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Exploration of Factors Affecting Consumer Perceptions of Advertisements Generated by Artificial Intelligence

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Abstract

This study examines the growing role of generative Artificial Intelligence (AI) in advertising, particularly as AI-generated content becomes increasingly embedded in everyday digital consumption. While prior research has produced mixed findings regarding consumer responses to AI-generated advertisements, the underlying psychological mechanisms driving acceptance remain insufficiently understood. Accordingly, this study aims to investigate how visual characteristics of AI-generated advertisements influence consumer acceptance through perceived intelligence. A quantitative survey was conducted among 415 respondents in Yogyakarta who had prior exposure to AI-generated advertisements. The study analyzes the effects of perceived realism, vitality, imagination, and synthesis on perceived intelligence, as well as its subsequent impact on willingness to accept. Data were analyzed using factor analysis and hypothesis testing. The findings reveal that perceived realism, vitality, and especially imagination positively influence perceived intelligence, with imagination emerging as the strongest predictor. Contrary to expectations, synthesis also shows a positive effect. Furthermore, perceived intelligence significantly enhances willingness to accept AI-generated advertising. In conclusion, consumer acceptance is driven not only by technological novelty but by the perceived quality, creativity, and coherence of AI-generated content.

Keywords

AI-Generated Advertising, Consumer Acceptance, Generative Artificial Intelligence, Perceived Intelligence, Visual Characteristics.

1. Introduction

The development of generative AI, such as ChatGPT, has transformed the content production landscape, making it far more accessible and open, including in Indonesia. Data Reportal (2025) indicates that the number of internet users in Indonesia reached approximately 212 million, while mobile connections even exceeded the total population, with around 356 million connections. During the same period, digital behavior indicators also demonstrated increasingly strong signals in November 2025. ChatGPT was ranked among the top five most-visited sites in Indonesia. This series of facts underscores an important point, AI-produced content can no longer be regarded as a marginal phenomenon but has begun to form part of everyday media consumption practices. For marketing, the consequences of this shift are strategic. The presence of AI not only accelerates the production of advertising materials but also begins to influence how organizations manage creative and operational advertising processes from insight generation, message design, to faster and standardized content production (Qin & Jiang, 2019). At the same time, generative AI enables the creation of ads that are increasingly visually competitive, more subtle, more convincing, and in some cases more human-like. Academic discussions on advertisements generated by artificial intelligence have also strengthened since the emergence of ChatGPT, broadening public attention toward AI-generated content and accelerating research across various domains (Wu et al., 2023; Wang et al., 2023).

However, empirical evidence regarding how consumers respond to AI-based advertisements still reveals findings that are not always consistent. Some studies highlight positive evaluations, for example due to efficiency, quality, or appeal, while others emphasize potential declines in empathy, resistance, or lower evaluations in certain contexts (Ananthakrishnan & Arunachalam, 2022; Bakpayev et al., 2022; Arango et al., 2023; Song et al., 2024). These variations suggest that the psychological mechanisms explaining the acceptance of AI-generated advertisements are not yet fully established and require further testing in different socio-cultural contexts, including Indonesia.

The primary research gap underlying this study is that much of the existing research on AI-generated advertising remains focused on the question of AI versus human creators or on issues of content maker labeling. In contrast, more diagnostic explanations, such as which visual attributes of AIGC ads truly shape consumer evaluation, remain relatively limited. While response frameworks for deepfake advertising have indeed been developed, there remains considerable room to investigate more systematically which visual characteristics, controllable and manageable by practitioners, affect how realistic and lifelike an ad appears, how strong its sense of vitality and dynamism is, how creative and imaginative the ideas presented are, and how coherent the integration of visual elements appears (Campbell et al., 2022). At the same time, Gu et al. (2024) has shown that acceptance of advertisements generated by artificial intelligence can be explained through more than one psychological pathway, with one prominent route being the cognitive pathway through perceptions of intelligence.

