

## **AI-powered Ad Targeting, Cultural Norms, and Philosophical Implications: A Reactance Theory Review**

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**Abstract:** Lately, the cooperation between AI and digital advertisement has brought a significant shift in marketing in general and ad targeting in specific. By definition, AI effective advertisement targeting entails the treatment of the entire data pertaining to users in a specific content to produce an effective prediction in regard to advertisement delivery. In this paper, the field of artificial intelligence, the notion of ad targeting, cultural perspective, and philosophical analysis of psychological reactance theory are discussed. This paper finds that AI advertising has implications for consumers' freedom and thus is best understood using reactance theory. This review aims to understand how different forms of personalized ads, due to AI influence, create reactance, and this in the different cultural regions. Furthermore, the concept of freedom, autonomy, and privacy is conceptualized philosophically for the purpose of analyzing the general impacts of AI in the context of advertising. Last, we cover how it is possible to lessen a response of reactance while at the same time acknowledging cultural differences as well as individuals' rights to personal decision-making.

**Keywords:** Digital Powered Ads; Cultural Norms; Reactance Thoery; Consumer Attitude

## 1. INTRODUCTION

### 1.1 Overview of AI-Powered Ad Targeting

The trends in advertising through the use of digital media have evolved in a very big way, especially with embracing the AI. Artificial intelligence in advertisement targeting is one of the major communication advancements that have changed the ways advertisers get to the targeted consumers. Many of the conventional advertising techniques, for instance, the IV, were based on generic audience gender and mass communication. On the other hand, AI uses big data, machine learning, and behavioral analytics to produce targeted and more relevant advertisements to consumers (Akroush & Al-Debei, 2015). AI ad targeting revolves around the consumption and management of big data; consumer information is gathered from multiple platforms, including web surfing patterns, social media use, past purchases, and even off-web conduct. This data is then processed by machine learning techniques to forecast consumer behavior to ensure that the right person receives the right ad at the right times. Whereas behavioral targeting focuses more on tracking the actual actions of the audience, such as their click-through actual content to modify the ads on the fly. Altogether, the application of these technologies enables highly specific and very effective marketing goals (Chang & Wildt, 1994). Fused AI has become a new tool in the market that significantly changed the way companies manage advertising. Whereas the direct marketing of the past was based on simple reach concepts and demographic categories by age, gender, or geographical location, the modern versions are based on refined psychographics and purchasing behavior and even specific touch points of the consumer. AI allows advertisers to interact with consumers in real time, so it has the ability to present advertisements that feel opportune and timely, which increases the chances of a consumer responding to those ads. That said, it has emerged that there are vital questions, specifically understanding AI's effects on consumer behaviors, privacy, and self-governance (Chen et al., 2010).

### 1.2 Evolution of Ad Targeting: From Traditional to AI-Based Methods

In the past, advertising was concerned with the full communication model, which entails getting a message across to as many individuals as possible. TV, radio, and newspapers and magazines were the media used to fully communicate with the customers; advertising typically employed broad messages that could appeal to anyone. Admirers could/would target

the audience based on limited demographic information available—age, gender, location—but one could not communicate to the audience what they wanted based on their activity (Ajzen, 1991). It is, however, important to note that with the introduction of the internet, there was a major revolution in advertising. In 2003, as people started their transition from the physical world to the digital one, advertisers became exposed to more detailed information about consumers. The earliest years of web advertising focused on a shift in the kinds of targeting that were involved, to new and better ones like contextual targeting aimed at serving ads that referenced the content the user was viewing. While previous methodologies of advertising came closer to this concept, it wasn't until the advent of AI and machine learning that advertising was fully personalized (Casson & Farmer, 2014). AI-based advertisement targeting is defined by its capacity to wade through and analyze huge sets of data, observe customer patterns, and modify ad strategies in real time. Today advertisers have the ability to produce messages that are conscious, relevant, and even sentiment-specific. This shift has changed the profile of the advertising industry and made the process of working with the audience more dynamic and individualized for a consumer, as well as making it possible for the brands to better control the ad spending and receive more significant return on investment (Chevalier, 2022).

### 1.3 Cultural Norms and Advertising

It means that cultural concepts and principles act as a determinant for ad messages, copy tactics, and consumption patterns. While translating advertising appeals, advertisers are faced with the enormous challenge of aligning their advertisements and appeals with another culture because what works in a given culture may not hold in another culture. On one hand, cultural aspects define the main messages of advertisements, and on the other hand, consumers' responses to personalized ads (Cases et al., 2010). According to many cultures, advertising refers to an endeavor that aims at satisfying specific wants or needs, and individualized advertisements are ordinarily regarded as a beneficial instrument that provides pertinent commodities and services. While the results explained how personalized advertising is well received, it is crucial to understand that in other cultures, especially where the culture of privacy and self-organizing prevails, ads of this type may be experienced as invading personal space or manipulation. Influenced by culture, people address such issues as personal privacy, consent, and transparency in consumptions of targeted advertising as well as in data identification and sharing (Sheehan

et al., 2020). That is why the question of privacy is most relevant when it comes to the use of artificial intelligence in advertising. When it comes to sharing data with the company in order to adjust it to the consumer's needs, some people might feel quite comfortable with it; for others, it would seem like an intrusion into their privacy. Cultural perceptions of consumer rights and privacy are the key determinants of consumers' willingness to accept personalized ads at any given time. So, in the cultures that rapidly developed the concept of individualism, consumers are unlikely to respond positively to the invasive or aggressive forms of targeting (Akkaya, 2021).

#### 1.4 Reactance Theory in the Context of Advertising

Reactance theory originated from work done by Jack Brehm in the early 1960s: The theory suggests that when people perceive threats to their freedom of choice, they will have negative reactions. In the context of advertising, it posits that an individual is likely to counterargue or even ignore messages when their perceived control is threatened. For instance, while going through a social media platform, consumers might view ads that make them feel as if their privacy has been intruded upon or that the selling message was forced on them; this is known as reactance and results in consumers working hard to avoid the particular advertisement (Ajzen, 2011). There is a clear implication of the above theory on the use of AI in ad targeting. Even though targeted advertisements are some of the most likely to entice the attention of a consumer, it is possible to slip from the realm of urging a consumer to take an action to trying to trick them into doing so. Advertisers have the challenges of marketing communications on one hand and customer control on the other, to avoid being perceived as intrusive instead of persuasive. According to the Reactance Theory, consumers cannot have a negative view only if the advertisements are invasive but also if those advertisements are seen as an attempt to influence the customer's decision-making (Chittenden & Rettie, 2003).

