text tools with ~ (20%) market share, followed by Jasper Chat (~13.42%) and YouChat at 12.28%. As of July 2023, the main tasks in which marketing and advertising professionals use AI worldwide are for drafting purpose (52.5%), Brainstorming (48.5%), research (33.2%) and generating summaries of long-term content (29.2%).

Market share of leading AI tools
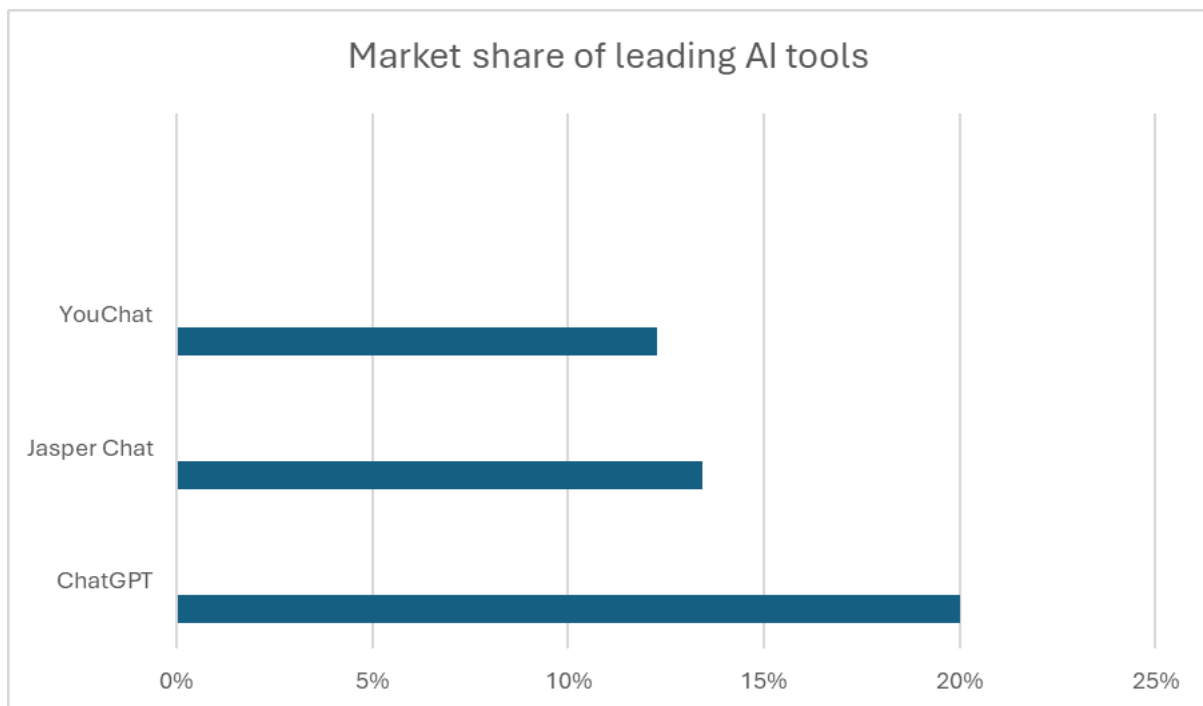
According to HubSpot's report, the popular use cases of AI for marketers include: learning how to do things (as told by 40% of people) and research and brainstorming (34% each). Thus, it is clear how the use of AI is not only creating value for the company but for the employees as well. Considering this, the companies have also started deliberating upon policies that allow their employees to use AI. Though no such policies have been made so far for most of the companies, it is expected that the verbal support will soon translate into policy framing as well. What is noteworthy is that the global total corporate investment in artificial intelligence reached almost 92 billion US dollars, compared to 13% in 2015 which shows the

importance of usage of AI for the companies. Hence, it is reasonable to assume that companies would like to frame policies allowing official use of AI.
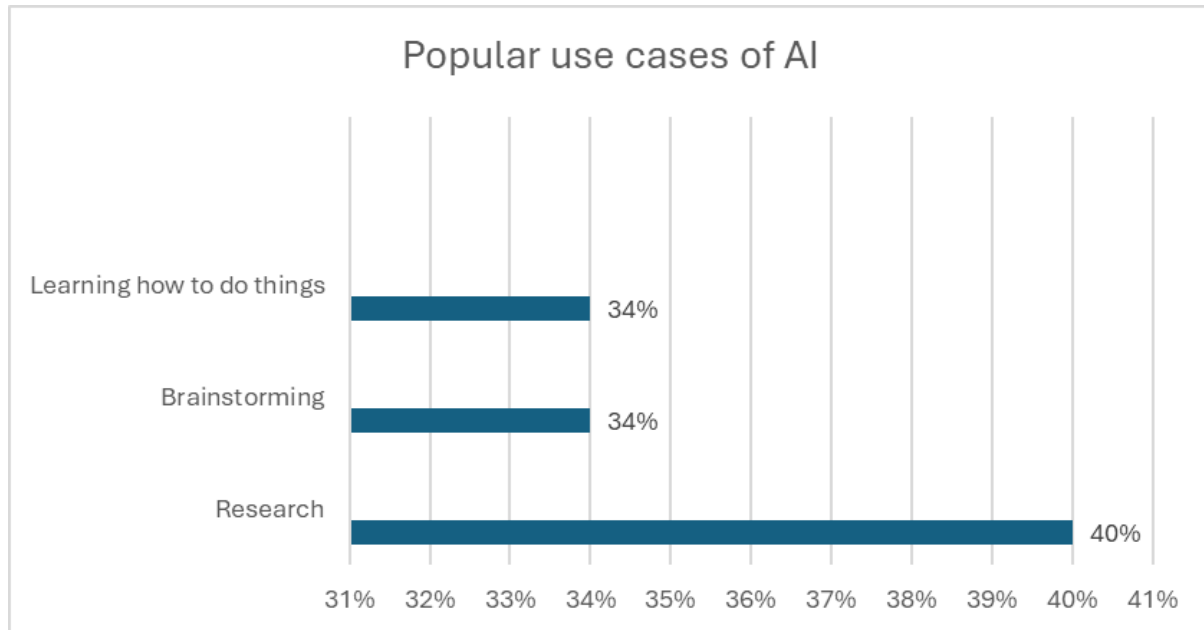
Given the many advantages that AI has, its disadvantages cannot be overlooked. About 50% of the marketers feel pressured to learn AI or they risk becoming irrelevant. They need to keep updating themselves with AI's functionality before they can feel comfortable with the technology. Also, several companies haven't incorporated its usage officially which hinders marketers from using it effectively.

Primary research

The second phase of the research consisted of obtaining first-hand information through personal interactions with people. The focus was to understand people's perception towards AI and its use in marketing. Therefore, 5 personal interactions were conducted with professionals from various industries. This was to supplement the research from the organizations' perspective. Similarly, 7 personal interactions with students and professionals in the age group of 18-35 who are consumers to expound on the idea of perception of AI in marketing content by consumers. This was done to support the research from consumers' perspective.

The interviews with the professionals offered the following major insights. The transcript for the actual interviews has been attached later to the report as an exhibit. Major findings from the interviews with marketing professionals can be summarized in these key points-

- Prefer AI for computational exercises over creative support
- Considers AI a tool that is likely to save time
- Perform manual task that wouldn't have the need for human involvement for its betterment
- Likely to trust with calculation and data analysis which would include processing large amount of data
- Unsure of the understanding of AI on specific requirements like cultural diversity and understanding of the Target groups
- Cost effectiveness makes it an important factor to be evolved further
- Listing of several motivators and deterrents to use AI in the domain of marketing

Interviews with consumers also offered insights into the different metrics that can be tested further to create an understanding of the perception of AI language generated content and advertisements in the marketing domain. The transcripts have been attached below as an exhibit.

