Artificial Intelligence and Brand Social Responsibility Image Dilemma: Consumer Responses to AI Use in Eco-Friendly Brand Design

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ABSTRACT

This study investigated the effects of brand type and design agent type on consumer responses. Results indicated that brand type and design agent type had a direct effect on brand social responsibility image. Furthermore, the interaction between brand type and design agent type influenced ad attitudes and brand attitudes indirectly through brand social responsibility image. Specifically, eco-friendly brands were perceived as more socially responsible when products are human-designed; however, introducing AI lowered brand social responsibility image and reduced ad attitudes and brand attitudes. These findings suggested that practitioners should carefully consider how AI is introduced in the product design processes of eco-friendly brands and adopt communication strategies that preserve the brand's social responsibility image.

Keywords: Eco-Friendly Brand, Brand Social Responsibility Image, AI Use, Sustainability, Ad Attitude, Brand Attitude.