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Abstract

Purpose- This study examines the effects of AI-generated advertisements on customer engagement, and the subsequent customer engagement effect on emotions based on culture. Its objectives are: (i) to explore the effects of Hofstede's cultural dimensions on AI-generated advertisements, (ii) to explore the effect of AI-generated advertisements on customer engagement based on Hofstede's cultural dimensions, and (iii) to explore the effect of customer engagement on emotions based on Hofstede's cultural dimensions.

Design/methodology/approach – We conducted a qualitative study, involving 65 semi-structured interviews with the members of Generation Z from different countries. Examples of two international brands, together with their advertisements, were employed as a basis for the questions. Further, thematic analysis by means of NVivo 12 was used to analyse the collected data.

Findings-The findings suggest that Hofstede's cultural dimensions affect AI-generated advertisements, customer engagement, and emotions differently. Furthermore, apart from masculinity, femininity, and high and low uncertainty, other factors were found to affect both AI-generated advertisements and their cultural traits equally.

Originality-To our knowledge, this is the first study to explore the impact of cultural differences on user engagement and emotional responses to the AI-generated advertisements of global brands using Hofstede's six cultural dimensions.

Keywords AI-generated advertisement; brand; customer engagement; emotions; Hofstede's six cultural dimensions, Generation Z

Paper type Research paper

Introduction

With the rapid advancement of Artificial Intelligence (AI) in recent years, we are witnessing its expanding applications across various domains by automating processes and enhancing human interactions (Tyagi *et al.,* 2020). In particular, the integration of AI technologies in branding and consumer contexts is generating increasing interest (Duan *et al.,* 2019; Dwivedi *et al.,* 2023; Ofosu-Ampong, 2024). AI systems, ranging from chatbots and digital assistants to emotional AI, are increasingly being deployed to enhance customers' experiences with brands (Hollebeek and Belk, 2021; Rane *et al.,* 2024). On the one hand, AI enables brands to analyse vast amounts of data and gain valuable insights into consumers' behaviour, preferences, and trends in a creative, efficient, and affordable manner while, on the other, it empowers customers to move from old media to the 'always active mode' (Gupta and Khan, 2024). These developments also change the psychological state of consumers and increase their involvement and interest in brands, making them more heavily engaged and emotional (Perez-Vega *et al.,* 2021; Gao *et al.,* 2023).

Although AI developed rapidly in various spheres, one of the fields that has been hugely impacted is advertising, also termed artificial intelligence-generated advertising (or AI-generated ads) (Shi and Wang, 2023). Advertisers can now rely on robust social networks to collect a large amount of user data to create synthetics and realistic content with very little, if any, human involvement (Campbell *et al.,* 2021). Further, this technology also promotes the personalisation of intelligent ads, based on the specific requirements, needs, interests, and lifestyles of targeted consumers (Gao *et al.,* 2023).

Despite the importance of AI-generated ads, there has been very limited research found on the topic, with most researchers focusing on the ontology, effectiveness, improvements, and ethics of AI-generated ads (Huh and Multhouse, 2020; Rodgers, 2021) rather than how AI-generated ads affect customers' engagement and emotions. The limited number of studies that

have focused on this topic have found that the main purpose of incorporating AI into advertising is to enhance engagement, which further stimulates the emotional bonds between consumers and brands (van Laer *et al.,* 2019; Bilro *et al.,* 2019; Perez-Vega *et al.,* 2021; Sung *et al.,* 2021; Chen *et al.,* 2022).

In addition, the previous studies suggest that perceptions and effectiveness of AI systems may vary significantly across cultural contexts (Belanche *et al.,* 2020; Mehmood *et al.,* 2024). Culture at a national level exerts a tangible influence on individual consumers and shapes their norms, values, beliefs, and behaviour in unique ways (Chi *et al.,* 2023; Connell *et al.,* 2023). It influences customers' engagement and emotional processes through differential processing and causes them to react differently to global brands' tactics (Lee and Park, 2022 Hussain *et al.,* 2024). Although there is evidence of the respective roles of AI, customer engagement, and culture, there is no evidence of how culture impacts AI-generated ads or their effect on customer engagement and emotions (Shin *et al.,* 2022; Connell *et al.,* 2023).

The purpose of this study is to explore the impact of global brands' AI-generated ads on customers' engagement and emotional responses, with a focus on how these effects vary across cultures. as defined by Hofstede's cultural dimensions. In doing so, this research aims to answer the following questions: 1) how do Hofstede's cultural dimensions affect AI-generated ads? (ii) what effects do AI-generated ads have on customer engagement based on Hofstede's cultural dimensions? and (iii) what effect does customers' engagement have on their emotions, based on Hofstede's cultural dimensions.

This study also aims to fill a research gap by exploring the impact of cultural differences on AI-generated ads, together with customers' engagement and emotional responses, using Hofstede's cultural dimensions as a theoretical lens. By conducting a qualitative analysis across multiple cultural settings, this research provides insights into how AI-generated ads can enhance customer engagement, and further affect their emotions. The findings will contribute

to our understanding of how Hofstede's various cultural dimensions affect customers' engagement and also their emotions. Practitioners will be able to pursue strategies based on the differences among them.

Literature review

AI and the global brands

Today, AI is becoming a fundamental marketing component (Eriksson *et al.,* 2020). It enables professionals to perform their marketing tasks, and feed and provide solutions to different consumers' profiles (Haleem *et al.,* 2022). This incorporation provides marketers with efficient and effective methods for improving consumers' experiences and spurring growth in a fast-growing, cutting-edge marketplace. Black and Esch (2021) suggested that the deployment of AI in marketing activities can be either broad or narrow. The narrow perspective is used to perform tasks that require limited, human-like efficiency or effectiveness, while the broad perspective is used to perform human cognitive tasks that leave consumers in denial that the task was artificially generated (Narain *et al.,* 2019). One such broad-perspective task is the use of AI in advertising campaigns. By creating ad strategies that target appropriate customers, marketers can ensure that they are dealing with the right consumer core groups who are most likely to behave and respond positively to the advertisements (Haleem *et al.,* 2022). This can be achieve by combining AI-based algorithms, and machine learning with data that have been collected through various sources to create content that depicts a highly convincing yet artificial, fake version of reality (Campbell *et al.,* 2021; Hermann, 2023). With this in mind, marketers and advertisers are moving into a more advanced and efficient era where AI is used to generate advertising content which is better suited to individuals' personalised needs (Chintalapati and Pandey, 2022).

This wave of AI-generated ads has also led the global brands to use these techniques to appeal to their consumers rationally or emotionally, and affect positively their customers' attitudes and intentions throughout their buying journey (Campbell *et al.,* 2021). They do this by using synthetic manipulation, where the content, as discussed earlier, is tailored in real-time to suit the needs of the targeted consumers (Campbell *et al.,* 2021). International brands such as Amazon, for example, use AI to recommend products to their customers based on predictions using predictive analysis; IBM uses Watson assistant, a customer service chatbot, to serve customers; Apple uses Siri to help consumers to set alarms and reminders; Tesla uses AI to develop and enhance the software that enable its vehicles to brake, change lanes, and park automatically; the Whole Foods Market uses Amazon's Just-walk-out to track every item that customers either put into or take out of their carts; and Levi Strauss & Co. uses an AI-powered 'Business Optimisation of Shipping and Transport' engine to improve their ability to gauge sales trends and respond swiftly to shifts in consumers' changing demands (McDowell, 2024). According to Mehmood *et al.* (2024), this market will expand from $1,811.8 billion to nearly $15.7 trillion in the next six years, with a 3.5% drive of global GDP.

AI's importance has also caused researchers to focus on examining the effects of AI and its various applications on consumers' attitudes towards a brand, including their related engagement with the brand and purchase intention (Jiménez-Castillo and Sanchez-Fernandez, 2019; Thomas and Fowler, 2021). A few researchers have also suggested that AI plays a central role in developing other aspects of a brand, including consumers' experiences, preferences, interactions, eWOM, value, loyalty, relationships, and evaluation regarding that brand (Roma and Alioni, 2019; Brüns, and Meißner, 2024).

AI-generated ads

The topic of AI-generated ads has received limited attention in the marketing literature (Campbell *et al.,* 2021; Kim *et al.,* 2024). Qin and Jiang (2019) investigated the use and impact of AI in the advertising process, which consists of consumer insight discovery, ad creation, media planning, and ad evaluation. Wang *et al.* (2019) developed an AI system to generate intelligent ads and tested the effect of these intelligent ads. Chen *et al.* (2019) examined how AI enhances programmatic advertising creativity. Deng *et al.* (2019) explored how AI-based advertising systems use hard metrics and macro conversions to generate personalised advertisements. Wang *et al.* (2019) developed an AI system for generating AI-generated ads and tested the resulting advertisements. Campbell *et al.* (2021) and Kietzmann and Pitt (2020) examined consumers' responses to the new types of advertisements that have been unlocked by AI. Other related research has examined the effect of AI's regulatory focus and privacy concerns on consumers' responses to advertisements (Kim *et al.,* 2024).

Despite these studies on AI-generated ad content, the contemporary literature suggests that the main purpose of AI, including AI-generated ad content, is to promote engagement and further enhance customers' emotions (Ahmed *et al.,* 2022; Bazi *et al.,* 2023). AI enables firms to monitor consumers and target them according to their needs and preferences, that are provided by means of big data (Bag *et al.,* 2021). This revolution can impact customers' experiences in the dynamic environment, increase their engagement, and later help them to develop emotions about specific brands (Bazi *et al.,* 2023; Gao *et al.,* 2023). When customers are engaged with a brand's marketing activities, such as AI-ads, their senses are aroused, making them feel emotionally connected to the brand (Ahmed *et al.,* 2022; Tuginay *et al.,* 2022). The limited evidence available on this topic suggests that AI plays a significant role in engaging consumers, with some indication that AI exerts an indirect effect on similar constructs to emotion through customer engagement, such as conversion, value co-creation, behavioural

intention, price premium, visiting frequency, loyalty, word-of-mouth, well-being, etc. (Bag *et al.,* 2021; Chen *et al.,* 2022; Jiang *et al.,* 2022; Gao *et al.,* 2023; Roy *et al.,* 2023).