Major findings from the interviews with consumers can be summarized in these key points-

- For some, AI is more visually appealing and for some the other way round
- Most associated more with human made ads
- Interviewees felt the lack of human characters and too much animation in AI language generated ads
- Emotions evoked more by human ads due to presence of human relationships and other figures
- Influenced more by human ads to purchase
- Perceives AI to be untrustworthy
- Human ads have specific wins like continuous and relevant in a point in time, human relatability, precedence of seeing human generated ads before
- Human ads used more of personal and relatable words that strike a chord with the consumers, as opposed to AI ads which look more mechanical and generic
- Claims seemed more trustworthy in human-worded sentences over AI-generated sentences

Survey

After conducting some interviews with organizations and consumers, a survey was conducted to get more responses and ascertain if the responses were similar to those obtained from the interviews. Around 180 responses were received from consumers, most of whom were in the age group of 18-30 years (90.21%). The consumers were asked if they had seen different advertisements of Dairy Milk Products to which around 86.08% people replied positively. Next, two variants of the same brand (Cadbury Dairy Milk) were shown to them, one was human generated while the other was AI generated. The consumers were asked to answer the questions by rating them on the scale of 1 to 5 (1 being the least and 5 being the highest) based on several parameters. The survey assessed consumers' perceptions, attitudes and behaviour on parameters like appeal, preference of relationships depicted, animation/vibrancy, how targeted they were, likelihood of purchase and relevance for specific days/occasions. Next, they were asked to read two tables consisting of taglines for the same product. One of the tables had human generated taglines while the other had AI generated ones. They were supposed to rate the tables on a scale of 1 to 5 (1 being the least and 5 being the highest) based on more preferred set, usage of personal words, richness of words, trusting the claims and likelihood of purchase. In all the parameters assessed for advertisements and taglines, the average rating of the human generated versions was higher than the AI generated ones. The results were, thus, similar to what were obtained through interviews.

Given below are the findings through personal interactions followed by findings through the survey.

Findings for organizations

After in-depth interviews with professionals working in the domain of marketing, several factors were studied to understand the major motivators that work towards positively influencing them to use AI language for marketing and major deterrents that hinder usage of AI language by marketers in working in the domain:

Motivators-

The interviews presented several motivators which have been listed below. However, some of these factors

were more prominent and repeated by almost all the professionals as common motivators and factors that had positive association with usage of AI in marketing.

- System is learning
- Time saving
- One-of-a kind
- Empowering
- Saves manual labour
- Efficiency
- Empowering
- Data streaming
- Computationally Savvy
- Human brain slows with data processing
- Cuts down cost
- Saves mind space
- Good analysis
- Manual work like email writing
- Search-browser algorithm processing
- Saves mind space
- Offers multiple ideas
- Helps create foundation

Time saving- Time is a factor that plays a major role in better efficiency in any domain and this remains true for the domain of marketing as well. All the professional interviews pointed towards the fact that they are motivated to use AI because it saves time on several points such as making research faster as all data points are presented at one place making the whole process of finding new points faster allowing the professionals to save on time. AI language is a good source for collecting resources that saves time for professionals on a day-to-day basis. As the system learns over time from all the cues presented to it, it becomes more efficient and in the long run can save more time by producing results on its acquired information and knowledge. Professionals mentioned that in the field of marketing time is of essence as each second results in a new market scenario and letting it slip can be a major miscalculation that can harm the brand in a big way thereby making the time saving and efficiency factor of AI language a major motivator for it to be used by marketing professionals and the marketing domain of different companies.

Data Processing- A strength that has been gauged by professionals pertaining to the usage of AI language in the domain of marketing is its ability to use large amounts of data to process it and produce meaningful results after analysis. For most professionals, AI can help in catering to the limitation of the human brain which is unable to process large amounts of data very quickly. The computational skills of AI are advanced and it can use large amounts of data to produce data capsules that can be used directly by professionals for drawing ideas. A domain that is heavily dependent on data from consumers, competitors and production processes, marketing professionals can leverage the different AI languages available to produce analysis that can offer insights to be applied when making decisions of product development, content marketing, communication strategies and forecasts about how the market is likely to expand.

Saves manual labour- A common understanding about AI amongst the marketing professionals interviewed was that AI can't replace the creativity that can be performed by a human brain in the domain of marketing but can be a powerful assisting tool by doing the manual labour needed to efficiently make

decisions. It can perform tasks such as writing relevant emails, providing information and research sources, making presentations with the necessary information provided which makes it a powerful tool for functioning and as an assisting tool. Most professionals trust AI as an innovation that can accurately process basic operations that would otherwise take up a lot of manual human time. AI language makes life easier for most marketing professionals by reducing the mind space needed for every day, mundane activities associated with the domain and adds convenience to the process of communication drafting and saved manpower hours.

Offers multiple ideas- Most professionals feel that AI language can be used to offer multiple foundational ideas that can enhance creativity. However, solely depending on it can lead to restriction and the multiple perceptions that AI offers should only be seen as a basis to build on new ideas and drive business. As it offers several ideas and perceptions, it can help in refining existing ideas by providing a holistic idea which can be built better by using individual creativity. Multiple ideas help in serving as the beginning point providing the impetus to professionals to look into different matters. The process of basic idea generation is quick for AI and saves time and increases efficiency by allowing for a streamline method to be set by providing a starting point to define the thought process that the marketing professionals can build on.

Word Cloud for Motivators-

Deterrents

The interview also looked at possible factors that are hindering marketing professionals from using AI language in their domain. These factors were wide-ranging and an entire list is mentioned below. The main ideas common amongst all interviews have been built further, ideas that proved interesting and offered new insights in this space.

● Lack of understanding of TG and culture
● One-sided ideation
● Not accurate
● Generic overview, not specific
● Lacks human intelligence
● Affects creative thinking
● Stops ideas from coming
● Overdependence

- Generic perceptions
- Lacks creativity
- Perception that it will replace human job
- Essence of brand is gone
- Content produced is not excitable
- Vague ideas
- Repetitive ideas
- Needs human individuality

Lack of understanding of TG and culture- Most professionals having encountered AI language and used at least once as a form of experimentation have realised that the tool lacks understanding of Target group and diverse culture yet. The domain of marketing is strongly dependent on the knowledge of Target group and different cultures that are leveraged in the marketing field to produce content and strategies that are purposed and can affect a certain segment of the population. AI language offers information that doesn't show depth of understanding of diversity associated with different target groups and cultures and this makes its usage limiting and restrains the professionals from being able to produce targeted strategies and content.

Generic overview, not specific- As was mentioned by most the professionals interviewed, AI language is not always equipped to provide specific information and strategy that might be required in for a specific requirement of the domain of marketing.This is restrictive as it only offers a generic overview and paints an inaccurate picture that can't be used without human intervention. This adds to more time consumption and lacks any specificity that is the edge needed in most marketing strategies. As the ideas offered by AI are not refined, a considerable amount needs to be spent using human intelligence tailoring it to suit the needs of the occasion and it is more convenient to build it off human knowledge instead of AI in such a scenario. Lack of specificity renders any ideas offered by AI useless in terms of practical application and has a negative impact on the effectiveness and speed of designing any strategy. Using generic strategies by AI can adversely affect the impact of its potential consumer groups and audience.

