The Disclosure Dilemma: Understanding Consumer Responses to AI-Generated Brand Communication

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Dissertation written under the supervision of professor Mónica Borges.

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ABSTRACT

The rapid integration of generative artificial intelligence (GenAI) into marketing communication is changing how brands create advertising content. This study investigates how AI disclosure in advertising influences consumers' attitudes toward the advertisement (Aad), perceived brand authenticity (BA), and purchase intention (PI). It explores the moderating effect of AI aversion and brand trust (BT). The growing integration of AI-generated content (AIGC) in marketing and regulatory requirements for disclosure under the EU AI act motivates this research. It addresses the lack of empirical evidence on consumer responses to AI transparency.

A between-subject online experiment exposed female participants familiar with the fashion brand Mango to either an AI-disclosed or non-disclosed AI-generated advertisement. Established measurement scales captured Aad, BA, PI AI aversion, and BT. Data was analysed using regression analysis and moderation models.

Results showed no significant direct effect of AI disclosure on Aad or BA, which contradicted the AI-authorship effect documented in prior studies. However, BA and Aad significantly predicted PI, BA showing a stronger influence. Neither AI aversion nor BT significantly moderated the relationship between disclosure and consumer responses, although BT strongly correlated with PI. It was revealed through exploratory qualitative insights that while most respondents remained indifferent to disclosure, a minority expressed concerns about authenticity, creativity, and ethics.

Findings suggest that mandatory AI disclosure might not harm consumer perceptions, but authenticity remains critical for driving purchase intentions. To sustain trust and authenticity in AI campaigns, marketers should frame AI as a creative enhancer rather than a human replacement.

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Author: Christine Kowarschik

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SUMÁRIO

A rápida integração da inteligência artificial generativa (GenAI) na comunicação de marketing está a transformar a forma como as marcas criam e apresentam conteúdos publicitários. Este estudo analisa como a divulgação do uso de GenAI influencia atitudes em relação ao anúncio (Aad), autenticidade percebida da marca (BA) e intenção de compra (PI), bem como o papel moderador da aversão à IA e da confiança na marca (BT). Motivada pela crescente adoção de conteúdo gerado por IA e pela obrigatoriedade de divulgação (legislação da UE), a pesquisa aborda a escassez de evidências empíricas sobre transparência em IA.

Realizou-se um estudo experimental com participantes familiarizadas com a marca Mango, expostas a um anúncio gerado por IA com e sem revelação de o anúncio ter sido criado por IA. Utilizaram-se escalas validadas para medir as variáveis; as hipóteses foram testadas através de regressão e de moderação.

Os resultados não indicaram efeitos diretos significativos da revelação sobre Aad ou BA, contrariando evidências anteriores. Contudo, concluiu-se que BA e Aad influenciam PI, com BA mostrando influência superior. Nem a aversão à IA nem o BT se revelaram moderadores destas relações. *Insights* qualitativos indicaram que, embora a maioria dos respondentes permanecesse indiferente à realização de anúncios com IA, alguns manifestaram preocupações com autenticidade, criatividade e ética.

Conclui-se que a obrigatoriedade de revelação não prejudica necessariamente as perceções; porém, manter a autenticidade é crucial para impulsionar intenções de compra. Recomenda-se enquadrar a IA como potenciador criativo, não como substituto humano.

Título: O Dilema da Divulgação: Compreender as Respostas dos Consumidores à Comunicação de Marca Gerada por IA

Autora: Christine Kowarschik

Palavras-chave: Inteligência Artificial, IA Generativa, Conteúdo gerado por IA, Divulgação da IA, Confiança na marca, Autenticidade da marca, Aversão à IA, Atitude em relação à publicidade, Intenção de compra, Teoria do Comportamento Planeado

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I acknowledge that artificial intelligence was only used to check the grammar and writing structure, and that no content was originally generated by artificial intelligence.

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LIST OF ABBREVIATIONS

Aad	Attitude Toward the Advertisement
AI	Artificial Intelligence
AIAS	Artificial Intelligence Attitude Scale
AIGC	AI-Generated Content
α	Cronbach's Alpha
BA	Brand Authenticity
B	Unstandardized Regression Coefficient
BT	Brand Trust
EU	European Union
F	F-Test Statistic
GANs	Generative Adversarial Networks
GenAI	Generative Artificial Intelligence
H	Hypothesis
M	Mean
ML	Machine Learning
n	Sample Size
NLP	Natural Language Processing
n.s.	Not Significant
PI	Purchase Intention
p	Probability Value (Significance Level)
r	Pearson's Correlation Coefficient

R^2	Coefficient of Determination
SD	Standard Deviation
se	Standard Error
SPSS	Statistical Package for the Social Sciences
t	t-Test Statistic
TPB	Theory of Planned Behaviour
USD	United States Dollar

Abbreviations for Hayes PROCESS macro

M	Mediator
W	Moderator
X	Independent Variable
Y	Dependent Variable

1. INTRODUCTION

1.1 Research Motivation

The digital revolution has significantly transformed the global corporate landscape, with Artificial Intelligence (AI) playing a central role in this shift. Although AI originated in the 1950s, it has evolved dramatically in recent years. Advances in deep learning allow computers to analyse vast data sets, identify patterns, and make predictions (LeCun et al., 2015). These technological developments have also impacted marketing communications, where AI-generated content (AIGC) is rapidly becoming integral to brand strategy. AI has become ubiquitous, demonstrating versatility across numerous applications (Mehta et al., 2022).

The significance of this technical shift is made clear by market projections. The global market for AI in marketing is expected to reach over 47 billion USD by 2025, and double to 107 billion USD by 2028 (Ross, 2025). However, this extreme growth and adoption of AI have been accompanied by a growing level of consumer skepticism and governmental scrutiny. Consumers' comfort level with brands using AI has declined in recent years. The share of respondents expressing comfort dropped from 57% in 2023 to 46% in 2024 (Ross, 2025). Furthermore, only 12% of young Americans aged 18 to 34 find AI-generated images extremely appealing (Ross, 2024).

This research is motivated by a significant gap between the increasing adoption of AIGC in marketing and the limited understanding of its influence on consumer behaviour (Wu et al., 2022). Recent regulatory initiatives to enhance openness in the usage of AIGC have made this issue even more urgent. The European Union's AI Act, passed in 2024, is the world's first legal framework for regulating AI. It will progressively come into effect beginning in 2025 (European Commission, 2025; European Parliament, 2023). There is an urgent need for empirical insights to help marketing practitioners navigate this changing environment effectively.

1.2 Industry Context and Regulatory Environment

In the marketing industry, AIGC is especially well-known. The use of AI appears to have no limits, from viral AI-generated songs featuring computer-generated performances of artists like Drake and The Weeknd (Coscarelli, 2023) to Nike's usage of AI tools to design footwear prototypes for elite athletes (Nike, 2024). This is particularly evident given the rise of platforms like ChatGPT and text-to-image generation tools such as DALL-E and Midjourney. They have revolutionized content creation while also making it more accessible. AIGC gives

marketers the ability to quickly produce data-driven, highly-targeted content that is both effective and efficient (Chen et al., 2019).

Sophisticated AI techniques such as deepfakes and generative adversarial networks (GANs) produce synthetic advertisements so highly persuasive that consumers may find them almost impossible to recognise as artificial (Campbell et al., 2022a). This raises questions about transparency and consumer autonomy. When consumers encounter this content in the digital space, they exhibit mixed reactions, including privacy, security and ethical concerns (Wu et al., 2022).

As a result of these problems, major social media platforms including Meta and TikTok have required AIGC labelling. Both platforms have implemented an AIGC disclaimer that brands and users have to use when displaying AIGC for advertising purposes (Meta, 2025; TikTok, 2025). These regulatory developments and the widespread adoption of AIGC highlight the industry's recognition of the importance of understanding the impact of such disclosure on consumers' perception and behaviour.

1.3 Problem Statement and Research Objective

Despite the growing prevalence of AIGC in marketing communication, research on AI disclosure in marketing has produced mixed findings. AI disclosure refers to the act of informing consumers when AI systems are used to create content. Some studies have found positive outcomes due to enhanced consumer appreciation of AI-generated advertisements (Wu & Wen, 2021) while others report negative consequences such as reduced perceived brand authenticity (Brüns & Meißner, 2024). Overall, disclosure effects are context-dependent. There is still little research on AI disclosure (Wu et al., 2022). This gap is particularly noticeable when it comes to understanding how consumer reactions are influenced by their individual attitudes toward the acceptance of AI and their trust in a brand. These insights are essential for developing effective strategies, increasing communication vigilance, and positively influencing purchase decisions (Gao et al., 2023).

This study aims to address this gap by investigating the complex relationship between AI disclosure and consumer behaviour in marketing contexts. The research specifically aims to clarify the ways in which consumer attitudes, brand perception, and purchasing behaviour are impacted by AI disclosure, while exploring the moderating roles of AI aversion and brand trust.

Drawing upon Ajzen (1991) Theory of Planned Behaviour (TPB), which connects attitudes to behavioural intention, this research examines the mechanisms through which AI disclosure affects consumer attitudes and brand authenticity.

Prior research suggests that authenticity is a key driver of brand trust and purchase intention (Fritz et al., 2017; Morhart et al., 2015; Portal et al., 2019). However, this might be called into question if it becomes known that marketing content was generated by AI. Furthermore, individuals' mistrust and resistance to AI technologies can have a significant impact on how disclosures are received (Chen et al., 2024; Gu et al., 2024; Wu & Wen, 2021). In turn, brand trust serves as a critical moderating factor that reduces perceived risk and overall strengthens consumer-brand relationships (Chaudhuri & Holbrook, 2001; Delgado‐Ballester & Munuera‐Alemán, 2001).

In order to offer both theoretical understanding and practical knowledge regarding AI transparency in marketing communications, this study employs an experimental approach. To address the overarching question of how AIGC disclosure influences consumers' perceptions, attitudes, and behavioural intention, the study aims to respond to the following research questions:

(1) How does AI disclosure affect consumers' attitudes toward advertisements and their perceptions of brand authenticity?

(2) How do consumers‘ attitudes toward an advertisement and their perceptions of brand authenticity influence purchase intention?

(3) Do brand trust and AI aversion play a role in consumers‘ purchase behaviour in the context of the disclosure of AI-generated marketing content?

1.4 Research Overview

This research paper is structured into five chapters. Following this introduction, chapter two presents the theoretical framework, reviewing existing literature on AIGC, consumer behaviour and disclosure effects in marketing communications. Chapter three describes the methodology used in the study, namely the research design, participants and sampling, measurement of variables, and data analysis methodology). Chapter four presents the analysis and results of the collected data, addressing each research question. Finally, chapter five focuses on the implications of the findings, the study limitations, and suggested directions for further research.

2. LITERATURE REVIEW

This chapter provides a comprehensive review of the literature, focusing on topics critical to addressing the research questions. It synthesizes theoretical and empirical contributions on AI-generated content (AIGC), AI disclosure in marketing communication, and respective consumer responses. Based on this synthesis, the research hypotheses and the conceptual model are derived.

2.1 Theoretical Foundation: Theory of Planned Behaviour

Ajzen's (1991) Theory of Planned Behaviour (TPB) provides a robust framework for understanding how consumers form intentions and behave following marketing stimuli.

It builds on the theory of reasoned action and posits that human behaviour can be predicted based on three psychological factors: attitude toward the behaviour, subjective norms, and perceived behavioural control. Combined, these components shape behavioural intentions, which in turn predict actual behaviour (Figure 1).

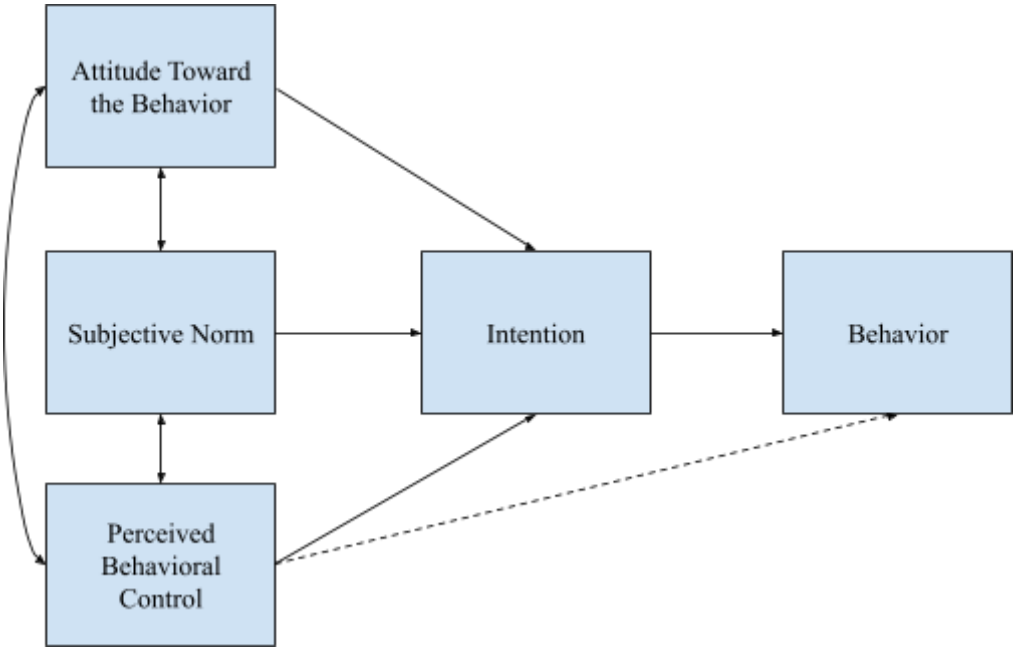

Figure 1. *Theory of Planned Behaviour* (Ajzen, 1991)

The TPB offers a comprehensive concept for examining how consumers might respond to AI disclosure in the context of AIGC.

When applied to AI-generated marketing content, attitude toward the behaviour reflects consumers' evaluation of disclosed AIGC (e.g., "AI created this ad"). This assessment is complex and influenced by both cognitive and emotional dimensions, including pre-existing conceptions and beliefs about AI and automation in general. Identifying AI as a source of

information can activate stereotypes about machines in consumers' minds and trigger heuristics that influence consumers' reactions (Sundar, 2020). These assessments directly influence the attitude toward the advertisement and shape purchase-related evaluations.

Subjective norms in AI-generated marketing content refer to perceptions of significant others' expectations (friends, influencers, media, platform regulations) regarding the acceptability of AIGC. Research on system transparency and data privacy indicates that consumers are influenced by social norms regarding trust, security, and control over personal data (Chen & Sundar, 2018; Zhang et al., 2014). Similarly, consumers' purchase behaviour is shown to be influenced by perceived transparency in AI disclosure and level of personalization in AIGC (Kietzmann et al., 2021; Sivathanu et al., 2023). Subjective norms around AIGC-generated marketing content are particularly dynamic. These norms dictate whether consumers perceive AIGC as authentic or concerning, leading to acceptance or rejection (Deptula et al., 2025).

Perceived behavioural control captures consumers' confidence in their ability to navigate and manage interactions with AIGC. This is mainly influenced by consumers' AI literacy, prior experiences, and general technological competence. This is especially important in the context of a digital world that becomes increasingly populated by AI. Consumers navigate progressively complex technological interactions with brands. Research demonstrates that consumers with prior AI interactions showed less resistance to chatbot disclosure, directly influencing purchase intentions positively (Luo et al., 2019). Similarly, Wang and Qiu (2024) concluded that consumers with prior AI knowledge are more receptive to AI transparency, indicating that perceived behavioural control increases with technological familiarity. A study of AI-designed products found that consumers are willing to pay more for utilitarian and functional products designed by AI, due to curiosity. Interestingly, higher consumer knowledge reduces curiosity, lowering willingness to pay (Zhang et al., 2014).

This theoretical foundation establishes that consumer responses to AI disclosure are not only reactions to technological features, but complex psychological processes. In sum, the TPB offers a robust lens to understand how AI disclosure impacts consumers' reactions across the three dimensions. Understanding how these constructs shape consumer responses provides a foundation for analyzing the impact of AI disclosure in advertising contexts.

