SBA Brown Bag Seminar

EXPLORING THE EFFECTIVENESS OF AI-GENERATED ADS IN TOURISM

Speaker: Orane Farrah Lahcine
Where : BAB 503
When : May 19th Fri. 12:00 ~

Abstract

This study presents an experimental investigation of the effects of watching generative artificial intelligence (AI) video advertisements and its impact on consumer attitudes and behavior in the tourism sector.

Two studies will be conducted to evaluate the impact of AI-generated videos on consumer behavior. The first study will examine the effects of AI-manipulated ads on attitudes toward the advertisement and intentions to visit touristic destinations, compared with non-manipulated videos.

Study 2 examines the role of disclosure in AI-generated advertisements, exploring its moderating effect on consumer attitudes and intentions toward the promoted destination. With a focus on enhancing consumer perceptions and addressing the potential negative impact of awareness of falsity, our research investigates how the disclosure of AI technology influences the credibility and authenticity of the content. By analyzing the interaction between disclosure and consumer attitudes, we aim to identify effective strategies that can optimize the perception of AI-generated content and its persuasive impact.

The research results will participate in grasping the efficiency of generative AI technology in tourism advertisements and its influence on consumer attitudes and intentions. The insights obtained can provide marketers and advertisers valuable guidance in developing effective strategies to use Gen AI in the tourism sector.

Organized by

School of Business Administration
Graduate School of Interdisciplinary Management
Graduate School of Technology & Innovation Management

UNIST
ULSAN NATIONAL INSTITUTE OF SCIENCE AND TECHNOLOGY