Overdependence- While AI forms a strong tool for laying the foundation on certain ideas, marketing professionals feel it could result in overdependence which will hinder their individual thinking potential and might have an impact on the ideas and strategies they develop. AI can result in over-influencing the thoughts that might take away from the instinctive and original ideas that are of extreme import in the domain of marketing and can result in inclined opinions and ideas to take control over the creative process. Marketing as a domain of any business relies heavily on individual perspectives and ability to make a holistic picture of different aspects of the market and overdependence on a tool might result in strategies that are commonplace taking away from the ability to differentiate, which is what offers a cutting edge to most companies.

Lacks creativity- Most marketing professionals feel that AI languages lack the skill of creativity, an indispensable skill of the domain of marketing and an important differentiator. AI languages lack imagination and work only on the informative data fed to it and can't think of multiple ways to process and synthesize the data. As a result, using human creativity becomes imperative and professionals feel that the use of AI language by them would add to redundancy and not add anything of value. AI language, while well-versed with data driven processes, doesn't add much when it comes to thinking out of the box because of limited individuality and highly mechanical functioning that dissuades employees of the marketing domain from using it.

Word Cloud for Deterrents-

An additional aspect that was derived during the in-depth interviews with the marketing professionals is the part of their work they trust AI language to work on. These are simple, mundane activities that work on information offered and don't involve a creative aspect to it. Here are some of the top areas that professionals of marketing trust AI language to work on-

● Make PPT
● Do heavy computations
● Visuals
● Data driven
● Basic operation
● Visuals

Findings From the Interviews (Consumers)

After conducting 7 in-depth interviews with students and professionals in the age group of 21 to 50, several valuable insights were found from their personal experiences and how they work to gauge the usage of AI in the content offered to them by several brands and their marketing strategies. Some of the major metrics that were identified are as follows which were further studied through a survey circulated across a large sample.

Personal words- Interviewees were given two sentences, one of which was human written and the other was AI generated. After mentioning which was generated by which process, respondents were asked to state the difference between the two (if any). 5 out of 7 respondents said that they found the first one (human written) more engaging and personal. They also found it more effective than the other in terms of capturing attention. The following words can be used to describe people's sentiments on reading the first sentence (Human-generated):

1. Imaginative
2. Creative
3. Personal
4. Targetted
5. Appealing
6. Stronger
7. Engaging

The second sentence (AI language generated) could be described using the following words:

1. General
2. Normal
3. Milder

4. Less appealing
5. Less engaging
6. Mechanical

The survey undertaken studied this metric in further detail to understand the consumer perception about the usage of personal words in advertisements taglines and claims in marketing content. It also tried to understand the richness of the vocabulary used and how consumers perceive it in any word-oriented content for marketing copy.

Depiction of human relationship- This involved asking the interviewees if they like seeing content that shows some kind of human emotions or social bonding or they prefer content that doesn't really involve humans in any way. To this, most of the consumers answered that they are likely to appreciate content where human beings are visible and where relationships are portrayed. This makes the content more relatable, engaging and interesting. For example, in advertisements of festivals like Rakshabandhan and Diwali, the ones where some kind of social and familial interaction was shown garnered more interest amongst the consumers as compared to the ads which simply stated the deals, prices and the products without any human visibility and other visual graphic but nothing pertaining to human relationships.

Animation/Vibrancy- All the interviewees mentioned that they like seeing content that is animated as it looks more visually appealing. The bright colors instinctively draw more attention compared to simpler, flat colors. They said that animations are captivating and can quickly convey the idea. This could be an advantage, given short attention spans however the acceptance of animation generated by AI-language was liked by half of the interview group while others preferred the animations and vibrancy of the human-generated content. One of the interviewees also mentioned that animations help in better brand recall than a very simplistic visual creation. This remains a complex idea as a reflection on content and its perception by consumers that has been further studied by the survey and its findings noted.

Relevance in point of time- Most of the interviewees feel that human generated advertisements understand the relevance of occasions and culture and thus professionals can tap into it which is otherwise lacking when marketing content is generated by AI language that makes its generic and doesn't build on the current point of time when it will be released. On asking the interviewees, it was inferred that they like several advertisements which show occasions like Valentine's Day, Christmas etc. which are otherwise lacking when the visual/content is produced by AI language making them less intrigued during a certain point in time of a year.

Targeted/generic- Most of the respondents said that targeted content is more relevant as per consumer's needs, interests and preferences. Whenever consumers get to see content that is relatable to them, they like engaging more with it. Therefore, content/advertisements related to a particular age group, gender, occasion or emotion would be more eye-catching as compared to an advertisement/content which only talks about the product/service. Targeted content is more personal, adds an element of credibility amongst the viewers and helps improve decision making since the consumers don't have to search in other places to find the relevant content. Human-generated content makes it more targeted as compared to AI language generated advertisement/content that is generic and aims to talk to a large demography without any specificity or creating a positive association/relatability for the consumer to invest in that advertisement/content or product/service.

Trust and Influence - Trust and AI remains a contentious issue as it became evident through the in-depth interviews that were conducted. On questioning if they were comfortable with AI being integrated into the content that marketing firms produce to talk to the consumers, most consumers felt that they are likely to

trust human produced content and claims and that would lead to a positive association with influence of purchase. Trust comes inherently with human-generated content for consumers feel that the claims are honest and relatable for the people who have created the content as well whereas the implication of usage of AI is that the feeling becomes mechanical and consumers feel that the claims made by AI-language are far-fetched and might not hold true in the real world scenario that prevents them from getting influenced from buying it.

Word Cloud for Consumers-

Findings from the Survey (**Consumers**)
Generic Questions
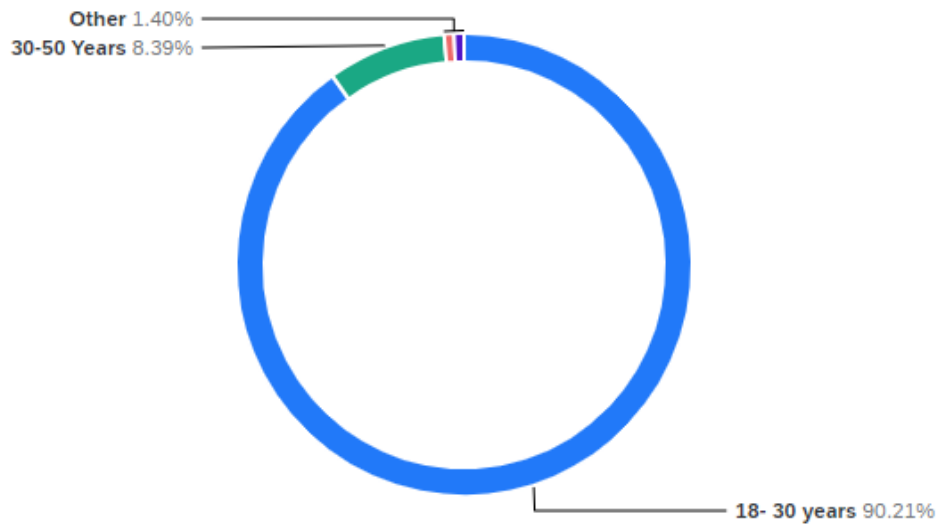
Age
The maximum number of people who undertook the survey were in the age group of 18-30 years followed by 30-50 years.