2.2 AI and Generative Artificial Intelligence in Marketing Communications

AI's quick evolution is fundamentally transforming traditional marketing practices, revolutionizing how brands create, deliver, and personalize consumer communications. AI has evolved from data analysis to process automation and improved decision making through machine learning (ML) to highly personalized consumer communications (De Ruyter et al., 2018). These technological advances have established AI as an integral part of the entire customer journey, with applications in consumer behaviour analysis, insight generation and personalized marketing through natural language processing (NLP) and ML (Kietzmann et al., 2018). Research shows that AI can be leveraged strategically to create new opportunities for marketing practitioners (Huang & Rust, 2021).

Generative Artificial Intelligence (GenAI) is a transformative force in marketing. Unlike earlier AI applications which primarily focused on analysis and automation, it draws on large data sets and uses statistics and patterns to generate content such as text, images, and videos that can be indistinguishable from human-generated content (Feuerriegel et al., 2024). This creative capability represents a significant shift, with profound implications for marketing. Understanding the differences between traditional AI and GenAI is essential for understanding consumer responses. While consumers may accept AI for analytical tasks, the use of AI in creative domains might be viewed critically. Research reveals a broad spectrum of emotional reactions to AI in marketing, ranging from trust to feelings of manipulation. Castelo et al. (2019) demonstrated that emotional reactions to AI are highly task dependent, with more negative responses occurring when AI performs subjective and human-like tasks. This finding aligns with the 'uncanny valley effect', where near-human robots or artificial entities can elicit feelings of discomfort and distrust (Mori et al., 2012). Such effects can be problematic in emotional campaigns, as seen in Coca-Cola's 2024 holiday campaign. The brand attempted to reimagine its 'Holiday are Coming' commercial from 1995 using GenAI, leading to widespread controversy and online backlash. Consumers perceived the ad as inauthentic and deeply uncanny (Di Placido, 2024).

The increasing use of AI-generated visuals in advertising is transforming both content creation and consumer engagement. Deepfakes and GANs produce synthetic advertisements, visually indistinguishable from reality, challenging perception of authenticity (Campbell et al., 2022a). These systems generate hyper-realistic images, videos, and audio that are difficult to detect as artificial (Kietzmann et al., 2021). Recent research further suggests that

AI-generated communication can achieve a new level of personalization that goes beyond what is possible with traditional methods (Kshetri et al., 2024).
International brands such as Mango have integrated GenAI into their campaign creation, though the consumer responses remain an open question. These advancements enable AI to move beyond data processing into creative functions that were once considered the exclusive domain of humans, thereby redefining the creative domain. With the right strategic approach, brands can successfully exploit these benefits to gain a competitive edge and unlock GenAI's full potential (Feuerriegel et al., 2024).

Research has identified several areas where GenAI impacts marketing. NLP enables brands to create dynamic, personalized advertising, thereby improving engagement and advertising effectiveness (Gao et al., 2023). From an operational standpoint, integrating GenAI streamlines content creation, enabling marketers to produce sophisticated content more efficiently and cost-effectively (Kshetri et al., 2024). This enables marketing teams to optimize resource allocation while improving standards of creative output. Moreover, AI has been shown to support predictive analytics and forecast consumer behaviour, thus gaining a competitive advantage and increasing operational efficiency (Gupta & Bansal, 2023).

The rapid development and adoption of AI and GenAI has triggered regulatory measures to ensure transparency and protect consumer interests. The recent implementation of mandatory disclosure requirements for GenAI content under the EU's AI Act has created a unique research context for examining these reactions more explicitly (European Parliament, 2023). These disclosures are mandatory, removing brand discretion. Therefore, brands must consider the potential consequences of disclosure. In this altered landscape, marketing practitioners must address the implications of AI disclosure, otherwise, they will struggle to maintain the effectiveness of their campaigns.
Despite the growing understanding of the technical capabilities and applications of GenAI, there is little knowledge of consumer responses to brands using GenAI to create marketing content and consumers' attitude toward AI-generated advertisements (Wu et al., 2022). Prior research highlights the urgent need for a better understanding of the relationship between AIGC and customer behaviour (Wahid et al., 2023). While studies have documented the operational benefits and technical possibilities of GenAI in the advertising industry (Campbell et al., 2022a), less is known about how consumers respond to disclosed AI authorship in marketing communications, particularly in terms of consumer attitudes and purchase

behaviour. This research addresses this gap, which is especially important given the rapid adoption of GenAI by major brands for marketing communications, as well as an evolving regulatory landscape that now mandates AI disclosure.

2.3 AI Disclosure Effects on Consumer Attitudes

This section reviews the literature on how AI disclosure affects consumer attitudes in marketing communications. Previous research reveals a complex and often contradictory picture.

2.3.1 Consumer Response Mechanisms

Research on AI disclosure shows inconsistent and context-dependent effects. The 'AI-authorship effect' describes how consumers react less positively when content is disclosed as AI-generated, as they perceive it as less authentic which triggers negative reactions such as moral disgust. The moral aversion is rooted in consumers' belief that AI is incapable of feeling emotions, leading them to perceive artificially generated content as insincere (Kirk & Givi, 2025).

However, Kirkby et al. (2023) found that AI disclosure can be just as effective as human-generated content, demonstrating that the relationship is more nuanced. These contradictory findings imply that contextual factors, including consumer's AI literacy, the specific nature of AI application, and prior experiences with AI, play a crucial role in shaping attitudes (Puntoni et al., 2021).

The impact of AI disclosure on consumer attitude is amplified by negativity bias, where negative information disproportionately influences decision-making. Especially when it comes to adopting new technologies like AI, this bias acts as a psychological barrier, and leads to lower acceptance of new products or technologies like AI (Frank et al., 2023). This effect is stronger when AI performs tasks traditionally associated with human skills. Consumers struggle to imagine an algorithm performing human-like tasks in an authentic way, ultimately leading to distrust in AI's capability (Castelo et al., 2019).

Marketing communication, which is inherently dependent on creativity, is therefore prone to these dynamics. Consumers often perceive AIGC as less creative or emotionally engaging. This can be observed when AI artworks are compared to human-created ones: the artificially generated works are less preferred, with the bias resulting in negative emotional responses

such as lower purchase intent (Bellaiche et al., 2023; Millet et al., 2023).

Moreover, the way in which AI is disclosed significantly influences consumers' attitudes. When AI involvement is disclosed without explanation, consumers tend to perceive it as a black box and question AI's accuracy and fairness. In online environments, with mixed AI and human-generated content, users showed distrust when AI involvement was disclosed. Even when only suspected, trust levels dropped (Jakesch et al., 2019). Conversely, explaining AI's reasoning can mitigate negative effects and boost adoption (Shin, 2021).

2.3.2 Impact on Attitude Toward the Advertisement

With the increasing use of GenAI in marketing, it is essential for marketing practitioners to understand its impact on consumer attitudes. Attitude toward the advertisement (Aad) is central to advertising effectiveness, mediating effectiveness on brand attitude and consumer behaviour (MacKenzie et al., 1986). Aad is defined as "(...) a learned predisposition to respond in a consistently favorable or unfavorable manner to advertising in general." (Lutz et al., 1983, p. 53). It reflects both affective and cognitive responses to advertising that shape consumer behaviour. By bridging the gap between emotional and cognitive pathways, Aad affects how consumers evaluate a brand and ultimately decide whether to purchase it (Lutz et al., 1983; MacKenzie et al., 1986).

Empirical evidence suggests AI disclosure often has a negative impact on Aad. Research found that, when brands disclose AI usage in their ads on social media platforms, this has a negative impact on Aad, while having no direct effect on brand attitude or source credibility. Interestingly, transparency reduced perceived manipulative intent, suggesting that disclosure can build trust under certain conditions. However, brand attitudes were still reduced for consumers with high AI aversion, highlighting that AI disclosure leads to lower Aad (Wortel et al., 2024). In charitable contexts, revealing AI-generated faces decreased Aad and donation intentions. This reinforces the idea that Aad is a reliable predictor of behavioural outcomes (Arango et al., 2023). Chen et al. (2024) demonstrated that consumers evaluate AI-generated ads differently based on how the message is framed. Advertisements using emotional appeals received worse Aad compared to those using rational appeals. Higher Aad leads to more favourable brand attitudes and purchase intention, confirming its role as a key effectiveness measure for AIGC. In the context of AI-generated marketing content, Aad becomes particularly significant as it reflects consumers' immediate evaluative response to the

knowledge that AI has been involved in the content creation process. Based on these theoretical foundations, the following hypothesis is proposed:

H1: Disclosure of AI utilization negatively influences consumer attitudes toward the advertisement.

2.3.3 Impact on Perceived Brand Authenticity

Consumers' belief that a brand is genuine, reliable and consistent is known as Brand Authenticity (BA) (Morhart et al., 2015). Napoli et al. (2014) developed a scale that reflects quality commitment, sincerity and heritage. It emphasizes the idea that BA is a multidimensional, perception-based construct. Similarly, Morhart et al. (2015) identified four key dimensions of BA: continuity, credibility, integrity, and symbolism. Since AI disclosure can influence consumers' perceptions across multiple authenticity dimensions, these dimensions become particularly clear when analyzing consumer responses to AI disclosure in marketing communications.

BA strengthens brand trust (Portal et al., 2019), emotional attachment, word-of-mouth (Morhart et al., 2015), and behavioural intentions (Fritz et al., 2017).

Campbell et al. (2022b) argue that if consumers perceive the use of AI in marketing content, it may lead to perceptions of inauthenticity and reduced investment by advertisers, resulting in decreased persuasiveness of AIGC. A brand's use of AIGC may jeopardize perceived BA since authenticity is based on human origin and brand anthropomorphism (Morhart et al., 2015). The mandatory disclosure of AIGC on social media platforms has created an important context for exploring consumer perceptions of BA. Findings present ambivalent results, while some studies indicate no negative impact when AI authorship is disclosed (Kirkby et al., 2023), others report that informing consumers that social media content was AI-generated reduced perceived BA (Brüns & Meißner, 2024). Similarly, Kirk and Givi (2025) demonstrated that AI disclosure leads to reduced positive word-of-mouth and consumer loyalty, linked to feelings of moral disgust.

It was found that reactions are less negative when marketing content is more factual than emotional. Similarly, consumer reactions are proven to be less negative when AI is presented as supporting human creativity rather than replacing human involvement entirely (Brüns & Meißner, 2024). These findings suggest that disclosure effects on BA are ambivalent, depending on contextual factors. Nevertheless, a body of empirical research indicated a negative impact on BA when AI is explicitly disclosed, particularly in emotionally driven or

traditionally human-dominated brand interactions like marketing (Brüns & Meißner, 2024; Kirk & Givi, 2025). Given the empirical evidence presented, the following hypothesis is proposed:

H2: AI authorship disclosure negatively affects perceived brand authenticity.

2.4 Consequences of Consumer Attitudes

Understanding how consumer attitudes towards AIGC translate into behavioural outcomes is crucial for grasping broader implications of AI disclosure in marketing. This aligns with the TPB framework, which posits that attitudes predict intentions, which in turn predict behaviour.

2.4.1 Brand Authenticity and Purchase Intention

Consumers actively seek authentic brand experiences to reinforce their self-concept and personal identity (Beverland & Farrelly, 2010). Given the central role of authenticity, perceived BA is strongly associated with positive consumer behaviour and outcomes.

Empirical findings support the positive influence of BA on various consumer outcomes. In the hospitality sector, it was found that perceptions of authenticity in ethnic restaurants positively affects consumers' intention to visit and purchase (Lu et al., 2015). In the context of brand relationship, BA strengthens brand relationship quality, which in turn enhances consumers' behavioural intentions (Fritz et al., 2017). Moreover, Napoli et al. (2014) provided direct evidence that BA is a reliable predictor of purchase intentions (PI).

This relationship becomes particularly relevant in the context of GenAI. In GenAI contexts, perceived lack of emotional depth may weaken BA (Kirk & Givi, 2025).

Nonetheless, the nature of this relationship is bidirectional. Wu and Wen (2021) found that disclosing AI usage can lead to an increased sense of transparency, boosting credibility and authenticity, consequently increasing PI. Based on these insights, the following hypotheses are proposed:

H3: Higher perceived brand authenticity leads to increased purchase intention.

2.4.2 Advertisement Attitude and Purchase Intention

The relationship between Aad and PI is grounded in the model of advertising effects, which describes how advertising moves consumers from cognition (think) to affect (feel) to behaviour (do) (Vakratsas & Ambler, 1999) (Figure 2)**.**

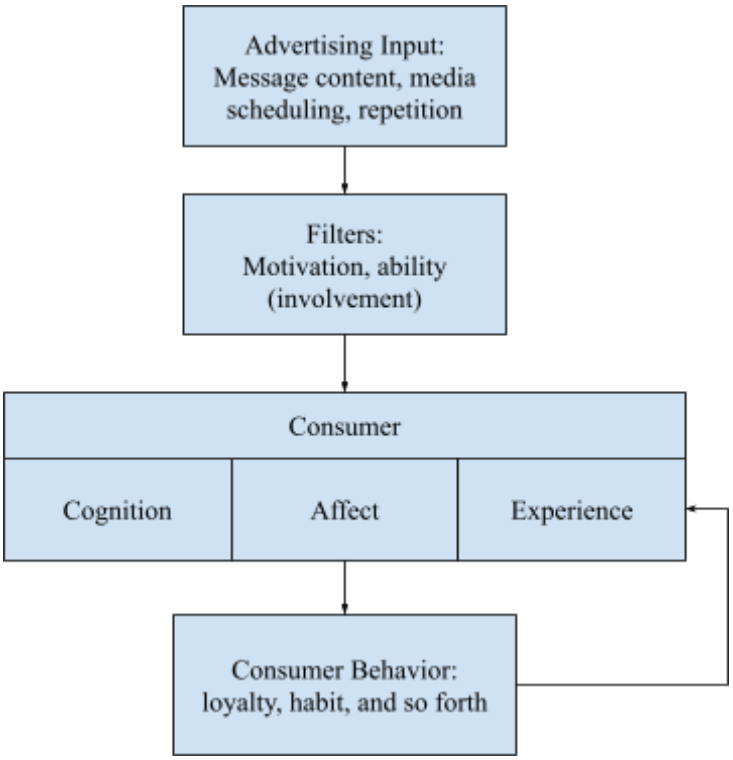

Figure 2. *Model of Advertising Effects* (Vakratsas & Ambler, 1999)

(MacKenzie et al., 1986) identified Aad as a central mediator in advertising effectiveness, through influencing brand attitude and PI. Aad is driven by cognitive and affective responses, showing that both rational evaluation and emotional appeal shape ad effectiveness. Aad's mediation effect is rooted in positive advertising attitudes that create favourable cognitive associations with the brand, ultimately influencing consumers' PI positively. Similarly, (Lutz, 1985) further described Aad as a multidimensional construct that predicts downstream outcomes such as brand attitude and purchase behaviour.

Recent research extends these insights to the context of AI-generated advertising. (Chen et al., 2024) found that higher Aad leads to greater PI in AI-generated advertising scenarios. Research suggests that disclosing AI involvement in content creation leads to a decline in Aad due to perceived insincerity or lack of human touch (Wu & Wen, 2021). In the case of a charitable environment, the disclosure of AI usage leads to reduced behavioural intentions (Arango et al., 2023). Understanding how consumers respond to an AI-generated ad is critical for evaluating the overall effectiveness of AI-generated marketing communication. In sum, these findings highlight the importance of Aad as a central mechanism linking consumer perceptions of advertising to behavioural intentions. Based on these findings, the following hypothesis is proposed:

H4: Positive attitudes toward the advertisement positively influence purchase intention.

2.5 Moderating Factors

Beyond direct effects, individual factors can moderate consumers' response to AI disclosure. According to the TPB, personal factors shape attitude formation and behavioural response, suggesting that moderating variables may affect both the strength and direction of AI disclosure effects.