Building on this gap, this study aims to examines the growing role of generative Artificial Intelligence (AI) in advertising, particularly as AI-generated content becomes increasingly embedded in everyday digital consumption. This focus aligns with the logic of the Stimulus-Organism-Response (SOR) framework, wherein characteristics as stimuli shape internal conditions within individuals, ultimately culminating in behavioral responses. Within this framework, perceived intelligence is understood as consumers' perception that the advertisement or AI output demonstrates competence, accuracy, and intelligence in composing visual messages (Legg & Hutter, 2007; Gu et al., 2024). With increasing exposure to generative AI

in Indonesia, this study not only transfers findings from other contexts but also offers more prescriptive value for practitioners regarding which visual features need to be optimized so that AI-generated advertisements are perceived as intelligent and, ultimately, more readily accepted by consumers.

2. Literature Review and Hypothesis Development

2.1. The Effect of Perceived Realism and Vitality on Perceived Intelligence

Within the Stimulus–Organism–Response (SOR) framework, environmental stimuli shape individuals' internal cognitive and affective evaluations before influencing behavioral outcomes, with prior studies by Lin et al. (2022) confirming that external stimuli affect attitudes and subsequent responses . In digital marketing, visual attributes in advertisements act as stimuli that shape perceptions of source credibility and competence (Nikhashemi et al., 2021; Nagano et al., 2023), while empirical evidence shows that technological and advertising stimuli trigger psychological evaluations mediating consumer responses (Jamil et al., 2022; Fam et al., 2024). In AI-generated advertising, these evaluations rely on observable features rather than algorithmic understanding (Wu & Wen, 2021). Perceived realism, defined as the extent to which visuals resemble real-world conditions, enhances immersion, reduces skepticism, and increases persuasiveness, thereby strengthening perceptions of AI capability (Li, 2021; Campbell et al., 2022; Göring et al., 2023).

Visual communication research emphasizes that the expressive qualities of images significantly influence how audiences interpret competence and creativity behind visual content, and in advertising, visual dynamism and emotional expressiveness enhance engagement and perceptions of message effectiveness (Chen & Chen, 2020). Within the SOR framework, such visual attributes function as environmental stimuli shaping internal psychological evaluations before influencing response, with visually engaging stimuli stimulating stronger cognitive and emotional responses that affect attitudes toward the advertisement and its source (Mehrabian & Russell, 1974; Nikhashemi et al., 2021; Nagano et al., 2023). In AI-generated advertising, perceived vitality, liveliness, and expressive energy in design make ads appear more engaging and may lead consumers to infer greater AI sophistication and creativity (Sun et al., 2022; Zheng et al., 2023).

H1: Perceived realism has a positive effect on perceived intelligence.
H2: Vitality has a positive effect on perceived intelligence.

2.2. The Effect of Imagination on Perceived Intelligence

Imagination represents a fundamental component of creativity, referring to the capacity to generate novel ideas that extend beyond simple replication of existing patterns (Mun et al., 2013; Tsai et al., 2023). In advertising contexts, imaginative content plays a critical role in capturing audience attention and differentiating marketing messages from competing information. The emergence of generative artificial intelligence has further expanded the potential for imaginative content creation, as AI systems trained on large-scale datasets can recombine patterns and visual elements in ways that may produce innovative visual concepts (Liu et al., 2019; Malthouse & Copulsky, 2023). As a result, generative AI technologies are increasingly recognized as tools capable of enhancing creative processes within advertising and marketing communication.

Previous research by Benoit and Miller (2019), Modig and Dahlén (2020), and Rosengren et al. (2020) in advertising creativity consistently demonstrates that novelty and originality contribute significantly to positive audience evaluations of advertising quality and effectiveness. When audiences perceive advertisements as imaginative, they tend to interpret the content as reflecting strong creative

capabilities behind its production. In the case of AI-generated advertising, imaginative outputs may signal that the AI system possesses advanced analytical and generative capabilities capable of producing innovative visual ideas. Consequently, imaginative advertisements may reinforce consumers' perceptions that the AI system is intelligent and capable of sophisticated creative performance, ultimately strengthening perceived intelligence.

