Exploring Consumer Attitudes Toward AI-Generated Video Content in Digital Marketing

Marcus Segervall

Department of Marketing

Hanken School of Economics

Vaasa

2025

HANKEN SCHOOL OF ECONOMICS

Department of: Marketing	**Type of work**: Master's Thesis
Author: Marcus Segervall	**Date**: 29.04.2025

Title of thesis:
Exploring Consumer Attitudes Toward AI-Generated Video Content in Digital Marketing

Abstract:
Recent developments in AI technologies have proven to be massively disruptive in recent years, with many companies adopting these types of AI tools to facilitate their work flow and become more efficient overall. AI-generated videos in particular are currently the most recent development to arise from this AI revolution, where users are able to create a video in mere seconds by using these tools with remarkable results. With such promising appeal, the proposition of using AI-generated videos as marketing content becomes a worthwhile consideration for some marketers. Naturally, there is no questioning the efficiency of such models, however, consumer attitudes toward these types of AI-generated videos are still relatively untested, and it's still uncertain how consumers will react when presented with this type of AI-generated video content.

This study looks to explore these consumer attitudes toward AI-generated video content and answer the following research questions: (1) Can the consumer clearly tell AI-generated videos apart from human-made videos? (2) What are consumers' general attitudes toward AI-generated video content for marketing use? (3) What are the main factors that attribute a consumer's positive or negative attitudes towards AI-generated video content?

These research questions are answered through the use of semi-structured qualitative interviews, where interviewees were asked to share their thoughts and opinions about AI-generated videos, in addition to being shown an AI-generated video and a human-made video, and asked to see if they could correctly guess which one is AI-generated. The sample consisted of seven young adults, all under the age of 30, living in Vaasa, Finland. An inductive thematic analysis was employed to analyze the results of all seven interviews to best identify key themes and patterns in the data and provide an accurate and appropriate analysis overall.

The findings reveal that consumers appear to hold relatively neutral to positive attitudes toward AI-generated videos due to factors like the aesthetically pleasing nature of the videos, the perceived usefulness of these videos, and positive past experiences with AI-generated videos. Conversely, negative consumer attitudes were found to be primarily linked to the perceived lack of credibility and transparency concerns in AI-generated video content. Additionally, the study demonstrated that consumers are able to accurately distinguish AI-generated videos from human-made videos as all seven interviewees we able to successfully identify the AI-generated video from the two videos shown to them, although many admitted it was challenging. Interviewees noted that factors like unnatural movement and the video looking "too perfect" as key indicators that a video is AI-generated.

The study overall supports existing research on consumer attitudes toward digital advertising, but also challenges other pre-held beliefs surrounding consumer attitudes on digital advertising, which is understandable due to the disruptive and unique nature of AI-generated videos.

Keywords: Artificial Intelligence (AI), AI-generated videos, Attitudes, Digital marketing

TABLE OF CONTENTS

APPENDICES

FIGURES

TABLES

1 INTRODUCTION

The recent developments in generative AI technologies have proven to be massively disruptive in various industries. A recent McKinsey (2024) global survey on AI reveals that 72% of respondents report that their organizations have adopted AI, and even more fascinating is that 65% of respondents report that their organization regularly uses Generative AI (nearly double the percentage from their previous survey from 10 months ago). US-based artificial intelligence research organization OpenAI has been at the forefront of this AI revolution through the introduction of their various generative AI models which include their text-to-speech model Chat GPT, their text-image model DALL-E, and most notably, their recent text-to-video model Sora. Unveiled on February 15th 2024 and released to the general public in December 2024, Sora allows users to create staggeringly realistic videos from a single-worded prompt (Hughes, 2024). The Sora model can generate videos up to one minute long while still maintaining visual quality (OpenAI, 2024), and has become quite the talking point, even causing some in the content production space to question their purpose, if only slightly.

The global AI video generator market size was estimated at $554.9 million in 2023 and is expected to reach over $2 billion by 2030 (GrandViewReseach, 2023). With the ability to produce video content from mere text, it is no surprise that marketers have taken an interest in the new Sora model as a potential tool to utilize in producing marketing material. A recent Hubspot (2025) report states that 63% of marketers say that most content is at least partially generated by AI in 2024. If the model can produce videos of such high quality as advertised, it could present a viable option for the marketing efforts of various companies, as producing content via Sora would be substantially less expensive than hiring a dedicated employee to fulfill this role for example. The content is also produced almost instantly and can be modified instantly via any requests the user may input. With these features, it almost sounds too good to be true for some marketers.

As we move into a more digital world, videos will be at the forefront of content marketing strategies for companies. A recent University Canada West (2024) article claims that 81% of global businesses use videos as a marketing tool, as viewers can retain up to 95% of a message from a video they watched rather than text they read. In this new digital space, short-form videos seem to be dominating as according to Morton, (2024),the future of digital content lies in “reel” style of videos made popular by Instagram and Tiktok recently. These easily consumable clips lasting anywhere from 15-60 seconds utilize bright, eye-catching captions to attract users' attention on their

feed (Morton, 2024). In a future where short-form video content may prove to be the dominant style of content marketing, AI technologies may prove to be a paramount tool in aiding marketers in producing this type of content efficiently.

1.1 Research Problem

With there being no doubts surrounding the efficiency of using such a model, the main question that then arises relates to the attitudes of consumers toward AI-generated videos. This can include how consumers perceive this type of content and if they consider this quality content. Quality, of course, is a very subjective term, however there are rational aspects of video quality that most individuals can agree with, highlighted by Dobrian (2011), these include aspects like the latency rate, bit rate, and buffering rate. For the purpose of this study, aspects like knowing if the video is AI-generated may play a role in determining video quality as well, which is why it's important to study the general attitudes of consumers on this topic. Furthermore, and most importantly, understanding why consumers associate positive or negative feelings towards AI-generated videos could prove to be invaluable knowledge as more future digital marketing campaigns will be keen to utilize this type of content.

Given the novelty of the Sora AI model, limited research has addressed consumer attitudes relating to AI-generated video content marketing. However, consumer attitudes toward AI-generated content have been studied before. Studies like that of Arunachalam (2022), show that 69% of respondents preferred AI-generated content over human-generated content and that the source of content is not evident in the generated content, meaning it does not affect consumer preferences. Studies like this provide an interesting insight into how consumers respond to some forms of AI-generated content. However, these studies tested consumer perceptions toward AI-generated images as opposed to videos. Given the complexities required to produce a video over an image, it can be assumed that these perceptions may be altered if the study were to focus on AI-generated videos like those produced with the Sora model.

Preexisting studies on users' attitudes toward online video advertising can offer insight into the key factors that cause consumers to have positive or negative attitudes toward online video ads. Studies like that of Nabila & Achyar (2019) highlight "Irritation" as a factor attributed to negative attitudes toward online video ads while studies from Lee & Lee (2011), An Ngo et al (2023), and Nabila & Achyar (2019) highlight some factors that are attributed to positive attitudes like "Entertainment", "Interesting Content" and

"Informativeness". Other factors are less directly correlated with either a positive or negative attitude and can be the cause of either. Several studies like that of An Ngo et al (2023), Anwar & Rehman (2013), and Xiao et al, (2019) cover these noteworthy factors to consider, like "Percieved Usefulness" and "Percieved Credibility" which are paramount when assessing consumer attitudes towards new technologies. Given that Sora and AI-generated videos are a relatively novel concept, studying perceived usefulness and perceived credibility may prove vital in understanding consumers' attitudes toward this new technology.

Other studies choose to analyze consumer attitudes toward video content by focusing on the individual consumer rather than the video. Studies like that of Pellas (2023) elect to incorporate consumers' tech-savviness levels when studying their attitudes with regard to digital video advertising. Additionally, the Lee & Lee (2011) study introduces some interesting factors to consider when considering attitudes towards new technologies like that of subjective norms, implying that potential social pressures to either love or hate certain forms of digital advertisement have a strong effect on consumer attitudes toward that form of advertising.

It is important to position this study in the context of studies of attitudes toward AI-generated content. While other previous studies like that of Eickhoff and Zhevak, (2023) may focus on determining what effect consumer attitudes on AI-generated content will have on behavior like purchase intention for example, this study takes a more rudimentary approach and instead attempts to further analyze what factors contribute to a consumer forming their attitude toward AI-generated videos in the first place. Although these are both important aspects to study, given the novelty of AI-generated videos, it is paramount to devote studies to understanding what factors contribute to consumer attitudes toward AI-generated videos before a better understanding of their behavioral intentions, like purchase intentions, can be accurately determined. For context, when "behavioral" intentions are mentioned in this study, it will be about behavior related to accepting and adopting AI-generated video content and not anything beyond that, like purchase intention, for example.

Studies on the Sora model itself are fairly limited but the ones that do exist do highlight some level of concern involving the use of the AI platform. Studies like that of Mogavi et al,(2024) showcase how some individuals believe that the essence of art is being misunderstood and undervalued when AI-generated videos are produced. The same Mogavi et al (2024) study outlines public concern over the ethical implications of using such models highlighting how this type of content may perpetuate existing biases and

misrepresentation in the videos it generates. With a majority of Sora studies focusing on the potential applications and uses for this new technology, it is vital that research be conducted on the attitudes of the general public surrounding this new technology, as it may prove to be of equal importance moving forward, especially for marketers.

1.2 Purpose of Study

The purpose of this study is to create a better understanding of consumer attitudes toward the Sora AI model in generating video content for marketing purposes. By better understanding how consumers feel about AI-generated video content, the thesis aims to determine if this new AI model can prove to be a viable alternative to producing video content for marketing purposes, or at least understand the limitations of such practices. In order to fulfill the purpose of the study, the thesis presents the following three research questions to guide the research:

RQ1: Can the consumer clearly tell AI-generated Videos apart from human-made videos?

RQ2: What are consumers' general attitudes toward AI-generated video content for marketing use?

RQ3: What are the main factors that attribute a consumer’s positive or negative attitude towards AI-generated video content?

2 LITERATURE REVIEW

The following literature review will consist of 2 main chapters with subsections to further explain them. The first concept is that of Digital content marketing and its use in social media. This chapter serves to provide a sufficient background or context for where in the marketing space this study takes place. The second chapter is that of attitudes and is of most importance in the study. In this chapter, the concept of attitudes is explored based on Solomon's (2019) ABC model of attitudes.

2.1 Digital Content Marketing

The concept of digital content marketing is one that emerged in parallel to the rise of the digital era where digital technologies like phones and computers became more widespread and adopted by society. The phenomenon of digital content marketing is first introduced by Koiso-Kanttila (2004) as the marketing of products in which both the entity and the delivery of the product are digital. Content marketing is any marketing format that involves the creation and sharing of media and publishing content in order to acquire customers (Nosrati et al, 2013).

The content marketing space has been growing in popularity with marketers as over 90% of Business-to-Business and 86% of Business-to-Consumer marketers are found to use one or more methods of Content Marketing, including social media, and articles on a company website (Nosrati et al, 2013). The Millennial generation, composed of 1.8 billion people, has expectations of media that are often better met by content marketing than traditional advertisement (Nosrati et al, 2013)

Lopes and Casais, (2022) argue that content marketing is not just text or commentary the company makes for the consumer to see, but is rather made up of interesting and interactive content, allowing for customers to interact and offer feedback through various channels. They put forth the notion that characteristics of the brand, purpose, and values should be communicated to the target audience through engaging stories, as this strategy makes the brand more human and increases its value (Lopes & Casais, 2022).

Although Lopes and Casais (2022) express a strong sentiment for natural messages to be shared on social media to add warmth and create a familiar brand voice, it is important to consider that generating high-quality content is an ongoing learning process that involves constant evaluation of content that creates engagement with the target audience (Jarvinen & Taiminen, 2016). The success of the strategic content is ultimately measured through the engagement it has created with the target audience (Du Plessis, 2015).

2.1.1 Digital Content Marketing in Social Media

Once a company has identified the type of digital content to be produced, it must then decide by which means to implement it. Social media presents a viable platform to test out various forms of digital content as according to Du Plessis, (2017) content marketing practiced in social media gives greater proximity between the brand and the consumer, since it is a less formal environment. Similarly, Opreana & Vinerean (2015) argue that social media is an important tool in content marketing and inbound marketing because it amplifies the impact of an organization's content. The high usage and ease of access allow consumers to rely more on social sources rather than commercial sources of information to inform their consideration sets (Pavlou & Stewart, 2000). Additionally, its pervasiveness in the lives of young people causes social media to crowd out cognitive capacity towards traditional media sources, like television and radio (Boyd, 2007).

Marketing managers willing to participate in content marketing must understand the importance of social media in promoting the brand name and increasing brand awareness. As stated by Kilgour, Sasser, & Larke (2015), marketers must take over the role of content producers from traditional media to compete for consumers' fractious attention to maintain brand health. Whether on Instagram, TikTok, Youtube or Facebook, companies must capitalize on the popularity of these platforms to have some form of marketing content present to their audiences, regardless of what type of content. The study analyzes all the different content types used to accompany text in content marketing. The Ho et al, (2020) study reveals that the 2 most used content types were Photos and Microsites/Landing pages/Hashtags. The study also depicts how content types such as Illustrations and videos were used less because these generally needed more expertise, effort, and time to produce (Ho et al, 2020). Understanding digital content marketing and its use in social media gives a good basis for understanding the context of this research, however, the focus of this research will be targeting consumer attitudes, so the following section will further focus on attitudes as a whole.

2.2 Attitudes

Attitudes as defined by Bohner and Dickel, (2011) are a core component of human individuality, which according to Spears and Singh, (2004) are summary evaluations that represent a person's motivation to carry out a certain behavior. When discussing attitudes, it's important to dissect what an Attitude really is and what components make up an attitude. According to Solomon (2009), an attitude is made up of three components: affect, behavior, and cognition. Together, these three components form Solomon's (2019) ABC model of attitudes. Each one of these components is important to the overall construction of a consumer's attitude, but naturally, their relative importance to a consumer's attitude will vary depending on the consumer and what they value most (Solomon, 2009). The following literature review sections will dive into each of the three components of an attitude and discuss previously tested factors toward consumer attitudes in each component.

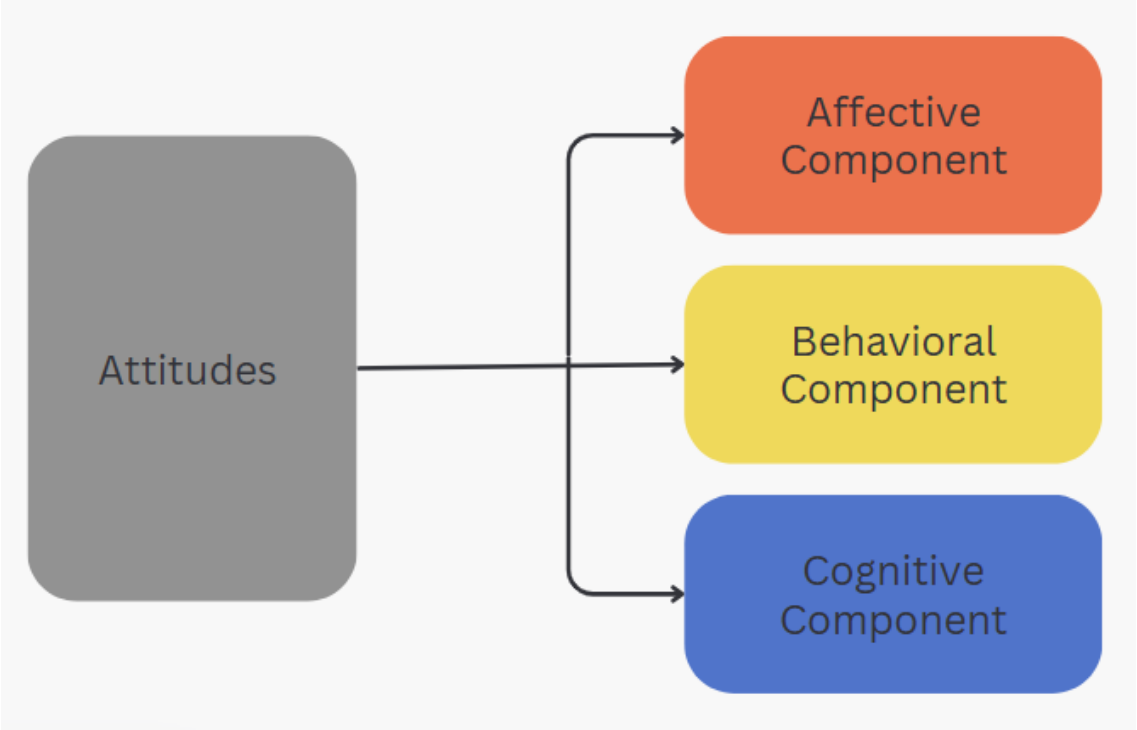


Figure 1 **ABC model. Adapted from Solomon (2019).**

2.2.1 Affective component

The affective component of an attitude refers to "the way a consumer feels about an attitude object" (Solomon et al, 2019, p. 254). That is to say, it captures the raw emotional reaction elicited by a product, service, or advertisement. This component does not consider any pre-existing beliefs the consumer may have about the product, but rather

just emphasizes the emotional reactions or feelings they have toward an object (Solomon et al, 2019). The emotional reaction or feelings can vary from positive to negative and play a determining role in defining consumers' attitudes (Solomon et al, 2019).

Pre-existing studies on consumers' attitudes toward digital video ads can reveal a set of determining affective factors that influence consumers' attitudes toward digital video ads. Nabila and Achyar (2019) and Lee and Lee (2011) studies demonstrate that entertainment of online ads, for example, has a positive influence on consumer attitudes. Entertainment refers to the advertisement's capacity to elicit a positive consumer attitude by giving them pleasure, transfer, and release of emotions (Elliot & Speck, 1998). According to Dehghani et al, (2016) offering a greater entertainment value creates a benefit for media users which encourages them to use the media more often. Even more relevant in today's digital world Fischer and Reuber, (2010) find that when advertising in the social media environment, offering enjoyable entertainment can effectively fulfill consumers' hedonic needs and thus have a positive opinion on the advertisement. Due to this positive correlation, many marketers have committed to merging advertising and entertainment in order to reach more customers with engaging messages (Dehghani et al, 2016).

