

UNIVERSITY OF TORONTO

**ARTIFICIAL INTELLIGENCE DISCLOSURE IN JAMAICAN COMMERCIAL
MARKETING: CONSUMER RESPONSES AND IMPLICATIONS FOR POLICY
DEVELOPMENT**

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INTRODUCTION

Amidst a global race towards digital economies, the Caribbean, characterised by relatively small economies, faces growing pressure to adapt (Caribbean Development Bank, 2025). The rapid adoption of Artificial Intelligence intensifies these pressures as the Jamaican government calls for greater AI utilisation (The Jamaica Information Service, 2023). Businesses have begun implementing AI in their operations through chatbots and automation tools; however, AI-generated marketing content has sparked public debate.

Observing social media, I noted reactions ranging from outrage to acceptance when Jamaicans encountered AI-generated marketing content without an AI-disclosure statement. Some expressed mistrust and apprehension towards businesses. This piqued my interest in a seemingly neglected aspect of AI advocacy: consumer reactions to AI's commercial use and disclosure. Thus, my study investigates how labelling (adding an AI-disclosure to) AI-generated advertisement images influences Jamaican consumers' willingness to engage with respect to goods and services.

A related study by Zhang and Gosline (2023) revealed that, given source disclosures, participants were positively biased towards human-created content. Participants did not express aversion to AI-generated content when they were told how it was created, and actually preferred AI-generated content when they were not told how it was created. Prior research primarily compares reactions between AI-generated and human-made content, with limited studies exploring the effects of AI-disclosure. There are also gaps in research comparing consumer responses to the disclosure and non-disclosure of AI-generated commercial marketing. No published studies were found that examine the effect of AI disclosure on consumer attitudes within the Jamaican or Caribbean populations. My research aims to contribute these perspectives and build upon existing works by comparing goods and services.

The rapid integration of generative AI into Jamaica's commercial marketing, combined with the lack of a standalone national AI strategy or statute, emphasises the relevance of this research (UNESCO, 2025). In 2024, Jamaica's AI Task Force released national AI policy recommendations guided by the regional context provided by the UNESCO Caribbean AI Policy Roadmap (The National Artificial Intelligence Task Force, 2024). However, UNESCO highlighted methodological challenges due to data constraints posed by "limited, fragmented or non-existent" data on AI regionally and nationally. Furthermore, OECD.AI reflected only 13 AI publications authored by Jamaican researchers between 2019 and 2024 (UNESCO, 2025). This study aims to address the need for context-specific sources that can provide evidence-based guidance for AI integration policies.

RESEARCH OBJECTIVES

Primary: To determine how labelling AI-generated advertisement images influences Jamaican consumers' willingness to engage.

Secondary:

- To assess how demographic factors (e.g., age and prior exposure to AI) influence Jamaican consumers' responses to labelled and unlabelled AI-generated advertisement images.
- To examine the impact of labelling AI-generated advertisement images on Jamaican consumers' perceptions of brand trustworthiness.
- To compare Jamaican consumers' engagement with labelled and unlabelled AI-generated advertisement images across goods and services.
- To discuss how the findings may inform policy on AI-disclosure in Jamaican commercial marketing.

RESEARCH QUESTIONS

Primary: *'How does labelling AI-generated advertisement images influence Jamaican consumers' willingness to engage?'*

Secondary:

- What is the relationship between demographic factors (e.g., age and prior exposure to AI) and Jamaican consumers' responses to labelled and unlabelled AI-generated advertisement images?
- How does labelling AI-generated advertisement images influence Jamaican consumers' perceptions of brand trustworthiness?
- What differences exist between Jamaican consumers' engagement with labelled and unlabelled AI-generated advertisement images across goods and services?
- How can the findings of this study inform policy on AI-disclosure in Jamaican commercial marketing?

METHODOLOGY

This research will employ a mixed-methods, experimental approach to determine how disclosing AI-generated advertisement images influences Jamaican consumers' willingness to engage. One hundred study participants aged 18-69 will be recruited through TGM Research's online panel in Jamaica.

Participants will be randomly assigned to two conditions: labelled and unlabelled advertisement images. ChatGPT-Plus will be used to generate these images for 5 preselected goods (e.g., a smoothie and a water bottle) and 5 services (e.g., a courier and residential cleaning) (Zhang & Gosline, 2023).

Study participants will complete a <10-minute survey, which will collect data on demographics and the engagement with each image based on responses to open- and closed-ended questions (Hansen & Świdarska, 2023). For the purposes of this study, engagement is defined and measured as presented by Akarsu and Sever (2023), who characterize engagement as encompassing both behavioral intention and cognitive processing in their *Engagement Towards Advertisement* scale. This scale will be adapted to assess ad-directed affective responses and participants' likelihood of taking further action.

Two face-to-face interviews will also be conducted to gain deeper insights for informing policy implications. Participants will be selected by convenience sampling from in-person outreach efforts while I am in Jamaica. As an international student from Jamaica, I will return there during the summer. No additional funding is required for this trip.

NVivo and SPSS software will be used for qualitative and quantitative analysis.

WEEKLY BREAKDOWN:

Before the research period: Survey design, participant recruitment, adapting the *Engagement Towards Advertisement* scale, and first round dissemination of surveys

Week 1: Literature review, first face-to-face interview, ongoing survey data collection

Week 2: Continue conducting interviews and begin coding; ongoing survey data collection

Week 3: Close or continue survey as needed; interview coding continues, and survey data is cleaned

Week 4: Analysis of survey and interview data

Week 5: Merging findings and exploring policy implications

Week 6: Review and presentation of findings

ETHICS REVIEW

This project requires REB approval. My research advisor has access to the MRHP portal to guide me through this process.

INTERDISCIPLINARY/INTERNATIONAL FOCUS

This research lies at the nexus of AI, human behaviour, marketing, and public policy within the context of a developing country, Jamaica.

OUTCOMES

It is expected that this project will contribute a less-studied perspective to the current body of work on human responses to AI-generated marketing materials.

This research has the potential to:

1. Help address the information gap faced by Jamaica and other developing countries when drafting policies to guide ethical implementations of AI. For example, commercial AI-disclosure policies.
2. Allow Jamaican businesses to make informed decisions on how AI is incorporated into their marketing and whether it is disclosed.
3. Provide a foundation for further local research on Caribbean consumer reactions to AI-generated marketing content.

RESEARCH SUPERVISOR

My research supervisor, Romin W. Tafarodi, Associate Professor in the Department of Psychology, will provide guidance on developing and executing the research methodology. He will also oversee the research to ensure its ethical and thorough completion.

I have additionally reached out to and intend to collaborate with Adrian Dunkley, a member of Jamaica's National AI Task Force. Adrian is the CEO of StarApple AI, the Caribbean's first Artificial Intelligence company.

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