AI MARKETING: REVOLUTION OR REJECTION? A QUANTITATIVE STUDY ON THE IMPACT OF CONSUMER PERCEPTION AND CONSUMER ATTITUDE ON CONSUMER ACCEPTANCE

MARKETING AI: REVOLUSI ATAU PENOLAKAN? STUDI KUANTITATIF AKAN DAMPAK PERSEPSI KONSUMER DAN SIKAP KONSUMER PADA PENERIMAAN KONSUMER

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Abstract: This research investigates the impact of consumer perception and consumer attitude on customer acceptance among adult consumers (18-55) in Manado. The study employs a quantitative method involving 100 respondents, with data that was analyzed using multiple linear regression. Results indicate that while consumer perception and consumer attitude both have a significant and positive influence on customer satisfaction, individually and simultaneously, consumer attitude has more impact on how consumer accepts AI as used in marketing. The findings highlight the importance of appealing and fostering positive emotional responses to establish a favourable attitude that serves to increase consumer acceptance.

Keywords: AI Marketing, Consumer Perception, Consumer Attitude, Customer Acceptance, Technology Acceptance Model (TAM), Digital Marketing, Generative AI

Abstrak: *Penelitian ini menyelidiki dampak persepsi konsumen dan sikap konsumen terhadap penerimaan konsumen di kalangan konsumen dewasa (18-55) di Manado. Penelitian ini menggunakan metode kuantitatif yang melibatkan 100 responden, dengan data yang dianalisis menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa meskipun persepsi konsumen dan sikap konsumen memiliki pengaruh yang signifikan dan positif terhadap kepuasan pelanggan, baik secara individual maupun simultan, sikap konsumen memiliki dampak yang lebih besar terhadap penerimaan konsumen terhadap AI yang digunakan dalam pemasaran. Temuan ini menyoroti pentingnya menarik dan menumbuhkan respons emosional yang positif untuk membangun sikap positif yang dapat meningkatkan penerimaan konsumen.*

Kata Kunci: *Pemasaran AI, Persepsi Konsumen, Sikap Konsumen, Penerimaan Pelanggan, Model Penerimaan Teknologi (TAM), Pemasaran Digital, AI Generatif*

INTRODUCTION

Research Background

Recent years have seen a huge increase in artificial intelligence development, making AI a common part of our daily lives, not just for data processing but also for quickly and cheaply producing content that we see every day. Over the past decade, AI has moved from simply crunching numbers to creating creative content, such as personalized ads. Generative AI models like ChatGPT, DALL-E, and MidJourney now allow companies to design ads almost instantly, and this shift has led to significant investments by major companies such as Microsoft, Google, and OpenAI. Industry forecasts suggest that investments in generative AI could exceed $40 billion this year, showing that many believe AI can greatly improve marketing and business operations.

As more AI-generated content appears in our daily lives, these investments are paving the way for a future where AI not only boosts human creativity but also gives companies a strong competitive edge. A qualitative study explored the adoption of Generative AI (GenAI) in a large heavy-industry company through leadership

interviews. While the overall reception was positive, especially among employees intrigued by early use cases. Barriers to adoption included data quality issues, limited resources, unclear strategic vision, and fragmented data governance. (Kerttula, 2024).

As AI-generated ads become more frequent, understanding consumer acceptance has emerged as a critical issue. Its integration into marketing strategies has significantly reshaped customer buying intentions by enhancing personalization, customization, and decision-making processes. AI tools such as ChatGPT, Gemini, chatbots, and other content-generating systems leverage complex algorithms to deliver tailored experiences, thereby increasing trust and consumer engagement (Oleyami, 2025).

Prior studies suggest that consumer perceptions, such as evaluations of authenticity, intelligence, and even eeriness of ad content, directly influence how these ads are received (Gu et al., 2024). Complementing this, consumer attitude, which includes emotional responses such as excitement, skepticism, or apprehension, plays a decisive mediating role in determining overall consumer acceptance. As noted in a Master's thesis from Jönköping University, positive attitudes toward AI-generated content enhance purchase intentions and acceptance of AI-driven marketing campaigns (Eickhoff and Zhevak, 2023).