2.5.1 AI Aversion as a Moderator

AI aversion captures the degree to which individuals hold negative biases, resistance or beliefs toward AI technologies (Dietvorst et al., 2015; Wortel et al., 2024).

Studies show that consumers rate services provided by service bots less positively, even when the quality is identical (Castelo et al., 2023). Furthermore, reservations can be seen in healthcare. Individuals are concerned that AI won't be able to fully understand or respond to consumers' unique personal circumstances, which leads to low acceptance (Longoni et al., 2019).

A central mechanism of AI aversion is negativity bias. It acts as a psychological barrier to the introduction of new technologies like AI and leads consumers to evaluate products or innovations less positively (Frank et al., 2023). Psychological mechanisms suggest that high AI aversion leads consumers to evaluate AIGC more critically, leading to a lower advertisement attitude (Wortel et al., 2024). However, these findings have been challenged by Logg et al. (2019), who found that participants relied more on identical advice when it was labelled as coming from an algorithm rather than human. Similarly, recent research further complicates the assumption of an aversion to AI. Zhang and Gosline (2023) demonstrate that, although human-created content is rated more positively due to human favouritism, the disclosure of AI authorship does not automatically trigger negative reactions.

Efforts are underway to identify factors that can reduce algorithmic aversion and increase consumer acceptance. Research indicates that factors such as transparency about how algorithms function (Reich et al., 2023), and perceived benefits, such as accuracy and efficiency, impact consumers' perception of AI (Schaap et al., 2024). Castelo et al. (2023) showed that once people perceived an interaction with an AI as beneficial for themselves, their acceptance of AI increased. Longoni and Cian (2022) demonstrated that consumers favour AI-based recommendations for utilitarian purposes and human recommendations for hedonic ones. Castelo et al. (2019) confirmed the task-dependency of algorithmic aversion, proving that it is stronger for subjective, hedonic tasks.

The findings suggest that AI aversion is a complex moderating variable whose effects depend on multiple contextual factors and significantly influence consumers' response to AI disclosure.

In the context of marketing communication, disclosure tends to have a negative effect on advertisement attitudes. Content creation is perceived as a creative and subjective task that traditionally relies on human craftsmanship. The creative nature of advertising is therefore consistent with research findings where AI aversion negatively influences Aad (Wortel et al., 2024; Wu & Wen, 2021). This nuanced perspective underscores the importance of considering AI aversion when analysing consumer responses to AI disclosure in marketing:

H5: AI aversion moderates the relationship between AI disclosure and attitude toward the advertisement, such that the negative effect is stronger among individuals with higher levels of AI aversion.

Beyond shaping attitudes towards advertisements, AI aversion is also expected to moderate the relationship between AI disclosure and perceived BA. BA is perceived when a brand is seen as faithful toward itself, true to its consumers, reflecting the dimensions of continuity, credibility, integrity and symbolism (Morhart et al., 2015). The authenticity of a brand has a positive effect on the expected quality and trust in the brand (Moulard et al., 2016). When consumers perceive advertising content as authentic, they are more likely to engage with the offer (Spielmann & Orth, 2021).

However, synthetic ads and AIGC may trigger consumer skepticism about the content being fake, potentially leading to reduced perceived BA (Campbell, et al., 2022b). Studies indicate that disclosing AI involvement can diminish perceived BA, especially in the contexts where creativity and emotional intelligence are expected (Brüns & Meißner, 2024; Kirk & Givi, 2025). AI aversion amplifies these negative effects, causing consumers with strong aversion to evaluate brands using AIGC more critically (Wortel et al., 2024).

Conversely, consumers with low AI aversion may interpret transparency positively, associating AI disclosure with honesty (Wang & Qiu, 2024). In particular, consumers who view the ad creation process as an objective task appreciate AIGC more, which can mitigate concerns about inauthenticity. The moderating effect of AI aversion on BA perceptions appears to be sensitive to the framing of the creative process. When framed as objective and data-driven, the moderating route of AI aversion is enhanced (Wu & Wen, 2021).

Similarly to the relationship between AI aversion and Aad, the creative nature of marketing communication leads to expect a negative disclosure effect on BA:

H6: AI aversion moderates the relationship between AI disclosure and perceived brand authenticity, such that the negative effect is stronger among individuals with higher AI aversion.

2.5.2 Brand Trust as a Moderator

Brand Trust (BT) shapes consumer responses to marketing, especially in digital contexts with limited human interaction. Trust is defined as "(...) the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party" (Mayer et al., 1995, p. 712). This is particularly relevant to AI-generated marketing content, where direct monitoring is impossible.

Research in the context of consumer-brand relationships establishes that consumers form meaningful and dynamic relationships with brands, influencing consumers' behaviour, loyalty and emotional connections (Fournier, 1998). Research drawing from Aaker's Brand Personality Framework, suggests that certain personality traits, particularly sincerity and ruggedness, play a key role in building BT. While ruggedness reinforces trust by implying that a brand is able to meet challenges and deliver on promises. Sincerity has been found to have the strongest positive effect on BT (Sung & Kim, 2010).

The development of BT is influenced by various factors. One being overall satisfaction, which occurs when consumers have consistent and positive experiences with the brand. Satisfaction reinforces the belief that the brand will continue to meet consumer expectations (Munuera-Aleman et al., 2003). Consumers form BT by evaluating product and company characteristics. Product elements focus on quality and reliability while company elements center on the organization's behaviour towards stakeholders, its integrity, benevolence, and overall capability. Together, these dimensions create a paired structure that strengthens consumers' trust in the brand's intentions and performance (Mal et al., 2018). When consumers encounter AIGC, they have to simultaneously assess both the quality of the AI-generated output and their confidence in the brand's intention and competence in using GenAI technology. Even in trusted industry contexts, it is crucial for companies to build direct consumer trust, as it drives satisfaction and PI (Grayson et al., 2008). Furthermore, the black box nature of many AI systems creates additional trust challenges, as consumers might question its creation process and alignment with their expectations and values. Research indicates that the lack of AI transparency can significantly reduce consumer trust (Rai, 2020).

BT functions as a crucial moderating factor that can mitigate the negative effects of AI disclosure on consumer attitudes and behaviour. Morgan and Hunt's (1994) Commitment-Trust Theory emphasizes that trust not only reduces perceived risks for consumers but also fosters long-term relationships based on shared values and commitments. High BT drives attitudinal and behavioural loyalty (Chaudhuri & Holbrook, 2001). Furthermore, it reduces perceived risk and uncertainty associated with PI, facilitating consumer commitment and repeated purchases (Delgado‐Ballester & Munuera‐Alemán, 2001).

Empirical evidence supports this moderating role across various contexts. Research focusing on Instagram showed that while AI disclosure increases transparency, it simultaneously reduces the appeal of the advertisement (Wortel et al., 2024). Thus, AI disclosure can reduce the perception of manipulative intent and increase brand credibility when consumers have pre-existing trust. Similarly, studies on virtual influencers suggest that disclosing non-human nature negatively impacts BT. Reduced perceived anthropomorphism negatively impacts the influencer credibility. The perception of humanness has been shown to be crucial in building trust, as consumers tend to value relatable, human qualities in brand representatives (Muniz et al., 2024).

The moderating effect of BT appears particularly crucial in innovative contexts, such as AI. Research indicates that consumers with strong self-brand connections are more likely to embrace radical innovation, as these connections can reduce the perceived risk and encourage a positive attitude towards innovations (Casidy et al., 2021). In e-commerce, trust is shaped by perceptions of privacy protection and security assurance (Bart et al., 2005). With AIGC, concerns over data use and system transparency make these trust dimensions even more critical.

BT strengthens the link between advertising attitudes and PI by fostering behavioural commitment and loyalty. Trust reduces perceived risk, increases confidence in expected outcomes (Morgan & Hunt, 1994), and creates emotional bonds that enhance attitudinal loyalty, making purchases more likely (Chaudhuri & Holbrook, 2001).

Conversely, low BT can make consumers hesitant to purchase due to underlying concerns about the brand's reliability and performance. In the absence of BT, the psychological distance between the customer and the brand weakens the influence of advertising attitudes on PI. Based on this understanding, the following hypotheses are proposed:

H7: Brand trust moderates the relationship between attitude toward the advertisement and purchase intention, such that the positive effect is stronger among individuals with higher levels of brand trust.

2.6 Conceptual Framework

Building upon the theoretical foundations and hypotheses developed in the previous sections, this conceptual framework visually summarizes the proposed relationships in this study.

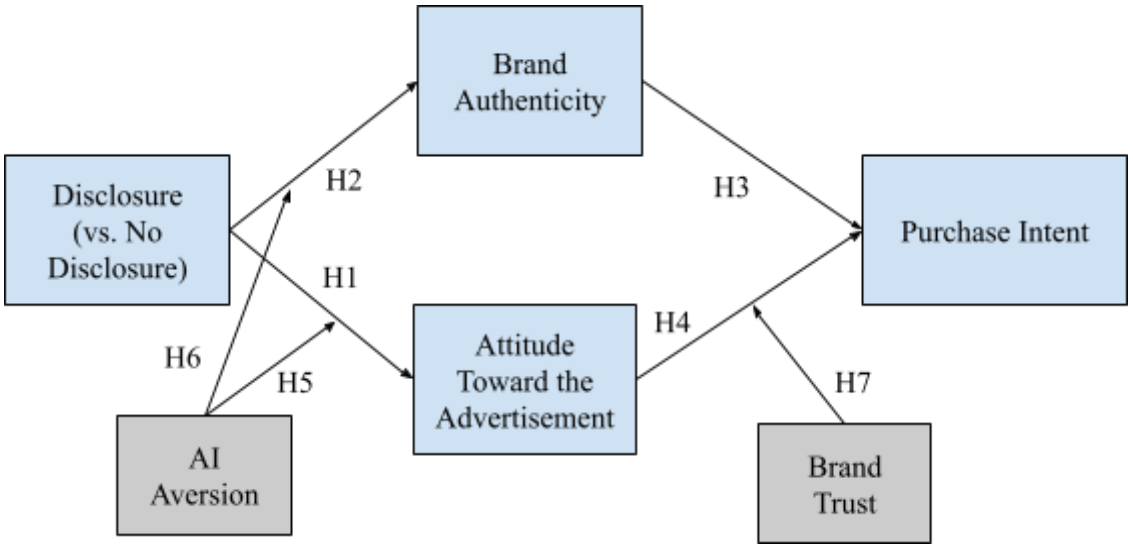

Figure 3. *Conceptual Framework*

3. METHODOLOGY

This chapter outlines the research methodology used to investigate the impact of disclosing AI-generated marketing content. The study examines how disclosure affects consumers' attitude toward the advertisement (Aad), perception of brand authenticity (BA) and purchase intentions (PI) and whether these effects are moderated by AI aversion and brand trust (BT). The research design, data collection process, sampling approach, and measurement of variables are described below.

3.1 Research Design

A comprehensive literature review served as the foundation for developing the research questions and hypotheses. Based on those, a conceptual model was developed. The goal of this study is to understand how AIGC disclosure influences Aad, BA, and PI. Furthermore, it explores the moderating roles of AI aversion and BT within these relationships.

Given the study's objective to explore causal relationships between variables, a quantitative experimental research design was deemed most appropriate. Quantitative research is suited for testing hypotheses and quantifying relationships between variables. Therefore, the study can be classified as hypothesis-testing research within an experimental design framework. A qualitative approach was not considered suitable for this study, as the objective does not lie in discovering underlying motives, but rather aims to measure behavioural outcomes (Kothari, 2004).

Primary data was collected via an online survey, chosen for its cost-effectiveness, rapid data collection, and ability to provide access to a diverse sample. It also allows for the inclusion of visual stimuli such as product images (Teo, 2013). An online between-subjects experiment was conducted using Qualtrics. Participants were randomly assigned through the built-in randomizer tool to either a disclosure condition, in which they were informed that the advertisement was created using generative AI, or a control condition, in which no disclosure was made. After three screening questions, answering questions about BT and exposure to the stimulus, participants responded to a structured questionnaire measuring the constructs of Aad, BA, AI aversion and PI, followed by demographic questions.

The stimulus consisted of a campaign image from the fashion brand Mango. The brand was selected due to its international visibility and previous usage of AI-generated content in a

recent marketing campaign (Mango, 2024). Only female participants were included to ensure alignment with the target audience of the campaign image used in the stimulus.

3.2. Pre-Study

Prior to the formal survey, a pre-study was conducted. The pre-testing ensured the clarity, comprehensiveness and technical functionality of the questionnaire. The main objective was to test the clarity of the questionnaire items, and to assess whether participants correctly perceived the AI disclosure in the stimulus and identify any necessary adjustments in the survey design or phrasing. In addition, it allowed for detection of possible technical issues, as well as to assess if the survey length was well perceived and all instructions were clear.
The pre-survey was nearly identical to the final version of the questionnaire, with only minor adjustments based on respondent's feedback. The specific pre-test feedback questions are presented in Appendix 1.

3.2.1 Procedure, Samples and Measures

A convenience sample of 14 participants completed the questionnaire via a shared Qualtrics link. The survey remained online for two days and participants were contacted through the social messaging platform WhatsApp. After completing the survey, participants were asked a series of open-ended and closed-ended questions. These were designed to evaluate experience and provide feedback on topics like survey structure and wording, the clearness of the AI disclosure and overall survey length. The majority of participants stated that the survey was clear, well-structured and easy to understand, and that they did not encounter any technical issues or loading errors. Based on the collected feedback, the questionnaire was slightly revised and improved to guarantee clarity and understandability.

3.3. Main Study

3.3.1 Materials and Stimuli

The stimulus material used in this study consisted of a campaign image from Mango. The selected image had been part of Mango's Teen line campaign in 2024 (Mango, 2024), and was created using GenAI technology. This created a study environment that closely mirrors real-world marketing practices. To ensure consistency across all conditions, all participants were shown the same image. The experimental manipulation was introduced by the presence or absence of an AI disclosure statement below the image. In the disclosure condition, the

image was accompanied by the statement: “This advertisement was created using generative artificial intelligence technology.”. In the control condition, no such statement was provided, the image appeared without any disclosure. All other visual and textual content remained the same. A 10-second viewing timer was embedded in the stimulus display to ensure that participants spent sufficient time to view the stimulus before proceeding. To assess whether the disclosure was noticed, participants in the disclosure condition underwent a manipulation check, in which they were asked to indicate how the advertisement was created. Only those who correctly selected the manipulation check were retained for further analysis.

The rest of the questionnaire was largely kept identical for both groups to ensure comparability. However, certain group-specific sections were included to ensure that findings related to AI disclosure were captured. This structure enabled both controlled measurements and deeper qualitative insights.

3.3.2 Procedure

The online survey was conducted via Qualtrics. Participants were recruited online through digital channels including WhatsApp, LinkedIn, Instagram, and Facebook. After reading the introduction and consent form, which provided an overview of what was expected of participants, information on confidentiality, and an indication of the approximate completion time, participants were asked to answer three screening questions. Only female participants who had heard about AI and were familiar with the brand were allowed to continue. The Mango logo was shown to support brand recognition. Only participants who met all criteria were allowed to proceed, and data from those who did not qualify were excluded from the analysis.

After screening, participants completed a block of items measuring BT. This block was placed prior to the stimulus to avoid any influence or bias caused by the AI disclosure manipulation. Participants were then randomly assigned via Qualtrics’ built-in randomizer to one of the two experimental groups. After viewing the assigned version of the Mango advertisement, followed by a manipulation check for the disclosure group, all participants had to answer a question about the prior exposure to the ad. Respondents indicating prior exposure were excluded from analysis.

All participants completed the shared items measuring Aad, BA, AI aversion, and PI. With the exception that the disclosure group answered an additional item on their feelings toward the AI-generated ad. At the end of the survey, group specific reflective items were presented, allowing for deeper qualitative insights.

To further ensure the data quality, two control mechanisms were included later in the survey, an attention check item designed to identify careless respondents as well as an honesty check, asking participants to rate how sincere they had been in answering the questions. Participants who failed the attention check or indicated a low level of sincerity were excluded from the final data set.

Lastly, demographic information was collected, including questions on age, nationality and education. Appendix 2 contains the full questionnaire.

