*Article*

# Influence of the Characteristics of AI-Generated Advertising on Consumers' Purchase Intention

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Citation: Wu, Z., Zeng, L., & Huang, Y. (2025). Influence of the characteristics of AI-generated advertising on consumers' purchase intention. *Journal of Arts & Cultural Studies*,4(1),1-17. https://doi.org/10.23112/acs25061801

Received: March 16, 2025
Revised: April 19, 2025
Accepted: May 17, 2025
Published: June 18, 2025



**Abstract:** ***Background:*** The rapid advancement of artificial intelligence (AI) has accelerated the growth of AI-generated content (AIGC), with China's AIGC industry projected to surpass 70 billion yuan by 2026. AI-generated advertising is transforming the advertising landscape, however, research on its characteristics and their impact on consumer behavior remains limited compared to traditional advertising. ***Purpose:*** This study examines the entertainment value, informativeness, and innovativeness of AI-generated advertisements and their influence on consumers' purchase intentions. Through a comparative analysis of multiple brand cases and empirical research, this study aims to develop a framework for analyzing the characteristics of AI-generated advertising and provide theoretical insights that can enhance intelligent advertising practices ***Methods:*** A literature review was conducted to synthesize prior research on advertising characteristics. Case studies of three distinct brands were analyzed to explore the features of AI-generated advertisements. Empirical research was employed to test theoretical hypotheses and assess how these characteristics affect consumers' purchase intentions. ***Conclusion:*** Unlike prior research, which predominantly focuses on traditional advertising, this study highlights the role of entertainment, informativeness, and innovativeness in AI-generated advertisements. The results of the multi-brand case analysis and empirical research demonstrate that all three characteristics significantly enhance consumers' purchase intentions, with informativeness exerting the strongest influence, followed by entertainment and innovativeness.

**Keywords:** AI-Generated Advertising; Consumer Purchase Intention; Entertainment; Informativeness; Innovativeness; Advertising Characteristics

## 1. Introduction

### 1.1 Research Background

Since the release of ChatGPT by OpenAI, the large model industry has attracted global attention. China's Artificial Intelligence Generated Content (AIGC) industry is also developing rapidly. Major technology companies such as Baidu (Wenxin), Alibaba (Tongyi), Tencent (Mianyuan), and Huawei (Pangu) have made significant advancements in large-scale AI models. According to relevant data from AI Media Network, the market size of China's large AI model is expected to reach approximately 29.416 billion yuan in 2024 and is projected to exceed 70 billion yuan by 2026.

Amid the tide of digital transformation, AIGC is reconstructing the advertising industry with its capabilities in creative content production. Compared to traditional advertising production processes, AI technology has achieved full chain integration of advertising planning, content creation, and accurate delivery. This is accomplished through intelligent copy generation, dynamic visual design, and user behavior prediction. This technology not only significantly enhances the efficiency of producing advertising materials but also reshapes the forms of advertising content and the consumer experience through data-driven personalized content generation.

With the growing integration of artificial intelligence (AI) technology, the advertising industry is undergoing a significant transformation characterized by data-driven and algorithm-based strategies. Ma (2017) pointed out that intelligent technology has unlocked immense possibilities for the future development of the advertising industry. A key feature of the era of intelligent media is the merging of machines, data, and algorithms with human capabilities, sometimes surpassing them at some levels. From the perspective of industrial development, Chen (2019) observed that digital technology is advancing rapidly and the digital revolution is deepening, resulting in gradual permeation and influence across the entire advertising industry. Technology is becoming the core driving force in China's advertising landscape.

Current research shows that academic research on the traditional advertising characteristics has established a relatively comprehensive theoretical system, mainly focusing on dimensions such as information, entertainment, credibility, and other classic aspects of advertising value perception, brand cognitive construction, and purchase decision-making mechanisms. However, mainstream literature on artificial intelligence and media often places advertising in a secondary position, despite the high value of technology as an innovation in the field of communication (Allam, 2016). Furthermore, the research on the impact of AI-generated advertising on consumers remains limited. A study by Fredström et al. (2022) found that enterprises tend to use AI labels to convey innovative images and simplify consumer decision-making processes. Therefore, this study aims to analyze the characteristics of AI-generated advertisements and examine how they influence consumers' purchase intention.

### 1.2 Research Purpose

This study focuses on three core characteristics of AI-generated advertising: entertainment, informational content, and innovation. Through the combination of cross-validation of case analysis and empirical research, the paper aims to uncover how these characteristics function and to create a framework for analyzing them. It will also explore how these characteristics affect consumers' purchasing intentions. This research seeks to address the current gaps in understanding the multi-dimensional relevance of AI advertising characteristics.

### 1.3 Research Content

This research is based on the three-stage process involving theory combination, case analysis, and empirical testing. Firstly, the classical literature of traditional advertising characteristics theory (such as information, entertainment, and credibility) is systematically sorted, while also defining its theoretical boundaries and research limitations. Secondly, the case was deconstructed by AI-generated video and poster advertisements from three brands: Ambrosial, Coca-Cola, and Yili.

