Mapping the Roles of AI in Advertising: Development of a 4C Typology

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Abstract

Based on established theoretical frameworks in communication technology and AI-driven persuasion, this study proposes a 4C typology (AI as creators, conversors, curators, and connectors) to conceptualize the diverse roles AI plays in the advertising process. Guided by this framework, we conducted a systematic review of empirical research on AI advertising. The review discovered that AI's distinct roles shape consumer responses in different ways by activating varying psychological mechanisms, which are further conditioned by various moderating factors. By offering an integrated framework that captures AI's multifaceted roles in advertising, this study addresses a significant gap in the literature. Our findings demonstrate that the role AI assumes in the advertising process is pivotal in determining consumer responses, generating important implications for both scholars and practitioners.

Keywords: AI Advertising, Systematic Literature Review, Conceptual Paper