

Laidlaw Scholars Undergraduate Leadership and Research Programme

Research Report

**Artificial Intelligence Disclosure in Jamaican Commercial Marketing: Consumer Responses and
Implications for Policy Development**

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Definition of Terms

Disclosure label - For the purpose of this study, a disclosure label (or AI disclosure label) is operationally defined as a text message indicating that artificial intelligence tools were used in the creation of one or more pieces of media included in a finished marketing flyer, or were used to generate the entire flyer.

Introduction

“The problem is that AI use is outpacing understanding. It is outpacing oversight, it is outpacing accountability” (Linton, 2026).

This statement was made by Dr. the Hon. Andrew Wheatley, Minister without Portfolio in the Office of the Prime Minister with responsibility for Science, Technology and Special Projects in Jamaica. It encapsulates the issue facing the governments of many countries today, now that artificial intelligence is being so widely adopted.

In recent years, artificial intelligence has advanced to unprecedented levels, and many of its impacts are yet to be discovered. In Jamaica, many businesses have begun using generative artificial intelligence to design marketing materials like flyers and promotional videos. Calls for small and medium sized businesses to adopt AI have made these tools necessary to remain competitive (Television Jamaica, 2026). It is then imperative that stakeholders understand the impacts of these tools from an economic, psychological, and emotional perspective. Although Jamaica has made strides in better understanding the AI landscape within its context, including publishing 13 AI publications on the OECD.AI database from 2019-2024 (UNESCO, 2025, p. 14), and establishing a National AI Taskforce (UNESCO, 2025, p. 16), there are gaps in its AI-management frameworks. The National AI Task Force has made recommendations to guide AI adoption in Jamaica, but the country still lacks a “standalone national AI strategy or statute” and instead relies on “indirect instruments” (UNESCO, 2025, p. 16). A lack of regional research poses a challenge to developing effective policy recommendations, as stated by the Task Force in their 2024 Recommendations: “A.I. research and development in Jamaica are constrained by limited public and private funding. This limits the country’s ability to innovate and compete with more advanced economies that are heavily investing in A.I.” (The National Artificial Intelligence Task Force, 2024, p. 12). As such, this study aims to contribute a contextually relevant perspective to the current body of AI work from, and influencing, the region.

A point of discourse surrounding the use of generative AI today is whether it should be disclosed, and within what contexts. There is, however, limited research on the impacts of such, especially within commercial marketing. Previous studies investigating the impacts of AI disclosure have indicated tensions between positive and negative impacts through different pathways. For example, AI disclosures in short form videos have been shown to positively

impact engagement intention, while simultaneously reducing that effect by reducing the perceived content quality (Chen et al., 2024, p. 1). Similar dual-effects were found by (Shi & Jiang, 2026), who discovered that AI-disclosure labels on advertising images “enhance advertising attitude, product attitude, and purchase intention through increased perceived novelty” but also reduced these outcomes by reducing the perceived authenticity of the ads. Table 1 summarizes key findings on the impacts of AI disclosures.

Table 1

Table Showing Key Findings on AI Disclosures Relevant to This Study

Source	Area	Relevant Key Findings on AI Disclosures
Chen et al., 2024	Short form videos	Positive impact on engagement intention. This effect is reduced by reducing perceived content quality
Shi & Jiang, 2026	Advertising images	Enhanced advertising attitudes, product attitude and consumer purchase intention but reduced perceived authenticity
Baek et al., 2026	Prosocial advertising	Decreased perceived ad credibility, which resulted in less positive ad-directed attitudes
Schilke & Reimann, 2025	Variety of work tasks	Reduces trust in the AI user. This effect is increased when AI use is exposed instead of willingly disclosed
Grigsby et al., 2025	Service ads	Reduced trust and caused less positive ad attitudes
Wang & Qiu, 2024	Digital endorsers	Transparency in the AI technology of digital endorsers increased purchase intention
Wortel et al., 2024	Advertisements on Instagram	AI disclosures led to negative advertising attitudes. A reduction in perceived manipulative intent increased brand attitude

This pilot study investigates one aspect of how generative AI disclosures would function in Jamaican society. It aims to assess whether there is a difference in reactions toward AI-generated marketing flyers when they are accompanied by a disclosure label. Previous studies primarily focus on populations unlike the Caribbean, where economic, cultural and social factors may interact differently to inform opinions on the use of generative AI (Jamaica Observer, 2025; Shi & Jiang, 2026, Limitations and Directions for Future Research).