Indonesia is a vibrant upper-middle-income country with a rapidly expanding digital market. These issues take on additional layers of complexity. With increasing internet penetration and a young, tech-savvy population, Indonesian consumers are exposed to new digital marketing techniques at an unprecedented rate. However, cultural values such as authenticity, community, and trust play a significant role in shaping how these consumers respond to AI-generated content. Ads that incorporate local language, familiar cultural symbols, and narratives that resonate with Indonesian values can enhance consumer perceptions and foster positive attitudes. When consumers see AI-generated ads that feel authentic and relevant to their own experiences, they are more likely to embrace these technologies, boosting both purchase intention and overall acceptance.

At the same time, challenges remain. Concerns over data privacy, the "uncanny valley" effect, where AI-generated visuals seem almost, but not quite, real, and the fear that technology might replace the human touch can all lead to hesitation. Marketers must strike a delicate balance between leveraging AI for its cost and speed benefits while ensuring that their ads retain a personal, human quality. A study using empirical research highlighted significant privacy challenges in AI development, particularly regarding consent mechanisms, data minimization, and transparency. Key issues included obtaining true consent, ensuring data accuracy, and addressing re-identification risks. These findings underscore the importance of fostering a privacy-conscious culture, engaging the community, and integrating privacy considerations early in AI development (Nguyen, 2021).

In summary, the rapid growth of generative AI is not only reshaping the marketing landscape globally but is also challenging brands in markets like Indonesia to rethink their strategies. By carefully considering consumer perceptions and attitudes, marketers can better predict and influence consumer acceptance, creating campaigns that are both innovative and culturally resonant. Continued research in this area will be crucial to understanding how these factors evolve over time and to ensuring that the benefits of AI in marketing are fully realized while respecting consumer needs and cultural values.

Research Objectives

1. To determine how consumer perception and consumer attitude affect consumer acceptance of AI in marketing.
2. To determine how consumer perception affects consumer acceptance of AI in marketing.
3. To determine how consumer attitude affects consumer acceptance of AI in marketing.

LITERATURE REVIEW

Marketing and Marketing 6.0

Marketing theory as a whole has evolved toward more human-centric and technology-integrated frameworks. Marketing 6.0 (Kotler, Kartajaya, and Setiawan, 2023) integrates advanced technologies, such as AI, with values like empathy and ethics. This theory suggests that modern marketing must engage consumers on a deeper level, balancing technological progress with human relevance. This study's focus on consumer perception and attitude aligns with this human-centric view of technology in marketing.

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), introduced by Fred Davis (1989), is a foundational theory for predicting user acceptance of new technologies. It identifies perceived usefulness and perceived ease of use as the primary drivers of behavioral intention. This model provides a theoretical cornerstone for this research, as consumer perception aligns with these core TAM constructs, while consumer attitude and acceptance parallel the model's emphasis on how user beliefs shape their willingness to adopt a technology.

Consumer Perception and Consumer Attitude

Consumer perception, as studied by Zeithaml (1988), focuses on how consumers form subjective impressions about a product or service. In AI marketing, perception is critical because consumers often evaluate the technology based on how trustworthy or human-like it appears. Foundational work by Fishbein and Ajzen (1975) described attitude as a key determinant of behavioral intention. Attitude acts as an emotional and evaluative filter, shaping how initial perceptions translate into final acceptance or rejection.

Consumer Acceptance

Consumer acceptance is the culmination of perceptions, attitudes, and behavioral intentions. Building on models like TAM, researchers such as Venkatesh et al. (2003) explored the factors that drive users to adopt new technologies. In the context of AI, acceptance often depends on trust, familiarity, and emotional comfort. This study positions consumer acceptance as the dependent variable, reflecting an individual's willingness to engage with AI-enabled marketing practices.

Empirical Studies

Abou-Shouk, Gad, and Abdelhakim (2021) explored the factors affecting customers' attitudes to the adoption of robots in hotels and travel agencies. Structural equation modelling was used to test the extended technology acceptance model based on data collected from 570 customers of hotels and travel agencies. The findings revealed that hotel customers have more positive attitudes to service robots than their peers in travel agencies.

