AUDIENCE PERCEPTION OF THE USE OF ARTIFICIAL INTELLIGENCE IN PLANNING, CREATING AND DISSEMINATING ADVERTISEMENTS

BY

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UNIVERSITY OF BENIN

BENIN CITY

AUGUST, 2025

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DEPARTMENT OF MASS COMMUNICATION,

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A PROJECT PRESENTED TO THE DEPARTMENT OF MASS COMMUNICATION, FACULTY OF ARTS,

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IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF BACHELOR OF ARTS (B.A.) DEGREE IN MASS COMMUNICATION.

AUGUST, 2025

DECLARATION

I hereby declare that the work presented here is a report of research conducted by me and that it has not been submitted for the award of any degree or diploma in any other institution.

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OYAIDE URIRIOGHENE

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CERTIFICATION

I certify that this project was carried out by Oyaide Ririoghene with Mat no ART2101037 under my supervision and has been approved. This project is to be submitted to the Department of Mass Communication at the University of Benin.

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STUDENT'S THESIS
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DEDICATION

I dedicate this work to the ever-faithful God who has guided me throughout my stay in the University. Thank you, lord, for seeing me through my four years as an undergraduate and to my parents for their unending spiritual, financial, moral, and emotional support.

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ABSTRACT

The study examined the topic “Audience Perception of the Use of Artificial Intelligence in Planning, Creating, and Disseminating Advertisements.” The objectives of the study were to examine the level of audience awareness of AI use in advertising, ascertain the impact of AI in advertising processes, and identify the challenges encountered in its adoption. The study was anchored on Mediamorphosis Theory and Technological Determinism Theory. A survey research design was employed, using a questionnaire to collect responses from a sample size of 302 participants. Findings revealed that the audience demonstrated a high level of awareness regarding the use of artificial intelligence in the

advertising process. The study further showed that although AI has made a significant positive impact on advertising, there is a need to improve AI tools so that AI-assisted advertisements are more accurate, engaging, and less robotic. Additionally, concerns were raised about excessive consumer manipulation, lack of human creativity, as well as privacy and data security issues. Based on these findings, the study recommended that advertisers should integrate human creativity with AI capabilities to produce advertisements that are emotionally engaging, contextually relevant, and authentic. Furthermore, clear guidelines should be established to protect consumer data used in AI-driven advertising, with advertisers and technology developers ensuring transparency in how such data is collected, stored, and utilized to foster consumer trust and uphold ethical standards. Finally, the study recommended the development of industry-wide regulations and ethical frameworks to prevent the misuse of AI in manipulating consumer behaviour. Advertisers should adopt responsible AI policies that prioritize user consent, fairness, and respect for consumer autonomy.

AUDIENCE PERCEPTION OF THE USE OF ARTIFICIAL INTELLIGENCE IN PLANNING, CREATING AND DISSEMINATING ADVERTISEMENTS

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Since the dawn of humanity, people have continuously strived to enhance their lives. Over time, this drive for improvement has led to the creation of numerous intelligent machines designed to simplify and streamline daily tasks, making life more convenient and efficient. In the last 70 years of human existence, the world has advanced so well that over 60% of people around the world now have access to the internet (Santander University statistics, 2023). Following this Driksell (2022) stated that, In the past decade, emerging technologies have rapidly transformed the global market, especially in e-commerce and the availability of digital information to the general public. He further stated that Technology has changed not only how we produce and connect, but also allows more humans to create and test new objects and ideas, reducing the costs and risks of innovation, and product development, also in developing countries. This advancement has led to the advent of Artificial Intelligence (AI) which has revolutionized various industries, including advertising (ads). With the rapid progress of artificial intelligence (AI) technology in recent years, we are witnessing, it is expanding applications across various domains, bringing significant transformations to industries such as advertising, media, e-commerce, education, and more (B. Gao, 2023; B. Gao & Huang, 2021; Kietzmann et al., 2018; Murgai, 2018). According to Anna and Tara (2024, p.1), “the term Artificial Intelligence (AI) has evolved from a mysterious concept to a widely known tool, especially in the field of marketing, where it has gained immense popularity”. AI’s integration into advertising processes

(planning, creating, and disseminating advertisements) has transformed how brands engage with their audiences. In concordance with this, Lai (2021), noted that the advent and growth of AI have laid a technical foundation for intelligent operations in the advertising industry. As AI technologies such as machine learning, natural language processing, and computer vision become more sophisticated, their application in advertising has grown exponentially. This shift has sparked significant interest in understanding how audiences perceive the use of AI in advertising, as consumer attitudes play a crucial role in the effectiveness of marketing strategies.

Historically, advertising has relied on human creativity and intuition to craft messages that resonate with target audiences. However, the rise of AI has introduced data-driven approaches that optimize ads creation and placement. AI is increasingly employed in advertising Targeting, Personalization, Content Creation, and Ad Optimization (Bhatt, 2021; Campbell, Plangger, Sands, Kietzmann, Bates, 2022; Jaiwant, 2023; Malthouse & Copulsky, 2023; Nikolajeva & Teilans, 2021). The continued use of artificial intelligence tools such as the ChaTGPT 3.5 & 4, activeChat, AI post generator, ask QX, Bing, Lore machine, Write sonic, Dale E2, Lumen5, Ottai ai and Jasper has greatly influenced the way and manner advertisement creation and marketing communications are being delivered, perceived and accepted in recent times (Marketing evolution.com, 2023). Davenport and Ronanki (2018) noted that AI enables hyper-personalization, allowing advertisers to tailor content to individual preferences and behaviors. This capability has the potential to enhance audience engagement and improve return on investment (ROI) for marketing campaigns. However, the increasing reliance on AI in advertising has also raised concerns about authenticity, privacy, and the potential loss of the human touch in creative processes. One of the key areas where AI has made significant inroads is programmatic advertising, which automates the buying and placement of ads in real-time.

According to Li and Kannan (2014), programmatic advertising leverages AI algorithms to analyze vast amounts of data, enabling advertisers to target specific demographics with precision.

As technology continues to advance, today's consumer is also constantly evolving and becoming more sophisticated in their wants, thus it is necessary that organisations, evolve in their means of reaching their customers so as to remain relevant in the business sphere. Understanding what the customers think about AI-enabled adverts is therefore necessary towards achieving advertising objectives. It is against this background that this study seeks to explore audience perception of the use of artificial intelligence in advertisements.

1.2 Statement of the Problem

The integration of Artificial Intelligence (AI) into advertising has undeniably transformed the industry, offering unprecedented capabilities in planning, creating, and disseminating advertisements. However, this technological evolution has also introduced a range of challenges and concerns that remain underexplored, particularly regarding audience perceptions. Scholars such as Nwachukwu and Affen (2023), affirmed that it seems that its adoption in the Nigerian Advertising Industry has been limited. Addressing the challenges revolving around AI in the advertising industry is quintessential in opening up the possibilities that abound with AI in this creative industry. One critical issue is the potential erosion of trust and authenticity in AI-generated advertisements. Napoli (2019) argues that audience trust is a cornerstone of effective advertising, yet the opaque nature of AI algorithms and their reliance on data-driven decision-making may lead to perceptions of manipulation or intrusiveness. Similarly, Araujo (2020) highlight the ethical concerns surrounding data privacy and transparency, noting that consumers are increasingly demanding clarity about how their data is used in AI-driven advertising. Without

addressing these concerns, the effectiveness of AI in advertising risks being undermined by audience skepticism.

Another dimension of the problem lies in the impact of AI on creativity and originality in advertising. While Huang and Rust (2018) suggest that AI can augment human creativity by automating repetitive tasks and providing data-driven insights, others, such as Eapen (2020), warn that over-reliance on AI could lead to homogenized content, stifling innovation and reducing the emotional resonance of advertisements. This tension between efficiency and creativity raises questions about whether AI-generated ads can truly connect with audiences on a meaningful level. Furthermore, the rapid adoption of AI in advertising has outpaced the development of regulatory frameworks and ethical guidelines, leaving a gap in accountability. As Li and Kannan (2014) point out, the use of AI in programmatic advertising, while efficient, can perpetuate algorithmic biases, potentially alienating certain demographic groups. This lack of oversight exacerbates concerns about fairness and inclusivity in AI-driven advertising practices.

In light of these issues, this study seeks to address the following central problem: How do audiences perceive the use of Artificial Intelligence in the planning, creation, and dissemination of advertisements? Studying audience attitudes toward AI in advertising will help uncover the potential benefits, challenges, and ethical considerations associated with its use and contribute to a deeper understand of AI dynamics in advertising.

1.3 Research Objectives

1. To examine the level of audience awareness of AI use in planning, creating, and disseminating advertisements.
2. To ascertain the impact of AI in planning, creating, and disseminating advertisements.