#### 1.5 Philosophical Implications

Together with the lifting of AI in advertising come several distinct ethical and philosophical questions regarding autonomy, manipulation, privacy, and consent. Thanks to the AI algorithms, consumers' behavior is preestimated and, in some measure, controlled, so it naturally appears the question about how many rights advertisers have to control consumers' choices. These issues are rooted in autonomy, one of the philosophical values that form the philosophical framework of LFV. Are consumers

really making their own decisions, or are they being guided by something they know nothing about and which is better at making a decision than they are? (Shareef et al., 2016) This is because the idea of manipulation also re-emerges in an age where AI is making an appearance. The opportunity, with AI-enhanced advertisements, is to produce a compelling and relevant client experience; there is a slippery slope between consumer convenience and encouraging compliance. Advertisers, for that matter, are capable of taking advantage of some of these components, for example, using AI to probe emotionally vulnerable people and sell them a particular product or service, raising ethical questions as to the potentiality of abuse (Al-Ababneh, 2020). Moreover, privileges of privacy and consent seem to be in focus. While using such advertising techniques, AI processes an enormous amount of customers' personal information, which leads to the question of how much people are ready to disclose and whether they realize what is going to be done with their data. Another factor that will also become important in the future is the honorability of the collection of the data and the honesty of the advertising methods (Ahn & Park, 2022). Programmatic advertising with the help of artificial intelligence made highly targeted advertising possible. Yet this movement of change questions some of the cultural, ethical, and philosophical values that the technologies have for the consumers, such as autonomy, privacy, or consent. With AI affecting advertising daily, it becomes necessary to do this methodologically so that advertising is not only efficient and more effective but also does not violate consumer rights (Rochel, 2023).

## 2. AI-POWERED AD TARGETING TECHNOLOGIES

### 2.1 Technical Foundations of AI in Advertising

The rise of Artificial Intelligence (AI) has therefore changed the face of advertising because it enables the advertiser to bring in more relevant, timely, and personalized advertisements. In its essence, AI builds upon certain advanced technologies like ML, DL, and NLP, all of which are critical in the targeting capabilities of most contemporary advertising platforms. These technologies complement each other to look deeper into the consumers' behavior, forecast their preferences, and match the best ad formats within a blink of an eye (Campbell et al., 2020).

### 2.2 Machine Learning and Deep Learning in Ad Targeting

Artificial intelligence is further classified as machine learning, which is

one where programs are developed that modify themselves from data inputs and enhance themselves. More specifically, in marketing and advertising, there are analytics engines that are utilized to learn the trends in buyers' behavior so as to be able to predict the right ads for a client. One of the strong suits of machine learning in ad targeting is the fact that it is retrainable on larger data sets as and when they come into existence. Supervised learning and unsupervised learning are two main categories of machine learning relied on when it comes to ad targeting (Afraz et al., 2021). Supervised learning is the use of an algorithm on labeled data with the intention of identifying relationships between the input data (e.g., consumer behavior on a site) and the input result data (e.g., a particular type of advertisement). The model is able to get better over time so that advertisers put the right advertisements online (Morgan et al., 2004). In contrast, unsupervised learning deals with patterns in data without having the labels by which the data will be trained beforehand. In advertising, there is the possibility to discover new clients or to find out that some behavior patterns are linked with some preferences in an unforeseen manner due to unsupervised learning (Reimers et al., 2016). This is a machine learning model that utilizes artificial neural networks in an effort to predict relationships in large data sets that are more complicated and non-linear. Deep learning algorithms are ideal for vast and unstructured data like images, videos, and/or audio; a key use case is ad targeting on platforms such as YouTube, Instagram, and TikTok. They can distinguish much more complex relationships between the given data sets, which can potentially be absent from regular machine learning-based advertisement personalization algorithms (Coleman, 2018).

### 2.3 Natural Language Processing (NLP) in Ad Targeting

Another key technology used in AI advertising is called Natural Language Processing (NLP). NLP is a way by which computers can learn, process, and produce natural human language. In advertising, NLP is used to give an insight into consumer feelings, moods, and intent from different textual data inputs, including social media posts, reviews, emails, and even searches. When analyzing human language, NLP algorithms enable the categorization of consumer needs and the identification of preferences together with the determination of what type of content is relevant to the user (Campbell et al., 2020). For example, John's comment sections on his social media accounts may be scanned by an NLP system that decides whether he needs a given product or service. When the system notices an inclination towards a certain brand's sentiment, then the advertisement of

that brand can be displayed across all platforms. In the same way, using text analysis in search queries or websites' interactions, NLP reveals the consumer's essence and specific interests and concerns or needs, which can be a great opportunity for more accurate targeting (Abu-Shanab & Nor, 2013).

#### 2.4 Data Collection, Profiling, and Behavioral Analysis

The use of AI in advertising is vast and depends greatly on data. It starts with data accumulation, where massive amounts of information are pulled from varied sources such as websites and social media, their transactions, geographic location, past purchases, and even their physical traffic patterns, whether traditional markets or stores. This data is accumulated and then kept in data repositories or in the cloud, which can in turn be distributed to machine learning applications (Moore & Benbasat, 1991). Behavioral profiling is perhaps one of the most basic techniques used in advertisement, wherein typically a digital representation of each consumer is developed based on their activities and transactions. This capacity to identify patterns of behavior of the consumers enables AI to anticipate general trends of action and tastes in the future (Mustak et al., 2021). This profiling is especially important for recommender systems—an AI model could look at a user's activity and the activities of other similar users to make educated guesses about what they are all likely to spend their time consuming in the future. For instance, if a consumer engages with adverts mainly with regards to fitness and health, AI models will estimate that particular adverts will appeal to this individual in the future (Vveinhardt, 2018). The behavioral approach is centered on observing how users carry out their behavior in real time and changing the targeting of the advertisements in real time. Actions include click-through rates, scrolling, and how long a user spends on particular pages or views of a video; this input from AI ensures that advertisements are given at the most appropriate time and will elicit a response (Forgas et al., 2011).

### 3. TYPES OF AI ALGORITHMS USED IN AD TARGETING

A few AI methodologies are used systematically in the present world of advertisements. These algorithms differ in terms of how data is processed to make judgments and to provide tailored advertisements (Min et al., 2021).