3.4 Participants and Sampling

A combination of convenience and snowball sampling was used to recruit participants. The average completion time was approximately nine minutes. The survey was available in four languages, English, German, Spanish and French to accommodate a broad, international participant base. Participants were able to select their preferred language at the beginning of the survey. The translations were checked for consistency in terms of meaning and tone. Participants were unable to return to previous questions or to skip items, ensuring consistency and completeness of responses.

In total, 334 individuals started the online survey during the five days it was online. The following exclusion criteria were applied. First, 27 participants who did not identify as female were excluded. Second, four participants were excluded based on their answers to the AI awareness screening item, indicating their unfamiliarity with or uncertainty regarding AI. Third, 34 participants indicated they were not at all familiar with the brand and thus were excluded. The screening questions can be found in Appendix 3. Those two participants who indicated an age under 18 years were excluded before proceeding with the analysis (Appendix 4).

Furthermore, 10 participants who indicated that they had previously seen the Mango advertisement used in the stimulus were excluded from analysis. This exclusion ensured that the responses reflected initial exposure and minimized the risk of prior opinion formation (Appendix 5).

For participants in the disclosure condition (n=136), a manipulation check was conducted to assess whether they noticed and correctly interpreted the AI disclosure statement. Only the

121 participants who correctly selected the option stating that the ad was created using GenAI were retained for further analysis (Appendix 6).

To ensure response quality, the survey included an attention check item. Participants were instructed to select a specific response option to verify that they were reading carefully. A total of six participants failed this check and were excluded from further analysis (Appendix 7).

At the end of the survey, with an honesty check, participants were asked to assess how sincerely they had responded to the questionnaire. To ensure a high level of data integrity, only those who rated their responses levels as 'neutral' to 'completely honest' were retained for analysis. Consequently, three participants were excluded (Appendix 8).

After applying all exclusion criteria, a total of 237 valid survey responses remained, with 128 in the non-disclosure group and 109 in the disclosure group. The female participants' ages ranged from 18 to 65 or older, with the majority being between 25 and 34 years old (41,8%), followed by 35 to 44 years (23,6%). Regarding their educational background, most participants held a Master's degree (37,1%) or a Bachelor's degree (30,0%). Participants were primarily from Germany (55,3%) and Portugal (28,7%). The remaining participants came from a variety of countries including Italy (2,5%), Austria (2,1%), Spain (2,1%) and the United States (2,5%). For detailed demographic distribution, see Appendix 9.

3.5 Measurement of Variables

Main constructs of this study were measured using multi-item scales adapted from validated sources in existing literature. Some questions were adapted to the research context of AI-generated advertising to ensure relevance and accuracy. Care was taken to ensure that the integrity of the scale was not compromised. Participants responded to the items using a 7-point Likert scale.

3.5.1 Independent Variable

The independent variable, the disclosure of AI-generated content was manipulated through an experimental design, where participants were randomly assigned to either a disclosure condition or a control condition. The variable was coded as a binary categorical variable. The experiential manipulation aimed to simulate a realistic digital advertisement environment, allowing to investigate how transparency of AI usage affects consumers' perceptions and behaviour intentions.

3.5.2 Dependent Variable

Attitude Toward the Advertisement (Aad) was measured using a modified version of the scale developed by Machleit and Wilson (1988). In this study the original seven-point semantic differential items were adapted in seven-point Likert-scale agreement statements to enhance consistency across the questionnaire. Two reverse-coded items ("I find this advertisement irritating" and "This advertisement is insulting") were included to test for negative reactions. To measure perceived realism of the ad, two exploratory items were developed ("This advertisement seems real to me" and "The model and scenario in the advertisement seem real to me."). Although these items were not part of an existing scale, they were conceptually based on prior work on verisimilitude in AI-generated advertisements (Gu et al., 2024) which draws from Campbell et al. (2022b). These studies define verisimilitude as the degree to which the consumer perceives the ad to be real or true. To understand respondents' immediate reactions to AI disclosure, two additional items were shown exclusively to participants in the disclosure condition. These items were developed to examine the discomfort and perceived loss of authenticity triggered by AIGC. They conceptually aligned with prior research on perceived eeriness (Wu & Wen, 2021) and inauthenticity in synthetic advertising (Campbell et al., 2022b).

Brand Authenticity (BA) was measured using eight items adapted from the scale developed by Bruhn et al. (2012). The scale captures consumers' perceptions of BA across four dimensions: reliability, continuity, originality and naturalness. To keep the survey concise, two representative items were selected for each dimension.

Purchase Intention (PI) was measured using a three-item scale adapted from Dodds et al. (1991). In this study the items were adapted to fit the brand context of Mango and slightly reworded for clarity. Responses were collected on a seven-point Likert scale, as opposed to the original ten-point scale.

3.5.3 Moderating Variables

Brand Trust (BT) was included as a moderator in the model and measured using a shortened version of the scale from Chaudhuri and Holbrook (2001). In line with the definition of BT as the willingness of a consumer to rely on the ability of a brand to perform its stated function, the items measured participants' perception of Mango as an honest and safe brand. To complete the construct and capture a broader evaluation, two additional items were added,

reflecting attitude toward the brand, based on Spears and Singh (2004). The two items ("I believe the brand Mango is good" and "I have a favorable opinion of the brand Mango") were conceptually consistent with the BT scale and helped to avoid redundancy and length issues, as the brand attitude scale showed conceptual overlap with the trust items.

AI Aversion was measured using a modified version of the AI Attitude Scale (AIAS) developed by Grassini (2023). A shortened and reversed adaptation was used to measure respondents' resistance towards AI. This adaptation was made to align the scale with the conceptual framing of AI aversion as a negative attitude. The original ten-point Likert scale was transformed into a seven-point Likert scale to stay consistent.

An overview of all constructs, their adapted measurement items, corresponding sources, and the original Cronbach's alpha values is presented in Appendix 10.

3.5.4 Exploratory Group-Specific Questions

To complete the quantitative data and gain deeper understanding into participants' subjective reactions to AI-generated advertising, a set of group-specific exploratory questions was presented at the end of the survey. These questions aimed to understand initial reactions and also more detailed reflections on the role of AI in shaping brand perceptions. While the open-ended responses were not analysed using qualitative coding procedures, they provided valuable depth to complement the quantitative findings.

3.6 Data Analysis Methodology

After completing the data collection, the data set was cleaned and exported from Qualtrics into IBM SPSS Statistics V29, for analysis. Negatively worded items were reverse-coded before analysis.

In order to detect multivariate outliers and prepare the data for hypotheses testing, Mahalanobis distances were computed. Cases with p-values <0,001 were classified as multivariate outliers and taken off the sample. During data screening, one participant was identified as a multivariate outlier and was excluded from further analysis (Appendix 11 and 12). Interestingly, this participant was the only one that expressed that their sincerity was neutral in the sincerity check. Consequently, the final sample consisted of 236 participants after quality checks.

To test hypotheses, namely the direct effects (H1-H4), linear regression analyses were conducted. For the moderation effects (H5-H7), the study employed Model 1 of the PROCESS macro version 4.2. for SPSS developed by Andrew F. Hayes. This regression-based tool allows for the estimation of interaction effects and conditional relationships between variables (Hayes, 2018).

4. ANALYSIS AND RESULTS

This chapter presents the analysis of collected data and hypotheses testing results.

4.1 Descriptive Statistics and Sample Characterization

Means and standard deviations were computed for all core constructs (Appendix 13). Purchase Intention (PI) (M=4,63; SD=1,459) and Brand Trust (BT) (M=4,49; SD=1,113) were rated highest, indicating generally positive responses. Attitude toward the advertisement (Aad) (M=3,91; SD=1,181) and Brand Authenticity (BA) (M=3,76; SD=0,891) were near the scale midpoint, suggesting neutral perceptions. AI Aversion (M=2,77; SD=1,191) had the lowest score, indicating participants showed little resistance to AI. Three constructs received the full response range between 1,00 and 7,00 confirming full scale usage.

Normality was assessed using the Kolmogorov-Smirnov test, as the sample has more than 50 cases. The test indicated significant deviations from a normal distribution for all variables ($p<0,05$) (Appendix 14). Given the large sample size (N= 236) these results are expected, as the Kolmogorov-Smirnov test tends to be sensitive with large datasets (Field, 2012). Skewness and kurtosis values were all within acceptable limits ($|Skewness| < 3$; $|Kurtosis| < 7$), suggesting no severe deviation from normality (Kline, 2016). Therefore, the distributions can be assumed as approximately normal. Based on these findings, the assumptions for parametric statistical analyses were met and parametric statistics deemed appropriate for hypotheses testing.

4.2 Correlation Analysis

To check how strongly the constructs relate to each other and spot unexpected patterns, correlation analysis was conducted. Pearson correlations were calculated for associations between quantitative variables because of their approximate normal distribution. To test the relationship between the binary disclosure condition (0=non-disclosure, 1=disclosure) and other variables, a point-biserial correlation was employed. This analysis served as a preliminary step to identify patterns of association prior to testing the hypotheses. Correlation magnitudes were interpreted using the classification suggested by Bryman and Cramer (2004) (Appendix 15).

Table 1. *Correlation Between Constructs*

	BT	Aad	BA	AI Aversion	PI
Disclosure Group	-0,031 n.s.	0,040 n.s.	-0,063 n.s	0,024 n.s	-0,110 n.s
BT		0,358***	0,666***	-0,168**	0,700***
Aad			0,620***	-0,085 n.s	0,284***
BA				-0,084 n.s	0,534***
AI Aversion					-0,234***

n.s. non significant ** significant for p<0,01 *** significant for p<0,001

Disclosure Group: 0.Non-Disclosure 1.AI Disclosure

Table 1 presents the correlations between all the constructs and variables considered in the hypotheses of this study. There are no significant relations between the AI disclosure condition and any other construct measured (p>0,05). AI Aversion did not correlate significantly with Aad or BA (p>0,05). This suggests that the presence of an AI disclosure statement did not trigger a direct relationship with any of the variables or moderator variables. BT was strongly correlated with PI (r=0,700; p=0,001), indicating that individuals who trust the brand are also more likely to express intention to buy, aligning with H7. BA showed significant positive correlations with BT (r=0,666, p<0,001), Aad (r=0,620; p<0,001) and PI (r=0,534; p<0,001), supporting the assumptions of H3 and H4. The relation of Aad and BT (r=0,358; p<0,001) and PI (r=0,284; p<0,001) was of low intensity.

Significant negative correlations were observed between AI aversion and PI (r=-0,234; p<0,001) and BT (r=-0,168; p=0,010). These findings suggest that participants with high levels of AI Aversion were less inclined to trust the brand and less likely to express PI.

4.2 Reliability Analysis

To assess the internal consistency and reliability of the measured constructs, Cronbach's alpha (α) was calculated for each scale used in the study. All constructs demonstrate acceptable to excellent reliability, with α-values exceeding the usual threshold of 0,70 (George & Mallery, 2016) (Appendix 16).

The analysis of Cronbach's alpha values indicates that the constructs, BT (α=0,927), Aad (α=0,918) and PI (α=0,962), have an excellent internal consistency. The constructs BA

(α=0,881) and AI aversion (α=0,823) have a good internal consistency. The corrected item-total correlations exceeded 0,40 for all items, indicating strong item discrimination (Loiacono et al., 2002). Additionally, the 'Cronbach's Alpha if Item Deleted' analysis confirmed that removing any item would not substantially improve scale reliability. Consequently, the scales were deemed appropriate for hypotheses testing in the subsequent analyses. The full reliability statistics can be seen in Appendix 17.

4.3 Hypotheses Testing

4.3.1 H1: AI Disclosure and Attitude Toward Advertisement

To examine whether AI disclosure negatively affects Aad, Pearson correlation, simple linear regression and independent samples t-test analyses were conducted.

Results are presented in Table 2. Pearson correlation showed a very low positive but no significant intensity (r=0,040; p=0,544), indicating that there is no relationship between AI disclosure and respondent's Aad.

Subsequently, a simple linear regression was performed to see if AI disclosure could predict Aad. The disclosure group as the independent variable was coded 0 for non-disclosure and 1 for AI disclosure. Aad was the dependent variable. The regression analysis showed a non-significant model ($F_{(1,\ 234)}$=0,369; p=0,544; R^2=0,002; B=0,094; t=0,607; p=0,544). Although the regression coefficient was slightly positive (B=0,094), the overall model was not statistically significant (t=0,607; p=0,544). This indicates that the AI disclosure condition did not have a meaningful influence on participants' Aad. The model only explained 0,2% of the variance in ad attitude (R^2=0,002).

An independent samples t-test confirmed these findings (Table 3). In the disclosure group a mean score of M=3,96 (SD=1,227) can be observed, compared to the mean of M=3,87 (SD=1,145) in the non-disclosure group. The slight difference of 0,09 was not statistically significant ($t_{(234)}$ =-0,607; p=0,544). Across all tests, AI disclosure did not significantly influence Aad, **H1 is not supported**.

Table 2. *Linear Regression Models (H1-H2)*

		Coefficients					
	Independent	B	Standardized	t	p	Model	
H1	Disclosure Group	0,094	0,040	0,607	0,544	F=0,369 p=0,544	R^2=0,002
H2	Disclosure Group	-0,113	-0,063	-0,970	0,333	F=0,942 p=0,333	R^2=0,004

Disclosure Group: 0.Non-Disclosure 1.AI Disclosure

H1. Dependent=Aad

H2. Dependent=BA

Table 3. *Attitude Toward the Advertisement and Brand Authenticity by Disclosure Group*

	Disclosure Group	N	Mean	Std. Deviation	t	p (two-sided)
Aad	B - Non-Disclosure	129	3,87	1,145	-0,607	0,544
	A - AI Disclosure	107	3,96	1,227		
BA	B - Non-Disclosure	129	3,81	0,961	-0,970	0,333
	A - AI Disclosure	107	3,70	0,799		

4.3.2 H2: AI Disclosure and Brand Authenticity

To test whether AI disclosure affects perceived BA, the same analytical approach was applied. The Pearson correlation indicated a negative reaction of very low intensity which was not significant (r=-0,063; p=0,333). This result indicates that there is no relation between the AI disclosure condition and perceived BA (Table 2).

The regression analysis showed a non-significant model ($F_{(1, 234)}$=0,942; p=0,333; R^2=0,004; B=-0,113; t=-0,970; p=0,333). The regression coefficient was slightly negative (B=-0,113), suggesting a minor decrease in perceived authenticity when AI disclosure was given, but the effect was not statistically significant (t=-0,970; p=0,333).

The t-test, indicated a slight negative difference of -0,11 when comparing the group means which is not significant ($t_{(234)}$ =-0,970; p=0,333). Participants in the AI disclosure group rated BA at M=3,70 (SD=0,799), compared to M=3,81 (SD=0,961) in the control group.

It can be stated that there is no evidence that disclosure of AI utilization negatively influences perceived BA. Therefore, **H2 is not confirmed**.

Additional details related to the results of H1 and H2 testing can be found in Appendix 18.

4.3.3 H3: Brand Authenticity and Purchase Intention

To test H3, a Pearson correlation and simple linear regression were conducted. The results are presented in Table 4. BA and PI show a positive, significant relationship of moderate intensity (r=0,534; p<0,001). This indicates that high levels of perceived BA are associated with high PI.

The linear regression model further confirmed this relationship. The model was significant ($F_{(1, 234)}$= 93,439; p<0,001) and explained 28,5% of the variance in PI (R^2=0,285). Perceived BA has a positive impact on PI, as the unstandardized regression coefficient indicated that for each one-point increase in BA, PI increased by 0,875 units (B=0,875; t=9,666; p=<0,001). All assumptions for linear regression were met (Appendix 19).

