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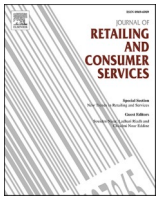

Artificial creativity in luxury advertising: How trust and perceived humanness drive consumer response to AI-generated content

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ABSTRACT

This study investigates how perceived artificial creativity influences consumer purchase intentions through the dual pathways of AI quality and advertising attributes in luxury advertising. Drawing on creativity theory and advertising effectiveness models, we examine how perceived artificial creativity shapes trust in AI and perceived humanness, which in turn affect four key advertising attributes: informativeness, entertainment, credibility, and novelty. Using data from 461 respondents with prior generative AI experience, we tested AI-generated luxury brand advertisements created using ChatGPT-3.5, Mid-Journey, and Studio DID. Results reveal that perceived artificial creativity positively influences both trust in AI and perceived humanness. These quality dimensions significantly impact advertising attributes, which subsequently affect purchase intentions. The strongest effects on purchase intention were found through informativeness and novelty. This research contributes to our understanding of how AI-generated content influences consumer behavior in luxury advertising contexts and provides practical implications for implementing AI in luxury brand communications.

1. Introduction

Recent scholarship has focused intensively on artificial intelligence's (AI) transformation of marketing and advertising, particularly through generative AI's ability to create content traditionally reserved for human creators (Vakratsas and Wang, 2020; Ford et al., 2023; Dwivedi et al., 2023). The research landscape spans three key theoretical areas: consumer perception of AI-generated content (Mayahi and Vidrih, 2022; Ratta et al., 2024; Sharma and Lal, 2024), cognitive processing factors (Chen et al., 2024; Bakpayev et al., 2022; Gu et al., 2024), and comparative analyses between AI and human-created content (Chaisatitkul et al., 2024; Park et al., 2024a; Milić et al., 2024).

However, current research has not adequately explored how perceived artificial creativity influences advertising effectiveness through specific quality dimensions and advertising attributes. While studies have examined various aspects of AI in advertising, including trust (Lockey et al., 2021; Wu and Wen, 2021), perceived humanness (Seymour et al., 2021; Knödler and Rudeloff, 2024), and advertising attributes (Ducoffe, 1996; Meydanoğlu et al., 2020; Qayyum et al., 2023), there remains a critical gap in understanding how these elements interact to influence consumer purchase intentions. This knowledge deficiency is particularly significant given that 73 % of US organizations now utilize generative AI tools in their marketing activities (Kshetri et al., 2024), while brands across segments increasingly experiment with AI-generated content to maintain competitiveness and preserve brand authenticity (Xu and Mehta, 2022).

The purpose of this paper is to develop and test a theoretical framework explaining how perceived artificial creativity influences consumer purchase intentions through dual pathways of AI quality and advertising attributes. Drawing on creativity theory, trust literature, and advertising effectiveness models, we propose that perceived artificial creativity shapes both trust in AI and perceived humanness, which in turn influence four key advertising attributes: informativeness, entertainment, credibility, and novelty. To test our framework, we conducted an online survey with 461 respondents who had prior experience with generative AI tools, using Amazon Mechanical Turk. Respondents were exposed to AI-generated advertisements created using ChatGPT-3.5, Mid-Journey, and Studio DID, allowing us to examine their perceptions and behavioral responses in a realistic advertising context.

This research makes three key theoretical contributions. First, we advance the conceptualization of artificial creativity by adapting and validating Gough's (1979) Creativity Personality Scale for AI evaluation,

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contributing to emerging research on creativity in marketing (Das et al., 2023) and more specifically, GAI creativity (Amabile, 2020; Mariani and Dwivedi, 2024; Vakratsas and Wang, 2020). Second, we extend theoretical understanding of generative AI quality through a dual-pathway model incorporating trust and perceived humanness (Prentice et al., 2020; Baek et al., 2024), building on recent work examining AI's social role in mitigating negative effects of AI-generated content (Chen et al., 2024; Arango et al., 2023). Third, we contribute to advertising theory by demonstrating how traditional advertising attributes translate to AI-generated content, extending Ducoffe's (1996) advertising value model into the AI domain while building on recent work examining brand experiences and relationship quality across different market segments (de Kerviler and Rodriguez, 2019; Oanh, 2024; Milan et al., 2023).

2. Literature review

The emergence of generative artificial intelligence (GAI) has fundamentally transformed marketing and advertising practices. While early AI applications focused primarily on analytics and automation, recent GAI advancements have expanded into creative domains traditionally considered exclusively human (Vakratsas and Wang, 2020). This evolution necessitates understanding how GAI impacts advertising effectiveness across market segments, from mass-market to luxury brands (Gupta et al., 2024).

Current literature reveals three key theoretical streams in GAI advertising research: consumer perception of AI-generated content, cognitive processing factors, and comparative analyses between AI and human-created content.

Research on consumer perception of AI-generated content has yielded mixed findings. While some studies report positive consumer reception regarding novelty and complexity (Mayahi and Vidrih, 2022; Ratta et al., 2024), others highlight concerns about authenticity and emotional connection (Sharma and Lal, 2024; Aljarah et al., 2024). Notably, Arango et al. (2023) found that awareness of AI-generated content can reduce empathy and emotional engagement, while Baek et al. (2024) demonstrated that disclosure of AI-generated content negatively impacts perceived credibility and attitudes toward advertisements. This ambivalence suggests that advertising effectiveness may depend heavily on how consumers perceive and process AI-generated content, with transparency and authenticity playing crucial roles (Campbell et al., 2022; Zelch et al., 2023).

The second stream focuses on cognitive factors influencing how consumers process AI-generated advertising. Chen et al. (2024) demonstrated that consumers attribute different capabilities to AI versus human creators, perceiving AI as competent in logical tasks but limited in emotional expression. This aligns with Bakpayev et al.'s (2022) findings showing more favorable consumer response to AI-generated utilitarian messages compared to emotional appeals. Recent research by Gu et al. (2024) further identifies perceived intelligence and eeriness as key factors influencing consumer acceptance of AI-generated advertisements. These cognitive biases appear deeply rooted in how consumers mentally process AI-created content, with studies suggesting that effectiveness is moderated by consumers' algorithmic understanding and technological comfort (Baek, 2023; Rubab, 2024).

The third stream compares AI and human-created content effectiveness. Recent studies by Chaisatitkul et al. (2024) found that AI-generated advertising content was often perceived as more vibrant and conceptually strong compared to human-created alternatives. This finding is supported by Park et al. (2024), who demonstrated high acceptance levels for AI-generated content among social media users, and Milić et al. (2024), who found comparable performance between AI and human-designed advertisements in cost efficiency and reach. However, Zhang and Gosline (2023) revealed that this preference may stem from human favoritism rather than AI aversion, suggesting complex psychological dynamics in content evaluation.