Have you seen different advertisements of different Dairy Milk products? ⓘ

No 5.70%

Don't Remember 8.23%

Yes 86.08%
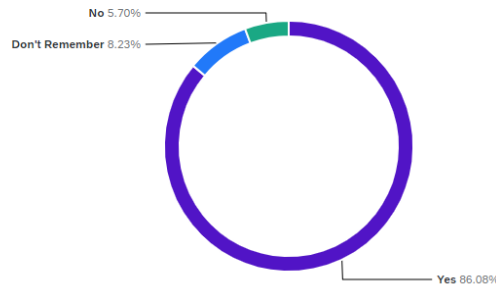
Have you seen Dairy Milk Advertisement?

Most of the respondents had encountered Dairy Milk advertisements before with 86% having seen it and only about 6% of people who had not seen any advertisement by Dairy Milk.

Advertisements

Image 1: Human-Generated

Image 2: AI-Language Generated

Rate the two advertisments on appeal on a scale of 1 to 5 (1 being the leas...	Average
Image 1	3.86
Image 2	2.50

Average of Ratings on the basis of Appeal

More number of survey takers preferred the first image in terms of appeal as compared to the 2nd Image with the average rating of Image-1 being 3.86 on a scale of 1-5 whereas it was 2.50 for Image-2 on a scale of 1-5.

Rate the preference for human relationships in the two advertisements (1 be...	Average
Image 1	4.32
Image 2	2.04

Average of Ratings of Preference of human relationships depicted

More respondents preferred the human relationships depicted in Image-1 with an average rating of 4.32 whereas the average rating for Image-2 was 2.04 in terms of preference on a 1-5 rating scale.

Rate the appeal of the animation and its vibrancy in the two advertisements...	Average
Image 1	3.47
Image 2	2.90

Average of Ratings based on Appeal of Animations and Vibrancy

More participants found the appeal of animations and vibrancy more in Image-1 with the average score at 3.47 as compared to the animation in Image-2 which had an average of 2.90, which is not very far.

How targeted do you think the two advertisements are? Rate on a scale of 1...	Average
Image 1	4.10
Image 2	2.36

Average of rating of the Targeting of Advertisements

The respondents thought the Targeting of the Image-1 as an advertisement was better and more specific with the rating of targeting being at an average of 4.10 whereas the average for Image-2 was lower at 2.36.

How likely are you to buy the products after seeing the two advertisements...	Average
Image 1	3.36
Image 2	2.40

Average of Likelihood of Purchase based on the Advertisements

Image-1 with the human-generated advertisement had an average of 3.36 on a scale of 1-5 in terms of influencing the consumer to buy the product as compared to a 2.40

How relevant do you think the two advertisements are for a special occasion...	Average
Image 1	4.38
Image 2	1.85

Average of Relevance of Advertisements for Specific Days/ Occasions

The respondents feel that human-generated advertisement is likely to influence them to buy the product more with an average of 4.38 which is comparatively lower for Image-2 which is AI-generated advertisement at 1.85.

Taglines

Table 1: Human-generated Taglines

Table 2: AI-language generated Taglines

Rate the two tables on the preference of the taglines on a scale of 1 to 5...	Average
Table 1	3.93
Table 2	2.13

Average of Rating the Preference of Taglines

There is a sizable gap in the preference of taglines with respondents rating the taglines of Table-1 higher at an average of 3.93 on a scale of preference of 1-5 which is as low as 2.13 for Table-2.

Rate the two tables on the preference of the taglines that feels more perso...	Average
Table 1	4.04
Table 2	1.99

Average of Ratings of Taglines Feeling Personal

Most of the respondents felt that the taglines of Table-1 are more personal with its rating having an average of 4.04 which is 1.99 for the taglines presented in Table-2.

Rate the two tables on the richness of words on a scale of 1 to 5 (1 being...	Average
Table 1	3.42
Table 2	3.07

Average of Rating the Richness of Words

The richness of the words used in the taglines of the two tables were closely matched with respondents rating the richness of the words used in Table-1 at an average of 3.42 where that of Table-2 were rated at an average of 3.07.

Claims

Table 1: Human-generated Claims

Table 2: AI-language generated Claims

How much do you trust the Claims of the two tables? (1 being the least trus...	Average
Table 1	3.44
Table 2	2.79

Average of Trusting the Claims of the 2 tables

There was a considerable gap on the metric of trust of taglines with claims of Table-1 being rated at an average of 3.44 on trustworthiness which was low for Table- 2 at 2.79

How influenced are you to buy the products based on the claims of the two t...	Average
Table 1	3.18
Table 2	2.72

Average of Influence of Purchase based on the 2 tables of Claims

Most respondents rated their likelihood of purchasing based on claims of Table-1 higher at an average of 3.18 which was lower for claims of Table-2 at 2.72.

Analysis

Organizations

Most professionals in the domain of marketing are using AI to an extent and have encountered this tool however there is a long way to go before it gets fully integrated in the field of marketing. Major motivators that were identified that influence the professionals on using AI language are- efficiency, cost effectiveness, computational abilities and ability to keep learning all of which can be enhanced over time by firms invested in the technology of AI language that cam make AI a necessary and powerful help tool to be used by employees in the domain of marketing.

Some of the key deterrents that were identified were lack of understanding of specifics, lack of creativity, and the consequence of overdependence all of which can be areas that can be further studied to better the process of integration of AI in the professional functioning by marketers.

Consumers

Most consumers prefer marketing content that is human-generated as compared to AI-language generated and the conclusion has been drawn based on several metrics. From usage of personal relatable words to depiction of human relationships, human-generated advertisements are preferred and have a better purchasing influence on the consumer. While the survey studied five metrics in detail, all pointed towards preference for human-generated advertisements over AI-language generated content.

Most consumers tend to prefer emotions, relationships, relatability and a feeling of personal connection for the marketing content to have a strong positive appeal on them and have a positive correlation as an influencer for purchasing amongst consumers.

However, on the metric of animation and vibrancy the averages for the human- generated advertisement and the AI-generated advertisement are closer showing that consumers appreciate the graphics produced by AI language but feel that the images are too generic and not targeted, reducing the appeal effect.

In terms of trust and influence, human-generated words and claims hold better influence on consumers based on several factors like richness of words, relatability and precedence.

The survey presented that for integration of AI language by marketers]m several studies would need to be conducted to find areas where AI might positively contribute to brand association in the mind of the consumers or it might lead to negative consequences such as lesser purchase, low levels of trust and lesser intrigue amongst the target audience.

Identified Gaps

Organizations

Lack of ethical policies- Though the study revolves around the usage of AI in marketing yet the fact that its usage is still not officially permissible under most of the companies' policies cannot be overlooked. These companies silently allow for using AI as it helps them save cost and time, but they don't have any such policy framed. The primary goal behind organizations willing to do this is profit making as using AI will help enhance productivity and reduce cost. However, in this process, AI's impact on employees' role and autonomy also gets overlooked. This can affect their work, thought process and behavior. The study doesn't factor this and hence this could be a possible gap to study the motivation/deterrent to use AI language by marketers and professionals.

Ability to use AI- Another possible gap is that despite the employees' awareness about the utility of AI, people might feel inhibited from using it because they aren't comfortable with the technology and

acquiring the skill could take some time and practice. Therefore, training of employees and imbibing the skill required is an important factor and the current situation of it has not been studied by this paper. In the absence of knowledge on how to best use the technology, the employees might use it incorrectly and inappropriately and thus, the purpose of using AI itself will be defeated. The study doesn't consider this lack and its possible impact on using AI by the employers.