On this basis, the research hypothesis is proposed: The three-dimensional characteristics of AI-generated advertisements (H1 entertainment, H2 information, H3 innovation) all have significant positive effects on consumers' purchase intention, and the conclusion is drawn by using SPSS multiple regression analysis.

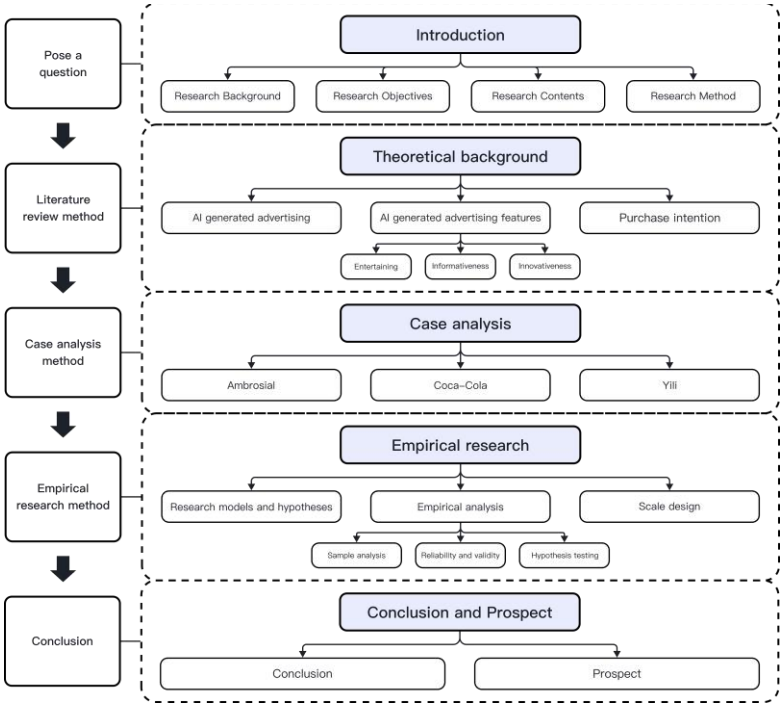


Figure 1: Frame diagram

### 1.4 Research Methods

First, the study reviews existing literature on advertising characteristics and consumer behavior to develop a theoretical analysis framework. This framework combines advertising effectiveness theories with related research on AIGC. Next, we select three brands - Anmuxi, Coca-Cola, and Yili - to analyze the cases based on video and poster advertisements generated by AI. The focus is on how AI technology expresses the formal characteristics of advertising. Finally, the research verifies the theoretical hypotheses through empirical analysis. We utilize a questionnaire evaluating different brands' AI video and poster advertising designs to explore how various characteristics of AI advertising influence consumers' purchase intentions. The SPSS tool tests the impact of entertainment, information, and innovation on purchase intentions.

## 2. Literature Review

### 2.1 Prospect Forecast of the Generative AI Industry

According to a forecast by the Ministry of Industry and Information Technology of China, the generated AI market in China is expected to exceed 30 trillion yuan by 2035. With a compound annual growth rate (CAGR) of 7.7% from 2023 to 2035, the market size in this field is projected to reach approximately 22 trillion yuan by 2029. It is important to note that generative AI technology is gradually becoming a core infrastructure for digital content creation. This technology facilitates value reconstruction through a man-machine coordination mechanism, showing a significant enabling effect in the creative production.

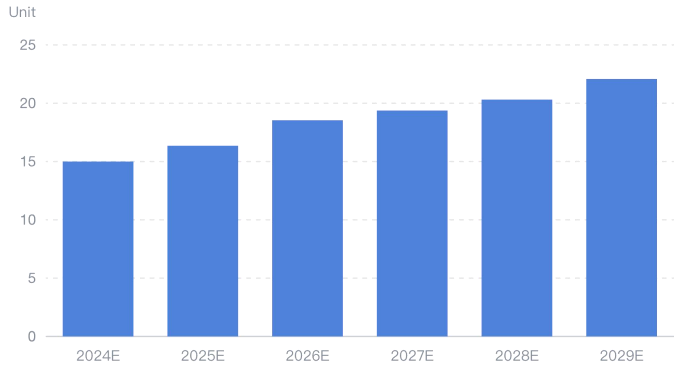


Figure 2: Market Size Forecast of China's Generative AI Industry from 2024 to 2029 (Unit: Trillion Yuan)
Source: Https://www.qianzhan.com/analyst/detail/220/240621-6d9ef14a.html

In analyzing the application of technology, it is apparent that technology has formed multi-dimensional integration capabilities. At the level of media form, the utilization of these technologies has broadened across multiple creation fields such as text, audio, image, video, and 3D modeling. These advancements enable the execution of professional tasks such as theme creation, content optimization, and style migration through guided instructions.

Furthermore, significant progress has been achieved in text generation, speech synthesis, and image generation, all leveraging natural language processing. This progress is particularly evident in the generation of short- and medium-length texts relevant to knowledge-based content, as well as in the creation of highly stylized illustrations. The output quality has reached a level comparable to that of intermediate professional creators. From a broader perspective, the trend of synergistic innovation in multimodal content generation technologies has become a key research direction for both academia and industry practitioners.

