

Exploring the Perception of AI-Altered Personalities and Their Evocative Ties to the Nostalgic Past

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Abstract

This research investigates the perception of AI-generated content (AIGC) among consumers and its influence on feelings of nostalgia. While today, well-known movie characters (like Indiana Jones) or artists (like ABBA) are AI-rejuvenated, little is known about the relationship between the age of the consumer and the nostalgia experienced. A series of studies (one shown here) disentangle this relationship and indicates intricate results: showing seemingly young images of unknown personalities evokes nostalgia while showing seemingly young images of well-known personalities only cause nostalgic feelings within older consumers. Furthermore, we find no differences in evoked nostalgia between original young and AI-rejuvenated personalities; however, AI-rejuvenated images harm the perceived identification with the shown movie character or star.

Subject Areas: *Advertising, Consumer Behaviour, Marketing Strategy*

Track: Consumer Behaviour