Within this context, artificial creativity emerges as a critical construct bridging these research streams. Trust in AI systems, encompassing explainability and fairness, represents a crucial factor in determining advertising effectiveness (Lockey et al., 2021; Wu and Wen, 2021). Similarly, perceived humanness has emerged as a significant mediator in consumer responses to AI advertising (Pataranutaporn et al., 2022; Knödler and Rudeloff, 2024). Research by Prentice et al. (2020) demonstrates that AI quality performance significantly influences customer engagement and satisfaction, particularly when aligned with consumer preferences.

These theoretical foundations suggest that advertising attributes like informativeness, entertainment value, credibility, and novelty may be differently perceived when content is AI-generated versus human-created. Building on Ducoffe's (1996) advertising value model, recent research indicates that these traditional advertising attributes maintain relevance but may operate differently in AI-generated content contexts (Meydanoğlu et al., 2020; Qayyum et al., 2023). Studies by Oanh (2024) and Milan et al. (2023) further support this view, demonstrating that AI-driven personalization can significantly enhance advertising effectiveness through improved targeting and engagement while maintaining core advertising attributes.

This literature review reveals a clear need to understand how perceived artificial creativity influences advertising effectiveness through trust and perceived humanness pathways. While existing research has examined various aspects of AI in advertising, the relationship between perceived artificial creativity and consumer purchase intentions remains understudied. This gap is particularly relevant given the rapid adoption of GAI tools in marketing practice (Kshetri et al., 2024).

3. Hypotheses development

3.1. *Perceived artificial creativity*

AI has evolved from performing basic tasks to demonstrating advanced capabilities including social skills and creativity. Modern AI systems exhibit cognitive functions, emotional expression, and social intelligence that closely mirror human traits, enabling them to interact with users and produce realistic outcomes (Prentice et al., 2020). This artificial creativity refers to computers' or machines' ability to generate novel and valuable creative outputs (Bhasin, 2011).

In advertising contexts, creativity encompasses three key dimensions: novelty, meaningfulness, and connectedness (Ang et al., 2002, 2007). Novel and meaningful advertisements generate higher recall, favorable attitudes, and positive feelings, while connected advertisements resonate with audiences, leading to improved recall and warmer emotional responses (Ang et al., 2007). Additionally, advertising creativity manifests through achieving the advertisement's purpose while maintaining meaning without causing distraction (Dahlen et al., 2008; Rosengren et al., 2020).

Recent advancements in generative AI technologies have enhanced the creation of realistic virtual humans and improved their credibility (Pataranutaporn et al., 2022). Notably, higher levels of AI creativity correlate with reduced likelihood of outputs that undermine trust, suggesting that more sophisticated AI systems may produce more reliable and trustworthy content.

H1. Consumers' perceived notion of artificial creativity will have a positive effect on trust in generative AI.

Furthermore, higher artificial creativity in generative AI correlates with enhanced ability to display normal human appearance, behavior, and emotions. Recent developments in generative AI technology, including large language models, have improved the creation and human-likeness of virtual humans (Pataranutaporn et al., 2022; Chan, 2023).

H2. Consumers' perceived notion of artificial creativity will have a

positive effect on perceived humanness in generative AI.

Our research model (Fig. 1) examines how generative AI quality components - perceived creativity, trust, and perceived humanness - shape consumer perceptions of AI-generated advertising attributes and their subsequent effect on purchase intention.

3.2. Generative AI quality and ad attributes

Generative AI quality refers to users' perceived quality of AI-generated content (Dantsoho et al., 2021). Our study focuses on two key components: trust and perceived humanness. Trust in AI refers to users' confidence in the originality, reliability, accuracy, and performance of AI systems, while perceived humanness assesses the extent to which AI-generated outputs exhibit human-like qualities (Ojala, 2024).

User trust is critical for generative AI systems to create content resembling human quality (Schmitz et al., 2022). To maintain user trust, AI systems must generate reliable results consistently and proactively inform users about potential limitations. The level of trust users place in AI directly links to the system's ability to produce high-quality outputs that fulfill desired objectives (Kharchenko et al., 2022).

Previous studies have measured consumers' trust in AI using various scales including safety, certainty, reliability, openness, honesty, competence, accuracy, completeness, ethics, and professionalism (Seymour et al., 2021; Hoy and Tschannen-Moran, 2007). Based on existing literature, we propose:

H3a. Consumer trust in GAI will have a positive effect on how end-users perceive the informativeness of AI-generated advertisements.

Research shows that when consumers perceive enjoyment through information from a source, they exhibit positive trustworthiness attitudes towards that provider (Abbas Naqvi et al., 2020). We reverse this logic to examine trust's impact on perceived entertainment value:

H3b. Consumer trust in GAI will have a positive effect on the perceived entertainment value of an AI-generated advertisement.

Following recent research (Jiang et al., 2024; Li et al., 2023), increased trust in AI capabilities positively influences consumers' perceptions of AI-generated content credibility. When consumers have confidence in AI systems' accuracy and truthfulness, they're more likely to view AI-generated advertising content as reliable:

H3c. Consumer trust in GAI will have a positive effect on the perceived credibility of AI-generated advertisements.

The perception of novelty in AI-generated content is influenced by trustworthiness (Lim and Schmälzle, 2024). From the industry perspective, generative AI aims to produce innovative and original content beyond mere imitation (Divya and Mirza, 2023; Gondwe, 2023). The level of trust in generative AI determines whether outputs are perceived as truly original rather than derivative:

H3d. Consumer trust in GAI will have a positive effect on perceived novelty of an AI generated advertisement.

Perceived humanness is the second critical factor in defining acceptance of generative AI-created advertisements. When humanness characteristics are embedded in AI-generated advertisements, they can deliver information resembling human-generated advertising in both content and delivery. According to media richness theory (Daft and Lengel, 1986), AI-generated humanness can provide a more comprehensive and engaging information experience compared to conventional approaches. Therefore:

H4a. Consumer perceived AI humanness will have a positive effect on their perceived informativeness of AI generated advertisements.

Research shows that videos with virtual humans provide entertaining experiences (Li et al., 2024), and students feel entertained in AI-generated experience centers (Li et al., 2024; Song et al., 2023). Thus:

H4b. Consumer perceived AI humanness will have a positive effect on their perceived entertainment value of AI generated advertisements.

The ability of generative AI to communicate in a human-like manner is crucial for establishing trust, as demonstrated through virtual assistant experiments (Hu et al., 2021). When people view generative AI as more human-like, they are more likely to consider both the technology and its outputs as trustworthy:

H4c. Consumer perceived AI humanness will have a positive effect on their perceived credibility of AI generated advertisements.

Finally, when the human-likeness of AI-generated content surpasses a certain threshold, it can effectively capture consumers' attention and evoke novelty. By creating marketing content that closely resembles human-generated communication style, AI-powered advertising can offer a fresh experience to the audience (Sasaki et al., 2017):

H4d. Consumer perceived AI humanness will have a positive effect on their perceived novelty of AI generated advertisements.