The predictive research from Bloomberg Intelligence Research Institute indicates that the growth of the global market size from 2022 to 2035 primarily derives from training-side hardware, advertising applications, and software. Among these, the growth in training-side hardware is approximately $444 billion. In advertising, the related CAGR is expected to reach 125%, resulting in an increase of $192.4 billion. On the software side, of the roughly $280 billion increment, the generated AI Assistant software growth is significant, amounting to $89 billion, with a projected CAGR of 70 percent.

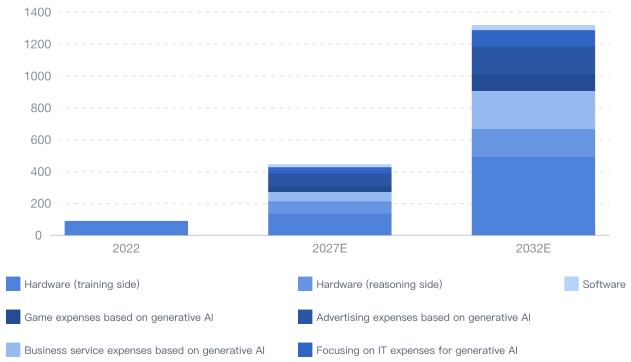


Figure 3: Market Size of Global Generative A Segmented Industries from 2022 to 2032
Source: Https://www.qianzhan.com/analyst/detail/220/240426-655b3ed9.html

## 2.2 AI Generative Advertising

AI technology has permeated various aspects of human social life, showing remarkable interdisciplinary applications. The essence of AI lies in simulating human

intelligence through the development and application of algorithms within powerful computing systems. In short, AI aims to replicate the neural processing of the human brain, relying on three important elements: computing systems, data management, and algorithms. Artificial intelligence-based algorithms enable machines to make decisions, identify patterns, and draw meaningful conclusions that imitate human intelligence(Rodgers et al., 2020).

In modern times, advertising serves as a form of conveying purposeful information transmitted in the media rather than verbally. It aims to stimulate consumer demand for products and foster understanding and favor among enterprises that produce or sell these goods. Additionally, advertising can serve non-profit purposes and elaborate specific meanings and opinions. The Advertising Law of the People's Republic of China defines "advertisement" as a commercial promotion where the provider of a commodity or service incurs costs to promote these commodities or services through various media formats.

In summary, artificial intelligence-generated advertisement refers to the automatic creation, optimization, or personalization of advertisement content using Generative AI technology. By analyzing large amounts of data, this technology generates ad copy, images, video, audio, and even interactive content that meets specific needs, helping brands effectively reach their target audiences.

### 2.3 Characteristics of AI Generative Advertisement

With the rapid development of artificial intelligence technology, advertising content generation systems based on deep learning have become crucial in the digital marketing landscape. Previous studies have identified the core features of AI-generated advertising as recreational, informative, and innovative (Zha et al., 2014; Li et al., 2025; Ameen et al., 2022). Many scholars have conducted extensive research in this field, uncovering how these characteristics influence consumer behavior. This paper will synthesize the relevant literature and analyze the effect of the three characteristics of AI-generated advertising, namely entertainment, information, and innovation, on consumers' purchase intentions.

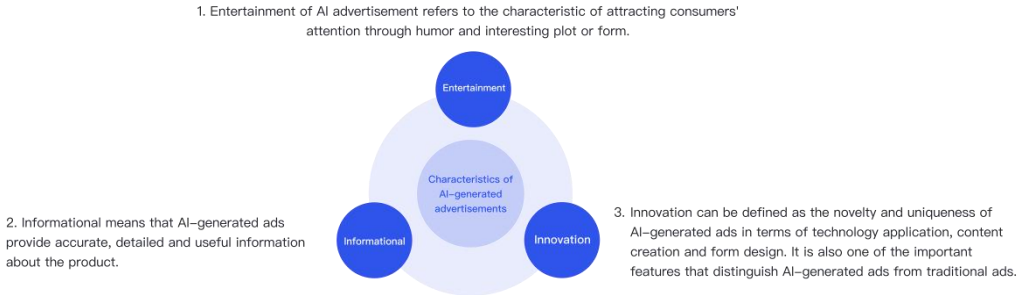


Figure 4: Characteristics of AI-generated advertisements

#### 2.3.1 Entertainment

The entertainment value of AI advertisements refers to their ability to attract consumers' attention through humorous and engaging plots or formats (Du et al., 2025; Al-Adwan et al., 2025). The study by Escobar-Rodríguez and Carvajal-Trujillo (2014) indicated that entertainment is a key factor in influencing purchase intentions. Specifically, the captivating scenes and anthropomorphic characters created using AI technology can trigger consumers' emotional responses (Li et al., 2025). This emotional resonance not only reduces consumers' psychological resistance to the advertising message (Kim & Han, 2014) but also improves the acceptance of it (Yin et al., 2024). These psychological mechanisms effectively enhance consumers' purchase intention, illustrating the significant value of entertainment in AI advertising.