### 3.1 Recommendation Systems

Such recommendation systems are currently some of the most popular AI algorithms used in targeting ads. These systems look at the consumer and suggest products, services, or content the consumer is likely to consume most. They are used in such sites as Amazon, Netflix, and Spotify, among others, where targeted product or media content increases user interaction. In advertising, recommendation systems could be utilized to identify more specific advertisements that the customer might have an interest in based upon the previous interactions with similar advertisements (Zyphur & Pierides, 2017). There are two main types of recommendation systems: Collaborative filtering: This technique promotes the products/services of like-minded users, suggesting similar items of their interest. For instance, if a user tested exercise equipment, then the system could suggest to him/her a list of products associated with health and physique that other users in the same category have purchased (Ma et al., 2014). Content-based filtering: This approach provides suggestions in the form of items the features of which are in some way related to the products wherein a user has displayed preference. In case a particular user has interacted with several ads on running shoes, the system may recommend any other athletic shoes or the associated equipment (Kulkov, 2021).

### 3.2 Predictive Modeling

Forecasting is the designing of future results in light of prior experience. These algorithmic tools in ad targeting evaluate past consumer activity to predict which ads are likely to produce sales. With regards to consumer interactions, the use of algorithms enables models to help organizations place their advertisements correctly and at the right time, for the right content, so as to obtain the intended engagement ratio. For example, the forecast models may indicate that any buyer who has ever searched for luxury cars will be interested in a premium car brand advertisement in the near future (Buchan, 2005).

### 3.3 Algorithmic Decision-Making

Real-time bidding applies dynamic decision-making in deciding where to place an ad as well as what content to place in the ad. These systems address large data streams from various interfaces for the optimization of advertising depending on a user's behavior, their geolocation, device, and date and time (Vuong & Khanh Giao, 2020). The primary objective lies in targeting the right ad to the right person at a time that will ensure that the



watermark of conversion is created. This is particularly useful in display advertising, where the algorithms used predict which banner ads should be marketed to a user as they surf the web (Coussement & Van den Poel, 2009).

#### 4. EFFECTIVENESS AND EFFICIENCY OF AI IN TARGETING

AI specifically has amplified the targeted ads accuracy, speed, and sizes. Another advantage of AI in advertising is that it can perfect the accuracy of the targeting approach. AI, using machine learning algorithms and huge amounts of information, can find out which segments of users can be more appropriate for them and show the targeted advertisements to them. This level of personalization ensures consumers click on the ad, thereby improving the conversion rates and consequently the return on investment (ROI) for the advertisers. Higher direct consumer engagement is another major positive effect of AI-induced targeting. The advertisements that have been personalized are seen as more relevant; hence, consumers will end up engaging with them. This increases not only the click-through rate but also improves the quality of brand-consumer relationships, as consumers tend to be more loyal to brands that meet their needs and expectations (Liu et al., 2020). Enhanced ROI remains an important achievement for any advertising campaign, and AI demonstrably bettered these results. Through the advanced targeting approaches, AI makes certain that the ad spending plan goes to the best audience at one of the most proper times. There are numerous examples that show that AI campaigns helped companies improve sales and conversion rates and reduce costs. For instance, driven solutions for suggestions in platforms like Amazon have boosted the overall sales, while the predictive models enhanced the customer retention ratios in travel and entertainment segments (Al Breiki et al., 2023).

#### 5. CHALLENGES AND ETHICAL CONCERNS

Thus, AI-powered ad targeting has many benefits; however, considering the future use of AI in this area, some ethical issues and questions arise.

##### 5.1 Privacy Concerns

AI-based ad targeting largely depends on the collection of personal data, adding to privacy issues. Customers could be unaware of the amount of information that is captured and analyzed about them for the purpose of controlling their behavior. Acquiring personal data, including history of

browsing, their buying habits, and even their location, can be seen as invasive, therefore resulting in feelings of being watched and control over one's information. Consumer privacy laws, including, but not limited to, the General Data Protection Regulation (GDPR) in Europe and the California Consumer Privacy Act (CCPA), have been established for the protection of customer data; nevertheless, achieving both customized targeting strategies as well as respect for privacy continues to be an issue for advertisers (Bosnjak et al., 2020).

## 5.2 Biases in Data

The second issue is the same as prejudice: what if the bias of the chosen model brings prejudice to the end product? The machine learning algorithms work on past data, and this feeds them with traditional societal prejudices. For instance, consider a situation where an analytic model is conditioned by data containing given societal prejudices (gender or race, for example); the AI-driven ad delivery decision-making will be prejudiced as well. This may lead to discrimination where IA restricts the appearance of certain ads to particular audiences depending on IA stereotyped prejudice of that group (Cukurova et al., 2020).

## 5.3 Manipulative Marketing

The precision of AI targeting tends to make advertising seem manipulative when used to prey on consumers. For example, placing advertisements on products that are disastrous to human health, such as gambling or fast foods, to people with histories of substance dependence and risky behaviors is questionable. Another capability that AI has for advertisers regarding consumers is the possibility of predicting the consumers' emotional state and psychological inclinations, resulting in the issues of manipulation and exploitation (Liu & Chilton, 2022).

## 5.4 Promotion of More Harmful Belief Systems

Last but not least, AI algorithms may implicitly reinforce stereotypical beliefs. For instance, the use of ads that are relevant to extreme political views will lead to the public being fed with wrong information, getting trapped in enclosed echo chambers, as well as political polarization. What targeting implications do advertisers have to be aware of in terms of their targeting approaches and impacts on social culture? (Krishen et al., 2021) The following are the ways that AI changes ad targeting and its benefits for brands and consumers: AI has brought a dramatic turnaround to the ad industry through efficiency, customer experience, and effectiveness of

returns on investment. Nevertheless, the appropriateness of AI in advertising has a strong drawback: privacy infringement, discriminatory behavior, and manipulation. While advancing AI, advertisers must find a way to take advantage of potential AI benefits for personalized advertising without compromising on the ethical issues that come along with it. Among those, paramount adherence to responsible and transparent data practices will be crucial to preserving consumer trust and continued benevolence toward AI-grounded advertising (Lin et al., 2010).