H3: Imagination has a positive effect on perceived intelligence.

2.3. The Effect of Synthesis on Perceived Intelligence

Despite the significant advances in generative artificial intelligence technologies, AI-generated visual outputs may sometimes display inconsistencies resulting from the process of recombining patterns learned from training data. In visual communication research, synthesis refers to the perception that an image appears artificially assembled or contains elements that do not integrate seamlessly within the overall composition. Such impressions may occur when visual components display awkward positioning, unnatural proportions, or disharmonious integration between objects (Wang et al., 2023; Arango et al., 2023). These imperfections may reduce the perceived authenticity and professionalism of the advertisement.

From a consumer evaluation perspective, visual inconsistencies often function as cues that influence judgments about the competence of the content creator. When audiences detect unnatural details or structural irregularities within an advertisement, they may interpret the content as evidence of limited technological capability. Within the Stimulus–Organism–Response (SOR) framework, these imperfections act as negative stimuli that shape unfavorable internal evaluations regarding the source of the message (Mehrabian & Russell, 1974; Dianti et al., 2024). As a result, consumers may attribute lower levels of intelligence and competence to the AI system responsible for generating the advertisement. Therefore, higher levels of perceived synthesis are expected to reduce perceived intelligence in AI-generated advertising.

H4: Synthesis has a negative effect on perceived intelligence.

2.4. The Effect of Perceived Intelligence on Willingness to Accept

Consumer acceptance of AI-generated advertising largely depends on how audiences evaluate the competence and credibility of the technology responsible for producing the content. In artificial intelligence research, perceived intelligence refers to individuals' assessment that a system demonstrates the capability to autonomously generate effective solutions and high-quality outputs (Legg & Hutter, 2007). In marketing contexts, perceptions of technological intelligence can enhance trust and confidence in algorithmically generated information. Prior studies by Wang and Li (2022) and Li et al. (2022) suggest that when consumers perceive AI systems as intelligent, they tend to evaluate the resulting content more favorably and consider it more reliable.

Marketing communication literature further highlights that information quality and source credibility play a crucial role in shaping the acceptance of advertising messages (Tormala & Petty, 2004; Kumar et al., 2021). Advertisements perceived as intelligently produced are more likely to be interpreted as credible, persuasive, and valuable by consumers. In the context of AI-generated advertising, perceived intelligence therefore becomes a key cognitive mechanism that influences whether consumers are willing to accept algorithmically generated marketing content. As exposure to generative AI continues to increase across digital environments,

stronger perceptions of AI intelligence may encourage consumers to view such advertisements more positively and enhance their willingness to accept them.

H5: Perceived intelligence has a positive effect on willingness to accept.