### 2.3.2 Informational

AI-generated advertisements can provide accurate, detailed, and useful product information to help consumers make more informed purchase decisions (Gong et al., 2020). Information is a critical aspect of advertising (Tsai & Honka, 2021). Research by Logan et al. (2012) confirms that information is the most powerful factor in enhancing consumers' perceived value of advertising. Sufficient product information is essential to meet consumers' decision-making needs (Soti, 2022) and to more accurately assess the value of the product (Kumar, 2013). This underscores the importance of advertising informativeness, as providing detailed product information can enhance consumers' trust and willingness to buy from certain brands (Sharakhina et al., 2024). AI-generated advertising has a unique advantage in this regard, not only ensuring the information is authentic (Yoo & MacInnis, 2005) but also improving the efficiency of information understanding through intelligent presentation (Jiang & Zhou, 2023).

### 2.3.3 Innovation

Innovation can be defined as the novelty and uniqueness of AI-generated advertisements in technology applications, content creation, and formal design. This quality is a key factor that distinguishes AI-generated advertisements from traditional advertisements (Martínez et al., 2022). AI technology introduces a new form and experience in advertising creation (Verganti et al., 2020). The unique technology presentation will trigger the active exploration of consumers, thus enhancing their attention and interest in the products (Shuai et al., 2020).

Research by Radford and Bloch (2011) suggests that positive and innovative forms of advertising can elevate consumers' perceived value of a product. In other words, when consumers think that a product aligns with innovative advertising, they tend to view the product as having higher value and uniqueness, which in turn boosts their willingness to purchase. In addition, the innovation in advertisement proposed in the research by Ma and Deng (2025) can strengthen a brand's innovative image, making it more appealing to consumers. Shoppers tend to be more favorable toward innovative brands (Huang et al., 2019) as they believe such brands can provide better products and services, and are more willing to choose those products.

## 2.4 Purchase Intention

The term "willingness" originated in psychology and describes the subjective likelihood that an individual will adopt a certain behavior. From the perspective of psychological motivation, Ratneshwar and Chaiken (1991) defined willingness to buy as a psychological motivation where the customer actively plans and organizes their purchasing activities before implementing them. Similarly, Dodds et al. (1991) defined willingness to buy as the likelihood that a consumer will choose a particular commodity when faced with a multitude of product and brand choices. They argued that willingness to buy is influenced not only by basic dimensions such as quality and price, but also by a range of complex factors such as consumers' personal preferences, brand loyalty, and social influences. Chinese scholars Pan Yu et al. (2010) proposed a more comprehensive framework for this concept, stating that consumers' willingness to buy reflects how much they are willing to buy a certain product or service. They emphasize that willingness to buy is one of the key drivers of consumers' purchasing behavior.

# 3. Case Analysis

## 3.1 Ambrosial AI Generative Advertising

Figure 5 illustrates an instance of an advertisement, generated through artificial intelligence, which was disseminated on the Xiaohongshu platform in 2024 for the brand Ambrosial. The advertisement centers on the brand's intellectual property, "Ambi," as its

primary narrative element. Utilizing a cartoonish head-to-body ratio of 1:1, a highly saturated palette, and minimalistic body movements, the advertisement incorporates a crossbody bag and various lifestyle elements to create a visual stimulus aligned with the "cute economy." Within a contemporary kitchen setting, "Ambi" personifies the yogurt bowl production process through anthropomorphic gestures: pouring the yogurt, adding strawberries, and mixing and shaping. These three standardized actions, coupled with a child's voiceover, constitute a bimodal "visual demonstration and auditory reinforcement" information redundancy mechanism.

The innovation of this advertisement is manifested in the comprehensive application of AI technology throughout its creation: from script generation to establish a standardized behavioral model, virtual filming to execute scenario-based instruction, to intelligent dubbing to diminish cognitive burden. This integrated technological approach extends the product's functional attributes to the context of afternoon tea consumption. Through the "Kitchen Theater," a 12-second rapid-fire narrative, the advertisement not only conveys the product's essential information but also broadens the scope for associating with the consumption method. Ultimately, it achieves a harmonious balance between commercial communication goals and user experience.


Figure 5: AI-generated poster ad for the Ambrosial brand in 2024
Source: Http://xhslink.com/a/ugCoic0dEIo8

Figure 6 shows the Christmas-themed posters for the Yunnan Haas avocado oatmeal yogurt series generated by AI tools for the Amushi brand. The festive series aims to connect with consumers using entertainment punning text, "Christmas Yuxi, Safe and Healthy." Surreal elements such as creamy mountains and a miniature Christmas tree are incorporated to enhance the holiday spirit. The contrast between cold and warm colors creates visual innovation, while the repeated display of the logo effectively reinforces the health message of the yogurt.

The Yunnan series emphasizes innovative expression of the message through its design. The yellow-green color scheme of the "green mountain-avocado" symbol chain, together with the harmonic text of "rich butter", transforms the message of the raw material into a captivating narrative. The product image in the lower left and the logo in the upper right form a diagonal visual flow to ensure that the health selling point information is conveyed efficiently. Both themes rely on AI technology to complete the construction of the symbol system, establish a balance mechanism between visual spectacle and consumption information, and ultimately achieve the immersive communication of the brand concept.


