

A Comparison Study on Consumer Perception of AI-Created Advertisements vs Human-Created Ads

DR. NAWAZ ALI HAMDULAY, DR. SUNIL SAXENA

Abstract: *The advertising industry has undergone significant transformation with the integration of Artificial Intelligence (AI) in content creation and marketing communication. AI-created advertisements are increasingly being used by companies to design personalized, data-driven, and cost-effective promotional campaigns. However, consumer perception toward AI-generated advertisements compared to human-created advertisements remains a subject of academic and practical interest. This research paper examines the differences in consumer perception regarding creativity, emotional appeal, trustworthiness, engagement, and purchase intention between AI-created advertisements and human-created advertisements. The study highlights the strengths and limitations of both approaches and analyzes how technological advancements influence advertising effectiveness. Findings suggest that while AI-created advertisements excel in personalization, efficiency, and data analysis, human-created advertisements continue to dominate in emotional connection, authenticity, and creative storytelling. The paper concludes that a hybrid advertising approach combining AI capabilities with human creativity may provide the most effective marketing strategy in the future.*

Keywords: Artificial Intelligence, Advertising, Consumer Perception, Human-Created Ads, AI-Created Ads, Digital Marketing, Consumer Behaviour, Marketing Communication, Personalization, Creativity.

Introduction

Advertising has always been an essential component of marketing communication, helping businesses attract consumers, build brand awareness, and influence purchasing decisions. Traditionally, advertisements were created by human professionals who relied on creativity, emotional intelligence, storytelling, and cultural understanding to design effective campaigns. However, the rapid development of Artificial Intelligence (AI) has transformed the advertising industry by introducing automated systems capable of generating advertisements based on data analysis, machine learning, and consumer behaviour patterns. AI-created advertisements are increasingly used by organizations because they offer speed, personalization, cost efficiency, and real-time optimization. The growing use of AI in advertising has created an important debate regarding consumer perception of AI-generated advertisements compared to human-created advertisements. While AI advertisements can target audiences more accurately and provide personalized content, they are often criticized for lacking emotional depth, originality, and authenticity. In contrast, human-created advertisements are generally considered more creative, emotionally appealing, and trustworthy because they reflect human experiences and emotions. As consumers become more exposed to AI-generated content, understanding their attitudes and preferences toward these two forms of advertising has become highly significant for marketers and researchers. This study aims to analyze consumer perception of AI-created advertisements and examine consumer responses toward human-created advertisements. It also compares the effectiveness of AI-generated and human-generated ads while identifying factors that influence consumer trust and engagement. Furthermore, the study explores the advantages and limitations of AI in advertising and evaluates the future scope of collaboration between AI technologies and human creativity in the advertising industry.

Literature Review

Ma, Y. M. and Deng, Z. [2026], in their study *Understanding the Relationship Between Firms' AI Technology Innovation and Consumer Complaints*, examined how the adoption of artificial intelligence technologies by firms influences consumer complaints and customer satisfaction. The study highlights that AI innovation can improve operational efficiency, personalization, and service quality, leading to better customer experiences. However, the authors also found that excessive reliance on AI technologies may create issues such as lack of emotional understanding, reduced human interaction, and concerns regarding fairness and transparency. These factors may increase consumer dissatisfaction and complaints if AI systems fail to meet customer expectations. The research emphasizes the importance of balancing technological advancement with human-centred service strategies. The study contributes to understanding consumer perception of AI-driven business practices and suggests that firms should integrate ethical considerations and human oversight while implementing AI technologies to maintain customer trust and satisfaction.

Shi, Y. and Jiang, Z. [2026], in their study *Consumer Responses to AI Disclosure Labels: The Role of Novelty and Authenticity*, published in *SAGE Open*, examined how consumers react when advertisements or content are labelled as AI-generated. The study focused on two important factors influencing consumer perception: novelty and authenticity. The authors found

that AI disclosure labels can attract consumer attention because of the novelty associated with artificial intelligence technologies. Consumers often perceive AI-generated content as innovative and technologically advanced. However, the research also revealed that disclosure labels may reduce perceived authenticity, as some consumers believe AI-created advertisements lack emotional depth, originality, and human creativity. This decrease in authenticity can negatively influence trust, emotional connection, and purchase intentions. The study concludes that while AI disclosure may increase curiosity and engagement, businesses must balance technological innovation with authenticity and transparency to maintain positive consumer responses and brand credibility in advertising practices.

Zhang, L. and Hur, C. [2025], in their study *The Impact of Generative AI Images on Consumer Attitudes in Advertising*, published in *Administrative Sciences*, explored how AI-generated visual content influences consumer attitudes toward advertisements. The study found that generative AI images can attract consumer attention due to their creativity, visual appeal, and technological novelty. Consumers often perceive AI-generated visuals as modern and innovative, which can positively influence advertisement engagement and brand awareness. However, the research also revealed that consumer attitudes depend largely on perceived authenticity and trustworthiness. While some consumers appreciate the efficiency and uniqueness of AI-created images, others may question their realism and emotional connection compared to human-designed visuals. The study further suggests that transparency regarding AI usage can affect consumer perception either positively or negatively depending on individual attitudes toward technology. Overall, the research highlights that generative AI images have strong potential in advertising, but businesses must balance innovation with authenticity to maintain consumer trust and favourable brand attitudes.