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 unlabeled 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 unlabeled AI-generated advertisement images across goods and services.
- To discuss how the findings may inform policy on AI disclosure in Jamaican commercial marketing.

Study Design

To investigate the effects of AI disclosure statements within the sample of Jamaican participants, this study used a mixed (within- and between-subjects) design (AI disclosure label present or absent). All participants were shown two flyer advertisements. The first flyer promoted a smoothie business, and the second promoted a delivery service (in that specific order). Participants in the disclosure-present condition viewed the same flyers as those in the disclosure-absent condition, but with the inclusion of an AI disclosure statement indicating that the flyer was created using AI. The participants were made to view the flyers for a minimum of 5 seconds each and were then asked 13 ad-specific questions on a 7-point Likert scale to collect information about their attitudes toward the specific business/product. The questions were presented twice: once after the participant viewed the smoothie ad, and once after viewing the delivery ad.

Seven question items focused on engagement with the advertisement, while the other 6 items focused on perceived transparency and trust towards the business. The Engagement Towards Advertisement scale developed by Akarsu and Sever (2023) was adapted for the engagement items, while the other items were inspired by scales used in previous research (Newell & Goldsmith, 2001). Afterwards, participants were asked demographic questions and about their familiarity with AI. They were also asked questions assessing their attitudes toward AI on a seven-point Likert scale. The General Attitudes towards Artificial Intelligence Scale (GAAIS) was adapted for these items (Schepman & Rodway, 2023). The final stimuli are shown in Figure 1.

Figure 1

Stimuli by Condition



Participants

In total, 206 Jamaican participants were recruited by snowball sampling through in-person and online methods. The survey was conducted on the Qualtrics platform. Of these participants, 161 passed eligibility screening and were randomly assigned to one of the two conditions, making them a part of the preliminary dataset. After removing responses that failed the manipulation checks in the disclosure condition (failed to answer “yes” when asked if the image they saw was labeled as AI), and those that had excessive runs ($n=1$), the sample size was reduced to 93 participants (mean age = 30.58, SD = 13.14, range = 18-77) .

A total of 44 participants failed one or both manipulation checks. There were 23 participants who selected “I don’t know” for one of the manipulation checks, and 7 participants who selected it for both. There were 11 participants who selected “no” for one of the manipulation checks, and 3 who selected no for both. Differences in time spent viewing each ad did not account for why many participants missed the disclosure labels while others did not. After data cleaning, 36 participants remained in the disclosure-present condition, and 57 remained in the disclosure-absent condition. Table 2 shows a breakdown of the sample characteristics. Some item responses were combined into broader categories for purposes of analysis, given the small sample size.

Table 2

Table Showing Demographic Breakdown for This Study

Characteristic	Group	Frequency	Percentage
Gender	Male	33	35
	Female	60	65
Age (modified variable)	Older (30+ years)	37	44
	Young (<30 years)	47	56
	Did not respond	9	-
Education Level (modified variable)	University education	48	53
	No university education	43	47
	Did not respond	2	-

Results

Participants were instructed to select the extent to which they agree with the following 13 items on a 7-point Likert scale (1 = strongly disagree to 7 = strongly agree).

This ad is visually appealing

This ad made a positive impression on me

This ad aroused my interest

I would be interested in learning more about this product

I would share this ad with others

This ad made me more likely to engage with this business

I would be open to purchasing this product

This ad makes me distrust claims made by the business

This ad increases my confidence in the products of this business

This ad makes me doubtful about the products of this business

This business appears to be honest in their advertising

This ad makes me confident in this business

This business appears to be transparent in their advertising

The negatively worded items were reverse coded so that they could be combined into composite variables that measure positive attitudes toward each advertisement: *s_pos* for the smoothie ad and *d_pos* for the delivery service ad. The internal consistency of the 13-item smoothie ad subscale was high (Cronbach's $\alpha = .94$), as was the 13-item delivery ad subscale (Cronbach's $\alpha = .93$). *S_pos* and *d_pos* were moderately correlated at $r(91) = .53, p < .0001$.

Comparison of Disclosure Conditions

A repeated-measures analysis of variance was used to compare how the participants responded to the ads. The within-subjects variable was the ad ratings (*s_pos*, *d_pos*), and the between-subjects variable was condition (disclosure absent vs. disclosure present).