3.3. Generative AI ad attributes and purchase intention

Attributes of an advertisement can influence consumer purchase intentions towards a specific brand, acting as a predictor of a brand purchase and engagement intentions (Qayyum et al., 2023). By examining purchase intentions after ad exposure, marketers can gain valuable insights into the potential impact of their advertising efforts on

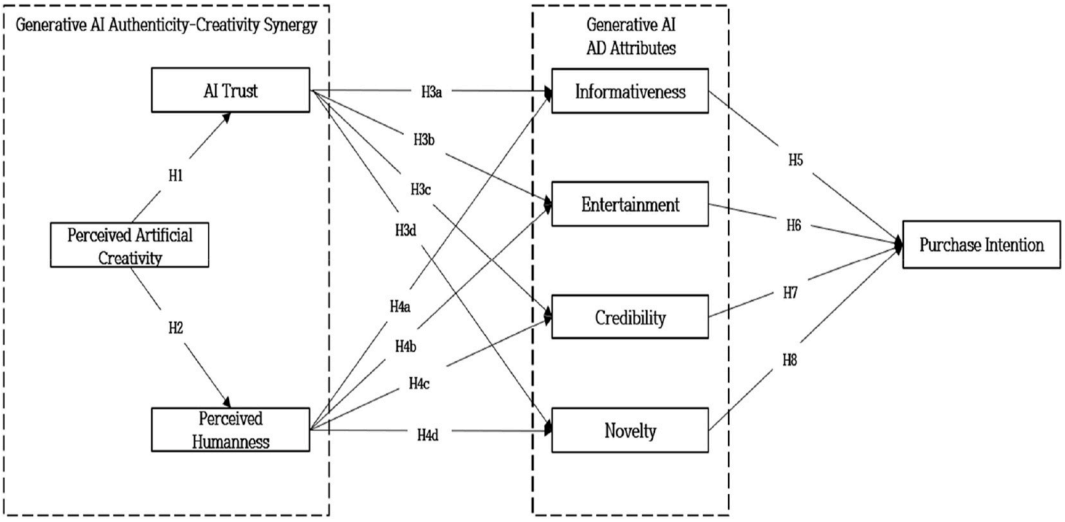

Fig. 1. Research model.

consumer behavior and future sales (Heo and Muralidharan, 2019).

Amongst the important advertising attributes, the concepts of 'informativeness' and 'entertainment 'can be derived from Ducoffe's (1996) advertising attitude effect model. An advertisement's informativeness refers to its capacity to provide consumers with valuable and relevant information about the product, enabling them to make informed decisions about whether the product can satisfy their needs and desires. Behavioral research suggests that the level of informativeness in an advertisement is a key determinant in assessing its potential to drive consumer satisfaction, ultimately contributing to the economic value derived from the advertised product (Dankwa, 2021).

In contrast, an advertisement's entertainment value lies in its ability to evoke positive emotions and foster a favorable attitude towards the advertised product or brand (Otamendi and Sutil Martín, 2020). Unlike informativeness, which focuses on providing factual details, entertainment in advertising aims to create a pleasant and enjoyable experience for the viewer (Geuens et al., 2014). Related studies show that by eliciting feelings of pleasure and likeability, an entertaining ad can effectively capture the audience's attention and establish an affirmative connection between the consumer and the brand or product being promoted (Teixeira et al., 2014). The identified subset of entertainment in the advertisement domain was noted to be - escapism, aesthetic pleasure, and emotional relief (McQuail, 1983).

Credibility is a crucial attribute in advertising, as it directly influences consumer attitudes towards advertisements. This concept, as identified by Brackett and Carr (2001), refers to the believability or trustworthiness of an advertisement's content. Research indicates that advertising credibility significantly impacts brand credibility and corporate image, suggesting that consumers are more likely to trust and positively respond to advertisements they perceive as credible (Hussain et al., 2020). Furthermore, the credibility of the source, such as a celebrity endorser, can enhance the perceived credibility of the advertisement itself, thereby affecting consumer attitudes directly (Hussain et al., 2020; Singh and Banerjee, 2018). This direct effect of credibility on ad attitudes is supported by findings that show a positive relationship between advertising credibility and consumer perceptions, independent of the ad's intrinsic value (Hussain et al., 2020). Additionally, the credibility of advertising messages can influence how consumers remember and attribute the source of the advertisement, further underscoring its importance in shaping consumer attitudes (Bell et al., 2021).

Novelty refers to the extent to which consumers perceive an external advertisement cue to be new or different from other advertisements (Luan and Kim, 2022). On this note, *AI-generated advertisements, being distinct from consumers' existing experiences and knowledge, are more likely to be perceived as novel and unique compared to traditional advertising stimuli (*Edwards and Gangadharbatla, 2001*). This novelty factor can potentially enhance the effectiveness of AI-generated ads, as consumers are more inclined to pay attention to and engage with content that stands out from the norm (*Webster, 2014*). However, it is also important to note that excessive or radical departure from familiar advertising formats may have a counterproductive effect on consumers. Therefore, while innovative changes can be beneficial, completely disrupting the recognizable structure and conventions of advertisements could potentially hinder their impact and reception among consumers.*

Following the development of important behavioral attributes of advertising research to date, we propose the following hypotheses to examine the impact of GAI generated advertisements on consumer purchase intentions of luxury brands.

H5. GAI-generated advertisements with rich informativeness will have a positive effect on consumer purchase intention.

H6. GAI-generated advertisements with higher entertainment value will have a positive effect on consumer purchase intention.

H7. GAI-generated advertisements with enhanced credibility will have a positive effect on consumer purchase intention.

H8. GAI-generated advertisements with enhanced novelty will have a positive effect on consumer purchase intention.

In addition to testing AI's ability to match advertisement attributes, it is also important to consider the perceived distinction between artificial and human intelligence dimensions as perceived by consumers themself. This approach can help us better understand whether quality perception of AI can impact advertisement attribute perception by the end-users, ultimately influencing their purchase intentions.

4. Method

4.1. Output

In this study, we employed a structured methodology following the process outlined in Fig. 2, utilizing ChatGPT-3.5 to systematically generate AI-driven advertisements for luxury brands, with a specific focus on Louis Vuitton. To identify key components for the advertisement—such as the most appropriate luxury brand, representative models, signature fashion pieces, setting, and advertising copy—we used six carefully designed prompts. These comprehensive prompts guided the generative language model to provide precise and relevant information as follows.

Q1. Which luxury brand has the highest sales volume?
Q2. What is the most valuable luxury brand in the world?
Q3. Provide the names of 10 of the most popular Louis Vuitton commercial models.
Q4. Acting as a Louis Vuitton fashion designer with 20 years of experience, assign each of these 10 models a unique Louis Vuitton piece for a 2021 runway show. Please provide only the model's name and the corresponding fashion piece.
Q5. Recommend one location in Paris suitable as a backdrop for a Louis Vuitton commercial.
Q6. Create a distinct advertising phrase for each model.