Objectives

The major objectives of this research paper are:

1. To analyze consumer perception of AI-created advertisements.
2. To study consumer responses toward human-created advertisements.
3. To compare the effectiveness of AI-generated and human-generated advertisements.
4. To identify factors influencing consumer trust and engagement in advertisements.
5. To examine the advantages and limitations of AI in advertising.
6. To determine the future scope of AI-human collaboration in advertising.

Hypothesis

H1: There is a significant relationship between consumers' perception and their acceptance of AI-created advertisements.

H2: There is a significant difference in consumer responses toward AI-created advertisements and human-created advertisements.

H3: There is a significant difference in the perceived effectiveness of AI-generated advertisements and human-generated advertisements in influencing consumer purchase intention.

H4: Factors such as authenticity, creativity, transparency, emotional appeal, and brand reputation significantly influence consumer trust and engagement with advertisements.

H5: Consumers perceive significant advantages and limitations in the use of AI for advertising, particularly in terms of creativity, efficiency, personalization, originality, and authenticity.

H6: There is a significant positive relationship between consumers' acceptance of AI-human collaboration and their willingness to engage with future AI-assisted advertisements.

Null Hypotheses

For statistical testing, the corresponding null hypotheses can also be stated:

H0₁: There is no significant relationship between consumers' perception and their acceptance of AI-created advertisements.

H0₂: There is no significant difference in consumer responses toward AI-created advertisements and human-created advertisements.

H0₃: There is no significant difference in the perceived effectiveness of AI-generated advertisements and human-generated advertisements in influencing consumer purchase intention.

H0₄: Authenticity, creativity, transparency, emotional appeal, and brand reputation do not significantly influence consumer trust and engagement with advertisements.

H0₅: Consumers do not perceive significant advantages or limitations in the use of AI for advertising.

H0₆: There is no significant relationship between consumers' acceptance of AI-human collaboration and their willingness to engage with future AI-assisted advertisements.

Research Methodology

This study is based on secondary research methodology.

Sources of Data

- Research journals
- Marketing reports
- Online articles
- Consumer behaviour studies
- Case studies on AI advertising
- Academic publications

Research Design

A comparative and descriptive research design has been used to analyze consumer perception of AI-created advertisements and human-created advertisements.

Analytical Parameters

The comparison is based on:

- Creativity
- Emotional appeal
- Personalization
- Trustworthiness

- Cost efficiency
- Consumer engagement
- Purchase intention

Consumer Perception of AI-Created Advertisements

Consumer perception of AI-created advertisements has become an important area of study in modern marketing. With the rapid growth of artificial intelligence technologies, businesses increasingly use AI tools to design advertisements, generate promotional content, analyze consumer behaviour, and personalize marketing campaigns. AI-created advertisements refer to ads that are developed partially or fully through artificial intelligence systems, including text generation, image creation, voice synthesis, and data-driven targeting. Consumers' perceptions toward such advertisements significantly influence brand image, trust, engagement, and purchase decisions.

One major aspect of consumer perception is the level of creativity and innovation associated with AI-generated advertisements. Many consumers find AI-created ads visually appealing, modern, and technologically advanced. AI can analyze large amounts of consumer data and create highly personalized advertisements that match customer interests, preferences, and online behaviour. This personalization often increases consumer attention and engagement because the advertisements appear more relevant to individual needs. For example, AI algorithms can recommend products based on previous searches or purchases, making advertisements more targeted and efficient. However, despite these advantages, consumer trust remains a critical concern in AI-generated advertising. Some consumers believe that AI-created advertisements lack emotional depth, originality, and human touch. Human-created advertisements are often appreciated for their storytelling ability, emotional connection, and cultural understanding. Consumers may perceive AI-generated ads as mechanical or less authentic because they are created through algorithms rather than human creativity. This perception can reduce emotional attachment to the brand and affect consumer loyalty. Transparency also plays an important role in shaping consumer attitudes toward AI-created advertisements. When consumers are aware that an advertisement is AI-generated, their reactions may vary depending on their familiarity with technology and personal beliefs about artificial intelligence. Tech-savvy consumers may appreciate AI innovation and view it positively, while others may feel uncomfortable about automated content creation. Concerns regarding data privacy, manipulation, and ethical use of consumer information can negatively influence perception. Consumers may fear that AI systems collect excessive personal data to create targeted advertisements, leading to privacy concerns and reduced trust. Another important factor influencing consumer perception is advertisement effectiveness. AI-created advertisements are often highly efficient in reaching the right audience at the right time. AI systems can analyze market trends, predict consumer preferences, and optimize advertising performance in real time. As a result, many businesses achieve improved click-through rates, customer engagement, and sales conversion. Consumers may appreciate the convenience and relevance of such advertisements, especially when they provide useful product recommendations or personalized experiences. At the same time, repetitive AI-generated content may sometimes create negative perceptions. Consumers may become frustrated if