Bhatnagar and Sharma (2024) explored the limited exploration of the simultaneous influence of beneficial artificial intelligence, destructive artificial intelligence, and risky artificial intelligence on green purchase intention and green purchase behaviour. Further, it also checks the impact of green purchase intention on green purchase behaviour. Data was collected using a well-structured questionnaire from 124 consumers through online mode and analyzed using Confirmatory Factor Analysis (CFA) for reliability and validity concerns and Structural Equation Modelling (SEM) for interaction among the variables. The study's results exhibit the positive impact of beneficial artificial intelligence on green purchase intention and green purchase behaviour. Also, it reveals that destructive artificial intelligence has a positive impact on green purchase intention but a negative impact on green purchase behaviour. In addition, green purchase intention is found to be the predictor of green purchase behaviour.

Kang, Choi, and Kim (2025) analyzed the relationship between user attitudes and the adoption intent of generative AI services, offering insights into their utilization.. A structural equation model was constructed with data from 356 users of generative AI services in South Korea. The analysis revealed that Performance Expectancy and Facilitating Conditions influence user attitudes through emotional and functional value mediation. Effort Expectancy significantly affected functional value, while Hedonic Motivation influenced emotional value, both exhibiting mediating effects. Emotional value had a greater impact on user attitudes than functional value.

Research Model

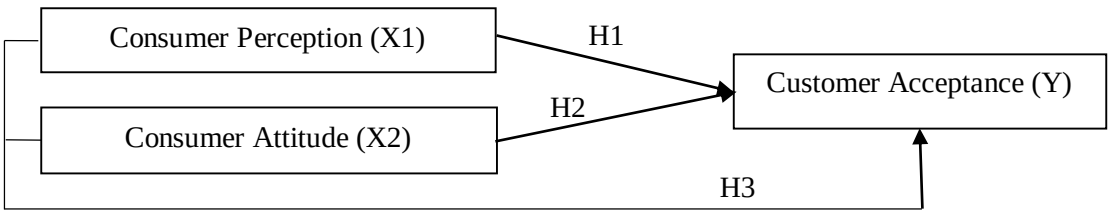

Figure 2. Research Model
Source: Literature Review

Research Hypothesis

H1: Consumer Perception positively influences consumer acceptance of AI in marketing.
H2: Consumer Attitude positively influences consumer acceptance of AI in marketing
H3: Consumer Perception and Consumer Attitude simultaneously influence consumer acceptance of AI in marketing.

RESEARCH METHOD

Research Approach

This study employs a quantitative approach to analyze the influence of consumer perception and consumer attitude on consumer acceptance of AI in marketing. The quantitative approach allows the researcher to measure variables and test hypotheses using statistical techniques. This method provides objective insights by transforming perceptions into measurable data, making it suitable for explanatory research aimed at determining cause-and-effect relationships (Creswell, 2013; Davis, 1989).

Population, Sample Size, and Sampling Techniques

The population in this study consists of adult consumers aged 18-55 in Manado who actively use digital media platforms such as Instagram, Facebook, and YouTube. The sample includes 100 respondents selected using purposive sampling, targeting individuals who are aware of or have been exposed to AI-generated marketing content..

Data Type and Data Sources

The study uses primary data collected through a structured online questionnaire. The questionnaire was designed to measure variables related to Consumer Perception, Consumer Attitude, and Consumer Acceptance.

Method of Collecting Data

Data was collected using a Google Forms questionnaire distributed via online channels. Respondents rated their agreement with each statement using a five-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree), which is widely used to measure attitudes and perceptions.