Figure 6: AI-generated poster for the Ambrosial brand
Source: Http://xhslink.com/a/gCMAD2txfydcb

### 3.2 Coca-Cola AI-Generated Advertising

Figure 7 presents the Coca-Cola Christmas 2024 short film, which is based on the 1995 "Holidays Are Coming" film. The iconic red truck travels across snowy plains and urban areas, maintaining a warm tone while utilizing AI technology to enhance the narrative. Adding anthropomorphic hares and polar bears, together with the lighting matrix and giant Christmas tree, helps create a fantasy carnival scene that would be challenging to achieve with traditional filming techniques. This strengthens the holiday immersion experience of the "Community of Joy".

The film employs a dual symbol system to convey its message: the dynamically appearing truck logo and bottle silhouettes form a visual memory point. As the digitized red truck travels through the snowy city, it evokes classic memories while transforming the sense of festive happiness into a modern consumer language. The original version of the film has been transformed into a dynamic cityscape filled with rich details through AI technology, which has enhanced production efficiency and pushed beyond the limitations of traditional filming. This technology-driven narrative reconstruction ultimately forms a closed loop: it awakens intellectual property (IP), strengthens emotional resonance, and establishes brand communication. This process completes the transfer of value from cultural nostalgia to modern consumption.

Figure 7: Screenshot of a clip from Coca-Cola's Christmas 2024 short film
Source: Https://video.weibo.com/show?fid=1034:5101688034361372

Figure 8 presents a series of posters generated by Coca-Cola using AI. The visual core of the posters features an urban carnival scene characterized by a dynamic, high-density crowd. In this setting, a character holding a red bottle jumps into the cold-toned cyber city. The red and blue contrasting light and shadow, and exaggerated body language, create dramatic sensory stimulation, triggering the emotional resonance of "share the joy".

The underlying message is subtly integrated into the symbolic imagery: the classic bottle shape is the visual focus, while its reflective texture and the action of holding it convey the theme of "smoothness" and embody the brand spirit. The innovation lies in how AI technology reconstructs the aesthetic paradigm. With high-precision perspectives of building and futuristic curtain wall textures, the traditional red symbols are recontextualized within a technological context, moving beyond nostalgia and transforming youthful cognition.

Figure 8: Coca-Cola's AI-generated poster advertisement
Source: https://weibo.com/u/1795839430

### 3.3 Yili AI-Generated Advertising

Figure 9 shows a screenshot of an AI-generated video advertisement released by the official account of the Yili brand's Milk on the Xiaohongshu platform. The ad opens with a question, "What is the ultimate answer to afternoon tea?" and transitions into a café conversation featuring two women discussing family matters in a regional dialect. This approach adds product scenarios to their witty exchange, seamlessly incorporating the brand message into an entertainment context.

In the video, the milk package is always displayed in the center of the screen, while the logo flashes in the upper right corner to enhance brand visibility. The phrase "strong fragrance is not afraid of deep alley" references traditional cultural cognition, binding the product's strong fragrance characteristics to the complexity of consumer decision-making, while also associating the product's mellow aroma with the alley scene.

On the technical level, the intelligent generation system captures the unique pause and rhythm of dialect conversation, breaking away from the stereotypical linear pattern of traditional advertisements. The function of reading aloud in dialect shows the technical potential of regionalized customized communication. With a progressive structure that includes a "suspenseful opening - living scene - proverbial point", the film effectively conveys the product characteristics, usage scene, and brand concept, achieving a deep synergy of entertainment, information, and innovation.

Figure 9: Screenshot of the AI-generated video ad for Yili Brand
Source: http://xhslink.com/a/bVAzHFqjLJo8

Figure 10 shows a series of posters generated by Yili using AIGC, published by the brand's official account on the Xiaohongshu platform. The four posters use surreal scenes as narrative elements:

- The first poster (from left to right), "Milk Roller Coaster," transforms dairy products into playful symbols through a dramatic collage of fluid forms, metaphorically representing the recreational experience of vitality supplementation.
- Second poster, "Blueberry Manor," conveys trust in natural ingredients through an immersive narrative set in an idyllic scene.
- Third image, "Milk Waterfall", conveys trust in natural ingredients in a green-toned surreal scene.
- Fourth image, "Highway to the Clouds," relates to a relaxing lifestyle through the imagery of freedom of travel.

The entertaining nature of this series of posters is reflected in the cognitive contrast created by non-logical scenes (e.g., the transformation of milk into clouds). Its informative nature relies on metaphorical rhetoric and symbolic coding, such as the repeated logo exposure to imply the product's benefit. The innovative nature is

manifested in the deconstruction and reorganization of the traditional elements (e.g., milk fluids) by the AI. The technological empowerment transcends the framework of realism, facilitating the differentiation and lasting impression of the brand in the consumer's mind.