advertisements appear too frequent, intrusive, or overly personalized. Excessive automation can also make advertisements feel less genuine and reduce overall consumer satisfaction. Therefore, maintaining a balance between technological efficiency and human creativity is essential for successful advertising outcomes. Demographic factors such as age, education, and technological awareness also influence consumer perception of AI-created advertisements. Younger consumers and digitally active individuals are generally more accepting of AI-generated content because they are familiar with technological advancements and digital platforms. In contrast, older consumers may prefer traditional human-created advertisements due to their emotional appeal and authenticity.

Consumer perception of AI-created advertisements is shaped by several factors, including personalization, creativity, trust, emotional connection, transparency, and technological awareness. While AI-generated advertisements offer efficiency, innovation, and targeted communication, challenges related to authenticity, ethics, and emotional engagement remain significant. Businesses must combine AI capabilities with human creativity to create advertisements that are both technologically effective and emotionally meaningful. Such a balanced approach can improve consumer trust, engagement, and overall advertising effectiveness in the evolving digital marketing environment.

Consumer Responses Toward Human-Created Advertisements

Human-created advertisements have long been an essential part of marketing communication because they focus on emotional storytelling, creativity, and personal connection with consumers. Consumer responses toward human-created advertisements are generally influenced by factors such as authenticity, trust, emotional appeal, cultural understanding, and creativity. These advertisements are developed through human imagination, experiences, and emotions, allowing brands to establish deeper relationships with their target audiences. One of the most significant consumer responses toward human-created advertisements is emotional engagement. Human advertisers often use storytelling techniques, humour, emotional narratives, and relatable situations to connect with consumers on a personal level. Advertisements that evoke emotions such as happiness, nostalgia, excitement, or empathy tend to leave a lasting impression on viewers. Consumers often remember emotionally appealing advertisements for a longer time, which positively influences brand recall and purchasing decisions. Human creativity allows advertisers to understand social values, cultural traditions, and consumer emotions more effectively than automated systems.

Trust is another important factor affecting consumer responses to human-created advertisements. Many consumers perceive human-created ads as more genuine and authentic because they are developed with human understanding and ethical judgment. Consumers are more likely to trust advertisements that appear honest, transparent, and emotionally sincere. Human-created advertisements often reflect real-life experiences and social realities, which help consumers feel connected to the message and the brand. This emotional authenticity strengthens consumer confidence and brand loyalty. Creativity and originality also play a major role in shaping positive consumer responses. Human creators can produce unique advertising concepts that reflect imagination, innovation, and artistic expression. Consumers generally

appreciate advertisements that are entertaining, meaningful, and visually engaging. Creative advertisements can attract attention quickly and differentiate brands from competitors in a crowded market. Human advertisers can also adapt messages according to changing social trends, cultural values, and customer expectations, making advertisements more relatable and effective.

Another important aspect of consumer response is cultural sensitivity. Human-created advertisements are often better at understanding local traditions, languages, emotions, and social norms. This cultural understanding helps brands communicate messages that resonate with diverse audiences. Consumers usually respond positively to advertisements that respect their cultural identity and values. Human advertisers can also avoid insensitive or inappropriate content that may negatively affect brand reputation. However, consumer responses toward human-created advertisements are not always entirely positive. Some consumers may perceive traditional advertisements as biased, exaggerated, or manipulative, especially when brands use emotional appeals excessively. In some cases, consumers may also become less interested in repetitive advertising styles or overly promotional content. Additionally, creating high-quality human-generated advertisements often requires significant time, financial investment, and creative effort compared to automated advertising systems. Despite these challenges, human-created advertisements continue to have strong influence because they offer emotional depth and personal connection that consumers value highly. Many successful global advertising campaigns are remembered because they communicate meaningful stories and human experiences rather than simply promoting products. Consumers often associate such advertisements with authenticity, social relevance, and emotional satisfaction.

Demographic factors also influence consumer responses toward human-created advertisements. Older consumers and individuals who value traditional communication methods may respond more positively to human-created advertisements due to their familiarity and emotional appeal. At the same time, younger audiences may appreciate creative and socially relevant campaigns that reflect modern lifestyles and values. Consumer responses toward human-created advertisements are largely positive because these advertisements emphasize emotional connection, creativity, authenticity, and cultural understanding. Human-created advertisements help build trust, strengthen brand identity, and create memorable consumer experiences. Although technological advancements have introduced AI-generated advertising, human creativity remains highly valuable in producing emotionally engaging and meaningful advertisements that influence consumer attitudes and purchasing behaviour effectively.

