The effects of disclosure in advertisements created by AI and tailored to personality traits. The role of personality and persuasion knowledge

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Abstract

Presented research focuses on the effectiveness of audio advertising created by AI and tailored to consumer's personality traits, and shows the role of disclosure and persuasion knowledge in the relationships between the Big Five traits and evaluation of profiled ads. Participants (N = 344), in the conditions of disclosure vs. no-disclosure, listened to five AI-generated ads tailored to Big Five traits, evaluated the ads, and completed the Big Five and Persuasion Knowledge questionnaires. Positive relationships between personality and evaluation of tailored ads for Conscientiousness, Extraversion, Agreeableness, and a negative one for Neuroticism were detected. The presence or absence of a disclosure modifies relationships between personality and responses to ads. Disclosure reduces the effects of individual personality traits in the evaluation of ads but enhances the effect of personality as a whole – disclosure increases consumers' vigilance. Persuasion knowledge is a stronger predictor of ad evaluation than personality.