Figure 10: AI-generated posters for the Yili brand
Source: Http://xhslink.com/a/rIcZHDO8tBdcb

## 4. Empirical Research

### 4.1 Investigation Methods

This study adopts a quantitative research method and collects data through a questionnaire survey to explore how the characteristics of AI-generated advertisements influence consumers' purchase intentions. First, we reviewed the relevant literature to understand the concepts and characteristics of the variables involved. Based on this review, we established a research model and formulated hypotheses, which guided the design of the questionnaire survey.

We specifically aimed to examine how the entertainment value, informativeness, and innovativeness of AI-generated advertisements affect consumers' purchase intentions. The questionnaire was created and released through the online platform "Questionnaire Star." The survey was conducted over a seven-day period, from April 7, 2025 to April 13, 2025, resulting in a total of 375 responses.

In order to ensure the quality of the questionnaire, we excluded samples that had been filled out too quickly, exhibited abnormal response patterns, or contained logical inconsistencies, resulting in the removal of 38 invalid questionnaires. Finally, 337 valid questionnaires were retained for analysis. In addition, SPSS was used to analyze the data, test the direct influence of the three characteristics on purchase intention using the multiple regression method, and verify the significance of the causal relationship between variables.

#### 4.1.1 Research Model and Hypothesis

Figure 11 is a study model of the relationship between variables used in this study.

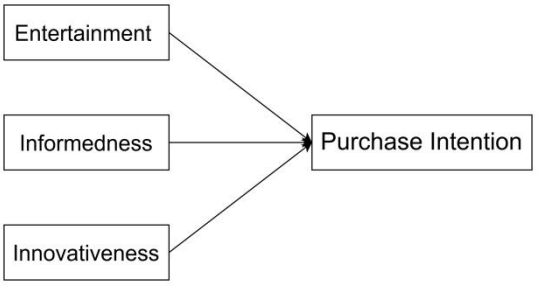


Figure 11: Research Model

Based on the review of previous research literature, the hypothesis of the empirical analysis is put forward as follows:

H1: The entertainment of AI-generated advertisements has a positive impact on consumers' purchasing intention.

H2: The informative nature of AI-generated advertising has a positive impact on consumers' buying intentions.

H3: The innovation of AI-generated advertising has a positive impact on consumers' purchasing intention.

### 4.2 Gauge Design

In this study, the variable measures were adapted based on established scales and used a five-point Likert scale (1 = "completely disagree", 5 = "completely agree"). The entertainment dimension referred to the studies of Ducoffe (1996), Brackett and Carr (2001), Jung et al. (2015). It covered four question items: the ease and pleasure of the content, lively and interesting, the sense of surprise regarding the topic, and the degree of positive emotional arousal.

The informativeness dimension, combined with the insights from Ducoffe (1996), Jung et al. (2015), Gong et al. (2020), was used to measure the clarity, timeliness, comprehensibility, and trustworthiness of advertising messages. The innovativeness dimension is derived from the scales of Goldsmith and Hofacker (1991),and Shuai et al. (2020), assessing it from four perspectives: uniqueness, novelty, differentiation, and perception of technological innovation.

Finally, purchase intention was based on the framework developed by Dehghani and Tumer (2015), Alalwan (2018) , which contains three core indicators: purchase plan, recommendation intention, and ad influence. A total of 16 survey items were developed, focusing on entertainment, informativeness, innovativeness, and willingness to buy related to AI-generated advertisements.

### 4.3 Empirical Analysis

#### 4.3.1 Sample Analysis

A total of 337 valid samples were collected for this study, and the demographic characteristics of the samples are shown in Table 1. The gender distribution was relatively balanced, with 50.7% (N=171) males and 49.3% (N=166) females. The age structure showed a youthful trend, with the highest proportion in the 18-24 age group (49.3%, N=166), followed by the 25-30 age group (33.2%, N=112), and the 31-40 and 41+ age groups accounted for 15.7% (N=53) and 1.2% (N=4) respectively.

Regarding educational attainment, the bachelor's degree group (50.7%, N=171) was the largest. This was followed by those with specialist degrees (22.6%, N=76) and those with master's and above (19.6%, N=66). Only 7.1% (N=24) had a high school education or lower.

In terms of occupation, students accounted for the highest proportion (45.7%, N=154), followed by corporate employees (24.9%, N=84) and freelancers (19.3%, N=65). Civil servants and other occupations comprised a smaller portion, totalling 10.1% (N=34). In terms of monthly spending, 47.2% of the respondents is concentrated in the 1001-3000 yuan range (N=159), the 3001-5000 yuan and 5001-8000 yuan groups accounted for 27.3% (N=92) and 13.6% (N=46), respectively, while spending levels below $1,000 yuan and above $8,001 yuan accounted for relatively small combined percentages (11.8% combined, N=40).