The responses from ChatGPT-3.5 confirmed Louis Vuitton as the focal brand, identified ten representative celebrity models, assigned tailored fashion pieces to each, selected Place Vendôme as the commercial's background, and generated unique advertising phrases for each virtual model. This detailed prompt strategy minimized redundancy and provided comprehensive brand and campaign insights to inform a fully developed creative plan.

Next, we proceeded to generate visual content using Midjourney (https://www.midjourney.com/home), an advanced text-to-image AI tool accessible via its official Discord bot. Midjourney enables users to input descriptive prompts to produce high-quality images that accurately reflect conceptual ideas (Balas and Micieli, 2022). To optimize visual output, we applied specific parameters during prompt engineering: version 5 for photographic and high-fidelity images, a 16:9 widescreen aspect ratio suited for contemporary video and advertising formats, and a quality setting of 2 to enhance fine detail through extended rendering time.

An example prompt for generating a virtual model image was:

"Emma Stone, a playful, colorful dress featuring layers of tulle and delicate embroidery, at Place Vendôme, Louis Vuitton commercial –v 5 –ar 16:9 –q 2."

Subsequently, the virtual model images generated by Midjourney were uploaded to Studio D-ID (https://studio.d-id.com/), a video-generating AI platform, where voiceovers were assigned to each model. We carefully selected multilingual voice options and adjusted voice tone and speech rhythm to ensure seamless integration with the visual elements. Precise timing adjustments were made so that speech transitions aligned naturally with the virtual models' video

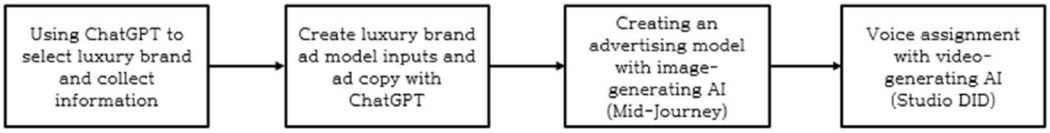

Fig. 2. Process of creating an advertisement.

presentations. Finally, Adobe Premiere was employed to compile the individual clips into a cohesive 50-s advertisement.

An example of a Louis Vuitton commercial video scene produced through this process is presented in Fig. 3.

4.2. Research subjects

This study employed judgmental sampling, a non-probability sampling method, to investigate the effect of perceived generative AI quality on consumer purchase intention. The target population consisted of individuals with prior experience using generative AI tools such as ChatGPT and DALL-E2. Data collection was conducted through an online survey distributed via Amazon Mechanical Turk. Before participation, respondents received an explanation of generative AI concepts and their applications. Since the study required participants to view an advertisement video, we implemented a preliminary system check to ensure participants' ability to watch the video content.

We began with a pilot test involving 36 participants to validate the measurement tool. After screening, 34 valid samples were analyzed. The results of the validation and factor analysis demonstrated sufficient validity, prompting us to proceed with the main survey. The main data collection occurred over a two-week period in May 2023, resulting in 461 valid responses after screening for conscientious respondents.

As shown in Table 1, the demographic composition of the 461 respondents revealed diverse characteristics. The gender distribution comprised 264 males (57.1 %) and 197 females (42.9 %). Age distribution ranged across six categories: under 20s (34 respondents, 7.4 %), 20s (134 respondents, 29.1 %), 30s (175 respondents, 37.9 %), 40s (56 respondents, 12.2 %), 50s (36 respondents, 7.8 %), and 60s or older (26 respondents, 5.6 %).

Table 3 further indicates the occupational distribution across five categories: Office Workers (197 respondents, 42.7 %), Professionals (134 respondents, 29.1 %), Managers (49 respondents, 10.6 %), Unemployed/Students/Other (48 respondents, 10.4 %), and Production Workers (33 respondents, 7.2 %). Regarding educational attainment, the largest group consisted of undergraduate degree holders (227 respondents, 49.2 %), with other categories including middle school degree or equivalent (25 respondents, 5.5 %), high school degree (111 respondents, 24.1 %), and graduate degree holders (98 respondents, 21.2 %).

Table 1
Demographic characteristics results (n = 461).

Category		Frequency	Percentage
Gender	Male	264	57.1 %
	Female	197	42.9 %
Age	<19	34	7.4 %
	20–29	134	29.1 %
	30–39	175	37.9 %
	40–49	56	12.2 %
	50–59	36	7.8 %
	>60	26	5.6 %
Job	Production Worker	33	7.2 %
	Office Worker	197	42.7 %
	Professional Worker	134	29.1 %
	Management Worker	49	10.6 %
	Unemployed/Student/Other	48	10.4 %
Education	Middle school degree or equivalent	25	5.5 %
	High school degree	111	24.1 %
	Undergraduate (University) degree	227	49.2 %
	Graduate (University) degree	98	21.2 %
Generative AI you've used	ChatGPT	397	86.1 %
	DALL-E	183	39.7 %
	Mid-Journey	208	45.1 %
	Stable Diffusion	139	30.2 %
	New Bing	276	59.9 %
	Studio DID	127	27.5 %

In terms of respondents' experience with various generative AI platforms, ChatGPT emerged as the most widely used platform (397 users, 86.1 %), followed by New Bing (276 users, 59.9 %), Mid-Journey (208 users, 45.1 %), DALL-E (183 users, 39.7 %), Stable Diffusion (139 users, 30.2 %), and Studio DID (127 users, 27.5 %). These percentages indicate that many respondents had experience with multiple generative AI platforms.

The requirement for prior generative AI experience was a deliberate methodological choice essential to our research objectives. Since our

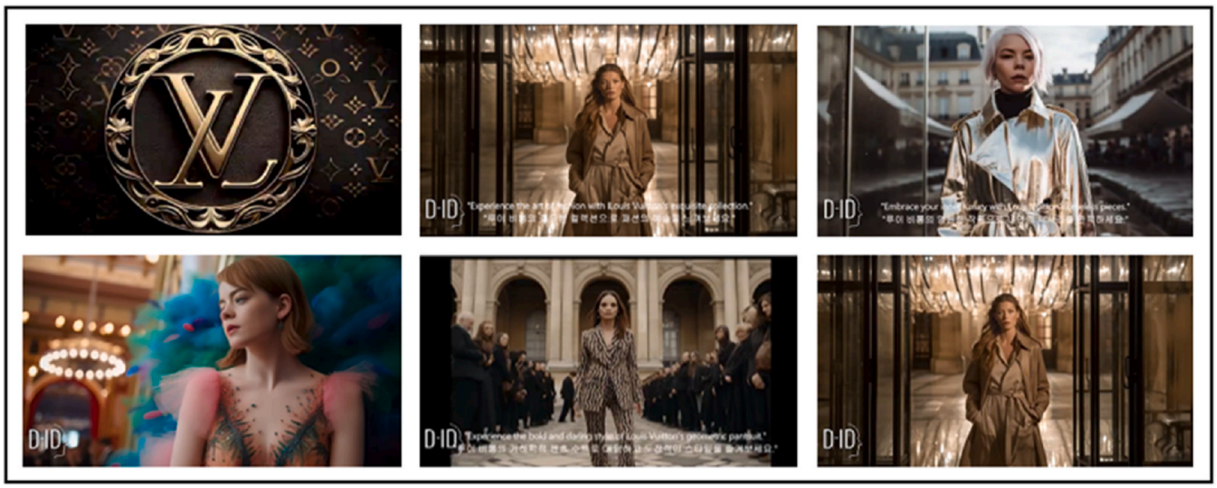

Fig. 3. A scene from a commercial for a luxury brand (Louis Vuitton) created by generative AI.