The means in Table 3 indicate that participants felt slightly more positively toward ads in the disclosure-absent condition; however, this difference was not statistically significant, $F(1,91) = 2.06, p = .15$. There was a large effect for ad type, $F(1,91) = 11.72, p = .0009$, which was statistically significant. This indicates that participants in both conditions felt more positively toward the smoothie ad than the delivery business ad.

Table 3

Mean Ratings by Condition

Condition	N	s_pos		d_pos	
		Mean	Std Dev	Mean	Std Dev
disclosure	36	5.09	1.44	4.72	1.32
no disclosure	57	5.41	0.94	4.98	0.87

There were too few men in the sample to allow for gender to be used as a predictor variable. Additionally, including age and education in the model as predictor variables left too few observations in some cells to allow for reliable modeling and testing. Though unreliable, these tentative results suggested that it may be worthwhile to increase the sample size to better understand how age and education interact with conditions in determining the responses to ads in the disclosure and no disclosure conditions.

The attitudes toward AI subscale was divided into 3 distinct composite variables (leaving one individual variable on its own) as shown in

Figure 2. Pearson correlations were computed to assess the relationship between the items. Each item grouping showed high correlations, and so were used to form the composite variables. The correlation matrices for the items in each composite variable are shown in Table 4, Table 5, and table 6.

Figure 2

Items Included in Each Composite Variable

Composite Variable	Item	Item Variable
benefits_ai	Artificial intelligence can provide new economic opportunities for Jamaica	ai_opport
	Much of society will benefit from a future full of artificial intelligence	ai_benefit
	Artificially intelligent systems can perform better than humans	ai_superior
hope_ai	Organizations use artificial intelligence unethically	ai_unethical
	People like me will suffer if artificial intelligence is used more and more	ai_suffer
	I shiver with discomfort when I think about future uses of Artificial Intelligence	ai_fear
free_ai	Companies should be transparent about how their ads are created	ai_transpar
	Disclosure labels should be mandatory for AI-generated ads	ai_disclose
	AI-generated advertising should be regulated in Jamaica	ai_regulate
ai_trust_disc	I would trust AI-generated ads more if they were clearly labelled as AI-generated	-

Table 4

Correlation Matrix for *benefits_ai* variable

Pearson Correlation Coefficients, N = 93 Prob > r under H0: Rho=0					
Variable	ai_opport	ai_benefit	ai_superior	<i>M</i>	<i>SD</i>
ai_opport	—			5.32	1.56
ai_benefit	.61***	—		4.00	1.73
ai_superior	.50***	.44***	—	3.42	1.42

Note. *** $p < .0001$

Table 5

Correlation Matrix for *hope_ai* variable

Pearson Correlation Coefficients, N = 93 Prob > r under H0: Rho=0					
Variable	ai_unethical	ai_suffer	ai_fear	<i>M</i>	<i>SD</i>
ai_unethical	—			3.16	1.32
ai_suffer	.47***	—		4.21	1.67
ai_fear	.36***	.56***	—	3.91	1.96

Note. *** $p < .0001$

Table 6

Correlation Matrix for free_ai variable

Pearson Correlation Coefficients, N = 93 Prob > r under H0: Rho=0					
Variable	ai_regulate	ai_disclose	ai_transpar	M	SD
ai_regulate	—			2.58	1.61
ai_disclose	.53***	—		2.10	1.42
ai_transpar	.47***	.76***	—	2.42	1.61