Encouraging and integration- The study wasn't successful in capturing whether, usage of AI is being encouraged by companies. If yes, then this should have also been gauged. The impact of AI on employees' role and performance and how and to what extent the technology can be integrated into applications is a point to explore further. While integrating AI into apps and content, the companies will have to ensure that the user experience remains intuitive and seamless. The leadership should actively look into the integration of the tool and its positives and negatives to ensure their employees are ready to handle such technological changes in the near future.

Consumers

Evaluation of limited metrics- Through the survey and the interviews, the consumers' appreciation for creativity, reliability, and correlated preference with behavior and attitude could not be fully gauged. While assessing consumers' preferences and perceptions, certain metrics could be studied, however the pool of metric is much larger, and many points were missed on it. The study limits drawing conclusions on other metrics that might have a strong appeal to the consumers or might prove to negatively influence them on a large scale.

Marketing content only for specific industries- The study mainly revolves around the FMCG industry and doesn't take into consideration the perception of consumers on content produced by AI in other businesses and industries. While the inferences have been drawn based on the interviews and the survey results, it was inclined towards the FMCG industry and therefore there remains a lack of clarity on whether these findings can also be applied to other industries as well. Thus, the inferences can prove to be inconclusive when it comes to the perception of marketing in other industries but offer a scope of area to be researched further.

Sample limit- While the survey recorded responses from around 180 people, a larger sample size would have been better. Another limitation was that despite the form being opened for everyone across different ages, most of the respondents happened to be people between the ages of 18 to 35. This could have possibly made the responses inclined to reflect the thoughts of a certain age group. Inclusion of older people might have encapsulated some diverse opinions and viewpoints.

Recommendations

Upon identifying the gaps, the following solutions are recommended for each of the gaps:

For Companies:

Making usage of AI ethical: Presently, most companies do not have any policy related to the usage of AI. If the companies see a probable benefit through the usage and application of AI, they must include its usage and application in their policy. That will make it ethical and allow for unhindered usage wherever required. At the same time, the companies must ensure that they are abiding by the Company Law and the state laws. If required, they must also cite it in every advertisement or article they publish.

Training of employees: Upon making the usage and application of AI ethical, the companies must make efforts to educate their employees about the same. Learning how to use AI is a skill that needs to be mastered so as to derive the maximum benefit out of it. Training programs should be launched, and employees should be compulsorily enrolled in it so that they can learn and hone their skills.

Encouraging and integration: The organizations should encourage and motivate the employees to use AI as it would enhance their productivity and save time. Along with this, it is crucial that companies provide the digital space and platform where AI based technology can be integrated and where AI applications and tools can be used effectively.

For Consumers:

Including varied metrics: The survey and the interview could be made more holistic by asking questions on more products and services from different industries. This would help in analyzing how the responses differ (if they do) or if there is a pattern that can be seen. The metrics that are used for assessment can also be increased and a correlation can be made between two or more such metrics.

Accounting for more kinds of industries: The current survey and interview is limited to FMCG and more specifically to the food industry. This is a drawback that can be checked by including questions covering a wide range of industries and then observing if and how the results vary from industry to industry and in general.

Increasing the sample size: The more people, the higher the probability of getting more accurate results. The sample size should be larger in order to get more precise and accurate results. A larger sample size will also cover people from different professions and marketers from senior positions as they are more experienced and can bring in a different perspective.

Conclusion

The research paper is an in-depth study of their ever-growing tool of Artificial Intelligence that is taking precedence over several aspects of the world of business, including one its core area that is marketing. Having looked at it from a holistic lens, the paper presents ideas on how to better use the tool by professionals in the domain of marketing to add the differentiator to the strategy based on the powers of AI and leveraging it to effectively and conveniently take it forth to the consumers. Perception of consumers about AI in content and marketing is an important factor that will pave the path for better and more wholesome integration of Artificial Intelligence by businesses and this research was a step towards contributing to this possible future.

Exhibits

Exhibit-1: Interview Transcripts for Organizations

Interview-1-

Q) Are you aware of AI language and its ability to be used in the domain of marketing?

A: Yes, I know about AI language and have looked into the several ways that it can be used in marketing for distance consumer data collection, customisation.

Q) Have you ever personally used AI in your domain of work?

A: Yes, I have although not frequently but in some cases in my work. Have used it to improvise thought and content.

Q) What is it that you have used AI for in your work?

A: So, I have used AI to create a lot of visuals and make PPT whenever I want to save some resources. I have used it a couple of times to look at different research material at one place to make the process quicker.

Q) What are factors of AI that make you feel you could use the technological tool to work with?

A: Although my experience has not been extensive, I feel that a good point of the tool is that it is learning and trying to adapt itself to the new information being fed. I like that it is user dependent and offers many foundational ideas to begin with that one can think about. Does save time and resources, everyday working becomes efficient and definitely does manual job like making eye-catchy ppts better. I think data processing with the tool also might become easy however I have not tried it a lot myself.

Q) What are factors that stop you from engaging more with AI tools and using it more regularly in the work you do?

A: So main problem for me is that it offers a generic approach without any specificity or targeting. The tool lacks the nuance to understand differences in different target groups or the diverse culture of markets. It can only offer an overall strategy, that does stop creative thinking sometimes. Over Dependence also can be a problem since life does become easy and it is tough to not make a habit out of it.

Q) What do you trust that AI is capable of doing?

A: Personally, I have made AI work on a lot of manual functions like basic functions, making ppts, writing emails for me and it has considerable well in it and I might choose to use the tool again for these functions in the future.

Q) What do you think is the future of AI in the scope of marketing?

A: I am absolutely certain AI will become an integral part of marketing, it is already starting to but how much and in what manner still remains to be seen.

Interview-2

Q) Are you aware of AI language and its ability to be used in the domain of marketing?

A: I am aware of AI as a tool and do know that marketing is also starting to use it but I feel it is still at a nascent stage.

Q) Have you ever personally used AI in your domain of work?

A: I haven't used AI myself yet but a lot of my co-workers and people proximity do use the technology giving me an insight into how it might work.

Q) What is it that you have used AI for in your work?

A: I haven't but I feel there are certain things that AI might do well such as processing data. Possibly can be used for making presentations, and narrowing down multiple data stream, trends and search.

Q) What are factors of AI that make you feel you could use the technological tool to work with?

A: Human brain is not capable of doing a lot of computational, data analysis and I feel this is where AI can play a crucial role. The use of data capsule is high in marketing and AI can contribute to that by crunching large amounts of data and coming up with an analysis of sorts.

Q) What are factors that stop you from engaging more with AI tools and using it more regularly in the work you do?

A: The whole idea that it is attempting to replace a human job serves to put me on the wrong side of the conversation. I feel it lacks creativity and can never replace a human job or mind. A creative field such as marketing will always lack if it depends too much on AI.

Q) What do you trust that AI is capable of doing?

A: I can trust AI with heavy computational work from my experience of having seen other people work with it.

Q) What do you think is the future of AI in the scope of marketing?

A: AI might become a part, but it will never replace human potential in marketing and I don't see a very strong positive association soon.

Interview-3

Q) Are you aware of AI language and its ability to be used in the domain of marketing?

A: AYeah, I know about several AI language such as ChatGPT, Jasper and I think they are being increasingly used in marketing.

Q) Have you ever personally used AI in your domain of work?