## 5.5 Cultural Norms and Their Influence on Ad Reception

### 5.5.1 Understanding Cultural Norms and their Role in Consumption

Cultural expectations are therefore valid codes of acceptable behaviors that are assumed by a certain society or group. These norms affect any given society, and they interplay with varying issues in everyday life. This paper highlights the array of cultural factors that are influential in driving or influencing decision-making among individuals in their capacity to understand and make decisions regarding products, advertisements, and various marketing approaches (Waddell, 2018). It should also be noteworthy that the process of consumption is highly dependent on the cultural framework, which means that cultural factors have to be taken into account by marketers while creating the ad messages (Boostrom et al., 2013). Culturally, there is no doubt that it influences consumer preferences to a very large extent in the area of advertising. For example, while in some cultures, the decision to buy a product will go a long way to being determined by the wants, likes, and ranks of the person involved and those in the community, in other cultures it will be determined by the norms, family, or religious practices of the society (Nicolescu & Tudorache, 2022). Which means that techniques used in advertising that the culture of one particular nation finds appealing or acceptable can be considered irrelevant or even vulgar to consumers of another nation. Signs of this culture shift are not only evident in consumer decisions to purchase goods and services but also in their response towards advertising trends such as AI-driven, personified advertisements (Ali et al., 2019).

## 6. THE ROLE OF PRIVACY, FREEDOM, AND AUTONOMY IN AD RECEPTION

Of the factors that prompt cultural relativism, differences in understanding of privacy, freedom, and autonomy form the most compelling means through which ads are received by users across different

cultures. These values are far entrenched in society and are pervasive, influencing how people perceive personalized marketing, especially when advanced through AI technology (Lim et al., 2023).

### 6.1 Privacy

It is important to consider the privacy aspect of the advertising process, especially in light of new methods of AI technologies based on personal data as a tool for targeting. People of different cultures have different attitudes toward personal space and thus consumers may respond differently to personalized adverts (Vogel & Wanke, 2016). Western cultures especially European and American cultures different from Asian culture in perceiving privacy as an individual oriented right to control the flow of information. For instance, the European Union enacted the GDPR that greatly limits how both big and small companies gather and utilize consumer data due to the high regard that the culture of the EU has for privacy. Some of these brands' consumers may consider data collection for advertising purposes as an intrusion on their self-organizational freedom, thus relating or rejecting AI-focused targeting (Lim et al., 2023). People in Eastern and collectivist cultures especially those in Japan, China and South Korea differ greatly regarding their privacy. As such there might be more tolerance of data sharing if it is in the broader interest or makes life easier. As is seen in countries such as China where government regulates and directly supervises the interactions in the digital environment consumers would be more agreeable to its data being utilized in the advertising customization specifically where it is reciprocated with value addition (Davenport et al., 2020). This is particularly because, consumer privacy stands as one of the most tender topics that are effected by cultural beliefs and therefore, consumers' responses to targeted advertisements also targets cultural beliefs about privacy. The same is true with privacy-conscious cultures where intrusive data collection in the creation of AI-Powered Ads may be met by resistance or backlash while in other cultures consumers may accept intrusive data collection practices that give them better or more convenient experiences (Kreutzer & Sirrenberg, 2020).

### 6.2 Freedom and Autonomy

Freedom and autonomy are also the components that make the difference to students when it comes to personalized advertising and its reception. Collective culture: And individualism is opposite to it where people of the united state and some of European countries give too much

importance to freedom of individual and decision making power. Consumers in these regions may not respond positively to AI generated ads if they feel that the ads are either misleading them or limiting their options (Woiceshyn & Daellenbach, 2018). Again, this brings to mind Reactance Theory that posits that people will fight off anything that threatens their freedom of choice. Consumers may feel pressured whenever they think that the marketing messages initiated by the use of artificial intelligence compel them towards a particular purchase, or come up with a particular decision, which may lead to negative reactions towards such advertisements or even the entire brand (Boer & Fischer, 2013). However, in collectivistic societies, for example most of Asia people will put much emphasis on the co-people and other people's utility. What was considered important in individualist cultures, namely, autonomy and independent decision making can be rather less valued. This may determine the extent to which consumers may have positive attitude towards personalized advertisements – despite the consumers' desire for privacy, they may not fathom the high degree of freedom infringement that comes with high levels of personalized advertisements especially if these are perceived to be useful for traditional conventional purposes for purchases such as family-related or communal needs (Lim & An, 2021).

## 7. CULTURAL SENSITIVITY IN AI-POWERED ADVERTISING

Culture plays a critical role in owning AI driven advertisements, and therefore cultural appropriateness must be given precedence. Altogether, since there are significant differences in cultural perceptions of the world, successful advertising can be perceived as unsuccessful or even provocative. This means that marketers must be aware that the culture plays an important role for developing product adverts that will perform well on a global level without overstepping cultural limits (Koufaris, 2002).

### 7.1 Tailoring Messages for Cultural Relevance

Advanced advertising using artificial intelligence means that the advertisement can be targeted culturally to suit the given country. Adapting advertising messages to the target culture, language as well as adopting its values makes the advertisement more realistic and interesting. For instance, AI can assist marketers realign the ad visuals or the choice of words or even the tone depending on the regions. For instance, in some cultures people may like humorous or bold tone of the ad, whereas in other cultures, people

may like more formal or polite language in ads (Leitao, 2013). AI also help translate the content into local languages so that the advertisement content can be easily understood. Nevertheless, to go a level deeper, the marketers also need to think about the cultural differences – for instance, what some symbols, colors, or themes can mean in terms of other cultures. As used earlier, a colour that is associated with richness in one culture could be associated with tribe or mourning in another culture. Further, what may be acceptable to a group or even a single sign or signal in one region may be regarded as a sign of insult in other regions (Dawson & Kim, 2010).

## 7.2 Perceptions of AI-Driven Marketing: Consent and Transparency

However, it is the second part of the process because cultural perceptions of what consent means are going to dictate the reception of AI-driven advertising. For most nations, informed consent is one of the significant principles that guides the communication between consumers and personalized ads. In cultures, which are highly sensitive to the rights of an individual, consumers may expect their information to be clearly understood and agreed to be collected for advertising (Klaus & Changchit, 2019). For instance, in the EU the GDPR rules state that before consumer data is collected, the consumers have to give their consent, and the latter's process is highly scrutinized. All of this stems mainly from the cultural belief system of the users of services and the provisions of their rights to privacy and self-rule as encapsulated in the consent provision of the GDPR (Lee & Kozar, 2008). On the other hand, cultures that are less sensitive to individual's rights and freedom may accommodate AI-adopted advertising techniques that are less courteous and have a loophole. Specifically in these regions consumers may not demand the same level of disclosure when it comes to the collection and usage of their data hence passively accepting personalised advertisements. But marketers have to be cautious still —not respecting the consumer's expectations about consent can lead to negative reactions even in lessprivacy-conscious markets (Kelley, 1999).

