THE IMPACT OF 'MAGIC VS SCIENTIFIC' AI FRAMING ON PRODUCT EVALUATIONS

JUNGSIK SON
University of Leeds
Aristeidis Theotokis
University of Leeds
Dionysius Ang
Leeds University Business School
Yeyi Liu
Xi'an Jiaotong University

Paper from the 53rd Annual EMAC Conference, Bucharest, Romania, May 28-31, 2024

THE IMPACT OF 'MAGIC VS SCIENTIFIC' AI FRAMING ON PRODUCT EVALUATIONS

Abstract

This paper aims to examine the effect of AI framing (i.e., Scientific AI vs Magic AI) on consumers' product evaluation. This study shows that scientifically framed AI technology may be more beneficial to appeal to product evaluation when objective product properties (e.g., functionality) become important. However, the positive effect of scientific AI framing was diminished when subjective product properties (e.g., personal taste) became important. We found that the effect of AI framing on product evaluation can be mediated by the perceived lack of AI transparency and moderated by product type (uniqueness versus performance-oriented product).

Subject Areas: *Advertising, Attitude, Consumer Behaviour, Customer Satisfaction and Delight, Product Categorization*

Track: Digital Marketing & Social Media