A: Yes, I have used Jasper before and even the advanced version of ChatGPT sometimes.

Q) What is it that you have used AI for in your work?

A: I have used it for help with copywriting, SEO and SEM. AI language makes it more effective and time saving.

Q) What are factors of AI that make you feel you could use the technological tool to work with?

A: The biggest reason for me to use AI is that it saves manual hours and makes work and usage of resources more effective. It saves time, increases efficiency by offering a lot of resources in one place and cuts down cost to an extent. Data processing and analysis is super quick and mostly accurate so that is another important feature I can think of. Email conversation becomes much easier with it.

Q) What are factors that stop you from engaging more with AI tools and using it more regularly in the work you do?

A: If I work with AI, I see that the essence of the brand is completely gone and the content or strategy that I come up with or is facilitated by AI is not as exciting. Not at all creative and too much of a one-sided ideation.

Q) What do you trust that AI is capable of doing?

A: So using AI, I can work with basic operations. It is a tool to help functioning, not a tool ideal to reach an outcome. Can experiment with video-making using AI tools.

Q) What do you think is the future of AI in the scope of marketing?

A: AI will definitely become a part of marketing but I think in the analysis heavy side of it for instance giving insight into consumer behavior from data possible growth of the market or a product and will probably be used for quick resource availability.

Interview-4

Q) Are you aware of AI language and its ability to be used in the domain of marketing?

A: I know about AI languages and believe that it is being used by several companies to develop some basic ideas of their marketing strategy.

Q) Have you ever personally used AI in your domain of work?

A: AI am a freelancer and in my freelance work, I have used ChatGpt extensively when working on advertisement copies.

Q) What is it that you have used AI for in your work?

A: I have used it when a change was to be brought about to the representation of the brand to be shown visually.

Q) What are factors of AI that make you feel you could use the technological tool to work with?

A: I feel it saves a lot of time and is also cost effective, reduces significantly the amount spent on research. AI languages help in generating multiple ideas and give foundations that can be refined eventually. Does offer multiple ideas to think on and be creative about.

Q) What are factors that stop you from engaging more with AI tools and using it more regularly in the work you do?

A: Ideas presented are not creative enough and ultimately need people to use their individuality. It gets repetitive very fast and gives vague ideas that are not really convenient to use.

Q) What do you trust that AI is capable of doing?

A: Can work accurately on data work and drawing inferences from it. Might experiment with it for working on scripts.

Q) What do you think is the future of AI in the scope of marketing?

A: AI will get integrated but I feel not to a very strong extent. Has changed since I started working but the tool would need to be better for it to be included.

Interview-5

Q) Are you aware of AI language and its ability to be used in the domain of marketing?

A: I know about AI languages and have seen it getting used around me in my company's marketing team.

Q) Have you ever personally used AI in your domain of work?

A: AI have used AI language, not a lot but in some areas like consumer behavior insight, offering customized recommendations to consumer.

Q) What is it that you have used AI for in your work?

A: I have used it to help give a push when starting off thinking in the beginning and on data processing which I feel AI does fairly accurately.

Q) What are factors of AI that make you feel you could use the technological tool to work with?

A: AI love the fact that it offers multiple ideas that one can explore and think along, Saves time in this process by offering many perspectives together and is also resource efficient. I have saved a lot of time by working on data processing with the help of AI.

Q) What are factors that stop you from engaging more with AI tools and using it more regularly in the work you do?

A: While it does give a lot of ideas, most are very genetic and can't be applied without doing a lot of work on it. It lacks understanding of the diverse cultures and Target groups that need to be targeted through marketing content.

Q) What do you trust that AI is capable of doing?

A: I think AI can work well with data and offer multiple insights to begin with that are mostly accurate to make a foundational judgment on.

Q) What do you think is the future of AI in the scope of marketing?

A: AI will be a part of marketing soon but its growth will depend on how the tool functions and how it will be adapted by professionals.

Exhibit-2: Interview Transcripts for Consumers
Personal Interview 1:

Q) Have you ever noticed content or communication by a brand that talks of using AI language?
A: Not really, not paid a lot of attention.

Q) I am going to read out two sentences. Based on your understanding, please tell us if you feel it makes any difference to you.
Variant 1: *"Quick to Cook, Hard to Resist!"*
Variant 2: *"Efficiency Meets Flavor: Ready in 120 Seconds of Perfection!"*
A: The first sentence appears more human, personal and creative to me. The idea of the sentence seems appealing to me. The second variant seems quite mechanical. It is too descriptive and requires more attention to understand.

Q: Alright, moving to the next question. How comfortable are you with the idea of AI being integrated into your life?
A: I use AI like an assistant rather than a tool. It mainly depends on how you use it to present any information to me.

Q) I am presenting to you two advertisements of MAGGI- one of them is human-generated and the other is AI generated, which for you is more appealing?

| **Image-1 : Human-generated** | **Image-2: AI Language Generated** |

A: I like the first one, the human-generated image more.
Q) What do you like about Image-1?
A: I like the first image because it looks more relatable and the human relationship shown on it is making it more emotional and eye-catching. Less usage of animation makes it appear more real.
Q) What do you like about Image-2?
A: The animations are good and vibrant and the use of colour does look appealing.
Q) Which image is influencing you to make a purchase for the product?
A: I am more influenced to purchase based on the first image because it is relatable and adds a human association to it which reminds me of my family time.
Q) Why do you associate more with a certain advertisement of the two?
A: It is the depiction of people, and the fact that it is targeted at people especially youngsters make it easier to associate with it.
Q) Which catches more attention?
A: While the second one does catch attention, it is the first one that lasts it.
Q) Now look at the statements in the advertisement. Which seems more trustworthy to you? And why?

A: The statement on the first one seems more trusting because of its use of everyday words, a colloquial tone to it and simple presentation as compared to the second one which is very fanciful to read.

Interview 2:

Q) Have you ever noticed content or communication by a brand that talks of using AI language?

A: I might have but I can't recollect at this moment.

Q) I'm going to read out two sentences. Based on your understanding, please tell us if you feel it makes any difference to you.

Variant 1: *"Quick to Cook, Hard to Resist!"*

Variant 2: *"Efficiency Meets Flavor: Ready in 120 Seconds of Perfection!"*

A: Sure. So, the first variant is engaging and captivating; it is short and crisp and delivers the idea well. The second looks more verbose and fails to build any kind of connection.

Q) Okay, another question for you. How comfortable are you with the idea of AI being integrated into your life?

A: A I'm not very comfortable since there are privacy and ethical concerns. It can strengthen biases rather than mitigate them as it is based on a trained model. It lacks creativity.

Q) I am presenting to you two advertisements of MAGGI- one of them is human-generated and the other is AI generated, which for you is more appealing?

| **Image-1: Human-generated** | **Image-2: AI Language Generated** |

A: I like the first one, the human-generated image more.

Q) What do you like about Image-1?

A: It feels like the image is talking to me and is targeted towards people my age because of the family relationship they are showing.

Q) What do you like about Image-2?

A: The colors are appealing and so are the visuals. Animations are very cool.

Q) Which image is influencing you to make a purchase for the product?

A: I am more influenced to purchase based on the first image because it reminds me of how it works in my family. Human relationships helps associate and I feel I can replicate it now. Evokes many emotions in me.

Q) Why do you associate more with a certain advertisement of the two?

A: So, the second image lacks any human characters that make it difficult for me to gauge any reaction from the product whereas in the first one the characters show a reaction that becomes a deciding factor for me.