## 8. CASE STUDIES OF CROSS-CULTURAL ADVERTISING

Analyzing successful and unsuccessful AI-based ad campaigns helps to understand the role of cultural factor in the global advertising. The following is an analysis of case studies to demonstrate how culture alters consumer response and possibility of AI's compliance or infringement of cultural norms (Amoroso & Lim, 2017).

### 8.1 Successful AI-Powered Campaign: Coca-Cola's "Share a Coke" Campaign

One awesome example of culturally appropriate, AI-driven advertisement campaign is Coca-Cola's 'Share a Coke' campaign. Originally conducted in Australia only, this campaign went global and the team started using AI to print popular names on the bottles to make the communication more personalized. It is stated that the brand applied the data analytics technique to define similar names in different markets and adopt the campaign according to the local sentiments. It also enabled Coca Cola to offer targeted experiences while enabling cultural understanding and thereby making the campaign a grand success on the global level. When Ai-driven approach finally found an understanding of a name and the associated cultural importance together with a consumer's feeling tied to a product, it successfully explains why the Coca-Cola advertisement was piercing so many cords across the globe (Boden, 2016).

### 8.2 Failed AI-Powered Campaign: Dove's "Real Beauty" Controversy

L'oreal's advertisement campaign using AI featured diverse women but proved disastrous when the company utilized an algorithm which essentially stereotyped women of color. For example, the brand tried to use an AI tool to help decide which modeling styles should be represented in an ad campaign and ended up receiving backlash as the recommendations were racially problematic, and culturally 'tone-deaf'. The feature predictions of the AI model denied the cultural and especially the racial differences on the interpretation of beauty across the world and this created an uproar among the world's audiences (Lee et al., 2021). Such failure shows that culture aspect should not be ignored in the process of using AI in advertising. Despite the fact that self-learning technologies can enhance the practical application and extent of the concept of personalization, it has to be responsible for misinterpretations of local culture, which may lead to deterioration of brand image (Hanna et al., 2015).

## 9. CHALLENGES OF CROSS-CULTURAL AI MARKETING

The use of artificial intelligence in ad targeting proves very challenging in various cultures, as demonstrated below. The challenges, therefore, are not just from cultural differences in values, norms, and behaviors, but also from the relatively dynamic technological frontier that is constituted by AI technology and the unpredictability of consumer behavior to personalized advertisements in different cultures. The perception of culture is more

sensitive; therefore, the probability of brand campaigns being insensitive to the culture of a specific population is very high (Della Porta & Keating, 2008). To optimize AI for cultural sensitivity and inclusivity, marketers can take several steps: Local Market Research: Understand the consumer values and expectations as well as consumer behavior analysis through market research at the regional level. This research can help researchers understand how AI algorithms are trained and redo how adverts are contextualized to fit the cultural needs of the society. Human Oversight: However, they are also effective when it comes to human supervision so that artificial intelligence models are used according to the cultural differences in societies. Brands should engage cultural sensitivity or local stakeholders to go through ad content and the choice of target audiences before campaigns are live. Transparent Consent Practices: It is important to be clear about the data collection processes and make sure that the implemented consent procedures will work for culturally sensitive people. Hence, understanding privacy policies and opting mechanisms could go a long way in establishing trust in different markets (Kwon & Ahn, 2021). Personalized advertising crosses cultural boundaries, but consumers' cultural traits change their view of it significantly, especially when it is based on AI. It is crucial to reveal values connected with privacy, liberty, and freedom in a multicultural marketing environment if global marketers aim to deliver culturally appropriate campaigns that would be taken seriously and without offense. With high cultural intelligence, it is possible to apply AI to tailor advert targeting to global consumers, as well as always abstaining from culturally sensitive practices when advertising to consumers across the globe (Haleem et al., 2022).

## 9.1 Reactance Theory and Consumer Behavior

### 9.1.1 Overview of Reactance Theory

Reactance Theory is a psychological theory that tries to help people understand how they act and feel when they consider themselves as threatened by the loss of their freedom of choice. The foundation of Reactance Theory was laid down by social psychologist Jack Brehm in 1966, which suggests that people are bound to get back their freedom that may have been constrained in some way (Wu, 2003). This theory rests with the belief that people have the psychological need to regulate their choices and behavior. Whenever this control is threatened, individuals will fight or otherwise respond negatively, not simply to be freed from a particular task or control, but to be freed from an obligation that interferes with self-determination (Blass & Gurevich, 2004). The basic fundamental principle



of Reactance Theory revolves around the fact that people have a tendency to resent compulsion. It may be that if a person sees another individual, an organization, or a system as trying to confine or impose their choices, they will feel an uncomfortable sensation called reactance. To try and regain their state of independence, a person may exhibit behaviors that are in fact aimed at negating everything the persuader is doing: the rejection of the presented choice, non-acceptance of influence, or even acting against the advice or persuasion (Hair et al., 2011). It is primarily in the realm of social influence and persuasion that Brehm was pointing at. Nevertheless, the situation has changed with the widespread use of digital marketing and AI in the advertising field, and Reactance Theory is considered to be more important. The form of advertising that attempts to persuade consumers through the use of personal data is AI advertising, and because of this, consumers develop a reactance when the ads are seen as invasive or manipulative (Du & Xie, 2021).

## 9.2 Reactance in the Context of Advertising

Reactance theory: In the advertising context, reactance is the state that a consumer feels that the advert is trying to influence his/her decision or is invasive. This reaction is particularly characteristic of AI advertising, where the ads that are to be seen can be predicted based on a massive collection of data about users' preferences and further usage of numerous algorithms. Many of these advertisements, AI-driven, are aimed at trying to influence in one way or another—or even convince—consumers to make particular decisions (Gillham, 2008). Several factors contribute to the perception of AI-driven ads as threats to autonomy, including: Perceived Manipulation: Sponsored content powered by AI deals with a prophecy on consumers' behavior based on their information. Consumers often feel that their liberty is being restrained when they know their data is being used to design messages that will work on them or their preferences. This experience of 'being controlled' or 'spying' can easily lead to feelings of resistance since the persons feel they are being controlled (Prodanova et al., 2021). Over-targeting: These AI models create the ability to present the most suitable advertisements since they will be based on users' behavior and history interfaces. However, when these ads become too frequent or even obtrusive—when the seeming 'frequency' or 'impressions' of the ad crosses over into seeming 'pushiness' or 'intrusion'—consumers will react by developing reactance to the ad. This simply suggests that to the extent that an ad makes a consumer feel as though it is invading his or her space then the ad will draw a defensive reaction (Xu & Li, 2024). Lack of Transparency:

In the same vein, one of the conditions known to cause reactance is relative concealment as to how consumer data is gathered, analyzed, and used by AI algorithms. If the consumers have a feeling that they have not been informed enough or as they do not understand how their data could be used, they will avoid the targeted advertisement completely. Since individuals feel they are unable to control the flow of their information, there is increased feeling of insecurity and thus the negative responses to the ads (Dwivedi et al., 2021).