These results support H3, demonstrating that perceived BA is a significant predictor of consumers' willingness to buy. Therefore, **H3 is confirmed.**

Table 4. *Linear Regression Model (H3)*

		Coefficients					
	Independent	B	Standardized	t	p	Model	
H3	BA	0,875	0,534	9,666	<0,001	F=93,439 p<0,001	R^2=0,285

Dependent=PI

4.3.4 H4: Attitudes toward the Advertisement and Purchase Intention

To test the hypothesized positive relationship between Aad and PI, a Pearson correlation test and a simple linear regression were performed. Aad was the independent variable and PI the dependent one. The results are presented in Table 5 and 6.

Results showed a statistically significant positive correlation of low intensity between the two constructs (r=0,284, p<0,001), indicating that participants with more favorable evaluations of the advertisement also reported higher intentions to purchase products from the brand.

A linear regression was performed to further test the directional influence. The model was statistically significant ($F_{(1, 234)}$=20,498; p<0,001) and explained 8,1% of the variance in PI (R^2=0,081). The result showed that Aad had a significant positive effect on PI (B=0,351; t=4,527; p<0,001). When Aad increases one unit, the predicted PI increases by 0,351 units. All assumptions for linear regression were met (Appendix 20).

These results **support H4**, confirming that a more favorable Aad significantly and positively influences consumers' PI.

Table 5. *Correlation with Purchase Intention*

	PI
H4 Aad	0,284***

*** significant for p<0,001

Table 6. *Linear Regression Model (H4)*

		Coefficients					
	Independent	B	Standardized	t	p	Model	
H4	Aad	0,351	0,284	4,527	<0,001	F=20,498 p<0,001	R^2=0,081

Dependent=PI

4.3.5 Moderation Analyses (H5-H7)

Hypotheses H5, H6 and H7 assumed AI Aversion and BT were moderators to key relationships. To test these moderation effects, the study employed Model 1 of the PROCESS macro version 4.2 for SPSS, developed by Adrew F. Hayes (Hayes, 2018). The approach is regression-based and allows for the estimation of interaction effects and conditional relationships between variables. For each analysis, the independent variables (X) , moderator (W), and dependent variable (Y) were entered into the model according to the structure of the conceptual framework (Figure 4). The significance level was p<0,05.

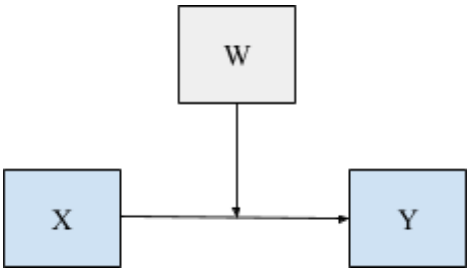

Figure 4. *PROCESS Model 1* (Hayes, 2018)

4.3.5.1 H5: Moderating Effect of AI Aversion on Attitude Toward the Advertisement

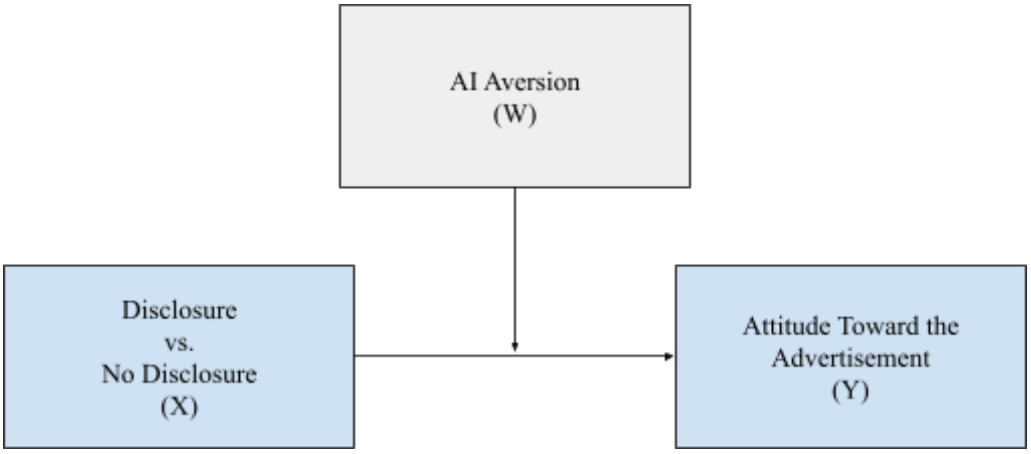

Figure 5. *Moderation Model of the Effect of Disclosure Group on Attitude Toward the Advertisement by AI Aversion*

H5 proposed that AI aversion moderates the relationship between AI disclosure and Aad. Specifically, it predicted that individuals with higher AI aversion would react more negatively to AI disclosure. To test this hypothesis, a moderation analysis was conducted which estimated a simple moderation model including three variables. The independent variable was AI disclosure, the dependent variable was Aad and AI aversion was the moderator. The results are presented in Table 7.

The overall model was not statistically significant ($F_{(3, 232)}$=0,9342; p=0,4249), meaning the combination of disclosure conditions, AI aversion and their interaction does not meaningfully predict participants' Aad. The model explains only 1,19% of the variance in advertisement attitude (R^2=0,0119).

Table 7. *Moderation Model of the Effect of Disclosure Group on Attitude Toward the Advertisement by AI Aversion*

Model	**Coefficient**	**se**	**t**	**p**
Constant	3,9693	0,2635	15,0640	*<0,001*
Disclosure Group[a]	0,3969	0,3919	1,0128	*0,3122*
AI Aversion	-0,0359	0,0883	-0,4069	*0,6844*
Interaction DGroup*AI Aversion	-0,1075	0,1299	-0,8279	*0,4086*
Model: $F_{(3, 232)}$=0,9341; p=0,4249; R^2=0,0119				
Interaction DGroup*AI Aversion: $F_{(1, 232)}$=0,6854; p=0,4086; R^2_{change}=0,0029				

Dependent variable: *Aad*; a.No AI Disclosure - Reference Disclosure Group

The interaction effect between AI disclosure and AI aversion on Aad was not statistically significant (B=-0,1075; t=-0,8279; p=0,4086). This indicates that AI aversion does not moderate the effect of disclosure on Aad. The influence of disclosure on participants' Aad did not significantly vary depending on their level of AI aversion.

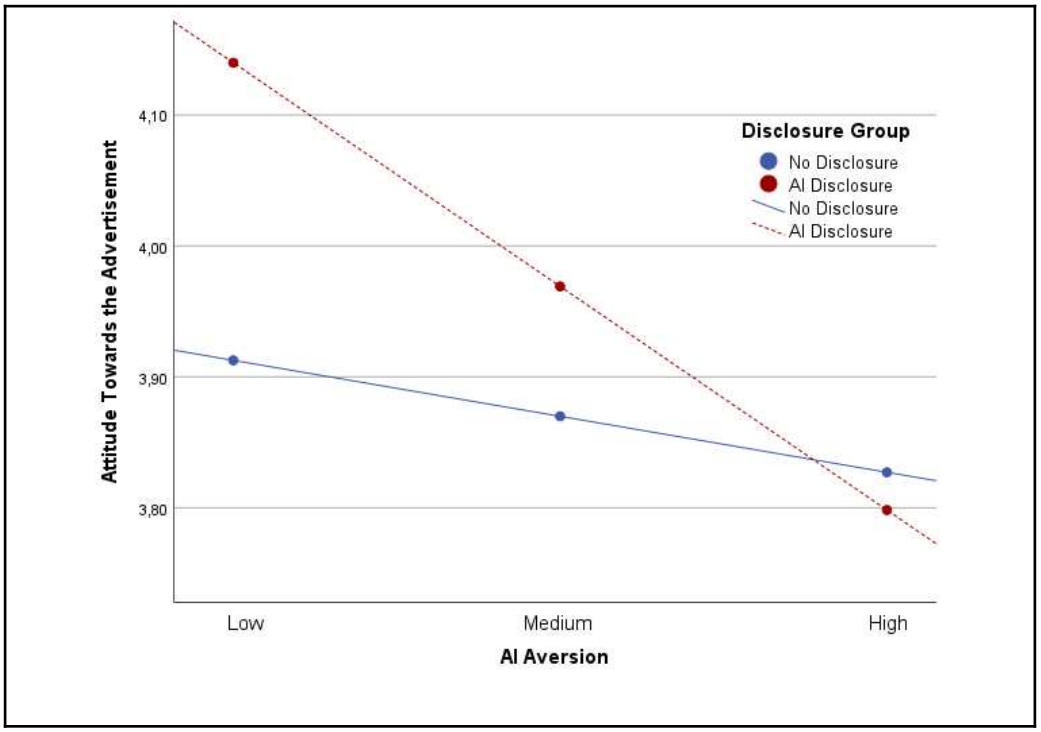

Figure 6. *Moderation Model of the Effect of Disclosure Group on Attitude Toward the Advertisement by AI Aversion (visual plot)*

The visual patterns in Figure 6 suggest that participants with higher AI aversion showed increasingly negative Aad, especially in the AI disclosure condition. In contrast, participants with lower AI aversion responded more positively when the ad was disclosed as AI-generated. For participants in the non-disclosure group, Aad remained relatively stable regardless of their level of AI aversion.

Participants in the AI disclosure condition reported slightly more positive Aad than those in the non-disclosure condition (B=0,3969). However, this effect was not statistically significant (t=1,0128; p=0,3122). Similarly, AI aversion showed a small negative effect on Aad (B=-0,0359), meaning that participants with higher AI aversion tended to rate the ad slightly less positively. However, this effect was not statistically significant (t=-0,4069; p=0,6844). Consequently, **H5 was not supported**, as AI aversion did not significantly moderate the effect of AI disclosure on Aad.

4.3.5.2 H6: Moderating Effect of AI Aversion on Brand Authenticity

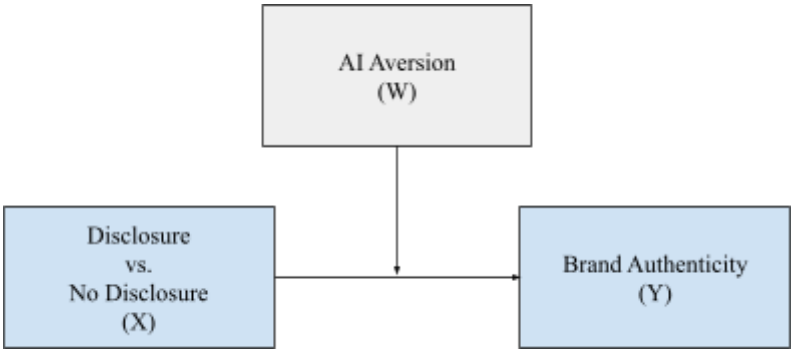

Figure 7. *Moderation Model of the Effect of Disclosure Group on Brand Authenticity by AI Aversion*

H6 proposed that AI aversion moderates the relationship between AI disclosure and perceived BA. Specifically, individuals with higher AI aversion would perceive lower BA in the disclosure condition. To test this hypothesis, a moderation analysis was conducted. AI disclosure was entered as the independent variable, BA as the dependent variable and AI aversion as the moderator. The results are presented in Table 8.

The overall model was not statistically significant ($F_{(3,\ 232)}$=0,8521; p=0,4667; R^2=0,0109), explaining only 1,09% of the variance in perceived BA. Results indicated that the interaction effect between AI disclosure and AI aversion was not statistically significant (B=0,0180; t=0,1841; p=0,8541), suggesting that the influence of AI disclosure on perceived BA does not vary meaningfully depending on participants' level of AI aversion.

Table 8. *Moderation Model of the Effect of Disclosure Group on Brand Authenticity by AI Aversion*

Model	**Coefficient**	**se**	**t**	**p**
Constant	3,9996	0,1989	20,1123	*<0,001*
Disclosure Group[a]	-0,1596	0,2958	-0,5396	*0,5900*
AI Aversion	-0,0698	0,0666	-1,0478	*0,2958*
Interaction DGroup*AI Aversion	0,0180	0,0980	0,1841	*0,8541*
Model: $F_{(3, 232)}$=0,8521; p=0,4667; R^2=0,0109				
Interaction DGroup*AI Aversion: $F_{(1, 232)}$=0,0339; p=0,8541; R^2_{change}=0,0001				

Dependent variable: BA;

a.No AI Disclosure - Reference Disclosure Group

While the interaction was not significant, the descriptive data visualized in Figure 8 showed that higher AI aversion is associated with lower perception of authenticity across both conditions. However, participants in the non-disclosure group consistently rated BA more positively than those in the disclosure group, regardless of their level of AI aversion.

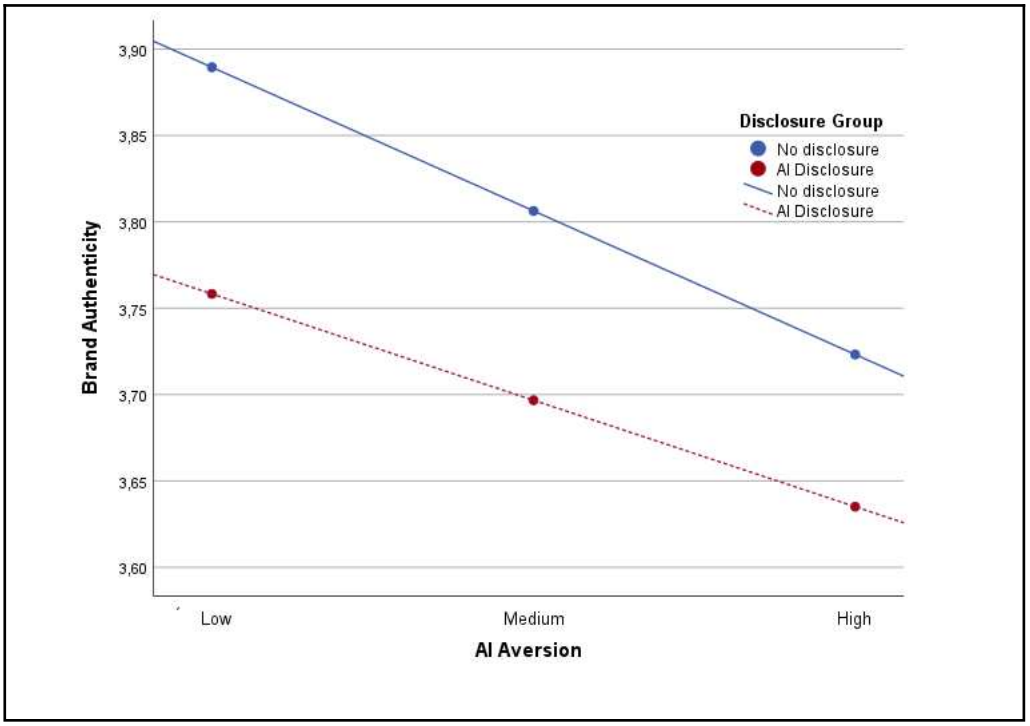

Figure 8: *Moderation Model of the Effect of Disclosure Group on Brand Authenticity by AI Aversion (visual plot)*

It could be seen that participants in the AI disclosure condition exhibited a negative but not statistically significant effect on perceived BA (B=-0,1596; t=-0,5396; p=0,5900). Similarly, AI aversion was negatively associated with BA (B=-0,0698; t=-1,0478; p=0,29584). This indicated that participants who were more averse to AI tended to evaluate the brand as less authentic. However, this tendency was also not statistically significant and **H6 was not supported**.

4.3.5.3 H7: Moderating Effect of Brand Trust

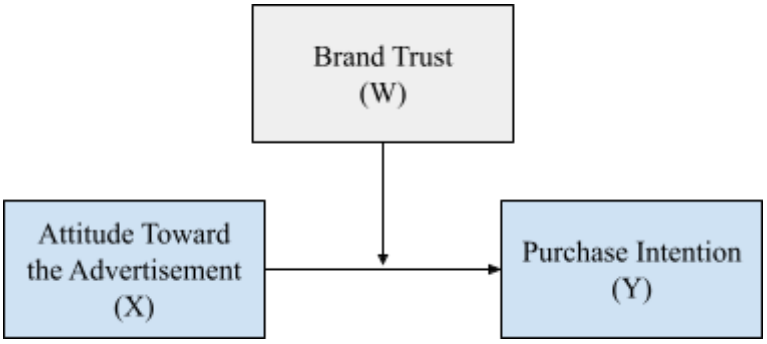

Figure 9: *Moderation Model of the Attitude Toward the Advertisement on Purchase Intention by Brand Trust*

H7 proposed that BT moderates the relationship between Aad and PI. Specifically, it predicted that the positive relationship between Aad and PI would be stronger among individuals with higher levels of BT. To test this hypothesis, moderation analysis was conducted using Model 1 of the PROCESS macro version 4.2 for SPSS. Aad was entered as the independent variable, PI as the dependent variable and BT as the moderator.