AI and culture

The literature suggests that cultural factors hugely affect AI's effect on customers' engagement and emotions (Belanche *et al.,* 2020; Chi *et al.,* 2023; Mehmood *et al.,* 2024). Culture is a multifaceted, complex construct (Hofstede, 2007), comprising a system of norms, values, beliefs, and behaviours, which are shared among a group of individuals and that, when taken, together creates a guide to living (Erez and Brink, 2005; Gupta *et al.,* 2022). Hofstede (2011, p. 3) suggested that culture is a collective phenomenon, but that it can be collected into different cultures, within each of which there is a variety of individuals. It provides a basis for interactions and shared understandings among groups, such as tribes, ethnic groups, nations, and organisations (Beugelsijk *et al.,* 2017).

Furthermore, Shin *et al.* (2022) suggested that, although AI is technology-driven, it should be best understood as a cultural artefact. According to them, culture is embedded socially, culturally, and historically, as it is designed, developed, and consumed within a given society, and individuals' perceptions, interpretations, and actions toward AI content is heavily influenced by their cultural context. Hence, firms and researchers should look beyond the traditional technical and business enablers to find cultural enablers (Cadden *et al.,* 2022; Denford *et al.,* 2024). Furthermore, communication is also largely affected by variants related to culture (Noorbehbahani and Salehi, 2021). Consumers from different cultures have distinct perceptions and responses towards brands' communication strategies (Papadopoulos and Koulouglioti, 2018). Specifically, consumers' cultural background influences their engagement and emotions regarding AI and its communication content (Belanche *et al.,* 2020; Mehmood *et al.,* 2024).

Although there is some evidence of that culture affects AI, the earlier studies on this topic are limited and inconclusive (Li *et al.,* 2024). For example, Said *et al.* (2023) examined their proposed model, i.e., the effects of perceived usefulness and perceived ease on re-patronage intention, based on the difference between Asian and other cultures. Papadopoulos and Koulouglioti (2018) explored the influence of different types of cultures on individuals' attitudes towards both humanoid and animal-like robots. Yu and Ngan (2019) examined how consumers from different cultural backgrounds perceive robot and human personnel. The effects of trust and emotions on AI robots based on the high vs. low levels of cultural dimensions have also been examined (Chi *et al.,* 2023). However, there is limited evidence on how AI-generated ads' content affects the engagement and emotions of individuals from different cultures.

To measure the influence of culture, we used Hofstede's model. Although previous studies have suggested that culture is difficult to measure and complex to understand, Hofstede (1980) devised a cultural tool that allows brands to measure culture at a practical level (Cadden *et al.,* 2020, 2022). Hofstede's model remains central to the academic and practical field of international business (Sent and Kroese, 2022). It is used to differentiate each culture's behavioural differences from others, i.e., it distinguishes the members of one human group from another. It contains six dimensions of culture, which were developed from empirical studies across 76 countries. These dimensions are: power distance, uncertainty avoidance, individualism versus collectivism, masculinity versus femininity, a long-term versus a short-term orientation, and indulgence versus restraint. These dimensions are an appropriate lens to employ for this study because they show how culture affects people and their values (Shin *et al.,* 2022).

Despite the importance and widespread acceptance of Hofstede's dimensions, a few researchers have criticised the model (Jones, 2007; Shaiq *et al.,* 2011). For example, they

suggested that the data collected on a single firm could not provide information about the entire culture, as the framework was developed using only firm data (Connell *et al.,* 2023). Further, they also criticised the datedness and validity of the model (Jones, 2007; De Mooij, 2015; Shafiq *et al.,* 2011). Hofstede (2002) suggested that it was significant to understand that was was measured were the differences between cultures, so using one firm avoided the risk of the management policy and practices of various firms influencing behaviours distinctly. He further stated that the data were collected from 400 management trainees from some 30 countries on an international program, unrelated to the firm (Sandoval and Collins, 2016). These trainees were similar in all respects except for their nationality, which made the effect of national differences in their answers more prominent, making this a stable process for measuring or observing cultural differences (Hofstede, 2011). Further, to reduce the criticism regarding the datedness and validity of the model, it should be noted that Hofstede's model is extensively replicated in different contexts, confirming the reliability and validity of the dimensions even following changes like the advancement of new technologies (Imm Ng *et al.,* 2007; Zainuddin *et al.,* 2018). These factors encouraged us to apply Hofstede's model in our study.

Hofstede's dimensions

Power distance

Power distance refers to the extent to which the members of a society accept and anticipate that power is distributed unequally (Hofstede, 2011, p. 9), and is concerned with how a society deals with the inequalities existing within it (Hofstede *et al.,* 2010). Although inequalities exist within all societies, some are more accepting of a hierarchy than others (Lalwani and Forcum, 2016). These equalities and inequalities divide societies into two different types of power distance, i.e., high power distance, which has a greater need for structure, clarity, and unambiguity, and low power distance, which does not use social strata, power, or a hierarchy

to distinguish between individuals (Connell *et al.,* 2023). In the low power society, everyone has a place while, in a high power society, inequality is perceived as acceptable (Gupta *et al.,* 2022).

Compared to low power distance individuals, individuals from high power distance cultures emphasise the details and quality of data rather than relying on information provided to them by others (Lalwani and Forcum 2016; Thompson and Brouthers, 2021). Meanwhile, individuals from low power distance cultures interact with each other, and so jointly form opinions and make decisions about information (Zhang and Begley, 2011).

Individualism versus collectivism

Individualism captures the degree to which individuality prevails in a society (Connell *et al.,* 2023). These individuals are independent in their thinking and prioritise their own interests and needs (Mai *et al.,* 2020). They maintain a loose social structure, characterised by independence, individual rights, and a recognition of and respect for personal achievements (Denford *et al.,* 2024). These individuals have a high level of confidence in their ability to solve problems and a greater certainty that their opinions are correct (Balabanis *et al.,* 2024; Connell *et al.,* 2023). Their ties with other individuals in their society is loose, i.e., everyone is expected to look after him/herself and his/her own immediate family (Hofstede, 2011).

Conversely, collectivist cultures share strong, cohesive, in-group characteristics (Soares *et al.,* 2007). These individuals protect other members of their ingroups and shield them from outsiders (Hofstede, 2011), prioritizing their membership of the group rather than their own goals (Denford *et al.,* 2024). Thus, emphasis is placed on the interests, values, and beliefs of the group rather than those of the individual, making members of collectivist cultures loyal, respectful, and trustworthy to the members of their communities (Connell *et al.,* 2023; Sharma and Singh, 2018).

Earlier findings ((Thompson and Brouthers, 2021) suggest that consumers in individualistic cultures place importance on their own personal experiences and display an interest in information that supports their personal values. On the other hand, collectivistic individuals place more emphasis on receiving information from different sources, including their peers.

Masculinity versus femininity

The masculinity versus femininity dimension compares the assertive versus nurturance version of a culture. These differences emerged from Hofstede's (1980) differences, who suggested that men and women differ in their views; for instance, women make efforts to maintain their interpersonal relationships, help others, and protect the environment, whereas men focus on their careers and financial matters. Similarly, masculine societies prioritize material success, power, achievement, assertiveness, and outperforming their peers whereas, feminine societies focus on caring for others, modesty, and quality of life (Gupta *et al.,* 2022; s). Hofstede (1980) further suggested that countries have different gender roles, according to how masculine or feminine the culture is.

These cultural differences also affect how individuals engage with information (Thompson and Brouthers, 2021; Sharma and Singh, 2018). Earlier studies have revealed that consumers in masculine societies use information to enhance their image and disclose their preferences or opinions (Taylor *et al.,* 2012), while feminine societies use information to keep up to date with events in their community and display empathetic behaviour towards others.

Uncertainty avoidance

Uncertainty avoidance is defined as the extent to which individuals feel threatened by uncertainty and try to reduce it (Hofstede, 2001). It differs from risk avoidance, as uncertainty avoidance is related to a society's tolerance of ambiguity and the degree to which its members feel comfortable in situations that are new, unknown, or different from what they may be used to (Connell *et al.,* 2023). Hofstede (1980) further described it based on high and low uncertainty levels, where cultures that are high in uncertainty avoidance seek to reduce or remove ambiguity, are less accepting of changes, and favour structure and predictability, all of which results in explicit rules of behaviour and strict laws. Their aim is to engage less in variety-seeking behaviour, because they feel threatened by uncertainty (Connell *et al.,* 2023), and instead spend more time searching for information and minimising the possibility of negative situations arising by adhering to strict behavioural codes, laws, and rules (Hofstede, 2011). In contrast, individuals with low uncertainty favour the tolerance of ambiguity, embrace variety and novelty, and require fewer structures (De Mooij and Hofstede, 2010). They are tolerant of different opinions, try to have fewer rules, and prefer empiricist and relativist thinking (Hofstede, 2011). They happily take risks and seek less information on the factors associated with a product or brand.

A long-term versus a short-term orientation

A long-term versus a short-term orientation was first identified in a survey of students located in 23 countries, using a questionnaire designed by Chinese scholars (Hofstede, 2011). This concept is concerned with how future-focused or traditional culture is. A long-term orientation is described as the nurturing of virtues with a view to future rewards, whereas a short-term orientation is defined as the nurturing of virtues related to the past and present (Lam *et al.,* 2009). In other words, a long-term orientation is related to perseverance and thrift and is called the pragmatic cultural dimension, while a short-term orientation is linked to fulfilling short-

term social obligations and is called the normative dimension (Gupta *et al.,* 2022; Sharma and Singh, 2018).