Operational Definition and Indicators of Research Variable

Table 1. Operational Definition and Indicators of Research Variable

Variable	Definition	Indicators
Consumer Perception (X1)	Kotler and Keller (2016) define perception as the process of selecting, organizing, and interpreting information to create a meaningful picture of products, services, or brands	1. Perceived Quality 2. Authenticity 3. Credibility 4. Overall Attractiveness
Consumer Attitude (X2)	Ajzen (1991) defines attitude as a psychological tendency expressed by evaluating a particular entity with some degree of favor or disfavor. It reflects an individual's overall assessment of a product, service, or behavior, indicating a predisposition to respond positively or negatively towards it.	1. Overall Favorability 2. Emotional Responses 3. Purchase Intentions
Customer Acceptance (Y)	According to Davis (1989), in the context of the Technology Acceptance Model (TAM), consumer acceptance refers to the degree to which a user is willing to adopt and utilize a particular technology	1. Behavioral Intention 2. Perceived Usefulness 3. Willingness to Pay

Research Instrument Testing

Validity and Reliability Tests

Validity test ensures that each survey question accurately captures the construct it is intended to measure

(Kelly, 1927). An item is considered valid if its calculated r-count value is greater than the r-table value. In this study, all questionnaire items were found to be valid.

Reliability refers to the consistency and stability of the research instrument. This study uses Cronbach's Alpha to assess internal consistency. According to Nunnally and Bernstein (1994), a Cronbach's Alpha value greater than 0.7 is generally considered acceptable. The reliability test indicated that the instruments used to measure Consumer Perception, Consumer Attitude, and Consumer Acceptance were all highly reliable.

Data Analysis Methods

Classical Assumption Tests

Normality Test

The normality determines whether the data in the regression model are normally distributed. In this study, the normality test was conducted using the Shapiro-Wilk test. Although the data exhibited a significant deviation from a normal distribution, the analysis proceeded as planned due to the large sample size (N = 100), a common practice in social science research.

Multicollinearity Test

The multicollinearity test assesses whether there is a high correlation between independent variables. This is evaluated using the tolerance value and the variance inflation factor (VIF). A VIF value below 10 suggests that multicollinearity is not a concern. The results indicated that while Consumer Perception and Consumer Attitude are strongly related, they could be reliably included in the regression model.

Heteroscedasticity Test

The heteroscedasticity test checks whether the variance of residuals in the regression model remains constant. This study used a scatterplot of standardized residuals against predicted values. The plot showed a random scatter with no clear pattern, confirming that heteroscedasticity was not present in the data.

Multiple Linear Regression Analysis

Multiple linear regression analysis (Pearson, 1908), is employed to determine the relationship between the dependent variable (Consumer Acceptance) and the two independent variables (Consumer Perception and Consumer Attitude). The regression model is formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Y = Customer Acceptance
α = Constant
X_1 = Consumer Perception
X_2 = Consumer Attitude
β_1 = Regression Coefficient of Consumer Perception
β_2 = Regression Coefficient of Consumer Attitude
e = Error

Coefficient Correlation Test (R) and Coefficient Determination Test (R^2)

The correlation coefficient (R) is used to determine the strength and direction of the linear relationship between variables (Galton, 1888). The coefficient of determination (R^2) explains the proportion of variance in the dependent variable that can be predicted by the independent variables. An R^2 value closer to 1 indicates greater explanatory power of the model (Saunders et al., 2019).

Hypothesis Testing

T-Test (Partial Test)

The T-test is used to assess the partial influence of each independent variable on the dependent variable by testing individual regression coefficients. The test is conducted at a 95% confidence level (α = 0.05). If the significance value is less than 0.05, the hypothesis is accepted, indicating a statistically significant effect (Trochim, 2020).

F-Test (Simultaneous Test)

The F-test is applied to evaluate whether all independent variables, when tested simultaneously, have a significant effect on the dependent variable. The test is also conducted at the 5% significance level (α = 0.05),

examining the overall explanatory power of the model.