The results are presented in Table 9.

Table 9. *Moderation Model of the Effect of Attitude Toward the Advertisement on Purchase Intention by Brand Trust*

Model	**Coefficient**	**se**	**t**	**p**
Constant	4,6576	0,0710	65,6191	*<0,001*
Aad	0,0574	0,0625	0,9184	*0,3594*
BT	0,9112	0,0664	13,7317	*<0,001*
Interaction Aad*BT	-0,0499	0,0434	-1,1505	*0,2511*
Model: $F_{(3, 232)}$=75,4879; p<*0,001*; R^2=0,4940				
Interaction DGroup*AI Aversion: $F_{(1, 232)}$=1,3238; p=0,2511; R^2_{change}=0,0029				

Dependent variable: *PI*.

The overall model was statistically significant ($F_{(1,232)}$=75,4879; p<0,001; R^2=0,4940), explaining 49,40% of the variance in PI.

However, the interaction effect between Aad and BT was not statistically significant (B=-0,0499; t=-1,1505; p=0,2511). This indicates that BT does not moderate the effect of Aad

on PI, meaning that the relationship between Aad and PI does not significantly differ, based on participants' level of BT.

The significance of the model was primarily driven by the strong main effect of BT on PI (B=0,9112; t=13,7317; p<0,001). This indicates that participants with higher levels of BT were significantly more likely to express higher PI.

Aad showed no significant effect on PI (B=0,0574; t=0,9184; p=0,3594).

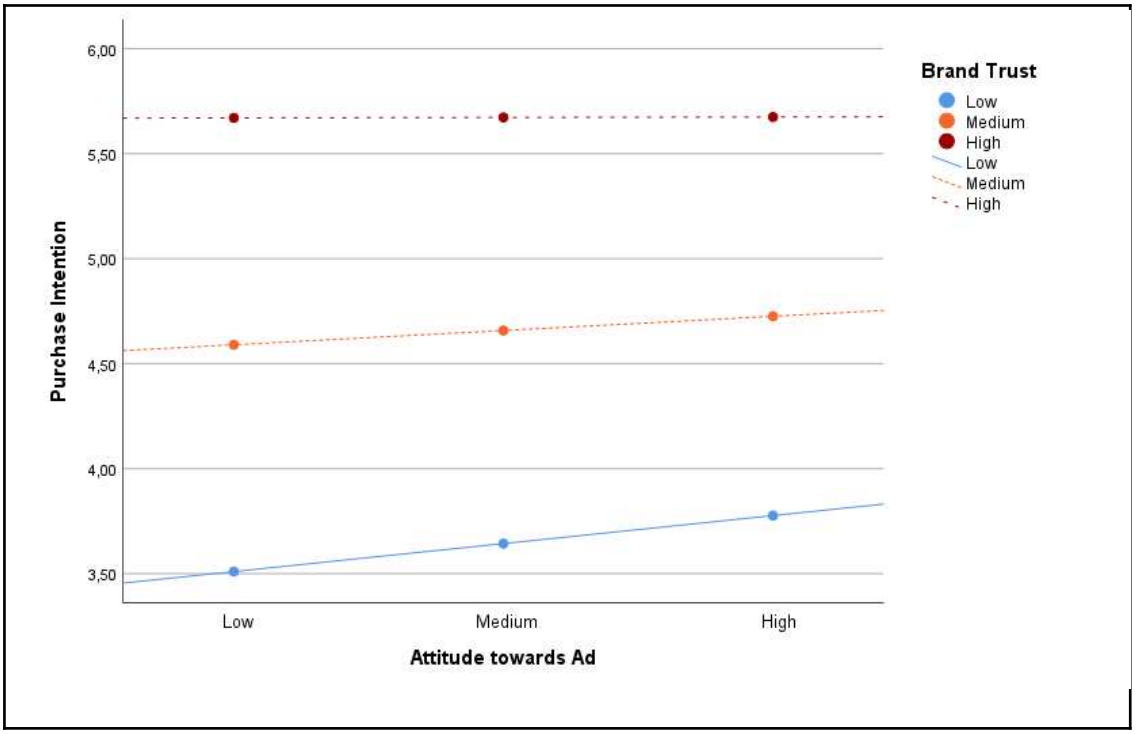

Figure 10: *Moderation Model of the Attitude Toward the Advertisement on Purchase Intention by Brand Trust (visual plot)*

Figure 10 illustrates the moderation pattern visually. Across all levels of BT, a more favorable Aad is associated with higher PI. However, the strength of this relationship is more evident when participants have low levels of BT. For medium trust levels it is less steep and almost flat for participants with high BT, suggesting that when BT is already high, Aad plays a smaller role in driving PI. Although this pattern is consistent with H7, the interaction effect was not statistically significant. Consequently, **H7 was not supported**.

4.3.6 Summary of Hypotheses Testing

To provide an overview, Figure 11 summarises the results of the hypotheses testing. The conceptual framework was adapted to reflect the empirical findings, with "✔" indicating confirmed hypotheses and "✘" indicating those not supported.

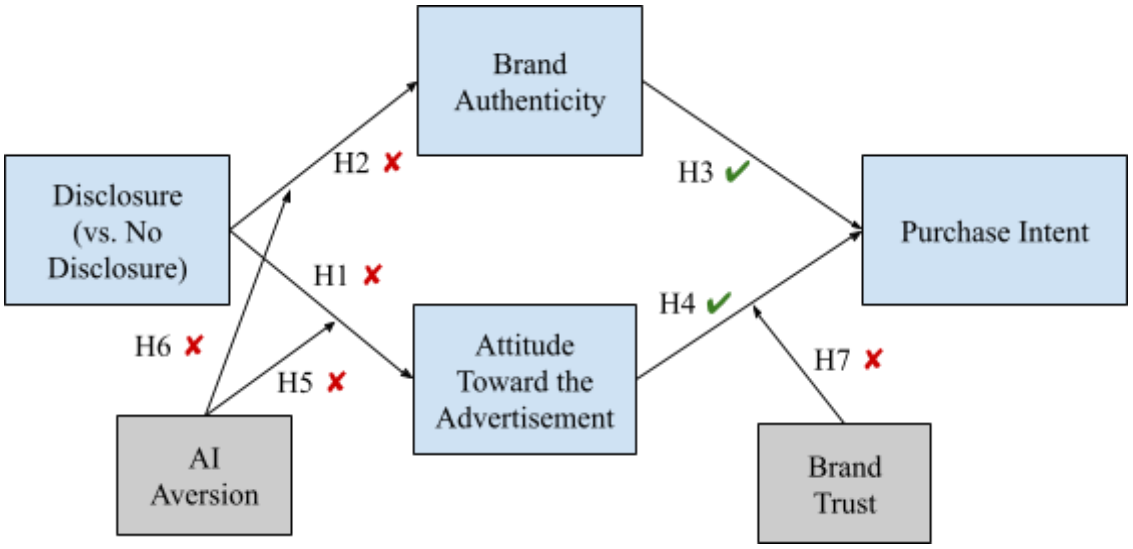

Figure 11. *Summary of Hypotheses Testing*

4.4 Exploratory Insights

To complete the quantitative findings, exploratory follow-up questions were included at the end of the survey to assess how the AI disclosure influenced consumers' brand perception. Descriptive frequency analyses were conducted separately for both the disclosure and non-disclosure groups.

Among the 109 participants in the disclosure condition, who had seen the advertising explicitly labeled as GenAI-created, the majority (56,9%) reported no change in their brand perception. However, 42,2% indicated a negative impact on their brand perception due to the AI disclosure (Appendix 21).

In the non-disclosure condition, participants were informed only after viewing the advertisements that it had been generated by GenAI. Following the new information 73,4% stated that their perception of the brand remained unchanged, while 25% developed a more negative view of the brand (Appendix 22).

To analyse the open-ended questions, responses were categorised into major themes. The dominant themes were the lack of authenticity and realness, perceived laziness, and ethical concerns, underscoring the challenges brands face when integrating AI into their advertising strategies.

Participants who responded negatively described the stimulus as “fake” and “unnatural”, expressing a preference for “real humans”.

Several comments highlight that AI models create unrealistic “body and beauty standards”, which are especially damaging to women's self-perception.

Additionally, many respondents felt that the advertisement lacked “soul or art”.

Respondents interpreted the usage of AI as a “cheap” or “lazy” tactic by large companies like Mango to invest in human talent and quality advertisement, implying they are only focused on profit.

Ethical concerns were also raised regarding AI replacing jobs and the potential of copyright infringement. Responses highlighted issues with the advertisements quality, cultural insensitivity, as well as difficulty in product assessment.

Conversely, the small minority reporting a positive impact stated that the brand seemed “modern”, "progressive" and “on the edge of new technologies” appreciating the transparency about the AI usage.

5. DISCUSSION

This study examines how AI disclosure in marketing communications influences consumer behaviour, with a particular focus on the effects of Aad, BA, and PI. The research was motivated by the increasing AIGC adoption and the limited understanding of consumer responses to AI disclosure, particularly in light of new regulatory requirements such as the EU's AI Act.

5.1 Main Findings

Contrary to expectations, this study found no significant negative effects of AI disclosure on Aad (H1) or perceived BA (H2). This contradicts the AI-authorship effect (Kirk & Givi, 2025) and other studies that reported reduced BA when AI involvement is disclosed (Brüns & Meißner, 2024; Kirk & Givi, 2025). Several factors may explain this. First, the young and digitally literate participants (41,8% aged 25-34) who may be more comfortable with AI usage. Second, the realistic and professional advertisement may not have triggered uncanny valley responses and machine heuristics. Lastly, reduced consumer resistance to AI transparency may have already taken place.

The study strongly confirmed the relationship between BA and PI (H3). The strength of this relationship is particularly important in the AI context. The study contributes to the BA literature by underlining the role of perceived BA in predicting consumers behavioural intentions. Despite the AI environment, consumers' desire for an authentic brand remains consistent, confirming prior theoretical models (Fritz et al., 2017; Morhart et al., 2015). This challenges the assumption that AIGC threatens BA (Campbell et al., 2022b), suggesting that consumers judge BA based on broader criteria, rather than only on the distinction between humans and AI.

Findings show that Aad positively influenced PI (H4), supporting TPB's assumption that attitudinal factors drive behavioural outcomes, even in AI marketing context. However, this effect was notably weaker than that of BA (8,1% vs. 28,5% variance explained) suggesting that, in AI advertising contexts, consumers' purchasing decisions are influenced more by their general perception of BA than by their immediate reactions to a single advertisement.

Contrary to expectations, neither AI aversion nor BT significantly moderated relationships between AI disclosure and consumer responses (H5, H6, H7), challenging literature on algorithmic aversion. One possible explanation might be the respondents overall low AI aversion levels. Younger consumers are more accustomed to AIGC, which might reduce the

influence of AI skepticism. Furthermore, the realistic and neutral nature of the stimulus might not have triggered strong machine-related heuristics. In the case of BT, overall high trust in Mango might have made it difficult to detect the moderating effect of AI disclosure. Despite statistical analyses showing no disclosure effects, in the qualitative responses 42% of participants in the disclosure condition reported negative impact on brand perception.

In summary, the results demonstrate that consumer responses to AI disclosure in advertising are not determined by general negative bias or AI-authorship effects, but are shaped by a complex mixture of contextual factors, consumer characteristics and a rapid adaptation process. While disclosure itself did not significantly affect Aad or BA, both influence PI, with BA demonstrating substantially stronger predictive power. Although AI aversion and BT did not moderate disclosure effects, BT directly reinforces PI. Overall, the findings highlight that BA and BT matter more for consumer acceptance than the mere fact of AI involvement.

5.2 Theoretical and Practical Implications

This research makes several important theoretical contributions. First, it challenges the idea that the AI-authorship effect applies without restriction. Disclosure effects may be more context-dependent and varying by demographics than previously assumed. The findings extend the TPB to AI marketing contexts and contribute to the BA literature by underlining the role of perceived BA in predicting consumers' behavioural intentions.

The lack of negative disclosure effects suggests that brands may have more freedom than expected when using AI. Even if disclosure is required under regulatory frameworks, marketing managers can consider AIGC as a viable option for content creation without fearing significant consumer backlash. The strong relationship between BA and PI emphasize BA's role as an important driver in marketing communication. Therefore, brands should focus on maintaining high levels of BA, even when using AIGC. In doing so, they must ensure that this content aligns with their core values and is consistent with the established brand identity. One brand that demonstrates this principle in practice is Dove. The brand announced in 2024 to completely abstain from using AI-generated imagery of women in its advertising. By proactively rejecting AI for depictions of women, Dove is strengthening consumer trust and aligning its communication practices with its established brand values of natural beauty (Dove, 2025; Tovar, 2024).

5.3 Limitations and Future Research

While this study offers valuable insights, several limitations should be acknowledged.

The study focused exclusively on Mango, a fashion brand, and utilized only one image ad. This narrow focus limits the ability to generalize findings across different brands, product categories, consumer segments and different AIGC types (e.g. text, audio and video). The employed disclosure format may not represent the most effective way to communicate AI usage to consumers.

The choice of a female-only sample, while appropriate for the selected stimulus, further restricts the applicability of the findings to broader consumer populations. Additionally, the sample was predominantly European, which may limit generalizability to other cultural contexts where attitude toward AI and technology adoption may differ significantly. Furthermore, the convenience and snowball sampling approach, while practical for this research context, may have introduced selection bias toward individuals more comfortable with innovative technologies, and underrepresenting consumers with higher AI aversion.

The study only captured consumer responses at a single point in time, immediately after viewing the ad, which may not reflect how attitudes toward AIGC evolve as consumers are likely to have multiple exposure to marketing communication. Consumers' adaptation to AI disclosure may occur gradually. Additionally, the experimental exposure was brief and artificial, which potentially failed to capture how consumers process disclosure in natural environments with multiple touchpoints and repeated brand interactions over time.

Additionally, the exploratory items developed to measure some variables lack extensive validation. While Cronbach's alpha values indicated strong reliability of the measures, future research should replicate the use of these scales to confirm their robustness.

Future studies would benefit from a larger and more diverse sample with specific sub-group analyses. Comparative studies, especially between Eastern and Western markets could reveal how cultural values influence consumer responses. Similarly, generational differences and diverse demographic groups would enhance the understanding.

Future research should employ longitudinal designs to gain better understanding of how consumer attitudes toward AIGC evolve over time. Tracking the same consumers across multiple touchpoints exposing them to AI-disclosed content could reveal adaptation and desensitization effects.

Finally, while the study examined AI aversion and BT as moderators, other potentially important individual and contextual factors were not explored. Future research may further

explore factors such as AI literacy, prior AI experience, product involvement and different product categories and market segments.

6. CONCLUSION

This thesis examined the influence of AI disclosure in marketing communication on consumer attitudes, BA, and PI. The central finding is that AI disclosure had no significant negative effects on consumer responses, contradicting the widely discussed AI-authorship effect. BA proved to be the strongest predictor of PI, significantly higher than Aad. Contrary to expectations, individual differences in AI aversion and brand trust did not moderate these relationships. Overall, the study shows that how consumers respond to AI transparency is more context-dependent and varies depending on demographics. This suggests that concerns about consumer rejection may be overstated among younger, digitally literate audiences while emphasizing the continued importance of BA in AI-mediated communications.

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APPENDICES

Appendix 1. Pre-Survey Feedback Questions

Thank you for completing the pre-survey. As part of the testing phase, I would appreciate your feedback to help me improve the final version of this survey. Please take a moment to answer the following questions about your experience. Please try to answer based on what you remember from the image (there are no right or wrong answers).