When analyzing the entertainment factor in consumer attitudes, previous preliminary studies on AI-generated videos can help build an understanding of what aspects of the video contribute to how entertaining an AI-generated video is. The study by Laco, (2024) on consumer attitudes toward AI-generated videos finds that participants of the study showed signs of being entertained by being fascinated at the videos shown, pointing toward "richness in detail" and "beautiful footage" that "highlighted the beauties of nature". These findings are complemented by findings from Charfou & Naji, (2024) that showed participants showing amazement at the attention to detail and realism from the AI-generated videos. Additionally when creating benchmarks to asses the visual appeal of such videos, the Xiao et al, (2024) study demonstrates that factors like colorfulness and composition play a crucial role in determining the quality of AI-generated content.

Conversely, affective factors also exist that have a negative influence on consumer attitudes toward digital video ads. Research by Dehghani et al, (2016) and Nabila and Achyar, (2019) both conclude that irritation has a negative influence on advertising value and on consumers' attitudes overall when testing with YouTube ads. Irritation can be defined as the extent to which advertisements are intrusive, offensive, irritating, insulting, or overly manipulative towards consumers (Nabila & Achyar, 2019). The

aspect of insulting or overly manipulative advertisements could play a relevant role with regard to AI-generated videos, as consumers could potentially feel insulted or manipulated if companies are not transparent when using AI-generated videos in their advertising strategies. Consumers are more likely to figure out that an advertisement is irritating when it engages in annoying, offensive, or overly manipulative techniques (Edwards et al, 2002). Advertisers must walk a fine line to ensure that their advertisement does not come across as too irritating, as consumers may reach a saturation point where they no longer accept advertising messages, which increases the chances of negative reactions and thus negative attitudes (Nabila & Achyar, 2019).

Previous preliminary studies on consumer attitudes toward AI-generated videos offer clues as to what aspects of these videos cause irritation with consumers who use them. The Charfou & Naji, (2024) study demonstrates how participants felt that AI-generated videos felt exaggerated or artificial, making emotional connection difficult. Additionally, the Laco, (2024) study found that participants felt signs of irritation based on the artificial and unnatural nature of AI-generated videos. One participant in particular described watching AI videos as spending time watching something that has no substance behind it. The study by Xiao, et al., (2024) places a major emphasis on video distortion in assessing the quality of AI-generated content, which may play a more significant role in irritating consumers in poorly produced AI-generated videos. Additionally, the Charfou and Naji, (2024) study found that participants express disappointment when noticing unnatural patterns in facial expressions, for example, which further exacerbated the lack of human touch concerns of the videos.

Another affective factor that appears to influence many consumers' attitudes towards online video advertisements is that of Informativeness. Informativeness can be defined as an advertisement's ability to supply consumers with relevant and timely information on a product to suit their needs (Ducoffe, 1995; Nabila & Achyar, 2019). Research conducted by Lee and Lee, (2011) Nabila and Achyar, (2019) and Dehghani et al, (2016) all include informativeness as a factor to test while researching consumer attitudes on YouTube video advertising with Dehghani et al, (2016) in particular suggesting that informativeness plays an important role with enhancing brand awareness in young customers. Nabila & Achyar, (2019) state that informativeness is seen as a crucial incentive that fosters positive attitudes among consumers towards advertising since consumers are less likely to feel disturbed or annoyed by an ad if it's perceived as delivering useful information. The concept of informativeness becomes even more

relevant in the context of digital marketing as Lee and Choi, (2005) state that informativeness influences a consumer's overall attitude toward web advertising as well.

The informativeness of AI-generated videos has been the subject of some debate in previous studies. While some studies, like that of Netland et al, (2024) see its tremendous potential in teaching videos, other studies are less keen on the technology. The Charfou & Naji, (2024) study, for example, had participants who found it difficult to trust an AI-generated video when searching for something specific. Another participant also felt the need to double-check the information in order to ensure accuracy when watching AI-generated content. These findings parallel the sentiment felt by participants in the Xiao, et al, (2024) study, where one participant expressed that they would never consider generative AI for fact checking or acquiring knowledge and would rather rely on Google or other internet sources for that.

The three affective factors highlighted in this subsection and their subsequent components have been illustrated in Figure 2 in a conceptual model of the affective component of assessing consumer attitudes regarding AI-generated videos. The affective factors have been used as inspiration for when designing questions for an interview guide, with the smaller subsequent components inspiring potential follow-up questions.

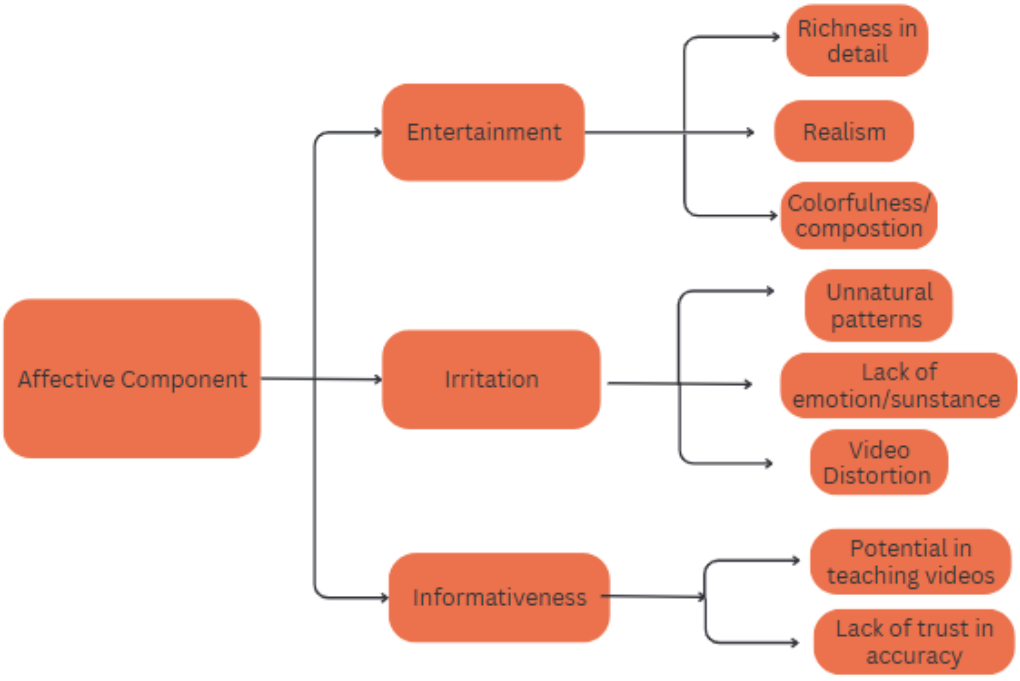


Figure 2 Conceptual model of the affective component of attitudes for AI-generated videos based on literature review.

2.2.2 Behavioral Component

The Behavioral component of attitudes refers to “the person's intentions to do something with regard to an attitude object” (Solomon et al, 2019 p. 254). For this research, this refers to what factors fuel the intention behind consumer behavior. Trying to isolate factors that drive consumer intention can prove more challenging than identifying just affective factors for example, however, they are equally important in determining consumer attitudes. Several studies highlight the factors at play when a consumer must consider engaging with newer forms of advertising, for example, and they all play an important role in determining consumer attitudes toward new forms of advertising.

Research from Lee & Lee, (2011) highlight subjective norms as a potentially significant behavioral factor and demonstrates how they have a positive impact on attitudes towards watching Online video ads. Subjective norms can be defined as a person’s belief or perception of whether people who they are close to or respect believe they should perform a particular behavior (Ajzen & Fishbein, 1980). It is commonly believed that the influence of subjective norms is presumed to capture the social pressure a consumer feels to act in a certain type of way (Bagozzi et al, 2000). Given that AI-generated videos are such a novel and controversial concept with few consumers actually having first-hand experience with it, it could be logical to assume that most of their attitudes toward AI-generated videos come from existing social norms that exist toward this type of content as opposed to first-hand experience. Ultimately, subjective norms prove relevant in studying consumers' intentions towards adopting new forms of advertising. This is evident in Lee & Lee’s (2011) findings, where they state the more social pressure there was to watch online video ads, the greater the consumers' intention to watch these ads.

Previous studies on consumer attitudes toward AI-generated videos provide some insight into what these potential social norms surrounding AI-generated content could be. Studies by Charfou and Naji, (2024) and Laco, (2024) show that while some participants view AI-generated videos as an incredibly impressive new technology that will create endless opportunities in the creative space, other opinions were not as positive. Other participants in the same studies expressed general concerns over a lack of human touch or authenticity in these videos and interestingly enough, expressed concern over job security with AI video production potentially leading to job displacement in creative industries given how AI-generated videos make content production an automated process requiring less workers to fulfill the same objective. Lastly, participants in the Laco, (2024) study expressed concerns over AI-generated

videos spreading misinformation and disinformation, thus causing confusion over what is real and what is fake. Participants worried over the possibility of AI-generated content leading to fake news and even influencing political decisions.

Research from Lee & Lee (2011) also mentions past behavior as a determinant of behavioral intention in the context of online video ads and thus makes it a potentially relevant behavioral factor as well. It was found that consumers who had prior viewing of online video ads all had a significant positive relationship with the intention to watch these types of ads (Lee & Lee, 2011). Similarly, when shifting more to an AI context, Yue and Li, (2023) found that consumers with positive outcome expectations towards AI express a greater willingness and intention to use AI products and services, and conversely, those with negative outcome expectations towards AI express lower usage intention toward AI products and services. It is not unreasonable to presume that many of these positive or negative outcome expectations could be the result of past positive or negative experiences with AI products or services, and thus their intentions can be based on past behaviors.

When studying consumer attitudes toward new technologies, it can be important to determine whether the consumers are technologically proficient in the technology on which their attitudes are being tested as it can prove a potentially relevant behavioral factor. A study by Pellas, (2023) analyzed the influence of sociodemographic factors on students' attitudes toward AI-generated video content and found that participation in AI training courses shows a significant relationship with students' attitudes toward AI. This demonstrates how vital AI training/education is in effectively preparing consumers to adopt and engage with new AI technologies (Pellas, 2023). Interestingly, the study does not show any significant relationship between tech-savviness and attitudes toward AI videos however given the rapid advancements in AI technology this is perhaps something that can be tested again in a more modern context given the fact that AI courses (which most tech-savvy consumers take) do play a significant factor in consumer attitudes toward AI videos.

The three behavioral factors highlighted in this subsection and their subsequent components have been illustrated in Figure 3 in a conceptual model of the behavioral component of assessing consumer attitudes regarding AI-generated videos. The behavioral factors have been used as inspiration for when designing the questions for the interview guide, with the smaller subsequent components inspiring potential follow-up questions.

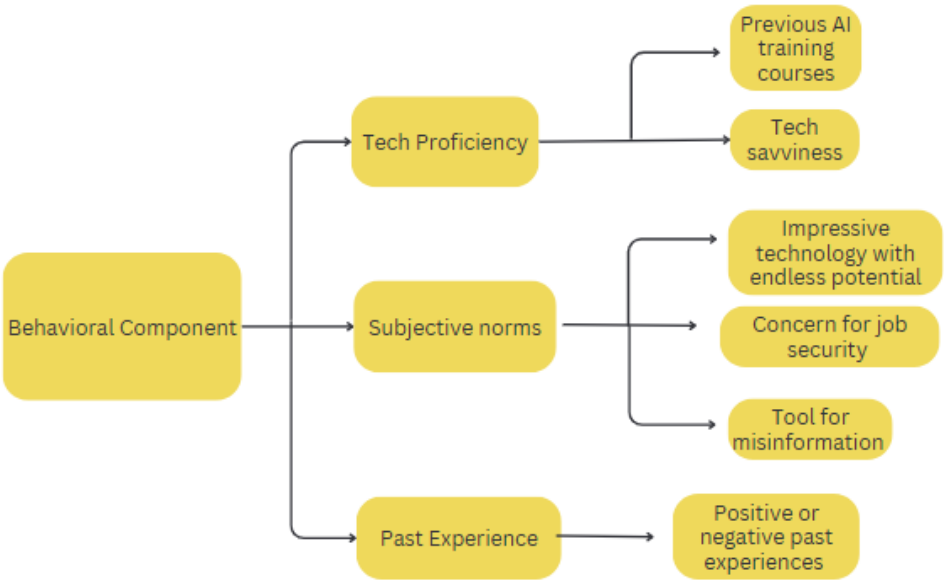


Figure 3 Conceptual model of the Behavioral component of attitudes for AI-generated videos based on literature review

2.2.3 Cognitive Component

The cognitive component of an attitude refers to "the beliefs or knowledge a consumer has about an attitude object" (Solomon et al, 2019 p. 254). This relates to the facts or information the consumer holds about a particular product or service. Therefore, this component is less influenced by subjective factors like the other affective or behavioral components, which are more tailored to an individual's reactions or previous experiences. This in theory should imply that the cognitive component is the most rational one out of the three stated, however even though having the facts and knowledge about a particular product can lead to the rational construction of an attitude, it is ultimately up to the individual consumer to determine if this knowledge of facts about a product is even relevant to them personally.

An Anwar and Rehman, (2013) study into some cognitive factors affecting consumer attitudes toward user-generated video content on YouTube videos found that perceived usefulness had a positive effect on consumer attitudes toward the content. Perceived usefulness is defined by Davis, (1989) as "the degree to which a person believes that using a particular system would enhance his or her job performance". This definition draws from the original definition of the word useful, meaning "capable of being used advantageously" (Davis, 1989). The findings by Anwar and Rehman, (2013) are also backed by Daugherty et al, (2008) who state that a consumer's attitude toward a piece of

content is attributed to the perceived value of the content. Both these studies analyze consumer attitudes and motivations toward novel technologies in the digital content space and are thus especially relevant to this thesis topic.

AI-generated video usefulness is a topic that has been covered in previous studies. In Charfou and Naji's, (2024) study on consumer attitudes toward AI-generated videos, some participants were able to see the potential usefulness of blending AI with human creativity and believed that AI will create new opportunities akin to the industrial revolution, where interactivity in content creation will be enhanced overall. When consumers are more exposed to AI, they are able to better appreciate its benefits and take advantage of its useful practical applications for their own benefit, and simplify their own tasks. Additionally, other participants in the Charfou & Naji, (2024) study were so positively impressed by the quality of AI-generated videos that it changed their perception of AI's capabilities for content creation, especially in creative projects.

Equally as relevant of a factor as perceived usefulness, the Anwar and Rehman, (2013) study also found perceived credibility to have a positive influence on consumer attitudes towards user-generated video content on YouTube. Credibility in its most basic form can be described as believability (Anwar & Rehman, 2013). In an advertising setting, ad credibility refers to consumer perceptions of the truthfulness, honesty, and believability of advertising in general (MacKenzie & Lutz, 1989). Ultimately, perceived credibility is defined as "the extent to which a user feels the certainty and pleasant outcomes of using an electronic service" (Jacoby & Kaplan, 1972). Additionally, it was also found by Nabila and Achyar, (2019) that credibility has a significantly positive effect on consumer attitudes towards YouTube video ads.

The credibility of a message is largely based on the recipient's perception of its source (Erdogan, 2010). The Source credibility theory, founded by Hovland and Weiss (1951), explains how dimensions of an information source influence the users' acceptance and use of the source and how the persuasive nature of a communication is determined by the perceived credibility of said source (Benjamin et al, 2014). Manfredo and Bright, (1991) state that source credibility has a direct effect on the persuasion process however, the trustworthiness of a source vs the expertise of a source can have different effects on source credibility. As McGinnies and Ward, (1980) reveal, a trustworthy communicator was found to be more credible than an untrustworthy one, whether he was an expert or not. Sometimes, solely having expertise in an area is not enough to foster impactful credibility among consumers.

Studies like that of Labajova, (2023) investigating user credibility toward AI-generated content further prove the impact of the source of a type of content on its credibility. During this study, over 80 percent of respondents stated that the source of a particular piece of content has an influence on the content's trustworthiness and credibility, whether it be developed by AI or a person. Sometimes, just knowing that a piece of content is AI-generated can have an impact on its credibility. A study by Toff and Simon, (2025) on AI disclosure for audience trust found that audiences find news labeled as having been generated with the help of AI as less trustworthy overall. This could be attributed to findings from Laco, (2024) where participants expressed a growing concern over the risk of misinformation and disinformation associated with AI-generated videos, as the accuracy of these videos is sometimes questioned.

Additionally, the Prominence-Interpretation Theory can further assist in analysing perceived credibility among consumers. Founded by Fogg, (2003) this theory states that there are 2 factors when assessing online credibility: Prominence (when the user notices something) and Interpretation (when the user makes a judgment about it). Fogg, (2003) argues that in the case of prominence, an element of a website can only affect a user's credibility assessment if the user notices this element while interpretation is then centered around the user's judgment of the element they have noticed. The use of the prominence-interpretation theory can allow for a simple understanding of the credibility of a source in the virtual space of digital marketing.

The two behavioral factors highlighted in this subsection and their subsequent components have been illustrated in Figure 4 in a conceptual model of the cognitive component of assessing consumer attitudes regarding AI-generated videos. The cognitive factors have been used as inspiration for when designing the questions for the interview guide, with the smaller subsequent components inspiring potential follow-up questions.

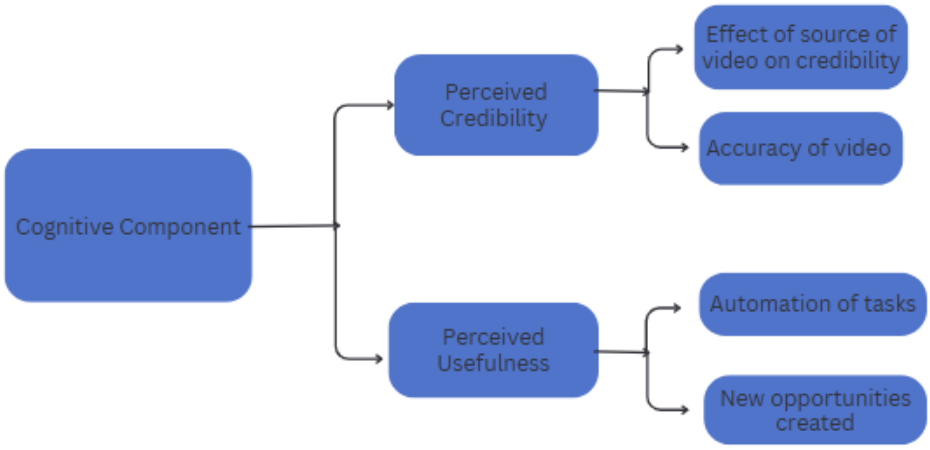


Figure 4 Conceptual model of the Cognitive component of attitudes for AI-generated videos based on literature review.