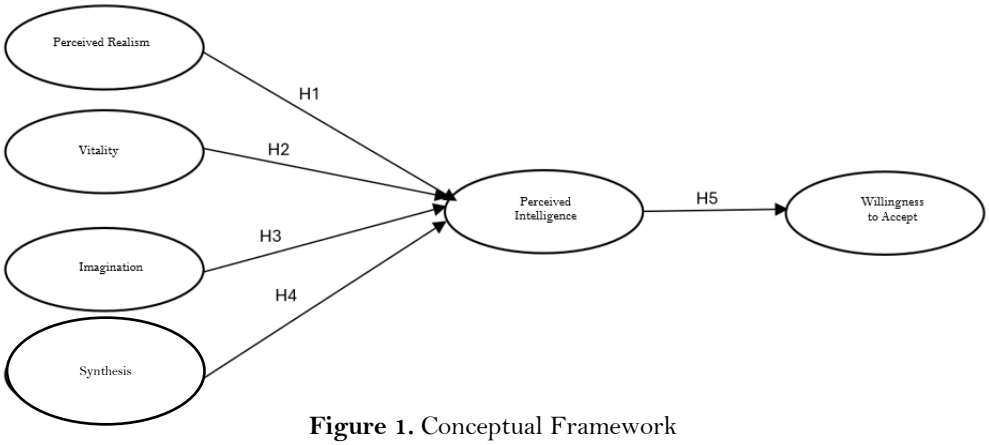

Figure 1. Conceptual Framework

Figure 1 presents the conceptual research model that explains the relationship between the visual characteristics of AI-generated advertising and consumers' acceptance of such advertisements. The model proposes four antecedent variables: perceived realism, vitality, imagination, and synthesis as external stimuli that influence the perceived intelligence of AI-generated advertising. Specifically, perceived realism (H1), vitality (H2), and imagination (H3) are hypothesized to exert positive effects on perceived intelligence, whereas synthesis (H4) is expected to have a negative effect on perceived intelligence. Furthermore, perceived intelligence functions as a cognitive evaluation that mediates consumers' behavioral response, namely their willingness to accept AI-generated advertising (H5). The model suggests that consumers' acceptance of AI-generated advertisements is shaped by how the visual characteristics of the advertisement influence perceptions of AI intelligence.

3. Methods

This study employed a quantitative approach using a survey design to examine the conceptual model regarding consumer acceptance of generative Artificial Intelligence (AI) generated advertising in Yogyakarta. The study focused on testing the relationships among several variables, namely perceived realism, vitality, imagination, and synthesis as independent variables, perceived intelligence as the mediating variable, and willingness to accept as the dependent variable.

The population of this study consisted of consumers in Yogyakarta who had previously encountered generative AI–produced advertisements. A screening question was applied at the beginning of the online questionnaire to ensure that only respondents with relevant experience could proceed. Qualified respondents were then asked to recall a specific AI-generated advertisement that had left the strongest impression and to mentally reconstruct its visual details to ground their evaluations in actual experiences. Data were collected from 415 respondents, who were first given a brief explanation of generative AI advertising to ensure a consistent understanding. Using a recall-based approach, respondents evaluated the advertisement based on their prior exposure before completing measurement items related to the study variables, followed by demographic questions for descriptive analysis.

All constructs in this study were measured using a seven-point Likert scale. To maintain content validity, the measurement items were adapted from previously validated instruments and subsequently adjusted to fit the context of generative AI–generated advertising. Perceived realism was adapted from Campbell et al. (2022). Vitality was measured based on Yan (2017) and Zheng et al. (2023), while imagination was adapted from Scott and Bruce (1994), Tierney et al. (1999) and Zhou and George (2001). Synthesis was measured with reference to Whittaker et al. (2020) and Arango et al. (2023). Perceived intelligence items were adapted from Moussawi and Koufaris (2019) and Parayitam et al. (2020). In contrast, willingness to accept AI-generated advertising was measured based on Vijayasarathy and Jones (2002), Pavlou (2003), and Chen and Tan (2004). The collected data were subsequently analyzed to examine the relationships among the variables proposed in the research model.

Data analysis in this study was conducted through several statistical procedures. First, the adequacy and suitability of the dataset were assessed using the KMO measure of sampling adequacy to determine whether the data were appropriate for factor analysis. Subsequently, factor loading analysis was performed to evaluate the validity of each measurement indicator based on its loading value on the corresponding construct. Reliability testing was then carried out using Cronbach's Alpha to examine the internal consistency of the measurement instruments. Multiple regression analysis was employed to test the proposed hypotheses and to analyze the relationships among the research variables.

4. Results

The characteristics of the respondents in this study are presented to provide an overview of the demographic profile of the participants who took part in the survey. This information helps describe the distribution of respondents based on several key attributes, including domicile, gender, age, and educational background. Understanding these characteristics is important for interpreting the research findings and assessing the representativeness of the sample. The detailed distribution of respondents according to these demographic categories is summarized in Table 1.