Q5 In the image/advertisement that you saw:

- o there was a disclaimer saying that ad had been created by using AI technology (1)
- o there was no information at all about how the ad had been created, I was only shown the image itself (2)

Q6 Was the image clear and easy to understand?

- o Yes (1)
- o If no, please explain briefly: (2)

_____

Page Break

Q9 Did you experience any technical issues (e.g. loading problems, images, layout)?

- o No (1)
- o If yes, please explain briefly: (2)

_____

Q10 Was the survey overall easy to understand?

- o Yes (1)
- o If no, please explain briefly: (2)

_____

Q11 Were there any questions that felt confusing, illogical, or redundant?

- o No (1)
- o If yes, please explain briefly: (2)

_____

Q12 How did you perceive the survey length?

- o Too short (1)
- o It's okay (2)
- o Too long (3)

Q13 How clear were the instructions and the answer options?

- o Very clear (1)
- o Mostly clear (2)
- o Not very clear (3)

Page Break

Q14 Do you have any other comments or suggestions?

_____

Appendix 2. Final Survey Questionnaire

Intro text
Dear Participant,
Thank you for participating in this study. The purpose of this survey is to understand consumer reactions to marketing content.
The survey will take approximately 5-6 minutes to complete. There are no right or wrong answers. I am simply interested in your honest opinions. To ensure your privacy, your responses are anonymous and confidential and will only be used in an aggregated form for data analysis. You can choose to complete this survey in English, French, Spanish, or German. Please select your preferred language at the start of the survey.
This research is part of a Master's thesis at Católica Lisbon School of Business and Economics. Your time and contribution are greatly appreciated!
If you have any questions or feedback about the survey, please do not hesitate to contact me via email at s-ckowarschik@ucp.pt.
Please tick the box below to confirm your consent and begin the survey.

- o I agree to participate (1)

End of Block: Introduction

Start of Block: Screening Questions

Screening Q Gender What is your gender?

- o Female (1)
- o Male (2)
- o Non-binary / third gender (3)
- o Prefer not to say (4)

Skip To: End of Survey If What is your gender? = Male

Skip To: End of Survey If What is your gender? = Non-binary / third gender

Skip To: End of Survey If What is your gender? = Prefer not to say

Screening Q AI Have you heard of Artificial Intelligence (AI) before?

- o Yes (1)
- o No (2)
- o Not sure (3)

Skip To: End of Survey If Have you heard of Artificial Intelligence (AI) before? = No

Screening Q Mango How familiar are you with the fashion brand "Mango"?

MANGO

Logo of the brand.

- o Not at all familiar (1)
- o Slightly familiar (2)
- o Somewhat familiar (3)
- o Moderately familiar (4)
- o Very familiar (5)
- o Extremely familiar (6)
- o Completely familiar (7)

Skip To: End of Survey If How familiar are you with the fashion brand "Mango"? Logo of the brand. = Not at all familiar

End of Block: Screening Questions

Start of Block: Brand Trust (BT) + 2 Attitude Brand

Q16 Please indicate your level of agreement with the following statements about the fashion brand Mango:

	Strongly Disagree (1)	Disagree (2)	Somewhat Disagree (3)	Neither agree or disagree (4)	Somewhat Agree (5)	Agree (6)	Strongly Agree (7)
I trust Mango. (1)	o	o	o	o	o	o	o
Mango is an honest brand. (3)	o	o	o	o	o	o	o
Mango is a safe brand. (4)	o	o	o	o	o	o	o
I believe the brand Mango is good. (5)	o	o	o	o	o	o	o
I have a favorable opinion of the brand Mango. (6)	o	o	o	o	o	o	o

End of Block: Brand Trust (BT) + 2 Attitude Brand

Start of Block: Randomizer Block

Q17 In the next section, you will be shown an advertisement for Mango. Please take a moment to examine it carefully before proceeding to the next questions. You can proceed after 10 seconds.

End of Block: Randomizer Block

Start of Block: Stimuli Group A Disclosure + Manipulation Check

Group A Disclosure.

This advertisement was created using generative artificial intelligence technology.

10 sec timer Timing
First Click (1)
Last Click (2)
Page Submit (3)
Click Count (4)

Page Break

Manipulation check According to the information provided, how was this advertisement created?

- It was created using generative artificial intelligence (AI) (1)
- It was created by a human (2)
- There was no information about how it was created (3)
- Not sure (4)

End of Block: Stimuli Group A Disclosure + Manipulation Check

Start of Block: Stimuli Group B Non Disclosure Control Group

Group B Control .

10 sec timer Timing
First Click (1)
Last Click (2)
Page Submit (3)
Click Count (4)

Page Break

End of Block: Stimuli Group B Non Disclosure Control Group

Start of Block: Previous Exposure

Q22 Have you seen this Mango advertisement before participating in this survey?

- o Yes (1)
- o No (2)
- o Not sure (3)

End of Block: Previous Exposure

Start of Block: Attitude toward the Ad (A*Ad) + 2 extra

Attitude Ad Please indicate your level of agreement with the following statements about the advertisement you just viewed:

	Strongly Disagree (1)	Disagree (2)	Somewhat Disagree (3)	Neither agree or disagree (4)	Somewhat Agree (5)	Agree (6)	Strongly Agree (7)
I have a favorable opinion of this advertisement. (1)	o	o	o	o	o	o	o
I think this advertisement is good. (2)	o	o	o	o	o	o	o
I find this advertisement enjoyable. (3)	o	o	o	o	o	o	o
I like this advertisement very much. (5)	o	o	o	o	o	o	o
I find this advertisement irritating. (6)	o	o	o	o	o	o	o
I think this advertisement is well made. (7)	o	o	o	o	o	o	o
This advertisement is insulting. (8)	o	o	o	o	o	o	o
This advertisement	o	o	o	o	o	o	o

seems real to me. (9)							
The model and scenario in the advertisement seem real to me. (10)	o	o	o	o	o	o	o

End of Block: Attitude toward the Ad (A*Ad) + 2 extra

Start of Block: Attitude towards the Ad - Only Group A

Display this question:

If Group = A

A*Ad Only Group A Please indicate your level of agreement with the following statements about the advertisement you just viewed:

	Strongly Disagree (1)	Disagree (2)	Somewhat Disagree (3)	Neither agree or disagree (4)	Somewhat Agree (5)	Agree (6)	Strongly Agree (7)
I feel uncomfortable knowing this ad was created by AI. (1)	o	o	o	o	o	o	o
This ad feels less genuine because it was made by AI. (2)	o	o	o	o	o	o	o

End of Block: Attitude towards the Ad - Only Group A

Start of Block: Brand Authenticity (BA)

BA Considering your familiarity with the brand and the advertisement you have just seen, please indicate your level of agreement with the following statements about **Mango**:

	Strongly Disagree (1)	Disagree (2)	Somewhat Disagree (3)	Neither agree or disagree (4)	Somewhat Agree (5)	Agree (6)	Strongly Agree (7)
I think the brand	o	o	o	o	o	o	o

Mango stays true to itself. (1)							
The brand Mango has a clear concept that it pursues. (3)	o	o	o	o	o	o	o
The brand Mango is different from all other brands. (4)	o	o	o	o	o	o	o
I think the brand Mango is unique. (5)	o	o	o	o	o	o	o
My experience of the brand Mango has shown me that it keeps its promises. (6)	o	o	o	o	o	o	o
Mango's promises are credible. (7)	o	o	o	o	o	o	o
The brand Mango does not seem artificial. (8)	o	o	o	o	o	o	o
The brand Mango seems genuine. (9)	o	o	o	o	o	o	o

Attention check This item is to check if you read all statements. Please tick “Agree”.

- o Strongly Disagree (1)
- o Disagree (2)
- o Somewhat Disagree (3)
- o Neither agree or disagree (4)
- o Somewhat Agree (5)
- o Agree (6)
- o Strongly Agree (7)

End of Block: Brand Authenticity (BA)

Start of Block: AI Aversion

AIAS-4 Scale Below you will find sentences about the attitude toward **Artificial Intelligence (AI)**, please indicate your level of agreement:

	Strongly Disagree (1)	Disagree (2)	Somewhat Disagree (3)	Neither agree or disagree (4)	Somewhat Agree (5)	Agree (6)	Strongly Agree (7)
I don't believe that AI will improve my life. (1)	o	o	o	o	o	o	o
I don't believe that AI will improve my work. (2)	o	o	o	o	o	o	o
I don't think I will use AI technology in the future. (3)	o	o	o	o	o	o	o
I don't think AI technology is positive for	o	o	o	o	o	o	o

humanity. (4)	

End of Block: AI Aversion

Start of Block: Purchase Intention (PI)

Purchase Intention Please indicate your level of agreement with the following statements about **Mango**:

	Strongly Disagree (1)	Disagree (2)	Somewhat Disagree (3)	Neither agree or disagree (4)	Somewhat Agree (5)	Agree (6)	Strongly Agree (7)
I would likely purchase Mango products. (1)	o	o	o	o	o	o	o
There is a high probability that I would consider buying Mango products. (2)	o	o	o	o	o	o	o
I am willing to buy Mango products. (3)	o	o	o	o	o	o	o

End of Block: Purchase Intention (PI)

Start of Block: Sincerity check

Sincerity Check How sincere were you in your answers?

- o Completely honest (1)
- o Very honest (2)
- o Honest (3)
- o Neutral (4)
- o Dishonest (5)
- o Very Dishonest (6)
- o Completely Dishonest (7)

End of Block: Sincerity check

Start of Block: Only for Disclosure Group A

Q51 You saw an advertisement that included a disclosure stating it was created using **Artificial Intelligence (AI)**. We are interested in how this information may have influenced your impression of the brand. Did the AI disclosure in the advertisement affect your perception of the brand?

- o Yes, it had a negative impact on how I perceive the brand (1)
- o Yes, it had a positive impact on how I perceive the brand (2)
- o No, it did not affect how I perceive the brand (3)

Skip To: End of Block If You saw an advertisement that included a disclosure stating it was created using Artificial Intel... = No, it did not affect how I perceive the brand

Page Break

Q52 Why did your perception of the brand change positively or negatively after seeing the AI disclosure? Your response will help us understand how consumers respond to AI in advertising.

_____

_____

End of Block: Only for Disclosure Group A

Start of Block: Only for Non-Disclosure Group B

Q53 The advertisement you just viewed was created using **Artificial Intelligence (AI)**. Does knowing this information affect your perception of the brand?

- o Yes, I now have a more negative perception of the brand (1)
- o Yes, I now have a more positive perception of the brand (2)
- o No, it does not affect how I perceive the brand (3)

Skip To: End of Block If The advertisement you just viewed was created using Artificial Intelligence (AI). Does knowing th... = No, it does not affect how I perceive the brand

Page Break

Q54 Why did your perception of the brand change positively or negatively after learning the ad was AI-generated? Your answer will help us better understand how consumers respond to AI in advertising.

_____

_____

End of Block: Only for Non-Disclosure Group B

Start of Block: Demographics

Intro Demographics You are almost done! I would like to ask you for some information about yourself to better understand the survey results.

Age What is your age?

- o Under 18 (1)
- o 18 - 24 (2)
- o 25 - 34 (3)
- o 35 - 44 (4)
- o 45 - 54 (5)
- o 55 - 64 (6)
- o 65 or older (7)

Page Break

Education What is your highest level of education completed?

- o Less than high school (1)
- o High school graduate (2)
- o Some college (3)
- o Bachelor's degree (4)
- o Master's degree (5)
- o Professional degree (6)
- o Doctorate (7)
- o Other (Please specify) (8)

_____

Q1 In which country do you currently reside?

▼ Afghanistan (1) ... Zimbabwe (1357)

End of Block: Demographics

Appendix 3. Screening Questions

Appendix 3.1. Screening Question: Gender

Screening Q Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	307	91.9	91.9	91.9
	Male	19	5.7	5.7	97.6
	Non-binary / third gender	4	1.2	1.2	98.8
	Prefer not to say	4	1.2	1.2	100.0
	Total	334	100.0	100.0	

Appendix 3.2. Screening Question: AI Awareness

Screening Q AI

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		27	8.1	8.1	8.1
	No	2	.6	.6	8.7
	Not sure	2	.6	.6	9.3
	Yes	303	90.7	90.7	100.0
	Total	334	100.0	100.0	

Appendix 3.3. Screening Question: Brand Familiarity

Screening Q Mango

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		29	8.7	8.7	8.7
	Completely familiar	75	22.5	22.5	31.1
	Extremely familiar	25	7.5	7.5	38.6
	Moderately familiar	39	11.7	11.7	50.3
	Not at all familiar	34	10.2	10.2	60.5
	Slightly familiar	27	8.1	8.1	68.6
	Somewhat familiar	39	11.7	11.7	80.2
	Very familiar	66	19.8	19.8	100.0
	Total	334	100.0	100.0	

Appendix 4. Demographic Age Screening (Exclusion of Participants Under 18)

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		63	18.9	18.9	18.9
	18 – 24	29	8.7	8.7	27.5
	25 – 34	111	33.2	33.2	60.8
	35 – 44	63	18.9	18.9	79.6
	45 – 54	23	6.9	6.9	86.5
	55 – 64	23	6.9	6.9	93.4
	65 or older	20	6.0	6.0	99.4
	Under 18	2	.6	.6	100.0
	Total	334	100.0	100.0	

Appendix 5. Prior Exposure to Stimulus

Have you seen this Mango advertisement before participating in this survey?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		63	18.9	18.9	18.9
	No	250	74.9	74.9	93.7
	Not sure	11	3.3	3.3	97.0
	Yes	10	3.0	3.0	100.0
	Total	334	100.0	100.0	

Appendix 6. Manipulation Check Item (Disclosure Condition)

Manipulation check

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		198	59.3	59.3	59.3
	It was created by a human	4	1.2	1.2	60.5
	It was created using generative artificial intelligence (AI)	121	36.2	36.2	96.7
	Not sure	2	.6	.6	97.3
	There was no information about how it was created	9	2.7	2.7	100.0
	Total	334	100.0	100.0	

Appendix 7. Attention Check Item

Attention check

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		63	18.9	18.9	18.9
	Agree	265	79.3	79.3	98.2
	Disagree	2	.6	.6	98.8
	Neither agree or disagree	2	.6	.6	99.4
	Strongly Agree	2	.6	.6	100.0
	Total	334	100.0	100.0	

Appendix 8. Honesty Check Item

Sincerity Check

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		63	18.9	18.9	18.9
	Completely Dishonest	3	.9	.9	19.8
	Completely honest	150	44.9	44.9	64.7
	Honest	37	11.1	11.1	75.7
	Neutral	12	3.6	3.6	79.3
	Very honest	69	20.7	20.7	100.0
	Total	334	100.0	100.0	

Appendix 9. Demographic Distribution

Appendix 9.1. Demographic Distribution: Age

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 24	26	11.0	11.0	11.0
	25 - 34	99	41.8	41.8	52.7
	35 - 44	56	23.6	23.6	76.4
	45 - 54	22	9.3	9.3	85.7
	55 - 64	17	7.2	7.2	92.8
	65 or older	17	7.2	7.2	100.0
	Total	237	100.0	100.0	

Appendix 9.2. Demographic Distribution: Education

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor's degree	71	30.0	30.0	30.0
	Doctorate	4	1.7	1.7	31.6
	High school graduate	36	15.2	15.2	46.8
	Master's degree	88	37.1	37.1	84.0
	Other (Please specify)	15	6.3	6.3	90.3
	Professional degree	13	5.5	5.5	95.8
	Some college	10	4.2	4.2	100.0
	Total	237	100.0	100.0	

Appendix 9.3. Demographic Distribution: Country

Country

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Austria	5	2.1	2.1	2.1
	Denmark	1	.4	.4	2.5
	France	2	.8	.8	3.4
	Germany	131	55.3	55.3	58.6
	Guatemala	1	.4	.4	59.1
	Italy	6	2.5	2.5	61.6
	Netherlands	1	.4	.4	62.0
	Norway	1	.4	.4	62.4
	Portugal	68	28.7	28.7	91.1
	Spain	5	2.1	2.1	93.2
	Sweden	3	1.3	1.3	94.5
	Switzerland	4	1.7	1.7	96.2
	United Kingdom of Great Britain and Northern Ireland	3	1.3	1.3	97.5
	United States of America	6	2.5	2.5	100.0
	Total	237	100.0	100.0	