With regards to brand and advertising interaction, a long-term orientation has been found to be associated with a display of patience and tolerance when confronted with brand-related issues (Connell *et al.,* 2023), while consumers with a short-term orientations seek immediate outcomes, benefits, and rewards from their interaction with the brand (Ganesan, 1995). Thus, they do not tolerate brand failure and show their dissatisfaction by leaving negative feedback and word-of-mouth (Connell *et al.,* 2023). Further, individuals with a long-term orientation are likely to engage in deep processing and form a long-term interaction with information, showing patience, tolerance, and acceptance of brand-related issues, while consumers with a short-term orientation are less likely to engage in processing, have a short-term interaction with the information and also fail to display patience, tolerance, and acceptance of brand-related issues (Thompson and Brouthers, 2021).

Indulgence versus restraint

The final cultural dimension is concerned with the extent to which individuals attempt to control their desires or impulses (Connell *et al.,* 2023). It is one of the newest dimensions and covers aspects that are not covered by the other five dimensions (Hofstede, 2011). Under indulgence, individuals place a higher value on happiness and act optimistically, whereas individuals who are restrained demand that the free gratification of desires be curtailed and controlled by strict societal norms (Hofstede, 2011). These individuals feel pessimistic, more guilty, and cynical, fearing losses and the enjoyment of life, which prevents them from seeking out new options (Koc *et al.,* 2017). Individuals from indulgent cultures have been found to spend more, as they justify their purchases on the basis that they gratify their desires rather than their needs (Connell *et al.,* 2023). They do not spend time collecting information but buy

things spontaneously, in an unplanned manner. In contrast, cultures that are low on indulgence and high on restraint oppose the gratification of desires and prefer these instead to be curtailed and regulated by strict societal norms (Hofstede *et al.,* 2010). They feel more pessimistic and guilty, and fear losses, which prevents them from seeking new or alternative options (Connell *et al.,* 2023). They spend time collecting information engaging in serious consideration before buying a product/service (Gupta *et al.,* 2022).

Methodology

A qualitative interpretative approach was utilized in this study. This was considered to be the most appropriate methodology due to the exploratory nature of the study and the scarcity of previous studies on this topic (Creswell, 2009). The sampling method used for this study was purposeful, and the inclusion criterion was that all participants must be members of the generation Z cohort, i.e., over 18 and not under the legal age of consent (Justforkids, 2019), with a good knowledge of the English language. The members of this generation cohort are young adults who were born between 1995 and 2010 (Priporas *et al.,* 2024). This generation was chosen because they are very familiar with AI, use digital technology daily, have a high presence on various digital platforms, are the most tech-savvy consumers, and heavily spend using digital tools (Guo and Luo, 2023). There is over 23% of Gen Z in the world's population, numbering over two billion people (McCrindle, 2024). Their spending power is expected to grow rapidly in the next five years, to $12 trillion, and, by 2034, they are expected to add another $9 trillion to their spending globally (NielsenIQ, 2024). Furthermore, the future belongs to them. According to a recent survey, in 2025, 27% of the workforce globally will belong to this generation. These qualities make them a suitable generation for this study. Theoretically, there is also evidence that potential studies should use Gen Z to explore their attitudes and behaviours towards AI (Priporas *et al.,* 2017; Guo and Luo, 2023).

For the purpose of this study, we collected data from individuals aged over 18 only. There were several reasons why we did not collect data from individuals below the age of 18. First, under 18s are unreliable, immature and less able to understand the world. They lack the verbal and conceptual ability to express their experiences and thus to make decisions (Thomas and O'Kane, 1998). Second, ethical concerns, such as informed consent, confidentiality, data security, research settings, the researcher's role, etc., require the adherence to a distinct, strict protocol (Kirk, 2007). Also, the strict regulations related to 'The Children's Online Privacy Protection Act', 'General Data Protection Regulation', 'Age Appropriate Design Code', etc., create hurdles during the data collection process (Vlajic *et al.,* 2018). Third, under 1s8 have distinct perceptions, characteristics, and cognitive development, making it hard for them to understand reality. The tools used to collect research data are also designed to use with individuals over 18 years of age (Punch, 2002). Next, under 18s' buying decisions are usually taken by their parents or guardians, due to legal age issues (The Drum, 2023). Finally, the parents or guardians of under 18s are also often involved in making life decisions on their behalf, due to their limited mental capacity (Gov.UK, 2023).

Data were collected via open-ended questionnaires using the online asynchronous interview method, in which the respondent does not respond instantaneously (Meho, 2006; Priporas *et al.,* 2020). The primary rationale for employing this technique was the participants' competence and familiarity with the internet and networked digital technologies (Priporas *et al.,* 2024; Pirporas, 2020) as well as the likelihood that they would have restricted time and availability. The questionnaire consisted of two AI-generated advertisements (links were provided) accompanied by eighteen questions, designed to draw information about the participants' personal experiences related to AI generated advertisements. The participants were also asked to answer three demographic questions, which were designed with reference to the earlier literature on Hofstede's cultural dimensions (Connell *et al.,* 2023).

Initially, 47 adult members of Generation Z were approached by individualized email to inform them about the research objectives and invite them to participate in the study. Many of those invited were acquaintances of the researchers, while the rest were identified using the snowball sampling method. Following Meho (2006) and Priporas (2020), the process was initiated by sending a personal email to the participants, expressing our appreciation for their involvement in this study (Meho, 2006). This email explained that there were no right answers, that it would take approximately 45 minutes to complete the survey, and that all of the ethical guidelines would be followed (i.e., participant consent, confidentiality, anonymity). Five days later, we sent a follow-up email to remind them about the research. The initial phase of the research took place in June 2024. Thirty-five individuals agreed to take part, representing a response rate of 75 per cent. Moreover, to extend our study and gain further insights, we approached another 35 individuals, from 30 of whom we received replies, representing a response rate of 86 per cent. The second phase of the research took place in February 2025. Table 1 shows the demographics for the participants.

[Table 1 here]

Once the interviews had been completed, the data were copied into a Word file. Finally, an email was sent to the participants, thanking them for their involvement in the research study (Priporas, 2020). Thematic analysis was performed for data analysis purposes and all six of the steps of thematic analysis suggested by Braun and Clarke (2006) were used to analyse the data: (i) become familiar with the data, (ii) generate initial codes, (iii) search for themes, (iv) review the themes, (v) define and name the themes, and (vi) produce the final report (Hussain *et al.,* 2020; Priporas *et al.,* 2024). The information was divided into categories and themes. Each question was treated as a different category, and the answers of all of the participants were analyzed simultaneously. Thus, any differences and similarities could be identified more accurately. This method also helped us to compare and contrast information and data obtained

from both the primary and secondary sources (Saunders *et al.,* 2009). The final reading of the transcripts produced a set of analytical themes. Table 2 displays the themes and sub-themes chosen for this research.

[Table 2 here]

To promote the study's validity and reliability, various actions were undertaken. First, the questionnaire was evaluated by four specialists (two in international marketing/culture and two in AI), after being informed of our research's aims and objectives, in order to ensure the content validity of the questionnaire (Cohen *et al.,* 2008). Once the questionnaire has been finalized, we conducted a small-scale, asynchronous online pilot study with six participants (from different countries and cultures), to determine any difficulties the questionnaire posed and ensure face validity (Holden, 2010). Once the questionnaire had been finalized, to eliminate researcher bias during the qualitative data collection (Creswell and Miller, 2000), asynchronous online questionnaires were used, where the researcher does not intervene with the participant, and the data used for analysis were exactly what the participants wrote.

Findings

Power distance

The section begins by exploring whether the campaign is self-explanatory and provided detailed information or whether others' views, opinions, experiences, and decisions were needed in order to understand it. Most of the participants confirmed that the ads represented their own respective high or low power society, but a few individuals from both cultures suggested that the AI-generated ads reflected the traits that were directly opposed to their culture. The findings revealed that the participants saw the first AI-generated ad (Coca Cola) as being from a high-power culture and the second (BMW) from a low-power culture. This

suggests that the first AI-generated ad was based on a high-powered distance, and that the campaign was self-explanatory and provided information and meanings, which could be highly beneficial for individuals. The participants suggested that the first ad was authoritative, hierarchical, powerful, innovative, and luxurious. They added that, although the visual aspect was striking and compelling, it was also good to engage with other individuals to deepen their experiences and grasp meanings from others' perspectives, which somewhat contradicts the characteristics of high-power distance.

On the other hand, individuals from low-power distance countries suggested that the ads' artistic nature required viewers to interpret their content by sharing and discussing them with others. They added that the ads relied on storytelling, symbolism, uniqueness, audience interpretation, and a connection between the consumers and the brands. They added that this led to a need to discuss them with others to understand and share the ads' different interpretations, which could be due to the use of AI rather than humans. Participants from countries that lie midway between high- and low-power distance, such as Japan, displayed characteristics of both high and low-power individuals.

> *I believe the Coca-Cola campaign leans towards a low power distance trait. The artistic approach of the "Coca-Cola Masterpiece" ad relies on interpretation, meaning that viewers can benefit from sharing opinions and perspectives. While the visuals are striking, understanding the underlying message or connecting it to personal emotions may require discussion and analysis. In this case, engaging with others helps deepen the experience* (Participant 1: Bangladesh, Female, 25)
>
> *The BMW advertisement, on the other hand, leverages digital influencer culture and an avant-garde approach, requiring audiences to engage with the content beyond just surface-level understanding. These characteristics suggest that the ad is designed to*

encourage interaction, conversation, and the sharing of perspectives (Participant 62: Poland, Male, 25)

Next, the participants were asked if their choice enhanced engagement. Again, a dichotomy emerged. Although most of the participants suggested that their own country's culture enhanced their engagement, a few, as previously, stressed the opposite culture in suggesting engagement. When asked whether a high or low power distance enhanced customer engagement, all of the participants responded in the affirmative. They suggested that the exchange of ideas sparked conversations through the brands, making them feel connected and more engaged. The ads help people to gain a deeper understanding of the products/brands, through the lens of individuals' both personal as well as collective interpretations. However, again, the individuals from high-power countries stressed the engagement based on social interactions and communications, through sharing their opinions and actively participating with others. In addition, the ad enables high-power individuals to avoid wasting time and get straight to the point. The participants suggested that, due to the unique, unclear nature of the ad, they would share, discuss, and even argue about it with others, thus enhancing their engagement level. They added that, coming from high-powered societies, they gave importance to authority and the ad confirmed it.

