

AI Disclosure in Jamaican Commercial Marketing: Consumer Responses & Policy Development

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1) Introduction

- **Generative AI** is being widely adopted in commercial marketing, but this has outpaced **governance** and understanding of its effects, especially within Jamaica.
- There are debates about whether **AI disclosures** are appropriate.
- Previous research shows AI disclosures have both **positive and negative effects** on consumer reactions.
- Research in this area is limited and focuses on populations unlike Jamaica's: a **developing country** where cultural preservation and economic factors may interact to create unique effects.

4) Results

- Repeated Measures ANOVA revealed more positivity towards ads without AI disclosure (not statistically significant). *Positivity was measured through engagement & trust. See Figure 2.*
- Participants felt more positively toward the smoothie ad than the delivery ad in both conditions **(statistically significant)**
- Tentative results indicate that age and education may be important for understanding reactions to the ads.

Participants had mostly positive attitudes toward AI and were more opposed to regulating AI use in advertisement creation (Figure 3).

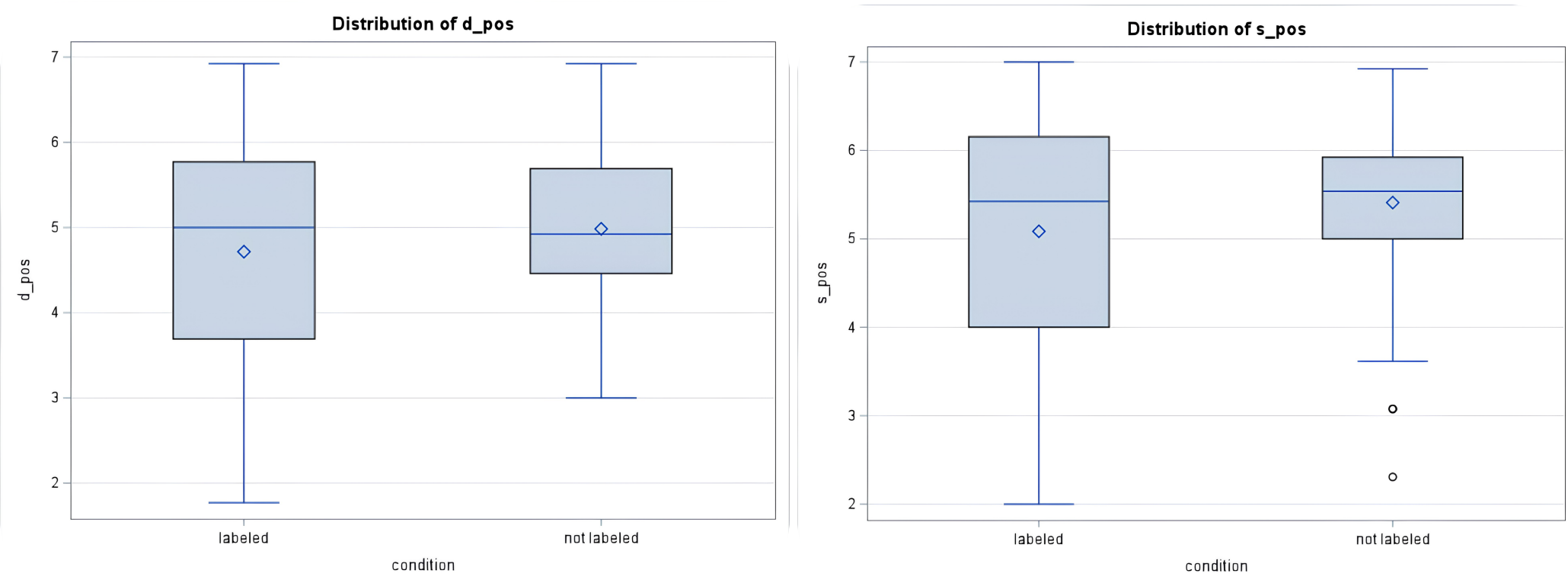


Figure 2.

