

How Collectivism Shapes AI Receptivity: The Role of Mind Attribution

Maren Doemer

University of Leeds

Christina Papadopoulou

University of Leeds

Aristeidis Theotokis

University of Leeds

J. Jo◆ko Brakus

University of Leeds

Cite as:

Doemer Maren, Papadopoulou Christina, Theotokis Aristeidis, Brakus J. Jo◆ko (2026), How Collectivism Shapes AI Receptivity: The Role of Mind Attribution. *Proceedings of the European Marketing Academy*, 55th, (134148)

Paper from the 55th Annual EMAC Conference, Bath, United Kingdom, June 2-5, 2026



How Collectivism Shapes AI Receptivity: The Role of Mind Attribution

Abstract

As AI becomes embedded in daily life, it is accepted differently across cultures. This research examines whether collectivism, a cultural orientation that emphasizes social connection and interdependence, leads to higher AI receptivity. Across six studies using deep learning, cross-national and state-level secondary data, large-scale surveys, and text analysis, we find that collectivism consistently predicts higher AI receptivity. This effect appears between and within countries and remains robust after controlling for economic, technological, and ideological factors. The results further show that this relationship is mediated by mind attribution; namely, ascribing more human-like mental capacities to artificial agents. Collectivists, driven by stronger sociality motivation, are more likely to perceive AI as having mind, which fosters acceptance and engagement. These findings demonstrate that cultural values systematically shape how consumers relate to intelligent technologies.

Track: International Marketing & Marketing in Emerging Countries