The individuals from low-power distant countries, however, thought that engagement takes place through the exchange of ideas. This makes the ads more engaging, as it sparks conversation and allows individuals to connect with the content both personally and through collective discussions. They also suggested that the ads has artistic and symbolic meanings, making individuals feel curious to understand and relate the message to themselves.

Absolutely. It sparked conversations, and those interactions made me feel more connected to the brand. The engagement was enhanced because it became a shared experience (Participant 2: Bangladesh, Female, 26)

You actually want to talk about it with others and share different interpretations. It makes you more involved, you know? (Participant 40: Germany, Female, 18)

Finally, in the first section, we asked the participants whether the engagement based on AI campaigns enhanced their emotions. According to the participants, emotions are formed when individuals share their perspectives, thoughts, meanings, and personal experiences with others. This sharing and experiences gained through others made the AI campaign more memorable and gave rise to emotions. These emotions arose from shared contributions, consisting of empathy, self-reflection, self-expressions, ideas, and a shared understanding, in both the low-power and high-power distance countries. The participants also suggested that, in addition to these shared contributions, the ads gave rise to meanings based on their own experiences. Overall, the experience was associated with curiosity, involvement, excitement, and confusion.

However, most of the participants suggested that this was an outcome of a high-power society, as their thoughts were caused by sharing the content and thoughts, which consist of different interpretations, viewpoints, dialogues, interactions, and perspectives. The participants also suggested that these campaigns evoke a sense of confidence, clarity, memorable experiences, admiration, attachment, participation, connection, trust, curiosity, future-orientation and community, enhancing individuals' emotional responses and making them feel secure about the brands. These campaigns are also described as more effective compared to relying solely on authoritative messaging. Finally, they added that, as high-power distance societies are associated with authoritative, hierarchical, respectful, successful, achieving, admiring, and aspiring attributes, the ad confirmed these attributes, too.

Yes, the emotions I experience are based on the sense of clarity and trust that the campaign provides. The authoritative delivery makes me feel secure in my emotional response to the brand (Participant 9: China, Male, 23)

The BMW ad creates a different kind of emotion because it makes people feel curious or even a bit futuristic (Participant 46: Poland, Male, 22)

Individualistic and collectivistic

The first part of this section focuses on whether the campaign adds to the brand offerings individualistically or collectively. Most of the participants confirmed that the ads represented their own respective individualistic or collectivistic culture. However, a few individuals from both individualistic and collectivistic societies suggested that the AI-generated ads were relevant to traits that were the opposite to their own cultural traits. In particular, the findings revealed that the participants saw the first AI-generated ad (Coca Cola) as coming from an individualistic culture and the second (BMW) as coming from a collectivistic culture. Further, the findings suggested that the first AI-generated ad created an individual emotional connection rather than building a sense of collective or group belonging. It focuses on personal and unique pleasure, personal interpretation, individual enjoyment, self-expression, creativity, uniqueness, experiences, perceptions, achievements, recognition, and satisfaction. It enhances artistic inspiration, self-expressions, creativity, and interactivity, and stresses how the product fits the individual.

The second AI-generated ad was said to be a good representation of a collectivist society and a community. The second ad represented family, society, group-oriented values, collective thinking, collectivist feedback, cultural trends, partnerships, shared experiences, shared emotions, shared cultural values, community values and engagement, a sense of belonging, and group identity. It is part of a larger community of users who share common values, such as sustainability and innovation. These inputs came from different sources, such as customers, employees, and the wider society. Hence, brands should consider these qualities

in order to engage consumers and build the brand image. It was also recognised that ads should be similar to the culture.

> *Coming from Bulgaria, where we still maintain strong collectivistic values from our past, I notice these campaigns actually blend both individual and collective elements, but lean more toward collectivistic traits. The BMW advertisement especially resonates with our cultural preference for shared experiences and community values* (Participant 54: Bulgaria, Female, 25)
>
> *The campaign exhibits collectivistic traits because it enhances shared cultural values and a sense of belonging rather than focusing solely on personal gain. The messages resonate with broader social themes, such as community engagement, shared emotions, and group identity, rather than just individual success* (Participant 59: Morocco, Male, 25)

Next, the participants were asked if their choice enhanced engagement. Again, a dichotomy emerged. Although most of the participants suggested that their own country's culture enhanced their engagement, a few, as previously, mentioned the opposite culture in suggesting engagement. Moreover, they described the AI-generated ads differently. They described the first campaign as individualistic, and as failing to create a sense of collective or group belonging. They stated that the first AI-generated ad spoke directly to them and enhanced their personal needs, desires, feelings, preferences, goals, autonomy, values, personal aspirations, judgements, self-expression, uniqueness, and connections, resulting in immersive, emotional experiences that led to their engagement.

The second AI-generated ad was of a collectivist nature. The participants, especially those from a collectivist culture, suggested that the AI-generated ad resonated with the social values of their group or gave them a sense of belonging, based on beliefs, feelings, shared goals, shared experiences, community values, identity, support, care for the group, and a sense

of loyalty. These properties also helped the consumers to discuss the campaign with others, and made the ad feel innovative and exclusive.

Finally, they also suggested that the ads should make a connection and make them think; otherwise, any ad, whatever its nature, will prove ineffective.

> *Yeah, I think the individualistic approach really helps with engagement because, when something feels like it's speaking directly to you as an individual, you're way more likely to pay attention and connect with it* (Participant 41: United States, Male, 23)
>
> *The BMW ad does the same by making people think about how technology and AI fit with the society, which leads to comments and discussions online* (Participant 47: Poland, Female, 23)

Finally, in this section, we asked the participants if the engagement helped them to feel emotions, based on their cultural background, and they replied in the affirmative. However, again, there was a dichotomy in their answers. They suggested that the first AI-generated ad resonated very well with their personal identity and choices. Further, it created various emotions, such as nostalgia, inspiration, joy, curiosity, desire, experience, connection, personal context, individuality, self-expression, self-fulfillment, ambition, satisfaction, identification, and recognition. They also stated that, at times, it created a sense of isolation.

It was suggested that the second AI-generated ad created feelings, such as a sense of belongingness, relationship, friendship, warmth, happiness, togetherness, connection, unity, pride, shared enjoyment and goals, shared experiences, community, curiosity, excitement, nostalgia, unity, and loyalty. They also suggested that the collectivistic AI campaign would help to form feelings among their close family and other community members. It also made them think that the campaign was futuristic and high-tech. Both campaigns helped them to form a connection with the brands and invest in them. It is necessary to address the role of these cultural values in the formation of the participants' attachment and associations.

> *Yes, it creates emotions of togetherness and unity. The campaign makes me feel like I'm part of something larger, evoking a sense of community pride and shared enjoyment* (Participant 6: UK, Female, 23)
>
> *Individualistic campaigns often resonate deeply with people because they relate to personal experiences and emotions. In the case of the Coca-Cola ad, the creative and inspiring visuals evoke feelings of nostalgia, curiosity, or even inspiration, depending on the viewer's personal contex*t (Participant 10: France, Female, 24)

Masculinity and Femininity

Next, we asked questions about Hofstede's third cultural dimension, i.e., masculinity and femininity. We initially asked which campaign most closely reflects their own culture. It was found that participants found the cultural dimension important, based on their Hofstede scores. They further divided the two AI-generated ad campaigns into masculinity and femininity, and suggested that the first (Coca-Cola) leaned more towards femininity. They stated that a feminine society focused more on connection, empathy, caring, kindness, emotion, the quality and enjoyment of life, softness, creativity, connection, appreciation, bold, and a competitive brand image rather than worldly success based on personal achievements, competition, assertive behaviour, and a powerful image.

Meanwhile, the participants from the masculine societies with higher Hofstede scores selected the second campaign (BMW), linking it to material success, status, advancement, being first, ambition, achievements, iconic, elite, leadership, wealth, success, innovation, sleek, high-tech design, technological advancements, and prestige. Moreover, it also has traits such as futuristic, exclusive, competitive, iconic, new, best, and masterpiece, with virtually no reference to emotions or care.

I believe the BMW campaign strongly emphasizes the brand's achievements, success, and material possessions. The focus is on the luxury of the car, its technological advancements, and the prestige that comes with owning a BMW, which aligns with masculine traits like ambition and personal success (Participant 12: UK, Female, 22)

It's all about having the newest and best technology, which is a masculine trait because it focuses on ambition and competition. It's all about being iconic and standing out. By showing famous masterpieces in their ad, they're kinda saying that the brand is also a "masterpiece" brand, putting it at a higher status than others (Participant 47: Poland, Female, 23)

BMW is obviously a luxury brand, and the ad focuses on futuristic technology, exclusivity, and being innovative. It's not about emotions or care (Participant 55: Italy, Male, 18)

Next, we asked whether the brand campaigns enhance engagement. As previously, the participants' answers aligned with their culture, and the campaigns were divided into two groups. They associated the first AI-generated ad with femininity and the second with masculinity. Further, they suggested that both AI-generated ads enhanced their engagement with the brand. However, they suggested that the femininity-related AI campaign (Coca-Cola), was based on empathetic behaviour, societal issues, emotional resonance and compelling, feelings, a humanistic nature, care, warmth, kindness, understanding, gentleness, reality, relatable, approachable, friendly, connection, aspirational, genuine, inclusive, shared understanding, compassion, socially-responsible, community support, a positive mood, experience, legendary, artistic, and emotional bonds, which is different from the masculine nature of the brand, i.e., status, power, and material gain.

The masculine campaign was suggested as representing aspiration, material success, status, competitiveness, ambition, excellence, futuristic, prestige, and worth striving for. It looked risky and forced the viewer to stop and pay attention.