Appendix 10. Overview of Constructs

Variable	**Source**	**Items (adapted version)**	**Cronbach's Alpha**
Attitude toward the Ad	Machleit and Wilson (1988); Gu et al. (2024); (conceptual); (Wu and Wen, 2021)**; Campbell et al. (2022b)	- "I have a favorable opinion of this advertisement." - "I think this advertisement is good." - "I find this advertisement enjoyable." - "I like this advertisement very much." - "I find this advertisement irritating." (reverse-coded) - "I think this advertisement is well made." - "This advertisement is insulting." (reverse-coded) - "This advertisement seems real to me."* - "The model and scenario in the advertisement seem real to me."* - "I feel uneasy knowing this ad was created by AI."** - "This ad feels less genuine because it was made by AI."**	α = 0,95–0,96 α = 0.838* α = 0,865**
Brand Authenticity	Bruhn et al. (2012)	- "I think the brand Mango stays true to itself." (Continuity) - "The brand Mango has a clear concept that it pursues." (Continuity) - "The brand Mango is different	α = 0,90–0,96

		from all other brands." (Originality) - "I think the brand Mango is unique." (Originality) - "My experience of the brand Mango has shown me that it keeps its promises." (Reliability) - "Mango's promises are credible." (Reliability) - "The brand Mango does not seem artificial." (Naturalness) - "The brand Mango seems genuine." (Naturalness)	
Purchase Intention	Dodds et al. (1991)	- "I would likely purchase Mango products." - "There is a high probability that I would consider buying Mango products." - "I am willing to buy Mango products."	α = 0,96–0,97
Brand Trust	Chaudhuri and Holbrook (2001); Spears and Singh (2004)***	- "I trust Mango." - "Mango is an honest brand." - "Mango is a safe brand." - "I believe the brand Mango is good."*** - "I have a favorable opinion of the brand Mango."***	α = 0,81 α = 0,97***
AI Aversion (reversed from AIAS-4)	Grassini (2023)	- "I don't believe AI will improve my life." - "I don't believe AI will improve my work." - "I don't think I will use AI technology in the future." - "I don't think AI technology is positive for humanity."	α = 0,902

* Conceptually adapted from Gu et al. (2024).

** Conceptually adapted from Wu and Wen (2021) and Campbell et al. (2022b); these items were shown exclusively to the disclosure condition.

*** Conceptually adapted from Spears and Singh (2004)

Appendix 11. Multivariate outliers' detection - Mahalanobis distance and p-value

	Minimum	Maximum
Mahalanobis Distance	0,39863	21,71668
Prob_MAH	0,0006	0,9954

Appendix 12. Mahalanobis p-values

Mahalanobis p-value	Frequency
,0006	1
,0010	1
,0020	1
,0093	1
(…)	1
,9948	1
,9954	1
Total	237

Appendix 13. Descriptives of the Constructs (N=236)

Construct	**Min.-Max.**	**Mean**	**Standard Deviation**
Brand Trust	1,00 – 7,00	4,49	1,113
Attitude Towards the Advertisement	1,11 – 7,00	3,91	1,181
Brand Authenticity	1,38 – 6,75	3,76	0,891
AI Aversion	1,00 – 7,00	2,77	1,191
Purchase Intention	1,00 – 7,00	4,63	1,459

Appendix 14. Analysis of Normality

	Tests of Normality				
	Kolmogorov-Smirnov[a]				
	Statistic	df	Sig.	Skewness	Kurtosis
Brand Trust	,068	236	,011	-,155	,244
Attitude Towards the Advertisement	,060	236	,040	,196	-,453
Brand Authenticity	,070	236	,008	,352	,627
AI Aversion	,093	236	<,001	,580	-,117
Purchase Intention	,124	236	<,001	-,479	-,318

a. Lilliefors Significance Correction

Appendix 15. Classification of Correlation Strengths, Adapted from Bryman & Cramer (2004)

Correlation Coefficient (r)	**Strength of Correlation**
$r < 0.20$	Very low
$0.20 \leq r < 0.40$	Low
$0.40 \leq r < 0.70$	Modest
$0.70 \leq r < 0.90$	High
$r \geq 0.90$	Very high

Appendix 16. Cronbach's alpha from George & Mallery, 2016

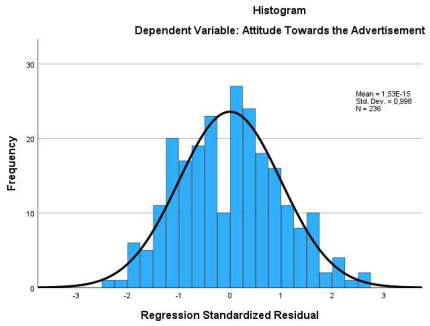
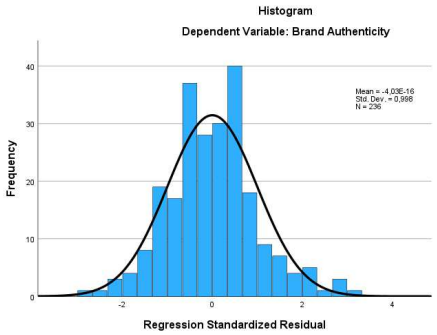
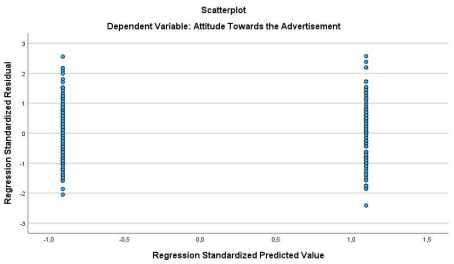
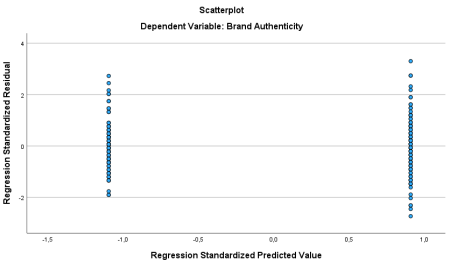
Cronbach's alpha	**Internal consistency**
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Appendix 17. Reliability Statistics of Constructs

Constructs and items	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
Brand Trust (5 items)			**0,927**
I trust Mango.	*,810*	*,910*	
Mango is an honest brand.	*,789*	*,914*	
Mango is a safe brand.	*,782*	*,916*	
I believe the brand Mango is good.	*,862*	*,900*	
I have a favorable opinion of the brand Mango.	*,805*	*,912*	
Attitude Towards the Advertisement (9 items)			**0,918**

I have a favorable opinion of this advertisement.	*,819*	*,903*	
I think this advertisement is good.	*,847*	*,901*	
I find this advertisement enjoyable.	*,696*	*,910*	
I like this advertisement very much.	*,799*	*,903*	
(INV) I find this advertisement irritating.	*,731*	*,908*	
I think this advertisement is well made.	*,716*	*,909*	
(INV) This advertisement is insulting.	*,521*	*,922*	
This advertisement seems real to me.	*,704*	*,910*	
The model and scenario in the advertisement seem real to me.	*,638*	*,915*	
Brand Authenticity (8 items)			**0,881**
I think the brand Mango stays true to itself.	*,568*	*,874*	
The brand Mango has a clear concept that it pursues.	*,550*	*,876*	
The brand Mango is different from all other brands.	*,653*	*,866*	
I think the brand Mango is unique.	*,654*	*,866*	
My experience of the brand Mango has shown me that it keeps its promises.	*,661*	*,865*	
Mango's promises are credible.	*,688*	*,863*	
The brand Mango does not seem artificial.	*,659*	*,866*	
The brand Mango seems genuine.	*,755*	*,855*	
AI Aversion (4 items)			**0,823**
I don't believe that AI will improve my life.	*,711*	*,748*	
I don't believe that AI will improve my work.	*,710*	*,747*	
I don't think I will use AI technology in the future.	*,609*	*,795*	
I don't think AI technology is positive for humanity.	*,569*	*,815*	
Purchase Intention (3 items)			**0,962**
I would likely purchase Mango products.	*,924*	*,939*	
There is a probability that I would consider buying Mango products.	*,918*	*,945*	
I am willing to buy Mango products.	*,915*	*,947*	

Appendix 18. Simple Linear Regression Assumptions (H1 and H2)

	H1	H2
Linearity	Scatter dot not presented because independent variable is dichotomous	Scatter dot not presented because independent variable is dichotomous
Errors independence Durbin Watson [2±0,5]	2,102	1,917
Residual mean=0,000	**Residuals Statistics[a]** Minimum / Maximum / Mean / Std. Deviation Predicted Value 3,8708 / 3,9647 / 3,9134 / ,04684 Residual -2,85358 / 3,03531 / ,00000 / 1,18010 Std. Predicted Value -,909 / 1,096 / ,000 / 1,000 Std. Residual -2,413 / 2,567 / ,000 / ,998 a. Dependent Variable: Attitude Towards the Advertisement	**Residuals Statistics[a]** Minimum / Maximum / Mean / Std. Deviation Predicted Value 3,6951 / 3,8081 / 3,7569 / ,05640 Residual -2,43314 / 2,94186 / ,00000 / ,88908 Std. Predicted Value -1,096 / ,909 / ,000 / 1,000 Std. Residual -2,731 / 3,302 / ,000 / ,998 a. Dependent Variable: Brand Authenticity
Residuals with normal distribution		
Residuals homoscedasticity		
Assumptions	OK	OK

T-test assumptions

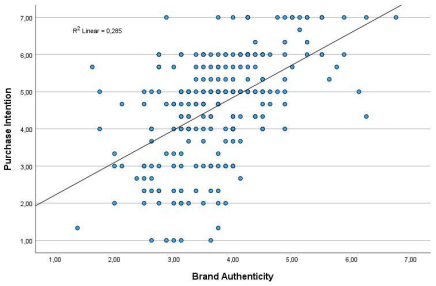
		Tests of Normality Kolmogorov-Smirnov[a]				
	Disclosure Group	Statistic	df	Sig.	Skewness	Kurtosis
Attitude Towards the Advertisement	B - Non-Disclosure	,068	129	,200*	,235	-,525
	A - AI Disclosure	,064	107	,200*	,144	-,373
Brand Authenticity	B - Non-Disclosure	,065	129	,200*	,191	,507

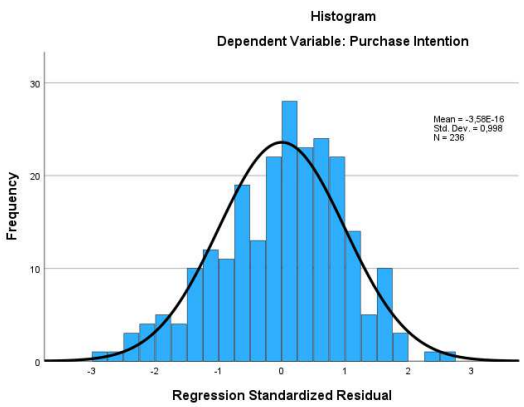
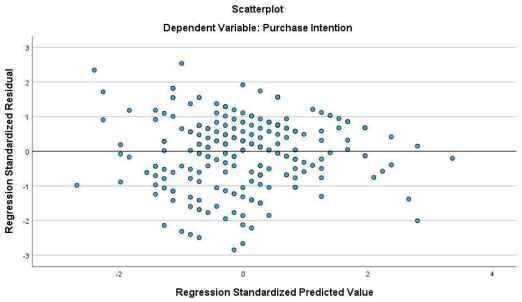
	A - AI Disclosure	,099	107	,012	,586	,753

*. This is a lower bound of the true significance. a. Lilliefors Significance Correction

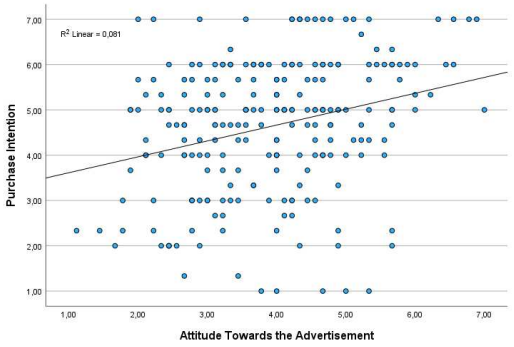
		Levene's Test for Equality of Variances	
		F	Sig.
Attitude Towards the Advertisement	Equal variances assumed	,290	,590
Brand Authenticity	Equal variances assumed	3,679	,056

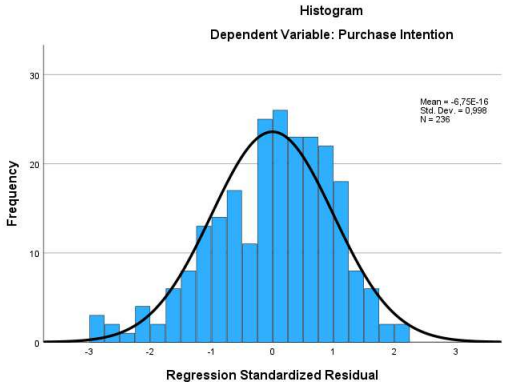
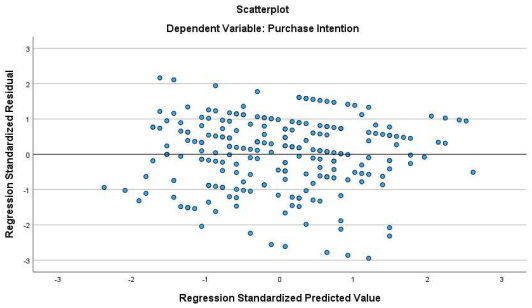
Appendix 19. Simple Linear Regression assumptions (H3)

	H3
Linearity	
Errors independence Durbin Watson [2±0,5]	1,981
Residual mean=0,000	**Residuals Statistics[a]** Predicted Value: Minimum 2,5502, Maximum 7,2529, Mean 4,6342, Std. Deviation ,77944 Residual: -3,51879, 3,13740, ,00000, 1,23347 Std. Predicted Value: -2,674, 3,360, ,000, 1,000 Std. Residual: -2,847, 2,538, ,000, ,998 a. Dependent Variable: Purchase Intention

Residuals with normal distribution	
Residuals homoscedasticity	
Assumptions	OK

Appendix 20. Simple Linear Regression assumptions (H4)

	H4
Linearity	
Errors independence Durbin Watson [2±0,5]	2,126

Residual mean=0,000	**Residuals Statistics[a]** Minimum / Maximum / Mean / Std. Deviation Predicted Value: 3,6516 / 5,7164 / 4,6342 / ,41409 Residual: -4,13205 / 3,03669 / ,00000 / 1,39910 Std. Predicted Value: -2,373 / 2,614 / ,000 / 1,000 Std. Residual: -2,947 / 2,166 / ,000 / ,998 a. Dependent Variable: Purchase Intention
Residuals with normal distribution	
Residuals homoscedasticity	
Assumptions	OK

Appendix 21. Impact of AI Disclosure on Brand Perception (Disclosure Group)

Impact of AI Disclosure on Brand Perception (Disclosure Condition Only)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No, it did not affect how I perceive the brand	62	56.9	56.9	56.9
	Yes, it had a negative impact on how I perceive the brand	46	42.2	42.2	99.1
	Yes, it had a positive impact on how I perceive the brand	1	.9	.9	100.0
	Total	109	100.0	100.0	

Appendix 22. Effect of Post-Hoc Information About AI-Origin of the Advertisement (Non-Disclosure Group)

Effect of Post-Hoc Information About AI-Origin of the Ad (No Disclosure Condition)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No, it does not affect how I perceive the brand	94	73.4	73.4	73.4
	Yes, I now have a more negative perception of the brand	32	25.0	25.0	98.4
	Yes, I now have a more positive perception of the brand	2	1.6	1.6	100.0
	Total	128	100.0	100.0	