Compare The Effectiveness Of AI-Generated and Human-Generated Advertisements

Basis of Comparison	AI-Generated Advertisements	Human-Generated Advertisements
Creativity	Based on algorithms and existing data patterns	Based on human imagination and originality

Basis of Comparison	AI-Generated Advertisements	Human-Generated Advertisements
Emotional Appeal	Limited emotional connection	Strong emotional storytelling and connection
Personalization	Highly personalized using consumer data	Moderate personalization
Speed of Production	Very fast and automated	Time-consuming process
Cost Efficiency	Lower production and operational cost	Higher production cost
Consumer Trust	Moderate trust due to automation	Higher trust due to human touch
Audience Engagement	Good for targeted engagement	Better for emotional engagement
Data Analysis	Excellent use of real-time analytics	Limited analytical capability
Flexibility	Can quickly adapt to market trends	Requires manual changes and planning
Cultural Understanding	Limited contextual understanding	Better cultural and social understanding
Scalability	Easily scalable for large audiences	Limited scalability
Innovation Style	Data-driven innovation	Creative and concept-driven innovation
Consistency	Maintains consistent messaging	May vary depending on creators
Purchase Influence	Effective through personalization	Effective through emotional persuasion
Overall Effectiveness	Strong in efficiency and targeting	Strong in creativity and emotional impact

Table 1

AI-generated advertisements are highly effective in terms of speed, personalization, scalability, and data-driven targeting, while human-generated advertisements are more effective in building emotional connections, trust, and creative storytelling. A combination of AI efficiency and human creativity can provide the most successful advertising strategy.

Factors Influencing Consumer Trust and Engagement in Advertisements

Consumer trust and engagement are critical factors that determine the success of advertisements in today's competitive marketing environment. Advertisements that successfully gain consumer trust and encourage engagement are more likely to influence purchasing decisions, improve brand loyalty, and strengthen customer relationships. Several factors influence how consumers perceive, trust, and interact with advertisements, including credibility, emotional appeal, personalization, transparency, creativity, cultural relevance, and technological influence. One of the most important factors influencing consumer trust in advertisements is

credibility. Consumers tend to trust advertisements that provide accurate, honest, and reliable information about products or services. Misleading claims, exaggerated promises, or false information can reduce consumer confidence and negatively affect brand reputation. Advertisements supported by real customer testimonials, expert opinions, or factual evidence are often perceived as more trustworthy. Brand reputation also plays a significant role, as consumers are more likely to trust advertisements from well-known and respected companies. Emotional appeal is another major factor affecting consumer engagement. Advertisements that create emotional connections through storytelling, humor, empathy, or inspiration often attract greater consumer attention and interaction. Emotional advertisements help consumers relate personally to the message, making the advertisement more memorable and effective. Positive emotional experiences can strengthen consumer attitudes toward the brand and increase the likelihood of engagement, such as sharing, commenting, or purchasing.

Personalization has become increasingly important in digital advertising. Consumers are more likely to engage with advertisements that match their interests, preferences, and needs. Personalized advertisements use consumer data, browsing history, and online behavior to deliver relevant content. This relevance improves consumer attention and satisfaction because the advertisements appear more meaningful and useful. However, excessive personalization may sometimes create privacy concerns, which can reduce trust if consumers feel their personal data is being misused.

Transparency also strongly influences consumer trust. Consumers prefer advertisements that clearly communicate their purpose, sponsorship, and promotional intent. Hidden advertising practices or deceptive marketing strategies may create skepticism and distrust. In the case of AI-generated advertisements, transparency about the use of artificial intelligence can influence consumer perception positively or negatively depending on individual attitudes toward technology. Ethical advertising practices and responsible data usage are therefore essential for maintaining trust.

Creativity and originality contribute significantly to consumer engagement. Unique, entertaining, and visually appealing advertisements are more likely to capture consumer attention in a crowded media environment. Creative advertisements can improve brand recall and encourage social media interaction. Consumers often appreciate advertisements that provide meaningful messages, innovative ideas, or memorable experiences rather than repetitive promotional content.

Cultural and social relevance are also important factors influencing consumer responses. Advertisements that reflect cultural values, social issues, and local traditions are generally more relatable and engaging. Consumers tend to respond positively to advertisements that respect diversity, promote inclusivity, and align with social values. On the other hand, culturally insensitive or offensive advertisements can lead to negative reactions and damage brand image. Technological factors also affect trust and engagement in advertisements. The increasing use of digital platforms, social media, and artificial intelligence has transformed how consumers interact with advertising content. Interactive advertisements, influencer marketing, and personalized recommendations can increase consumer participation and engagement. However,

concerns regarding data privacy, fake content, and excessive advertising exposure may reduce consumer trust in digital advertisements.