> *Instead, a feminine brand is trying to create this positive mood and experience that people can relate to, even if they can't afford the product* (Participant 42: France, Female, 22)
>
> *Honestly, yes. I think the high uncertainty in the second ad makes it more engaging. It makes you stop and pay attention because it's so different* (Participant 60: Romania, Female, 22)

Finally, we asked the participants if their engagement enhanced their emotions based on their chosen AI-generated ad and culture. The participants confirmed that their engagement enhanced emotions and their suggestion was in line with their culture. The feminine culture suggested that the visual and artistic process naturally evoked emotions such as comfort, nostalgia, happiness, joy, pride, calm, relaxation, feelings, empathy, compassion, a sense of belonging, warmth, affection, connection, trust, solidarity, attachment, heartfelt, and sincere, resulting in consumers feeling closer to the brand, interacting with it, and making the connection meaningful, long-lasting, and emotional. They further suggested that, when the AI-generated ads were not based on femininity, they looked more like a business only, rather than a good brand.

When the brand was based on masculine traits, meanwhile, the participants suggested that it caused emotions such as personal achievement, ambition, aspiration, success, motivation, excitement, futuristic, a sense of connection, a competitive spirit, and luxury, resulting in them investing in and liking the brand. The first set of the answers was based on Coca-Cola, while the second set on the BMW brand, each reflecting the culture differently.

> *Yes, because brands that portray masculine traits evoke emotions like motivation, excitement, and aspiration* (Participant 37: France, Male, 22)
>
> *Yes, masculinity-oriented marketing creates emotions by tapping into feelings of ambition, excitement, and admiration. Consumers who see themselves as ambitious or successful feel a strong connection to brands, resulting in investing and liking the brand* (Participant 63: Poland, Female, 24)

High and low uncertainty

Next, we asked the participants about the campaign and its uncertainty level. We found that individuals gave importance to their cultural scores and associated each AI-generated ads with either high and low uncertainty. For example, they associated Coca-Cola with low uncertainty, while BMW with high uncertainty. The participants from high uncertainty countries suggested that they felt comfortable with uncertainty and found the AI-generated ads interesting. They suggested that the use of a virtual or influencer character and experimental storytelling ads was based on risk, pushed boundaries, embraced change and new possibilities, wanted people to step out and try something new and different, and did not stick to the conventional path. Furthermore, they found the high-uncertainty brand bold, innovative, unconventional, and fascinating.

On the other hand, the Coca-Cola AI-generated ad was considered to have low uncertainty by those from low-uncertainty cultures, and was suggested to be risk-averse. The participants suggested that the campaign, based on its wild artistic nature, emphasised traditional values, familiar imagery, traditional brand values, less risk, no sense of unpredictability, nothing controversial, no pushing of boundaries, comfort, and security, which kept consumers focused on maintaining a reliable, risk-free image.

The second, (characteristic of high uncertainty) as it encourages risk-taking to test their product. The campaign tries to convince the audience to make the decision to choose their product by purchasing it (Participant 21: Cyprus, Male, 21)

The BMW ad with the AI influencer, push boundaries we're not used to. The use of virtual characters and experimental storytelling techniques represents a significant departure from traditional advertising methods that we're accustomed to in our market (Participant 56: Algeria, Male, 23)

Next, we asked whether the AI-generated ads helped to increase their engagement. Participants from both sides of the spectrum confirmed that this was the case. Starting with the high-uncertainty AI-generated ads, the participants suggested that their engagement caused them to feel excitement, intrigue, anticipation, motivation, curiosity, attentiveness, discursiveness, and a sense of participation. Further, the participants also suggested that, due to this engagement, they wanted to explore the brand further, follow the brand closely, including its next step, share their opinions, seek more information, and pay more attention. They considered the brand with the high-uncertainty AI-generated ad to be bold, daring, noticeable, memorable, and understandable. These attributes of high-uncertainty are only possible when an ad is neither simple nor predictable; otherwise, individuals will not pay attention to it or ad will not blend in properly.

On the other hand, low-uncertainty AI-generated ads also helped the participants to engage with the brand. They suggested that the consistent, familiar brand ad made them feel comfortable, safe, reliable, predictable, and willing to engage further. They suggested that a low-uncertainty brand was cool and a reason to communicate with others.

Yes, because the low-risk approach makes me feel more secure in choosing the brand. I'm more likely to engage with a product that feels safe and predictable, as I know exactly what to expect from it (Participant 12: UK, Female, 22)

I think the high uncertainty approach makes things way more interesting. Like, when you see something unexpected or different, you're more likely to pay attention and maybe even watch it again to figure out what's going on (Participant 43: Spain, Male, 20)

Finally, we asked whether the engagement with the brand caused emotions. The participants agreed that this was so in both the high vs low uncertainty scenarios and, as noted above, each uncertainty culture was related to each AI ad. Individuals from a high-uncertainty culture suggested that the second ad pushed the boundaries and caused emotions, leading to them feeling excited, fascinated, intrigued, futuristic, mysterious, curious, inspired, impactful, thrilled, nervous, and anticipative. They also suggested that they would like to see if the ad would be successful and what the brand's next step would be. This unpredictability keeps the audience on edge, which can lead to a more intense emotional response, inspiration, expectation and adventures. Individuals from low uncertainty cultures suggested that the AI-generated ad gave them a sense of trust, reliability, reassurance, security, comfort, peace, and nostalgia. It also made them to stick with a brand that had proven itself over time, without any fear of surprises.

Yes, a mix of excitement and curiosity. It made me feel like BMW is a brand that's pushing boundaries, which resonated with me emotionally (Participant 1: Bangladesh, Female, 25)

Indeed, a high level of uncertainty involvement produces sentiments of excitement and curiosity, which lead to feelings of expectation and adventure that strengthen the bond with the company (Participant 21: Cyprus, Male, 24)

Long-term and Short-term Orientations

Next, we asked about the long-term vs short-term orientations. First, we enquired whether the AI-generated ads made the participants focus on a long-term or a short-term orientation. Again, the participants defined each AI-generated ad as having either a long-term or short-term orientation. However, individuals from each culture gave importance to both types of orientation. They suggested that the first AI-generated ad was related to a long-term orientation. They indicated that the brand connected with audiences through timeless, artistic storytelling, patience, perseverance, tolerance, artistic, cultural, enjoyment, trust, reliability, commitment, values, loyalty, fun, excitement, and a family orientation. Further, they suggested that the brand emphasised long-term relationships and loyalty rather than immediate gratification. A long-term orientation is built over time, conveys a sense of continuity, has a timeless nature, and creates a lasting impression and relationship. A long-term orientation has a lasting presence in individuals' lives. This sort of ad does not push consumers to make an instant purchase.

In contrast, the second AI-generated ad was said to have a short-term orientation. It highlighted the immediate, quick benefits, short-term excitement, enjoyment, satisfaction, gratification, hype, futuristic, and immediate results. It did not reflect a long-term plan, benefits, relationship, and loyalty, and made individuals feel that they were free and acting bravely. However, both ads use striking visuals and high-energy messaging to create an instant emotional response.

> *The BMW campaign focuses on short-term satisfaction. The emphasis is on the immediate thrill and the cutting-edge technology of the car, making it feel like a brand that's all about enjoying the moment rather than fostering long-term loyalty* (Participant 18: Saudi Arabia, Female, 25)
>
> *Coming from Canada, where we value traditions and long-term thinking, I see these campaigns as more short-term oriented. This is interesting because it's different from*

*our cultural values. The ads focus on the immediate impact rather than building lasting relationships, which is quite different from how we usually approach things (*Participant 61: Canada, Male, 19)

Furthermore, we asked whether cultural values enhanced individuals' engagement. We found that both a long-term and a short-term orientation increased engagement. Although, the participants commented that each AI-generated ad represented a specific cultural value, they failed to specify what these were. First, as noted above, the first AI-generated ad was associated with a long-term orientation. The participants indicated that a long-term orientation is linked to deeper engagement, enhanced loyalty, brand legacy, relationships, continuity, fun, values, reliability, trust, commitment, consistency, patience, tolerance, safety, durability, connection, and attention. Further, they suggested that long-term orientation brands considered more than immediate sales, and focused on long-lasting connections and investments. These participants actively suggested engaging in brand communities and becoming brand advocates.

Further, the second AI-generated ad was said to be linked to a short-term orientation and immediate gratification. It was suggested that it made people act quickly and was defined as fresh. The emphasis of a short-term orientation was said to be on instant, immediate, and urgent benefits, rewards, results, values, enjoyment, curiosity, and excitement, making people act fast and engage quickly rather than wait for future benefits. This sort of ad was also defined as fresh, modern, and trendy.

Yes, this short-term focus on immediate gratification keeps me engaged because it makes the brand feel exciting and relevant in the here and now. The emphasis on instant results and enjoyment grabs my attention (Participant 6: UK, Female, 23)

Yes, this short-term orientation actually helps with engagement because it creates a sense of urgency and immediacy that cuts through our usual measured approach (Participant 57: India, Female, 25)

Finally, we asked for the participants' views on how their engagement affected their emotions, based on their AI-generated ad and cultural values. The findings confirmed that the participants gave each AI-generated ad a specific cultural value. However, their defined cultural values were not parallel to the AI-generated ad. They once again confirmed that the first AI-generated ad was based on a long-term orientation, and indicated that it built emotions such as nostalgia, respect, security, care, trust, loyalty, value, stability, consistency, longitude, a sense of belonging, excitement, happiness, and attachment. Further, the campaign enhanced the participants' patience and appreciation. It helped to create enduring qualities towards the brand, which helped them to form a strong emotional bond and fulfilled the participants' long-term needs. It made the participants feel that they had a genuine, deep, friendly relationship with the brand.

In contrast, the second AI-generated ad was associated with a short-term orientation. It built emotions such as excitement, curiosity, surprise, urgency, futuristic, cool, and novelty, which made the individuals feel enthusiastic, want to experience the brand immediately, and make a quick, impuse purchase.

