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THE IMPACT OF AI-GENERATED ADVERTISING CONTENT ON THE PURCHASING DECISION-MAKING PROCESS AMONG YOUTH

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Abstract

Background: Artificial intelligence has transformed the advertising landscape by enabling the production of highly sophisticated, visually appealing, and personalized content capable of influencing consumer perceptions and behaviors.

Objectives: This study investigates the impact of AI-generated advertising content on the purchase decision-making process among young consumers.

Methods: Using a descriptive qualitative approach, the study employs focus groups with 22 participants to explore their awareness of AI-generated advertisements, their perceptions of visual and behavioral cues, and the role of trust and realism in shaping their responses.

Results: Findings reveal that AI-generated advertisements effectively attract attention and stimulate curiosity due to their high production quality and precise personalization. However, perceived artificiality and excessive perfection reduce credibility and limit actual purchase intention. The results also indicate that AI-driven advertisements contribute to reshaping digital consumption patterns through continuous exposure and tailored content.

Conclusion: The study concludes that while AI enhances engagement and targeting efficiency, credibility remains a critical determinant of consumer response. It recommends strengthening digital literacy, improving transparency in AI-generated advertising, and integrating human creativity with intelligent systems to ensure greater authenticity and effectiveness in contemporary marketing communication.

Keywords: Artificial Intelligence; AI-generated advertising; Youth purchase decision; Digital consumer behavior; Personalization; Advertising credibility.