Note. *** $p < .0001$

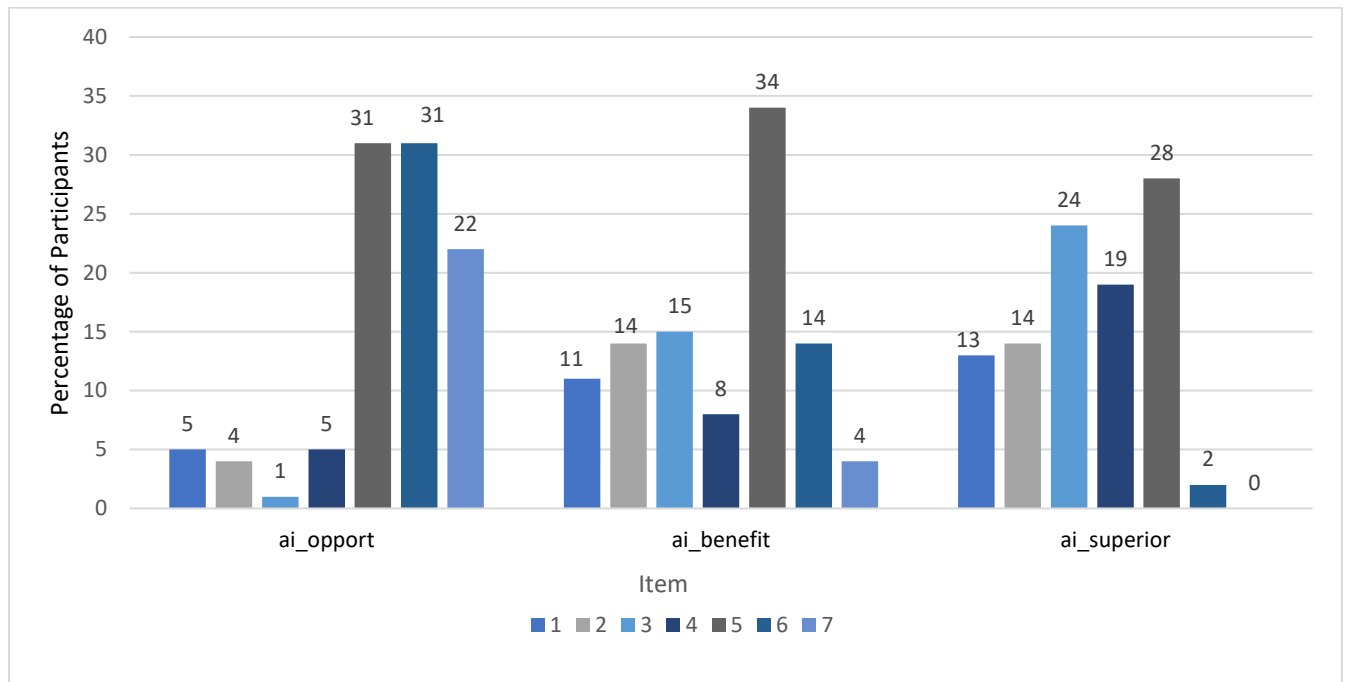
Separate t-tests were conducted on the three composite AI variables (benefits_ai, hope_ai, free_ai) and the single item ai_trust_disc. The disclosure-present, and disclosure-absent condition means on each were statistically compared but this result was not significant: $t(91) = -.15, p = .88$ for benefits_ai; $t(91) = -.88, p = .38$ for hope_ai; $t(91) = .13, p = .89$ for free_ai; and $t(91) = 1.46, p = .15$ for ai_trust_disc. Labelling the ads did not appear to make much difference for participants' views on AI.

Figure 3 indicates that less than 11% of participants disagreed to some extent with the statement “artificial intelligence can provide new economic opportunities for Jamaica”, while in contrast 84% of participants agreed to some extent. Almost 40% of participants disagreed to some extent that “much of society will benefit from a future full of artificial intelligence,” while almost 53% agreed to some extent, showing more tensions in opinions on the potential impacts of AI, despite a more positive outlook on its potential opportunities. Only roughly 28% of participants agreed with the statement “artificially intelligent systems can perform better than

humans”, while a little more than 50% disagreed, indicating that most participants may view AI’s capabilities as inferior to humans.