> *A long-term approach builds emotions such as loyalty, respect, and nostalgia. Viewers appreciate the stability and consistency of the brand, and this appreciation fosters a strong emotional connection* (Participant 10: France, Female, 24)
>
> *The long-term approach makes the emotional connection feel more genuine and deeper? It's like making a friend versus just having a quick chat with someone* (Participant 45: UK, Female, 19)

Indulgence and Restrained

Next, we asked about indulgence versus restraint. The first set of questions explored the indulgence versus restrained cultural nature of the AI-generated ads. Although the

participants confirmed that each AI-generated ad has a specific cultural dimension, their replies did not match their actual cultures. They classified the first AI-generated ads as indulgence, and the second one as restraint. They suggested that the first AI-generated ad had a timeless, artistic storytelling feel. It portrayed an indulgent nature and caused emotions such as, joy, excitement, creativity, happiness, satisfaction, pleasure, engagement, attraction, appeal, cool, futuristic, desires, and driven by means of the visual appeal of the ad. It was said to be based on an impulsive nature, making people live in the moment, enjoy life, and buy the brand fast, without considering it at length. It also encourages unplanned brand loyalty by means of the brand's time-limited deals and captivating promotion.

In comparison, the second AI-generated ad was said to have a restrained nature. It focuses on high-quality technology, long-term values and benefits, thoughtful consideration, and premium status, appealing to those who prioritise practicality and value. It makes consumers think logically and carefully before making a significant investment.

> *The BMW campaign leans more toward restraint, encouraging consumers to think logically and carefully before making a purchase. It emphasizes long-term benefits and thoughtful consideration, appealing to those who prioritize practicality and value* (Participant 39: Iran, Female, 25)
>
> *In Romania, we're traditionally quite restrained due to our history and economic situation, but the first ad is promoting indulgence. It's interesting because it's almost challenging our cultural norm* (Participant 60: Romania, Female, 22)

Next, we asked the participants about how the AI-generated ads' characteristics, i.e., indulgence versus restraint, affected their engagement. We found that both AI-generated ads enhanced engagement. However, the effect of the participants' own culture on the culture of the AI-generated ads was mixed. The first AI-generated ad, based on indulgence, heightened their engagement by enhancing the participants' desire for immediate gratification, creating a

sense that the product was irresistible and drawing their attention to it. They suggested that the AI-generated ads were fun, exciting, attractive, fresh, happy, entertaining, emotions, and desires, enabling them to live freely, make spontaneous choices, enjoy life and small pleasures, reward themselves, interact, share, and respond impulsively, and remain connected with the ad and brand. This immediate gratification can also lead to higher click-through rates, increase interaction, and enhance involvement in promotional activities, including sharing the information on AI-generated ads with friends and families and encouraging them to share the products. Further, the participants suggested that the visuals played a significant role in attracting their attention and encouraged them to interact with the brand, without overthinking their purchase.

In comparison, the second AI-generated ad, based on restraint, also enhanced engagement and made individuals think about the long-term benefits and quality of the product/brand. The decision to buy this sort of brand is based on rational decision-making and weighing up the options carefully, enhancing the connection with the brand and ensuring that it will continue into the future. Like indulgence, consumers will also share the content with their friends and family members.

> *Yes, by generating a sense of urgency and excitement, the indulgence strategy improves engagement. People are prompted to act swiftly by emotional appeals and temporary promotions, which promote the social sharing of experiences* (Participant 24: Iran, Male, 23)
>
> *I think the indulgence approach is super engaging because it taps into our emotions and desires rather than our logical side. When you see something that makes you feel good or looks amazing, you're more likely to watch it, share it, or interact with it* (Participant 45: United Kingdom, Female, 19)

When ads tap into that indulgent side of us, it's way more engaging. It's like... they're speaking to the part of our brain that just wants to have fun and enjoy life (Participant 51: Bulgaria, Male, 20)

Finally, we asked whether the engagement built on AI-generated ads enhanced the participants' emotions. We found assertive replies based on both cultural values. However, the culture of the AI-generated ads was not found to parallel the culture of the participants; i.e., mixed answers were provided. Starting with the first AI-generated ad, the participants stated that indulgence triggered emotions such as excitement, joy, happiness, fun, pleasure, contentment, light-heartedness, aspirational, energising, creativity, enjoyment, desire, spontaneity, nostalgia, satisfaction, thinking, and anticipation, through the visuals and storytelling presented in the ad. These emotions make individuals feel positive about the product/brand, enhance their perception of the brand, make them crave instant gratification, create a bond between consumers and the brand, increase their chance of remembering the product/brand in a positive light, and make them want to invest in the brand. This involves impulsive buying and requires limited thinking. In contrast, restrained creates feelings of trust, confidence, security, and reassurance. This helps individuals to reinforce their emotional connections with the brand instantly, choose a reliable, worthwhile product, focus on rational decision-making, and gain a sense of being powerful and futuristic.

Indulgence triggers emotions such as excitement, joy, and satisfaction. The instant emotional connection fostered by the ad's visuals and storytelling leaves viewers feeling happy and content, which can positively influence their perception of the brand (Participant 10: France, Female, 24)

BMW makes people feel powerful and futuristic. Since emotions are stronger than logic when it comes to ads, these types of commercials are really effective because they make

people connect with the brand in a fun, instant way (Participant 48: Canada, Female, 23)

Discussion

First and foremost, we examined the effects of power distance on the AI ads. The findings suggested that individuals from high-power distance countries found the ads self-explanatory, authoritative, powerful, hierarchical, innovative, luxury, striking, compelling, and informative, while those from low-power distance countries suggested that the AI-generated ads' content was artistic, symbolic, storytelling, unique, curious, and formed through sharing, interpreting, discussing, relating, and understanding the ad to work out its meaning. Although a few of these findings are aligned with those of previous researchers (Hofstede *et al.,* 2020; Chi *et al.,* 2023), most of them were not found in the previous literature. Further, the participants were also asked if power distance enhanced their engagement and, further, their emotions. This was answered in the affirmative, and a few similar and different traits were found, with again limited evidence of certain aspects in the previous literature (Connell *et al.,* 2023).

Next, we examined the effects of the second cultural dimension, i.e., individualistic vs collectivistic. Again, we found similar results; i.e., the participants gave equal importance to both traits, despite their different cultural traits. We found that individuals denoted each cultural dimension to each brand featured in the AI-generated ads, with each representing the traits of a given culture, such that the first brand represented the individual cultural trait and portrayed personal pleasure, personal and unique interpretation, individual enjoyment, individual emotional connection, perceptions, experiences, achievements, recognition, satisfaction, isolation, artistic inspiration, creative, interactive, and fitting with the individual, while the second suggested that the culture was based on family, society, and group-oriented values, collective thinking, collectivist feedback, cultural trends, partnership, shared experiences,

shared emotions, shared cultural values, community values and engagement, a sense of belonging, and group identity. There is limited evidence of these findings in the earlier literature (i.e., Hofstede *et al.,* 2020). Further, the participants were asked about the effect of AI-generated ads on their engagement and emotions. A dichotomy emerged, as a few individuals gave importance to the opposite cultural dimension to the AI-generated ads, based on the aforementioned effects, making these findings novel in the current literature.

Thirdly, we examined the effect of masculinity and femininity on individuals' preferences related to AI-generated ads and found that, compared to the previous dimensions, this had a similar impact of individuals' traits on AI-generated ads traits. These findings are similar to some of the earlier studies, which have identified distinct cultures with distinct traits (Connell *et al.,* 2023). In line with the previous results, we also found that individuals refer to each brand as having a specific cultural trait. The participants stated that feminine cultures consists of the following attributes: connection, empathy, caring, kindness, emotional, quality and enjoyment of life, softness, creativity, connection, creativity, appreciation, bold, and competitive brand image, while masculine brands are associated with: material success, status, ambition, achievements, leadership, wealth, success, innovation, sleek, high-tech design, technological advancements, prestige, competitive, iconic, new, best, masterpiece, being first, futuristic, exclusive, competitive, iconic, and elite. A few of these attributes were discussed in earlier studies (Hofstede, 1980). Further, we also examined whether AI-generated ads with distinct cultural values affected the participants' engagement and emotions. The findings confirmed this (Hollebeek, 2011; Connell *et al.,* 2023) and also suggested that individuals gave importance to similar cultural dimensions to the AI-generated ad, making it a novel finding.

Fourth, the effects of high and low uncertainty on individuals' preferences in relation to AI-generated ads were also examined. It was found that individuals paid attention to the AI-generated ads which reflected their own traits (De Mooij and Hofstede, 2010; Hofstede *et al.,*

2020). Further, our findings suggest that individuals associated each brand with a specific trait. They suggested that high uncertainty was based on taking risks, pushing boundaries, embracing change, new possibilities, people stepping out, trying something new, trying something different, not sticking to the conventional paths, innovative, curious, bold, and unconventional, while low uncertainty was based on risk-averse, traditional values, familiar imagery, reinforcing the traditional brand values, less risk, unpredictability, nothing controversial, doesn't push boundaries, comfort, and secure. A few of these findings are parallel to those of previous researchers (Hofstede, 1980; De Mooij and Hofstede, 2010), and also confirm that the AI-generated ads affected the participants' engagement and emotions (Hollebeek, 2011).

Next, we examined the effects of a long-term and a short-term culture on individuals' preferences with regard to AI-generated ads. It was found that individuals denoted each AI-generated ad by a separate cultural dimension. Furthermore, despite their specific cultural traits, they gave equal importance to the AI-generated ads' both long-term and short-term traits, in contrast to the findings of earlier studies (Hwang *et al.,* 2013; Hofstede *et al.,* 2020). They defined a long-term orientation as being based on timeless, artistic storytelling, patience, perseverance, tolerance, artistic, cultural, enjoyment, trust, reliability, commitment, values, loyalty, family orientation, fun, excitement, and no instant purchase attributes, while a short-term orientation was defined as being based on excitement, enjoyment, satisfaction, gratification, immediate benefits/results, hype, and futuristic attributes (Hofstede *et al.,* 2010; Connell *et al.,* 2023). Moreover, the effects of AI on engagement and emotions were also confirmed (Hollebeek, 2011).