3. To find out the challenges encountered in the adoption of AI in planning, creating, and disseminating advertisements.

1.4 Research Questions

1. What is the level of audience awareness regarding the use of Artificial Intelligence in planning, creating, and disseminating advertisements?
2. What is the impact of Artificial Intelligence on the processes of planning, creating, and disseminating advertisements?
3. What are the challenges associated with the adoption of Artificial Intelligence in planning, creating, and disseminating advertisements?

1.5 Scope of the Study

This study is restricted to Uniben mass communication students. This is because the researcher believes that, mass communication students are knowledgeable in the field of advertising, hence they will be able to decipher whether an advert was made with an AI or not. This scope was also chosen due to its nearness to the researcher.

1.6 Significance of the Study

This study holds substantial importance for academics, advertisers, and society as it explores the growing influence of Artificial Intelligence (AI) in advertising and its implications for audience perception. For academics, it contributes to the expanding body of knowledge on AI and advertising, providing empirical insights into audience awareness, trust, creativity, and ethical concerns. It fills a critical gap in the literature and opens avenues for future research, enriching discourse in marketing, communication, and technology studies. For advertisers, the study offers actionable insights to optimize AI-driven campaigns, addressing concerns like

privacy and transparency while highlighting benefits such as personalization and efficiency. It guides the development of ethical practices, ensuring campaigns resonate with audiences and maintain trust. For society, the study fosters awareness about the ethical and social implications of AI in advertising, empowering consumers to make informed choices. It encourages dialogue on data privacy, algorithmic transparency, and the responsible use of technology, ensuring AI advancements benefit society without compromising individual rights or societal well-being.

1.7 Operational Definition of Terms

Advertisement: Advertisements includes both traditional and digital ads created and distributed using AI technologies, aiming to engage consumers and achieve marketing objectives.

Artificial Intelligence (AI): AI includes tools like machine learning algorithms, natural language processing, and computer vision, which analyze data, predict trends, and automate processes to enhance efficiency and personalization of advertising.

Audience: The audience refers to the group of individuals targeted by advertising campaigns. Perception: Perception in this study refers to how audiences interpret and respond to AI-generated advertisements.

Creating: Creating refers to the development of advertising content, including visuals, copy, and multimedia.

Disseminating: Disseminating involves distributing advertisements across various platforms to reach the intended audience.

Planning: Planning refers to the strategic process of designing advertising campaigns.

CHAPTER TWO

LITERATURE REVIEW

2.1 History of Advertising

Advertising has played a crucial role in commerce and communication for centuries. In ancient civilizations, merchants used various methods to promote their goods. As early as 3000 BC, Babylonian merchants employed criers to promote their goods to potential buyers and displayed signs above their doorways to identify their products (Asemah, 2022). In Egypt, papyrus sheets contained sales messages and posters, while in ancient Greece and Rome, town criers and inscriptions on walls were common forms of advertising (Presbrey, 1929). Similarly, in China, bamboo slips and stone engravings were used to promote businesses. A major turning point in advertising came with the invention of the printing press by Johannes Gutenberg in the 15th century, which enabled mass production of advertisements (Ewen, 1976). The first printed ads appeared in newspapers in the 17th century, with Britain's *Weekly News* publishing one of the earliest known newspaper ads in 1625 (Fox, 1984). With the rise of advertising agencies in the 19th century, advertising became more structured. According to Asemah (2022,p.6) "Mass advertising as we know it today began in the nineteenth century and developed with industrialisation and mass production. The concept of industrialisation brought about expansion in the society. As companies started mass-producing product, advertising became the vehicle to sell mass consumption in the new consumer-oriented society". The history of advertising saw key milestones with William Caxton printing the first advertisement in 1468 to market his book. Benjamin Franklin's Philadelphia Gazette, founded in 1729, quickly became a preferred advertising platform. The Weekly Pennsylvania Packet's transition to a daily in 1784 introduced full front-page ads promoting various goods. As America industrialized in the 1800s and print

media grew, advertising flourished. Volney Palmer established the first ad agency in Philadelphia in 1814, followed shortly by John Hooper in this emerging field (Asemah, 2022). Early advertising was often marked by misleading claims and overstatements, particularly during the patent medicine era when products promised miraculous cures for everything from cancer to hair loss. Despite heavy promotion, these remedies rarely delivered results. This led to regulatory measures, including the 1906 Pure Food and Drug Act and the 1914 creation of the Federal Trade Commission (FTC) to combat false advertising claims, establishing foundational advertising laws and ethical standards. The 20th century saw a transformation in advertising with the advent of radio and television. Brands began using jingles, celebrity endorsements, and storytelling to connect with consumers (Kotler & Keller, 2016). The late 20th and early 21st centuries introduced digital advertising, with internet-based platforms, artificial intelligence (AI), and social media revolutionizing how brands engage with audiences (Batra & Keller, 2016).

Advertising in Nigeria has evolved through various historical phases, influenced by traditional, colonial, and modern communication methods. Before colonialism, advertising was informal and relied on oral communication. Town criers, who were often appointed by village heads, moved from place to place announcing products, services, or important community events (Ogunmokun, 1999). This aligns with Asemah (2022) who highlighted that, Nigeria's earliest forms of advertising involved traditional communication methods such as town criers, gong beaters, and various signaling systems used to inform local communities about upcoming events. He further explained that these indigenous media served as the foundation for public announcements and commercial messaging in pre-colonial Nigerian society. Marketplaces were also central to advertising, as traders used persuasive speech, songs, and symbolic objects to attract customers. The colonial era introduced Western-style advertising, influenced by European

businesses and government communication. The establishment of newspapers such as the *Lagos Daily Times* in 1926 marked a significant shift, as businesses and government agencies used print media for commercial and political advertisements (Oso, 2012). In 1932, radio broadcasting was introduced, expanding the reach of advertising beyond print. This period also saw the emergence of billboard advertising, especially in urban areas. After Nigeria gained independence in 1960, advertising flourished with increased local and multinational business activities. The 1970s and 1980s witnessed the establishment of major advertising agencies such as Lintas and Rosabel, which played a key role in shaping the industry (Okigbo, 1990). The Association of Advertising Practitioners of Nigeria (AAPN), now the Advertising Practitioner Council of Nigeria (APCON), was formed in 1973 to regulate advertising practices and maintain ethical standards. The rise of television in the 1980s further transformed advertising, as brands used visual storytelling to engage audiences. In the 21st century, digital advertising became dominant, with Nigerian brands leveraging social media, search engine marketing, and AI-powered analytics to target consumers effectively (Adeyanju, 2020). Today, advertising in Nigeria continues to evolve, incorporating global trends while maintaining cultural relevance.

2.2 History of Artificial Intelligence

Artificial intelligence (AI) is recognized as one of the most recent scientific disciplines. Although the term was formally introduced in 1956, scholarly work on the subject had already begun several years earlier. Comparable to developments in genetics, the foundations of AI were being laid well before its formal naming. Rockwell (2017) observes that the idea of AI can be traced to the early twentieth century, where science fiction first familiarized society with the notion of intelligent machines. Cultural examples included the Tin Man in *The Wizard of Oz* and the robot Maria in *Metropolis*. By the mid-twentieth century, a generation of philosophers,

scientists, and mathematicians had absorbed these ideas into their intellectual environment. Among them was Alan Turing, who examined the mathematical possibility of machine intelligence. Driksell (2022) identifies Turing as one of the principal architects of modern computer science, given his pioneering contributions. Turing argued that since humans rely on information and reasoning to solve problems and make decisions, machines should be capable of the same. This line of thought underpinned his influential paper *Computing Machinery and Intelligence* (1950), in which he outlined how machines might be built to simulate intelligence and proposed a test to assess it (University of Washington, 2006). However, as Rockwell (2017) notes, the limitations of computing at the time impeded immediate progress. In the early 1950s, leasing a computer could cost as much as $200,000 per month, restricting access to elite universities and large corporations. Consequently, both proof of concept and endorsement from influential figures were required to justify sustained funding.

Such proof emerged with the *Logic Theorist*, developed by Allen Newell, Cliff Shaw, and Herbert Simon. Supported by the RAND Corporation, this program was designed to replicate human problem-solving processes. Winter (2006) describes it as the first genuine AI system, which was presented at the Dartmouth Summer Research Project on Artificial Intelligence (DSRPAI) in 1956. Organized by John McCarthy and Marvin Minsky, the conference marked the formal birth of AI as a discipline. McCarthy, who coined the term *artificial intelligence* at the event, envisioned a collective effort to establish a new field of research. While the conference did not produce consensus on methods or frameworks, participants shared a conviction in the attainability of AI. Its importance lies in catalyzing two decades of concentrated research.