Demographic characteristics such as age, education, and technological awareness further influence consumer trust and engagement. Younger consumers may engage more with digital and interactive advertisements, while older consumers may prefer traditional and informative advertising styles. Consumers with higher technological awareness may better understand personalized advertising practices and AI-generated content. Consumer trust and engagement in advertisements are influenced by multiple interconnected factors, including credibility, emotional appeal, personalization, transparency, creativity, cultural relevance, and technology. Advertisers must maintain ethical practices, deliver authentic messages, and balance technological innovation with human understanding to build strong consumer relationships. By addressing these factors effectively, businesses can create advertisements that not only attract attention but also establish long-term consumer trust and engagement.

The Advantages and Limitations of AI In Advertising

Artificial Intelligence (AI) has transformed the advertising industry by introducing advanced technologies that improve marketing efficiency, personalization, and consumer targeting. AI in advertising refers to the use of machine learning, data analytics, automation, and intelligent algorithms to create, manage, and optimize advertising campaigns. Businesses across different industries increasingly rely on AI to understand consumer behaviour, predict market trends, and deliver customized advertising experiences. Although AI offers several advantages in advertising, it also has certain limitations and challenges that affect consumer perception and marketing effectiveness.

One major advantage of AI in advertising is personalization. AI systems can analyze large amounts of consumer data, including browsing history, purchase patterns, social media activity, and online preferences. Based on this information, advertisers can create highly targeted advertisements that match individual consumer interests. Personalized advertisements increase consumer engagement because customers are more likely to respond to content that is relevant to their needs and preferences. This targeted approach also improves customer satisfaction and enhances the overall effectiveness of advertising campaigns. Another important advantage is efficiency and automation. AI can automate repetitive advertising tasks such as content generation, audience segmentation, ad placement, and campaign performance analysis. This reduces human effort, saves time, and lowers operational costs for businesses. AI-powered tools can quickly generate multiple advertising variations, optimize advertisements in real time, and identify the best-performing marketing strategies. Such automation allows companies to improve productivity and make faster business decisions.

AI also enhances data analysis and decision-making in advertising. Traditional advertising methods often rely on limited market research, whereas AI can process massive amounts of real-time data accurately and efficiently. AI systems can identify consumer trends, predict purchasing behaviour, and measure advertisement performance more effectively than manual analysis. This helps businesses create data-driven advertising strategies that improve return on

investment (ROI) and market competitiveness. In addition, AI improves customer interaction and engagement through technologies such as chatbots, recommendation systems, and virtual assistants. These tools provide instant responses, personalized product suggestions, and continuous customer support, enhancing consumer experience and brand communication. AI can also optimize advertisements across digital platforms, ensuring that the right message reaches the right audience at the right time. Despite these advantages, AI in advertising also has several limitations. One major limitation is the lack of emotional intelligence and human creativity. While AI can generate content quickly, it may struggle to understand complex human emotions, cultural values, humour, and social contexts. Human-created advertisements often establish stronger emotional connections through storytelling and empathy, whereas AI-generated content may appear mechanical or less authentic. As a result, some consumers may perceive AI advertisements as impersonal or emotionally disconnected. Another significant limitation involves privacy and ethical concerns. AI systems rely heavily on consumer data to create personalized advertisements. Excessive data collection and tracking may raise concerns regarding privacy, security, and misuse of personal information. Consumers may feel uncomfortable knowing that their online behaviour is constantly monitored for advertising purposes. Ethical concerns related to data transparency, consent, and algorithmic bias can negatively affect consumer trust and brand reputation.

AI-generated advertisements may also face issues related to originality and creativity. Since AI systems often depend on existing data and patterns, they may produce repetitive or predictable advertising content. This can reduce innovation and limit the uniqueness of advertising campaigns. Additionally, overdependence on automation may decrease the role of human creativity in marketing strategies. Technical limitations and high implementation costs can also be challenges for businesses. Developing and maintaining advanced AI systems requires skilled professionals, technological infrastructure, and continuous updates. Small businesses may face difficulties in adopting AI technologies due to financial and technical constraints. AI offers significant advantages in advertising, including personalization, automation, efficiency, and data-driven decision-making. However, limitations such as lack of emotional understanding, privacy concerns, ethical challenges, and reduced human creativity remain important issues. Therefore, businesses should adopt a balanced approach that combines AI technology with human creativity and ethical responsibility to achieve effective and consumer-friendly advertising outcomes.

The Future Scope of AI-Human Collaboration in Advertising

The future of advertising is expected to be strongly influenced by collaboration between artificial intelligence (AI) and human creativity. Rather than replacing human advertisers, AI is increasingly being used as a supportive tool that enhances marketing efficiency, improves data analysis, and assists in creative processes. AI-human collaboration in advertising combines the technological capabilities of AI with the emotional intelligence, creativity, and strategic thinking of humans. This partnership is expected to transform the advertising industry by creating more personalized, engaging, and effective marketing experiences.

