

AI or Not AI: Navigating Consumer Distrust in Automated Product Descriptions and Purchase Intention

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Abstract

Artificial intelligence and AI tools have swiftly evolved into crucial components of applied marketing communication worldwide in the past year. This work-in-progress project we examine the impact of using AI on consumer perceptions in e-commerce, specifically in the comparison AI-generated vs. human-written product descriptions and their influence on purchase decisions. By utilizing a between-subjects design, Study 1 assesses first insights into consumer perceptions of perceived information quality, persuasiveness and purchase intention. Initial results indicate that the type of product information (AI vs. human-generated) significantly affects how consumers evaluate the information's quality, as well as confirming that the source of product information influences consumer purchase behaviour. As the data collection for Study 2 progresses, the findings aim to fill information gaps and clarify the interplay of AI's role in consumer decision-making. This will provide insights for the practical implementation of AI-tools in marketing communications.

Subject Areas: *Consumer Behaviour*

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