Finally, we asked about indulgence and restraint and how these dimensions affected individuals' preferences in relation to AI-generated ads. The results suggested that, again, the participants categorised the AI-generated ads and related brands based on individual cultural dimensions. However, their responses about the AI-generated ads did not match their cultural

traits. Again, this contrasts with the findings of earlier studies (Hofstede *et al.,* 2010; Hofstede et al., 2010). Furthermore, the participants defined indulgence based on emotions, joy, creativity, excitement, happiness, satisfaction, pleasure, engagement, attraction, appeal, cool, desire, impulsive nature, making people live in the moment, enjoy life, buy products/brands fast, limited thinking, unplanned brand loyalty, brands' time-limited deals, and captivating promotions, while restraint was linked to high-quality technology, long-term values and benefits, thoughtful consideration, premium status, practicality, value, logical thinking, and significant investment (Koc et al, 2017). Finally, we examine the effects of the AI-generated ads' dimensions on engagement and emotions. Our results confirmed these effects, in line with the findings of previous researchers (Gupta *et al.,* 2022, Chi *et al.,* 2023). A dichotomy also emerged, as a few individuals gave importance to the opposite cultural dimension to AI-generated ads in defining the above effects, making these findings novel in the current literature.

Theoretical implications

This study has helped to fill several theoretical gaps in the literature. First, previous researchers had only examined the effect of AI on customer engagement (Perez-Vega *et al.,* 2021; Gao *et al.,* 2023), and there was limited evidence on the effect of AI-generated ads' content on customer engagement. Considering AI-generated ads, as a slightly narrower form of AI, helped us to understand these phenomena in detail and provided richer explanations.

Second, we examined the indirect effect of AI-generated ads on emotions through customer engagement. Although it has been suggested that AI affects engagement and emotions indirectly (Bazi *et al.,* 2023), little is known about this. Again, the detailed information helps us to understand how AI-generated ads can promote engagement and so, indirectly, emotions, especially since there are different types of AI (Martinez, 2018).

Next, although there is some evidence related to the effects of AI on engagement based on cultural dimensions (Connell *et al.,* 2023), the effect of AI-generated ads on customer engagement and emotions based on cultural dimensions has not been explored previously. This study aims to help to fill this gap, especially in relation to how different cultures see AI-generated ads and how they affect their engagement and later their emotions.

Further, we collected qualitative data from different countries and considered all six of Hofstede's dimensions. Finally, the majority of the previous researchers examined these effects based on the quantitative method (Gao *et al.,* 2023; Mehmood *et al.,* 2024), so this is one of the first studies to examine these effects based on the qualitative method. A qualitative study has helped to clarify the phenomena from the participants' perspectives, providing rich, detailed information, which would have been impossible to collect using a quantitative method (Priporas *et al.,* 2024).

Managerial implications

These findings will help managers in different ways. First and foremost, managers will be able to understand how different cultural dimensions influence the effect of AI-generated ads on customer engagement, and also how different cultural dimensions change the effect of AI-generated ads in different ways. For example, individuals from high power distance, low power distance, individualist, collectivist, long-term orientation, short-term orientation, indulgence, and restrained backgrounds gave equal importance to ads with different cultural traits, while individuals from masculinity, femininity, high-uncertainty, and low-uncertainty backgrounds gave greater importance to AI-generated ads that shared similar cultural traits with them. These findings will help managers and practitioners to employ strategies that suit the specific needs of the market, such as employing similar AI-generated ad traits in the case of masculinity,

femininity, high-uncertainty, and low-uncertainty cultures. This will help them to target consumers successfully and launch a campaign that is tailored to their needs and wants.

Similarly, managers and practitioners will be able to enhance consumers' emotions by using AI-generated ads that are similar to masculinity, femininity, high-uncertainty, and low-uncertainty cultures. In the case of the other dimensions, practitioners can either change or keep the AI-generated ads, to suit their firms' strategies. Further, in light of the significant role of AI-generated ads on engagement and, further, emotions that this study highlighted, practitioners will also be able to understand the role of cultural dimensions in producing the desired results. For example, for the dimensions of masculinity, femininity, high-uncertainty, and low-uncertainty, emotions through engagement will only be generated when AI-generated ads share similar traits to the given dimensions. Otherwise, engagement will be unable to produce emotions through AI-generated ads.

Next, these findings also help to clarify the overall phenomena from Generation Z's perspective and how they behave in different cultures. This will help practitioners to design appropriate strategies for Generation Z consumers, from whom the firms' future profits will arise.

Finally, these findings will also help managers and practitioners to move into new, similar markets; i.e., markets where consumers share similar cultural traits. These findings will open up fresh possibilities and allow managers to expand their firms' scope freely. Based on similar market traits, practitioners will be able to understand the consumers' needs, save their resources including time and money, and apply marketing strategies, specifically promotional techniques, by means of AI-generated ads. These findings will be beneficial for consumers, but also for firms.

Limitations and future research

This study suffers from a few limitations, too. First, we collected the data using a non-probability purposive sampling technique, which does not produce a true representation of the overall population. This limitation could be minimised by collecting highly representative data, based on probability sampling. Second, we only conducted 65 interviews with participants from a limited number of countries. This limitation could be minimised by collecting data from more participants and other countries in addition to those listed in Table 1. Furthermore, we collected the data from Generation Z, so a future study could collect data from other generations, too. It would be beneficial to undertake a comparative analysis of the different generations and find which generation is most deeply affected by the phenomenon under study. Next, we collected data from only one city; i.e., London, so future research could collect data from other cities as well as other countries. Finally, we collected data using the qualitative method. To enhance the generalisability of our findings, a future study might be conducted based on the quantitative method.

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Table 1. Participants' demographics

Participant Number	Country	Gender	Age (Years)
Participant 1	Bangladesh	Male	25
Participant 2	Bangladesh	Female	28
Participant 3	Pakistan	Male	21
Participant 4	India	Female	24
Participant 5	India	Male	24
Participant 6	UK	Female	23
Participant 7	China	Female	21
Participant 8	UK	Male	24
Participant 9	China	Male	23
Participant 10	France	Female	24
Participant 11	Romania	Female	24
Participant 12	UK	Female	22
Participant 13	Pakistan	Male	23
Participant 14	Japan	Male	21
Participant 15	Sri Lanka	Female	22
Participant 16	Bangladesh	Male	25
Participant 17	Iran	Male	25
Participant 18	Saudi Arabia	Female	25
Participant 19	Thailand	Male	25
Participant 20	Mauritius	Male	25
Participant 21	Cyprus	Male	24
Participant 22	Saudi Arabia	Male	23
Participant 23	Qatar	Female	23
Participant 24	Iran	Male	23
Participant 25	Germany	Female	22
Participant 26	Greece	Male	27
Participant 27	UK	Male	28
Participant 28	Greece	Female	24
Participant 29	USA	Female	26

Participant 30	USA	Female	28
Participant 31	UK	Male	24
Participant 32	UK	Male	23
Participant 33	USA	Male	28
Participant 34	Greece	Female	22
Participant 35	China	Female	24
Participant 36	UK	Female	21
Participant 37	France	Male	22
Participant 38	Sri Lanka	Female	23
Participant 39	UK	Female	19
Participant 40	Germany	Female	18
Participant 41	US	Male	23
Participant 42	France	Female	21
Participant 43	Spain	Male	20
Participant 44	Russia	Male	18
Participant 45	UK	Female	19
Participant 46	Poland	Male	22
Participant 47	Poland	Female	23
Participant 48	Canada	Female	25
Participant 49	Bulgaria	Male	23
Participant 50	Bulgaria	Female	21
Participant 51	Sri Lanka	Male	25
Participant 52	Bulgaria	Male	20
Participant 53	Bulgaria	Female	19
Participant 54	Bulgaria	Female	25
Participant 55	Italy	Male	18
Participant 56	Algeria	Male	23
Participant 57	India	Female	25
Participant 58	Morocco	Female	24
Participant 59	Morocco	Male	25
Participant 60	Romania	Female	22
Participant 61	Canada	Male	19

Participant 62	Poland	Male	25
Participant 63	Poland	Female	24
Participant 64	Turkiye	Female	25
Participant 65	Turkiye	Male	24

Table 2. The established themes and codes as per the collected data

Selective codes (themes)	Axial codes (subthemes)	Open codes (direct quotes)
Power distance dimensions on AI-generated ad	Contrary	difference was found between high-power and low-power individuals' preferences - a few liked the opposite AI-generated ads
	High-power distance suggestions on ads	self-explanatory, authoritative, powerful, hierarchical, innovative, luxury, provide information, meanings, visuals striking, compelling
	Criticism	engage with others to deepen experiences and meanings
	Low-power distance suggestions on ads	ads content is artistic, share interpret discuss relate and understand to get meanings, storytelling, symbolic, unique, connection between the consumers and the brands, curious
AI-generated ad effect on customer engagement based on power distance	Contrary	difference was found between high-power and low-power individuals' preferences - a few liked the opposite AI-generated ads
	High and power-distance suggested	exchange of ideas, feel connected, cause engagement, create deeper understanding of ads, straight to the point, won't waste time, share, discuss, and argue due to unclear and unique nature
	Criticism on high-power distance	social interactions, communications, active participation with others
	Low-power distance causes	exchange of ideas, sparks conversations, makes ads engaging, connect with content personally, collective discussions
Customer engagement effect on emotions based on power distance	Contrary	difference was found between high-power and low-power individuals' preferences - a few liked the opposite AI-generated ads
	Emotions formation	shared perspectives, thoughts, meanings, personal experiences, shared contributions, consist of empathy, self-reflection, self-expressions, ideas, shared understanding, formed through individuals' experiences
	Campaigns experience formed	curiosity, involvement, excitement, confusion
	Criticism	outcome of high-power society, different interpretations, viewpoints, dialogues, interactions, perspectives
	High-powered campaign evoked	sense of confidence, clarity, memorable experiences, admiration, attachment, participation, connection, trust, sense of community, enhancing individuals' emotional responses, feeling secure, curiosity, future-oriented, authority, hierarchy, respect, success, achievement, admiration, aspiration

