

AI-Generated Ads: A Framework for Understanding Responses to Manipulated Advertising

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Pooja. R

*I MBA, School of Management
Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai, Tamil Nadu*

Aarthi. R

*I MBA, School of Management
Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai, Tamil Nadu*

Abstract

Analog tools and human labor have historically been used in the creation and distribution of advertising material. The advertising industry can now automate many advertising processes and create "synthetic ads," or ads that contain content that is created artificially and automatically through data modification and production. This is made possible by technological advancements in the advertising sector. Using a variety of Artificial Intelligence (AI) techniques, including deep fakes and Generative Adversarial Networks (GANs), the growing practice of synthetic advertising, which is currently the most sophisticated form of ad manipulation, automatically generates content that presents an artificial, albeit convincing, version of reality. A broad framework is developed in this study to gain a better understanding of how consumers react to various types of ad manipulation and how they feel about more complex synthetic ad formats like deep fakes. An agenda for research in this field is created, with an emphasis on the areas of manipulated advertising: originality, consumer response, and ad falsity. Moreover, consideration is given to the implications for theory and industry.

Keywords: Manipulated Advertising, Synthetic Media, Deep Fakes, Generative Adversarial Networks (GANS), Artificial Intelligence (AI), Machine Learning

Introduction

The convergent interests expressed in the two main scientific fields of marketing and communication can be considered the source of the variable known as advertising. Beginning in academia and applied to various organizations-such as the media-advertising was addressed as a communication tool needed by those engaged in contemporary economic activities as well as a way to address communication deficiencies. Advertising eventually became a key component of most organizations' marketing programs due to its ability to reach targets with messages that were well-prepared. In order to showcase their goods and services to key markets, a variety of businesses, from multinational corporations to small local businesses, are placing an increasing amount of emphasis on advertising. Customers are accustomed to using advertising in market economies that are in operation.

A coherent and helpful analysis of advertising can be achieved by defining a vision that consists of two levels: the normative level,

which describes the conditions that advertising must fulfill in order to achieve marketing objectives, and the descriptive level, which deals with matters pertaining to the requirement to define and differentiate advertising from other marketing tools of communication. The need for strategic vision in the context of advertising can be viewed as an example of covering the normative aspect of the analysis, even though the characteristics and formats of advertising can be thought of as elements of the descriptive analysis.

Conversely, manipulative advertising is a kind of persuasive advertising in which the product or service is presented to the audience in the most favorable light possible. While manipulative form deals with exaggerating the positive aspects of the product and hiding its negative aspects, non-manipulative form depicts the exact features and characteristics of the products. According to the literature that discusses the particulars of advertising, manipulative advertising can take many different forms. Advertisements that are dishonest are predicated on false information, which can easily lead to consumer confusion and mislead them. Advertisers employ deceptive tactics, fabrications, and fear mongering to influence consumers' decisions when making future purchases.

Because their vested interests force them to use manipulation, advertisers' unethical behavior is another crucial component of manipulative advertising. Denying the role of ethics turns persuasion into manipulation. The choices, actions, and customs of marketers and advertisers are therefore guided by ethics.

Literature Review

Can You Visually View the Impact of Packaging and Label Formatting on Google Ads?

Written by: Gomez-Carmona, Diego, Paramio, Alberto (2021)

Analyzing the awareness that various advertisements generate is the primary goal of this work. Wine's inherent qualities and sensory qualities are not meant to be perceived through e-commerce. Customers can view the product, decide on an attitude, and establish a preference in the virtual world thanks to visual cues. Consumers' decisions about which product to buy are influenced by the eye-catching ads they have seen. Marketers of wine must take into account the significance of the advertising components and draw in customers. Optimizing the components of these messages can help draw in customers and increase the click-through rate of the advertisements. Specifically, we use $2 \times 2 \times 2$ experimental designs in which we control the labeling (bottle vs. pack), the packaging format (single bottle vs labeled bottle)

Our eye-tracking methodology was used to analyze attention. Based on the remaining results, it appears that a single bottle without a label attracts attention faster than a specific bottle with a label in Google Ads. Ads featuring labeled bottle packs, however, draw more attention than those featuring labelless bottle packs.