2.2.4 Summary and model

It is through a combination of the ABC model of attitudes (Solomon et al, 2019) and all the following research into previous studies focusing on factors that affect consumer attitudes toward digital advertisement in this chapter that a conceptual model for this thesis is able to be produced. This model, depicted in Figure 5, is able to best analyze consumer attitudes toward AI-generated videos by taking each one of the three components of the ABC model of attitudes as a base and building off of it within the context of digital advertising, and eventually AI-generated videos, all supported by all the studies highlighted in this literature review chapter. Each factor of each component has additional components behind it, and although they are not depicted in Figure 5 due to formatting constraints, they can be found in each of the previous 3 figures focusing on each component of attitudes at a time. The final model serves more as a broader overview of how all these factors and components come together to contribute to the overall understanding of consumer attitudes toward AI-generated video content. Additionally, it is this exact model that will be used as inspiration for designing the type of questions asked during the interviews in this study, which will be discussed in the following chapter.

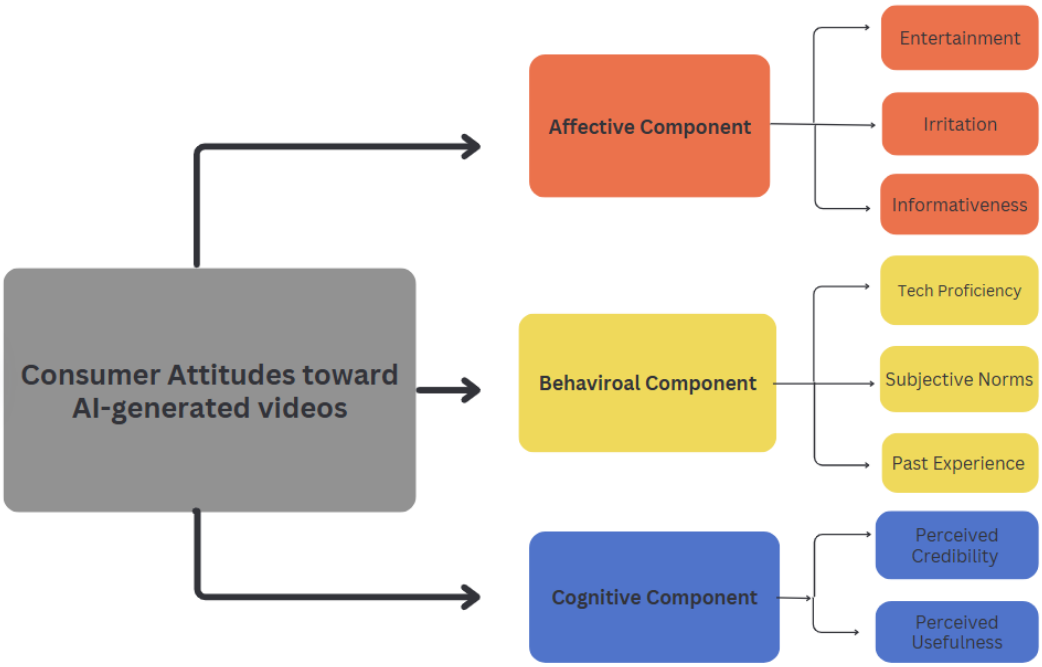


Figure 5 Conceptual model for analyzing consumer attitudes toward AI-generated video content.

3 METHODOLOGY

This chapter will address the type of research methodology used for this research study. This will include the type of research method selected, the sampling technique selected, the sampling strategy selected, as well as carefully detailing and outlining the structure of the data collection process, including the design of the interview guide. Additionally, the chapter will explain the data analysis process as well as which type of data analysis approach has been selected. These strategies and approaches will be heavily based on Patton's (2015) book on qualitative research and evaluation methods. Finally, a deep analysis on the quality and trustworthiness of the data will be conducted based on five criteria developed by Wallendorf and Belk (1989).

3.1 Selection of research method

For the purposes of this study, a qualitative research approach has been chosen as the selected methodology in order to further explore the thoughts and feelings associated with a certain phenomenon (Glenwick & Leonard, 2016). The alternative choice would of course be to conduct a quantitative study where existing theories are tested by examining the relationship among variables (Creswell, 2014), however, given the exploratory nature of the study, a qualitative research method has been selected to gain further insights into this phenomenon beyond the statistical relationships measured via mathematics. According to Patton (2015) there are three kinds of data collection methods in qualitative studies; In-depth interviews, Direct Observations, and Written communications. Given the fact that this research aims to study consumer experiences with AI-generated videos and further analyze their perceptions and feelings toward this new technology, semi-structured in-depth interviews will be conducted in order to best accomplish this. As Patton, (2015) states "Interviews yield direct quotations from people about their experiences, opinions, feelings, and knowledge" (p. 14). Throughout semi-structured interviews, direct quotes will be collected from respondents, where an inductive analysis will allow for discovering themes and patterns in the data (Patton, 2015). The patterns identified will lead to a better understanding of consumer attitudes towards AI-generated content and the factors that attribute to these attitudes.

3.2 Sampling

When conducting semi-structured interviews in a qualitative study it is imperative to conduct proper sampling techniques when selecting the interviewees to determine what the scope of the study will be. While quantitative studies tend to use probability sampling

techniques, a qualitative study uses purposeful sampling strategies instead as a direct contrast in an attempt to study a particular subpopulation surrounding a particular topic or phenomenon (Patton, 2015). When analyzing purposeful sampling strategies, Patton (2015) states that there are 40 different types of purposeful sampling strategies to choose for a study and that the type of sample selected should follow and reflect the aim of the study.

Based on the criteria set by Patton (2015), this study will adopt a purposeful sampling strategy as it's a qualitative study. The type of purposeful sampling strategy selected for this study is homogeneous sampling, which can be described as selecting a sample of participants that share a similar characteristic with each other in order to study a particular subpopulation or group (Patton, 2015). In this study, that subpopulation will be young adults under the age of 30. This subpopulation was selected since various studies point to AI usage being more common within younger age groups, including that of Blahosova et al, (2024), which indicated that the 18-29 year old age group used AI intelligence systems far more than any other age group tested. Additionally, a study by Cooke et al, (2024) found age to be a significant factor in detecting whether an AI-generated video is real or not, with 20-30 year olds outperforming all other 10 year age ranges in AI detection accuracy. The sampling technique selected will be effective in studying this phenomenon within its most relevant demographic, however, in gaining that benefit, the aspect of studying the average consumer's attitudes towards AI videos is lost. An alternative sampling technique like probability sampling would better suit this kind of research aim, for example, since that technique focuses on randomly selecting participants from a population.

Table 1 Data on interviewees.

Interviewee	Age	Time and Place	Duration
Interviewee One	26 years old	March 23rd 2025 Private Room, Vaasa	33 minutes
Interviewee Two	27 years old	March 24th 2025 Private Room, Vaasa	47 minutes
Interviewee Three	25 years old	March 25th 2025 Private Room, Vaasa	51 minutes
Interviewee Four	26 years old	April 2nd 2025 Private Room, Vaasa	40 minutes
Interviewee Five	25 years old	April 4th 2025 Private Room, Vaasa	31 minutes
Interviewee Six	25 years old	April 5th 2025 Private Room, Vaasa	35 minutes
Interviewee Seven	27 years old	April 6th 2025 Private Room, Vaasa	38 minutes

3.3 Interview guide design & interview structure

One of the most unique aspects of this study is that the interviewees will be shown an AI-generated video that has been created for the purpose of this study as well as a human-made video and asked to determine if they can tell which is which as well as which one they prefer. Naturally, the question of when to ask which questions between showing the videos becomes apparent. There is in fact a strategy that will be employed to determine the order of questions asked, thus providing the interview with a valid sense of structure, however, this first requires a deeper understanding of the questions chosen for the interview.

The questions in the interview guide can be divided into four categories which are primarily based on the ABC model of attitudes by Solomon et al (2019) and are highlighted extensively in the literature review chapter. The four categories of

questions for the interview guide are the affective category, the behavioral category, the cognitive category, and the fourth category labeled as the “video specific” category, which will be reserved for directly asking interviewees if they can tell which video is AI generated and which they prefer from the two.

Before being shown the two videos, the interviewee will be asked the questions in the behavioral category first. This is due to the fact that this category focuses on pre-existing factors that contribute to consumer intention to engage with AI-generated videos like the public perception of AI-generated videos or the tech-saviness level of the individual. Following the behavioral category questions, the interviewee will be asked the cognitive category questions since this category focuses on the knowledge or beliefs a particular consumer has on AI-generated videos beforehand. Factors like perceived usefulness & perceived credibility will be explored in this set of questions, which do not require the interviewee to watch the videos beforehand.

Once these two categories of questions have been asked, the interviewee will be shown both the AI-generated video and the human-made video. The order in which the videos are shown will be random and will vary from interview to interview in an attempt to mitigate the effects of the primacy effect. The American Psychological Association describes the primacy effect as the tendency of material presented first to be better learned or remembered than material presented later in the sequence (APA, 2018). This can then result in first-impression bias where the video shown first might set the standard for the next video shown (APA, 2018). By alternating the order of the videos shown, the study is able to mitigate these risks effectively.

The two videos shown will both be 5-second videos depicting the Miami beach skyline. When deciding on the choice of video to show for this research, inspiration was drawn from studies like that of (Charfou & Naji, 2024) and (Abhijay et al, 2024) where AI-generated videos prove very capable in illustrating fictive cities in a visually appealing manner. The thought process and curiosity for this selection of videos is to see if these visually appealing videos can be replicated with real-world cities instead, as this could potentially unlock the possibility of using AI-generated videos to market popular tourist destinations to some capacity. The selected length of 5-second videos serves to avoid overwhelming the interviewees with content (Charfou & Naji, 2024) but more importantly, is a limitation imposed by the Sora model as videos in 720p are only currently available up to 5 seconds in length. Naturally, this implies that the real human-made video will only be 5 seconds as well long in order to keep the data

consistent. Additionally, great effort will be made to find a video that accurately matches the same content/scene of the AI-generated video.

Following being shown both videos, the interviewee will be asked the video-specific category questions. These questions will ask if they were able to tell which video was AI-generated with their reasoning in addition to which they prefer out of the two, plus their reasoning why. This part of the interview will allow the interviewee to open up more and give their unhindered opinions on AI-generated videos which are less dependent on the interview guide questions. The interviewee will then be told which of the 2 videos is AI-generated and asked if their opinions change after knowing this.

Naturally, the affective category questions will also be asked after the videos are shown since these are designed to capture the raw emotional reaction elicited by a product, service, or advertisement (Solomon et al, 2019). These themes can potentially emerge during the video-specific questions category, but in case they shouldn't, this category will ask questions about what feelings the interviewee felt when watching the AI-generated video, whether that be entertainment or irritation, for example.

Finally, the interviewee will be asked cognitive category questions again, however this time, the questions relating to the usefulness and credibility of AI videos will be regarding the AI-generated video they just watched, as they will now have a real example to base their opinions on. Interviewees will be asked how useful and credible they consider the video shown to them in order to further gain a deeper understanding of the cognitive component of consumer attitudes toward AI-generated videos.

3.4 Data analysis

After conducting the interviews, the data analysis process begins with the transcription of all the interviews. Once transcribed, the most relevant type of qualitative analysis method had to be selected that best fit this study. There are generally three kinds of qualitative methods to consider for this process. These three analysis methods are Inductive analysis, Deductive analysis, and Abductive analysis. According to Patton (2015) a deductive analysis is used to determine the extent to which the data collected in a study supports existing explanations, results, or theories, while an inductive analysis is used to generate new theories, concepts, or explanations from the data collected from the study. Abduction, on the other hand, refers to using existing information or theories combined with observations made in a study to

develop the best possible explanation to explain a phenomenon (Nathaniel, 2023). During an inductive analysis, themes, patterns, and categories are discovered in one's data (Patton, 2015). Findings emerge from the collected data based on the analyst's interpretation of the data (Patton, 2015). In contrast, during a deductive analysis, the collected data is analyzed against existing theories or frameworks (Patton, 2015).

Based on the definitions of the three analysis methods presented, an inductive analysis approach has been selected for the purpose of this study. The explorative nature of this study surrounding a new technological phenomenon warrants the use of an inductive approach to develop a better understanding of consumer attitudes towards AI-generated videos, which may not be fully understood yet. A deductive approach could have well been suited for a study looking to confirm existing research/results on consumer attitudes toward AI-generated videos, however, given the novelty of this phenomenon, the existing research surrounding this topic is very limited, and thus, an inductive approach will be more impactful in this area of research. Once consumer attitudes surrounding AI-generated videos are better understood, more deductive approaches toward this area of research can be considered appropriate.

In order to achieve this, aspects of thematic analysis will be employed, which focuses on identifying reoccurring themes and ideas in the data (Patton, 2015). Naturally, the basis for these themes will be drawn from the factors that affect consumer attitudes on video ads from the literature review. Then, by using the results of the video-specific questions where the interviewee gives their preference on which video they prefer, patterns between consumer attitudes on AI-generated videos and the factors influencing them will become apparent. Additionally, the qualitative nature of this study allows the interviewee to introduce new factors that affect their attitudes toward AI videos apart from the pre-established ones, thus further developing this area of study.

3.5 Quality and trustworthiness of data

In order to ensure the quality of data in this research study, five trustworthiness criteria developed by Wallendorf and Belk (1989) will be used since these criteria focus on assessing trustworthiness in consumer research and thus make them especially relevant for this study. The five criteria are credibility, transferability, dependability,

confirmability, and integrity. Each of these criteria is equally important in ensuring the trustworthiness of data and will each be discussed in the following subchapters.

3.5.1 Credibility

The credibility criteria focus on the techniques used to collect data, and the interpretations of such data must be evaluated (Wallendorf & Belk, 1989). The use of purposeful sampling allows for the selection of information-rich cases related to AI-generated videos, as young adults are more familiar with AI than any other age demographic (Blahosova et al, 2024). Additionally, sufficient time is spent with each respondent when conducting the interviews to develop an adequate understanding of the phenomenon (Wallendorf & Belk, 1989) of AI-generated videos for consumers, although more time could be spent in the field overall to gain a stronger understanding of the phenomenon. Additionally, due to limitations, no additional researchers or peers were present to review the data collection methods and any interpretations made. Given the mix of strategies being used and the ones unable to be used, a fairly average level of credibility can be assured.

3.5.2 Transferability

The following criteria is that of transferability, which generally refers to how well the findings of a study can apply to other contexts or with other respondents (Wallendorf & Belk, 1989). This research study analyzes the attitudes of young adults under the age of 30, however, the data collected could be used as a baseline to represent a broader group, such as consumers in general. Just because the sample demographic selected is the most relevant to the research phenomenon does not mean the data collected will necessarily be different from other demographics tested. Additionally, when potentially testing this phenomenon with different demographics, like male vs female for example, these results can provide valuable insights on the attitudes of a young population as an important consideration before assessing other demographics. An important thing to consider for this research is that data collection is conducted in Europe, so any potential European-specific beliefs toward AI-generated videos must be accounted for when assessing the transferability of the results to other settings. These beliefs can either be due to a difference of ideologies or due to better access to technologies like the internet, social media, and AI as a whole. Excluding this caveat, the transferability of this study can be reasonably assured.

3.5.3 Dependability

Dependability refers to the extent to which the findings of a study could be repeated if it were conducted again with similar interviewees and a similar context (Wallendorf & Belk, 1989). Naturally, given the qualitative nature of this study, the findings are directly based on the subjective nature of the respondents' attitudes, which may vary from day to day, so it may prove difficult to assert dependability in this study. Additionally, the attitudes collected from informants are based on the limited knowledge that exists on AI-generated videos in the year 2025. It is very well possible that as consumers learn more about and are more familiar with AI-generated videos in the coming years, their attitudes may shift drastically in either a positive or negative direction. Therefore, unfortunately, the dependability of data cannot be ensured in this study.

3.5.4 Confirmability

Confirmability focuses on whether the findings collected in a study are subject to biases, motivations, or interests from the researcher as opposed to the genuine findings from the interviewees (Wallendorf & Belk, 1989). Confirmability can be achieved through the use of recorded interviews, where the interviews are then transcribed, thus creating a source of unbiased or non-deceptive raw data to reference. Additionally, any unconscious bias to group the data into certain themes comes from themes already established from existing research on consumer attitudes toward AI-generated videos and are not formed due to any personal motivations from the researcher. However, unfortunately, due to limitations in this research, there was no neutral 3rd party auditor to review the data, nor additional researchers to review the data to ensure objectivity in and minimize researcher bias as recommended by Wallendorf & Belk, (1989). These limitations mean that although somewhat addressed, confirmability cannot be completely assured in the study.

3.5.5 Integrity

The fifth and final criterion for assessment of trustworthiness is integrity. Integrity issues in a qualitative study often originate from potential conflict between the researcher and informants (Wallendorf & Belk, 1989). As Wallendorf & Belk (1989) state, issues in integrity may arise when the subject of investigation is socially undesirable, they dislike the researcher, or they simply try and present themselves in a better way. This can lead to misinformation, evasion around certain questions/topics, or even lies. This study elects to tackle this risk by creating a prolonged engagement in a relaxed environment

where trust is built with the interviewee so that they feel confident to share their genuine attitudes towards AI-generated videos. Interviews will begin with broad, non-threatening questions surrounding AI-generated videos before more sensitive topics are addressed, where the interviewer will maintain a professional yet friendly demeanor no matter what responses are given by the interviewee. Lastly, interviewee anonymity will be prioritized to the fullest extent, going so far as to conceal the gender of the interviewees as well as their names. It is for this reason that the findings do not identify any interviewee as "he" or "her", but rather the gender neautral "they". Additionally, the interviewee will be informed about the confidentiality protocols of the research before the interview, including the right to withdraw their consent to participate at any time. With these strategies in place, this study is able to ensure a significant level of integrity.