study examines perceived artificial creativity as a foundational construct, participants needed experiential knowledge of AI capabilities to meaningfully evaluate AI creativity and provide valid responses about AI-generated content quality. This sampling strategy ensures that participants can distinguish between different levels of AI creative performance, similar to how luxury brand research typically requires participants familiar with luxury products to assess brand perceptions meaningfully. This approach aligns with established practices in technology acceptance research where domain familiarity is prerequisite for valid construct measurement (Prentice et al., 2020).

4.3. Operational definitions of variables and measurement items

This study collected data using a 7-point Likert scale (1 = strongly disagree to 7 = strongly agree) to enhance statistical analysis accuracy. The operational definitions for variables were derived from existing literature and are presented in Table 2, with the exception of perceived artificial creativity, which we defined as 'the degree to which a person thinks that AI is creative.'

For measuring perceived artificial creativity, we modified Gough's (1979) Creativity Personality Scale (CPS), adapting components such as "Sexy is Attractive," "Honest is Inflexible," and "Artificial is Factitious" to suit AI evaluation. Following Gough's (1979) methodology, we calculated scores by awarding one point for creative items and deducting one point for non-creative items, then converting these to the 7-point scale.

The measurement instrument consisted of items across multiple variables: perceived artificial creativity (1 item), Trust AI (6 items), perceived humanness (4 items), informativeness (6 items), entertainment (4 items), credibility (5 items), novelty (4 items), and purchase intention (3 items). As shown in Table 2, each construct was carefully defined based on established literature: Trust AI (Lockey et al., 2021), perceived humanness (Seymour et al., 2021), informativeness (Gao and Koufaris, 2006), entertainment (McQuail, 1983), credibility (Stewart and Pavlou, 2002), novelty (Sheinin et al., 2011), and purchase intention (Dodds et al., 1991). The complete set of measurement items is provided in Appendix A.

Table 2
Operational definition of variables.

Construct		Operational definition	Reference
Independent variable	Perceived artificial creativity	The degree to which you think AI is creative	Gough (1979) modification
	Trust AI	The degree to which individuals or organizations are confident that AI systems are trustworthy, safe, and used ethically	Lockey et al. (2021)
	Perceived humanness	The extent to which models in AI-generated ads are perceived to have human-like traits or characteristics	Seymour et al. (2021)
Mediating variable	Informativeness	The extent to which an AI-generated ad satisfies a consumer by providing information about a service or product	Gao and Koufaris (2006)
	Entertainment	The ability of an AI-generated ad to fulfill a consumer's need for diversion, aesthetic pleasure, or emotional release	McQuail (1983)
	Credibility	The consumer's perception of the truthfulness and reliability of the AI-generated ad	Stewart and Pavlou (2002)
	Novelty	The extent to which the AI-generated ad deviates from consumer expectations, i.e., is new, unique, innovative, and distinguishable from other ads	Sheinin et al. (2011)
Dependent variable	Purchase intention	The degree to which the consumer is willing to purchase the product featured in the AI-generated ad	Dodds et al. (1991)

5. Results

5.1. Result validation

We conducted our data analysis using IBM SPSS Statistics 26 and Smart-PLS 4.0 on the 461 valid questionnaire responses. To assess the research model's fit, we examined two key indices: the standardized root mean square residual (SRMR) and the normed fit index (NFI). According to Hu and Bentler (1998), an SRMR value below 0.08 indicates good model fit, while Job et al. (2020) suggest that NFI values between 0.8 and 1.0 represent acceptable fit. Our analysis yielded an SRMR of 0.036 and an NFI of 0.881, both indicating good model fit.

Prior to hypothesis testing, we evaluated the measurement model's reliability, convergent validity, and discriminant validity. We first conducted exploratory factor analysis, followed by confirmatory factor analysis, with results presented in Tables 3 and 4. To assess reliability, we examined Cronbach's alpha and composite reliability (CR) values for each variable. Following established criteria (Anderson and Gerbing, 1988; Nunnally, 1978), values above 0.7 for both metrics indicate reliable measures. Our analysis showed Cronbach's alpha values exceeding 0.8 and CR values above 0.9 for all variables, demonstrating strong reliability.

For convergent validity, we examined the average variance extracted (AVE) values and factor loadings. According to Bagozzi et al. (1991) and Carmines and Zeller (1979), AVE values should exceed 0.5 and factor loadings should be greater than 0.6 to establish validity. Our results showed AVE values above 0.7 for all variables, with factor loadings ranging from 0.842 to 0.910, all statistically significant, thus confirming strong convergent validity.

To establish discriminant validity, we compared the square root of each variable's AVE against its correlation coefficients with other variables, as shown in Table 5. Following Fornell and Larcker's (1981) criterion, discriminant validity is confirmed when a variable's AVE square root exceeds its correlation coefficients with other variables. Our analysis confirmed this condition was met for all variables, establishing discriminant validity.

5.2. Structural model analysis

To verify the proposed research hypotheses, this study conducted structural model analysis by applying the bootstrapping resampling technique 5000 times using Smart-PLS 4.0. First, we checked the Variance Inflation Factor (VIF) as the estimated coefficients may not be statistically significant if there is multicollinearity among the variables, and the maximum value was 3.608. A VIF value of 5 or less is generally considered to indicate the absence of multicollinearity (Akinwande et al., 2015), but since the variables in this study met the VIF criteria, there was no multicollinearity problem. The hypothesis testing results of this study are shown in Table 5 and Fig. 4.

5.3. Key findings discussion

Our empirical investigation into the relationship between perceived artificial creativity (see Fig. 4), generative AI quality, and advertising effectiveness yielded several significant findings. The study reveals a

Table 3
Reliability and validity analysis results Structured.

