

# How Consumer Lay Theories Shape Valuation of AI Creativity

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Cite as:

Caprioli Sara, Granulo Armin, Castelo Noah (2025), How Consumer Lay Theories Shape Valuation of AI Creativity. *Proceedings of the European Marketing Academy*, 54th, (124230)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



# How Consumer Lay Theories Shape Valuation of AI Creativity

## Abstract

Advances in artificial intelligence (AI) have empowered algorithms to produce creative content across various domains. Yet, consumers remain skeptical about AI's role in creative tasks. This research proposes that consumers' aversion to use AI in creative tasks is rooted partly in misconceptions about the nature of creativity itself. According to the dual-path model of creativity, creativity involves two pathways: flexibility and persistence. We show that consumers often undervalue the persistence path (e.g., systematic exploration) compared to the flexibility path (e.g., distal associations). Since consumers believe that AI can excel at tasks requiring persistence but not flexibility, they undervalue AI-generated creative output. We show however that highlighting the persistence path increases consumer acceptance of AI in creative tasks. This research informs the consumer psychology of AI creativity, helping firms understand when AI use enhances or diminishes value in consumers' eyes.

Keywords: *artificial intelligence, creativity, dual pathway to creativity model*

Track: *consumer behavior*