The Effect of Consumer Perception of Effectiveness and Message Framing on Green Advertisements

Written by: Ekebas-Turedi, Ceren Benoit, Ilgim Dara (2021)

The article's conclusions demonstrate that the influence of a green advertisement's message framing on consumer responses-that is, attitude toward the impact of brand and purchase intention-is moderated by both primed and measured PCE. In particular, when customers believe that their own actions can have a positive impact on environmental issues, an other-benefit message works better. On the other hand, a self-benefit message works better when customers believe that their own efforts might not be sufficient to address environmental problems. Additionally, this research demonstrates that the company's perceived social responsibility acts as a mediating factor in the impact of message framing on consumer responses. Relevance in practice: This essay provides a

framework for creating successful green product advertising campaigns. Ad campaign efficacy and perceived social responsibility will both benefit from managers' ability to ascertain or manipulate the PCE level of their target market and tailor the campaign's messaging accordingly.

By demonstrating the moderating effect of PCE on the efficacy of message framing in green advertising, this paper adds to the literature on self-congruity and green advertising. This study set out to find out how Perceived Consumer Effectiveness (PCE) and ad message framing affected environmentally friendly advertising.

The Moderating Effect of Similarity to the Influencer is One of the Effects of Disclosing Advertisements

Written by: Brigitte Naderer, Jorg Matthes, Stephanie Schafer(2021)

A crucial marketing tactic, influencer marketing depends on the close relationship that exists between influencers and their followers. Influencers are required by law to disclose whether they are posting promotional content as of late. According to some research, this kind of disclosure could stifle favorable opinions about the influencer herself as well as the product that is being promoted. In contrast to not disclosing sponsored partnerships or brand representation, we examine the impact of disclosures on Instagram with this study. We also investigate the moderating effect of similarity based on shared interests with the influencer, adding to the disclosure research that has already been done.

We examine our participants' interests in these topics and expose them to one of the two influencers who share that interest in order to manipulate the follower-influencer similarity. According to this article's research, disclosures may promote ad recognition. When there is a strong degree of follower-influencer similarity, disclosures may also boost the credibility of the influencer.

When an influencer is trustworthy, it positively influences future intentions to follow them and purchase intentions for the promoted brand.

Getting Ready for a World of Ai-Generated Preach and Deep Imitations

Written by: Colin Campbell, Kirk Plangger, Sean Sands,Jan Kietzmann (2020)

Advances in technology have provided the advertising sector with digital and automated tools that let marketers automate numerous advertising procedures and create "synthetic ads," which are advertisements that use content created artificially and automatically through data modification and production. Ad falsity, consumer response, and originality—three aspects of manipulated advertising—are the focus of a research agenda created to direct this field of study. Moreover, consideration is given to the implications for theory and industry. Advertising material has traditionally been produced and distributed using analog tools and human labor.

Using a variety of artificial intelligence (AI) techniques, including deep fakes and generative adversarial networks (GANs), the growing practice of synthetic advertising, which is currently the most sophisticated form of ad manipulation, automatically generates content that presents an unreal but convincingly artificial version of reality. To gain a better understanding of how consumers react to various forms of ad manipulation, a general framework is developed. This piece is expected to contribute to the understanding of how consumers react to increasingly complex synthetic advertisements, like deep fakes, which are appearing more frequently.

Advertising Myths

Written by: Annie MCronin (2003)

More accurately, advertising can be viewed as a "matrix of transformation" that performs social

order divisions and frames regimes of classification. This categorization function can be seen in the establishment and reestablishment of conceptual divisions between people and their environment, consumers and commodities, as well as in the common taxonomies of taste and social division. Concentrating on disputes surrounding consumption and arguing that “circuits of belief” between practitioners, clients, regulators, consumers, and academics comprise advertising.

Disputations like the ones surrounding alcohol and tobacco advertising boil down to these ideas and are expressed through social engineering initiatives meant to change the way people consume. to investigate the forms of formation and examine the practices of the advertising industry, the products or textual artifacts of that industry, the reactions of society to the popularization of those products, and the debates surrounding advertising as a trope and as an institution in modern society. The book *Advertising Myths* broadens our perspective by examining the ways in which advertising establishes distinctions between ‘person’ and ‘thing,’ consumer and commodity, and normal and ‘dangerous’ consumption. Advertising has often been portrayed in the long-running discussions surrounding these topics as a manipulative force that creates or subverts the needs and desires of the individual.