Table 1. Characteristic Respondent

Characteristic	Category	Frequency	Percentage (%)
Domicile	Yogyakarta	323	77.8
	Surakarta	79	19.0
	Others	12	3.1
Gender	Female	243	58.6
	Male	172	41.4
Age	20 years and below	325	78.3
	21–25	85	20.5
	26–30	3	0.7
	30–35	2	0.5
Education	Bachelor's/Diploma	317	76.4
	Senior High School/Vocational	98	23.6

Table 1 presents a total of 415 respondents who met the study criteria and participated in this survey. In terms of gender, the composition is relatively balanced, with female respondents outnumbering male respondents by 243 (58.6%) to 172 (41.4%). About age, the sample strongly represents younger consumers. The majority of respondents were aged ≤ 20 years (325 individuals; 78.3%), followed by those aged 21–25 years (85 individuals; 20.5%). Respondents above 25 years old were

present only in very small proportions (26–30 years: 3 individuals; 0.7%; 30–35 years: 2 individuals; 0.5%). This composition indicates that the findings primarily reflect perceptions and acceptance tendencies toward generative AI advertising among younger generations, who typically experience high exposure to digital content.

In terms of educational background, most respondents held a Bachelor's degree or Diploma (317 individuals; 76.4%), while 98 respondents (23.6%) had completed senior high school or vocational high school (SMA/SMK). This suggests that the sample is dominated by individuals with relatively strong academic literacy, which may support more informed evaluations of AI-based advertising characteristics.

Based on domicile, the majority of respondents resided in Yogyakarta (323 individuals; 77.8%), followed by other regions (79 individuals; 19.0%) and Surakarta (13 individuals; 3.1%). The dominance of respondents from Yogyakarta indicates that the findings are particularly relevant for understanding consumer responses within a city characterized by an active digital ecosystem. As a prominent student city and tourist destination, Yogyakarta presents high exposure to diverse forms of marketing content, including AI-generated advertising.

Table 2. KMO and Bartlett's Test Results

Test	Value
Kaiser–Meyer–Olkin (KMO) Measure of Sampling Adequacy	0.925
Bartlett's Test of Sphericity (Sig.)	0.000

Table 2 presents the results of the sampling adequacy and data suitability tests for factor analysis. The Kaiser–Meyer–Olkin (KMO) value of 0.925 indicates an excellent level of sampling adequacy, suggesting that the dataset is highly suitable for factor analysis. Furthermore, Bartlett's Test of Sphericity shows a significance value of 0.000, which is below the threshold of 0.05. This result indicates that the correlation matrix is not an identity matrix and that significant correlations exist among the variables. Therefore, the data are considered appropriate for further analysis using factor analysis.

Table 3. Factor Loading

Indicator	Item	Factor Loading
Perceived Realism	VE.1	0.843
	VE.2	0.872
	VE.3	0.906
Vitality	VI.1	0.872
	VI.2	0.924
	VI.3	0.886
Imagination	IM.1	0.609
	IM.2	0.818
	IM.3	0.715
	IM.4	0.614
Synthesis	SY.1	0.609
	SY.2	0.818
	SY.3	0.715
	SY.4	0.614
Perceived Intelligence	PI.1	0.873
	PI.2	0.897
	PI.3	0.822
Willingness to Accept	WA.1	0.807
	WA.2	0.722
	WA.3	0.787

Table 3 presents the factor loading values of all measurement indicators used in this study. The results indicate that each indicator loads strongly on its respective construct, demonstrating adequate convergent validity. The indicators of perceived realism exhibit loading values ranging from 0.843 to 0.906, while the vitality indicators range from 0.872 to 0.924, indicating strong contributions to their constructs. The constructs of imagination and synthesis also show acceptable loading values, ranging from 0.609 to 0.818, respectively. In addition, perceived intelligence demonstrates high loading values between 0.822 and 0.897, while willingness to accept ranges from 0.722 to 0.807. All factor loading values exceed the commonly recommended threshold of 0.50, the measurement indicators are considered valid and appropriate for representing their respective constructs in this study.