3.5.6 Ethical Considerations

As briefly touched upon in the previous subsection, this research will prioritize interviewee anonymity and confidentiality to the fullest extent. This will be done in accordance with the European Union's General Data Protection Regulation (European Union, 2016). The research study closely observes and follows Hanken's guidelines for collecting and processing personal data for research purposes. This includes the creation of an appropriate data management plan, providing both an informed consent form and a privacy notice form to the respondent, and ensuring secure storage for all data collected from respondents (Hanken, 2025). The informed consent form (attached in appendix) grants the interviewee's consent to have the interview recorded while allowing the interviewee to withdraw from the research at any time with no consequences and maintain their anonymity throughout the research study. For the purposes of this study, the interviewees have been labeled as Informant 1, Informant 2, etc. so as to protect their anonymity and privacy.

4 EMPIRICAL FINDINGS

The following chapter presents the empirical findings of the study. This chapter will focus primarily on the raw findings of what was said by the interviewees during the interviews, as the following chapter will further evaluate these findings and provide an adequate analysis and discussion. For clarity and structuring purposes, each subsection will focus on a particular interviewee at a time. Their responses will be categorized roughly based on the three components that make up an attitude (Solomon, 2009), plus additional video-specific responses related to the video shown to the interviewee. The categories will be presented in the same chronological order in which they were asked based on the interview guide in order to reflect the sequence in which each interviewee gave their answers, however the order of some of the answers may vary within categories in order to better present the findings. Each interviewee chapter will start with a paragraph detailing the interviewees' general thoughts on AI and AI-generated videos before asking any advanced questions.

4.1 Interviewee one

Interviewee One's initial general thoughts on AI were rather neutral. They stated, "I'm kind of indifferent in a way I'm not for nor against, really". They outlined how AI technologies have many benefits, but also expressed some concern about the technology becoming "too advanced". Interviewee One expressed overall positive feelings toward AI-generated videos and said they look good, but did note that some can occasionally have strange distortions and unnatural movements. They acknowledged the cost-effectiveness of producing AI-generated marketing material and expressed that they would not feel bothered or annoyed if they saw an AI-generated ad, since they could see the reasoning behind it.

4.1.1 Behavioral Findings – Interviewee One

Interviewee one was perhaps one of the least tech-savvy participants of the study, as they labeled themselves a "solid three out of ten" and "not very handy when it comes to technology". This was further exemplified by them claiming that their AI proficiency was even less, having never taken a single AI course before. The interviewee also expressed no interest in learning about AI videos including how to make them or simply following any news on AI development. Interviewee one stated that they have "no concrete interest" in AI-generated videos but just "watch the videos if they happen to come into my feed while scrolling".

When attempting to assess how Interviewee one thought the general public perceived AI-generated videos, it proved rather difficult for them as they pointed out that “It’s not really a common topic of mine” and “I just can’t say”.

Interviewee one stated they had no experience in making AI videos but did state that they had seen them before on their social media. When asked if they thought these past experiences were positive or negative, they leaned more toward the positive side, stating that the videos on their personalized social media feed “tend to be quite humorous and funny to watch” citing funny cat videos performing human tasks such as cooking as a positive humorous example. When asked for any negative examples, interviewee one could not think of any, stating that their examples are “more positive”.

4.1.2 Cognitive Findings – Interviewee One

Although possessing limited knowledge on AI and AI-generated videos, Interviewee one did recognize the usefulness of AI-generated videos, particularly in marketing and content creation. Interviewee one stated, “I’m assuming it would be cost effective” and “they could save money for different companies”. Additionally, interviewee one did recognize the usefulness of AI-generated videos for their personal tasks, specifically at their work. Interviewee one mentioned “it (AI-generated videos) could be used in my work if I wanted to explain something (…) like show how to do something (…) or how to illustrate something (…) to illustrate certain scenarios”. They proceeded to further highlight new possibilities unlocked by AI-generated videos, stating “ If I wanted to have a presentation about something, I would definitely not make such a video by hand, especially with any 3D models”, citing AI-generated videos as useful for depicting conceptual scenarios.

When assessing the credibility of these videos, Interviewee One shared mixed thoughts on whether to deem AI-generated videos credible or not. Initially, they expressed skepticism in its capacity to accurately portray something, stating that an AI-generated video from the “get-go” with no human intervention would not be considered credible in their eyes, however, they did specify that an AI-generated video can become credible with “a bit of human tinkering”. They stated that an AI video generator is perhaps not capable enough of producing credible videos independently; however, when working in collaboration with a human providing additional lines of commands to follow, these videos can become credible because of the human factor. Interviewee one, for example, stated that they would not automatically presume a video to be less credible by just

simply knowing it's AI-generated since “it’s still going to be a human behind it in one way or another”.

4.1.3 Video-Specific Findings – Interviewee One

After showing Interviewee One both the AI-generated video and the human-made video, they started to try and identify aspects of the video that would identify it as AI to them. Initially, they felt as if both videos possessed some aspects that gave them away as AI-generated. In the human-generated video, they claimed that aspects of the video looked too perfect and stated, “It was more the fact that the entire beach was like, perfectly arranged. Like you can see all the chairs or the chairs and everything, like everything is perfectly arranged.” And “It looks like it’s a bit too good, too organized”. In the AI-generated video, Interviewee One claimed that some movement from people in the video that “definitely wasn’t human” according to them, attributing how fast they were moving as a cause for concern in addition to their size difference compared to other people in the video. Additionally, interviewee one noted the movement of the camera taking the video appeared to seem “a bit clunky” on the human-made video, whereas they believed the AI-generated video displayed “very slow (and) smooth movement” when displaying the shot. Later in the interview, interviewee one revealed their main skill for determining if a video is AI-generated or not is movement, claiming “That's how I would I try to identify an AI video, just look at the like movement of living life forms. That's usually at least in my experience, what gives it away.”

With Interviewee One still unaware of which video was AI-generated and which was not, they were asked to give a preference on which video they preferred personally. According to them, it would depend on the use of the video, as one captured the city better during the day while one focused more on the evening scenery, but ultimately stated that both videos are viable options and that there was “no real strong preference to one” over the other. Ultimately, when asked if Interviewee one could determine which video they thought was AI-generated and which was not, they were able to correctly identify the AI-generated video. Although guessing correctly, interviewee one revealed that they could not “definitively” state which video was AI-generated and that if they had to guess, they would select the video they did, as it was not so easy to tell. When asked if they thought most people would be able to tell the difference, they stated, “I think most people would claim that they would know the difference, but I think it's maybe 50/50”. Interviewee one also stated later on in the interview that “Without the people, I would have no clue which one would have been the AI-generated video. Once the AI video was revealed to

the interviewee, they were asked if their opinion had changed on any of the previous questions (including their preference to one video over another), but interviewee 1 stated that their thoughts and opinions remained the same as before knowing which video was AI-generated.

4.1.4 Affective Findings – Interviewee One

Once the interviewee was made aware of the AI-generated video, they were shown this video again and asked to give their initial feelings toward the AI video. Although interviewee one did claim to notice some unnatural movement, that proved to be because they were specifically tasked with determining which video was AI-generated. When asked if this type of video would irritate them, they stated very adamantly, “Oh no! That wouldn’t upset me”, and stated that it's “Aesthetically appealing to watch this video” citing richness in detail, good colors, and good visuals as positive points for the video.

When asked on how informed the AI video left interviewee one feeling about Miami they stated that the video “could give an idea of what, Miami's like” as it portrays the same ambiance you would expect from Miami, showcasing a city on the beach, although they wouldn’t be left 100% informed as they couldn’t tell if it accurately illustrates Miami or not.

4.1.5 Cognitive Findings pt.2 – Interviewee One

Finally, after being shown the AI-generated video, interviewee one was asked some additional cognitive component questions relating to the video they had just seen to better measure this component of attitudes with a real example video as a point of reference. When asked how useful the AI video was, they agreed that videos like these could probably be used to market other cities in general and to market a tropical destination in general, with no city attached to it. They pointed primarily to the “cost effectiveness of producing an AI-generated video compared to an actual quote-unquote “handmade” video”. Interviewee one also highlighted the amount of time saved when producing an AI-generated video vs a human-made video, stating “It takes time to, you know, get the drone flying up and like get the perfect shot sort to say and then to edit the videos compared to an AI”. Interviewee one could see the useful applications for these kinds of videos to help in marketing a tourist destination like Miami and foresaw no issues with this, stating “I wouldn’t have anything against it (AI-generated videos marketing cities) personally”.

When assessing the credibility of the AI video, interviewee one stated that the non-AI-generated video is “more credible because it’s actual footage from Miami” as opposed to a recreation of Miami with the AI-generated video. Still, with this in mind, Interviewee One stated that the AI-generated video “is quite credible, but not 100% credible”. Additionally, they mentioned that they would not distrust the AI-generated video shown to them purely based on knowing its AI-generated and noted that an AI-generated video can definitely still be trustworthy.

4.2 Interviewee Two

Interviewee Two only recently became aware of the capabilities of AI tools in the last two years and has so far been very surprised with how well they function in assisting with various tasks. They did however express serious concerns with the trustworthiness of some AI content, especially when it's not labeled as such, calling for better transparency. They expressed fears regarding disinformation and fake news being spread by these technologies, especially during election cycles, and called for responsible use and caution when using AI tools. Interviewee Two also expressed a sense of dystopian dread from observing an almost oversaturation of AI-generated content on social media platforms, where they report seeing two AI models just talking to themselves, for example, and the conversations seem “too perfect”.

4.2.1 Behavioral Findings – Interviewee Two

Interviewee two was found to be quite technologically proficient stating that they conduct extensive research when buying a phone or laptop for example to ensure it has all the right specifications and features they want including the type of processor and amount of storage for example however, it’s a not a particular area of interest for them. They also noted that they are not scared of learning any new kind of technical programs, as they use Google and trial and error to learn new programs. When addressing AI-proficiency, interviewee two expressed “a good understanding of it”, stating that they even used AI to help them in their search for a new laptop by plugging in all the specifications and features they wanted into an AI program to suggest recommendations for them. The interviewee additionally had internship experience in selling a type of AI-software to other businesses which added to their level of AI proficiency to the point where they questioned the type of AI software they were selling, pointing out how “underdeveloped” the software was compared to others that exist on the market like Chat GPT for example. Although being proficient in AI, interviewee two demonstrated no real

interest in following AI development news, stating that they simply hear about new AI models from friends or other colleagues and are not as invested in AI-generated videos.

When asked about how they thought the general public perceived AI, interviewee two stated, “It depends on the age range” stating “I would say generally the young people think it's very helpful in their lives, whether maybe for work or education (…) but maybe the older people are scared”. Interviewee two discussed the general concern of AI taking away jobs from people, but did not share the same sentiment, claiming that AI is still far from being able to replace most manual labor jobs, like that of a janitor for example. Some calls for concern in the film and movie industry were mentioned as well, however, Interviewee two claimed that “AI is not generating anything new, its just taking something already is existing in some database. So, I don't think AI can maybe replace creative jobs in that sense.” claiming that it was not something that concerned them too much. Interviewee two did share public concern for the risk of misinformation with AI-generated videos, especially for influencing elections or other political agendas, and agrees that there is a lack of transparency. Interviewee two stated, “I feel like from the start it should be clear what is generated with AI and what's not because now, it's kind of blurry”, stating the need for “some mandatory labeling that (a video) is AI-generated”.

Interviewee two mentioned they have had limited exposure to AI-generated videos, however did note a specific example of seeing an AI-generated image on a supermarket flyer in the past where the object being sold was a real photo but the background and the desk it was sitting on were both AI-generated and the image was marked as AI-generated. When asked how they felt about seeing this type of advertising, interviewee two said that “it just made the picture look a bit, I don’t know, fake” and couldn’t understand why they opted for an AI image when it wouldn’t have been too hard to have a picture of a real desk, citing that it seemed a bit lazy from them.

4.2.2 Cognitive Findings – Interviewee Two

When addressing the usefulness of AI-generated videos, interviewee two acknowledged the usefulness of these kinds of videos from a marketing perspective in various cases. They stated “video shots of one product where you have like a 360-degree angle of for example like fruits or lemon or like a hamburger or like where they are put in a spotlight can probably be AI-generated or at least supported by AI” stating that these videos look very time-consuming and are most likely cost intensive to film. They additionally gave examples where AI-generated videos would be useful to use to film things “like car

commercials where they drive really fast around mountains" or other cost-intensive, time-consuming videos. In terms of personal usefulness, interviewee two was skeptical about AI-generated videos helping them with personal tasks stating "I'm not sure how it could help me personally" citing a lack of trustworthiness as a reason for not using an AI video to help them learn how to do something like "replacing a car battery".

When it came to addressing the credibility of AI-generated videos, interviewee two expressed concerns about AI being able to accurately portray something, stating that these videos "are not realistic to me" and agreeing that there is a lack of credibility with these kinds of videos. The aspect of knowing if a video is AI-generated was discussed and Interviewee Two mentioned how just the fact of knowing that a video is AI-generated automatically makes it less credible in their eyes even if the video was potentially accurately portraying something stating "Yeah I don't know why, but I just don't feel so comfortable yet with it (AI-generated videos)".

4.2.3 Video-Specific Findings – Interviewee Two

When showing both videos to interviewee two they initially suspected the human-made video of being AI-generated because of how low the quality appeared but then had a shift in attitude when watching the AI video stating that aspects of the video seemed "too perfect" stating that "the waves seem kind of too perfect" and that the video "looked way too scenic". Interviewee Two also noted some minor distortion in the AI-generated video, stating "some clouds look a bit off to me personally (...) they look like some bad copy-paste". Unnatural movement was also a talking point for interviewee two, who questioned why everyone in the AI-generated video was moving somewhere, claiming that it was unrealistic not to see anyone standing still, for example. While skeptical of some aspects of the clips, Interviewee Two noted that both videos were nicely shot and depicted Miami in a good manner.

Before revealing which video was AI-generated, Interviewee Two was asked to give a preference over which video they preferred and which portrayed Miami better. They stated that they preferred the AI-generated video as it looked nice "in terms of colors" and had "a nicer atmosphere" overall and also believed it portrayed Miami in a nicer manner, stating that the AI video "makes Miami look more friendly" and "appealing". Eventually, when it came time to guess which video was AI-generated, Interviewee Two was able to correctly determine the AI video, although it proved slightly challenging for them, as they stated, "I'm questioning my human abilities" when analyzing both videos

and began to second-guess themselves. When asked if their previous opinions had changed after knowing which video was AI-generated, they said their thoughts remained relatively the same and agreed that the AI-generated video portrayed Miami in the best manner, but they did begin to question the accuracy of the video more after knowing it was AI-generated.

4.2.4 Affective Findings – Interviewee Two

After revealing the AI-generated video to Interviewee Two, they were asked to give their general feelings on the video. They stated that the movement of all the people in the video slightly irritated them, as it appeared quite unnatural to them in addition to some slight distortions in the clouds. Interviewee two noted that the video did present nice colors and was very visually appealing, however, they did also mention the video looking "too perfect" stating "If everything looks too perfect, it might be kind of strange you know?".

When discussing informedness, Interviewee Two agreed that the AI-generated video could leave people fairly informed of what they could expect in Miami stating how the AI video had all the correct components one would expect from Miami like palm trees, buildings near the water, ect. They also agreed that the video could be used to teach someone about Miami stating that "It can give, like, an overall, basic impression of what Miami would look like".

4.2.5 Cognitive Findings pt. 2 – Interviewee Two

Once interviewee Two was shown the AI video, a couple of cognitive category questions were asked to gauge their attitudes toward AI-generated videos based on the video shown. When asked if this type of video could be used to market cities, Interviewee Two expressed some concern about where the AI model would collect this kind of content from, stating that cities are always evolving and that using past pictures and videos of cities as inspiration for an AI model may lead to inaccurate renditions. They mentioned that the model could be useful to market cities if the video accurately portrays what the city looks like, stating that AI videos could be used as a tool in support of creating a video but stated "100% relying on AI? I'm not so sure yet", but did acknowledge it has the potential to accurately portray cities in the future. Instead, Interviewee Two expressed more confidence in AI's usefulness in depicting the conceptual idea of a tropical destination for example, with no real city attached to it since it does not exist in practice.

When it came to addressing the credibility of the AI-generated video. Interviewee Two made it abundantly clear that if they didn't know the video was AI-generated, they would not question its credibility and would generally think positively of the video and think it was "a nice scenery captured" and "maybe think that's how the destination looks like". Conversely, Interviewee Two stated that their attitude would change completely if they knew that the video was AI-generated stating "Honestly, I would probably be like, "oh no, another AI generated video" (...) and I would be like annoyed actually (...) it's like they can't put the effort into making a real video and just use AI". This ultimately culminated with the interviewee stating that they would be more likely to distrust an AI-generated video purely because they know it's AI-generated, stating "overall, it would lower the credibility just knowing that it's AI-generated". This also led to the interviewee questioning their line of reasoning when stating that all AI-generated videos should have a mandatory label on them, while also admitting that this label itself would automatically make a video less credible and less appealing to them.

4.3 Interviewee Three

Interviewee Three believed AI to be a useful tool rather than a human replacement, best utilized to save time. They stated AI has been "revolutionizing technology" and has been very "disruptive" in many industries. They believed that the technology still has some development to do before it's used in marketing, but acknowledged that it provides great benefits for marketers looking to better their ROI and saw it more as a tool rather than a hindrance. Interviewee Three stated that many of the AI-generated video ads they have seen so far have come across as "Soulless", especially when containing living beings, and a bit "lazy" and "cheap". They also however mentioned seeing good examples of AI-generated ads, especially when the company uses humor as a major part of the ad, leaving them with mixed feelings about AI-generated videos overall.

4.3.1 Behavioral Findings – Interviewee Three

When assessing Interviewee Three's tech proficiency levels, they stated "From a scale of 1 to 10, I'd say, um, like, uh, a seven maybe", claiming that they are quite comfortable using most tools but recognize that there are also people better than them in this regard. They also stated that in terms of AI proficiency "When it comes to AI tools, um, I feel like I'm just, uh, in the beginning stage" but did also express great proficiency in using AI tools compared to the general public stating "I think I'm in the top or close to the top" in this regard. Interviewee Three also stated having taken a couple of courses on AI like one

on focusing on how AI can be utilized to optimize inbound marketing, for example, thus further adding to their knowledge of AI overall.

