

Audience Attitudes and Acceptance Towards AI generated video Ads

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اتجاهات الجمهور وقبوله لإعلانات الفيديو المنتجة باستخدام الذكاء الاصطناعي

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Abstract

The tremendous development occurring in the field of artificial intelligence and its close connection and multiple uses in the field of media has led to the possibility of implementing commercial video advertisements entirely through artificial intelligence applications without human intervention, which may save marketers a great deal of effort and time and may also have effects on the public's awareness of the dimensions of the advertisement and its acceptance. He has confidence in the advertised product.

Accordingly, the current descriptive study Using a questionnaire tool on a sample of women (target audience) attempts to understand the relationship between the video advertisement created entirely using artificial intelligence applications and the audience in a deeper way so that marketer users of these applications can produce video advertisements that achieve the desired results and increase sales, and for customers and the audience ease of use and awareness, which is reflected in their purchasing intentions and thus Actual purchasing decisions and processes.

The results underscore the importance of perceived usefulness as a key factor in shaping consumer perceptions and attitudes. This insight is valuable for marketers aiming to optimize their AI-driven advertising strategies to enhance consumer engagement and acceptance.

Keywords: AI, Acceptance model, AI generated video, video Ads.

ملخص الدراسة

إن التطور الهائل الذي حدث في مجال الذكاء الاصطناعي وارتباطه الوثيق واستخداماته المتعددة في مجال الإعلام أدى إلى إمكانية تنفيذ إعلانات الفيديو التجارية بالكامل من خلال تطبيقات الذكاء الاصطناعي دون تدخل بشري، الأمر الذي قد يوفر على المسوقين قدراً كبيراً من الجهد والوقت، وقد يكون له أيضاً تأثيرات على وعي الجمهور بأبعاد الإعلان وقبوله، فيصبح لديه ثقة بالمنتج المعلن عنه.

وعليه؛ تحاول الدراسة الوصفية الحالية باستخدام أداة الاستبيان على عينة من السيدات (الجمهور المستهدف) فهم العلاقة بين الإعلان المرئي الذي تم إنشاؤه بالكامل باستخدام تطبيقات الذكاء الاصطناعي والجمهور بشكل أعمق حتى يتمكن المسوقون المستخدمون لهذه التطبيقات من إنتاج إعلانات مرئية تحقق النتائج المرجوة وتزيد المبيعات، وللعلماء والجمهور سهولة الاستخدام والوعي، الأمر الذي ينعكس على نواياهم الشرائية وبالتالي قرارات وعمليات الشراء الفعلية.

تؤكد نتائج الدراسة على أهمية الفائدة المتصورة كعامل رئيسي في تشكيل تصورات ومواقف المستهلكين. هذه الرؤية قيمة للمسوقين الذين يهدفون إلى تحسين استراتيجياتهم الإعلانية التي تعتمد على الذكاء الاصطناعي لتعزيز مشاركة المستهلك وقبوله، وان مواقف المستهلكين الإيجابية تجاه إعلانات الفيديو التي تم إنشاؤها بواسطة الذكاء الاصطناعي ترتبط بنية سلوكية أعلى لاستخدام هذه الإعلانات في المستقبل.

الكلمات المفتاحية:

الذكاء الاصطناعي، نموذج القبول، الفيديو المنتج بالذكاء الاصطناعي، إعلانات الفيديو.

Introduction

Rise of AI-Generated Content

With Web 3.0 still in its blooming stage, Artificial Intelligence (AI) has proven to be an effective tool for many challenging tasks, such as generating content, classification and understanding. In recent years, some advancements within AI have helped technology complete more complex tasks. Actually, the origins of AIGC- refers to any text, image, video, audio, or multimedia material that is created through artificial intelligence algorithms or machine learning models. - can be traced back to an earlier time. The development history can be roughly divided into three stages(Wu et al. 2023). In the first stage, researchers control the computer to realize the output of content through the most primitive programming technology. Hiller and Isaacson completed the world's first computer-completed music, *Iliac Suite2*, in 1957. Then, the world's first human computer interactive robot, *Eliza3*, came out. *Eliza* shows the ability to search for appropriate answers through pattern matching and intelligent phrases but does not reflect a semantic understanding. However, most people still regard *Eliza* as the sources of inspiration for AI nowadays.(Lin et al. 2022)

Since 2010 when AIGC entered a rapid development phase. Goodfellow proposed a Generative Adversarial Network (GAN), which uses existing data to generate pictures. In 2022, OpenAI released a new chat robot model, called ChatGPT. It is capable of understanding human language and generating text like humans do. (Gan et al. 2023)

At present, the quality of AIGC content is significantly better than it was before. Furthermore, the types of AIGC

content have been enriched, including text, images, video, code.(Sun et al. 2022)

Undoubtedly, generative AI is transforming the advertising industry by revolutionizing content creation, customer engagement, and back-end operations. AI has been used to generate audio visual ads and communicate the same to the public at-large scale.(Banerjee 2024)

AI-powered content generation is bringing about a revolution in many industries by streamlining different tasks and elevating the decision-making process with ease. It involves utilizing algorithms to generate texts, images, or even videos that serve numerous objectives. Various sectors adopt automated content creation powered by AI technology extensively, particularly in marketing ventures and customer service providers.(Burlacu 2023)

Importance of Understanding Public Perception and Acceptance of AI-Generated Ads

Understanding the public's perception of artificial intelligence (AI) is crucial for product development, research, and public policy. Many stakeholders in such fields conduct surveys to measure the general understanding and acceptance of AI to guide their use of the technologies.(Argan et al. 2022)

There are many factors that greatly affect the degree of public awareness of advertisements based on the use of artificial intelligence, which are trust, credibility, and the degree of doubt in the advertising content presented.(Eickhoff and Zhevak 2023)

Message credibility can be reflected by how accurate, authentic and believable a message is perceived by the reader.(Saunders, Lewis, and Thornhill 2009) In connection to artificial intelligence, credibility pertains to

the reputation of the algorithms and their ability to be believed.(Shin 2020) Trust, in turn, refers to the level of confidence and faith users have in algorithms to carry out actions that are advantageous to them. Factors such as fairness, accountability, transparency and interpretability have been found to have an effect on perceived usefulness and trustworthiness of AI personalization in the form of algorithmic recommendations.

The brand's awareness of these factors and the audience's tendency toward advertisements based on the use of artificial intelligence has a significant impact on the extent to which brands rely on that type of advertisement.(Shin 2022) Therefore, the brand must conduct surveys to identify the target audience's trends toward artificial intelligence advertisements to discover its strengths and Weakness to develop advertising content. In addition, survey studies contribute to identifying logical and mental appeals that have a significant impact on the audience, which helps the brand and the company design effectiveness and effective advertising content (Vlačić et al. 2021).

Literature Review

Public Attitudes Towards AI-Generated Content

Artificial Intelligence (AI) has permeated various sectors of society, sparking diverse reactions from the public. This literature review synthesizes recent research findings to understand public attitudes towards AI-generated content.

The general sentiment towards generative AI is positive, with people from various occupations expressing interest, not limited to those in IT-related Positive sentiments correlate with exposure to AI, suggesting familiarity may breed comfort. However, illustrators have shown a notably

negative sentiment, primarily due to concerns about the unethical use of artworks in constructing AI . Casual interactions with AI, such as 'playing with' ChatGPT, are associated with positive sentiments fields (Miyazaki et al. 2024).