Only through the synthesis, elaboration, and nurturing provided by sales and advertising have they come to be recognized as one of our most significant and gifted professions.

Successful Application of Artificial Intelligence in Netflix for Advertising

Written by: Bernerd Marr, Mat Ward(2019)

Ignoring AI, the most potent technology accessible to humanity today, is the biggest mistake anyone can make. Leaders in both business and government are realizing the potential of AI as well as the dangers of falling behind in the AI gold rush. Our goal is to present a realistic image of the current state of the art, showing how start-ups are using AI to take on both traditional businesses and the AI trailblazers, while traditional businesses are trying hard to reinvent themselves and stay competitive.

Although it does not currently display advertisements on its platform, Netflix makes money from the subscription fees that users pay. Customers’ perception that they are receiving good value for their monthly fees is what keeps it sustainable. The freedom of consumers to watch whatever they want, whenever they want, created a dilemma. What happens if they repeatedly choose the incorrect shows to watch and conclude that they aren’t getting enough entertainment? AI is a tool used by Netflix to forecast what movie or TV series you might want to watch next from its library of over 10,000 titles. These are the suggestions that appear right away following the conclusion of a film or television program.

Netflix was able to achieve a 1,000-fold reduction in data usage by using its AI compression algorithms, which reduce the size of files that need to be transmitted and thus improve streaming quality.

Objectives

- This study looks at how deceptive advertising affects consumers’ perceptions when they are making purchases.
- To identify the factors affecting the perception of consumers and their buying behaviors. Analyzing the understanding of various categories of people on AI-generated advertisements and manipulated advertising.
- To highlight how crucial it is to create reliable manipulations of involvement when doing research on advertising.

Findings

Manipulative Advertising at Work: Most claims in advertising have a manipulative purpose; that is, getting the consumer to buy a product or service is the ultimate objective of all forms of advertising. The goal of manipulative advertising is to do this by misleading and deceiving people through the use of arguments, facts, and appeals to their emotions. The most common statements made in advertising manipulation are those that inflate the product's quality, make erroneous reasoning, and make emotional appeals.

Exaggeration of Quality: This term refers to the exaggerations that are reasonably expected of a seller regarding the level of quality of his product, the veracity of which cannot be ascertained. An exaggeration can be nothing more than false information about the product, but it can also take the form of puffery.

Fallacious Arguments: A fallacy is a type of reasoning error that happens occasionally. It is possible for fallacies or weak arguments to be presented purposefully or ignorantly. The possibility for manipulating consumers makes the second scenario in marketing advertising the most significant. The use of fallacious reasoning in the creation, presentation, or dissemination of messages to consumers is known as the advertising fallacy. There is a vast array of fallacies that could be employed in advertising; among them are the fallacies of credibility, which constitute a significant category.

Photo Shopping Manipulation: Thanks to advancements in technology, there are many options available for manipulating visual marketing. Because colors carry meanings and emotions in addition to words and visuals, they are crucial in deceptive advertisements. When selecting colors, advertising should consider a few fundamental guidelines that appear to apply to all situations. The meanings associated with the primary, secondary, and tertiary hues. Advertisers use color to create consistency, draw attention to content, and accentuate the salient aspects of their product. The advertisers are combining graphics and colors in ways that can lead and convince customers to buy the goods by tricking and misleading them if they wish to control the audience. Advertising allows for the whole or partial expression of feelings and emotions, as well as the presentation of items in hues and lighting that sway consumer opinion in a positive way.

A lot of commercials, which are almost always in the media, use a combination of visual and manipulative tactics to trick viewers. Among the most popular of these methods are photo-shopping modification, combining humor with advertisements, manipulating the product's size and price, and creating deceptive graphs.

Suggestions

A Workable Approach to Combating Deceptive Advertising

It can be challenging to substantiate many of the deceptive practices used in advertising. Anyone attempting to combat deceptive advertisements faces numerous challenges. Furthermore, authorities typically take a reactive approach, allowing advertisers ample time to revise the content of their deceptive ads. It's hard to predict if stricter laws will lessen people's innate propensity for manipulating advertisements. Other approaches should thus be used in sectors where consumers and marketers can identify shared objectives and passions. aware advertising is a demand of aware consumption. The awareness of consumption and business appears to be the most significant factor in minimizing the manipulation of advertising.