RESULTS AND DISCUSSION

Research Result

Validity and Reliability Tests

Table 2. Validity Result

Variable	Indicator	Validity			Result
		R-Count	R-Table	Sig	
Consumer Perception (X1)	X1.1	.832	0,1966	0,000	Valid
	X1.2	.771	0,1966	0,000	Valid
	X1.3	.753	0,1966	0,000	Valid
	X1.4	.772	0,1966	0,000	Valid
	X1.5	.782	0,1966	0,000	Valid
	X1.6	.746	0,1966	0,000	Valid
Consumer Attitude (X2)	X2.1	.820	0,1966	0,000	Valid
	X2.2	.882	0,1966	0,000	Valid
	X2.3	.825	0,1966	0,000	Valid
	X2.4	.892	0,1966	0,000	Valid
	X2.5	.889	0,1966	0,000	Valid
Customer Acceptance (Y)	Y1	.816	0,1966	0,000	Valid
	Y2	.845	0,1966	0,000	Valid
	Y3	.866	0,1966	0,000	Valid
	Y4	.876	0,1966	0,000	Valid
	Y5	.832	0,1966	0,000	Valid

Source: Data Processed by SPSS, 2025

Table 2 indicates that all indicators under the variables Consumer Perception (X1), Consumer Attitude (X2), and Customer Acceptance (Y) have Pearson correlation values (r-count) greater than the r-table value of 0.1966. Furthermore, the significance (Sig.) values are all below 0.05. These findings indicate that all the statements used in this study are considered valid.

Table 3. Reliability Result

Variable	Cronbach's Alpha	Results
Consumer Perception (X1)	0.921	Reliable
Consumer Attitude (X2)	0.950	Reliable
Customer Acceptance (Y)	0.944	Reliable

Source: Data Processed by SPSS, 2025

Table 3 demonstrates that all variables have Cronbach's Alpha values greater than 0.7. These results indicate that the independent variables used in this study are considered reliable.

Classical Assumption Tests

Normality Test

Table 4. Normality Result

	Statistics	Sig.
N = 100		
Consumer Perception (X1)	.950	<.001
Consumer Attitude (X2)	.939	<.001
Consumer Acceptance (Y)	.946	<.001

Source: Data Processed by SPSS, 2025

Table 4 shows the SPSS output and the test revealed that Consumer Perception ($W(100) = .950$, $p < .001$), Consumer

Attitude (W (100) = .939, p < .001), and Consumer Acceptance (W(100) = .946, p < .001) all significantly deviated from a normal distribution.

Multicollinearity Test

Table 5. Multicollinearity Result

Model	Collinearity Statistics		Status
	Tolerance	VIF	
Consumer Perception (X1)	0.166	6.011	Low Multicollinearity
Consumer Attitude (X2)	0.166	6.011	Low Multicollinearity

Source: Data Processed by SPSS, 2025

Based on Table 5, the results show that the tolerance values for all independent variables are greater than 0.10, and the Variance Inflation Factor (VIF) values are less than 10. This indicates that there is low multicollinearity among the independent variables.

Heteroscedasticity Test

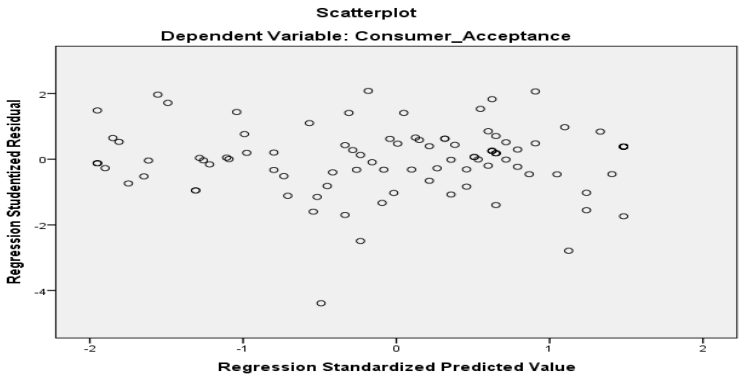

Figure 2. Scatterplot

Source: Data Processed by SPSS, 2025

The scatterplot shows that the data points are randomly distributed and evenly dispersed above and The plot shows that the residuals are randomly scattered and form no clear pattern, funnel shape, or systematic structure. This indicates that the variance of the residuals is constant across all levels of the predicted values, fulfilling the assumption of homoscedasticity

Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression Analysis Result

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.464	.619		.750	.455
	Consumer Perception (X1)	.140	.072	.156	1.936	.056
	Consumer Attitude (X2)	.748	.079	.801	9.942	<.001

Source: Data Processed by SPSS, 2025

Based on the regression analysis result in Table 6, it can be concluded that the multiple linear regression model equation in this study is as follows

$$Y = 0.464 + 0.140X_1 + 0.748X_2 + e$$

1. The unstandardized coefficient for Consumer Perception is 0.140, with a significance value of 0.056. This suggests that for every one-unit increase in Consumer Perception, Consumer Acceptance shows a marginal increase. However, this influence is not statistically significant at the 5% level.
2. The coefficient for Consumer Attitude is 0.748, with a significance value of <0.001. This indicates that for every

one-unit increase in Consumer Attitude, holding Consumer Perception constant, Consumer Acceptance is expected to increase by 0.748 units. This effect is both strong and highly significant, demonstrating that a positive attitude is a powerful predictor of acceptance.

Correlation Coefficient (R) and Determination Coefficient (R^2)

Table 7. Correlation Coefficient (R) and Determination Coefficient (R^2) Result

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.946	.895	.893	1.191

a. Predictors: (Constant), Consumer Perception, Consumer Attitude
b. Dependent Variable: Consumer Acceptance
Source: Data Processed

Based on Table 7, the model summary reveals a correlation coefficient (R) of 0.946, indicating a very strong positive relationship between the independent variables (Consumer Perception and Consumer Attitude) and the dependent variable (Consumer Acceptance). Furthermore, the coefficient of determination (R^2) is 0.895, which means that 89.5% of the variation in Consumer Acceptance can be explained by the combination of Consumer Perception and Consumer Attitude. The Adjusted R^2 value of 0.893 confirms the model's strength. The remaining 10.5% is attributed to other factors not included in this model.

Hypothesis Testing

F-Test

Table 8. Simultaneous Hypothesis Test Result

ANOVA [a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3047.682	2	413.962	413.962	<.001[b]
	Residual	357.068	97	3.681		
	Total	3404.750	99			

a. Dependent Variable: Customer Acceptance
b. Predictors: (Constant), Consumer Perception, Consumer Attitude
Source: Data Processed by SPSS, 2025

Based on the F-test results, the F-count value is 413.962 with a significance value of <0.001. This significance level is far below the 0.05 threshold. These results indicate that Consumer Perception and Consumer Attitude, when considered together, have a significant simultaneous influence on Consumer Acceptance. Therefore, the third hypothesis (H3) of this study is accepted.

T-Test

Based on Table 6, these are the following results:

1. The t-test for Consumer Perception (X_1) resulted in a t-value of 1.936 and a significance of 0.056. Since this significance value is greater than 0.05, its individual influence on Consumer Acceptance is not statistically significant. Therefore, the first hypothesis (H1) in this study is rejected.
2. The t-test for Consumer Attitude (X_2) shows a t-value of 9.942 with a significance of <0.001. As this value is less than 0.05, it indicates that Consumer Attitude has a highly significant positive influence on Consumer Acceptance. Therefore, the second hypothesis (H2) in this study is accepted.

Discussion

The Influence of Consumer Perception on Consumer Acceptance

This finding presents a nuanced picture that strongly aligns with the foundational principles of the Technology Acceptance Model (TAM). In TAM, cognitive beliefs like Perceived Usefulness (PU) are considered primary antecedents to technology adoption. Consumer Perception, which includes indicators of quality, authenticity, and credibility, acts as a proxy for these cognitive evaluations. The strong positive correlation found supports the basic premise of TAM: that if a consumer perceives a technology (AI marketing) as high-quality and useful, their acceptance of it will increase. This result is consistent with studies by Setyawan (2022) who also found that Perceived Usefulness positively impacts consumer intentions in digital environments. Insights from the

regression results reveal that Perception's direct influence diminishes and becomes non-significant when Attitude is included, suggesting that Perception's role is foundational but not final. It is the raw material that helps form a consumer's attitude, rather than being the ultimate driver of acceptance itself. This aligns with the findings of Gu et al. (2024), who noted that perceptions of AI intelligence and eeriness shape how ads are received, but are part of a larger psychological process. Therefore, H1 is supported, but with the critical qualification that Perception's influence is likely mediated by Attitude