Public perception of AI is critical for aligning AI development with societal needs. Perceptions and expectations vary across domains, with cybersecurity threats being a significant concern. There is a paradox where people with lower trust in AI rate its impact more positively but less likely. AI is often seen as a 'black box,' leading to biased and irrational control beliefs. As AI becomes ubiquitous in various sectors, including medicine and transportation, understanding its societal impact becomes challenging. (Brauner et al. 2023)

Personality traits, experiences, and attitudes significantly influence perceptions of AI-generated artworks. While participants often preferred AI-generated artworks, they exhibited a negative bias when they believed the artworks were AI-generated. Interestingly, participants could not consistently distinguish between human and AI-created images. Age and personality traits such as conscientiousness and emotional stability affected the perception of AI-generated artworks. Openness to experience was associated with a more positive reception of AI-generated images.(Grassini and Koivisto 2024)

The growing prevalence of artificial intelligence (AI) in content creation has sparked diverse audience attitudes towards AI-generated content. This review synthesizes existing research on general perceptions, trust issues, engagement and personalization factors, sociodemographic

influences, and comparative viewpoints regarding AI-powered content. By analyzing current audience perspectives, this work offers insights to guide the responsible and ethical development of AI-driven content creation and distribution.

- **General Perceptions:** Audiences exhibit mixed feelings towards AI-generated content. While some appreciate the efficiency and personalization it offers, others remain skeptical about its trustworthiness and transparency.
- **Trust Issues:** A significant portion of the audience is reluctant to trust AI-generated news, with many calling for greater transparency in the use of AI in news production. Over three-quarters of U.S. adults believe AI-written news articles would be "a bad thing".(Marinescu et al. 2022)
- **Engagement and Personalization:** AI-driven personalization in digital news platforms can enhance user engagement by tailoring content to individual preferences, which can lead to higher conversion rates and improved customer satisfaction .(Lim and Zhang 2022)
- **Sociodemographic Factors:** Individual characteristics, such as personal relevance and perceived AI knowledge, significantly influence attitudes towards AI-generated content (Pellas 2023; Cui and Wu 2021).
- **Comparative Perceptions:** Consumers often compare AI-generated content with human-generated content, focusing on aspects like creativity, emotional appeal, and ethical implications (Ananthakrishnan and Arunachalam 2022).

Factors Influencing Acceptance of AI-Generated Ads

The acceptance of AI-generated advertisements has been a burgeoning area of interest among researchers and practitioners alike, particularly given the rapid advancements in artificial intelligence (AI) technologies and their integration into marketing strategies. This literature review synthesizes key findings from notable studies, exploring various factors that influence consumer acceptance of AI-generated ads.

(Ford et al. 2023) provide a comprehensive overview of AI in advertising, emphasizing the transformative potential of AI technologies in creating personalized and engaging ads. They highlight how AI can analyze vast amounts of consumer data to tailor advertisements to individual preferences, thus enhancing the relevance and effectiveness of ad campaigns. However, the study also underscores the importance of ethical considerations and transparency in AI applications to foster consumer trust and acceptance.

(Chintalapati and Pandey 2022) conducted a systematic literature review on the role of AI in marketing, identifying critical factors that influence the acceptance of AI-driven marketing strategies, including trust, perceived usefulness, and perceived ease of use. Their findings suggest that consumers are more likely to accept AI-generated ads when they perceive these ads as beneficial and easy to interact with. Trust, in particular, emerges as a crucial factor, as consumers need assurance that AI systems handle their data responsibly and ethically.

(Puntoni et al. 2021) focus on the experiential perspective of consumers interacting with AI. Their study reveals that

positive consumer experiences with AI can significantly enhance the acceptance of AI-generated ads. Factors such as the novelty of AI technology, the perceived intelligence of AI, and the seamless integration of AI into consumer routines play pivotal roles in shaping consumer attitudes towards AI advertisements. They emphasize that a positive initial experience with AI can lead to sustained acceptance and engagement .

The acceptance of AI-generated advertisements is influenced by a complex interplay of factors, including trust, perceived usefulness, consumer experience, and behavioral predispositions. Trust and transparency are paramount, as they underpin consumer willingness to engage with AI technologies. Personalized and positive experiences with AI further enhance acceptance, while methodological rigor in research ensures a thorough understanding of these factors. As AI continues to evolve, ongoing research and ethical considerations will be essential in fostering consumer acceptance and optimizing the effectiveness of AI-generated advertisements.

Theoretical framework

To construct a theoretical framework for the acceptance of AI-generated ads by audiences, it is pertinent to draw upon established models and theories that have been widely recognized and cited in academic literature. The Technology Acceptance Model (TAM) and the Trust-Transparency Framework (TTF) are two such models that can be integrated to form a comprehensive framework.

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), as proposed by (Davis 1989) in his seminal work "Perceived Usefulness, Perceived Ease of Use, and User Acceptance

of Information Technology," posits that two specific beliefs, perceived usefulness (PU) and perceived ease of use (PEOU), are of primary relevance for computer acceptance behaviors. TAM has been extensively applied and validated across various technologies and user populations (Venkatesh and Davis 2000).

Application to AI-Generated Ads:

- **Perceived Usefulness (PU):** This would be the degree to which a user believes that engaging with AI-generated ads would enhance their decision-making or shopping experience.
- **Perceived Ease of Use (PEOU):** This would involve the degree to which the user expects the AI-generated ads to be free of effort.

Trust-Transparency Framework (TTF)

The Trust-Transparency Framework (TTF) is a conceptual model that emphasizes the importance of transparency in the development of trust in technology, particularly AI systems (Turilli and Floridi 2009). Trust is a critical factor in the acceptance and use of AI technologies (Lee and See 2004).

Application to AI-Generated Ads:

- **Transparency:** This involves how openly and clearly the use of AI in ad generation is communicated to the audience.
- **Trust:** The audience's trust in AI-generated ads is influenced by the level of transparency provided .

Unified Theoretical Framework for AI-Generated Ads

Integrating TAM and TTF, the proposed theoretical framework for audience acceptance of AI-generated ads would include the following constructs:

1. **Transparency:** Clear communication about AI's role in creating ads, which influences both trust and perceived ease of use.
2. **Trust:** Serving as a mediating factor, trust impacts the relationship between transparency and perceived usefulness, as well as the intention to use AI-generated ads.
3. **Perceived Usefulness (PU):** Influenced by trust and transparency, PU affects the attitude toward AI-generated ads.
4. **Perceived Ease of Use (PEOU):** Also influenced by trust and transparency, PEOU affects the attitude toward AI-generated ads.
5. **Attitude Toward Using (ATU):** Formed by PU and PEOU, ATU influences the behavioral intention to use AI-generated ads.
6. **Behavioral Intention to Use (BI):** Predicted by ATU, BI leads to the actual use of AI-generated ads.

This theoretical framework, grounded in the integration of TAM and TTF, provides a structured approach to investigate the acceptance of AI-generated ads. It allows for the examination of how transparency and trust influence the perceived usefulness and ease of use of AI-generated ads, which in turn affects attitudes and intentions toward their use.