### 9.3 Psychological Mechanisms Underlying Reactance

The psychological processes which underlie the phenomenon of reactance are connected with the most primitive instinct – the need for self-determination and control (80). Dis-liking and cognitive responses: When people experience a sense of loss on the choices around them due to highly targeted ads that are powered by AI, they will show both emotional and cognitive responses. These mechanisms can include: Emotional Response to Persuasion: However, reactance may result in different negative affective reactions such as irritating, frustration, anger or discomfort. These emotions rise when consumer feels that he or she was compelled or forced to make some decision he or she was not willing to make. Of even greater significance is the emotional backlash that can be seen as a response to the threat to this newfound liberty rated as an infringement on one's individual freedom. Cognitive Dissonance: It may also create cognitive dissonance among the consumers: the consumer may desire personal freedom, but recognize that the ads placed by an Artificial Intelligence are trying to control him. This discomfort causes a rejection of the persuasive messages in the ads, or the least, an attempt to counter Arguments presented in the Ad. Defensive Behavior: Being one of the main predictors of the phenomenon under study, reactance is meaningfully connected with the capacity to resist or deny the efficacy of AI-driven ads. Concerned consumers may choose to navigate away from the websites and instead 'skip', 'dismiss' or 'hide' the adverts. They may also decide to opt out any tracking components, delete cookies or use add-ons like 'ad[\']stop' to minimize on such ads. These behaviours are aimed to regain some amount of control over physical surrounding and choices. Restoring Control: As a consequence, reactance leads consumers to search for options or messages that will again provide them with control. For instance, consumers may decide that whenever there is a flood of personalized advertisement invasions, they shift to other companies, brands, applications, or even products that do not overwhelm them. The need to regain or maintain

his/her independence makes a person escape or deny the manipulator's existence (Bindra et al., 2022).

#### 9.4 Evidence of Reactance in AI-Powered Ad Targeting

This paper has reviewed literature that discusses the link between AI-driven ad targeting and reactance. Ad approaching literature indicates that customers may also form user resistance due to personal data being collected and processed unequally resulting in constant resistance to personalized ads if they feel that the ads are intrusive, unnecessary, or otherwise take advantage of them (Wu et al., 2020). Several key findings provide evidence of reactance in response to AI-powered advertising: Consumer Resistance to Intrusive Ads: Some studies, have also identified that the consumer negative emotion was triggered mainly by highly personalized ads, which are seen as intrusive or repetitive. Another study showed that Internet users who were exposed to targeted ads based on previous Web surfing activities of the participant felt more agitated and offended than those exposed to less individualised ad contents. An increased frequency of exposure to personally targeted messages that create a perceived lack of personal agency then results in reactance (Dwivedi et al., 2023). Ad Avoidance Behavior: Some literature on behavioral avoidance of ads indicates that when consumers perceive their futures threatened by AI marketing, they self-avoid such marketing. Some of the measures are as simple as omitting ads, using ad-blocking applications, and even modifying their search patterns to escape relevancy algorithms. The avoidance behaviors were more common when consumer felt that the ads wants to influence them or when the consumer was not aware of how his/her data is being used (Dwivedi et al., 2023). Perception of Manipulation: Another research by the University of California in 2019 proved that it's possible for consumers to retaliate against AI that sought to personalize advertisements to them if they sensed that their behaviors were being monitored and/or anticipated. When consumers viewed AI powered ads as invasive or as trying to take advantage of them in some way, they feel uncomfortable, and want to avoid the advertising brand. This reaction supports the notion that perceived manipulation is a critical predictor of reactance (Dwivedi et al., 2023). Transparency and Trust: Another very important area relates to transparency with regards to how AI algorithms are able to consume data owned by the consumers, which also helps in combating reactance. The study further finds that there is a positive relationship between modes of data collection and reactance where the more enlightened the consumer, and the more control he or she is

afforded over particular types of ads which may be placed in his or her vicinity, the less the likely he or she will engage in reactance. If consumers are confident that their data is being used legally and rightly by the floh and in return they will have a positive view of the floh's personalized advertisements (Dwivedi et al., 2023).

### 9.5 Strategies to Reduce Reactance in Advertising

Due to high sensitivity of adverts to provoked a reactance in the targeted consumers, marketers should consider the following approaches to reduce reactance elicitation with the help of AI-assisted advertising. Below are several approaches that can help reduce reactance and ensure that personalized advertising respects consumer autonomy: Giving Consumers Control Over Ad Preferences: There is however, a strong way to control reactance and that is by giving the control of the ads in question to the consumers. Advertisers should provide consumers with choices that allow them to choose what aspects of advertisements they would like to target them, what kinds of targeting to disallow, or how much personal data to provide to the company or website to be targeted. By allowing consumers and customers to choose the types of ads that they would like to interact with, consumer and customer control is achieved. Increasing Transparency in Data Usage: They also mentioned that perceived control and independence, as well as communicator credibility and argument proper use increase message legitimacy and decrease reactance. Marketers should ensure that consumers understand how they use AI algorithms to obtain theically collect, process, and use their data. One of the most critical steps towards removing consumers' suspicion of manipulation is giving them simple terms of privacy and explaining to the users how they will use their data to deliver tailored adverts. Fostering Ethical Data Practices: Marketers are required to act appropriately in terms of collecting and using consumer-related information. This entails guaranteeing that data is amassed with the permission of the subjects, and guarantees data confidentiality. Responsible marketing techniques which protect consumer's right to privacy can help build the trust and therefore eliminate the reactance when people are using the AI-poward Ads. Limiting Over-targeting: Another primary procedure that can help to control reactance is to avoid overemphasizing the message by minimizing over-targeting. Market expects to find the right middle ground which will make the consumer feel special yet not be too invasive such that they will flee from the advertisements of their preferred marketer. When the advertisement content differs and the frequency with which a particular message is presented is controlled, the possibility of reactance

decreases (Bindra et al., 2022). Applying the wisdom of the Reactance Theory can help to better understand consumer's attitude towards AI-based advertising since consumers tend to resist anything they feel limits their freedom. Among the psychological reactions, including felt emotions, rationalizations, or behavioral responses, specific to reactance theory, which is the focus of this paper, marketers targeting consumers with AI-powered advertisements should consider the following: Since consumers are concurrently getting smarter about data usage by companies, advertisers should design ethical means that will not instigate reactance from the consumer. Advertisers can gain increased control in delivering better, engaging, and ethical AI ads through consumer control, decent data use, and cultural sensitivity (Edwards, 2020).