The Influence of Consumer Attitude on Consumer Acceptance

This dominant role of attitude is well-supported in previous studies such as Abou-Shouk et al. (2021), who found that favorable consumer attitudes were crucial for the acceptance of service robots in hospitality, a parallel context of human-technology interaction. Similarly, Nagy and Hajdú (2022) identified attitude as a key factor influencing behavioral intentions toward AI in online shopping. The finding that Attitude's standardized beta coefficient (.801) was more than five times larger than Perception's (.156) solidifies this conclusion. It suggests that while a consumer might perceive an AI ad as high-quality, if their attitude toward it is negative or indifferent, acceptance is unlikely. This confirms H2 and highlights that for AI marketing, winning the consumer's affective approval is paramount.

The Influence of Consumer Perception and Consumer Attitude on Consumer Acceptance

The strong support for H3 demonstrates the comprehensive explanatory power of the model, which mirrors the logical flow of the Technology Acceptance Model. TAM argues that cognitive beliefs (Perception) influence an affective state (Attitude), which in turn drives behavioral intention (Acceptance). By showing that Perception and Attitude together can account for nearly 90% of the variance in Acceptance, the results validate the core structure of this theory in the specific context of AI-generated marketing content. The most significant contribution of this study lies in clarifying the dynamic between these two constructs. The high multicollinearity observed (VIF = 6.011) was not a statistical problem but an important finding, confirming that what consumers think and how they feel about AI are deeply intertwined. The regression analysis then revealed the nature of this relationship: Attitude appears to be the primary channel through which Perception exerts its influence. This means that while creating high-quality, credible AI content (improving Perception) is a necessary first step, its ultimate impact on Acceptance is only realized if it successfully fosters a positive Attitude. This extends the work of researchers who have examined these variables in isolation by showing that in a competitive model, the emotional pathway (Attitude) is significantly more influential than the purely cognitive one (Perception). This provides a clear, hierarchical roadmap for practitioners: shape perception to build attitude, because attitude is what ultimately drives acceptance.

CONCLUSION AND RECOMMENDATION

Conclusion

1. The findings show that Consumer Perception and Consumer Attitude, when combined, significantly and positively affect Consumer Acceptance of AI in marketing. This supports the third hypothesis (H3), indicating that a consumer's thoughts and feelings together are powerful predictors of their willingness to accept AI-driven content.
2. The partial t-test results reveal that Consumer Perception (X_1) on its own does not have a statistically significant direct effect on Consumer Acceptance (Y) when attitude is accounted for. This indicates that while perception of quality and authenticity is important, it is not the ultimate driver of acceptance, leading to the rejection of the first hypothesis (H1).
3. Consumer Attitude (X_2) shows a significant and dominant positive influence on Consumer Acceptance, as indicated by its high t-value and significance level. A positive emotional response is the most critical factor in driving acceptance. This finding validates the second hypothesis (H2).
4. The coefficient of determination (R^2) is 0.895, which means 89.5% of the variation in Consumer Acceptance can be explained by the independent variables Consumer Perception and Consumer Attitude, while the remaining 10.5% may be attributed to other factors not included in the model.

Recommendation

1. It is recommended that marketing practitioners and brands using AI prioritize strategies that build positive emotional engagement. Since attitude is the dominant driver of acceptance, campaigns should focus on fostering

trust, curiosity, and excitement around AI content, rather than solely focusing on its technical quality. Framing AI as a creative and helpful partner can help build this positive attitude.

2. Future researchers is suggested to include other independent variables such as trust in technology, AI literacy, privacy concerns, or brand loyalty to gain a more comprehensive understanding of what drives consumer acceptance. Researchers may also consider conducting comparative studies across different demographic groups, industries, or digital platforms to provide more nuanced insights into AI adoption.

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