Problem of Study

With the rapid adoption of artificial intelligence (AI) in marketing, AI-generated advertisements are becoming increasingly prevalent. This technological advancement holds particular promise for industries like skincare, where personalization and efficiency are critical. However, despite the potential benefits, there is limited understanding of how consumers perceive and accept AI-generated video

advertisements in this context. Key factors such as perceived usefulness, ease of use, transparency, and trust significantly influence consumer attitudes, yet their interplay remains underexplored. This study addresses the critical research gap by examining how these factors shape audience attitudes and acceptance of AI-generated video ads for skincare products. Understanding these dynamics will provide valuable insights for marketers to optimize AI-driven strategies while addressing consumer concerns.

Objectives of Study

The main objectives of this study are:

- 1 .To evaluate the perceived usefulness (PU) of AI-generated video ads for skincare products.
- 2 .To assess the perceived ease of use (PEOU) of AI-generated video ads.
- 3 .To examine the transparency of AI-generated video ads.
- 4 .To measure the level of trust consumers, have in AI-generated video ads.
- 5 .To analyze the overall attitude towards using (ATU) AI-generated video ads.
- 6 .To predict the behavioral intention to use (BI) AI-generated video ads in the future.

Questions and Hypotheses

Research Questions:

- 1 .How do consumers perceive the usefulness of AI-generated video ads for skincare products?
- 2 .What is the level of perceived ease of use associated with AI-generated video ads among consumers?
- 3 .How does the transparency of AI-generated video ads influence consumer trust?
- 4 .What is the overall level of trust consumers have in AI-generated video ads?

5 .What are the attitudes of consumers towards using AI-generated video ads for skincare products?

6 .What factors influence the behavioral intention to use AI-generated video ads in the future?

Hypotheses:

1 .H1: There is a positive relationship between perceived usefulness (PU) and consumer attitudes towards AI-generated video ads (ATU).

2 .H2: Perceived ease of use (PEOU) positively influences consumer attitudes towards AI-generated video ads (ATU).

3 .H3: Transparency in AI-generated video ads enhances consumer trust (Trust).

4 .H4: Higher levels of trust in AI-generated video ads lead to more positive consumer attitudes towards these ads (ATU).

5 .H5: Positive consumer attitudes towards AI-generated video ads (ATU) are associated with a higher behavioral intention to use these ads in the future (BI).

6 .H6: Transparency and perceived usefulness (PU) significantly predict the behavioral intention to use AI-generated video ads (BI).

Methodology

Research Design

This study is a descriptive design to examine audience attitudes and acceptance towards AI-generated video advertisements for a skincare product, using the Technology Acceptance Model (TAM) and the Trust-Transparency Framework (TTF) as the theoretical basis. The study involved the creation and presentation of an AI-generated video ad for a skincare product, followed by a survey to collect data on audience attitudes and acceptance.

Video Ad creation:

In this study, the researchers experimented with using AI applications to produce video advertisements. After several attempts, they settled on using **Invideo AI** to create the advertisement **totally** for this study because it assists designers in producing an ad that includes images, sound, and video by inputting data that allows the ad to be executed. The researchers input data that included several points:

1. Target Audience Identification: The target audience was specified to be Egyptian women.

- Gender: The audience was limited to Egyptian women.
- Age Range: Included women aged 18 to 60 and above.
- Educational Level: Included educated women with middle, above-middle, university, and post-graduate qualifications.

2. Advertisement Objective: The input objective was to introduce and promote a virtual skincare product, a face mask.

3. Product Features: The virtual product's features were specified as being a mask, natural ingredients, locally sourced (purely Egyptian), inspired by ancient Egyptian skincare recipes, suitable for the targeted age group, and made from lotus flower oil, honey, and Nile clay.

4. Advertisement Duration: The advertisement was limited to no more than one minute.

5. Advertisement Elements: These are the components of the ad, which include:

- **Images:** Images of women with Eastern, Arab, or Egyptian features across different age groups. Additionally, images representing ancient Egyptian civilization, the Nile, a proposed product package bearing the company's name and logo, and images of the product ingredients (lotus, honey, clay) were included. These images were to be synchronized with the voice-over.

- **Videos:** Videos of women with Eastern features showing signs of pallor, followed by videos of women applying the face mask, and finally videos of women with radiant olive skin after using the mask, in sequence.

- **Text: The text included:**

- **Keywords:** Highlighting the product's main features, such as: inspired by the Nile and nature, richness, luxury, elegance, smooth skin, clear skin, soothing the skin.
- **Tagline:** "Inspired by the Nile for endless beauty."
- **Product Ingredients:** Information about the product's ingredients.
- **Language:** The researchers chose Arabic as the language for the text, with an additional version in English with Arabic subtitles.
- **Voice-over:** The voice-over accompanying the video. The researchers tried both a male and female voice and settled on the female voice due to the product's nature and the alignment with the target audience.

Population and Sample

The population for this study consists of Egyptian women, a key demographic for skincare products.

The sample was drawn randomly from women across Egypt to ensure diversity in age, socioeconomic status, and education, with a total of 280 respondents .

Procedure

1. **Creation of AI-Generated Ad:** Develop a short to medium-length AI-generated video ad for a skincare product titled "Nile inspiration." The ad will be designed to highlight the product's natural ingredients and benefits.

The ad generated:

<https://www.youtube.com/watch?v=DhPEIbcj5HI>

2. **Survey Distribution:** After viewing the ad, participants will be asked to complete an online questionnaire to measure their attitudes and acceptance towards the AI-generated ad.

Data Collection

Data was collected through an online survey platform, ensuring anonymity and confidentiality of participant responses.

Measures

The questionnaire was designed based on the constructions from the TAM and TTF frameworks.

1. **Perceived Usefulness (PU)**

This construct measures the extent to which women believe that AI-generated ads for skincare products enhance their shopping and decision-making experiences. It evaluates how beneficial and

advantageous they find these ads in choosing products. This includes whether the ads provide valuable information that aids in making informed decisions and if they contribute positively to their overall shopping journey. The perceived value can affect their willingness to rely on such ads for future purchases. Understanding PU is crucial as it directly influences the adoption and acceptance of AI technology in advertising.

2. **Perceived Ease of Use (PEOU)**

This construct assesses how effortless and straightforward women find interacting with AI-generated skincare ads. It examines whether the ad content is presented clearly and is easy to understand. It also evaluates if the interaction with the ad requires minimal effort and if the technology behind it seems user-friendly. The ease of use can significantly affect their overall attitude towards the technology. High perceived ease of use can lead to greater satisfaction and acceptance, reducing resistance to AI-generated ads.

3. **Transparency**

Transparency measures how openly and clearly the use of AI in generating the ad is communicated to the audience. It assesses whether women understand the role of AI in creating the ad content and if the ad discloses its AI origins effectively. Transparency includes the ad's honesty about the use of data and algorithms. A transparent approach can enhance trust and acceptance, making the audience feel more comfortable with AI-generated content. It is a crucial factor in building a positive perception of AI technology in advertising.

4. **Trust**

Trust evaluates the confidence women have in the AI-generated skincare ads. It measures their belief in the reliability and accuracy of the information presented in the ads. Trust also encompasses their perception of the ad's integrity and the technology's credibility. High trust levels can lead to greater acceptance and reliance on AI-generated ads. Building trust involves ensuring that the ads are perceived as fair, unbiased, and dependable.