#### 9.6 Philosophical and Ethical Implications of AI-Powered Ad Targeting

The implementation of AI in advertising has engendered profound ethical and philosophical questions pertaining to privacy, consent, manipulation, autonomy, and free will. The efficiency and effectiveness borne of AI-driven ads that are increasingly accurate and targeted via sorting through tremendous consumer data come with a specific cost—consumer welfare and freedom. In the following part of this paper, the writer will discuss the ethical issue based on the data privacy issue, the difference between manipulation and persuasion, the impact on personal freedom through the use of personalized ads, and the possibilities of the ethical development of AI in the advertisement industry (Appelman & Sundar, 2016).

### 10. THE ETHICS OF DATA PRIVACY AND CONSENT

This paper focuses on ethical issues of AI in advertising, which include data privacy. However, to deliver tailored advertisements, a plethora of data about consumers is gathered from their search histories, their activities, their demographics, and even their psychological profiles. This data collection also has some questions: How much personal information was it proper for the companies to use, and how much was it proper for them to reveal about the extent of the collection? (Goles & Hirschheim, 2000) The topic for VML's consideration is the ethical use of data privacy in advertising, and the cornerstone of this aspect is informed consent. Consent is the last thing when it comes to AI advertisements: it may be

smuggled into existence, but it is not easily discernible. Most consumers are indifferent to the amount of information that gets collected or the ways in which this information is used for advertising. As for the privacy policies, quite a few platforms offer them, but the information there is often presented in the legally soft language and in the form of complex documents, so the average user will hardly be able to realize what he/she is okay with (Elliott & Speck, 2005). The real problem here is being able to determine if the users actually have complete knowledge as to the information they are willing to reveal and to what end. For example, social media and e-commerce platforms observe and record all the activities, tastes, and behaviors of users in order to estimate what products or services may be appealing to them. However, users never fully grasp the depth of data gathering, and significantly rarer do they possess genuine decision-making power over the utilization of this data. This lack of awareness raises concerns about autonomy: Are users really willing to share their data, or are they just implicitly agreeing to something much more invasive? Also equally crucial is the question of ownership of data. Does the consumer have the right to dictate what is done to their own data, especially where it borders on manipulation? Due to self-regarded profit motives instigating data collection by AI in advertising, there is a question mark whenever current models have enough consumer rights guardianship. The ethical issue that is in question here is the monetization of consumers' information and preferences between the businessmen and advertisers on one side and the consumers on the other (Bhattacharjee, 2012). Therefore, as AI is increasingly incorporated into advertising, it is ever more important to advance privacy and data protection, as well as the agendas for greater transparency and valid consent. Government, technology, and marketers have the sole responsibility of ensuring that consumers have sufficient knowledge to facilitate control over how their data is used.

### 10.1 Manipulation vs. Persuasion in Advertising

The difference between manipulation and persuasion is key on the philosophical controversy that surrounds the use of artificial intelligence in the advertisement. These are both related in that they both entail trying to persuade people to make certain choices but ethics in one differs greatly from the other. While permission can encompass the process of trying to bring change of mind in a given person in a moral acceptable manner in an affair so as to arrive at a certain decision, manipulation is viewed as the immoral practice of putting pressure on a given person in aspects that will compromise his/her autonomy (Gummer et al., 2021). In traditional

advertising, persuasion as per the classical conception is defined as an appeal to the consumption motives or utilities that involve the use of argument or reward to get consumers to make decisions voluntarily. However, AI-driven ad targeting takes it a notch higher by providing detailed consumer information resulting in ads well suited to the psychological make-up of a single person. Instead of a single message broadcast in a family car commercial, advertising attempts to steer the consumers' id, appeal to the racists, take advantage of the degenerate, get into people's heads, their psyche (Euchner, 2023). The ethical issue that arises here is if recognition and targeting of fascos are a more intelligent means of persuasion or manipulation. The higher the level of individualisation in an advertisement the higher the level of manipulation is likely to be. As AI successfully personalizes ads considering vast amounts of data about people's behavior, it makes the chances for consumers to be driven to make decisions that would not have been made, with regard to what they did and did not know about the underlying process (Vogel & Wanke, 2016). The first difference of opinion concerns the question of whether such claims create unequal benefits where special-need consumers, for example, the financially illiterate or mentally ill, are more prone to be influenced by the ads. For instance, while using automated advertisements, such a person may be fed information about products that he or she may need under the current circumstance like a person with addiction or anxiety problem may be fed with information about products that are harmful to him or her. In this context the manipulation of consumers by AI is not entirely ethical since AI capitalises on their susceptibilities to fulfill its commercial goals (Gielens & Steenkamp, 2019).

On the other hand, proponents of AI in the advertising space state that this is a more efficient and ethical form of persuasion, because it leads the consumer to a product/service that they may well need or like. This is why, when an ad is conceived as entirely based on consumer sovereignty, let alone presenting the consumer with relevant and useful information rather than focusing solely on using psychological weaknesses, one can speak of proper persuasion. The difficulty, however, is the realisation of the tenets of consumer autonomy in the context of AI-based advertisements (Arslan et al., 2022).