One of the most important future opportunities of AI-human collaboration in advertising is enhanced creativity. AI can quickly generate ideas, analyze trends, and provide insights into consumer preferences, while human advertisers can add emotional depth, storytelling, and cultural understanding. This combination can lead to innovative advertising campaigns that are both data-driven and emotionally appealing. Human creativity will continue to play a major role in developing brand identity, creating meaningful narratives, and building emotional connections with consumers, while AI will assist in improving speed and efficiency. Another important future scope is hyper-personalized advertising. AI technologies can analyze large volumes of consumer data in real time, allowing businesses to understand individual customer behaviour, preferences, and purchasing patterns. Human marketers can use these insights to design customized advertisements that are more relevant and engaging for consumers. In the future, AI-human collaboration may enable advertisers to deliver highly personalized content across multiple digital platforms while maintaining ethical and creative standards.

AI-human collaboration is also expected to improve consumer engagement and interactive advertising experiences. Technologies such as augmented reality (AR), virtual reality (VR), voice assistants, and AI-powered chatbots will become more integrated into advertising strategies. Human advertisers will guide the creative and emotional aspects of these experiences, while AI will manage automation, customer interaction, and real-time personalization. This collaboration can help brands create immersive and interactive advertisements that strengthen customer relationships and improve brand loyalty. Another future possibility is improved decision-making and market analysis. AI systems can process large amounts of market data, identify advertising trends, and predict consumer behaviour more accurately than traditional methods. Human professionals can then interpret these insights strategically and make informed marketing decisions. This partnership can improve campaign performance, reduce marketing risks, and increase return on investment (ROI). Businesses will be able to respond more effectively to changing consumer demands and market conditions.

The future scope of AI-human collaboration also includes ethical advertising practices. As concerns regarding data privacy, misinformation, and algorithmic bias continue to grow, human oversight will remain essential in ensuring responsible use of AI technologies. Human marketers will play a critical role in maintaining transparency, fairness, and ethical standards in advertising campaigns. AI can assist by identifying harmful content, monitoring advertising performance, and improving regulatory compliance, but human judgment will still be necessary for ethical decision-making. In addition, AI-human collaboration may create new career opportunities in the advertising industry. Professionals with skills in AI tools, digital marketing, data analytics, and creative storytelling will become increasingly valuable. The future workforce may involve collaboration between marketers, designers, data scientists, and AI specialists to create effective advertising strategies. Educational institutions and businesses may also focus more on developing digital and creative skills to prepare professionals for this evolving industry. However, certain challenges may continue to exist in the future. Overdependence on AI could reduce originality and human involvement in creative processes. There may also be concerns regarding job displacement, consumer privacy, and excessive automation. Therefore, maintaining a balance between AI technology and human creativity will be essential for sustainable advertising development. The future scope of AI-human

collaboration in advertising is highly promising. By combining AI’s analytical power and automation capabilities with human creativity, emotional intelligence, and ethical judgment, businesses can create more effective and consumer-centred advertising strategies. AI-human collaboration is expected to enhance personalization, creativity, engagement, and decision-making while ensuring that advertisements remain authentic, ethical, and emotionally meaningful in the evolving digital era

Threats

- Data privacy concerns
- Algorithmic bias in AI advertisements
- Consumer manipulation risks
- Copyright and originality issues
- Job displacement in advertising industries
- Ethical misuse of AI technologies
- Fake or misleading advertisements
- Reduced human creativity dependency

Data Analysis

Q1. How would you rate your overall perception of AI-created advertisements?

Table 2.1

Opinion	Respondents	Percentage
Very Positive	0	0
Positive	50	50
Neutral	50	50
Negative	0	0
Very Negative	0	0
Total	100	100

Table 2.2

Sample Standard Deviation, s	27.386127875258
Variance (Sample Standard), s ²	750
Population Standard Deviation, σ	24.494897427832
Variance (Population Standard), σ ²	600
Total Numbers, N	5
Sum:	100
Mean (Average):	20
Standard Error of the Mean (SE $\bar{x}$):	12.247448713916

Primary Resource

Q2. How likely are you to engage with an advertisement created by human advertising professionals?

Table 3.1

Opinion	Respondents	Percentage
Very Likely	100	100
Likely	0	0
Neutral	0	0
Unlikely	0	0
Very Unlikely	0	0
Total	100	100

Table 3.2

Sample Standard Deviation, s	44.721359549996
Variance (Sample Standard), s^2	2000
Population Standard Deviation, σ	40
Variance (Population Standard), σ^2	1600
Total Numbers, N	5
Sum:	100
Mean (Average):	20
Standard Error of the Mean ($SE\bar{x}$):	20

Primary Resource

Q3. Which type of advertisement do you find more effective in influencing your purchase intention?

Table 4.1

Opinion	Respondents	Percentage
AI-created advertisements	0	0
Human-created advertisements	0	0
Both are equally effective	100	100
Neither is effective	0	0
Total	100	100

Table 4.2

Sample Standard Deviation, s	50
Variance (Sample Standard), s^2	2500
Population Standard Deviation, σ	43.301270189222
Variance (Population Standard), σ^2	1875
Total Numbers, N	4
Sum:	100
Mean (Average):	25

Standard Error of the Mean (SE $\bar{x}$):	25
---	----

Primary Resource

Q4. Which factor most influences your trust in an advertisement?