From 1957 to 1974, AI research advanced significantly. Computing systems became faster, less costly, and capable of storing larger amounts of data. Progress in machine learning

algorithms further strengthened the field, as researchers learned to match specific techniques to different types of problems. Among the early demonstrations was Joseph Weizenbaum's *ELIZA*, an interactive system capable of simulating conversations in English. Although Weizenbaum intended to highlight the superficiality of human-machine dialogue, many users ascribed human-like attributes to the program (Rebecca, 2021). This project illustrated the potential of AI in natural language processing and problem-solving. Encouraged by such developments, agencies such as the Defense Advanced Research Projects Agency (DARPA) began funding AI initiatives. The government's primary interests included systems for language translation, speech transcription, and large-scale data processing. Optimism was widespread; for instance, Minsky suggested in a 1970 interview that machines with human-level intelligence could be developed within a decade (Benjamin, 2019). Despite theoretical progress, however, challenges such as abstract reasoning, natural language comprehension, and self-awareness remained unresolved.

The limitations of computing power soon became evident. Machines lacked the processing capacity and storage required for complex tasks, such as interpreting semantic relationships between words. As Moravec, a student of McCarthy, remarked, computers were still "millions of times too weak to exhibit intelligence." With declining patience and dwindling funding, AI research slowed considerably during the subsequent decade. A revival occurred in the 1980s, driven by algorithmic innovation and increased investment. John Hopfield and David Rumelhart popularized deep learning methods that enabled systems to improve performance through experience, while Edward Feigenbaum introduced expert systems that emulated human expert decision-making. These systems collected structured knowledge, enabling non-experts to obtain reliable guidance. Their adoption in industry demonstrated the practical utility of AI. The Japanese government further promoted AI development through the Fifth Generation Computer

Project (FGCP), investing approximately $400 million between 1982 and 1990. Although the FGCP fell short of its ambitious objectives, it stimulated interest and inspired a new generation of researchers. Nonetheless, the project's termination once again reduced AI's prominence. Intrestingly, AI achieved notable progress during periods of reduced external attention. By the 1990s and 2000s, several landmark achievements had been realized. In 1997, IBM's *Deep Blue* defeated reigning world chess champion Garry Kasparov, a milestone in computational decision-making (Hsu, 2002). The same year, Dragon Systems introduced speech recognition software for Windows, marking an advance in natural language processing. AI also expanded into affective computing, with Cynthia Breazeal's *Kismet* demonstrating the capacity to recognize and simulate emotional expressions.

According to Manyika (2011), the contemporary era of "big data" has provided fertile ground for AI applications, as computers can now process information volumes far beyond human capacity. This has yielded substantial benefits across sectors including technology, banking, marketing, and entertainment. Even without major algorithmic breakthroughs, the combination of large datasets and powerful computational resources allows AI systems to achieve progress through brute-force learning. While concerns have arisen regarding the slowing of Moore's Law, the exponential growth of data ensures continued opportunities for development. Advances in neuroscience, mathematics, or computer science may also provide avenues to transcend current computational limitations. In the near term, language technologies are emerging as the most transformative AI application, already visible in automated customer service and real-time translation systems. In the longer term, research continues to aspire toward artificial general intelligence, machines capable of surpassing human cognitive abilities across all domains.

2.3 Concept of Advertising

Advertising is a strategic communication process designed to inform, persuade, and influence consumer behavior toward a product, service, or idea. It is a crucial component of marketing that helps businesses and organizations create awareness, build brand loyalty, and drive sales. Scholars have provided various definitions of advertising, emphasizing its promotional and persuasive nature. Kotler and Keller (2016) describe advertising as "any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor." This definition highlights that advertising is a controlled marketing tool used to communicate specific messages to a broad audience. Advertising constitutes "a paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor" (Okoro, 2015, p. 23). For Nwosu (2018) advertising, is "a culturally embedded persuasive communication system that mediates between market realities and consumer aspirations in developing economies. The idea behind advertising makes it pleasing to multiple disciplines. From psychology, it incorporates principles of perception and persuasion (Oyesomi et al., 2020); from economics, it functions as market information mechanism (Adefulu, 2017); while from sociology, it reflects and shapes cultural values (Uche, 2019). This multidisciplinary nature explains why advertising simultaneously serves commercial objectives while influencing social narratives and individual worldviews. Belch and Belch (2018) outline its key objectives, including informing consumers about a product, persuading them to make a purchase, reinforcing brand awareness, and differentiating a brand in a competitive market. Advertising also contributes to economic growth by stimulating demand, encouraging innovation, and promoting competition (Arens, Weigold, & Arens, 2017)."

There are various types of advertising, categorized based on purpose, medium, and target audience. Fill (2013) identifies major types such as product advertising, which promotes a specific product or service; brand advertising, which builds a long-term brand image; and retail advertising, which attracts customers to stores. Institutional advertising enhances the reputation of an organization, while social advertising promotes public interest causes such as health awareness and environmental sustainability. Advertising is delivered through different media, each with its strengths and limitations. Traditional media include newspapers, magazines, radio, television, and billboards, which have long been effective in reaching mass audiences (Bovee & Arens, 1992). The digital revolution has led to the rise of online advertising, social media marketing, influencer promotions, and AI-driven personalized ads (Chaffey & Ellis-Chadwick, 2019). Digital platforms enable businesses to reach highly targeted audiences with greater precision and efficiency. Despite its advantages, advertising has faced criticism for promoting materialism, misleading consumers, and reinforcing stereotypes. Pollay (1986) argues that advertising shapes societal values, sometimes in ways that encourage excessive consumerism. Due to these concerns, regulatory bodies enforce ethical standards in advertising. In Nigeria, the Advertising Practitioner Council of Nigeria (APCON) ensures that advertisements adhere to professional guidelines, while in the United States, the Federal Trade Commission (FTC) performs a similar function.

Wilson (1993, p. 315), cited in Asemah (2022), observes that advertising has always been a subject of intense debate, noting how early 20th-century consumers demanded regulatory oversight due to widespread concerns about exaggerated and deceptive claims. Thus, those criticisms often revolve around the following;

First, critics argue that advertising creates an artificial demand for unaffordable products. While persuasive techniques are undeniably employed, it's crucial to recognize that modern consumers retain ultimate purchasing autonomy. As Wilson notes, responsible consumption requires individual judgment and self-regulation rather than blaming advertising for purchasing decisions. Secondly, the emotional dimension of advertising attracts particular scrutiny. Advertisers naturally leverage emotional triggers because human decision-making fundamentally combines rational and emotional factors. However, discerning consumers can identify and evaluate these emotional appeals without being unduly influenced by them. Regarding bias, advertising inherently presents products favorably - a practice mirroring how individuals present themselves in social contexts. This inherent partiality becomes problematic only when consumers fail to apply appropriate skepticism toward marketing claims. The competitive nature of advertising leads to another common critique: conflicting claims between rival brands. Unlike covert propaganda, advertising operates transparently in the marketplace, allowing consumers to compare options and make informed choices. Repetition in advertising serves an important function in reaching constantly changing audiences. As Wilson notes, iconic slogans endure precisely because they effectively communicate to new generations of consumers. This strategic repetition differs from mere redundancy. Finally, concerns about taste and intrusiveness particularly apply to broadcast media, where commercials interrupt programming. Print advertising generally avoids such criticism as readers can simply ignore unwanted ads. While some advertisers may employ questionable tactics, these represent exceptions rather than industry norms.

These critiques reveal advertising's complex role in consumer societies. Rather than rejecting advertising outright, Wilson's analysis suggests consumers should develop media

literacy to navigate commercial messages effectively while recognizing advertising's legitimate economic functions. The solution lies not in eliminating advertising but in cultivating critical consumption habits and supporting reasonable industry regulations.

2.4 Concept of Artificial Intelligence

Artificial intelligence (AI) has been described in various ways by scholars across the globe, each framing it through their own perspectives and interpretations. At present, there is no universally accepted definition of AI. Guanah, Obi, and Ginikachukwu (2020, p. 46), citing Ladi Ojora, define AI as the capacity of computer systems to learn and make decisions independently of the programmer or the system that created them. Similarly, Oyelami (2021) explains AI as computer systems designed to carry out tasks that ordinarily require human intelligence, such as learning, reasoning, solving problems, and making decisions. Ali Shafti, as referenced in Handley (2018, p. 2), views AI as non-human devices or algorithms capable of performing actions and behaviours typically limited to humans, or even surpassing human abilities. Copeland (2024) aligns with this notion, describing AI as the ability of digital computers or digitally controlled robots to perform functions usually associated with intelligent beings.