Figure 3

Likert Scale Rating Percentages for Items Within benefits_ai Variable

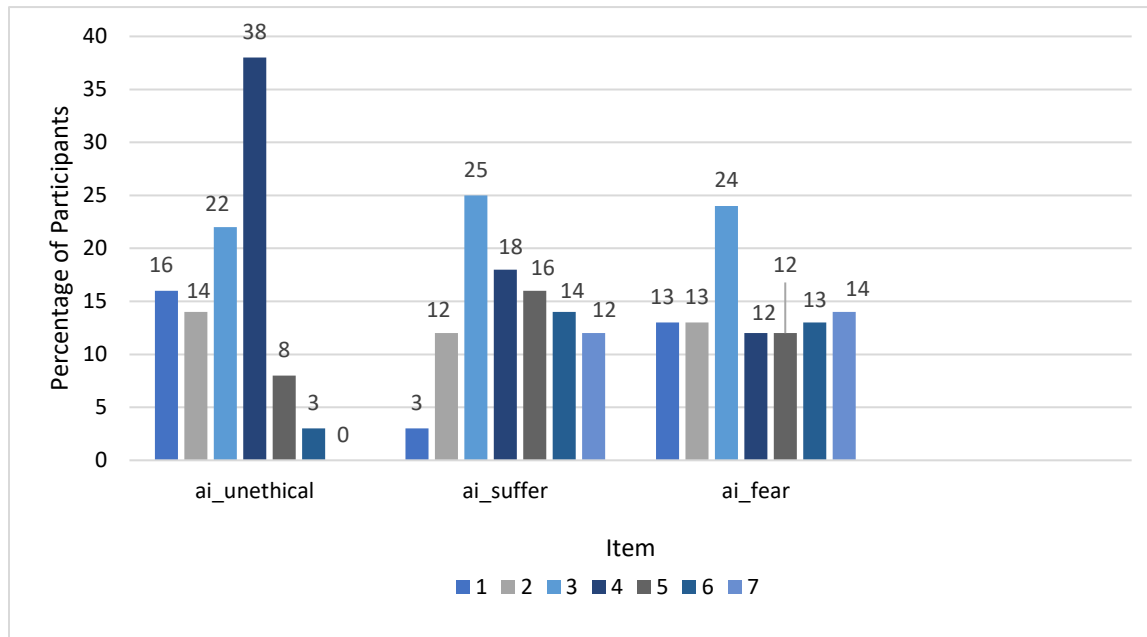


Note. Percentages were rounded to the nearest whole number

Figure 4 indicates that almost 52% of participants disagreed to some extent that organizations use AI unethically. Less than 11% agreed to some extent with that statement, showing positive attitudes toward how AI is currently being used commercially. However, the statement “people like me will suffer if artificial intelligence is used more and more” showed mixed views, with almost 42% agreeing to some extent and almost 40% disagreeing to some extent. Almost 39% of participants agreed to some extent that they “shiver with discomfort” when they consider future uses of artificial intelligence, and almost 50% indicated the opposite.

Figure 4

Likert Scale Rating Percentages for Items Within hope_ai Variable

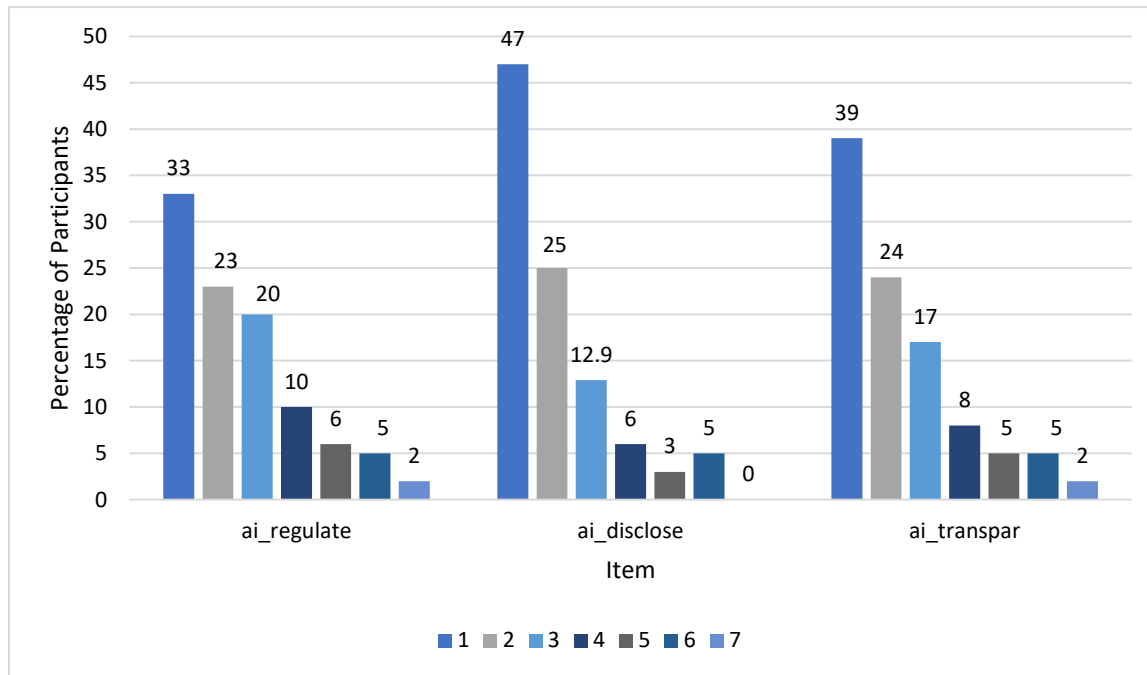


Note. Percentages were rounded to the nearest whole number

Figure 5 shows that most participants (a little over 76%) disagree to some extent with the statement “companies should be transparent about how their ads are created”, with only approximately 14% agreeing to some extent. Similarly, about 85% of participants disagree to some extent with the statement “disclosure labels should be mandatory for AI-generated ads.” Only around 9% agreed to some extent that disclosures should be mandatory. Almost 80% of participants disagreed to some extent that AI generated advertisement should be regulated in Jamaica, and around 13% agreed to some extent. For these three statements, most participants who disagreed expressed strong disagreement.