Variables		Factor loadings	Cronbach's alpha	rho_A	Composite reliability	AVE
Trust AI	TA1	0.868	0.934	0.935	0.948	0.753
	TA2	0.871				
	TA3	0.889				
	TA4	0.861				
	TA5	0.842				
	TA6	0.874				
Perceived humanness	PH1	0.854	0.894	0.896	0.926	0.758
	PH2	0.869				
	PH3	0.872				
	PH4	0.888				
Informativeness	I1	0.871	0.944	0.944	0.955	0.781
	I2	0.881				
	I3	0.891				
	I4	0.873				
	I5	0.898				
	I6	0.898				
Entertainment	E1	0.867	0.896	0.897	0.928	0.763
	E2	0.861				
	E3	0.874				
	E4	0.891				
Credibility	C1	0.877	0.921	0.922	0.940	0.759
	C2	0.867				
	C3	0.858				
	C4	0.866				
	C5	0.888				
Novelty	N1	0.868	0.909	0.911	0.936	0.786
	N2	0.891				
	N3	0.892				
	N4	0.895				
Purchase intention	PI1	0.892	0.874	0.877	0.923	0.799
	PI2	0.879				
	PI3	0.910				

* Factor Loadings >0.6; Cronbach's Alpha, rho_A, and CR > 0.7; AVE >0.5 Structured.

Table 4
Discriminant validity results Structured.

	Perceived artificial creativity	Trust AI	Perceived humanness	Informativeness	Entertainment	Credibility	Novelty	Purchase intention
Perceived artificial creativity rowhead	1.000							
Trust AI rowhead	0.134	0.868						
Perceived humanness rowhead	0.106	0.419	0.871					
Informativeness rowhead	0.120	0.63	0.618	0.884				
Entertainment rowhead	0.133	0.422	0.461	0.637	0.873			
Credibility rowhead	0.123	0.492	0.539	0.636	0.487	0.871		
Novelty rowhead	0.148	0.506	0.523	0.650	0.449	0.495	0.886	
Purchase intention rowhead	0.124	0.444	0.484	0.612	0.504	0.510	0.553	0.894

* The bolded diagonal is the square root of AVE. Structured.

complex interplay between how users perceive AI's creative capabilities and their subsequent evaluation of AI-generated advertisements.

First, our analysis demonstrates that perceived artificial creativity serves as a foundational element that shapes users' trust in generative AI and their perception of its human-like qualities. The more creative users perceive the AI system to be, the higher their trust levels and the more likely they are to attribute human-like characteristics to the AI-generated content. This finding suggests that creativity perception acts as an important antecedent to the overall quality assessment of generative AI systems.

The study also uncovered strong evidence for the dual pathways through which generative AI quality influences advertising attributes. The trust pathway reveals that when users have higher trust in generative AI, they evaluate the resulting advertisements more favorably across all four key attributes: informativeness, entertainment value, credibility, and novelty. Similarly, the perceived humanness pathway shows that when users recognize human-like qualities in AI-generated content, they also rate these same advertising attributes more positively. This parallel influence of both trust and perceived humanness on advertising attributes highlights the multifaceted nature of how users evaluate AI-generated content.

Particularly noteworthy is the finding that the relationship between AI quality components (trust and perceived humanness) and advertising attributes showed consistently strong positive correlations, with path coefficients ranging from 0.277 to 0.451. The strongest relationship was observed between trust in AI and informativeness ($\beta = 0.451$), while the relationship between trust and entertainment showed a relatively lower but still significant coefficient ($\beta = 0.277$). These variations in relationship strength suggest that different aspects of AI quality may have varying degrees of influence on specific advertising attributes.

The final link in our model revealed that all four advertising attributes significantly influence purchase intention, with informativeness ($\beta = 0.263$) and novelty ($\beta = 0.239$) showing the strongest effects. This finding is particularly important as it demonstrates that AI-generated advertisements can effectively drive consumer purchase intentions when they successfully deliver informative content and maintain

Table 5
Hypothesis test results.

Hypothesis	Path	Estimate	t-value	p-value	Result
H1	Perceived artificial creativity → Trust AI	0.134	2.912[b]	0.002	Supported
H2	Perceived artificial creativity → Perceived humanness	0.106	2.393[b]	0.008	Supported
H3a	Trust AI → Informativeness	0.451	7.929[c]	0.000	Supported
H3b	Trust AI → Entertainment	0.277	3.805[c]	0.000	Supported
H3c	Trust AI → Credibility	0.324	4.770[c]	0.000	Supported
H3d	Trust AI → Novelty	0.348	5.832[c]	0.000	Supported
H4a	Perceived humanness → Informativeness	0.429	7.421[c]	0.000	Supported
H4b	Perceived humanness → Entertainment	0.345	4.991[c]	0.000	Supported
H4c	Perceived humanness → Credibility	0.403	6.062[c]	0.000	Supported
H4d	Perceived humanness → Novelty	0.378	6.211[c]	0.000	Supported
H5	Informativeness → Purchase intention	0.263	2.971[b]	0.001	Supported
H6	Entertainment → Purchase intention	0.157	2.019[a]	0.022	Supported
H7	Credibility → Purchase intention	0.147	2.005[a]	0.022	Supported
H8	Novelty → Purchase intention	0.239	3.525[c]	0.000	Supported

[a] $p < 0.05$.
[b] $p < 0.01$.
[c] $p < 0.001$.

innovative appeal. While entertainment (β = 0.157) and credibility (β = 0.147) showed relatively smaller effects on purchase intention, their significant positive influence suggests that a well-rounded approach to AI-generated advertising that encompasses all four attributes is likely to be most effective in driving consumer purchase behavior.

An unexpected but important finding was the circular reinforcement pattern observed in our model, where higher perceived artificial creativity led to increased trust and perceived humanness, which in turn enhanced the evaluation of advertising attributes. This suggests the presence of a positive feedback loop in how users evaluate and respond to AI-generated content, where positive perceptions in one area can amplify positive evaluations in others.

Importantly, these findings demonstrate robust internal validity within our target population of AI-experienced consumers. The consistent pattern of significant relationships across all hypotheses, combined with strong model fit indices (SRMR = 0.036, NFI = 0.881), confirms that our theoretical framework effectively explains how perceived artificial creativity influences advertising effectiveness among consumers familiar with AI technologies. This population represents a strategically important and growing market segment as AI adoption accelerates across consumer demographics.

The collective findings paint a comprehensive picture of how consumers process and respond to AI-generated advertisements, highlighting the importance of managing both the technical quality aspects of generative AI and the resulting advertising attributes to effectively influence consumer purchase intentions.

6. Discussion and conclusion

6.1. Theoretical contributions

This study aimed to examine how perceived artificial creativity influences generative AI quality and advertising effectiveness, addressing a critical gap in understanding consumer responses to AI-generated advertisements - identified as a key research priority in AI advertising (Ford et al., 2023). The research makes several important theoretical contributions to the literature on AI in advertising and marketing, with findings that hold particular relevance for high-involvement contexts such as luxury advertising while maintaining broader applicability.