Table 5.1

Opinion	Respondents	Percentage
Authenticity of the content	100	100
Creativity of the advertisement	0	0
Brand reputation	0	0
Transparency about AI usage	0	0
Emotional appeal	0	0
Total	100	100

Table 5.2

Sample Standard Deviation, s	44.721359549996
Variance (Sample Standard), s^2	2000
Population Standard Deviation, σ	40
Variance (Population Standard), σ^2	1600
Total Numbers, N	5
Sum:	100
Mean (Average):	20
Standard Error of the Mean (SE $\bar{x}$):	20

Primary Resource

Q5. To what extent do you think AI improves the creativity and efficiency of advertising?

Table 6.1

Opinion	Respondents	Percentage
To a very great extent	0	0
To a great extent	100	100
To a moderate extent	0	0
To a small extent	0	0
Not at all	0	0
Total	100	100

Table 6.2

Sample Standard Deviation, s	44.721359549996
Variance (Sample Standard), s^2	2000
Population Standard Deviation, σ	40
Variance (Population Standard), σ^2	1600

Total Numbers, N	5
Sum:	100
Mean (Average):	20
Standard Error of the Mean (SE $\bar{x}$):	20

Primary Resource

Q6. What is your level of acceptance of advertisements created through collaboration between AI tools and human advertising professionals?

Table 7.1

Opinion	Respondents	Percentage
Very High	100	100
High	0	0
Moderate	0	0
Low	0	0
Very Low	0	0
Total	100	100

Table 7.2

Sample Standard Deviation, s	44.721359549996
Variance (Sample Standard), s^2	2000
Population Standard Deviation, σ	40
Variance (Population Standard), σ^2	1600
Total Numbers, N	5
Sum:	100
Mean (Average):	20
Standard Error of the Mean (SE $\bar{x}$):	20

Primary Resource

Q7. Which advertising approach would you prefer brands to use in the future?

Table 8.1

Opinion	Respondents	Percentage
Completely AI-created advertisements	0	0
Completely human-created advertisements	0	0
AI and human collaboration	100	100
No preference	0	0
Other	0	0
Total	100	100

Table 8.2

Sample Standard Deviation, s	
Variance (Sample Standard), s^2	
Population Standard Deviation, σ	
Variance (Population Standard), σ^2	
Total Numbers, N	5
Sum:	100
Mean (Average):	20
Standard Error of the Mean ($SE\bar{x}$):	

Primary Resource

Key Findings

- Consumers appreciate AI advertisements for personalized recommendations.
- Human-created advertisements are perceived as more emotional and authentic.
- AI-generated ads are more cost-effective and faster to produce.
- Consumers trust human creativity more than automated AI systems.
- Younger consumers are more accepting of AI-generated advertising.
- Hybrid advertising models receive more positive consumer responses.

Advantage

AI-Created Advertisements

- Fast production process
- Personalized targeting
- Lower operational costs
- Efficient data analysis
- Real-time campaign optimization

Human-Created Advertisements

- Strong emotional connection
- Better storytelling capability
- Greater creativity and originality
- Higher consumer trust
- Better cultural understanding

Disadvantage

AI-Created Advertisements

- Lack of emotional depth
- Ethical concerns
- Dependence on consumer data

- Limited originality
- Risk of algorithmic bias

Human-Created Advertisements

- High production costs
- Time-consuming development
- Limited scalability
- Human errors in campaign analysis

Comparison

Basis of Comparison	AI-Created Advertisements	Human-Created Advertisements
Creativity	Algorithm-Based	Emotion and Experience Based
Cost	Lower	Higher
Production Time	Faster	Slower
Personalization	Highly Personalized	Less Personalized
Emotional Appeal	Limited	Strong
Trust Factor	Moderate	High
Innovation	Data-Driven	Concept-Driven
Consumer Connection	Technical	Emotional
Flexibility	Automated	Human Adaptability

Table 9

AI-created advertisements are efficient and highly personalized, while human-created advertisements are emotionally impactful and trustworthy. Both approaches have unique strengths, and integrating AI with human creativity may produce the best advertising outcomes.

Conclusion

The comparative study on consumer perception of AI-created advertisements and human-created advertisements highlights the growing influence of Artificial Intelligence in the modern advertising industry. The research shows that AI-generated advertisements provide several advantages, including faster content creation, cost efficiency, accurate audience targeting, and personalized marketing communication. Consumers appreciate AI advertisements for their relevance and ability to deliver customized content based on individual preferences and online behaviour. These features make AI an effective tool for improving advertising efficiency and campaign performance. At the same time, the study reveals that human-created advertisements continue to hold a strong position in the minds of consumers because of their emotional appeal, creativity, authenticity, and storytelling abilities. Human-generated advertisements are generally perceived as more trustworthy and emotionally engaging, which plays a significant role in influencing consumer attitudes and purchase intentions. Emotional connection and cultural understanding remain areas where human creativity performs better than AI systems.