Q) Which catches more attention?

A: The first is more attractive to me because of the holistic nature of it and not just focus on the product on the visual which is too animated in the second image.

Q) Now look at the statements on the advertisement. Which seems more trustworthy to you? And why?

A: The statement on the first one seems more trustworthy because it looks like a claim made for real people whereas the second one looks too mechanical in the hopes to sound creative.

Interview 3:

Q) Have you ever noticed content or communication by a brand that talks of using AI language?

A: Oh yes, I have, but not many times.

Q) I'm going to read out two sentences. Based on your understanding, please tell us if you feel it makes any difference to you.

Variant 1: *"Quick to Cook, Hard to Resist!"*

Variant 2: *"Efficiency Meets Flavor: Ready in 120 Seconds of Perfection!"*

A: Okay. I find the first sentence very personal and targeted. The second one is more general. But the beauty of the language makes it more appealing as well. I believe the first variant is quicker in it expression as compared to the second one.

Q) Great. Next question is how comfortable are you with the idea of AI being integrated into your life?

A: I'm okay because in today's time, it is difficult to find what is AI generated or not.

Q) I am presenting to you two advertisements of MAGGI- one of them is human-generated and the other is AI generated, which for you is more appealing?

Image-1: Human-generated   **Image-2: AI Language Generated**

A: I like the second one, the AI-generated image more.

Q) What do you like about Image-1?

A: So, the inclination to make it personal and emotional stands out in this image. I love the characters presented and the bond they share over the product. It is detailed also.

Q) What do you like about Image-2?

A: The animations are impressive and held my attention first. This is not something I come across frequently.

Q) Which image is influencing you to make a purchase for the product?

A: The visual of the second image makes it look like a wonderful product influencing me to buy the product at least once.

Q) Why do you associate more with a certain advertisement of the two?

A: The sole reason I like the second image more is the vibrancy of it and the colorful play of animations that highlight the product the right amount.

Q) Which catches more attention?

A: Like I said, the second image immediately grabbed my attention because of its vividness and the rich colours.

Q) Now look at the statements in the advertisement. Which seems more trustworthy to you? And why?

A: I like the statement on the first image more and feel it is more trustworthy because it is simpler and doesn't sound as robotic and made-up as the statement on the second image.

Interview 4:

Q) Have you ever noticed content or communication by a brand that talks of using AI language?

A: I don't think so or maybe can't recall now.

Q) I'm going to read out two sentences. Based on your understanding, please tell us if you feel it makes any difference to you.

Variant 1: *"Quick to Cook, Hard to Resist!"*

Variant 2: *"Efficiency Meets Flavor: Ready in 120 Seconds of Perfection!"*

A: When I read the first sentence, the words grab my attention and engage me. The other variant sounds a little generic and robotic. The words used are too technical and aren't that captivating.

Q) Alright. Moving to the second question. How comfortable are you with the idea of AI being integrated into your life?

A: Sometimes it is scary to see apps etc using so much of our data. But most of the time the AI applications provide convenience.

Q) I am presenting to you two advertisements of MAGGI- one of them is human-generated and the other is AI generated, which for you is more appealing?

Image-1: Human-generated   **Image-2: AI Language Generated**

I like the first one, with its human touch and emotions.

Q) What do you like about Image-1?

I like the emotions depicted in the ad: mother's love and a caring attitude for the consumers in general. It is relatable to everyone, both kids and their parents and builds a connection.

Q) What do you like about Image-2?

Vibrant use of visuals make it look very fine and glossy and hence, eye catching.

Q) Which image is influencing you to make a purchase for the product?

The first one because of the emotional appeal and the visual of everyone's most loved maggie noodles packet.

Q) Why do you associate more with a certain advertisement of the two?

I like the first one more because of its uniqueness and the personal connect it is successful in building.

Q) Which catches more attention?

Again, the first one because it is simple and yet so different and powerful in conveying its message.

Q) Now look at the statements on the advertisement. Which seems more trustworthy to you? And why?

I find the statement on the first image more trustworthy as it feels more personal and targeted and directly addresses the viewer.

Interview 5:

Q) Have you ever noticed content or communication by a brand that talks of using AI language?

A: I might have but I'm not sure about it.

Q) I'm going to read out two sentences. Based on your understanding, please tell us if you feel it makes any difference to you.

Variant 1: *"Quick to Cook, Hard to Resist!"*

Variant 2: *"Efficiency Meets Flavor: Ready in 120 Seconds of Perfection!"*

A: The first sentence sounds appealing, creative and imaginative. The second one doesn't sound human-like and creates a milder impact though there isn't much difference in the meanings of the variants.

Q) How comfortable are you with the idea of AI being integrated into your life?

A: I am comfortable with AI, largely because of the fact that we don't have a choice so as to control how much data can be used by the apps that have AI in them.

Q) I am presenting to you two advertisements of MAGGI- one of them is human-generated and the other is AI generated, which for you is more appealing?

Image-1: Human-generated   **Image-2: AI Language Generated**

A: Both are appealing in their own ways. The first one seems more targeted towards Indians probably but the second one is quite attractive in its visuals.

Q) What do you like about Image-1?

A: I like the simplicity and the personal touch it has. It's catchy tagline, "Khao to 2 minute Maggie noodles khao" is quite appealing and tries to capture the story of every Indian household where there are kids.

Q) What do you like about Image-2?

A: Colorful and animated visuals make the advertisement attractive.

Q) Which image is influencing you to make a purchase for the product?

A: AI think the first one because Maggie noodles has become a must have in all families today and this ad builds up on it. The second one, though attractive, is also generic in the sense that it has nothing special in it.

Q) Why do you associate more with a certain advertisement of the two?

A: AI associates more with the first one since it is creative, personal and relatable.

Q) Which catches more attention?

A: Maybe the second one at the first glance as it makes use of bright colours but if I spend a few seconds looking at each, I would like to continue seeing the first one for a longer time.

Q) Now look at the statements in the advertisement. Which seems more trustworthy to you? And why?

A: Without a doubt, the first one appears more trustworthy than the second one. We know the reputation Maggie has as a brand and therefore I would like to see something more personal rather than generic. And the first ad being more personal is also more trustworthy.

Interview-6:

Q) Have you ever noticed content or communication by a brand that talks of using AI language?

A: Yes, I know of advertisements that have used AI.

Q) I'm going to read out two sentences. Based on your understanding, please tell us if you feel it makes any difference to you.

Variant 1: *"Quick to Cook, Hard to Resist!"*

Variant 2: *"Efficiency Meets Flavor: Ready in 120 Seconds of Perfection!"*

A: AI finds the first sentence more than the second one. The first one seems more targeted and like it is talking to me specifically but the second one feels like a common communication for all.

Q): Great. Next question is how comfortable are you with the idea of AI being integrated into your life?

A: To a certain extent I am comfortable with AI becoming a part of my life which companies use in their communication to me but it shouldn't affect my privacy.,

Q) I am presenting to you two advertisements of MAGGI- one of them is human-generated and the other is AI generated, which for you is more appealing?

| Image-1 : Human-generated | Image-2: AI Language Generated |

A: I find the second image more appealing.

Q) What do you like about Image-1?

A: The human association of the first image is wonderful, and I associated with it strongly as I do with the naturalness of the colors used.

Q) What do you like about Image-2?

A: I like the second one because it is a break from everyday advertisements that I encounter.

Q) Which image is influencing you to make a purchase for the product?