First, we advance the conceptualization of artificial creativity by adapting and validating Gough's (1979) Creativity Personality Scale for AI evaluation, contributing to emerging research on creativity in marketing (Das et al., 2023) and more specifically GAI creativity (Amabile, 2020; Mariani and Dwivedi, 2024; Vakratsas and Wang, 2020). Prior research has examined AI creativity through various methodologies (Jordanous, 2012), but this study is one of the first to systematically adapt an established human creativity measurement tool for AI assessment. The robustness of this adaptation is particularly evident in luxury contexts where both emotional and functional values are critical (Xu and Mehta, 2022), demonstrating the scale's versatility across different advertising contexts. While previous studies like Bakpayev et al. (2022)

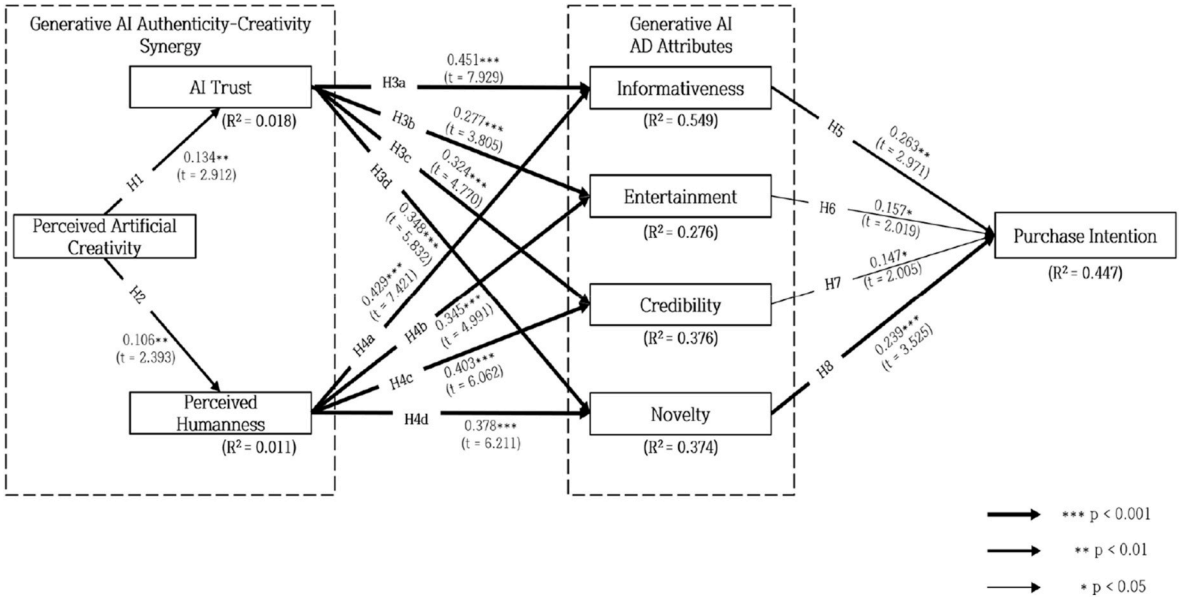

Fig. 4. PLS results.

suggested that "AI can think but cannot feel," our framework provides a more nuanced understanding of how consumers perceive AI's creative capabilities. This contribution is especially significant as brands across segments increasingly rely on AI for creative content generation, requiring reliable methods for assessing AI's creative capabilities that align with human understanding of creativity.

Second, our research extends theoretical understanding of generative AI quality through a dual-pathway model incorporating trust and perceived humanness. While previous studies examined these concepts independently (Prentice et al., 2020; Baek et al., 2024), our research uniquely integrates them to explain advertising effectiveness across different brand contexts. This framework demonstrates robust validity among AI-experienced consumers, providing a solid foundation for understanding AI advertising effectiveness in this strategically important market segment. This integration is particularly significant as recent research by Chen et al. (2024) demonstrates that AI's social role and perceived humanness can mitigate potential negative effects of AI-generated content. Our model shows how these components work in parallel to influence advertising effectiveness, providing a more comprehensive theoretical framework than previous single-factor approaches. Recent findings from Knödler and Rudeloff (2024) on AI-generated synthetic brand voices further support our dual-pathway approach, showing how anthropomorphic elements enhance brand equity through similar mechanisms. The importance of this contribution is underscored by findings from Mayahi and Vidrih (2022) showing growing consumer acceptance of AI-generated content, making it essential to understand the mechanisms through which consumers evaluate and trust such content.

Third, this study contributes to advertising theory by demonstrating how traditional advertising attributes translate to AI-generated content. Building on Ducoffe's (1996) advertising value model, our research extends classical theories into the AI domain - a crucial development given the need to understand computational advertising's effectiveness across different market segments (Ford et al., 2023). This extension is particularly valuable as recent studies by Ratta et al. (2024) and Chaisatitkul et al. (2024) indicate that AI-generated content can be perceived as more vibrant, balanced, and conceptually strong compared to human-created content. Our findings provide theoretical grounding for understanding how consumers process and evaluate AI-generated advertisements across multiple dimensions, from mass-market to luxury segments (Oc et al., 2023). This contribution is critical given that studies by Zelch et al. (2023) indicate the increasing integration of AI-generated content into various advertising formats, necessitating a robust theoretical framework for understanding their effectiveness.

Fourth, our research advances the understanding of consumer response to AI-generated content by establishing the relationship between perceived artificial creativity and advertising effectiveness. While studies like Arango et al. (2023) and Baek et al. (2024) have examined how disclosure of AI-generated content affects consumer responses, our model reveals the underlying psychological mechanisms that influence these responses. This contribution extends beyond mere response effects to show how AI-generated content can actively shape consumer-brand relationships. Recent work by Gupta et al. (2024) supports this finding, showing how luxury brands can successfully merge traditional identity with modern digital strategies through AI integration. This theoretical advancement is particularly significant as studies by Gu et al. (2024) show that consumer acceptance of AI-generated advertisements is influenced by both perceived intelligence and perceived eeriness - factors that our model helps explain through the dual-pathway approach.

Finally, this study contributes to the theoretical understanding of trust in AI systems by demonstrating its role as a mediating factor between perceived creativity and advertising effectiveness while addressing ethical considerations around trust and transparency in AI systems that Ford et al. (2023) identify as critical for future research. Recent research by Aljarah et al. (2024) has shown that awareness of AI-generated content can negatively impact online brand engagement through perceived sincerity. Our study extends this understanding by showing how creative capability perceptions can build trust and ultimately influence advertising effectiveness, providing a theoretical framework for understanding the development and impact of consumer trust in AI-generated advertising content. This contribution is especially valuable given findings from Sharma and Lal (2024) highlighting the ongoing challenges in establishing trust and emotional connections with AI-generated content, making it essential to understand how creative perceptions can help bridge this gap across different advertising contexts.

6.2. *Practical implications*

This study's findings provide specific, actionable insights for luxury brand marketers implementing generative AI in their advertising strategies. The results reveal that perceived artificial creativity serves as a foundational driver of advertising effectiveness, suggesting that practitioners must strategically focus on enhancing AI creativity perceptions to maximize campaign impact.

Our findings demonstrate that informativeness and novelty exert the strongest direct effects on purchase intention, while entertainment and credibility show more modest impacts. This suggests that luxury brand marketers should prioritize developing AI-generated advertisements that deliver rich, valuable product information while maintaining innovative appeal. Rather than focusing equally on all advertising attributes, resources should be strategically allocated to enhance the informational depth and creative novelty of AI-generated content. This finding challenges conventional luxury advertising approaches that traditionally emphasize emotional appeal and entertainment value, indicating that AI-generated luxury content succeeds through information richness combined with creative innovation (Xu and Mehta, 2022).