When determining the public perception of AI, Interviewee Three stated that “It's very highly individual” on whether someone likes it or dislikes it, stating older people will most likely view AI differently than younger people and stating that “I think it comes down to how much you understand, for instance, large language models”. When addressing public opinion on AI within their age group Interviewee Three stated “At least in my age group it (AI) is still pretty like, cool and new” (….) and I feel like I’m getting more towards the other side” while also stating “I’ve definitely switched (sides) since I’ve learned more about it" claiming that their thoughts were not influenced by public opinion. They also disagreed and had a counterargument with the public sentiment of AI taking over people’s jobs in the advertising industry, believing that AI-generated videos “kind of undermine what makes advertisers so good at their job, and that’s being creative and being able to express their ideas in a fun and creative way” stating how companies that rely solely on AI to create them an ad definitely lack that creativity to begin with.

Interviewee Three stated they had seen plenty of examples of AI-generated videos before, especially in the marketing scene. They listed examples of AI-generated videos made by Coca-Cola and Toy Story they’ve seen “which have come across pretty soulless” in their opinion, citing that when adding living organisms like humans into these ads they can come across as especially soulless and inhuman in addition to appearing cheap and lazy as well. Conversely, Interviewee Three also had some experience with more positive examples of companies using AI-generated videos. One of these examples was that of Suzuki Australia, which went about making an AI-generated ad with the purpose of making fun of AI in a humorous manner, pointing out its flaws and such, which was received much more positively by the interviewee personally, as it came across “pretty funny” for them. In terms of hands-on experience with creating AI videos, Interviewee Three reported having limited experience with testing out Sora and other similar video generators, but reported no professional use of these video models for work or school, for example. From these limited tests, Interviewee Three was left fairly impressed with how quickly and effectively these models can turn ideas into impressive visualizations ,and acknowledges the positive side of saving countless hours of work by using AI-generated videos, but still acknowledges these videos as unauthentic and less creative.

4.3.2 Cognitive Findings – Interviewee Three

When discussing the perceived usefulness of AI-generated videos, Interviewee Three expressed that AI-generated videos have the potential to be "definitely useful" in advertising but only if they are used in a sustainable and transparent way. Interviewee Three expressed concerns over the lack of a "Rule Book" or "Guidelines" to follow when creating AI-generated videos to ensure they are created in an ethical manner. Interviewee Three stated, "You let the audience know that you've used AI, and how you used AI, and then I think that shows that you've actually put an effort into it (the AI video)". If these precautions are taken, then Interviewee Three claimed that "It (AI videos) can really be useful and save you a lot of money or resources," but still believes the technology still "has some developing to do" before placing all his trust into it for content creation. Interviewee Three also acknowledged the potential usefulness of AI-generated videos for their personal life stating "If I, got a job, in marketing, I definitely would tap into the space more" and "I've seen that many companies when I've looked at jobs, are looking for instance for people who can use Sora as a tool".

When discussing the credibility of AI videos, Interviewee Three expressed how it varies depending on the video, but they would consider a video credible if they knew it was AI-generated, stating, "If I know it's been made by AI, then I definitely feel like it's more credible". Once again, Interviewee Three highlighted the need for transparency, stating, "If, for instance, you have a video and it says just like in the corner or in the description that. This company used AI to create the video, I feel like I definitely can trust what they're trying to sell me or see it in a different way". They additionally mentioned "if it wasn't displayed or communicated that they used AI, then I would definitely be a bit more suspicious" and further expressed the need for transparency especially in the future when AI videos will become more advanced to the point where someone will not be able to tell what is human-made and what is AI-generated.

4.3.3 Video-Specific Findings – Interviewee Three

After watching both videos, Interviewee Three had some initial doubts over the authenticity of the AI-generated video. They noted the setting of the AI video being in the evening and being darker as a sign that a video is AI-generated video based on their previous experience. The AI-generated video also appeared to have more of a "crisp" quality compared to the other one, which again made Interviewee Three suspicious of it. They stated "So clip A (human-made clip), I feel like because it's not perfect, feels more authentic to me" and "(Clip B (AI video) maybe looked a bit too perfect". The final aspect

that pushed Interviewee Three to make their decision was the movement of the people, claiming that some of the movement of the people in the AI-generated video appeared very robotic-like, as if it was straight out of a video game.

Before revealing which Video was AI-generated, Interviewee Three expressed a stronger personal preference for the AI-generated video stating that it was “visibly pleasing” and even went on to state “I must say I think if I was the company trying to sell Miami as a tourist destination, I would definitely use the first one (AI video)”. Although preferring the AI-generated clip aesthetically, Interviewee Three did think the Human-made video was a more accurate portrayal of Miami and is more how they would picture Miami in their head, but acknowledged the AI clip would be better suited to market the city better. Eventually, came the time for the interviewee to guess which clip was AI-generated, and Interviewee Three did manage to correctly guess the AI-generated video based on the aforementioned points. Although guessing correctly, they stated, “You know, I must be honest to say I wasn't like, 100% sure at first when I've only seen the AI clip (…) I can definitely say that a large, number of the public would think that this could be real for sure”. Interviewee Three pointed to consumers’ short attention span when encountering ads on the internet as a potential reason why this AI-generated video could fool most of the public.

4.3.4 Affective Findings – Interviewee Three

After revealing which video was AI-generated, the interviewee was asked some more in-depth questions about the AI-generated video to better understand their feelings toward it. Interviewee Three’s initial thoughts when watching the video were those of amazement, stating “I mean it's cool. it’s cool it's been made by AI and still so realistic”. They further stated, “If this would have come up on my feed or something (…) I probably would have thought it's probably real and that it's just a nice sunset drone footage from Miami”, attributing the nice colors and impressive visuals of the video as determining factors. Interviewee Three noted no real distortions in the video apart from some things looking “too perfect” and some slightly unnatural movement, which didn’t annoy them but just gave it away as AI-generated. Interviewee Three also mentioned that this video in particular did not feel “soulless” or “lacking human emotion” but stated that it could potentially be due to the video depicting the people so far away from the shot, but overall had no issues with how the AI-generated video was shown.

From an informedness standpoint, Interviewee Three stated that this video could be used to give someone a general idea of what Miami could be like but acknowledged that there is a "fine line" between the city being enhanced by AI and when it becomes too "robotic" but felt that this video did not cross that line and was acceptable.

4.3.5 Cognitive Findings pt. 2 – Interviewee Three

When addressing the usefulness of the video shown, Interviewee Three stated that videos like these could be useful in marketing other cities as well due to their cost effectiveness but felt as if the video would need "to be longer and also have some message in it in order to capture to the audience" adding that music would also help as well. They additionally recommended adding a type of interactive element to the video, like a QR code on the side of a building, to play off the fact that it's an AI video. Interestingly, Interviewee Three also mentioned how AI-generated videos like this one would be great for marketing relatively unknown destinations because of the fact that most people would have no pre-understanding of what the destination looks like (unlike Miami for example) and because these unknown destinations usually suffer from a relative lack of resources when it comes to creating marketing material for tourism. Interviewee Three thought of these points by picturing their small hometown greatly benefiting from such AI-generated marketing videos.

When asked about how credible the AI-generated video was, Interviewee Three found the video of Miami to be quite credible if the company behind it was transparent with their AI use. They stated that seeing an AI label on the video "makes the video a lot more credible in my opinion". They also stated that they do not automatically distrust a video purely on the basis that it's AI-generated and believed that knowing a video is AI-generated alone does not bring down the credibility of the video at all. They did state the importance of dedicating the right amount of time and effort to developing the right kind of prompt for the AI video, believing that consumers will be able to tell on the finished product if an AI video was lazily made with low effort, which will hurt the credibility of the video overall.

4.4 Interviewee Four

Interviewee Four noted they were not a heavy user of AI but acknowledged how impressive AI tools have become recently and how useful they have become in assisting them with various projects. They stated "it's interesting (but) also a little bit scary to be honest" citing how some AI content is becoming almost too realistic where they almost

can't tell the difference. They stated that most of their thoughts on AI-generated videos came from their experience with seeing them used as memes on social media and therefore had a relatively positive view of them overall.

4.4.1 Behavioral Findings – Interviewee Four

In terms of technological proficiency, Interviewee Four was quick to state "I'm not the best in the class" classifying themselves as perhaps average or slightly below. They additionally stated, "Like, of course, I know the basics (…) but I wouldn't say I'm that Tech interested in general and not maybe the best". When addressing AI proficiency, Interviewee Three reported having a "normal" level of proficiency stating that they occasionally use AI tools like ChatGPT to assist them in improving the quality of their text or even just relying on AI to answer some questions instead of going to google for example, but not for any advanced purposes. Interviewee Four expressed relatively limited interest in AI technologies in general, but did express interest in any AI technology that could make their life simpler and help them with tasks. They stated that they do not actively follow news on AI development, but rather become informed like most people, through social media, or if a big development makes the news. Lastly, Interviewee Four mentioned taking an "Introduction to AI course" at their respective University, which educated them more about AI in general.

When assessing the public perception of AI, Interviewee Four noted that the public perception of AI is very similar and in line with their beliefs, in that opinions on AI are very divided currently. On the one hand, Interviewee Four believes that many people are "Happy" with AI given how useful it has proven to be in helping with tasks, but on the other hand stated "But I also think some people are a little bit scared that they it's going to take a lot of jobs (…) and also, I think some people are maybe also afraid of the false videos and misinformation". Interviewee Four expressed specific concerns over older people being misinformed about what is real and what is fake.

When evaluating past experiences with AI videos, Interviewee Four reported that most of their past experiences with AI videos have been for humorous entertainment purposes through the form of various funny memes, for example, which have left them feeling positive overall. Additionally, the only example they mentioned of a company using AI-generated videos also emphasized humor as a main part of their video, tying it into memes and such, which also produced a positive reaction from the interviewee. Additionally, they stated they've also watched AI-generated videos for "education"

purposes, stating various examples when they know a video is AI-generated but have watched it anyway to learn about a new topic on social media. Interviewee Four expressed no direct experience in creating AI-generated videos, stating that they primarily used text models and only experimented once with Image generation and were left impressed with the technology. Based on their previous experiences with AI, Interviewee Four claimed that they normally expect good results from AI, stating "They could be quite good actually (...)if you want to make some cartoon, like make a short video of a dog running, then this could be quite realistic".

4.4.2 Cognitive Findings – Interviewee Four

When discussing the usefulness of AI-generated videos, Interviewee Four mentioned that AI videos could be used to educate and entertain people in a general sense. When it came to companies creating advertising videos, Interviewee Four stated "I think it's going to be still quite a long way before AI videos can replace these types of people in a company that are video editors, video creators coming up with ideas", but did highlight how AI-generated videos could be used to help "brainstorm" by illustrating conceptual videos and giving marketers an idea of how a product could be marketed and being used as a tool in the creative process to inspire. They also stated the potential usefulness of being able to insert a video into an AI model and ask it for any potential improvements as well. Interviewee Four acknowledged the potential usefulness of AI videos in their personal life, claiming that in their current job, they "have to produce some content" and acknowledging that AI-generated videos could produce the content quicker, but has not yet experimented with such videos.

When assessing the credibility of AI-generated videos, Interviewee Four stated that it's difficult to assess. They claimed that their previous experience with creating AI pictures revealed to them that AI-generated content does not always produce accurate content, stating, "even though you gave them quite good prompts, it's still quite hard to get the (content) exactly as you want". They mentioned that an AI-generated video can be fairly credible when portraying simple conceptual ideas, but believe it may struggle and become less credible when complex details are added to the prompt. Additionally, Interviewee Four noted that the credibility of a video can be more or less important depending on the context of the video, stating that "for things like memes and fun stuff, it doesn't matter" but for more serious advertising or for movies, for example, the credibility would matter more. Interviewee Four concluded this segment by stating that they would subconsciously consider a video less credible solely based on the fact that it's

AI-generated, stating, “I would say my inner mind would say "ah maybe it (The AI video) is a little bit less credible” without really knowing why themselves.

4.4.3 Video-Specific Findings – Interviewee Four

After watching both videos, Interviewee Four stated that they were both very nice representations of Miami and that they could both easily be used to market the city. Before revealing which video was AI-generated, Interviewee Four revealed that video-wise, the AI-generated video looked “nicer” than the human-made video. They also stated that their preference of video largely depended on the context of what the video was used for, claiming that they would much prefer the human-made video for educational purposes and would prefer the AI-generated video for marketing purposes, while still being unaware of which video is AI-generated.

Eventually, Interviewee Four was able to correctly identify which video was AI-generated, mainly attributing their guess to how “clean” some of the buildings looked and the unnatural movement by the people in the AI video, stating “Yeah, the movement I thought was a little bit, uh, a little bit weird”. Although correctly guessing the AI-generated video, Interviewee Four stated that they were only able to guess correctly because they were specifically looking for an AI-generated video and said they could easily be fooled into thinking the AI-generated video was real if they came across it on their social media. Interviewee Four stated, “I wouldn't say it's easy. I would say it's quite hard actually” and stated that most people would struggle to identify that it’s AI-generated if it appeared on their social media feed with the exception of some young people, potentially.

4.4.4 Affective Findings – Interviewee Four

When assessing how the AI-generated video left Interviewee Four feeling. They expressed overwhelming positivity stating “It's crazy how well it (Miami) is portrayed there” and “It's crazy how very crisp and how good this video actually is” as well as “I'm really, honestly really impressed on how well a video it can create”. The video overall left Interviewee Four feeling very entertained, stating, “This (video) makes me want to visit Miami” attributing the richness in detail and realness of the video as major factors of their entertainment. The only unnatural aspect of the video Interviewee Four could recognize was perhaps the movement of some of the people, but this did not cause them to be upset by the video. Interviewee Four additionally agreed that the AI-generated

video did not lack any human emotion or substance and did not come across as soulless in any way.

Interviewee Four was also left fairly informed of Miami, believing that the video gives a good idea of what Miami could be like, stating “I haven't been there, but I would say it's portrayed, it's quite good (based) on my thoughts and my perception of, of Miami”, adding that this video could even be used to teach someone about Miami.

4.4.5 Cognitive Findings pt. 2 – Interviewee Four

Interviewee Four was quick to point out the usefulness of this AI-generated video for marketing cities due to how real the videos look but stated that these types of AI clips would work best if inserted as a “middle part” or “intro” of a video, claiming that they would work best in combination with human-made videos for clips that don’t require exact details perhaps. They additionally mentioned that AI-generated videos would be better suited to market a tropical destination in general, with no city attached to them, as this video succeeded in marketing the “feeling” of being at a tropical beach in addition to showcasing a particular city.

Concerning the credibility of the AI-generated video, Interviewee Four deemed the video to be “quite credible” overall, stating, “I would say it portrays the feeling (of Miami) and in general how the city looks”. When asked if they would automatically distrust the video because they knew it was AI-generated they responded with “No, I wouldn't say so. I think it's quite credible, even though it's. AI.” But did state that knowing the video is AI-generated could subconsciously lower the credibility “a little bit” but “not much in general”.

4.5 Interviewee Five

Interviewee Five reported relatively positive thoughts about AI claiming “I think it has made my life easier. They stated that they normally consider AI-generated images more trustworthy than videos due to some previous negative experiences with AI videos. With that being said, they did however endorse the idea of companies using AI-generated videos in their marketing stating, “I think it's a good idea because it's so much cheaper and everybody can do it.”. Interviewee Five was aware of the negative feedback some companies have received for producing AI-generated ads based on some distortions in the video but believed that there is potential for the technology to improve and eliminate these distortions for future advertising videos.

4.5.1 Behavioral Findings – Interviewee Five

When assessing tech proficiency, Interviewee Five considered themselves “pretty good” with technology stating that they use technological tools “every day” and would consider themselves as “average” when compared to the rest of the population. When inquiring about AI proficiency, Interviewee Five also believed themselves to be “Pretty good” stating “I think I use it (AI models) every day”. Interviewee Five mentioned mainly using large language models like Chat GPT even claiming that they have replaced other tools like search engines in their day-to-day. They stated, “I don't Google anymore. I directly ask Chat GPT For advice or input on things. I think I use it almost every day”. Interviewee Five reported having taken a couple of courses related to AI with one in particular being an AI introduction course which they found interesting. Interviewee Five expressed an interest in AI technology stating “I think it's interesting. And I think it's fascinating how it's working and how much you can do with it”, however mentioned that they do not actively follow news on AI development and stated they usually find out about AI development news about “ a week after everybody else knows about it”.

When discussing the public perception of AI, Interviewee Five noted that in their opinion, many people are “super skeptical” about AI and AI videos due to a lack of “emotional connection” from the AI-produced content as well as a lack of trustworthiness in the information shown in these videos. They stated that people are perhaps less likely to act on a marketing video’s call to action if it's made by AI, like a travel firm depicting a location to visit for example. Interviewee Five however didn’t share the same sentiment as the general public, stating “I'm still skeptical (of AI), but I feel like the general public is even more skeptical”. Interviewee Five also expressed how they notice that many people fear that “AI is coming for their jobs” although they didn’t share this opinion, either stating “I'm not fearing that (AI is taking jobs) so much”.

Interviewee Five recalled their past experiences with AI-generated videos as a negative experience overall. In a particular example, they stated “After I have watched an AI video, I feel like a fool because at first sight, I believed the video and what was going on in the video, and after that, I feel so dumb (…) and it makes me very skeptical and therefore I associate AI videos with a negative experience” citing a travel destination video as their example. Although having these past negative experiences, Interviewee Five stated that they do go into every AI-generated video with a very “neutral” attitude and don’t have a pre-existing hatred toward an AI video before watching one.

4.5.2 Cognitive Findings – Interviewee Five

When discussing the usefulness of AI-generated videos, Interviewee Five noted the incredible potential of AI videos to assist in the marketing field. The main attributing factor for this usefulness for the interviewee was the cost-effectiveness of producing such videos, stating "I think it's useful because it's so much cheaper (…) and it has the potential to make things even prettier". They also noted the amount of new opportunities that will be created by AI-generated videos, stating that new professionals will be needed who are educated on AI technologies to best utilize these new tools, and even mentioned having seen new study programs offered at universities with a focus on AI.

In terms of assessing the credibility of AI-generated video, Interviewee Five was very adamant that they are not considered credible in their eyes. They stated, "No, no, I don't trust them almost at all, because they feel so fake". Interviewee Five stated that strange distortions in AI-generated videos are attributed to their lack of credibility, but more importantly, the lack of human touch is primarily what fosters a lack of credibility for Interviewee Five. When asked if solely knowing that a video is AI-generated makes it less credible they agreed, stating "there's no human touch (in the AI video), but if I know it's a human who has made it, it feels more trustworthy", claiming that there is no real emotion or thought behind the AI-generated videos.

