

The Gift of Giving – No one else can make it for you? How consumers devalue AI-generated gifts

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Abstract

Consumers increasingly turn to artificial intelligence in all areas of their daily lives. This shift extends to gift-giving, with AI increasingly used to craft gifts, e.g. create visual design elements or personalized music. Across seven studies, we examine how consumers evaluate AI-generated gifts and the factors shaping their perception and acceptance. We find an AI-devaluation bias in which consumers rate AI-generated gifts as less emotionally valuable, less appreciative, less thoughtful and more offensive compared to self-made or store-bought gifts. We trace this bias back to lower effort and quality ratings for AI-generated gifts, showing that consumers question an AI-generated gift's ability to live up to gift standards. Overall, this submission provides theoretical insights into the psychological mechanisms underlying emotional value in gifting AI-generated items and offers practical implications for marketing AI-generated products in an emotional context.

Track: Consumer Behaviour