Expanding further, Copeland (2022), Kok (2009), and Whitby (2009) identify AI as technological applications capable of executing complex activities once dependent on human effort, such as communication or playing chess, often using its subfields, including machine learning and deep learning. Makridakis (2017) describes AI as the process of making machines intelligent, with intelligence understood as the quality that allows an entity to operate effectively and with foresight within its environment. Pool and Mackwood (2010) characterize AI as the discipline that studies the design and analysis of computational agents capable of acting intelligently. They argue that an agent demonstrates intelligence when its actions align with its

goals and circumstances, when it adapts to changing conditions, learns from experience, and makes suitable choices within perceptual and computational limits. Thus, Mackwood and Pool emphasize flexibility and goal orientation in their conceptualization of AI. Vinuesa, Azizpour, and Nerini (2020) define AI as any software technology exhibiting at least one of several abilities: perception (audio, visual, textual, or tactile, such as face recognition), decision-making (for example, medical diagnostic tools), prediction (such as weather forecasting), automatic knowledge extraction and data pattern recognition (e.g., identifying fake news on social media), interactive communication (like chatbots or social robots), and logical reasoning (such as developing theories from premises).

In modern times, AI has become an integral force shaping nearly all dimensions of human life, from creativity and production to communication, entertainment, and technological progress (Jarrahi, 2018). By reshaping traditional methods of decision-making, problem-solving, and task execution, AI delivers unparalleled precision, efficiency, and scalability across diverse industries.

2.5 Role of Advertising in the Society

Advertising has evolved into one of the most pervasive forces shaping modern society, influencing economic systems, cultural norms, political landscapes, and individual psychology. Its tentacles reach into every facet of human interaction, often in ways that escape conscious notice yet fundamentally alter behavioral patterns and social structures.

According to Asemah (2022, p.11-12) advertising generally plays the following roles;

Persuasion: In order to feel emotionally fulfilled, consumers are persuaded to buy products, services, and ideas by persuasive visual advertising displays. Advertising's primary goal is to

persuade. Advertising explains how the good, service, or concept you are thinking about will make your life better. Ideology, myth, art, sexual attraction, and religion are all notions that advertising capitalizes on. Similar to how the meanings of goods and services are infused into images and concepts, advertising also infuses these elements into goods and services.

Market Penetration: Advertising is a simple way for new businesses to break into the market. Promoting competition is a good thing. As a result, it assists emerging businesses with innovative goods or services in competing with industry titans and establishing a market niche.

Marketing Function: It performs a marketing purpose by assisting businesses that offer goods or services in selling their goods. Advertising is used in conjunction with other marketing communication strategies, such as direct marketing, sales promotion, and personal selling, to sell products, services, and ideas.

Generates Consumer Demand: Public relations, sales promotion, and advertising create demand, which "pulls" the products or services through distribution channels, according to "Reference for Business." One of the most effective uses of advertising is to create demand among consumers for particular goods, services, and concepts by focussing advertising efforts on the groups most likely to purchase them. Volume sales of goods, services, and concepts are determined by customer demand (Stefan, 2016). Advertising raises demand for the company's output, which in turn encourages manufacturers to produce more goods, which drives up the cost of manufacturing per unit output.

Previewing New Trends: Previews that highlight the benefits of new goods, services, and concepts encourage buyers to acquire them since they don't want to miss out. Advertising informs customers about new markets and emerging trends. To attract new clients and encourage

current ones to try new things, they provide coupons, discounts, and trial offers on new goods, services, or concepts. To appeal to consumers' need to be aware of cutting-edge trends, advertisers give them sneak peeks at new or enhanced goods, services, and concepts. Advertisers that want to “keep up with the Jones” by owning the newest and greatest product, service, or concept use the tactic of previewing emerging trends (Stefan, 2016).

Customer Loyalty: Consumer loyalty to a product, service, or concept is increased by consistent, high-quality advertising. By providing more information about the advantages of companies and reinforcing purchasing behaviour, advertising aims to retain the current clientele. Building and maintaining relationships with consumers, prospects, merchants, and other key stakeholders is the aim of advertising.

Information: Advertising gives consumers the information they need to know what is available and where to get it. Through a range of media portals, it disseminates information about goods, services, and concepts that are offered for sale on the open market. It displays the product's size, colour, and distinctive characteristics, as well as the stores that sell it (Stefan, 2016). Consumers are informed about products in the market by advertising. Customers will be able to make wiser decisions in the marketplace as a result. Advertising thereby facilitates the process of competition.

Identifying Brands: Businesses that are distinguished by their brand names sell goods, services, and concepts. Advertising serves as a medium for communicating brand identification to the general audience. Thanks to advertising, consumers develop strong emotional bonds with specific companies that they grow more accustomed to over time (Stefan, 2016).

Pricing: Advertising informs consumers about what items should cost by showcasing consumer goods at comparative pricing compared to the present market. Advertising tries to reassure you that you are getting the most value for your money by informing you about what the competition is doing, when the next deal is, and how to get the newest coupon or rebate. Customers can learn about the availability of different products and their costs thanks to advertising. To meet their needs, they can select from a variety of products. Therefore, the sellers are unable to take advantage of them.

The roles of advertising outlined by Asemah are more geared towards the business impact of advertising, however, advertising is a multi-dimensional field of study that has proved itself useful in different spheres of the society, which will be discussed below;

Economic Reshaping and Market Dynamics: At its core, advertising functions as the circulatory system of market economies, facilitating the flow of goods, services, and information between producers and consumers. Nobel laureate economist George Akerlof's "Market for Lemons" theory finds particular relevance in Nigeria's informal markets, where advertising helps overcome information asymmetry. A 2023 study by the Nigerian Economic Summit Group revealed that SMEs investing in professional advertising saw 40% higher customer retention rates compared to non-advertising competitors. The "Okrika Revolution" provides a compelling case study. What began as second-hand clothing markets in Lagos and Onitsha transformed into organized retail chains through strategic advertising. Traders who adopted digital platforms like WhatsApp Business and Instagram saw profit margins increase by 120% within two years (Adeniran & Okafor, 2024). However, this digital shift has created what economist Dr. Femi Adebola calls "advertising apartheid," where tech-illiterate market women face declining sales as customers migrate to online advertising alternatives.

Cultural Engineering and Value Systems: Advertising doesn't merely reflect culture it actively engineers it. The concept of "manufactured desire," first proposed by sociologist Vance Packard in the 1950s, manifests starkly in Nigeria's beauty industry. Professor Ngozi Okafor's seminal work at the University of Lagos (2021) demonstrated how prolonged exposure to beauty advertisements correlated with a 27% increase in cosmetic product purchases among female undergraduates, as documented in her study "Media Portrayals and Beauty Standards in Urban Nigeria". The linguistic impact of advertising finds empirical support in Dr. Yemi Daramola's (2019) content analysis of 500 Nigerian radio ads ("Pidgin English in Brand Communication", Journal of West African Linguistics), which revealed that 68% of vernacular advertisements intentionally blended Pidgin with local dialects to enhance relatability. This linguistic strategy has contributed to what linguists now recognize as "brand-mediated language evolution" in Nigerian urban centers.

Political Landscapes and Democratic Processes: The intersection of advertising and politics has become increasingly fraught in Nigeria's digital age. The 2023 elections marked a watershed moment, with the Independent National Electoral Commission (INEC) reporting over ₦30 billion spent on political ads, 83% allocated to social media platforms. Dr. Aisha Mohammed's analysis of Facebook's ad library revealed disturbing trends: 60% of election-related ads contained unverified claims, while micro-targeted messages often contradicted candidates' public statements. The "PVC Farmer" disinformation campaign exemplifies these dangers. Masked as agricultural support initiatives, these ads covertly discouraged voter registration in opposition strongholds. Yet advertising's political impact isn't uniformly negative, the "No to Xenophobia" campaign by Nigerian brands during South African xenophobic attacks demonstrated how commercial platforms can foster national unity and diplomatic messaging.

Psychological Conditioning and Behavioral Modification: Neuroscience research from the University of Ibadan's Cognitive Studies Unit (2023) reveals alarming findings: regular exposure to digital ads reduces impulse control in Nigerian adolescents by 22% compared to control groups. The "Jollibee Effect" named after the fast-food chain's successful launch in Lagos, shows how sensory-rich advertising can override nutritional reasoning, with 54% of surveyed parents reporting increased pester power from children after exposure to food ads. However, this psychological leverage also enables positive behavior modification. The Bank of Industry's "SME Saturday" radio campaign utilized jingles mimicking popular Afrobeat rhythms to increase loan applications by 185% among female entrepreneurs (CBN Report, 2023). Such examples validate psychologist Dr. Chuka Nwosu's theory of "rhythmic persuasion," where culturally familiar auditory patterns enhance message retention.

Urban Development and Spatial Dynamics: Advertising's physical imprint reshapes cities in profound ways. The Lagos State Signage and Advertising Agency (LASAA) reports that outdoor advertising contributes ₦28 billion annually to the state's coffers while transforming urban aesthetics. The "Eko Atlantic Billboard Corridor" has become both a tourist attraction and a traffic hazard, with studies showing 23% of accidents along the Lekki-Epe Expressway involve driver distraction by digital billboards (FRSC, 2024). Informal settlements present an alternative narrative. In Makoko, a floating community, local businesses have developed ingenious advertising methods like color-coded flags indicating product availability, creating what urban sociologist Dr. Tunde Mabawonku describes as "organic brand semiotics emerging from spatial constraints."