## 10.2 Autonomy and Free will in a Digital World

In the liberal postindustrial society of the digital age, the concept of autonomy could be said to be a fundamental philosophic issue with regard to how AI may, either regulate or restrict individual freedom. While AI is

now increasingly present in people's everyday experiences, some are worried that as the AI algorithms personalize advertisements they diminish people's agency by steering their choices in a way that they do not realize (Gummer et al., 2021). Self-governance is most commonly defined as the capacity to decide oneself without regard for other people. With regard to AI-based advertisements, however, the question of autonomy may be undermined in a less obvious manner. People don't always pay attention to how much they are affected by advertisements, or how they are being conditioned to want things that algorithms already expect them to want. This raises questions about free will: To which extent people are autonomous in their behavior when most of their choices are influenced (and in some cases dictated) by AI? (Evans & Mathur, 2018) From a philosophical point of view, AI in advertising may be viewed as another dangerous threat to the principle of personal autonomy because the use and control of AI seriously diminishes the individual's rational freedom. The capability of AI ad to nudge the consumer, or in other words to lead the consumers consciously or unconsciously towards the desired choices, is questionable as to ethics. Altho it is not always wrong to nudge, as this method can be used to guide people through the right choices, for example, it can promote healthy diets or encourage people to save for their retirement it can oppose the principles of liberty of individuals (George, 2004). However, there is an added concern that whereas AI programmes can indeed make accurate predictions regarding one's behavior, these predictions lessen the individual's perceived control. If AI is making decisions and predicting what consumers will do next on a constantly recurring basis, people end up feeling like spectators to a game whose rules are beyond their comprehension. This erosion of autonomy is a problem to philosophies with the belief that the human dignity entails to choose independently.

### 10.3 The Future of Ethical AI in Advertising

As the development of AI increases in sophistication and ubiquity, the ethical issues potentially arise in advertising are only going to become more complicated in the future. Though, one can expect that a correct approach regarding the AI usage in advertising will be developed and that efficiency will not prevail over consumer's rights and choice. This future will probably entail certain inventions that will help marketers communicate and market products directly to consumers, in an entertaining and hence beneficial manner rather than exploiting their weaknesses an illicit strategies (Glasman & Albarracín, 2006). Several areas will need to be prioritized to



achieve ethical AI in advertising: Transparency and Informed Consent: A crucial element in the ongoing development of ethical advertising will be the ability for consumers to understand in full how and by whom their data is being used, as well as how they can opt out of such use if they wish to do so. There will clearly need to be further transparency from the platforms and the marketers about the data that they capture and the means by which they are going to deliver that back to us in a usable form (Forbus, 2010). Consumer Empowerment: New iterations of AI systems should afford users more options for the adverts they receive and the information they input. This may be done using attributes such as privacy level whereby in individual user or a group of users can choose how much of their information is to be used, and there should be enhanced visibility regarding the use of data. Enabling users to switch off all or part of the targeting or in some way restricting the amount or type of data that could be collected will give users back control (Forbus, 2010). Ethical Standards and Regulations: It will therefore be important for policymakers, technologists, and businesses to initially draw up norms and ethics in the use of artificial intelligence in advertising. Such standards should seek to shield the consumer from his or her privacy, free from being prejudiced, and ensure that personalized advertisements do not in any way deny the consumer his or her autonomy. Also, regulation can assist to solve problems, including machine learning, which might put in operation discriminations and prejudices that promote prejudice and unfair treatment of people (Bawack et al., 2022). Collaboration and Accountability: Last, developing ethical AI in the advertisement will have to ensure that all stakeholders in the advertising process including advertisers, technologists ethicist and the regulators. What needs to be achieved, is to design a context in which advertising can be attuned in order to deliver values to the consumers, without violating their freedom or rights. It could be plausible to unite in the cooperation for the purpose of creating AI systems which would imply ethical standards together with the commercial ones (Bawack et al., 2022). Automated Marketing features redefining the advertising field, providing options for Flexibility and Customer segmentation. But here, this transformation opens philosophical and ethical questions regarding the privacy, manipulation, autonomy, and free will, which are the subject of debate. The longer AI technologies evolve, the more it is imperative for marketers, policymakers, and technologists to start addressing these issues, to develop systems that valued consumer's choice, guard consumer's privacy and to work toward building a healthier ad-consumer bond. In other words, the main idea of the further development of AI-based

advertising can safely combine the best goals and objectives of both advanced methods of advertising promotion and the recognition of the dignity and rights of consumers all over the world.

## 11. CONCLUSION

AI-integrated advertising has emerged as one of the most impactful advanced solutions that changed how companies interact with clients. It allows unique promotional campaigns and converts all forms of media into target promotion and corresponding experiences. But as the AI becomes a common aspect in advertising, it creates multiple ethical, cultural and psychological issues. This review looked into how ad targeting through utilizing AI may conform or violate cultural norms, reactance theory, and philosophical issues that may inform and define consumer behavior and advertising.

### 11.1 Future Research Directions

All in all, there are several more areas that require future research in the field of AI in advertising even despite the continually expanding body of relevant research. Analyzing cultural implications as well as understanding consumer behaviour related to AI in the field of advertisement deserves further exploration. For example, research could look at how the beliefs towards the autonomy of privacy in diverse cultures influence consumers from around the world to certain AI ads. Knowledge of how people from diverse cultures perceive personalized ads can help with future methods of approaching advertisement targeting. Emotions prove to be another potential topic to be investigated in the course of the further development of AI advertising. Further research could explore whether AI driven ads elicit positive or negative emotions like trust, fear or resentment and what these emotions do to the buying process. A longitudinal study of emotion and AI advertising could offer more refined information that would be useful in creating advertisements that function favourably among consumers, and discovering measures that will reduce if not eradicate adverts that elicit Negative Responses. Last but not the least; there is a rising interest in identifying moral strategies that should inform the establishment of artificial intelligent profiting advertisement systems. Law-makers, advertisers and technologists have to select the kind of regulations that would give consumers their deserved rights and at the same time enable businesses reap from AI. Exploring how it is possible to achieve

both high efficiency of the AI and consumer privacy and their freedom will be vital when promoting responsible AI ad-serving.

### 11.2 Potential Avenues for Innovation in AI-Driven Ad Targeting

Most significantly, the future of AI-aided advertising targeting has huge potential across its numerous angles, but at the same time, such a future needs to be a future that is always just around the corner because of careful and ethical thinking. The next technological advancements could center around the ability of the consumer to decide how their data and ads are being used. The use of ethical target AI systems that avoid cultural drawbacks of the culture of advertising and reduce prejudices may form a landscape of fair and reasonable advertising. Further, some new technologies in AI like differential privacy or federated learning can be used to protect user data, but at the same time provide customized advertisement feed. These technologies make it possible for businesses to market their products appropriately while at the same time protecting consumer data so as to promote consumer privacy and consumer freedom without the compromise of data security. Last but not least, coordinated solutions will involve advertisers, developers of technologies to promote advertisements, and governmental bodies to fashion an ethically friendly manner of running advertisements using AI tools. Through these values on advertising, we can cautiously advance strategies that respect consumers' rights and at the same time fulfill marketing goals of the businesses.

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