Table 4. Reliability Test Results

Variable	Number of Items	Cronbach's Alpha
Perceived Realism	3	0.843
Vitality	3	0.832
Imagination	4	0.894
Synthesis	4	0.730
Perceived Intelligence	3	0.870
Willingness to Accept	3	0.749

Table 4 presents the reliability analysis of the study variables measured using Cronbach's Alpha. The results indicate that all constructs demonstrate acceptable levels of internal consistency. perceived realism and vitality, each measured with three items, show Cronbach's Alpha values of 0.843 and 0.832, respectively, indicating strong reliability. imagination, consisting of four items, demonstrates a high reliability level with a value of 0.894, while synthesis shows an acceptable reliability level of 0.730 across four items. In addition, perceived intelligence and willingness to accept, each measured with three items, report Cronbach's Alpha values of 0.870 and 0.749, respectively. All variables exceed the recommended threshold of 0.70, indicating that the measurement instruments used in this study are reliable and appropriate for further analysis.

Table 5. Hypothesis Testing Result

Hypothesis	Relationship	B	SE	β	t-statistics	Sig.
H1	Perceived Realism → Perceived Intelligence	0.119	0.042	0.141	2.837	0.005
H2	Vitality → Perceived Intelligence	0.087	0.055	0.106	1.584	0.014
H3	Imagination → Perceived Intelligence	0.310	0.040	0.478	7.782	<0.001
H4	Synthesis → Perceived Intelligence	0.078	0.034	0.085	2.307	0.022
H5	Perceived Intelligence → Willingness to Accept	0.699	0.046	0.598	15.153	<0.001

Table 5 presents the results of the hypothesis testing examining the relationships among the variables in this study. The findings indicate that perceived realism has a positive and significant effect on perceived intelligence ($p = 0.005$), thus supporting H1. Vitality also demonstrates a positive and significant effect on perceived intelligence ($p = 0.014$), indicating support for H2. Furthermore, imagination shows the strongest positive effect on perceived intelligence ($p < 0.001$), providing strong support for H3. In addition, synthesis is found to have a significant effect on

perceived intelligence ($p = 0.022$), thereby not supporting H4. Finally, perceived intelligence has a positive and significant effect on willingness to accept AI-generated advertising ($p < 0.001$), confirming H5. These findings suggest that the visual characteristics of AI-generated advertisements significantly shape consumers' perceptions of AI intelligence, which subsequently influences their willingness to accept such advertisements.

5. Discussion

The findings indicate that the visual characteristics of generative AI-generated advertising significantly shape consumers' cognitive evaluations, particularly perceived intelligence, which in turn influences their willingness to accept such advertisements. Perceived realism emerges as a key determinant, as convincing and lifelike visuals are interpreted as indicators of high technological capability, including consistency and coherence. Realism functions as an important quality cue in AI-mediated environments (Campbell et al., 2022). Furthermore, higher levels of perceived realism reduce the perception of artificiality, thereby minimizing skepticism and facilitating smoother cognitive processing of advertising messages (Gu et al., 2024). Consistent with prior research, consumers rely more on observable output characteristics than on underlying algorithmic processes (Wu & Wen, 2021).

In addition, vitality contributes positively to perceived intelligence by enhancing the expressive and dynamic qualities of AI-generated advertisements. Advertisements perceived as lively, emotionally engaging, and visually dynamic are less likely to be regarded as rigid or purely mechanical outputs. Instead, they convey a sense of communicative richness and human-like nuance, which strengthens perceptions of AI capability. Vitality reflects expressive energy and a sense of "aliveness" that can be stimulated through visual cues such as implied motion and emotionally convincing expressions (Yan, 2017; Zheng et al., 2023). Within the SOR framework, such characteristics function as external stimuli that activate internal evaluative processes, leading consumers to infer competence and quality (Mehrabian & Russell, 1974). This finding is consistent with research demonstrating that intrinsic content characteristics serve as key triggers of cognitive evaluation in digital environments (Gu et al., 2024).