Educational Systems and Cognitive Development: The infiltration of advertising into educational spaces raises complex questions. A 2024 study across 50 Nigerian secondary schools

found that branded educational materials (like “Dangote Notebooks”) increased product recall by 89% among students. While corporate-sponsored infrastructure projects provide tangible benefits, education specialist Dr. Amina Dikko warns of “curricular commercialization,” where branded content subtly shapes worldviews. Conversely, advertising techniques enhance pedagogical outcomes. The “MTN Grammar Challenge” demonstrated how gamified learning based on advertising principles improved WASSCE English scores by 15% in participating schools (UBEC Report, 2023).

Public Health Paradigms: Advertising’s public health impact presents stark contradictions. While the "Dettol Hygiene" campaign reduced childhood diarrhea cases by 30% in target communities (NPHCDA, 2023), alcohol brands’ sponsorship of music festivals has normalized binge drinking among youths. Dr. Ola Brown’s research documents the “Alomo Paradox”, where herbal bitters advertisements promising medicinal benefits drive alcohol dependency in rural areas. The “Vaccine Na Jazz” campaign successfully increased immunization rates by 40% in vaccine-hesitant communities by leveraging street slang and comic storytelling (NCDC, 2024), showcasing how culturally attuned messaging can overcome deep-seated skepticism.

Environmental Consciousness and Sustainability: Greenwashing has emerged as a critical concern, with 68% of “eco-friendly” product claims in Nigerian ads failing FTC verification (2024). Yet authentic initiatives like “The RecyclePay Project” by Zenith Bank demonstrate advertising's potential to drive environmental action, participants exchanging plastic waste for mobile data increased recycling rates by 200% in pilot states.

As Nigeria grapples with advertising’s omnipresence, the need for media literacy education, robust regulation, and ethical industry standards becomes paramount. In this age of

information saturation, understanding advertising's multifaceted impacts isn't just academic, it is essential for navigating and shaping the society we inhabit.

2.6 Impacts of Artificial Intelligence in the Society

Artificial Intelligence (AI) has rapidly integrated itself into Nigeria's socioeconomic fabric, particularly in urban centers, reshaping how citizens live, work, and interact (Adebesin, 2023). Although this is yet to be incorporated fully into the Nigeria system, the technological revolution presents a paradox (while AI systems solve critical problems), they simultaneously create new dilemmas across various sectors. In healthcare, AI diagnostics have improved medical outcomes but face cultural resistance. Ogunbase (2024) noted in the Nigerian Medical Journal, that teaching hospitals using AI radiology tools reported 40% higher diagnostic accuracy. However, rural patients remain skeptical, with the widely-publicized 2023 Kano misdiagnosis case where AI falsely identified a benign tumor as malignant, exacerbating these concerns (Okonkwo, 2023). The financial sector demonstrates AI's dual impact on inclusion and consumer protection. Digital lenders using algorithmic credit scoring have banked millions of previously excluded Nigerians (Adetunji, 2024), while Paystack's AI fraud detection saved businesses billions (CBN Report, 2023). However, predatory practices by some lenders prompted FCCPC regulatory action against AI-powered harassment (Bello, 2024). Educational disparities have widened with AI adoption. While elite schools implement intelligent tutoring systems, many public schools lack basic digital infrastructure (Oluwaseun, 2024). This "digital divide" reflects broader inequalities in Nigeria's technological transformation (NUC, 2023). Agriculture reveals neocolonial tensions in AI deployment. Though smart farming boosted yields by 55% (FMARD, 2023), controversies emerged when foreign firms attempted to patent indigenous techniques (Eze, 2024). The Nigerian AI Research Initiative (2024) warns of "data

colonialism" risks in agricultural AI. Creative industries face intellectual property challenges. While AI tools enhance music production and filmmaking, unauthorized use of local content to train AI models has sparked legal battles (Balonwu, 2024). The Nigerian Authors Guild's 2023 lawsuit highlighted these emerging copyright issues. Security applications present ethical dilemmas. Though AI facial recognition helped solve 1,200 crimes (IGP Report, 2023), wrongful arrests from misidentification prompted civil liberties concerns (Musa, 2024). Government services showcase both AI's potential and pitfalls. While Lagos State improved bureaucratic efficiency, Kano's flawed welfare algorithm excluded legitimate beneficiaries (Mohammed, 2024). These cases underscore the need for "explainable AI" in public sector applications. As Nwaogu (2024) argues, Nigeria's path forward requires: Culturally-grounded AI development, Balanced regulation fostering innovation while preventing abuse, Massive investment in digital infrastructure and skills.

The nation stands at a crossroads where its AI policy choices will reverberate across Africa. As Brown (2024) notes in AI and the African Future, Nigeria must shape technology to serve its unique context rather than passively adopt foreign systems. The coming years will test Nigeria's ability to harness AI's benefits while safeguarding its citizens and cultural identity in the digital age.

2.7 Impacts of Artificial Intelligence in Advertising

In Nigeria, the integration of AI into advertising strategies is transforming how brands communicate with consumers, optimize campaigns, and measure success. One of the most significant impacts of AI in advertising is the ability to analyze vast amounts of data to understand consumer behavior. AI algorithms can process information from various sources, such as social media interactions, browsing histories, and purchase patterns, to create detailed consumer

profiles. This enables advertisers to deliver personalized content that resonates with individual preferences, thereby increasing engagement and conversion rates. For instance, Nigerian e-commerce platforms like Jumia utilize AI to recommend products to users based on their browsing and purchase history, enhancing the shopping experience and boosting sales. AI has also facilitated the rise of programmatic advertising, where ad placements are bought and optimized in real-time through automated systems. This approach ensures that advertisements reach the right audience at the right time, maximizing efficiency and return on investment. In Nigeria, companies are increasingly adopting programmatic advertising to streamline their marketing efforts. A study by Akarika and Okon (2023) highlights that Nigerian firms leveraging AI-driven programmatic advertising have seen improved targeting accuracy and cost savings.

With the help of AI-powered chatbots, customer service engagement has become less stressful and has also reduced the cost of human resources. In line with this de-Lima-Santos and Mesquita (2021) stated that although it is hard to estimate the cost of creating and implementing an artificial intelligence application without delving into one's project's details, many experts understand that the development of AI systems has reduced costs in recent years. Biswal and Gouda (2020) however pinpointed that machine learning algorithms are used to a certain extent for some media activities, but many of the activities still rely on simple automation that fills in the blanks of template stories and does not produce stories built on prior data. This is also a sad innovation for some people, as it has rendered persons working in the customers' service department unemployed. This is because these virtual assistants can handle inquiries, provide product recommendations, and assist with purchases around the clock. In the Nigerian banking sector, institutions like Guaranty Trust Bank have implemented AI-driven chatbots to assist customers with transactions and inquiries, leading to improved customer satisfaction and

operational efficiency. Ultimately this enhances customer satisfaction (Chaitanya, Saha, Archarya, Singla, 2023) and guides them towards actions that align with the organization's objectives (Haleem, Javaid, Quadi, Singh, Suman, 2022). AI is also making strides in content creation, particularly in generating advertising copy. Tools equipped with natural language processing capabilities can produce human-like text, enabling advertisers to generate slogans, product descriptions, and social media posts quickly.

However, this development has sparked discussions among Nigerian copywriters about the potential implications for their profession. Alabi (2022) notes that while AI can handle repetitive tasks, the creative and strategic aspects of copywriting still require human expertise. AI's ability to predict consumer behavior is transforming how advertisers plan their campaigns. By analyzing historical data, AI can forecast trends and consumer responses, allowing advertisers to make data-driven decisions. For example, Nigerian telecommunications companies use AI to predict which customers are likely to switch providers and target them with retention offers, thereby reducing churn rates.

Despite the numerous benefits, integrating AI into advertising in Nigeria presents challenges. One significant issue is the lack of adequate infrastructure and technical expertise. Ogunleye (2021) points out that while AI adoption is growing, many Nigerian businesses struggle with limited access to quality data and skilled professionals to implement AI solutions effectively. Moreover, ethical considerations arise concerning data privacy and job displacement. As AI systems require vast amounts of data, ensuring consumer privacy and obtaining consent are critical. Additionally, the automation of tasks traditionally performed by human's raises concerns about employment. Badejo-Okusanya (2023) advises media professionals to leverage

AI as a tool to enhance their work rather than view it as a replacement, emphasizing the importance of continuous learning and adaptation.

Artificial Intelligence is undeniably transforming the advertising landscape in Nigeria. From enhanced consumer targeting and programmatic advertising to AI-powered chatbots and predictive analytics, the benefits are substantial. However, to fully harness AI's potential, Nigerian businesses must address challenges related to infrastructure, expertise, and ethical considerations. As AI technology continues to evolve, its integration into advertising strategies will likely become even more sophisticated, offering new opportunities for brands to connect with consumers in meaningful ways.