4.5.3 Video-Specific Findings – Interviewee Five

After watching both videos, Interviewee Five began to notice some aspects of one of the videos that could potentially reveal it as AI-generated. They noticed that on the AI-generated video, some aspects seemed to look "too perfect", noting, in particular, the colors of the video, the waves, and how clean the beach looked. Interviewee Five stated "I'm also searching in both videos for names or things to be wrong, and everything seems so perfect. There's no dirt on the beach, it looks so clean. Now, I don't know what Miami looks like, but I feel like it shouldn't be this clean". They also noted that some of the movements of the people in the video looked off, which made it look AI-generated as well. Before revealing which clip was AI-generated, Interviewee Five stated that the AI-generated video looked "nicer" from a video standpoint, but felt the human-made video portrayed Miami in a better way.

After these preliminary questions, Interviewee Five correctly determined which video was AI-generated based on the aforementioned factors. Although guessing correctly, when asked if it was easy to tell which video was AI-generated, Interviewee Five stated

"No, it's not easy to tell. I think they are both similar" and stated that if this video had simply appeared on their social media feed they would've thought it was a nice video of Miami and not questioned its authenticity. They also stated that most people would potentially struggle to identify the video as AI-generated, especially if they are not so AI proficient or if they have never been to Miami before. Once revealing which video was AI-generated, Interviewee Five noted that their opinions stayed the same for the previous questions.

4.5.4 Affective Findings – Interviewee Five

When addressing Interviewee Five's initial thoughts on the AI-generated video, they felt as if the video was "super well-made" and very impressive overall, stating the color composition in particular as their favorite aspect. When describing how the AI video left them feeling, Interviewee Five stated, "It feels more cozy. It feels more like something is happening. More alive", and stated the video left them feeling entertained. They were also left impressed by the overall visuals and by how detailed every aspect of the video looked. Interviewee Five did not note any distortions in the video and was not left irritated in any way by the video. They also did not find the AI video to be lacking any human emotion or substance.

Interviewee Five reported feeling quite informed from the video, stating, "I feel like I have got a lot of information here. Like, it feels like I got a very good picture of Miami now". They agreed that the AI video gave an accurate portrayal of Miami and that the video could even be used to teach someone about the city, stating that the video had "All the information you need" to learn about what kind of city Miami is.

4.5.5 Cognitive Findings pt. 2 – Interviewee Five

When discussing the usefulness of the AI-generated video, Interviewee Five claimed that the video could be very useful in marketing Miami, stating, "I almost feel a need that I want to visit Miami now. But I want to visit it more when I see this AI-generated video compared to the other one." They even stated that if they were a marketer, they would choose the AI-generated video over the human-made one. Interviewee Five believed that these kinds of AI-generated videos could be useful in marketing other cities besides Miami "because they are so much cheaper and they give such an accurate portrayal". Additionally, they agreed that these types of AI videos could also be used to market a tropical destination in general with no real city attached.

When asked about how credible they found the video, Interviewee Five reported average levels of trustworthiness, rating the video “a 3.5 on a scale from 1 to 5” for credibility. They stated that they would have no issue with seeing a video like this as part of a commercial when watching TV, for example. Interviewee Five did state, however, that they do still slightly distrust the AI-generated video purely because they have been told it’s AI-generated. When describing this feeling, they stated, “It's something back in my head. If you would have said that this is not generated, I would trust it even more”. They additionally stated that seeing a label on the video signifying that it's AI-generated would lower the video’s credibility for them. Finally, Interviewee Five ended the interview by acknowledging the importance of labeling AI-generated content as such to prevent false marketing, but stated that it might not be in the best interest of a company to do this since consumers might consider an ad less credible when they see an AI label, stating that if they were a marketer they would try not to include the label somehow.

4.6 Interviewee Six

When asked about their general thought on AI, Interviewee Six answered, “Right now, really critical mostly. Yeah, there are some good uses, I'm sure. But like, overall I don't have a good reaction to AI-created content”. They stated that they are artistic and value human-made art and text. They also stated concerns for the environment from using such AI tools, expressing dissatisfaction from people who use AI tools instead of search engines like Google on a consistent basis. Interviewee Six was also critical of AI-generated videos, stating concerns over misinformation, especially within older demographics. Interviewee Six expressed fewer concerns with the use of AI-generated videos for digital marketing purposes since it’s not directly news, but still values the human creativity and talent that goes into producing a human-made advertisement far more than any AI-made ad and would prefer to see these AI tools used as tools to help a creative artist rather than replace them.

4.6.1 Behavioral Findings – Interviewee Six

In terms of Interviewee Six’s technological proficiency, they reported a slightly above average level of tech proficiency compared to others. When asked about AI proficiency, however, they stated being not very proficient compared to others, stating “I haven't really tried to use it much, ”stating that they only have limited experience with AI chatbots and none with creating images or videos. They also claimed to have never taken any AI course before. Interviewee Six claimed to have no interest in watching or creating AI videos for entertainment purposes, but acknowledged the importance of staying

informed with AI development as it appears on the news or their social media feed, for example, but does not go actively searching for this type of news necessarily.

When discussing how AI is perceived by the general public, Interviewee Six stated, “I feel like it seems really polarized. Like some people love it and some people hate it”. Interviewee Six was quick to point out which group they belong to, stating, “It seems a lot of people like really, really love it and think it's the best thing ever, and then there's maybe people like me who don't like it”. They also seemed to share the same sentiment with regards to AI-generated videos, stating that “old people” seem to love these videos while others can consider them quite “disturbing”. Interviewee Six overall believed their own perceptions on AI to be genuine and not swayed by public opinion, stating that they tend to disagree with what people in their social circles have to say about AI and AI-generated videos.

Interviewee Six reported that their past experiences with viewing AI-generated videos had normally been negative experiences. They detailed their most recent encounter with an AI video stating “It was some like fake news video about a crazy flood in some country (…) and it was like pretty clearly fake (…) and then I looked at the comments and so many people were like, oh, I'm praying for this country”. Interviewee Six felt bothered by how effectively AI-generated videos can spread misinformation but also expressed issues in the “texture” of these videos that make them so unappealing to them. Although having such negative past experiences with AI-generated videos, Interviewee Six stated, “I can imagine not having a super negative reaction to one that's like obviously a joke. Like if you're just using it as a meme or something, it's fine”. Based on these comments, Interviewee Six doesn’t necessarily expect a directly good or bad reaction from AI-generated videos, as the context of the video plays a major determining factor in their attitude. Interviewee Six stated having no experience in creating AI generated videos or Images but did report some occasional use of AI chat bots as a starting point for writing descriptions for events they host for example but never use the exact text provided by the chatbot as it often comes across “too polished” and “fake”.

4.6.2 Cognitive Findings – Interviewee Six

When asked about the usefulness of AI-generated videos, Interviewee Six simply stated that the AI videos are “about as useful as Photoshop” and can be useful for marketing purposes. Interviewee Six mentioned that many companies like makeup brands already use plenty of Photoshop and apply various video alterations in their advertising, so they

wouldn’t mind if this type of advertising were AI-generated, for example, since they already expect it to be unauthentic in that sense. On a more ominous note, they also stated how AI-generated videos could be greatly useful for propaganda purposes, stating “if you really want to influence people, like groups of people about something that isn't true and you can't get like real videos of it, then yeah, it's probably really useful for that”. Of course, it's worth noting that Interviewee Six did not believe this to be a good use of AI videos but was rather just highlighting potential usefulness. On a personal level, Interviewee Six could not see AI-generated videos being useful for them in their daily life. Interviewee Six also disagreed with the thought that AI-generated videos are useful in opening new job opportunities for people because they believe that the AI-generated videos will eliminate more jobs than they create overall, and that it would be a net negative result overall.

Interviewee Six was perhaps the harshest on assessing AI credibility. When asked how credible they considered AI-generated videos, they simply answered “Not at all, because it's not real”. They additionally stated that they would not trust an AI video to accurately portray something at all. Even if the video was confirmed to be fairly accurate by a 3rd party source, Interviewee Six would still not trust it and would rather see a real video of what it is attempting to depict, stating that the AI-generated video feels more like a movie depicting things that could happen but adds no real value for them. It came as no surprise then that Interviewee Six stated that knowing that a video is AI-generated automatically makes it less credible for them without even seeing the video first.

4.6.3 Video-Specific Findings – Interviewee Six

Initially, after watching both videos, Interviewee Six stated that they had no concrete preference over one video, stating that they both gave off a different feeling, with one video depicting Miami in the day and the other at night. They stated that their guess on which video was AI-generated was affecting their preference, but if they were told that both videos were real, for example, then they believed that the AI-generated video was better at convincing someone to visit the city since the human-made one lacked some action. Overall however, they noted that there was no strong preference between both videos and that both would be suitable to have in an ad to market the city. When comparing both videos, Interviewee Six noted that the human-made video portrays Miami in a more accurate manner, better suited for the news perhaps, but the AI-generated video portrays Miami as a more exciting must-visit destination, better suited for marketing purposes.

When initially watching both videos, Interviewee Six stated that because the videos depicted Miami from afar, it was harder to tell which was AI-generated and stated that if they had seen the AI video as an ad somewhere, they wouldn't have recognized it as AI-generated. Having said that, Interviewee Six was able to correctly recognize which of the videos was AI-generated however did state that "It didn't scream AI" noting that it was not easy to tell and that most people would not be able to recognize the video as AI-generated if they were to simply see it casually and not over-analyze it. When asked what about the video gave it away as AI-generated, they stated that the waves looked "waxy" and that some of the signage looked "wonky". They also stated that the movement of the video looked "overly smooth" and felt unnatural to them. Interviewee Six's opinions did not change after revealing which video was AI-generated. They stated that seeing this type of AI video ad would not offend them, but they would always prefer to see a human-made "real" video, especially in a longer ad, and felt that using an AI-generated video came across as lazy.

4.6.4 Affective Findings – Interviewee Six

When focusing more on the AI-generated video, Interviewee Six's initial thoughts on the video were those of mild irritation. They expressed that the irritation stemmed primarily from the fact that they knew it was an AI-generated video instead of a human-made video, stating, "why couldn't they just use a real one (...) it would probably be so much nicer if it was actually real". They expressed that these kinds of videos come across as cheap and lazy to them and give a sense that the company themselves don't fully believe in the product they are advertising. Interviewee Six stated that the video lacked human emotion stating that it looked too "polished" and stated that imperfections like a bit of trash on the floor for example add to how real a place looks and felt that the AI video was "too perfect" and "flawless" and felt a bit "cold" because of it. Besides these AI-related negatives, Interviewee Six stated that video-wise, the colors, the waves, and the sunset looked nice although they noticed some distortions with the clouds that looked a bit off as well.

When assessing informedness, Interviewee Six stated that the AI-generated left them feeling "not very" informed stating "There is no way to know if it's real or, like, if any of this is real". They expressed difficulty in being by the video due to issues in credibility stating "I feel like I can't trust the information, so probably not very (informed)". They stated that they would feel more informed from the same video if they didn't know it was AI-generated. Interviewee Six agreed the video could potentially give an idea of what

Miami could look like based on the fact that it contains all the things one would expect to find in Miami, but would definitely not rely on the video to learn about Miami and would hope that others would not either.

4.6.5 Cognitive Findings pt. 2 – Interviewee Six

When asked how useful they found the AI-generated video, Interviewee Six stated "Not at all because I'm sure videos like this exist even stock footage. Even if you can't get a drone in time for your video shoot, I feel like you could just buy a video like this from somewhere". They stated that Miami is already such a nice city that there is no need for an AI-generated video to try and overexaggerate how nice it looks and risk being potentially misleading. Although personally disagreeing with the use of AI to market cities, Interviewee Six stated that AI-generated videos could be useful in helping market less attractive-looking destinations where the good aspects of the destination may need to be overexaggerated to help convince people to visit. Interviewee Six also did not find much usefulness in using AI-generated videos to market the idea of a tropical destination stating that "there's already endless amounts of videos you can use" to depict this feeling which includes the creativity of an actual artist behind them.

When assessing the credibility of the AI-generated video, Interviewee Six stated that the video seemed "credible enough" in fulfilling its purpose based on their limited knowledge of Miami however they stated that they would personally not trust it to give them an accurate portrayal of Miami. Interviewee Six mentioned that the distrust stemmed purely from knowing that the video was AI-generated. They stated that knowing that the video is AI-generated automatically lowered the credibility for them. They concluded by stating that if they were considering traveling to Miami for example, they would not be at all influenced by this AI video and would much rather see a real human-made one instead.

4.7 Interviewee Seven

Interviewee Seven's general thoughts on AI were fairly positive overall but stated that it's a complex topic. They stated the importance of experimenting with and learning about new AI technologies as they can prove quite useful, but are also aware of some of the negative aspects associated with AI including the risk of people losing their jobs and potential misinformation risks. Interviewee Seven mentioned having seen a few AI-generated videos before and considered them fun and interesting to see, stating that they reminded them of older "Pixar-style" animated movies. They expressed optimism in

using AI-generated videos for marketing purposes but still emphasized being cautious about what type of content is with this new technology as the general opinion on AI videos seemed to be quite negative according to them.

4.7.1 Behavioral Findings – Interviewee Seven

When assessing Technological proficiency, Interviewee Seven considered themselves to be "above average" but not the best, claiming that they are fairly good at utilizing online tools, programs, and apps. They are familiar with all the online tools one would use at work but also enjoy taking pictures and editing them in their free time as well. In terms of AI proficiency, they reported an average level compared to others noting that their proficiency is "developing all the time" and they find it very interesting and fun to constantly experiment with and learn how to best utilize AI tools like Chat GPT or other image-generating models. Interviewee Seven also mentioned that they have not taken any AI-specific courses yet but are about to take one soon and are excited to learn more about AI.

When discussing the public perception of AI, Interviewee Seven stated that public opinion on AI is "a little bit divided" but tends to be more negative overall. They stated, "I have seen mostly negative comments for example on my social media but of course, there are also people who are kind of fascinated by the (AI) videos". When asked if they agreed with the overall negative sentiment toward AI-generated videos, Interviewee Seven stated "I would say like I'm pretty neutral, like I don't mind them. I think they're fun. I think they're interesting". They stated that their perception of AI videos overall was more positive compared to others.

Interviewee Seven reported having seen AI-generated videos on their social media before and that their past experiences with these types of videos had been positive overall with several funny examples and even one emotional example. In one particular example, they noted seeing an AI-generated animated video vividly detailing a fictional sad story of a fish with sad music playing in the background that made Interviewee Seven feel very "emotional" and even made them cry. They stated that the video had a style very similar to that of older Disney Pixar movies and that it reminded them of their childhood and thus made them feel quite emotional after watching it. Interviewee Seven reported having no previous experience in creating AI-generated videos however did report having experimented with AI-generated images as part of their work. While experimenting, they noted that it was quite challenging to have the AI model produce

exactly what they had in mind and could tell that some less advanced models would produce strange distortions for example. Lastly, when asked if they would expect good results from AI videos overall, they stated that the videos are usually very aesthetically pleasing but can look “too perfect” or “too polished” which can reveal them as AI-generated for example.

4.7.2 Cognitive Findings – Interviewee Seven

When discussing the usefulness of AI-generated videos, Interviewee Seven stated “I mean of course they are useful in the sense that it is faster and maybe more efficient” when filming an AI video. They stated that traditional videos with real actors for example, require plenty of time and effort going into planning, organizing, and scheduling while an AI-generated video does not and is therefore more time-efficient. Interviewee Seven stated that AI-generated videos could be useful in content creation but stated that it “depends on the purpose” of the video and “how much you want people to connect with the video”. Interviewee Seven agreed that AI-generated videos would be useful in creating new job opportunities in this field as well. They stated, “I think usually with new things, it's not only risk, there are always opportunities too (…) So of course I think there will be more job opportunities with AI (videos)”. On a personal note, Interviewee Seven also revealed that AI videos could be useful in their job since they work with content creation. They stated that AI-generated videos could be useful in adding more variation to the type of content they produce like potentially producing some fun animated content for example.

When addressing the credibility of AI-generated videos, Interviewee Seven stated that the credibility of the video generally depends on the context of the video. They mentioned that fun videos like “animated animals” for example are harmless but any videos depicting real people could suffer from credibility concerns. They additionally noted that AI tools can exhibit certain biases that harm their credibility. They stated, “I noticed with AI-generated pictures for example, that the AI tools do have a lot of biases these days though so in that sense, I wouldn't say that they are like really credible”. Interviewee Seven believed that AI technologies are always developing but as of now, they would not trust an AI-generated video to accurately portray something, stating that the AI videos often look “too perfect” and “too polished” and contain occasional distortions based on their past experiences. Interviewee Seven concluded this segment by noting that they automatically deem a video less credible solely because they know it's AI-generated.

4.7.3 Video-Specific Findings – Interviewee Seven

After watching both videos, Interviewee Seven stated that both videos were very nice-looking however when asked if they had a personal preference, they stated that they preferred the AI-generated video due to the nicer colors and clearer details in the waves for example. They also stated that the AI-generated video portrayed Miami in a better manner, although they suspected that the video was AI-generated. According to Interviewee Seven, these suspicions were due to some unnatural "robotic" movement by some of the people in the video in addition to aspects of the video looking "too polished" or "too perfect" with them stating that the AI video looked like it was from a video game.

Initially, after first watching both videos, Interviewee Seven was surprised at how difficult choosing the AI-generated video would be. They stated, "This is funny because, as I've been saying throughout the interview, I usually recognize which one is which And I have to say, like with these videos, it is more challenging than the videos I have seen before". Although initially struggling a little, Interviewee Seven was able to correctly identify the AI-generated video although they admitted that it was not easy. When asked if they thought most people would be able to identify the video as AI-generated they answered "No, I wouldn't say so. It is actually, quite hard". They noted that when the videos are shot from afar in the air it makes it increasingly difficult to identify a video as AI-generated since you cannot see the details closely. After revealing which video was AI-generated, Interviewee Seven's thoughts on both videos remained the same and they still preferred the AI video and thought it portrayed Miami better.