Imagination is identified as the most influential driver of perceived intelligence, underscoring the importance of creativity in shaping consumer evaluations of AI-generated advertising. Imaginative advertisements signal not only novelty but also the system's capacity to construct meaningful and innovative ideas. In this context, creativity functions as a proxy for technological sophistication, as consumers interpret originality and diversity of ideas as evidence of advanced processing capability (Wu & Wen, 2021). From an SOR perspective, imagination operates as a stimulus that initiates cognitive and affective evaluations, reinforcing perceptions of quality and intelligence (Nikhashemi et al., 2021; Jamil et al., 2022). This result aligns with advertising literature emphasizing that novelty and originality enhance engagement and message effectiveness (Benoit & Miller, 2019; Modig & Dahlén, 2020; Rosengren et al., 2020). In the context of generative AI, creativity extends beyond aesthetic appeal and serves as an indicator of the system's ability to generate ideationally rich and diverse outputs (Liu et al., 2019; Malthouse & Copulsky, 2023).

Interestingly, synthesis, which was initially hypothesized to exert a negative effect, demonstrates a positive influence on perceived intelligence, suggesting a reinterpretation of this construct in contemporary digital contexts. Although synthesis has been conceptually associated with inconsistencies or artifacts that may undermine perceived quality (Whittaker et al., 2020). The findings indicate that consumers may instead interpret it as evidence of creative integration. Rather than signaling disruption, the combination of diverse visual elements may be perceived as reflecting the AI system's capability to construct novel compositions (Arango et al.,

2023). In a digital environment where mashups, filters, and experimental visual styles are increasingly normalized, unconventional compositions may signify sophistication rather than deficiency. Consequently, synthesis appears to function as a context-dependent signal, shaped by audience familiarity with digital aesthetics and their ability to distinguish between irregularity and creative distinctiveness (Gu et al., 2024).

Perceived intelligence serves as a central mechanism linking advertisement characteristics to consumer acceptance. When AI-generated advertisements are perceived as intelligent, demonstrating competence, quality, and coherence, consumers are more likely to accept, attend to, and engage with them. This finding suggests that acceptance is not solely driven by technological novelty, but rather by evaluative judgments regarding output quality. In this context, perceived intelligence functions as a form of cognitive assurance, signaling that the advertisement meets credible standards and is worthy of attention. This interpretation aligns with prior research by Moussawi and Koufaris (2019), indicating that system capability influences user responses and acceptance, as well as studies by Pavlou (2003) emphasizing the role of perceived value and risk reduction in technology adoption. Therefore, enhancing acceptance requires careful management of output quality (Gu et al., 2024).

6. Conclusion

This study demonstrates that the visual characteristics of AI-generated advertising, namely perceived realism, vitality, imagination, and synthesis, play a crucial role in shaping perceived intelligence, which subsequently influences consumers' willingness to accept such advertisements. The findings confirm that perceived realism, vitality, and particularly imagination consistently enhance perceived intelligence, indicating that advertisements perceived as creative, dynamic, and lifelike are more likely to be evaluated as technologically sophisticated. Interestingly, synthesis exhibits a positive effect, suggesting that audiences may interpret the integration of diverse visual elements as an indicator of creative capability rather than inconsistency. These findings imply that consumer acceptance is not solely driven by technological novelty, but also by the extent to which advertisements communicate value in a convincing and creative manner. From a practical perspective, this underscores the importance for marketers to optimize both visual quality and creativity in AI-generated content.

However, this study has several limitations. The use of a recall-based approach may limit the accuracy of respondents' evaluations, as perceptions are based on memory rather than direct exposure. In addition, the interpretation of synthesis may vary across contexts, indicating the need for clearer conceptualization and more precise measurement. Accordingly, future research is recommended to refine the synthesis construct by distinguishing between disruptive inconsistency and creative integration. Furthermore, employing experimental designs or mixed-method approaches such as controlled stimulus exposure combined with interviews or focus group discussions would provide deeper insights into consumer evaluations. Expanding research across diverse cultural and market contexts is also essential to enhance the generalizability of findings. These efforts are expected to contribute to a more comprehensive understanding of how AI-generated advertising can be designed to enhance perceived intelligence and consumer acceptance.

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