A: The human image captures the relevance of the point of time and the relationship and that influences me to purchase the product. Evokes better and more positive emotions in me as well.

Q) Why do you associate more with a certain advertisement of the two?

A: The second image is too animated with no sense of reality to it so I like the first one more and anyway I associate with human ads more because of human figures in the visuals.

Q) Which catches more attention?

A: So, the second image did catch more attention with its vibrancy but the human-generated one also has a good play on visuals.

Q) Now look at the statements on the advertisement. Which seems more trustworthy to you? And why?

A: The statement on the first image seems more trustworthy to me because of the simplicity of it and the relatability of the phrasing.

Interview-7:

Q) Have you ever noticed content or communication by a brand that talks of using AI language?

A: I don't think I have paid attention to this aspect.

Q) I'm going to read out two sentences. Based on your understanding, please tell us if you feel it makes any difference to you.

Variant 1: "Quick to Cook, Hard to Resist!"

Variant 2: "Efficiency Meets Flavor: Ready in 120 Seconds of Perfection!"

A: The first one seems nicer to me because it is more relatable and simpler and doesn't need a lot of attention to register its meaning.

Q) Great. Next question is how comfortable are you with the idea of AI being integrated into the content companies use for you?

A: I do prefer to see content that is original and shows that some thought has gone into it as compared to it being completely automated and AI dependent.

Q) I am presenting to you two advertisements of MAGGI- one of them is human-generated and the other is AI generated, which for you is more appealing?

Image-1: Human-generated   **Image-2: AI Language Generated**

A: I like the first Image-1 more.

Q) What do you like about Image-1?

A: I like it as it is more appealing and looks personal and genuine.

Q) What do you like about Image-2?

A: The colours seems vibrant and the animations are fun to look at.

Q) Which image is influencing you to make a purchase for the product?

A: The first image because of past precedence of seeing human generated and the second image needs improvement to add more characters and show relatability.

Q) Why do you associate more with a certain advertisement of the two?

A: I associate it with the familial bond shown in the first image and that evokes emotions and better awareness.

Q) Which catches more attention?
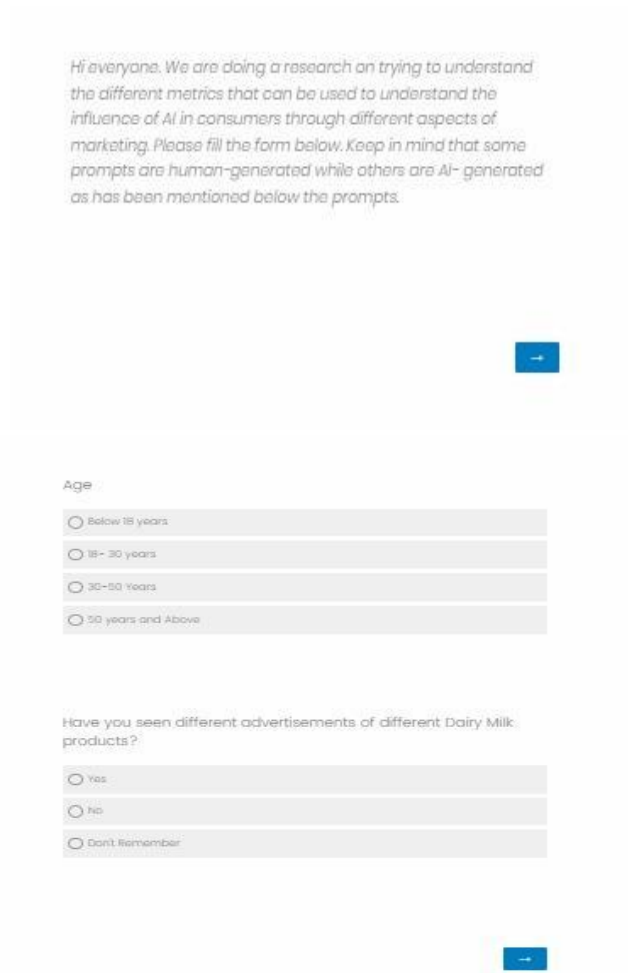
A: The first one because of a host of factors like relatability, simplicity, past precedence and realistic representation.

Q) Now look at the statements on the advertisement. Which seems more trustworthy to you? And why?

A: I like the statement on the first image more and feel it is more trustworthy because I have historically always trusted human generated claims and because AI might have perceived the idea in a wrong manner and produced statements that could be unfounded.

Exhibit-3
Survey Questionnaire-

Please see the images of advertisement on both sides and answer the following questions-

Image-1: Human Generated

Image-2: AI Language Generated

Rate the two advertisments on appeal on a scale of 1 to 5 (1 being the least appealing, 5 being highly appealing)

Image 1

Image 2

Rate the preference for human relationships in the two advertisements (1 being least preferred, 5 being highly preferred)

Image 1

Image 2

Rate the appeal of the animation and its vibrancy in the two advertisements on a scale of 1 to 5 (1 being the least appealing, 5 being the most appealing)

Image 1

○————————————————

Image 2

○————————————————

How targeted do you think the two advertisements are? Rate on a scale of 1 to 5 (1 being the least targeted, 5 being the most targeted)

Image 1

○————————————————

Image 2

○————————————————

How likely are you to buy the products after seeing the two advertisements (1 being the least likely, 5 being the most likely)

Image 1

○————————————————

Image 2

○————————————————

How relevant do you think the two advertisements are for a special occasion like Valentine's Day? Rate the relevance on a scale of 1 to 5 (1 being the least relevant, 5 being the most relevant)

Image 1

○————————————————

Image 2

○————————————————

Look at the two tables with taglines for Cadbury and answer the questions that follow-

"Kuchh Achha Ho Jaaye, Kuchh Meetha Ho Jaaye"
"Glass and a half"
"Tastes like this feels"

1: Human Generated Taglines

"Silk: An Opulent Dance of Divine Chocolate and Velvet Smoothness"
"Succumb to the Silken Symphony of Opulent Indulgence'"
"Dairy Milk: Shuddh aanand ki mithaas"

2. AI Language Generated Taglines

Rate the two tables on the preference of the taglines on a scale of 1 to 5 (1 being the least preferred, 5 being the most preferred)

Table 1

○——————————————————————

Table 2

○——————————————————————

Rate the two tables on the preference of the taglines that feels more personal to you in usage of words on a scale of 1 to 5 (1 being the least preferred, 5 being the most preferred)

Table 1

○——————————————————————

Table 2

○——————————————————————

Rate the two tables on the richness of words on a scale of 1 to 5 (1 being the least preferred, 5 being the most preferred)

Table 1

○——————————————————————

Table 2

○——————————————————————

→

Look at the claims given in the two tables and answer the questions below

"Indulge in the rich and creamy chocolatey delight"	"Crafted with the finest cocoa for a truly luxurious taste."
"The perfect gift for your special someone"	"Craft unforgettable memories together with the exquisite taste of Dairy Milk Silk."
"Made of the richest part of French Dessert"	"Dairy Milk Silk – the ideal choice for sharing luxurious moments with loved ones, enhanced by the health benefits of natural cocoa."
1: Human generated Claims	2: AI language generated Claims

How much do you trust the Claims of the two tables? (1 being the least trusted, 5 being the most trusted)

Table 1

○

Table 2

○

How influenced are you to buy the products based on the claims of the two tables? (1 being the least influenced, 5 being the most influenced)

Table 1

○

Table 2

○

→

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