

Customer Loyalty Risks Associated with the Use of Generative AI in Advertising

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One of the best cost-cutting and efficiency-improving instruments in business now is Artificial Intelligence. According to ACAR, 97% of Russian advertising agencies use AI in their campaigns [1]. But while businesses are placing all bets on it, AI faces real human reactions, which can cause unexpected results. Knowledge of consumers' attitudes toward AI in brand advertising companies can help entrepreneurs and designers understand the risks of using it and draw prospects for using it correctly and efficiently.

The purpose of this research is to uncover several studies regarding the topic and make assumptions according to the results. To analyze the issue, five different surveys were examined. The studies involved from 1,000 up to 119,000 respondents from the USA, UK, Germany, the Philippines, and Russia. The factors mostly considered in the studies about AI were trust and comfort.

A comparison of studies reveals significant variability in the trustworthiness of AI content. The low level of active trust with a moderate level of expressed distrust indicates the dominance of a neutral or uncertain position of consumers and may also be caused by differences in question wording, cultural context, and the object of trust measurement. A comparison of international and domestic studies shows a gap in attitudes: while in Russia most customers do not relate AI involvement in advertising to trust in brand image [5], international research shows that only 21% of consumers trust AI companies [3]. Moving on to comfort – two different studies showed similar results: 53–55% of consumers feel uncomfortable with content partly or mostly created with generative AI [4]. Two thirds of respondents in one of these studies would be uncomfortable consuming content entirely generated by AI [2]. One study also revealed a gap in attitudes toward AI between advertisers and consumers: while 8 in 10 advertisers view AI positively, only 38% of customers share this sentiment. Interesting correlations in AI advertising and human reactions were identified: labeling content as AI-generated can itself cause skepticism. Also, the type of advertised product seems important: AI-generated ads were more acceptable when promoting high-tech products, whereas negative reactions occurred more often in ads for traditional products [6].

The dominant uncertain consumer position regarding trust in AI content, general anxiety about it, and sensitivity to labeling content as AI-generated create risks for companies. For successful integration of AI into brand strategy, entrepreneurs should consider cultural context, transparency, product type, and the level of generative content usage in ads.

Источники и литература

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