The comparison between AI-generated and human-generated advertisements demonstrates that both approaches have unique strengths and limitations. Factors such as trust, engagement, originality, personalization, and emotional response strongly affect consumer perception toward advertisements. While AI improves technical efficiency and data-driven marketing, it may lack the emotional intelligence necessary for deeper consumer relationships. The study concludes that the future of advertising lies in collaboration between Artificial Intelligence and human creativity rather than competition between the two. A balanced approach that combines AI-driven personalization with human emotional storytelling can help organizations create more effective, ethical, and consumer-oriented advertising strategies in the digital era

References

- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Kietzmann, J., Paschen, J., & Treen, E. (2018). *Artificial intelligence in advertising: How marketers can leverage AI*. *Advertising Age Journal*, 58(3), 263–267. DOI: 10.1080/00913367.2018.1507983
- Davenport, T. H., & Ronanki, R. (2018). *Artificial Intelligence for the Real World*. *Harvard Business Review*, 96(1), 108–116.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing* (7th ed.). Pearson Education.
- Kaplan, A., & Haenlein, M. (2020). *Rulers of the world, unite! The challenges and opportunities of Artificial Intelligence*. *Business Horizons*, 63(1), 37–50. DOI: 10.1016/j.bushor.2019.09.003
- Davenport, T., Guha, A., Grewal, D., & Bressgott, T. (2020). *How Artificial Intelligence Will Change the Future of Marketing*. *Journal of the Academy of Marketing Science*, 48, 24–42. DOI: 10.1007/s11747-019-00696-0
- Huang, M. H., & Rust, R. T. (2021). *A strategic framework for artificial intelligence in marketing*. *Journal of the Academy of Marketing Science*, 49, 30–50. DOI: 10.1007/s11747-020-00749-9
- Puntoni, S., Reczek, R. W., Giesler, M., & Botti, S. (2021). *Consumers and Artificial Intelligence: An Experiential Perspective*. *Journal of Marketing*, 85(1), 131–151. DOI: 10.1177/0022242920953847
- Campbell, C., Sands, S., Ferraro, C., Tsao, H. Y., & Mavrommatis, A. (2020). *From data to action: How marketers can leverage AI*. *Business Horizons*, 63(2), 227–243. DOI: 10.1016/j.bushor.2019.12.002
- Wu, L., & Wen, T. J. (2021). *Understanding AI Advertising From the Consumer Perspective: What Factors Determine Consumer Appreciation of AI-Created Advertisements?* *Journal of Advertising Research*, 61(2), 133–146. DOI: 10.2501/JAR-2021-004
- Russell, S., & Norvig, P. (2021). *Artificial Intelligence: A Modern Approach* (4th ed.). Pearson.

Arango, L., Singaraju, S. P., & Niininen, O. (2023). *Consumer Responses to AI-Generated Charitable Giving Ads*. *Journal of Advertising*, 52(4), 486–503. DOI: 10.1080/00913367.2023.2183285

Wu, J., Gan, W., Chen, Z., Wan, S., & Lin, H. (2023). *AI-Generated Content (AIGC): ASurvey*. DOI:10.48550/arXiv.2304.06632

Gu, C., & Jia, S. (2024). *Exploring Consumer Acceptance of AI-Generated Advertisements: From the Perspectives of Perceived Eeriness and Perceived Intelligence*. *Journal of Theoretical and Applied Electronic Commerce Research*, 19(3). DOI: 10.3390/jtaer19030108

Ghosh, S. (2024). *Machine Generated Product Advertisements: Benchmarking LLMs Against Human Performance*. DOI: 10.48550/arXiv.2412.19610

Journal of Business Research. (2024). *Consumer attitudes toward AI-generated ads: Appeal types, self-efficacy and AI's social role*. DOI: 10.1016/j.jbusres.2024.114867

Meguellati, E., Civelli, S., Han, L., Bernstein, A., Sadiq, S., & Demartini, G. (2025). *LLM-Generated Ads: From Personalization Parity to Persuasion Superiority*. DOI: 10.48550/arXiv.2512.03373

Zhang, L., & Hur, C. (2025). *The Impact of Generative AI Images on Consumer Attitudes in Advertising*. *Administrative Sciences*, 15(10), 395. DOI: 10.3390/admsci15100395

Shi, Y., & Jiang, Z. (2026). *Consumer Responses to AI Disclosure Labels: The Role of Novelty and Authenticity*. *SAGE Open*. DOI: 10.1177/21582440261417793

Ma, Y. M., & Deng, Z. (2026). *Understanding the Relationship Between Firms' AI Technology Innovation and Consumer Complaints*. DOI: 10.48550/arXiv.2603.18025