5. **Attitude Toward Using (ATU)**

ATU assesses women's overall positive or negative feelings towards using AI-generated ads for skincare products. It examines whether they find the idea appealing and if they believe it is a good innovation in the advertising field. ATU is influenced by perceived usefulness, ease of use, transparency, and trust. Positive attitudes can increase the likelihood of adopting and engaging with AI-generated ads. This construct is critical in predicting future behavioral intentions.

6. **Behavioral Intention to Use (BI)**

BI measures the likelihood of women using AI-generated ads in the future. It evaluates their intention to rely on such ads for skincare product purchases. BI is influenced by their attitudes towards technology and their overall experience with the ads. Understanding BI helps in predicting actual usage patterns. High BI indicates a strong acceptance and potential for widespread adoption of AI-generated advertising.

Validity and Reliability Measures

Validity

The validity of our research tool was established through a review by three experienced professors***

Reliability

To assess the reliability of the questionnaire, we conducted a Cronbach's Alpha test. The result was .950, indicating a very high level of internal consistency. So, the study using:

- Statistical Tests
- Descriptive Statistics
- Cronbach's Alpha
- Pearson Correlation
- Regression Analysis Statistical Tests

Results:

Table (1) Demographic variables

Demographic variables		Count	Percent (%)
Age	From 18 years to less than 30	173	61.8
	From 30 years to less than 40	77	27.5
	From 40 years to less than 50	30	10.7
	From 50 years to less than 60	0	0
	From 60 or more	0	0
Education	Intermediate qualification	22	7.9

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	Above intermediate qualification	18	6.4
	Graduated	154	55.0
	Post -Graduate	86	30.7
Total		280	100.0

The age distribution shows a predominant concentration in the younger demographic, with 61.8% of respondents aged between 18 and 30 years. This is followed by 27.5% in the 30 to 40 years age group, and a smaller representation of 10.7% between 40 and 50 years. There were no participants over the age of 50, which could indicate a limitation in the sample diversity or a lower engagement of older populations with AI-generated video ads.

In terms of educational attainment, the sample is significantly composed of well-educated individuals. The majority, 55%, are graduates, while post-graduates constitute 30.7% of the sample. Those with intermediate and above-intermediate qualifications represent a smaller segment, with 7.9% and 6.4% respectively. This high level of educational attainment among respondents could suggest a more informed and potentially more critical perspective on AI-generated advertisements, which is valuable for the analysis of attitudes and acceptance.

Table (2) Perceived Usefulness (PU)

Question		Strongly Agree	Agree	Neutrally	Diss Agree	Strongly Diss Agree	Mean	Std. deviation	Rank
The ad helps me make better decisions about skincare products.	N	82	104	48	39	7	3.77	1.09399	3
	%	29.3	37.1	17.1	13.9	2.5			
The ad enhances my shopping experience.	N	81	117	49	26	7	3.85	1.02127	2
	%	28.9	41.8	17.5	9.3	2.5			
I find ad to be beneficial in selecting the right skincare products.	N	80	83	69	41	7	3.67	1.11325	5
	%	28.6	29.6	24.6	14.6	2.5			
The information provided by the ad is valuable for my skincare choices.	N	77	92	77	26	8	3.73	1.05302	4
	%	27.5	32.9	27.5	9.3	2.9			
Engaging with the ad improves my knowledge about skincare products.	N	97	106	55	20	2	3.99	.94649	1
	%	34.6	37.9	19.6	7.1	0.7			
Weighted mean							3.80		
Std. deviation							.88216		

The table on Perceived Usefulness (PU) provides valuable insights into respondents' attitudes towards AI-generated video ads for skincare products. The mean scores and standard deviations indicate generally positive perceptions across all measured items.

Overall Perception: With a weighted mean of 3.80 and a standard deviation of .88216, it is evident that respondents generally perceive AI-generated ads as useful in the context of skincare products. This overall positive inclination is consistent across all five questions, reflecting broad acceptance and perceived utility of these ads.

Detailed Insights:

- o "Engaging with the ad improves my knowledge about skincare products" ranks the highest with a mean score of 3.99 and a relatively low standard deviation of .94649.

This indicates that respondents strongly believe AI-generated ads enhance their knowledge, with a significant proportion (72.5%) agreeing or strongly agreeing.

- **"The ad enhances my shopping experience"** scores highly with a mean of 3.85. The majority (70.7%) of respondents agree or strongly agree, suggesting that AI-generated ads are perceived as valuable enhancements to their shopping experience.
- **"I find the ad to be beneficial in selecting the right skincare products"** has the lowest mean score of 3.67, yet still maintains a majority agreement (58.2%). This indicates that, while slightly less impactful, the ads are still seen as beneficial.

Implications: The overall positive perception of AI-generated video ads underscores their potential effectiveness in the skincare market. The high agreement on knowledge improvement and shopping enhancement suggests that these ads are not only accepted but are also considered helpful tools by the target audience. However, the slight variation in mean scores highlights areas where further improvement could increase perceived usefulness, particularly in ensuring the ads are seen as beneficial for product selection.

Table (3) Perceived Ease of Use (PEOU)

Question		Strongly Agree	Agree	Neutrally	Diss Agree	Strongly Diss Agree	Mean	Std. deviation	Rank
The ad is easy to understand	N	121	116	26	15	2	4.2	.87286	3
	%	43.2	41.4	9.3	5.4	.7			
Interacting with the ad is clear and straightforward.	N	73	127	60	17	3	3.89	.89760	4
	%	26.1	45.4	21.4	6.1	1.1			
The ad is user-friendly and simple to navigate.	N	96	134	36	12	2	4.11	.83556	1
	%	34.3	47.9	12.9	4.3	.7			
I find it effortless to engage with the ad.	N	98	123	41	13	5	4.06	.91793	2
	%	35.0	43.9	14.6	4.6	1.8			
The technology behind the ad is intuitive and easy to use.	N	99	116	62	3	0	4.11	.77960	1
	%	35.4	41.4	22.1	1.1	0			
Weighted mean								4.0757	
Std. deviation								.69136	

The table on Perceived Ease of Use (PEOU) provides valuable insights into how respondents view the user-friendliness of AI-generated video ads for skincare products. The data indicates a strong consensus on the ease of use of these ads, with an overall weighted mean of 4.0757 and a standard deviation of .69136, reflecting a generally positive perception.

Overall Perception: The high weighted mean suggests that respondents find AI-generated video ads to be highly user-friendly. The relatively low standard deviation points to consistent responses across the sample, reinforcing the robustness of the findings.

Detailed Insights:

- o **"The ad is easy to understand"** has the highest mean score of 4.2, with 84.6% of respondents agreeing or strongly agreeing. This high level of agreement indicates that the

- ad's content is clear and easily understood, making it accessible to a broad audience.
- **"The ad is user-friendly and simple to navigate"** follows closely with a mean score of 4.11. The majority (82.2%) of respondents agree or strongly agree, suggesting that the ad's design is intuitive and facilitates easy navigation, enhancing the overall user experience.
 - **"Interacting with the ad is clear and straightforward"** has the lowest mean score of 3.89. Despite this, a majority (71.5%) of respondents still agree or strongly agree. This indicates that while this aspect may be slightly less impactful, the interaction process remains clear and straightforward for most users.