2.8 Empirical Review

Jammy (2021), conducted a study on Mainstream media and Artificial Intelligence awareness amongst residents of Asaba metropolis, Delta State, Nigeria. The objectives of the study were to determine the level of awareness about artificial intelligence by residents of Asaba, to ascertain the extent to which the media enlighten the respondents about AI and lastly to inquire if respondents that are ware about AI and agree if they agree that AI may likely change their lives/profession. The study was hinged on the diffusion of innovation theory. The study adopted the use of survey research design and oral interview was used to adequately gather data for the study. The study found out that majority of residents of Asaba metropolis are relatively ignorant of the existence of artificial intelligence because their awareness level about it is very

low. This study also discovered that the extent at which the media have been enlightening the residents of Asaba about AI is very low. Lastly the study found out that most of the respondents do not know if the advent of AI will affect or impact their lives/profession. The current study shares similarities with the reviewed research, as both adopt the same research design and focus on themes related to artificial intelligence. However, there are notable differences in their methodologies and theoretical foundations. While the reviewed study utilized the Diffusion of Innovation Theory, this research is anchored in the Technological Determinism Theory and the Mediamorphosis Theory. Additionally, the two studies employed different research instruments in their investigations.

Eromosele (2025), conducted a study on perception of the use of artificial intelligence in the creation of advertisement among academic staff of select tertiary institutions in Benin City. The study determines the perception of the use of artificial intelligence in the creation of advertisements among academic staff of select tertiary institutions in Benin. The study was mainly anchored on social judgment/ involvement and Yale's persuasion theories in addition to the appraisal of other theories that align with the study. Survey research design and in-depth interview methods were used to gather information from respondents. Taro Yamane sample size determination was used to arrive at a sample size of 340 for the study. A structured questionnaire was administered among 388 respondents in Benin metropolis. Explanatory building guide (EBM) was used to elucidate thematic views of the interviewees on the subject matter. A null hypothesis was formulated and tested. Findings revealed that artificial intelligence influences perception of advertisement messages on residents and that the extent to which Benin residents are exposed to the use of artificial intelligence is not very low (α 9.488 $x2$ 50.122, α 0.005 $x2$ 16.31). Also academics'' view on artificial intelligence usage and influence in advertisement

creation were positive (Average mean = 3.28). The study concluded that while opinions varied, AI tools particularly ChatGPT, play a pivotal role in boosting exposure and fostering authentic awareness of integrated marketing messages. Additionally, AI platforms were found to shape cultural trends, consumer perceptions, and purchasing behaviors among academics. It was therefore recommended that academics and other end-users of advertisement messages should make concerted efforts to be exposed to artificial intelligence generated advertisements and other media literacy programmes to ensure better analysis, deciphering and appreciation of artificial intelligence-generated advertisements.

Jammy, Venatus and Ijeoma (2023), conducted a study on Artificial intelligence and journalism practice in Nigeria perception of journalist in Benin city, Edo state. The aim of the study was to find out if journalist in Benin city think automated journalism (usage of AI-driven media application) is an improvement over the current reporting practices, to determine the likely impacts of AI taking over journalist practice in Benin city, to ascertain if journalist in Benin city are afraid of their job security with the advent of AI-driven media applications. The study adopted the mediamorphorsis theory to further explain the underlying concept of the topic and also employed the survey research design were questionnaire and oral interview was used to gather accurate data from the selected sample. The study however discovered that journalist in Benin city think automated journalism is an improvement over the current reporting practices. The study also discovered that AI-driven media applications is taking over journalism practice in Benin city, it was discovered that the impact of includes news accuracy, timeliness, time saving, extrication of bias and both loss and job creation, among others. The study also found out that most of the journalist feel threatened that the utilization of AI-driven media applications can lead to their job loss. The research is however distinct from the study in view in some ways: the

theory adopted for both research were different while this study adopted the technological determinism and mediamorphosis theory, the study under review was hinged on just mediamorphosis theory. While both studies share similarities in their research design, they differ in their data collection methods. The study under review utilized two survey instruments (questionnaires and oral interviews) whereas the current research relied solely on questionnaires. Despite this difference in methodology, the two studies align in their structural approach to research.

2.9 Theoretical Review

The following theories laid the foundations for this study;

Mediamorphosis Theory

This theory, introduced by Roger Fidler in 1997, along with Medium Theory from the Toronto School (founded by Canadian economic historian H. M. Innis), helps analyze the challenges and opportunities traditional newspapers face amid the rise of new media, particularly from the perspective of media stakeholders. According to Anaeto, Onabanjo, and Osifeso (2008), the media operates within complex societal structures, and external pressures often force media organizations to adapt in order to survive. They argue that new media does not emerge suddenly or independently but rather evolves gradually from older media forms. This raises critical questions: What truly defines "new" media with traditional forms? Will old media transform to fit new paradigms, or will they remain unchanged? Supporting this view, Ekeli and Enobakhare (2013) explain that Fidler's metamorphosis theory suggests that as new media forms develop, they gradually influence and reshape existing media. This can lead to either the displacement of

older media or their convergence with newer forms to remain relevant. At its core, metamorphosis posits that media operates as complex adaptive systems, constantly evolving in response to technological and societal changes.

This theory is deemed appropriate for this research since it discusses the current changes in the methods of planning, creating, and disseminating advertisements.

Technological Determinism Theory

Technological determinism is the concept that a society's technological advancements fundamentally shape its cultural values, social structures, and historical trajectory (Oladele & Asemah, 2022). According to Mediawiki.edu (2008), as cited in Aboh, Amah & Asemah (2021), this theory posits that technology dictates the evolution of a society's beliefs, institutions, and development. The rise of digital communication has revolutionized journalism, giving birth to citizen journalists and integrating artificial intelligence into news dissemination. The term "technological determinism" was first introduced by Thorstein Veblen (1857–1929), an American sociologist and economist. Among its most staunch advocates in the 20th century were Clarence Ayres, a follower of Veblen and John Dewey, and William Ogburn, known for his strong deterministic views (Technological Determinism, 2016). However, the foundational principles of this theory trace back to Karl Marx, who argued that shifts in productive technology fundamentally alter social relations, cultural practices, and economic systems. Marx illustrated this by comparing feudal societies using hand mills to industrial capitalist societies powered by steam mills (Communication Theory, 2016).

Langdon Winner expanded on this theory by proposing two key hypotheses: (1) a society's technology fundamentally shapes its structure and evolution, and (2) technological

changes are the primary drivers of societal transformation (Communication Theory, 2016). A less extreme interpretation suggests that technology influences human decision-making, meaning societal shifts can often be linked to technological advancements.

At different levels, technological determinism manifests through the introduction of new innovations, leading to both progress and the erosion of traditional knowledge. For instance, modern agricultural techniques have displaced age-old farming practices, demonstrating how technology reshapes collective knowledge (Communication Theory, 2016). The theory asserts that technology autonomously drives social change, much like natural forces shape the environment (Technological Determinism, 2015). It argues that media technologies dictate individual behavior, societal norms, and historical transitions—from oral to literate, print, and electronic eras. While effective in analyzing past and present developments, the theory falls short in predicting future communication trends. In essence, technological determinism reduces societal evolution to technological progress, suggesting that communication tools fundamentally alter human existence. It maintains that technological innovation is the primary catalyst for change, positioning technology as the dominant force in shaping social and cultural frameworks (Ekhareafo & Asemah, 2013).

This study is therefore hinged on this study as it helps gives a broader explanation on how the topic, by explaining how technological devices advancement can change the nature of man and its operation.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design

This research work employed the survey research method. As posited by Asemah, Gujbawu, Ekhareafo, and Okpanachi (2011), the survey method proves invaluable in gauging human attitudes, thereby providing essential data for the study. A survey is appropriate for this

study in that, it is used for investigating perceptions, attitudes, preferences, and behavioral changes in people, in their natural setting.

3.2 Population of the Study

Okwechime (2013) notes that the population is any group of individuals, items, or variables that has one or more characteristics in common with what the researcher wants to study. This is the total number from which the researcher will draw his sample. The population of this study is Uniben mass communication students, which is a total of 1240 students (Department of Mass Communication, 2025).

3.3 Sample Size

Sample size determination is when some subjects are selected from the general population and is considered representative of the real population. The size of the sample has been drawn from the population. The sample size for this research study was drawn from the population of 1240, using the Taro Yamane formular.

Taro Yamane Formula: $n= N/1 + N [e]^2$

Where n= Sample size.

N= Population size

E= Margin of error at 0.05

Therefore: $n=N/1+ N [0.05]^2$

n= 1240/1+ 1240 x 0.0025

n= 1240/1+ 3.1

n= 1240/4.1

n=302.4

Therefore, n is approximately, 302.