The study reveals that perceived artificial creativity significantly influences trust in AI, which subsequently shows the strongest relationship with informativeness. This finding indicates that luxury brands should actively showcase their AI systems' creative capabilities to build consumer trust, which then enhances perceptions of informational value. Practitioners should consider implementing transparency strategies that highlight the sophisticated creative processes behind their AI-generated content, such as demonstrating the multi-tool approach used in this study (ChatGPT-3.5, Mid-Journey, and Studio DID). This transparency can help establish the creative legitimacy necessary for building consumer trust, particularly important given Gupta et al.'s (2024) emphasis on merging traditional luxury identity with modern digital strategies.

The research identifies parallel pathways through which AI quality influences advertising effectiveness: trust in AI and perceived humanness. Both pathways significantly impact all four advertising attributes, suggesting that luxury marketers must simultaneously build consumer trust in AI capabilities while ensuring AI-generated content maintains human-like qualities. This dual-pathway approach requires developing AI implementations that demonstrate both technical competence and emotional intelligence. The parallel influence of trust and perceived humanness indicates that successful luxury AI advertising campaigns must balance technological sophistication with authentic human connection, addressing Xu and Mehta's (2022) findings about the importance of preserving emotional values in luxury contexts.

Our findings reveal a circular reinforcement pattern where perceived artificial creativity enhances both trust and humanness, which subsequently improve advertising attribute evaluations. This suggests that luxury brands should implement AI strategies designed to create positive feedback loops rather than isolated interventions. Marketers should develop integrated AI advertising approaches where creative demonstrations build trust, which enhances content evaluation, which further reinforces AI credibility. This cyclical approach is particularly relevant for luxury brands seeking to maintain long-term consumer relationships

while integrating innovative technologies, aligning with Lv et al.'s (2024) insights about enhancing customer satisfaction through AI-powered personalization.

6.3. Limitations and recommendations for future research

Despite its contributions, this study has several limitations that define the scope of our findings and provide opportunities for future research. First, our focus on respondents with prior generative AI experience limits the external generalizability of our findings to broader consumer populations. This sampling strategy was methodologically necessary to ensure valid measurement of perceived artificial creativity, as consumers without AI exposure lack the experiential foundation needed to meaningfully evaluate AI creative capabilities. However, this means our findings specifically apply to AI-experienced consumers and require validation among AI-naive populations before broader generalization. Given the rapid growth in AI adoption and Xu and Mehta's (2022) findings about differential effects of AI-led design across luxury categories, future studies should examine how our theoretical framework applies to consumers without prior AI exposure across different luxury product categories (e.g., fashion, automobiles, hospitality), potentially revealing different pathway strengths or additional mediating mechanisms.

Second, while our experiment focused on luxury brand advertisements, the findings may not be generalizable across different levels of brand luxuriousness. Building on Oc et al.'s (2023) work on brand luxuriousness classification (premium, prestige, and exquisite), future research should investigate how perceived artificial creativity influences advertising effectiveness across these different tiers of luxury brands.

Third, our study used a combination of ChatGPT-3.5, Mid-Journey, and Studio DID, but rapid advancements in AI technology may yield different results with newer systems. As highlighted by Rovai et al. (2023), the role of new-age technologies in luxury retail continues to evolve, necessitating ongoing research to understand how technological improvements influence consumer perceptions and responses in luxury contexts.

Fourth, our cross-sectional design cannot capture potential changes in consumer perceptions over time. Following Lv et al.'s (2024) work on pre-purchase engagement, longitudinal studies could explore how consumer trust and perceived humanness of AI-generated luxury content evolve throughout the customer journey, particularly in the context of repeat purchases and brand loyalty development.

Fifth, while we examined four advertising attributes, future research could investigate additional mediating factors specific to luxury consumption, such as perceived exclusivity (Gupta et al., 2024) and status signaling (Rahman et al., 2023). Moreover, researchers should explore how disclosure timing and methods regarding AI-generated content influence consumer responses in luxury contexts, particularly given luxury brands' traditional emphasis on craftsmanship and heritage.

Finally, following Moreau et al.'s (2023) findings about consumer preferences for AI-designed products when unaware of the design source, future research should examine whether and how luxury brands should communicate their use of AI in advertising and product design, particularly given the sector's emphasis on human artisanship and authenticity.

These limitations point to rich opportunities for future research to deepen our understanding of artificial creativity's role in luxury advertising effectiveness and consumer behavior.

6.4. Conclusion

This research advances our understanding of how artificial creativity shapes consumer responses to AI-generated advertising by establishing a dual-pathway model that bridges creativity theory with advertising effectiveness in luxury contexts. The study's most significant theoretical contribution lies in demonstrating that perceived artificial creativity operates as a foundational driver that simultaneously builds consumer trust in AI and enhances perceptions of humanness, which then influence advertising effectiveness through parallel pathways. This discovery challenges existing fragmented approaches to AI advertising research by providing an integrated framework that explains how creativity perceptions create positive reinforcement cycles throughout the consumer evaluation process. The research reveals a critical practical insight: informativeness and novelty emerge as the primary drivers of purchase intention in AI-generated luxury advertising, fundamentally shifting the strategic focus from traditional entertainment-based approaches to information-rich, innovation-driven content strategies. This finding redefines luxury advertising best practices in the AI era, suggesting that brands must prioritize demonstrable creative intelligence and substantive content delivery over conventional emotional appeals. The implications extend beyond luxury markets, as the dual-pathway model provides a blueprint for any brand seeking to leverage generative AI effectively while maintaining authentic consumer connections, ultimately establishing perceived artificial creativity as the cornerstone of successful AI-powered advertising campaigns.

CRediT authorship contribution statement

Timothy Jung: Writing – review & editing, Writing – original draft, Visualization, Validation, Supervision, Software, Resources, Project administration, Methodology, Investigation, Funding acquisition, Formal analysis, Data curation, Conceptualization. **Maksym Koghut:** Writing – review & editing, Writing – original draft, Visualization, Validation, Supervision, Software, Resources, Project administration, Methodology, Investigation, Conceptualization. **Eunseo Lee:** Writing – review & editing, Writing – original draft, Visualization, Validation, Software, Resources, Methodology, Investigation, Formal analysis, Data curation, Conceptualization. **Ohbyung Kwon:** Writing – review & editing, Writing – original draft, Visualization, Validation, Supervision, Software, Resources, Project administration, Methodology, Investigation, Funding acquisition, Formal analysis, Data curation, Conceptualization.

Declaration of competing interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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Appendix A. Supplementary data

Supplementary data to this article can be found online at https://doi.org/10.1016/j.jretconser.2025.104403.

Data availability

Data will be made available on request.

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