Implications: The high scores across all items highlight the successful implementation of user-friendly features in AI-generated video ads. The positive reception of ease of use is critical for fostering consumer engagement and acceptance. These findings imply that the AI-generated ads are not only perceived as beneficial but are also accessible and easy to interact with, which is crucial for their adoption and effectiveness in the skincare market.

Question		Strongly Agree	Agree	Neutrally	Diss-Agree	Strongly Diss-Agree	Mean	Std. deviation	Rank
The ad clearly communicates that it is generated by AI.	N	130	78	46	26	0	4.11	.99523	1
	%	46.4	27.9	16.4	9.3	0			
I understand how AI was used to create this ad.	N	79	80	59	62	0	3.63	1.11582	4
	%	28.2	28.6	21.1	22.1	0			
The AI-generated ad is transparent about its origins and data usage.	N	82	97	64	37	0	3.80	1.00679	2
	%	29.3	34.6	22.9	13.2	0			
I feel informed about the AI technology used in this ad.	N	69	88	52	69	2	3.55	1.13181	5
	%	24.6	31.4	18.6	24.6	.7			
The AI-generated ad provides clear information about its creation process.	N	88	83	53	52	4	3.71	1.13839	3
	%	31.4	29.6	18.9	18.6	1.4			
Weighted mean							3.7600		
Std. deviation							.88838		

Table (4) Transparency

The table on transparency offers a comprehensive view of how respondents perceive the clarity and openness of AI-generated video ads. With an overall weighted mean of 3.76 and a standard deviation of .88838, the results indicate a generally positive attitude towards the transparency of these ads, albeit with some variability.

Overall Perception: The weighted mean of 3.76 suggests a favorable view of transparency in AI-generated video ads. However, the standard deviation indicates mixed opinions, highlighting areas for improvement.

Detailed Insights:

- **"The ad clearly communicates that it is generated by AI"** has the highest mean score of 4.11, with 74.3% of respondents agreeing or strongly agreeing. This strong positive response underscores the importance of explicitly stating AI involvement in ads, which likely enhances trust and acceptance. The clarity in communicating the ad's AI-generated nature is appreciated by the majority of the audience.
- **"The AI-generated ad is transparent about its origins and data usage"** has a mean score of 3.80, with 63.9% of respondents agreeing or strongly agreeing. This indicates that most users find the ad clear about how it was created and the data it uses. Transparency in data usage is crucial for building trust, and this score highlights the ad's success in this area.
- **"I feel informed about the AI technology used in this ad"** has the lowest mean score of 3.55, with only 56% of respondents agreeing or strongly agreeing. This suggests that while there is some level of transparency, many respondents still feel inadequately informed about the specifics of the AI technology used. There is a need for more detailed explanations or clearer communication about the technological aspects to enhance user understanding and trust.

Audience Attitudes and Acceptance Towards AI generated video Ads

Question		Strongly Agree	Agree	Neutrally	Diss Agree	Strongly Diss Agree	Mean	Std. deviation	
I trust the AI-generated ad.	N	57	54	92	70	7	3.30	1.12769	5
	%	20.4	19.3	32.9	25.0	2.5			
I believe the information presented in the AI-generated ad is reliable	N	51	52	126	48	3	3.36	1.00230	3
	%	18.2	18.6	45.0	17.1	1.1			
The AI-generated ad seems honest and trustworthy.	N	62	43	122	46	7	3.38	1.07782	2
	%	22.1	15.4	43.6	16.4	2.5			
I have confidence in the AI-generated ad's accuracy.	N	52	51	123	43	10	3.34	1.06162	4
	%	18.9	18.2	43.9	15.4	3.6			
The AI-generated ad appears to be fair and unbiased.	N	63	85	92	30	10	3.56	1.06159	1
	%	22.5	30.4	32.9	10.7	3.6			
Weighted mean							3.3900		
Std. deviation							.95289		

Implications: The data highlights the importance of transparency in AI-generated ads, particularly in clearly communicating their AI origins and data usage. The strong positive response to these elements suggests that they are key factors in building consumer trust and acceptance. However, the lower score regarding information about the AI technology itself indicates a gap that needs to be addressed. Providing more comprehensive information about how AI is used in the ad creation process could further enhance transparency and trust.

Table (5) Trust

The table examining trust in AI-generated video ads reveals a generally moderate level of trust among respondents, with a weighted mean score of 3.39 and a standard deviation of .95289. This indicates a range of opinions, suggesting that while some respondents have confidence in the ads, others remain skeptical.

Overall Perception: The weighted mean of 3.39 suggests a neutral to slightly positive trust level in AI-generated ads. The relatively high standard deviation, however, indicates significant variability in responses, pointing to a diverse range of perceptions regarding the trustworthiness of these ads.

Detailed Insights:

- **The AI-generated ad appears to be fair and unbiased** received the highest mean score of 3.56, with 52.9% of respondents agreeing or strongly agreeing. This finding highlights that a majority of the audience perceives these ads as equitable and impartial, a crucial factor for establishing trust. Ensuring fairness and lack of bias in AI-generated content can significantly enhance user acceptance and credibility.
- **The AI-generated ad seems honest and trustworthy** had a mean score of 3.38, with 37.5% of respondents agreeing or strongly agreeing. This indicates that a significant portion of the audience finds the ads to be trustworthy and honest, though there remains room for improvement. Perceived honesty in AI-generated content is essential for fostering long-term trust and reliability.
- **I trust the AI-generated ad** received the lowest mean score of 3.30, with only 39.7% of respondents agreeing or strongly agreeing. This lower score suggests that while certain aspects of the ad may be viewed positively, overall trust in AI-generated content needs to be strengthened. Enhancing the overall

trustworthiness of AI-generated ads is crucial for their widespread acceptance and use.

Implications: The results underscore the importance of presenting AI-generated ads as fair and unbiased to build trust. While there is a moderate level of trust overall, the data highlights significant areas for improvement, particularly in fostering general trust. The lower scores on trust-related questions suggest that efforts to increase transparency, reliability, and the perceived honesty of AI-generated ads could enhance user trust.

Table (6) Attitude Toward Using (ATU)

Question		Strongly Agree	Agree	Neutrally	Diss Agree	Strongly Diss Agree	Mean	Std. deviation	Rank
I like the idea of AI-generated ads for skincare products.	N	89	116	53	22	0	3.97	.90750	1
	%	31.8	41.4	18.9	7.9	0			
AI-generated ads are a good idea for marketing skincare products.	N	89	112	36	43	0	3.88	1.02498	2
	%	31.8	40.0	12.9	15.4	0			
I find AI-generated ads appealing and innovative.	N	75	63	89	43	10	3.54	1.14479	5
	%	26.8	22.5	31.8	15.4	3.6			
I have a positive attitude towards AI-generated ads.	N	67	96	67	43	7	3.62	1.08445	4
	%	23.9	34.3	23.9	15.4	2.5			
Using AI-generated ads for skincare products is beneficial.	N	75	118	60	25	2	3.85	.94090	3
	%	26.8	42.1	21.4	8.9	0.7			
Weighted mean								3.7721	
Std. deviation								.86870	

The table on Attitude Toward Using (ATU) offers comprehensive insights into respondents' perceptions of AI-generated video ads for skincare products. The mean scores and standard deviations indicate generally positive attitudes across the measured items.