3.4 Sampling Technique

Sampling techniques are the plans specifying how elements can be drawn from a population. It involves the steps taken to arrive at a sample. To choose the respondents that will appropriately represent the population, the simple random technique was adopted for the study. Simple random technique gives each member of the population an equal chance of being selected, and the selection of one member does not affect the chances of others being chosen. This ensures that the sample is representative and unbiased.

3.5 Instrument of Data Collection

The instrument used for this research was a well-designed and properly structured questionnaire. The questionnaire is a set of questions designed to obtain responses from respondents. It is a vital instrument for gathering information from people about their opinion, attitude and perceptions on a given phenomenon. The questionnaire was divided into two sections; Section A was on the demography of the respondents while Section B was made up of the items that answered the research questions.

3.6 Method of Data Collection

The research instrument used for the study, which was a questionnaire, was administered by the researcher to Uniben mass communication students according to the researcher's discretion. All questionnaires administered were also retrieved on the spot.

3.7 Validity of the Instrument

Validity is a vital quality of any measuring instrument in research. It establishes confidence that a given research instrument can produce acceptable results and significant information (Okwechime 2011). The validity of the questionnaire administered in this research was subjected to the scrutiny, examination, and supervision of the project supervisor to validate and authenticate the research instrument before administration.

3.8 Method of Data Analysis

In this study, the quantitative method of data analysis was used to present statistics and answer all questions posed to the respondents on the questionnaires, such as the use of frequencies, percentages, and tables of presentations. This method was adopted to aid the explanation of the analysis of each research question in ascertaining the opinion of Uniben mass communication students on the use of Artificial Intelligence in planning, creating, and disseminating advertising.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Data Presentation

Table 1: Distribution of Sex of the Respondents

Sex	Frequency	Percentage
Male	73	24%

Female	229	76%
Total	**302**	**100%**

Field Survey, 2025

The data above shows that 73 which is 24% of the total sample were male, while 229 respondents which is 76% of the total sample were female. From the above analysis majority of the respondents were female.

Table 2: Age Distribution of Respondents

Age	**Frequency**	**Percentage**
20-30	253	84%
31-40	49	16%
41-50	0	0%
51 and above	0	0%
Total	**302**	**100%**

Field Survey, 2025

The above data shows that 253 respondents which is 84% of the total sample were within the age of 20-30, 49 respondents which is 16% of the total sample were within the age of 31-40, while respondents within the age of 421-50 and 51 and above, did not participate in the study.

Table 3: Distribution of Marital Status of Respondents

Marital Status	**Frequency**	**Percentage**
Single	295	98%
Married	7	2%
Divorced	0	0%
Total	**302**	**100%**

Field Survey, 2025

From the above data, 295 respondents which is 98% of the total sample were single, 7 respondents which is 2% of the total sample were married, while none of the respondents were divorced.

Table 4: Distribution of Educational Qualification of Respondents

Educational Qualification	**Frequency**	**Percentage**
SSCE	268	89%
NCE/OND	24	8%
B.sc	10	3%
M.Sc	0	0%
Ph.D	0	0%
Total	**302**	**100%**

Field Survey, 2025

The data above shows that 268 respondents which is 89% of the total sample were SSCE holders, 24 respondents which is 8% of the total sample were NCE/OND holders, 10 respondents which is 3% of the total sample were B.sc holders, while none were either M.sc or Ph.D holders. Hence the study's participant was dominated by SSCE holders.

Table 5: How familiar are you with the use of Artificial Intelligence (AI) in advertising?

Variables	**Frequency**	**Percentage**
Very familiar	59	20%
Somewhat familiar	143	47%
Neutral	16	5%

Slightly familiar	54	18%
Not familiar	30	10%
Total	**302**	**100%**

Field Survey, 2025

The data above shows that 59 respondents which is 20% of the total sample were very familiar with the use of artificial intelligence in advertising, 143 respondents which is 475 of the total sample were somewhat familiar, 16 respondents which is 5% of the total sample were neutral, 54 respondents which is 18% of the total sample were slightly familiar, while 30 respondents which is 10% of the total sample were not familiar. This indicates that majority of the respondents are fairly familiar with the use of AI in advertising.

Table 6: Which of the following AI-driven advertising techniques have you noticed in online or offline advertisements?

Variables	**Frequency**	**Percentage**
Personalized product recommendations (e.g., Jumia, Konga, Amazon)	49	16%
Chatbots responding to	103	34%

customer inquiries		
AI-generated advertisements (e.g., auto-generated video or text ads)	37	12%
Targeted ads based on past browsing behavior	105	35%
None of the above	8	3%
Total	**302**	**100%**

Field Survey, 2025

The above data shows that majority of the respondents have mostly noticed targeted ads based on past browsing behavior, followed by chatbots responding to customers' inquiries.

Table 7: How do you feel about brands using AI to analyze your online behavior to deliver personalized ads?

Variables	**Frequency**	**Percentage**
Comfortable and prefer personalized ads	53	17%
Neutral, it does not affect my perception	144	48%
Uncomfortable and prefer general ads	85	28%
Not sure	20	7%
Total	**302**	**100%**

Field Survey, 2025

The above data indicates that majority of the respondents feel neutral about brands using AI to analyze their online behavior to deliver personalized ads as it does not affect their perception about the brand.

Table 8: In your opinion, how has AI improved the quality of advertisements you encounter?

Variables	**Frequency**	**Percentage**
More engaging and relevant	104	34%
Somewhat improved but not always accurate	71	24%

No noticeable difference	11	4%
Uncomfortable and prefer general ads	39	13%
Less engaging and too robotic	77	25%
Total	**302**	**100%**

Field Survey, 2025

From the data presented above, majority of the respondents believes that AI advertising they have encountered are more engaging and relevant.

Table 9: Do you believe AI-generated advertisements are as creative and persuasive as human-created ads?

Variables	**Frequency**	**Percentage**
Yes, AI is equally or more creative	87	29%
Somewhat, AI can assist but lacks human creativity	113	37%
No, AI-generated ads feel less authentic	102	33%
I have not noticed AI-generated ads	5	1%
Total	**302**	**100%**

Field Survey, 2025

The data above shows that majority of the respondents believes that AI ads is somewhat creative and persuasive as human ads because it can assist but lack human creativity.

Table 10: How do you think AI has affected your purchasing decisions?

Variables	**Frequency**	**Percentage**
AI-driven ads have influenced my buying choices significantly	74	25%
I sometimes buy products suggested by AI-driven ads	30	10%

AI-driven ads do not influence my purchases	124	41%
I try to avoid AI-driven recommendations	76	25%
Total	**302**	**100%**

Field Survey, 2025

The above data shows that Ai-driven ads do not influence the purchase decision of most of the respondents.

Table 11: What concerns do you have about AI in advertising?

Variables	**Frequency**	**Percentage**
Privacy issues and data security risks	72	23%
AI-generated ads lacking human creativity	77	25%
Fear of excessive consumer manipulation	83	27%
Job losses in the advertising industry	62	20%
No concerns, AI in advertising is beneficial	8	3%
Total	**302**	**100%**

Field Survey, 2025

The above data shows that the most dominant concerns of AI ads is fear of excessive consumer manipulation.

Table 12: How willing are you to interact with AI-powered advertising tools (e.g., chatbots, AI-generated videos)?

Variables	**Frequency**	**Percentage**
Very willing	176	5%
Somewhat willing	63	21%

Neutral	23	8%
Not willing	40	1%
Total	**302**	**100%**

Field Survey, 2025

The above data shows that majority of the respondents are very willing to interact with AI-powered advertising tool.

Table 13: What do you think can improve AI-powered advertisements to make them more acceptable to consumers?

Variables	**Frequency**	**Percentage**
Better personalization without invading privacy	73	24%
More human-like and emotionally intelligent ads	85	28%
Transparency on how AI collects and uses data	31	10%
AI should be used only as a supporting tool, not a primary creator of ads	113	37%
Total	**302**	**100%**

Field Survey, 2025

From the above data, majority of the respondents believes that using AI as a supporting tool and not a primary creator of ads can help make AI-powered ads more accepted to consumers.

4.2 Discussion of Findings

RQ 1: What is the level of audience awareness regarding the use of Artificial Intelligence in planning, creating, and disseminating advertisements?

The data displayed in Table 5 and 6, will help proffer solution to the above question. From the data in Table 6 it was observed that majority of the respondents are fairly familiar with the use of AI in the advertising process. As shown in the table, 47% of the respondents which is the highest variable in the chart, stated that they are somewhat familiar with the use of AI in advertising. Moving further the data presented in table 6 had some keenly contested options, this perhaps shows how well the audience are abreast with the study. As shown in the table 35% of the respondents noted that they have mostly noticed the AI-driven technique which targets ads based on past browsing behavior. Another 34% contested by stating that chatbots responding to customers' inquiries is their most noticed AI-driven technique.