Table 1: Demographic Characteristics Of Samples

| Category | Details | Frequency | Percentage |
|---|---|---|---|
| Gender | Male | 171 | 50.7 |
| | Female | 166 | 49.3 |
| Age | Under 18 | 2 | 0.6 |
| | 18-24 Age | 166 | 49.3 |

| | | | |
|---|---|---|---|
| | 25-30 Age | 112 | 33.2 |
| | 31-40 Age | 53 | 15.7 |
| | Over 41 | 4 | 1. 2 |
| Level of education | High school and below | 24 | 7. 1 |
| | Specialty | 76 | 22.6 |
| | Undergraduate | 171 | 50.7 |
| | Master or above | 66 | 19.6 |
| Occupation | Students | 154 | 45.7 |
| | Employees | 84 | 24.9 |
| | Freelance occupation | 65 | 19.3 |
| | Public worker/institution | 24 | 7. 1 |
| | Other | 10 | 3 |
| Monthly consumption amount | Less than 1,000 RMB | 16 | 4. 7 |
| | 1001-3000 RMB | 159 | 47.2 |
| | 3001-5000 RMB | 92 | 27.3 |
| | 5001-8000 RMB | 46 | 13.6 |
| | Above 8,001 RMB | 24 | 7. 1 |

### 4.3.2 Reliability and Validity Analysis

To ensure the quality of the study, the scientific validity of the measurement tool was verified in this study through reliability and validity tests. Firstly, the Kaiser-Meyer-Olkin (KMO) test and Bartlett's sphericity test were used to assess the suitability of the samples. The results showed a KMO value of 0.926, which exceeds the recommended threshold of 0.7, and the Bartlett's test significance level of $p<0.001$ indicated that the data were suitable for factor analysis.

In the structural validity test, factors were extracted based on principal component analysis, together with the maximum variance method (Varimax) to optimize the factor loading matrix. The criteria analysis included a common degree of question items greater than 0.4, factor loadings higher than 0.5, and a cumulative variance explained rate exceeding 60%. The results are shown in Table 2, and four core factors were finally extracted, namely, innovativeness, entertainment, informativeness, and willingness to buy, with a cumulative variance explained rate of 61.908%. Each factor contains four items, of which the factor loadings range from 0.575-0.766 for innovativeness, 0.557-0.772 for entertainment, 0.578-0.750 for informativeness, and 0.597-0.768 for willingness to buy, and the commonality of all question items met the criterion (0.516-0.698).

The reliability test assessed the internal consistency of the scale through Cronbach's alpha coefficient. The alpha coefficients of the four dimensions were 0.769 (innovativeness), 0.774 (entertainment), 0.779 (informativeness), and 0.795 (willingness to buy), which were higher than the acceptance threshold of 0.7, indicating that the scales had high measurement stability.

Table 2: Factor analysis results

| | Composition | | | | Percentage |
|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | |
| Entertainment 1 | | 0.772 | | | 0.686 |
| Entertainment 2 | | 0.622 | | | 0.559 |
| Entertainment 3 | | 0.557 | | | 0.516 |
| Entertainment 4 | | 0.706 | | | 0.635 |
| Informative 1 | | | 0.75 | | 0.694 |
| Informative 2 | | | 0.655 | | 0.54 |
| Informative 3 | | | 0.578 | | 0.607 |

| | | | | | |
|---|---|---|---|---|---|
| Informative 4 | | | 0.659 | | 0.62 |
| Innovation 1 | 0.705 | | | | 0.698 |
| Innovative 2 | 0.717 | | | | 0.612 |
| Innovation 3 | 0.766 | | | | 0.671 |
| Innovative 4 | 0.575 | | | | 0.555 |
| Willingness to Buy 1 | | | | 0.597 | 0.624 |
| Willingness to Buy 2 | | | | 0.705 | 0.666 |
| Willingness to Buy 3 | | | | 0.768 | 0.661 |
| Willingness to Buy 4 | | | | 0.622 | 0.562 |
| Variance% | 15.786 | 15.518 | 15.388 | 15.216 | |
| Cumulative percentage | 15.786 | 31.304 | 46.692 | 61.908 | |
| Cronbach'alpha | 0.769 | 0.774 | 0.779 | 0.795 | |
| KMO=0.926 | | | | | |
| Test of Sphericity of Bartlett Approximate Chi-Square to 2169.505 | | | | | |
| Degree of freedom 120 | | | | | |
| Significance =0.000 | | | | | |

### 4.3.3 Hypothesis Testing

First, the validation results of the study assumptions are shown in Table 3.

Table 3: Study Hypothesis Verification Results

| Serial number | Research hypothesis | Results |
|---|---|---|
| H1 | The entertainment of AI-generated advertising will have a positive impact on the purchase intention. | Founded |
| H2 | The informative nature of AI-generated advertisements can have a positive impact on the willingness to buy. | Founded |
| H3 | The innovation of AI-generated advertising will have a positive impact on the purchase intention. | Founded |

This study verifies the effect of entertainment, informativeness, and innovativeness of AI-generated advertisements on consumers' purchase intention through a multiple regression model. The results of the multiple regression analysis, Table 4, show that the overall fit of the model is good, with $R^2$=0.543 and adjusted $R^2$=0.539, indicating that the three independent variables can explain 54.3% of the variance in purchase intention and the model passes the test of significance, F=131.879 ($p<0.001$). The Durbin-Watson value of 1.878 is close to the standard threshold of 2, indicating that the assumption of residual independence is valid and there is no significant autocorrelation.