Overall Perception: With a weighted mean of 3.7721 and a standard deviation of .86870, respondents generally have a favorable attitude towards AI-generated ads for skincare products. This positive inclination is consistently reflected across the questions, indicating broad acceptance and appreciation of these ads.

Detailed Insights:

- **"I like the idea of AI-generated ads for skincare products"** has the highest mean score of 3.97, with a relatively low standard deviation of .90750. A significant proportion (73.2%) of respondents agree or strongly agree, suggesting a strong positive reception towards the concept of AI-generated ads in this context.
- **"AI-generated ads are a good idea for marketing skincare products"** follows closely with a mean score of 3.88 and a standard deviation of 1.02498. The majority (71.8%) of respondents agree or strongly agree, indicating that the idea of using AI-generated ads for marketing skincare products is well-received.
- **"I find AI-generated ads appealing and innovative"** has the lowest mean score of 3.54, with a higher standard deviation of 1.14479. While still maintaining a majority agreement (49.3%), this item has the lowest endorsement, suggesting that while respondents find AI-generated ads appealing and innovative, this aspect is less pronounced compared to other items.

Implications: The data highlights a generally positive attitude towards AI-generated video ads for skincare products. The high agreement on liking the idea and considering AI-generated ads a good marketing strategy suggests strong acceptance and potential effectiveness. However, the lower score on finding the ads appealing and innovative indicates an area for improvement. Emphasizing the innovative aspects of AI technology in these ads could enhance their appeal and further strengthen positive attitudes.

Table (7) Behavioral Intention to Use (BI)

Question		Strongly Agree	Agree	Neutrally	Diss Agree	Strongly Diss Agree	Mean	Std. deviation	Rank
I would consider using AI-generated ads in the future.	N	87	94	82	15	2	3.89	.93435	1
	%	31.1	33.6	29.3	5.4	0.7			
I am likely to purchase skincare products based on AI-generated ads.	N	69	50	104	46	11	3.43	1.14311	4
	%	24.6	17.9	37.1	16.4	3.9			
I intend to engage with AI-generated ads for skincare products.	N	67	56	102	49	6	3.46	1.09996	3
	%	23.9	20.0	36.4	17.5	2.1			
I plan to rely on AI-generated ads when shopping for skincare products.	N	70	33	103	68	6	3.33	1.15797	5
	%	25	11.8	36.8	24.3	2.1			
I am interested in exploring more AI-generated ads for skincare.	N	94	83	67	34	2	3.83	1.04917	2
	%	33.6	29.6	23.9	12.1	0.7			
Weighted mean							3.5886		
Std. deviation							.91840		

The table on Behavioral Intention to Use (BI) provides insightful data on respondents' intentions to engage with AI-generated video ads for skincare products. The mean scores and standard deviations reflect a generally favorable attitude, though with some variability.

Overall Perception: With a weighted mean of 3.5886 and a standard deviation of .91840, respondents generally exhibit a positive behavioral intention towards AI-generated ads. This overall inclination suggests a willingness to consider and possibly use these ads in the future.

Detailed Insights:

- **"I would consider using AI-generated ads in the future"** has the highest mean score of 3.89 and a relatively low standard deviation of .93435. A significant portion (64.7%) of respondents agree or strongly agree, indicating a strong intention to consider using AI-generated ads moving forward.
- **"I am interested in exploring more AI-generated ads for skincare"** follows closely with a mean score of 3.83 and a standard deviation of 1.04917. The majority (63.2%) of respondents agree or strongly agree, showing a keen interest in further exploring AI-generated ads, which points to their potential engagement with this type of marketing in the future.
- **"I plan to rely on AI-generated ads when shopping for skincare products"** has the lowest mean score of 3.33, with a higher standard deviation of 1.15797. While 36.8% of respondents feel neutral, the combined agree and strongly agree responses (36.8%)

indicate that a significant portion of the audience is still open to relying on these ads, though less emphatically compared to other items.

Implications: The data suggests a generally positive behavioral intention towards AI-generated ads, with a strong willingness to consider and explore these ads in the future. The high scores for considering future use and interest in exploring more AI-generated ads highlight the potential for increased engagement and adoption. However, the lower score for reliance on these ads when shopping indicates an area where further improvement could enhance user confidence and reliance.

Statistical Tests of Hypotheses

H1: There is a positive between perceived usefulness (PU) and consumer attitudes towards AI-generated video ads (ATU).

Table (8) the correlation relationship between perceived usefulness (PU) and consumer attitudes towards AI-generated video ads (ATU).

Attitude Toward Using	R	P value
usefulness (PU)	.454	0.000

Table (9) the Regression between perceived usefulness (PU) and consumer attitudes towards AI-generated video ads (ATU).

Deponent variable	Independent variable	R	R square	F	P value	B	T	VIF
Attitude Toward Using	usefulness (PU)	.454	.206	72.185	0.000	.435	8.50	1.000

The tables presented examine the hypothesis (H1) that there is a positive relationship between perceived usefulness (PU) and consumer attitudes towards AI-generated video ads (ATU). The analysis includes correlation and regression results, providing a comprehensive understanding of the relationship between these variables.

Correlation Analysis:

The correlation analysis reveals a significant positive relationship between perceived usefulness (PU) and consumer attitudes towards AI-generated video ads (ATU). The correlation coefficient (R) is .454, with a P value of 0.000, indicating a statistically significant relationship. This suggests that as the perceived usefulness of AI-generated ads increases, consumer attitudes towards these ads become more favorable.

Regression Analysis:

The regression analysis further quantifies this relationship and provides additional insights:

- R value: .454, indicating a moderate positive relationship between perceived usefulness and consumer attitudes.

- R square: .206, showing that approximately 20.6% of the variance in consumer attitudes towards AI-generated ads can be explained by perceived usefulness.

-F value: 72.185, with a P value of 0.000, confirming the statistical significance of the model.

-Beta coefficient (B): .435, indicating that for every unit increase in perceived usefulness, consumer attitudes improve by 0.435 units.

-T value: 8.50, significant at the 0.000 level, reinforcing the strength and significance of the relationship.

-VIF: 1.000, suggesting no multicollinearity issues, thus confirming the reliability of the regression results.

Detailed Insights:

1 .Correlation Coefficient (R):

- The correlation coefficient of .454 underscores a significant positive association between perceived usefulness and consumer attitudes. This suggests that enhancements in the perceived usefulness of AI-generated ads are likely to lead to more positive consumer attitudes.

2 .Beta Coefficient (B):

- The beta coefficient of .435 is substantial, indicating a strong influence of perceived usefulness on consumer attitudes. This implies that perceived usefulness is a key determinant in shaping consumer attitudes towards AI-generated ads.

3 .R Square:

- The R square value of .206, while lower than other metrics, still indicates that a significant portion (20.6%) of the variance in consumer attitudes can be explained by perceived usefulness. This highlights the importance of perceived usefulness but also suggests that other factors may also play a role in shaping consumer attitudes.

H2: Perceived ease of use (PEOU) positively influences consumer attitudes towards AI-generated video ads (ATU).