4.7.4 Affective Findings – Interviewee Seven

When addressing Interviewee Seven's initial thoughts on the AI-generated video, they reported that their initial feelings were fairly positive. They stated "It looks pretty. It just makes me want to travel to Miami or somewhere where there is beach and sunset". They labeled the video as entertaining overall and were very impressed by the colors in particular and thought the richness in detail was sufficient for this type of video. Interviewee Seven noted that they never felt irritated by the video even if they could note some slightly unnatural movements by the people in the video as well as noting aspects of the video as "too polished". They noted that the video did not lack any human emotion or substance, stating that from afar everything looked quite normal, but when focusing on a particular person, it began to look a little unnatural. Interviewee Seven concluded that even with these slight irregularities, the AI-generated video did not feel "cold" or "soulless" to them.

When asked how informed the AI video left Interviewee Seven feeling, they revealed that it was difficult to ascertain. They stated that the video gives a fairly accurate portrayal of Miami based on what they image the city to be like in their head but then also realize that the AI model is most likely just highlighting the most aesthetically pleasing aspects of the city. With this in mind, interviewee stated they were left fairly informed form the video overall but were still left with some lingering doubts. Interviewee Seven stated that they would probably not use this AI video for educational purposes to teach someone about Miami since they still did not trust AI-generated videos 100% to deliver the most accurate portrayal of a city. They stated that this type of video is better suited for marketing purposes instead as it excels in capturing the "feeling' of being in Miami whether it's completely accurate or not.

4.7.5 Cognitive Findings pt. 2 – Interviewee Seven

When asked how useful they found the AI-generated video, Interviewee Seven noted that the video is very useful in marketing Miami, stating "This video definitely made me feel like I want to travel (to Miami)". They stated that the AI-generated video could be much more efficient resource-wise to market Miami than a human-made video, where even unpredictable factors like the weather could prolong the video filming process for example. Interviewee Seven agreed that these types of AI videos could be used to market other cities with them stating, "Yes. I mean, I wouldn't be mad about it (AI videos)". They did state however that better trust should be built around AI videos for this to be possible and advocated for an AI label to be placed on these videos to ensure transparency. Interviewee Seven also noted that AI videos like this one could be used to market the idea of a tropical destination with no city attached since it will produce the nicest results.

Regarding the credibility of the video, Interviewee Seven stated that it "was surprisingly credible" especially if the audience is informed that it is AI-generated. They acknowledged some minor doubts about AI-generated content but considered the video fairly credible overall and felt it provided an accurate representation of Miami, although they maintained a slight skepticism. Interviewee Seven pointed out that this distrust mainly stemmed from simply knowing the video was AI-generated, which automatically reduced its credibility for them.

5 ANALYSIS AND DISCUSSION

The following chapter will analyze the empirical findings from the previous chapter and highlight any recurring themes found in the interviews conducted by use of thematic analysis. These themes will be grouped into four subsections primarily based on the three components of attitudes, based on the ABC model of attitudes (Solomon, Askegaard, Hogg, & Bamossy, 2019), in addition to an additional subsection addressing the interviewees' ability to correctly guess if the video was AI-generated and why. Each theme will be highlighted and discussed within the context of the thesis topic, and the findings will be used to ultimately answer the three research questions posed at the start of the paper.

5.1 Affective Themes

When showing the interviewees the AI-generated video, the overwhelming response was one of acceptance and entertainment toward the video. All seven interviewees noted the AI-video to be aesthetically pleasing, with a majority of interviewees attributing this to the colors of the video, which support findings by Xiao, et al., (2024). Other aspects listed by many interviewees as contributing to the aesthetic appeal of the video were the richness in detail and the realism of the videos, which again support findings by Laco (2024) and Charfou and Naji (2024).

Surprisingly, nearly all interviewees reported not being irritated by the AI-generated video shown, which contrasts with studies from Laco, (2024). Studies by Charfou and Naji (2024) attribute this irritation to AI-generated videos feeling artificial and lacking substance, making emotional connection difficult, however, almost all interviewees in this study reported that the AI-video shown was not lacking human emotion or substance. There are two potential explanations for this inconsistency compared to previous studies. A potential reason could be due to the recent advancements and improvements in AI-video generation technology, allowing for more emotionally appealing videos to be produced. The second and more probable reason could be due to the AI-generated video shown being shot from afar and not directly showing any human faces, as expressed by Interviewee three. Other interviewees also noted that AI-generated videos tend to lack emotion when highlighting the face of a human. Although almost no interviewees found the AI-video irritating, some minor irritating factors expressed by various interviewees included "unnatural movement" by people and the video looking "too perfect" or "too polished".

5.2 Behavioral Themes

Past studies on attitudes toward online video ads have linked subjective norms as a significant factor when assessing consumer attitudes (Lee & Lee, 2011). In this particular study, this was not the case however, as most interviewees either stated that their thoughts on AI-generated videos were not influenced by public opinion or had conflicting thoughts altogether about AI-generated videos compared to the general public. A likely reason for this discrepancy could be a result of the age group of the interviewees. A majority of the Interviewees stated that age plays a crucial role in determining the attitude of a consumer toward AI-generated video, stating that older demographics seem to react differently than younger demographics to AI-generated videos. Additionally, most interviewees appeared to disagree with the common public concern of AI-generated videos leading to job displacement (Charfou & Naji, 2024, Laco, 2024). Some interviewees claimed that the AI technology is not sophisticated enough to replace human creativity for digital ads, and a majority of interviewees agreed that AI tools like those that produce videos are best utilized as tools to help humans complete their tasks for efficiency rather than outright replacing them.

Another common theme prevalent throughout the interviews was the impact of past AI-generated video experiences on interviewees' attitudes toward AI videos. Research from Lee and Lee (2011) highlights how past experience with new types of advertising technology has a direct impact on how consumers view that technology. This sentiment was shared throughout the interviews, as most interviewees who held positive thoughts toward AI-generated videos typically had positive past experiences of viewing AI-generated videos, while the few who held negative thoughts toward AI-generated videos had negative past experiences with these types of videos. Additionally, interviewees who expressed mixed feelings toward AI-generated videos had typically had both positive and negative past experiences with AI videos. A notable theme observed from all positive past experiences was the significance of humor. All interviewees who experienced positive past AI video experiences stated that the AI videos they witnessed were all humorous videos relying on comedy or memes. Similar reactions to AI-generated videos are also present in research by Laco, (2024) making this a relevant theme in this area of AI video research. Although less prevalent, negative past experiences from interviewees were attributed to videos depicting misinformation, as well as videos lacking any human emotion.

5.3 Cognitive Themes

One of the most prevalent themes observed throughout the interviews related to the perceived usefulness of AI videos. All seven interviewees in this study highlighted the usefulness of AI-generated videos for marketing purposes, stating cost effectiveness and efficiency as the two main contributing factors. Perceived usefulness is found to have a positive effect on consumer attitudes towards online ads (Anwar & Rehman, 2013) and findings from the interviews share the same sentiment. Perceived usefulness can also include how a user believes that using a particular system would enhance their job performance (Davis, 1989), which is also discussed in the interviews. None of the interviewees stated that they use AI-generated videos to help assist in personal or work-related tasks, but many recognized and realized the potential of using AI-generated videos to assist them in such tasks during the interview, as they considered them quite useful.

Additionally, after being shown the AI-generated video, a majority of interviewees agreed that AI-generated videos like the one shown could be useful in marketing Miami and other popular tourist destinations due to the cost-effectiveness and efficiency of producing such videos. A majority of interviewees also agreed that AI-generated videos could be useful in depicting fictitious tropical destinations as well, in an attempt to market the feeling of being at a tropical destination as opposed to the destination itself. Many interviewees were hesitant at first to believe that AI-generated videos could prove so useful in marketing real-life tourist destinations, but had their opinions positively changed after watching the AI-generated video and finding it unexpectedly high in quality and detail, which coincides with findings from Charfou and Naji, (2024).

Although expressing positive feelings toward the perceived usefulness of AI-generated videos, the interviewees did not share similarly positive feelings regarding the credibility of these videos. A common theme identified throughout the interviews was that all seven interviewees expressed some level of concern or dissatisfaction regarding the credibility level of AI videos, with some feeling more concerned than others. Research by Anwar and Rehman, (2013) highlights the significance of perceived credibility on consumer attitudes towards online video ads, as consumers need to be able to believe that what they are being shown in an ad is indeed accurate. Interviewees primarily expressed concerns over the ability of AI-generated videos to accurately depict real objects or places, in addition to ensuring that AI-generated videos are properly labeled as such to ensure transparency.

Another prevalent theme identified surrounding credibility had to do with whether or not an Interviewee knew that a video was AI-generated. The findings of this research show that a majority of Interviewees would consider a video to automatically be less credible solely because they know it's AI-generated. The credibility of a message is largely dependent on the recipient's perception of its source (Erdogan, 2010) and other studies on attitudes toward AI-generated videos confirm this phenomenon as well. Research from Labajova, (2023) also states that most respondents agree that the source of a particular piece of content has an influence on the content's trustworthiness and credibility. This ultimately led to a noteworthy contradiction for many interviewees who stated the importance of labeling AI-generated videos as such, but also admitted that this exact label they want would lower the credibility of the video for them as well ironically.

5.4 Video-Specific Themes

This study proved that consumers are able to correctly distinguish AI-generated videos from human-made videos, as all seven interviewees were able to successfully tell the AI-generated video apart from the human-made video. Interestingly, these findings differ from those of previous studies that examined how well participants can recognize AI-generated content. Many studies on this phenomenon, including those by Cooke et al, (2024) and Somoray & Miller, (2023), for example, reveal that participants have about a 50 to 60 percent success rate when detecting AI-generated videos. A potential reason for this inconsistency could be due to the fact that interviewees were shown videos of cityscapes with no human faces, unlike the previous studies mentioned. Cooke et al, (2024) highlight in their study how participants were found to be significantly less accurate when classifying images featuring human faces as compared to images featuring non-human face objects like landscapes, so it could be possible that interviewees could have performed worse if videos showing human faces were shown instead of videos of Miami.

The 100 percent AI detection rate from the interviewees should not overshadow how difficult they found it to correctly guess which video was AI-generated. During the interviews, all seven interviewees expressed that it was difficult to ascertain which video was AI-generated and claimed that most people would struggle with identifying it as AI-generated as well. These findings are well supported by other research from Somoray and Miller, (2023) where participants also felt fairly uncertain on whether or not they had accurately guessed which of the videos shown to them were AI-generated. Many interviewees claimed that if this AI video were to appear on their social media feed for

example, they would most likely be easily fooled into thinking it's real, further proving the difficulty of recognizing AI-generated videos.

When elaborating on what cues had revealed the video to be AI-generated to the interviewees, 2 main themes arose as the most prevalent in determining that the video was AI-generated. These two themes were the unnatural movement of the people in the video and the video looking “too perfect” or “too polished”. Irregular movement is commonly accepted as an indicator that a video might be AI-generated, especially in videos produced by Sora, as shown in research by Chang et al (2024). Videos looking “too perfect” however, does not appear to be a common theme in other studies focusing on AI detection and may prove to be a new theme to consider when determining how consumers detect AI-generated videos. Traditionally, a lack of quality in AI-generated videos has often been an indicator that a video was AI-generated, with consumers normally believing that videos of poor quality were AI-generated (Somoray et al 2024), however, recent advancements in AI video generation technology may have flipped this belief, as according to a majority of the interviewees in this study, videos with virtually zero imperfections were “suspiciously” seen as AI-generated.

The final noteworthy theme observed from the interviews was how a majority of interviewees stated that they had a personal preference toward the AI-generated video over the human-made video, even after knowing which video was AI-generated and expressing credibility concerns. This was mainly due to the previously mentioned affective themes of good coloring, richness in details, and realism, which play such a significant role in consumer attitudes (Charfou & Naji, 2024), (Laco, 2024), (Xiao, et al., 2024). Crucially, interviewees noted that they would prefer the AI-generated video to be used for marketing purposes over the human-made video even after expressing credibility concerns over it, as it portrayed the city of Miami in a better manner and further enticed the interviewees to visit Miami over the human-made video, as it better captured the feeling of being in Miami. Interestingly, other research focusing on the influence of AI-generated videos on tourism and tourist decision making reveals similar findings. Research from Seo et al, (2025) demonstrates how even audiences with negative attitudes toward AI-generated videos still expressed an intention to visit a destination due to how attractive the AI-generated video portrayed the location, with the colors of the video again playing a significant role in their enjoyment of the video.

6 CONCLUSIONS

Overall, this thesis study set out to gain a better understanding of consumer attitudes toward AI-generated video content. This topic is of great relevance and importance given the prominent rise of AI technologies in the last couple of years, causing disruptions throughout various industries. Although currently a highly prominent topic, it is still believed that we are in the infancy stage of digital AI-generated content (Chen et al, 2023) and thus research on how consumers feel about this type of novel technology is paramount to understand as AI tools become more advanced and AI-generated content becomes more commonplace in the future.

This thesis outlined three main research questions in the first chapter to be addressed and has successfully answered them to the greatest extent possible. Firstly, this research reveals that consumers, overall, generally have mixed feelings over AI-generated content, but that attitudes appear to lean more positive than negative. In terms of a video standpoint, interviewees overall were left very impressed and entertained by the AI-generated video presented due to its richness in detail and vibrant coloring. A majority of interviewees were not left irritated by the video shown, although past irritating examples of AI-generated videos listed unnatural movement, a lack of human emotion, and videos looking too perfect as causes of irritation for interviewees.

Past experiences with these types of videos proved to be a significant factor in influencing consumer attitudes on AI-generated videos, as most interviewees who expressed neutral to greatly positive attitudes toward AI-generated videos often had previously had positive experiences with watching AI videos before, while those with previously negative experiences had negative thoughts surrounding AI-generated video content. Even more noteworthy was that a majority of all positive AI video experiences were attributed to videos containing humor or jokes like memes, while negative experiences were more tied to instances of misinformation. Public perception, however, proved not to be a significant factor when determining consumer attitudes, as most interviewees stated that their opinions on AI-generated videos were not influenced by public perception and that many interviewees actively held thoughts on AI videos that differed from the general public in their opinion.

Further contributing to positive sentiment, all interviewees considered AI-generated videos to be useful, especially for marketing purposes. Many interviewees attributed this level of perceived usefulness to the cost-effectiveness and efficiency of producing AI-

generated videos. After being shown the AI-generated video, many interviewees believed that AI-generated videos could prove quite useful in marketing popular tourist destinations across the world, as they best encapsulate the feeling of being in that destination by highlighting its most attractive aspects, in addition to the cost-effectiveness and efficiency of such videos. Some interviewees also developed a positive attitude toward AI-generated videos when realizing that they could be used to assist them in their personal or work-related tasks as well.

Nearly all negative attitudes associated with AI-generated videos were attributed to their perceived lack of credibility and concerns over transparency. All interviewees expressed concerns over credibility, as many would not trust an AI-generated video to accurately portray something. Some interviewees emphasized the importance of transparency and strongly believed that all AI-generated videos should be clearly labeled as such to avoid the risk of these videos potentially spreading misinformation. Interestingly, all interviewees stated that simply knowing that a video is AI-generated automatically makes it less credible to some extent, and many stated that they would distrust a video purely because they know it is AI-generated. Many interviewees became aware of the contradiction they made in stating that all AI videos should be labeled as such, but also admitting that upon seeing this label, they would automatically consider the video as less credible.

Finally, this study set out to determine if consumers can clearly tell AI-generated videos apart from human-made videos and has answered that question as well. The findings demonstrated that all seven interviewees were able to successfully identify the AI video from the human-made video, although it's worth noting that many interviewees experienced difficulties in guessing and noted that it was not an easy decision to make, stating that the AI-generated video could fool a majority of the general public if it simply appeared on their social media feed. Furthermore, the study identifies the main clues that reveal a video as AI-generated to the consumer. A majority of interviewees stated that unnatural movement and the video looking “too perfect” were the two main indicators of the video shown being AI-generated. The second point is of most interest, as a majority of previous studies had pointed to poor quality as a sign of a video being AI-generated however, this study seems to suggest the opposite, with AI-generated content becoming more advanced by the day and looking too flawless and unrealistic for some consumers.

6.1 Theoretical Contributions

This study contributes to the ever-evolving research surrounding consumer attitudes towards various types of digital advertising, but within the context of AI-generated videos. Much has previously been published on consumer attitudes toward various types of digital ads (Lee & Lee, 2011; Nabila & Achyar, 2019; Anwar & Rehman, 2013), but given the novelty of AI-generated videos as a technology overall, research focusing on consumer attitudes toward AI-generated videos is limited, which is why studies like this one are valuable to developing the overall understanding of consumer attitudes toward this new form of digital content. The study tests and applies the ABC model of attitudes (Solomon et al, 2019) within the context of AI-generated videos, proving its capabilities in assessing attitudes on AI-generated content as well as standard digital advertising.

The study also establishes a type of framework to follow when assessing consumer attitudes toward AI-generated video content based on the ABC model of attitudes (Solomon et al, 2019) in the literature review chapter. The ABC model offers a basic framework on how to asses consumer attitudes, and this study adds to that model by adding two additional dimensions to consider when assessing consumer attitudes toward AI-generated video content. These two additional dimensions consist of factors that make up the components of attitudes and the subsequent additional components that make up these factors. These factors and additional subsequent components are gathered from a variety of previous studies focusing both on consumer attitudes toward digital ads, as well as some focusing on consumer attitudes toward AI-generated content. The created framework offers any potential future researchers a guideline to consider when attempting to study consumer attitudes toward AI-generated content of any kind.

Finally, the study supports pre-existing beliefs about consumer attitudes toward AI-generated content from previous studies while also challenging others. On the affective side, the study supports findings from Charfou and Naji (2024) that consumers find AI-generated videos aesthetically appealing overall, but challenges findings from Laco, (2024) that state that consumers find AI-generated videos irritating. Additionally, on the behavioral side, the study supports findings from Lee and Lee, (2011) that past experiences play a significant role in consumer attitudes toward new advertising technology, but also challenges other findings in the same study that state that subjective norms play such a significant role when assessing consumer attitudes. The thesis challenging these previous studies should not be interpreted as a call to reject previous research, but rather reflects how AI-generated video content is such a novel technology

that pre-held beliefs centered around consumer attitudes toward this type of technology are always open to change and can evolve as the technology constantly evolves.

6.2 Managerial Implications

The results of this study provide valuable insights to marketers considering whether to adopt AI-generated content into their marketing strategies, as it accurately depicts consumers' attitudes toward this new type of technology. More specifically, the study gives an idea of what younger consumers might think of AI-generated video advertisements, as this study highlights young consumers under the age of 30, who are found to be the most common users of AI technologies (Blahosova, 2024).