Figure 5

Likert Scale Rating Percentages for Items Within free_ai Variable



Participants in this study had mostly positive attitudes toward AI and were more opposed to the idea of regulating AI use in advertisement creation.

Discussion

This research investigates how artificial intelligence disclosures in advertising images influence Jamaican consumers' willingness to engage. It employed a mixed (within- and between-subjects) design where participants in the disclosure-absent condition viewed a smoothie and delivery ad, and those in the disclosure-present condition viewed these ads with disclosure labels. The study found that participants in the disclosure-absent condition felt slightly more positively toward their ads, though this effect was not statistically significant. This positivity was related to engagement and trust in the ad/business. This addresses the primary objective of the study, which was to investigate engagement, and a secondary objective of

examining perceived trust. Addressing the limitations of this study would help us to better understand whether an effect truly exists for engagement and trust. This would also help with investigating interactions between demographic factors as stated in the objectives. Though the results in these regards are limited, they hint at possible areas worth researching further.

Conversely, participants in both conditions felt more positively toward the smoothie ad, and this effect was statistically significant. One of the secondary objectives of this study was to compare whether there were differences in engagement across goods and services when AI is disclosed. While there was a preference for the smoothie advertisement (good), as opposed to the delivery service, across both conditions, more research is needed to understand the mechanisms that influenced this preference and whether an effect exists. It could also be worth investigating how various types of flyers moderate the effect of AI generated ads on engagement.

Participants in this study seemed to have mostly positive views toward AI's economic uses, benefits to society, and how ethically organizations use AI. However, there seems to be a bit of a negative outlook on how AI will affect some members of society. Most participants agreed to some extent that people like them will suffer if AI is used more and more. Also, those who disagreed that much of society will benefit from a future full of AI were almost comparable to those who agreed. This fear isn't strongly reflected, however, and is especially not evident where commercial advertising is concerned. Most participants expressed disagreement with the regulation of AI generated flyers, whether that be by disclosure, more transparency from companies, or some other type of regulation. This is surprising since most participants believe AI's performance is inferior to humans. Despite this view, participants are opposed to measures that would inform them of AI's involvement in ad creation. It could be that there is not a large concern about the negative impacts of AI use in that aspect of life, or participants believe they

would be negatively affected by these regulations. This raises the question of how public opinion can be considered in discussions about AI regulation within Jamaica, since views on how to defend their interests may differ from what they actually desire.

In conclusion, this study adds diversity of context to the body of research investigating the impacts of AI disclosures. It supports further investigation into the effects of disclosures in Jamaican society, and into the opinions of the broader population on AI-regulation in commercial marketing.

Limitations & Future Directions

This study had several limitations which could be addressed by future studies. First, it would be helpful to do further investigations into why so many participants missed one or more of the AI disclosure labels. It could be the case that participants misinterpreted the manipulation check, and as such, it should be modified. If it is simply a matter of attention, then expanding the sample size would help to address this. Additionally, since snowball sampling was used, the findings of this study cannot be generalized and introduce the potential for selection bias. Using a more representative sample would allow for interactions between variables to be explored, as well as for the findings to be generalized.

A larger sample size would allow for a more complete analysis that includes age, education and gender in the model. The tentative results, which were not reported here, suggest that those variables may be important for understanding the reactions to the ads.

In the recruitment process, I realized that older people and certain other demographics were more likely to experience difficulty with navigating the online survey or understanding the process. Additionally, the way each advertisement was viewed did not fully replicate how

participants would encounter an AI-generated advertisement. Both limitations can be addressed by conducting field experiments on social media platforms so that reactions to the ads mimic what would naturally happen in those contexts.

Finally, focus groups would help to gain a deeper understanding of people's concerns about how AI is used, and to understand the perceived benefits or disadvantages of regulating AI in commercial marketing. An expansive survey would help policymakers to better assess areas of concern about AI regulation among the Jamaican population so that those can be prioritized.

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