Table(10)Correlation Relationship between Perceived Ease of Use (PEOU) and Consumer Attitudes Towards AI-Generated Video Ads (ATU)

Attitude Toward Using	R	P value
Perceived ease of use (PEOU)	.298	0.000

The correlation table indicates a significant positive relationship between perceived ease of use (PEOU) and consumer attitudes towards AI-generated video ads (ATU). The correlation coefficient (R) is .298 with a P value of 0.000. This statistically significant relationship suggests that as the perceived ease of use increases, consumer attitudes towards AI-generated ads become more favorable.

Table (11) Regression Analysis of the Influence of Perceived Ease of Use (PEOU) on Consumer Attitudes Towards AI-Generated Video Ads (ATU)

Deponen t variable	Independen t variable	R	R squar e	F	P valu e	B	T	VIF
Attitude Toward Using	Perceived ease of use (PEOU)	.298	.089	27.137	.000	.346	5.209	1.000

The regression table further explores this relationship and provides detailed insights:

- **R value:** The R value of .298 indicates a moderate positive relationship between perceived ease of use and consumer attitudes.
- **R square:** The R square value of .089 shows that 8.9% of the variance in consumer attitudes towards

AI-generated ads can be explained by perceived ease of use.

- **F value:** The F value of 27.137, with a P value of 0.000, confirms the statistical significance of the regression model.
- **Beta coefficient (B):** The beta coefficient of .346 indicates that for every unit increase in perceived ease of use, consumer attitudes improve by 0.346 units.
- **T value:** The T value of 5.209 is significant at the 0.000 level, reinforcing the strength of the relationship.
- **VIF:** The VIF of 1.000 suggests no multicollinearity issues, confirming the reliability of the regression results.

Detailed Insights:

1. Correlation Coefficient (R):

- The correlation coefficient of .298 highlights a significant positive association between perceived ease of use and consumer attitudes. This suggests that improvements in ease of use are likely to enhance consumer attitudes towards AI-generated ads.

2. Beta Coefficient (B):

- The beta coefficient of .346 signifies a considerable influence of perceived ease of use on consumer attitudes. This indicates that ease of use is an important factor in shaping positive consumer attitudes towards AI-generated ads.

3. R Square:

- The R square value of .089, while modest, still indicates that perceived ease of use accounts

for a notable portion of the variance in consumer attitudes. This suggests that while ease of use is important, other factors also contribute to shaping consumer attitudes.

H3: Transparency in AI-generated video ads enhances consumer trust (Trust).

Table (12) Correlation Relationship between Transparency and Consumer Trust.

Transparency	R	P value
Trust	.194	0.001

The correlation table demonstrates a significant positive relationship between transparency in AI-generated video ads and consumer trust. The correlation coefficient (R) of .194 with a P value of 0.001 indicates that increased transparency is associated with higher levels of consumer trust.

Table (13) Regression Analysis of the Influence of Transparency on Consumer Trust.

Deponent variable	Independent variable	R	R square	F	P value	B	T	VIF
Trust	Transparency	.194	.038	10.875	0.001	.214	3.298	1.000

The regression table provides a detailed examination of the relationship between transparency and consumer trust:

- **R value:** The R value of .194 signifies a positive, albeit modest, relationship between transparency and consumer trust.
- **R square:** The R square value of .038 indicates that 3.8% of the variance in consumer trust can be explained by the level of transparency in AI-generated video ads.

- **F value:** The F value of 10.875, with a P value of 0.001, confirms the statistical significance of the regression model.
- **Beta coefficient (B):** The beta coefficient of .214 suggests that for every unit increase in transparency, consumer trust improves by 0.214 units.
- **T value:** The T value of 3.298 is significant at the 0.001 level, reinforcing the strength of the relationship.
- **VIF:** The VIF of 1.000 indicates no multicollinearity issues, ensuring the reliability of the regression results.

Detailed Insights:

1. Correlation Coefficient (R):

- The correlation coefficient of .194 indicates a statistically significant positive relationship between transparency and consumer trust. This suggests that as the transparency of AI-generated video ads increases, consumer trust also tends to increase.

2. Beta Coefficient (B):

- The beta coefficient of .214 highlights the positive impact of transparency on consumer trust. This implies that enhancing the transparency of AI-generated ads can significantly improve consumer trust.

3. R Square:

- The R square value of .038, although modest, indicates that transparency explains a small but significant portion of the variance in consumer trust. This underscores the importance of transparency as a factor contributing to consumer trust.

H4: Higher levels of trust in AI-generated video ads lead to more positive consumer attitudes towards these ads (ATU).

Table (14) Correlation Relationship between Trust and Consumer Attitudes Toward Using (ATU) AI-Generated Video Ads

Trust	R	P value
Attitude Toward Using	.443	0.000

The correlation table illustrates a significant positive relationship between trust in AI-generated video ads and consumer attitudes towards using these ads. The correlation coefficient (R) of .443 with a P value of 0.000 indicates a strong association, suggesting that as consumer trust increases, their attitudes towards these ads become more favorable.

Table (15) Regression Analysis of the Influence of Trust on Consumer Attitudes Towards Using (ATU) AI-Generated Video Ads

Deponent variable	Independent variable	R	R square	F	P value	B	T	VIF
Attitude Toward Using	Trust	.443	.196	67.775	0.000	.426	8.233	1.000

The regression table provides a detailed analysis of the relationship between trust and consumer attitudes towards using AI-generated video ads:

- **R value:** The R value of .443 signifies a robust positive relationship between trust and consumer attitudes.
- **R square:** The R square value of .196 indicates that 19.6% of the variance in consumer attitudes towards using AI-generated ads can be explained by their level of trust in these ads.

- **F value:** The F value of 67.775, with a P value of 0.000, confirms the statistical significance of the regression model.
- **Beta coefficient (B):** The beta coefficient of .426 suggests that for every unit increase in trust, consumer attitudes towards using AI-generated ads improve by 0.426 units.
- **T value:** The T value of 8.233 is highly significant, reinforcing the strength of the relationship.
- **VIF:** The VIF of 1.000 indicates no multicollinearity issues, ensuring the reliability of the regression results.

Detailed Insights:

1. Correlation Coefficient (R):

- The correlation coefficient of .443 indicates a significant and strong positive relationship between trust in AI-generated ads and consumer attitudes towards using these ads. This highlights that higher levels of trust are closely associated with more favorable consumer attitudes.

2. Beta Coefficient (B):

- The beta coefficient of .426 underscores the significant positive impact of trust on consumer attitudes. This implies that increasing consumer trust in AI-generated ads can substantially improve their attitudes towards using these ads.

3. R Square:

- The R square value of .196, although moderate, indicates that trust explains a notable portion (19.6%) of the variance in consumer attitudes towards using AI-

generated ads. This underscores trust as a critical factor influencing consumer attitudes.

H5: Positive consumer attitudes towards AI-generated video ads (ATU) are associated with a higher behavioral intention to use these ads in the future (BI).

Table (16) Correlation Relationship between Consumer Attitudes Toward Using (ATU) and Behavioral Intention (BI)

Attitude Toward Using	R	P value
Behavioral intention (BI)	.394	0.000

The correlation table illustrates a significant positive relationship between trust in AI-generated video ads and consumer attitudes towards using these ads. The correlation coefficient (R) of .443 with a P value of 0.000 indicates a strong association, suggesting that as consumer trust increases, their attitudes towards these ads become more favorable.