This study demonstrates to potential AI video advertisers that consumers do not appear to dislike AI-generated videos from a video-wise perspective and in fact, prefer how AI-generated videos look aesthetically compared to human-made videos. The issues with AI-generated videos for consumers are more related to the credibility and potential transparency issues with such videos. Managers should be aware that any time they elect to produce any type of AI-generated video advertising, the consumer will automatically perceive it as less credible than a human-made video, as simply knowing that the video is AI-generated makes users distrustful.

Advertisers can, of course, do their part to ensure that AI-generated video content does not come across as such. The study highlights to potential AI advertisers that unnatural movement and videos looking too perfect are signs of irritation for consumers and are also clues that a video might be AI-generated. Competent management would be wise to ensure that any type of AI-generated video ads produced contain fairly natural human-like movement to mitigate any credibility concerns. Additionally, managers must be able to navigate the difficult task of ensuring that AI-generated videos do not look "too perfect". A potential recommendation to remedy this issue, which came directly from one interviewee, would be to purposefully include imperfections in AI-generated video content. Things like small amounts of litter or tire tracks on a beach might seem foolish to include in marketing material for a tourist destination at first, but when working with AI-generated videos, it's these slight imperfections that may make the video more realistic to consumers and mitigate credibility worries.

Finally, and perhaps most importantly, managers wishing to utilize AI-generated video content as a part of their marketing material must ensure the utmost transparency. It is vital that any company using AI-generated video content is honest and open about its AI

usage. Many companies address this concern by having a watermark placed on one of the corners of the video signifying that it is AI-generated. Although helpful in combating transparency concerns, seeing this watermark is often what causes consumers to lose credibility in the video in the first place since they now know the video is AI-generated. This contradiction leaves managers in a tough position where they must be able to strike a fine balance between being open and transparent about their AI use, but also not making the use of AI excessively prominent to consumers.

6.3 Limitations and recommendations for future research

There are a few limitations to consider in this thesis study. Firstly, the study is limited to a particular demographic of young adults under the age of 30 in Vaasa, Finland. Given the strong sentiment expressed by various interviewees that older demographics would have drastically different attitudes on AI-generated people, future studies could look to focus on older demographics to see how their attitudes differ from those of a younger population. Additionally, future studies could look to explore consumer attitudes on AI-generated videos outside of Finland and even outside of Europe to determine if cultural differences or differences in ideologies play a significant role in attitudes toward AI-generated content.

Other limitations in the study are more related to the videos shown to the interviewees. The videos were chosen with the intent of being as similar to each other as possible in order to eliminate external variables when comparing videos, and this was primarily achieved by having both videos depict the same scene and setting. Although a good baseline to have, other factors like time of day and the number of people in the videos were not considered when selecting the videos, for example. Future studies on AI-generated videos should look to not only address these missing factors but should do as much as possible to ensure that both videos being shown to participants are as identical to each other as possible to ensure the most accurate results.

Lastly, future studies focusing on whether participants can correctly identify AI-generated videos should consider showing the participants only an AI-generated video as opposed to both an AI-generated video and a human made video. A majority of interviewees in this study mentioned that their decision on selecting the AI-generated video was made much easier when they saw the human-made video as a point of reference. Future studies should look to present the participant with an AI-generated

video and simply ask them to guess if they think its AI generated, akin to how they will encounter and asses AI-generated video content in the real world.

REFERENCES

Abhijay, G., Chen, Y., Zadtootaghaj, S., Barman, N., & Bovik, A. (2024). *Quality Prediction of AI Generated Images and Videos: Emerging Trends and Opportunities*.

Ajzen, I., & Fishbein, M. (1980). Understanding attitudes and predicting social behavior.

An Ngo, T. (2023). Short Video Marketing Factors Influencing The Purchase Intention of Generation Z In Vietnam. *Innovative Marketing*.

Anwar, I., & Rehman, K. (2013). Factors affecting consumer attitudes and intentions toward user-generated product content on youtube. *Management & Marketing Challenges for the Knowledge Society*.

APA. (2018, 4 19). Retrieved from https://dictionary.apa.org/primacy-effect

Arunachalam. (2022). Comparison of Consumers Perception Between Human Generated and AI Aided Brand Content.

Bagozzi, R., Wong, N., Abe, S., & Bergami, M. (2000). Cultural and Situational Contingencies and the Theory of Reasoned Action: Application to Fast Food Restaurant Consumption. *Journal of Consumer Psychology*, 97-106.

Benjamin, P., Wilson, D., & Haig, W. (2014). A picture is worth a thousand words: Source credibillity theory applied to logo and website design for heightened credibillity and consumer trust. *International Journal of Human-Computer Interaction*.

Blahosova, J. (2024). *Artificial intelligence and health: How do Czech adults use AI*.

Bohner, G., & Dickel, N. (2011). *Attitudes and Attitude Change*.

Boyd, D. (2007). Why Youth (heart) Social Network: The role of Networked Publics in.

Chang, C., Liu, Z., Lyu, X., & Qi, X. (2024). What Matters in Detecting AI-Generated Videos like Sora? *The University of Hong Kong*.

Charfou, A., & Naji, J. (2024). *The Era of AI-Generated Video Production. Exploring Consumers' Attitudes*.

Chen, C., Fu, J., & Lyu, L. (2023). A Pathway Towards Responsible AI Generated Content.

Cooke, D., Edwards, A., Barkoff, S., & Kelly, K. (2024). *As Good as a coin toss. Human Detection of AI-Generated Images, Video, Audio, and Audiovisual Stimuli*.

Creswell, J. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*.

Daugherty, T., Eastin, M., & Bright, L. (2008). Exploring consumer motivations for creating user-generated content. *Journal of interactive advertising*.

Davis, F. (1989). Percived Usefulness, Percieved Ease of Use, and User Acceptance of Information Technology . *MIS Quarterly* .

Dehghani, M., Niaki, M. K., Ramezani, I., & Sali, R. (2016). Evaluating the influence of YouTube advertising for attraction of young customers. *Computers in Human Behavior*, 165-172.

Dobrian, F. (2011). Understanding the Impact of Video Quality on User Engagement .

Du Plessis, C. (2015). An Exploratory Analysis of Essential Elements of Content Marketing.

Du Plessis, C. (2017). The role of content marketing in social media content communities. *South African Journal of Information Management*.

Ducoffe, R. H. (1995). How Consumers Assess the Value of Advertising. *Journal of Current issues & research in advertising* .

Edwards, S., Li, H., & Lee, J.-H. (2002). Forced Exposure and Psychological Reactance: Antecedents and Consequences of the Perceived Intrusiveness of Pop-Up Ads. *Journal of Advertising*.

Eickhoff, F., & Zhevak, L. (2023). *The consumer attitude towards AI in marketing - An experimental study of consumers attitudes and purchase.*

Elliot, M., & Speck, P. (1998). Consumer Perceptions of Advertising Clutter and Its Impact across Various Media. *Journal of Advertising Research*, 29-30.

Erdogan, Z. (2010). Celebrity Endorsement: A Literature Review . *Journal of Marketing Management* , 291-314.

Fischer, E., & Reuber, R. (2010). Social interaction via new social media: (How) can interactions on Twitter affect effectual thinking and behavior? *Journal of Busienss Ventuing* , 1-18.

Fogg, B. (2003). Prominenece-Interpretation Theory: Explaining How People Asses Credibility Online.

Glenwick, D., & Leonard, J. (2016). *handbook of methodological approaches to community-based research*.

GrandViewReseach. (2023). *AI Video Generator Market Size, Share & Trends Analysis Report By Component (Solution, Services), By Application (Marketing, Education), By Organization Size, By Source, By Region, And Segment Forecasts, 2024 - 2030*.

Hanken. (2025, January). *LibGuides Hanken*. Retrieved from https://libguides.hanken.fi/rdm

Ho, J., Pang, C., & Choy, C. (2020). Content marketing capability building: a conceptual framework. *Journal of Research in Interactive Marketing*.

Hovland, C., & Weiss, W. (1951). The influence of source credibility on communication effectiveness. *Public opinion quarterly*.

Hubspot. (2025). *The 2025 State of Marketing Report*.

Hughes. (2024). *BBC Science Focus*. Retrieved from https://www.sciencefocus.com/future-technology/openai-sora

Jacoby, J., & Kaplan, L. (1972). The components of perceived risk. *Proceedings of the 3rd Annual Conference of the Association for Consumer Research*, 382-393.

Jarvinen, J., & Taiminen, H. (2016). Harnessing marketing automation for B2B content marketing. *Industrial Marketing Management*.

Kilgour, M., Sasser, S., & Larke, R. (2015). The Social Media transformation proccess: curating content into strategy. *Corporate Communications: An International Journal*.

Koiso-Kanttila. (2004). Digital Content Marketing: A literature. *Journal of Marketing Management* .

Labajova, L. (2023). *The state of AI. Exploring the perceptions, credibility, and trustworthiness of the users towards AI-generated content*.

Laco, V. E. (2024). *"As If It Was A Funhouse Mirror"* . Kalmar: Linneuniversitetet.

Lee, J., & Lee, M. (2011). Factors Influencing the Intention to Watch Online Video Advertising. *Cyberpsychology, Behavior, and Social Networking* .

Lee, W.-N., & Choi, S. M. (2005). The Role of Horizontal and Vertical Individualism and Collectivism in Online Consumers' Responses Toward Persuasive Communication on the Web. *Journal of Computer-Mediated Communication* .

Lopes, A., & Casais, B. (2022). Digital content marketing: conceptual review and recomendations for practitioners. *Academy of Strategic Management Journal*.

MacKenzie, S., & Lutz, R. (1989). An Empirical Examination of the Structural Antecedents of Attitude Toward the Ad in an Advertising Pretesting Context. *Journal of Marketing, Vol. 53*, 48-65.

Manfredo, M., & Bright, A. (1991). A model for asserting the effects of communication on recreationists. *Journal of Leisure research*.

McGinnies, E., & Ward, C. (1980). Better liked than right: Trustworthiness and expertise as factors in credibillity. *Personality and Social Psychology Bulletin. Vol 6*, 467-472.

McKinsey. (2024). *The state of AI in early 2024: Gen AI adoption spikes and starts to generate value.* .

Mogavi. (2024). Sora OpenAI's Prelude: Social Media Perspectives on Sora OpenAI and the Future of AI video generation .

Morton. (2024). *Entepreneur*. Retrieved from https://www.entrepreneur.com/business-news/whats-the-future-of-video-content-in-digital-marketing/470677

Nabila, S., & Achyar, A. (2019). Analysis of Factors Affecting Users' Attitude Toward The Youtube Ads And Their Effects On Purchase Intention. *Jurnal Manajemen dan Bisnis Vol. 17*.

Nathaniel, A. (2023). The Logic and Language of Classic Grounded Theory: Induction, Abduction, and Deduction. *Grounded Theory Review. An international Journal*.

Netland, T., Von Dzengelevski, O., Tesch, K., & Kwasnitschka, D. (2024). Comparing human-made and AI-generated teaching videos: An experimental study on learning effects. *Department of Management Technoogy and Economics*.

Nosrati, M., Karimi, R., Mohammadi, M., & Malekian, K. (2013). Internet Marketing or Modern Advertising! How? Why? *International Journal of Economy, Management and Social Sciences*.

OpenAI. (2024). *Open AI Sora*. Retrieved from https://openai.com/sora

Opreana, A., & Vinerean, S. (2015). A new development in online marketig: Introducing. *Journal of Marketing*.

Patton, M. (2015). *Qualitative Research & Evaluation Methods*. SAGE Publishing.

Pavlou, P., & Stewart, D. (2000). Measuring the effect and effectiveness of interacting Advertising: A Research Agenda. *Journal of Interactive Advertising*.

Pellas, N. (2023). The infuence of sociodemographic factors on students' attitudes toward AI-generated video content creation .

Seo, I. T., Liu, H., Li, H., & Lee, J.-s. (2025). AI-infused video marketing: Exploring the influence of AI-generated tourism videos on tourist decision making. *Tourism Management*.

Solomon, M. (2009). *Consumer Behavior. Buying, Having and Being*. Pearson.

Solomon, M., Askegaard, S., Hogg, M., & Bamossy, G. (2019). *Consumer Behavior: A European Perspective* . Pearson.

Somoray, K., & Miller, D. (2023). Providing detection strategies to improve human detection of deepfakes: An experimental study. *Computers in Human Behavior*.

Somoray, K., Miller, D., & Holmes, M. (2024). Human performance in deepfake detection: A systematic review. *James Cook University*.

Spears, N., & Singh, S. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of current issues & research in advertising*.

Toff, B., & Simon, F. (2025). “Or They Could Just Not Use It?”: The Dilemma of AI Disclosure for Audience Trust in News. *The International Journal of Press/Politics*.

Union, E. (2016). Regulation (eu) 2016/679 of the European parliament and of the council. *Official Journal of the European Union*.

University Canada West. (2024). Retrieved from https://www.ucanwest.ca/blog/business-management/the-future-of-video-marketing-in-the-digital-age/

Wallendorf, M., & Belk, R. (1989). Assesing Trustworthiness in Naturalisitc Consumer Research. *Interpretive Consumer Research*, 69-84.

Xiao, L., Xinhao, X., Zizhong, L., Yongheng, W., Zhuoheng, L., Zhousheng, L., . . . Jiawei, Z. (2024). *A Survey of AI-Generated Video Evaluation*.

Xiao, Y., Wang, L., & Wang, P. (2019). Research on the influence of Content Features of Short Video Marketing on Consumer purchase intentions. *Advances in Social Science, Education and Humanities Research*.

Yue, B., & Li, H. (2023). The impact of human-AI collaboration types on consumer evaluation and usage intention: a perspective of responsibility attribution. *Frontiers in psychology*.

APPENDIX 1 CONSENT FORM

Consent to the processing of personal data in the study: "Exploring consumer attitudes toward AI-generated video content in digital marketing"

I have been requested to participate in the study identified above.

I have received sufficient information about the study and processing of my personal data, I understand the information, and have had the possibility to have my questions answered.
Yes ☐ No ☐

I understand that the participation in the study is voluntary, and that I have the right to refuse to participate and the right to withdraw from the study at any time and without giving a reason. Withdrawal from the study will not result in any negative consequences to me. The anonymous information collected from or about me up to the point of my withdrawal may still be used in the study.
Yes ☐ No ☐

I agree that the interview with me will be recorded for the study's purpose. The recordings will be processed in such a way that I cannot be identified in them.
Yes ☐ No ☐

I understand that the information I have provided during the study can be used as anonymized statements in the thesis. My identity as an individual respondent will not be disclosed in the thesis or any other research results to be published.
Yes ☐ No ☐

I hereby give my consent to the participation in the study and processing of my personal data in the manner described in the Privacy notice I have received in writing (in print or electronical form).
Yes ☐ No ☐

_____

The respondent's signature and name in block letters
(Consent can also be given electronically, for example, by email.)

_____

Place and date

_____

Master of Science in Economics and Business Administration
Marcus Segervall
marcus.segervall@student.hanken.fi +358 (0) 40 627 6168
Studying at Hanken School of Economics, major in Marketing and Management.

APPENDIX 2 INTERVIEW GUIDE

Interview Guide

General
What do you think about AI in general?

What are your general thoughts on AI-generated Videos? In digital marketing?

Behavioral:
How do you think AI is perceived in general by the public? AI videos?
(A force for good? Impressive and innovative?) (ethical concerns? Risk of misinformation or job security?) (Do you agree?) (Are your thoughts influenced by public opinion?)

Have you seen AI videos before? Any experience in making them? For work or studies? (Was it a positive or negative experience? Could you elaborate why?) (Do you expect good results from AI videos)

How technologically proficient do you consider yourself in general? On AI? Any courses on AI?
(Are you interested in them?) (Do you follow news on AI development)

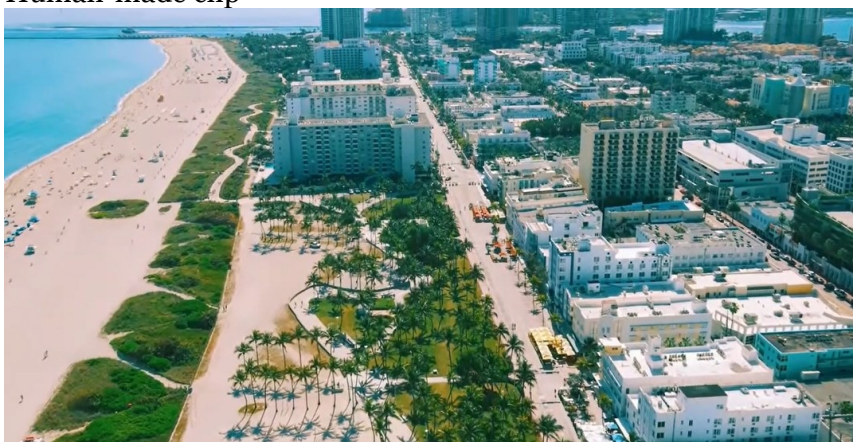
Cognitive pt. 1
Do you consider AI-generated videos as something useful? In what sense?
(Could they help with your personal tasks?) (Can you see them being useful for content creation)

How credible do you consider AI videos? Why?
(Would you trust it to accurately portray something?) (Does knowing if a video is AI-generated make it less credible for you?)

: SHOW VIDEOS:

AI-generated clip

Human-made clip



Video-specific
Tell me your thoughts on the videos. Can you tell which one is AI-generated and which is not?

What exactly gave it away for you?

Do you have any strong preference to one? Why? (AI or Human-made)
(Which do you think portrayed Miami better?)

REVEAL WHICH IS WHICH

Does your opinion change on the previous question?
Why?

Affective
What were your initial feelings toward this AI-generated video?

Is it entertaining? Irritating? How so?
(Are the visuals impressive?) (Good colors/composition?) (Is there richness in detail?) (Does it look Real?)
(Do you see any unnatural patterns?) (Any distortions?) (Is it lacking human emotion or substance?)

How informed did this video leave you feeling?
(Is it an accurate portrayal of Miami?) (Does it give a good idea of what Miami could be like?) (Why or why not?)

Cognitive pt. 2
How useful did you think the video was?
(Do you think Videos like these could be used to market cities?) (How about marketing a tropical destination in general?)

How credible did you find the video, why/?
(Would you trust this AI video to give you an accurate portrayal of Miami?)
(Do you distrust it purely because you know it's AI-generated?)