Collectivistic and individualistic effect on AI-generated ad	Contrary	difference was found between collectivist and individualist individuals' preferences - a few liked the opposite AI-generated ads
	Individualistic culture properties	Individual emotional connection, personal pleasure, personal and unique interpretation, self-expressions, individual enjoyment, emotions, perceptions, experiences, achievements, recognition, satisfaction, isolation, artistic inspiration, creative, interactive, fit with the individual
	Collectivistic cultural properties	family, society, and group-oriented values, collective thinking, collectivist feedback, cultural trends, partnerships, shared experiences, shared emotion, shared cultural values, community values, sense of belonging, group identity
	Individualistic culture causes	artistic inspiration, self-expression
	Collectivistic inputs emerged from	customers, employees, wider society
AI-generated ad effect on customer engagement based on collectivistic and individualistic	Contrary	difference was found between collectivist and individualist individuals' preferences - a few liked the opposite AI-generated ads
	Individualistic AI-generated ad enhanced	personal needs, desires, feelings, preferences, goals, autonomy, values, judgements, personal aspirations, self-expressions, uniqueness
	Resulted in	immersive experiences, emotional experiences
	Collectivistic AI enhanced	sense of belonging such as beliefs, feelings, shared goals, shared experiences, community values, identity, support. care for the group, sense of loyalty, talk with others, innovative, exclusive
	Ads properties	make connection, think,
Engagement effect on emotions based on collectivistic and individualistic	Contrary	difference was found between collectivist and individualist individuals' preferences - a few liked the opposite AI-generated ads
	Individualistic AI-generated ad enhanced	nostalgia, inspiration, joy, curiosity, personal context, ambitious, satisfaction, identification, recognition, desire, experience, connection, isolation, individuality, self-expression, self-fulfilment
	Collectivistic AI-generated ad enhanced	feelings, friendship, warmness, happiness, togetherness, connection, unity, pride, shared enjoyment and goals, loyalty, curiosity, excitement, sense of belongingness, relationship, shared experiences, community formation, nostalgia, unity
	Form feelings	close family, other members of the community

	Found Ad	futuristic, high tech
Masculinity and Femininity effect on AI-generated ad	Similarity	similarity was found between masculinity and femininity individuals' preferences to AI-generated ads
	Feminist society attributes	connection, empathy, caring, kindness, emotional, quality and enjoyment of life, softness, creativity, connection, creativity, appreciation, bold, competitive brand image
	Masculine society attributes	material success, status, ambition, achievements, leadership, wealth, success, innovation, sleek, high-tech design, technological advancements, prestige, competitive, iconic, new, best, masterpiece, being first, futuristic, exclusive, competitive, iconic, elite
	Instead of	Emotions, care
AI-generated ad effect on customer engagement based on masculinity and femininity	Similarity	similarity was found between masculinity and femininity individuals' preferences to AI-generated ads
	Feminine AI-generated ad based on	empathetic behaviour, societal issues, emotional resonance and compelling, feelings, humanistic nature, care, warm, kind, understandable, gentle, real, relatable, approachable, friendly, connection, approachable, genuine, inclusive, shared understanding, compassion, socially responsible, community support, emotional bonds, legendary, artistic, aspirational, ambition, excellence, futuristic
	Masculine AI-generated ad	Status, power, material gains
	Masculine campaign represents attributes	aspiring, success, status, competitive, worth-striving, ambition, excellence, futuristic, prestige
Engagement effect on emotions based on masculinity and femininity	Similarity	similarity was found between masculinity and femininity individuals' preferences to AI-generated ads
	Feminine culture through visual and artistic process	naturally evoked emotions such as comfort, nostalgia, happiness, pride, joy, calmness, relaxed, feelings, empathy, compassion, belongingness, warmth, affections, connections, trust, solidarity, attachment, heartfelt, sincere
	Results in	consumers getting closer to the brand, interacting with it, making the connection meaningful long-lasting and emotional
	Masculine traits cause	emotions, personal achievements, ambition, aspiration, success, luxurious, motivation, excitement, aspiration, futuristic, connected, competitive spirit

	Results in	investing in the brand, liking the brand
High uncertainty and low uncertainty on AI-generated ads	Similarity	similarity was found between high-uncertainty and low-uncertainty individuals' preferences to AI-generated ads
	High uncertainty found AI-generated adas	comfortable, interesting, not an instant purchase
	High uncertainty consumer preferences	taking risks, pushed boundaries, embraced change, new possibilities, people to step out, try something new, try something different, did not stick to conventional paths, innovative, curious, bold, innovative, unconventional, curious
	Low uncertainty attributes	risk-averse, traditional values, familiar imagery, reinforcing traditional brand values, less risk, unpredictability, nothing controversial, doesn't push boundaries, comfort, and secure
	Gave consumers	reliable, risk-free image
AI-generated ad effect on customer engagement based on high uncertainty and low uncertainty	Similarity	similarity was found between high-uncertainty and low-uncertainty individuals' preferences to AI-generated ads
	High uncertainty caused	excitement, intrigue, anticipation, motivation, curiosity, attentiveness, participativeness, discursiveness
	High uncertainty engagement caused	explore brand further, follow brand closely, pay more attention, boldness, daring, share opinions, look for more information, noticeable, memorable, understandable
	Only possible when	ad is not simple, ad is not predictable
	Low uncertainty engagement caused	consistency, familiarity, comfort, safe, reliability, predictability, willing to engage further, sound cool, communicable
Engagement effect on emotions based on high uncertainty and low uncertainty	Similarity	similarity was found between high-uncertainty and low-uncertainty individuals' preferences to AI-generated ads
	High uncertainty on emotions results in	excited, curious, intrigued, thrilled, nervous, and anticipative, success, next step, futuristic, mysterious, inspired, impactful, fascinated
	Unpredictability leads to	more intense emotional response, inspiration, expectation, adventure
	Low uncertainty on emotions result in	trust, reliability, reassurance, security, comfort, peace, nostalgia, stick with brand, no fear of surprises
Long-term and short-term effect on AI-generated ads	Contrary	difference was found between long-term and short-term individuals' preferences - a few liked the opposite AI-generated ads
	Long-term benefits	timeless, artistic storytelling, patience, perseverance, tolerance, artistic, cultural, enjoyment, trust, reliability, commitment,

		values, loyalty, family orientation, fun, excitement, no instant purchases
	Long-term build	over time, continuity, timeless nature, lasting impression and relationship
	Short-term benefits	excitement, enjoyment, satisfaction, and gratification, immediate benefits/results, hyped, futuristic
	Short-term did not consist	long-term plan, benefits, relationship, loyalty, feel free, act brave
	Both ads used	striking visuals, high-energy messaging
AI-generated ad effect on customer engagement based on long-term and short-term	Contrary	difference was found between long-term and short-term individuals' preferences - a few liked the opposite AI-generated ads
	Long-term orientation engagement results in	legacy, loyalty, relationship, continuity, values, reliability, trust, commitment, consistency, patience, tolerance, safety, durability, connection, attention, immediate sales, long-term connection, form communities, consumers become brand advocates
	Short-orientation engagement results in	people to act quickly, fresh, instant benefits, urgent benefits, rewards, values, enjoyment, excitement, make consumers to act fast, make consumers to engage quickly, immediately, and instantly
	Results in	fresh, modern, trendy, enhance online presence
Engagement effect on emotions based on long-term and short-term	Contrary	difference was found between long-term and short-term individuals' preferences - a few liked the opposite AI-generated ads
	Long-term orientation builds emotions	nostalgia, respect, security, care, trust, loyalty, value, stability, consistency, patience, appreciation, longitude, belongingness, attachment, enduring qualities, emotional bond, fulfil long-term needs, futuristic, genuine, deeper, friendly, curious, excitement, happy, connection
	Short-term orientation builds emotions	excitement, emotion, enthusiastic, immediate experience, curiosity, surprise, urgency, novelty, impulsive buying, futuristic, cool
Indulgence and restraint on AI-generated ad	Contrary	difference was found between indulgence and restraint individuals' preferences - a few liked the opposite AI-generated ads
	Indulgence AI-generated ad results in	emotions, joy, creativity, excitement, happiness, satisfaction, pleasure, engagement, attraction, appeal, cool, desire, impulsive nature, making people to live in the moment, enjoy life, buy products/brands fast, limited thinking, unplanned brand loyalty, brand's time-limited deals, captivating promotions

	Restraint AI-generated ad results in	high-quality technology, long-term values and benefits, thoughtful consideration, premium status, practicality, value, logical thinking, significant investment
AI-generated ad effect on customer engagement based on indulgence and restraint	Contrary	difference was found between indulgence and restraint individuals' preferences - a few liked the opposite AI-generated ads
	Indulgence enhances	desire for immediate gratification, irresistible, attention, fun, exciting, attractive, fresh, happiness, emotions, desires, entertainment
	Indulgence results in	makes life freely, spontaneous choices, enjoy life, small pleasures, rewards, remain connected, interact share and respond impulsively
	Immediate gratification leads to	higher click-through rates, increase interaction, greater involvement in promotional activities, sharing with friends and families, attention, encourage to interact
	Restraint enhances	long-term benefits, quality
	Restraint based on	rational decision-making, weighing options carefully, enhancing and ensuring connections, sharing content with friends and family members
Engagement on emotions based on indulgence and restraint	Contrary	difference was found between indulgence and restraint individuals' preferences - a few liked the opposite AI-generated ads
	Indulgence triggers through visuals and story telling ad	as excitement, joy, happiness, fun, pleasure, contentment, light-heartedness, aspirational, enjoyment, desire, spontaneity, nostalgia, satisfaction, anticipation, energy, creativity, thinking
	Emotions make individuals based on indulgence	feel good, enhance perception, enhance instant gratification, create a bond, increase remembrance, and investing
	Involves	impulsive buying, limited thinking
	Restrained creates	trust, confidence, security, reassurance
	Emotions make individuals based on restrained	connections, choose reliable product, worthwhile product, focus on decision making