Informativeness is the most significant driver of purchase intention, with an unstandardized coefficient of B=0.402 and a standardized coefficient of β=0.399, ($p<0.01$), followed by Entertainment (B=0.272, β=0.248, $p<0.01$) and Innovativeness (B=0.232, β=0.215, $p<0.01$), which verifies that research hypotheses H1, H2, and H3 all were established. The covariance diagnostics showed that the variance inflation factor (VIF) of each variable ranged from 1.654-1.922, with a tolerance value of 0.52-0.605, which all met the criteria for multiple covariance tolerance (VIF<5, tolerance>0.2), indicating that there was no serious covariance problem among the independent variables. Ultimately, it is confirmed that the entertainment, informativeness, and innovativeness of AI-generated advertisements all have a significant effect on consumers' purchase intention.

Table 4: Multiple Regression Analysis Results

| Model | Unnormalized coefficient | | Normalized coefficient | t | Significance | Collinearity statistics | VIF |
|---|---|---|---|---|---|---|---|
| | B | Standard error | Beta | | | Tolerance | |
| (Constant) | 0.301 | 0.184 | | 1.641 | 0.102 | | |
| Entertainment | 0.272 | 0.056 | 0.248 | 4.831 | 0.000** | 0.52 | 1.922 |
| Informative | 0.402 | 0.049 | 0.399 | 8.243 | 0.000** | 0.584 | 1.711 |
| Innovation | 0.232 | 0.051 | 0.215 | 4.52 | 0.000** | 0.605 | 1.654 |
| R=0.737 R squared =0.543 Rsquared after adjustment =0.539 | | | | | | | |
| Debin Watson =1.878 F=131.879 P=0.000 | | | | | | | |
| (Dependent variable: Purchase intention, *P<0.05**P<0.01) | | | | | | | |

## 5. Conclusion

### 5.1 Research Conclusion and Enlightenment

Previous studies on consumer attitudes toward advertising have primarily focused on traditional forms of advertising. In contrast, this study analyzes the entertainment value, informativeness, and innovativeness of AI-generated advertisements. Through a case that examines the advertising practices of three major brands: Anmushi, Coca-Cola, and Yili, and by cross-validation of the empirical data, the following conclusions are drawn:

Firstly, the informativeness, entertaining, and innovativeness of AI-generated advertisements have a significant positive impact on consumer purchase intention. Among these factors, informativeness is the most influential, with influence weight ranking: informativeness > entertainment > innovativeness.

Based on these findings, the study proposes the following practice-oriented strategy: advertising practitioners should prioritize enhancing the content quality of the advertisement message when using AI technology, instead of focusing on the innovative format.

The theoretical value of this conclusion is that it reveals the new features of consumer decision-making mechanisms in the era of AI advertising. Its practical significance provides an operable realization path for the deep integration of AI technology and marketing theory. Future studies could further explore the interaction effects of different product categories and information presentation methods to improve the decision-making model of intelligent ad creation.

### 5.2 Limitations and Future Research Directions

This study empirically examines the driving mechanism of informative, entertaining, and innovative AI-generated advertisements on consumers' purchase intention, which provides an important basis for the theoretical development of technology-enabled advertisements. However, there are limitations to this study. The respondents were mainly surveyed online, which has limitations in terms of time and geography. However, this method may also lead to issues with some respondents answering the questionnaires arbitrarily.

Secondly, the findings are limited by the sample composition, mainly made up of young individuals (82.5% aged 18-30) and students (45.7%). As a result, there is a disproportionately high representation of well-educated individuals and those from middle- and low-consumption groups. This means that caution is needed when generalizing the conclusions to other age groups, occupational diversity, or high-income populations.

Future research should aim to broaden the scope of the study while building on the existing findings to make the theoretical framework align with the actual consumption scenarios. While this study mainly explored the entertainment, informativeness, and innovativeness of AI ads, it did not delve deeply into other characteristics that could be important, such as interactivity or consistency.

Moreover, this study only focuses on the beverage category, which is characterized by fast decision-making and low prices. If the research is applied to other products that require in-depth decision-making, such as home appliances, luxury goods, or education and training, then it would be necessary to re-validate which characteristics of AI-generated advertisements are most effective in positively influencing consumers' purchase intention.

To better understand the mechanisms of AI-generated ads, future research should cover more people, utilize real behavioral data, and explore various product categories and scenarios. This approach will enable the development of a more accurately defined and dynamically optimized advertising strategy model

**Funding:** a)2024 Jiangxi Provincial Early Career Youth Science and Technology Talent Training Project [Grant number:20244BCE52079]; b)Research on Home Health and Sports Equipment Design [Grant number:2024KIHSSB01]

**Acknowledgments:** Not applicable.

**Institutional Review Board Statement:** Not applicable.

**Informed Consent Statement:** Not applicable.

**Data Availability Statement:** The data that support the outcomes of this study are accessible from the corresponding author. Further inquiries can be directed to the corresponding authors.

**Conflicts of Interest:** The author(s) declare no conflicts of interest. No individuals other than the author(s) were involved in the study design, data collection, analysis, manuscript preparation, or the decision to publish.

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