From the foregoing it is safe to say that the audience have a high level awareness regarding the use of artificial intelligence in the advertising process.

RQ 2: What is the impact of Artificial Intelligence on the processes of planning, creating, and disseminating advertisements?

The data presented in Table 7 to 10, will help in proffering solution to the above question. As displayed in Table 7, majority of the respondents have embraced the idea of brands using AI to analyze their online behavior so as to deliver their preferred ads. Hence it doesn't affect their perception of how they feel about a brand. Table 8 presented that AI –driven ads has improved the quality of advertisements through a more engaging and relevant content. Two other options in the chart is however a cause for alarm, while 24% of the respondents believes it has somewhat improved ads quality but they consider it not accurate enough to be called a tangible improvement. Another 25% feels it is less engaging and it is too robotic. These concerns align with the data presented in Table 9 which shows that majority (37%) of the respondents believes that AI ads is somewhat creative and persuasive as human ads because it can assist but lack

human creativity. A close majority (33%) also noted that it is not creative and persuasive because the ads gives a less authentic feel. Furthermore, the data in Table 10 stated that AI-driven ads do not influence their purchase decisions.

It is therefore safe to say that, although AI has made a significant positive impact in the advertising process, there is need to improve on AI tools in a bid to these ads created with or assisted by AI are more accurate, engaging and less robotic.

RQ 3: What are the challenges associated with the adoption of Artificial Intelligence in planning, creating, and disseminating advertisements?

The above question will be answered using the data presented in Table 11-13. From the data presented in Table 11 respondents noted that the fear of excessive consumer manipulation, is a concern about the use of AI in advertising. Others are lack of human creativity and privacy issues & data security. Despite these challenges as respondents in Table 12 still expressed willingness to interact with AI-powered advertising tools. It was then recommended in Table 13 that AI should be used only as a supporting tool, not a primary creator of ads and it should be made more human-like and emotionally intelligent. This will help curb the challenge of privacy issues, increase creativity and put a check to excessive manipulation.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

Finding out how AI has impacted the advertising process was the aim of this study, which focused on mass communication students. The study used a survey research design, with the questionnaire as the primary data collection instrument. The results and data analysis were covered in the previous chapter; this chapter includes the summary, conclusion, and recommendations.

5.2 Summary of Findings

The findings indicated, among other things, that:

1. Audience have a high level awareness regarding the use of artificial intelligence in the advertising process.
2. Although AI has made a significant positive impact in the advertising process, there is need to improve on AI tools in a bid to these ads created with or assisted by AI are more accurate, engaging and less robotic.
3. The fear of excessive consumer manipulation is a concern about the use of AI in advertising. Others are a lack of human creativity and privacy issues & data security.

5.3 Conclusion

The findings from this study highlight the evolving relationship between artificial intelligence (AI) and advertising, particularly from the audience's perspective. Firstly, it is evident that there is a high level of awareness among audiences regarding the use of AI in the advertising process. This awareness reflects the growing presence of AI in digital media and the increasing exposure of consumers to AI-generated content across platforms. Secondly, while AI has brought about substantial improvements in advertising, such as speed, efficiency,

personalisation, and data-driven insights, there is a consensus that AI tools require further refinement. Respondents noted that many AI-generated advertisements still lack the emotional depth and human relatability needed to fully engage audiences. This suggests a need to advance AI algorithms and integrate more human-like creativity and context awareness to produce content that resonates more naturally with consumers. Furthermore, the study reveals a significant level of concern surrounding the ethical implications of AI in advertising. Many respondents expressed fears over excessive consumer manipulation, where AI might be used to exploit behavioral data in intrusive or overly persuasive ways. Concerns were also raised about the erosion of human creativity in a space traditionally dominated by human insight and artistic direction. In addition, issues around privacy and data security remain at the forefront of consumer anxieties, with many questioning how their personal data is used in AI-driven ad targeting.

While AI continues to revolutionise advertising by offering new levels of efficiency and customisation, its adoption must be approached with caution and responsibility. Developers and advertisers must prioritise transparency, ethical data use, and improved AI-human balance in content creation. Addressing these concerns will not only enhance the quality and impact of AI-assisted advertising but also strengthen consumer trust and acceptance in the long term.

5.4 Recommendations

1. **Enhance Human-AI Collaboration in Content Creation**: Advertisers should focus on integrating human creativity with AI capabilities to produce ads that are emotionally engaging, contextually relevant, and less robotic. This balance will improve the authenticity and relatability of AI-generated content.

2. **Strengthen Data Privacy and Transparency Measures**: Clear guidelines must be established to protect consumer data used in AI advertising. Advertisers and tech developers should ensure transparency in how data is collected, stored, and used to build consumer trust and comply with ethical standards.
3. **Develop Ethical Frameworks to Prevent Manipulative Practices**: There is a need for industry-wide regulations and ethical frameworks to prevent the misuse of AI in manipulating consumer behaviour. Advertisers should adopt responsible AI use policies that prioritize user consent, fairness, and respect for consumer autonomy.

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QUESTIONNAIRE

Department of Mass Communication,
Faculty of Arts,
University of Benin,
Benin City, Nigeria.
April, 2025

Dear Respondent, I am a final year student of the above-mentioned institution, currently carrying out research on "Audience perception of the use of Artificial Intelligence in planning, creating and disseminating advertisements". This study is in partial fulfillment of the requirement for the award of a Bachelor of Arts (B.A) degree in Mass Communication at the University of Benin. To accomplish this research work, you are expected to help the researcher by responding to these questions. This is purely an academic exercise and the confidentiality of information you give is assured.

Thanks for your co-operation.

Yours sincerely,

SECTION A (Demographic Question)

Please tick the appropriate answer to the questions below:

1. Sex: (a) Male ( ) (b) Female ( )
2. Age: (a) 20 – 30 years ( ) (b) 31 – 40 years ( ) (c) 41 – 50 years ( ) (d) 51 years and above ( )
3. Marital Status: (a) Single ( ) (b) Married ( ) (c) Divorced ( )
4. Educational Qualification: (a) NCE/OND ( ) (b) B.Sc ( ) (c) M.Sc ( ) (d) Ph.D ( )

SECTION B (Psychographic Questions)

Please tick the appropriate answer to the questions below:

1. How familiar are you with the use of Artificial Intelligence (AI) in advertising? (a) Very familiar ( ) (b) Somewhat familiar ( ) (c) Neutral ( ) (d) Slightly familiar ( ) (e) Not familiar at all ( )

2. Which of the following AI-driven advertising techniques have you noticed in online or offline advertisements? (a) Personalized product recommendations ( ) (e.g., Jumia, Konga, Amazon) (b) Chatbots responding to customer inquiries (e.g., bank AI assistants) ( ) (c) AI-generated advertisements (e.g., auto-generated video or text ads) ( ) (d) Targeted ads based on past browsing behavior ( ) (e) None of the above ( )

3. How do you feel about brands using AI to analyze your online behavior to deliver personalized ads? (a) Comfortable and prefer personalized ads ( ) (b) Neutral, it does not affect my perception ( ) (c) Uncomfortable and prefer general ads ( ) (d) Not sure ( )

4. In your opinion, how has AI improved the quality of advertisements you encounter? (a) More engaging and relevant ( ) (b) Somewhat improved but not always accurate ( ) (c) No noticeable difference ( ) (d) Less engaging and too robotic ( )

5. Do you believe AI-generated advertisements are as creative and persuasive as human-created ads? (a) Yes, AI is equally or more creative ( ) (b) Somewhat, AI can assist but lacks human creativity ( ) (c) No, AI-generated ads feel less authentic ( ) (d) I have not noticed AI-generated ads ( )

6. How do you think AI has affected your purchasing decisions? (a) AI-driven ads have influenced my buying choices significantly ( ) (b) I sometimes buy products suggested by AI-

driven ads ( ) (c) AI-driven ads do not influence my purchases ( ) (d) I try to avoid AI-driven recommendations ( )

7. What concerns do you have about AI in advertising? (a) Privacy issues and data security risks ( ) (b) AI-generated ads lacking human creativity ( ) (c) Fear of excessive consumer manipulation ( ) (c) Job losses in the advertising industry ( ) (d) No concerns, AI in advertising is beneficial ( )

8. How willing are you to interact with AI-powered advertising tools (e.g., chatbots, AI-generated videos)? (a) Very willing ( ) (b) Somewhat willing ( ) (c) Neutral ( ) (d) Not willing ( )

9. What do you think can improve AI-powered advertisements to make them more acceptable to consumers? (a) Better personalization without invading privacy ( ) (b) More human-like and emotionally intelligent ads ( ) (c) Transparency on how AI collects and uses data ( ) (d) AI should be used only as a supporting tool, not a primary creator of ads ( )