Should Brands and Bands Use Artificially Composed Music? An Investigation of High and Low Involvement Contexts.

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Abstract

Artificial intelligence (AI) has established itself in creative industries. This enabled businesses and musicians to compose original tracks for commercial and personal purposes. To date, the literature has not addressed how the use of artificially composed music in advertising influences the consumers' perception towards advertisers or brands. Also not focused on how the support of AI to compose music affects the credibility of musicians. This paper addresses both issues. First, an online survey was conducted with 547 respondents. Results indicated a significantly higher acceptance towards AI composed music in business contexts (low-involvement), when compared to hedonic contexts (high-involvement). Next, a 3x2 experiment was conducted with 122 participants. It investigated how the narrative of the music composition process (AI versus humans) influences the perception towards advertisers and musicians. Results indicated no influence in advertising and significant effect for musicians.

Keywords: *Artificial Intelligence; Artificial Creativity; Music*

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