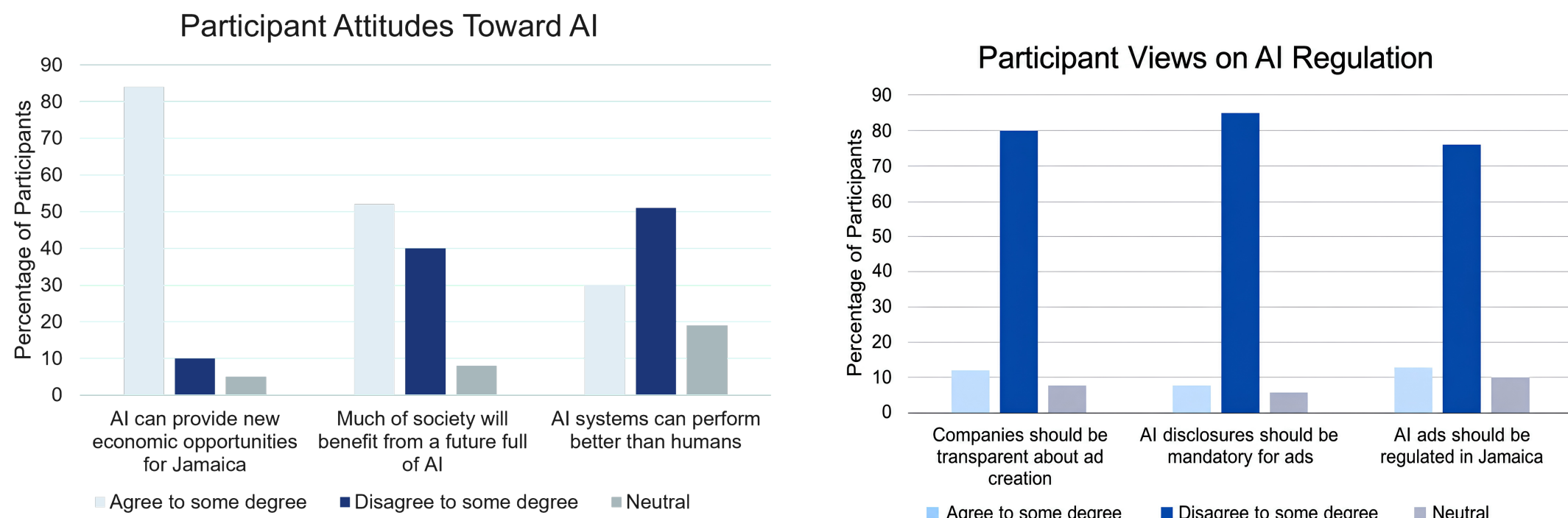


Figure 3.

2) Aim

To explore how Demographics + Ad Type Moderate AI Disclosures Impact Brand Trust + Ad Engagement

3) Methodology -

A mixed (within- and between-subjects) design was used
Conditions: AI disclosure absent vs. AI disclosure present

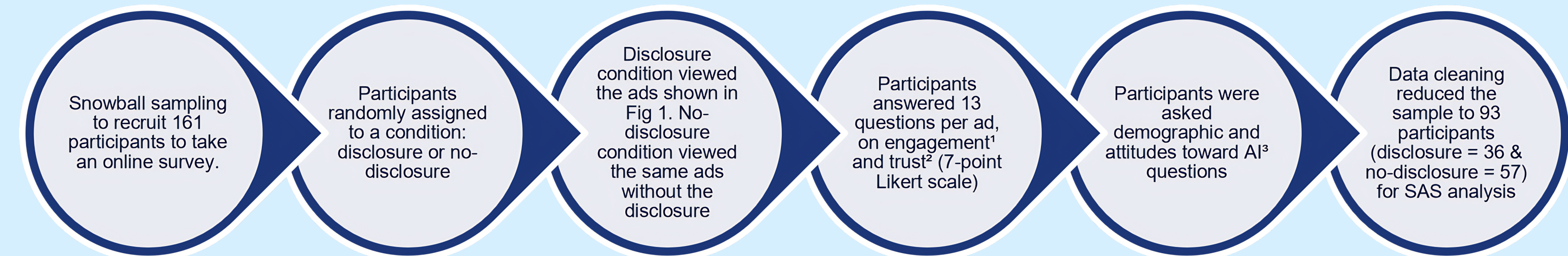


Figure 1.

Gender	Age	Education Level
Male: 33 Female: 60	Older (30+ years): 37 Young (<30 years): 47 Didn't respond: 9	University education: 48 No university: 43 Didn't respond: 2

44 participants failed to confirm that one or both flyers had a disclosure label (manipulation check). Time spent viewing the ad did not account for this effect.

5) Conclusion

- Results support further research into how age and education impact reactions to AI disclosures.
- The smoothie ad gained more positive reactions than the delivery ad in both conditions. Further research can explore why.
- The results support further investigation into how AI disclosures impact trust and engagement within the Jamaican population.
- This study adds **contextual diversity** to the existing body of research on AI disclosures.

6) Limitations

- Snowball sampling is prone to bias.
- The sample was not representative.
- Older persons had challenges navigating the online survey.
- Experimental conditions were unrealistic (can be addressed by field research).

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7) References and Acknowledgements

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