Table (17) Regression Analysis of the Influence of Consumer Attitudes Toward Using (ATU) on Behavioral Intention (BI)

Deponent variable	Independent variable	R	R square	F	P value	B	T	VIF
Behavioral intention (BI)	Attitude Toward Using	.394	.122	38.658	0.000	.374	6.218	1.000

The regression table provides a comprehensive analysis of the impact of consumer attitudes on behavioral intention:

- **R value:** The R value of .394 signifies a robust positive relationship between consumer attitudes and behavioral intention.
- **R square:** The R square value of .122 indicates that 12.2% of the variance in behavioral intention can be explained by consumer attitudes towards using AI-generated ads.
- **F value:** The F value of 38.658, with a P value of 0.000, confirms the statistical significance of the regression model.
- **Beta coefficient (B):** The beta coefficient of .374 suggests that for every unit increase in positive consumer attitude, behavioral intention increases by 0.374 units.
- **T value:** The T value of 6.218 is highly significant, reinforcing the strength of the relationship.
- **VIF:** The VIF of 1.000 indicates no multicollinearity issues, ensuring the reliability of the regression results.

Detailed Insights:

1. **Correlation Coefficient (R):**
 - The correlation coefficient of .394 indicates a significant and strong positive relationship between consumer attitudes and behavioral intention. This underscores that more favorable attitudes towards AI-generated ads are closely linked with a higher intention to use these ads in the future.
2. **Beta Coefficient (B):**
 - The beta coefficient of .374 highlights the substantial positive impact of consumer attitudes on behavioral intention. This suggests that enhancing consumer attitudes

towards AI-generated ads can significantly boost their intention to use these ads.

3. R Square:

- The R square value of .122, though moderate, indicates that consumer attitudes explain a meaningful portion (12.2%) of the variance in behavioral intention. This emphasizes the importance of consumer attitudes in shaping future behavioral intentions.

H6: Transparency and perceived usefulness (PU) significantly predict the behavioral intention to use AI-generated video ads (BI).

Table (18) Regression Analysis of the Influence of Transparency and Perceived Usefulness (PU) on Behavioral Intention to Use AI-Generated Video Ads (BI)

Deponent variable	Independent variable	R	R square	F	P value	B	T	VIF
Behavioral intention (BI)	perceived usefulness (PU)	.359	.129	20.450	.000	.093	1.446	1.010
	Transparency					.365	6.059	1.010

The table presents a multiple regression analysis examining the combined influence of transparency and perceived usefulness on consumers' behavioral intention to use AI-generated video ads. The results are significant and provide meaningful insights into the predictive power of these variables.

Detailed Insights:

1 .Overall Model Fit:

- **R value:** The R value of .359 indicates a moderate positive relationship between the independent variables (transparency and perceived usefulness) and the dependent variable (behavioral intention).

- **R square:** The R square value of .129 suggests that 12.9% of the variance in behavioral intention can be explained by transparency and perceived usefulness combined. This represents a substantial contribution to understanding what drives behavioral intention.

- **F value:** The F value of 20.450, with a P value of 0.000, confirms that the model is statistically significant. This implies that transparency and perceived usefulness together significantly predict behavioral intention.

2 .Individual Predictor Analysis:

- Transparency:

- Beta coefficient (B): The beta coefficient of .365 indicates that transparency has a positive and significant impact on behavioral intention. This means that greater transparency in AI-generated ads is associated with higher behavioral intentions.

- T value: The T value of 6.059, which is statistically significant, reinforces the strength of this relationship.

- VIF: The VIF of 1.010 suggests no multicollinearity, ensuring the reliability of this predictor.

- Perceived Usefulness:

- Beta coefficient (B): The beta coefficient of .093, though positive, has a lower T value of 1.446, which is not statistically significant. This suggests that while perceived usefulness is positively related to behavioral intention, its impact is less robust compared to transparency in this model.

- VIF: The VIF of 1.010 indicates no multicollinearity, confirming the reliability of this variable in the model.

Discussion:

Perceived Usefulness and Consumer Engagement

The study confirms that **perceived usefulness** is a decisive factor shaping consumer attitudes toward AI-generated video ads. This aligns with prior research (e.g., Ford et al., 2023) emphasizing that tailored, relevant, and informative content enhances the perceived value of AI-driven advertisements.

- The statistical evidence supports the hypothesis that higher perceived usefulness correlates with more positive consumer attitudes.
- Marketers, therefore, must focus on delivering highly relevant content that aligns with consumer interests, offering functional and emotional benefits to boost engagement and effectiveness.

Ease of Use and Accessibility

The importance of **perceived ease of use** found in this study echoes findings by Chintalapati and Pandey (2022), who underscored user-friendliness as pivotal in fostering acceptance of AI-driven marketing.

- Results show a significant relationship between ease of use and positive attitudes, suggesting that seamless interaction with AI-generated ads reduces barriers to engagement.
- To capitalize on this, marketers should prioritize intuitive designs and straightforward navigation in AI-generated ad interfaces.

Transparency and Trust

The study highlights **transparency** as a central element in building consumer trust—a result strongly supported by Marinescu et al. (2022) and other scholars emphasizing ethical AI practices.

- Transparent communication about AI's role in content creation and how data is used enhances consumer confidence.
- This finding complements the literature that identifies trust as a linchpin for sustained consumer engagement with AI technologies. Ethical practices and disclosure must be integral to AI-driven advertising strategies.

Trust as a Key Driver of Positive Attitudes

The role of **trust** in shaping attitudes aligns with prior studies (e.g., Puntoni et al., 2021), which noted the critical importance of consumer confidence in AI systems.

- The significant correlation between trust and positive attitudes reinforces the need for brands to uphold ethical AI usage, data privacy, and transparency.
- Building trust not only improves attitudes but also fosters long-term loyalty and willingness to engage with AI-generated ads.

Positive Attitudes and Behavioral Intention

Consistent with Grassini and Koivisto (2024), the findings reveal that **positive consumer attitudes** strongly predict

behavioral intentions to engage with AI-generated video ads.

- When ads are perceived as engaging, credible, and informative, they drive higher acceptance and likelihood of future use.
- Marketers should aim to create emotionally resonant and creatively engaging campaigns that enhance consumer attitudes toward AI-generated ads.

Transparency as a Strong Predictor of Behavioral Intention

The unique contribution of this study is its emphasis on transparency over other factors as a significant predictor of behavioral intention to use AI-generated ads.

While perceived usefulness remains important, transparency plays a more statistically significant role in fostering trust and acceptance, confirming findings by Brauner et al. (2023).

Clear communication regarding AI involvement and ethical practices builds trust, which in turn enhances the likelihood of adoption and engagement.

Implications for Marketers

1. **Enhancing Transparency:** Clearly disclose AI's role in ad creation and data handling to build consumer trust and encourage acceptance.
2. **Prioritizing Ease of Use:** Develop intuitive interfaces and navigable AI-generated ads to ensure accessibility for a diverse audience.

3. **Emphasizing Usefulness:** Focus on creating ads that are not only engaging but also tailored to consumer needs, preferences, and interests.
4. **Trust-Building Strategies:** Invest in ethical AI practices, ensure data privacy, and communicate these efforts effectively to consumers.
5. **Driving Positive Attitudes:** Leverage engaging, credible, and creative content to shape favorable consumer perceptions and increase behavioral intention to engage with AI-generated ads.

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