The customer who exhibits a complex blend of ethical actions with regard to sustainability, social, economic, and environmental issues is known as the aware consumer. This kind of customer uses the justification that their purchases are unneeded or even undesirable to justify their behavior. In addition to being morally righteous, conscious consumption has the activist

qualities of consumerism, which are demonstrated by positive consumer behaviour in which ethical advertisements and goods are preferred. In turn, a firm could effectively interact and build relationships with other conscientious businesses. A firm like this possesses consciousness, which is the capacity to see reality and be aware of both its internal and external environments.

The awareness enables the company to act to further its interests and objectives in a just and non-manipulative manner, as well as to adapt to its surroundings. The customer is the most significant element of the business's external environment and has a significant influence on the pursuit of its objectives. In every way, the company cannot disregard the conscientious customers. If the business hopes to be successful in creating conscious advertising, it must have a thorough understanding of conscious consumers. Consumers can tell the difference between truth and falsehoods or fallacies more easily the better they understand the goals, strategies, and messaging of deceptive and misleading advertising.

According to Bomprad and Baranowski (2007), relationships, convenience, honesty, health and safety, and doing good are the five values that motivate aware consumers. Conscientious customers demand that businesses highlight the characteristics and advantages of their products and are trustworthy, truthful, and precise in every aspect. When businesses over promise advantages or make unfounded claims, they run the danger of instilling mistrust and cynicism. The reality of the conscious consumer's dynamics ought to exert a significant influence on commercial advertising. Businesses need to adapt their advertising messaging to reflect the lessons that will emerge from conscious consumers' evolving values in the future. The practice of advertising could advance significantly in a number of different domains.

Conclusions

Consumers now deal with the problem of marketing manipulation in their daily lives. When customers' interests conflict with the firms' objectives and they are unable to persuade them otherwise, the companies always choose to influence the customers. Due to its purposes and position in the mix of marketing strategies used to satisfy the demands of consumerism—more, better, and diverse consumption—advertising plays a significant influence in manipulating consumers.

Every time an advertiser wins and a consumer loses, the methods used for manipulating consumers through advertising are controversial. Two major categories of advertising disputes are emphasized by those who criticize manipulative advertising. One criticism holds that employing advertising to manipulate people violates moral laws prohibiting harming them. Stated differently, the advertising has detrimental impacts on one's finances, health, and relationships with family and the community. It also has an adverse influence on efficiency. Furthermore, the advertisement may have a detrimental effect on the environment in addition to encouraging conceited hedonism.

Regardless of the criticisms leveled at advertising in general, it is untrue to say that it is always deceptive. Humans are complicated consumers who weigh a variety of emotional and intellectual factors while making decisions. However, because of the complicated, contentious, and multifaceted character of human personalities, it is feasible to use manipulative advertising to mislead, misrepresent, and misidentify certain circumstances, goods, brands, or businesses.

It is nearly unanimously accepted that deceptive advertising is morally wrong. When it is revealed that a consumer is lying to a merchant or advertising in order to make a purchase, their culpability is significantly reduced. Undoubtedly, the marketers have the lion's share of the blame in these types of fraud incidents. It is far more challenging to hold the advertising responsible when flawed reasoning are used. Consumers who are of a mature enough age to distinguish between a valid and a false argument should be able to see fallacies in advertisements. Under these circumstances, it seems that the customer has the majority of the liability.

In the case of emotive persuasion, there is more uncertainty since it can be challenging to determine the extent to which commercials influence customers' emotions. Because of this, it is important to use advertising strategies and procedures in a way that supports the convergence of arguments and interests.

More consumers-especially the conscientious ones—are aware of the interconnectedness of all things, and advertisers need to know this

As a result, they have to be actively seeking the advantages that both parties stand to gain from advertising and are gradually becoming aware of its effects. It is important for advertisers to understand that their work needs to be genuine. All of your communications with customers should be completely truthful and open. More than before, a growing segment of the consumer base values honesty, openness, and responsibility.

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