



# The Effects of Artificial Intelligence on Conspicuous Consumerism

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## BACKGROUND

As artificial intelligence grows we see its impact in marketing growing as well, with consumers being persuaded by marketing campaigns with artificial intelligence. To examine the impact this growth has had, we designed a survey to ask people from all different backgrounds what their opinions on artificial intelligence are as a whole and what impacts they believe it has on consumer behavior.

## PURPOSE

To identify the relationship between generations and their affinity to conspicuous consumerism. Also the level of receptibility to the advancements in AI and how it is being implemented within the consumer space.

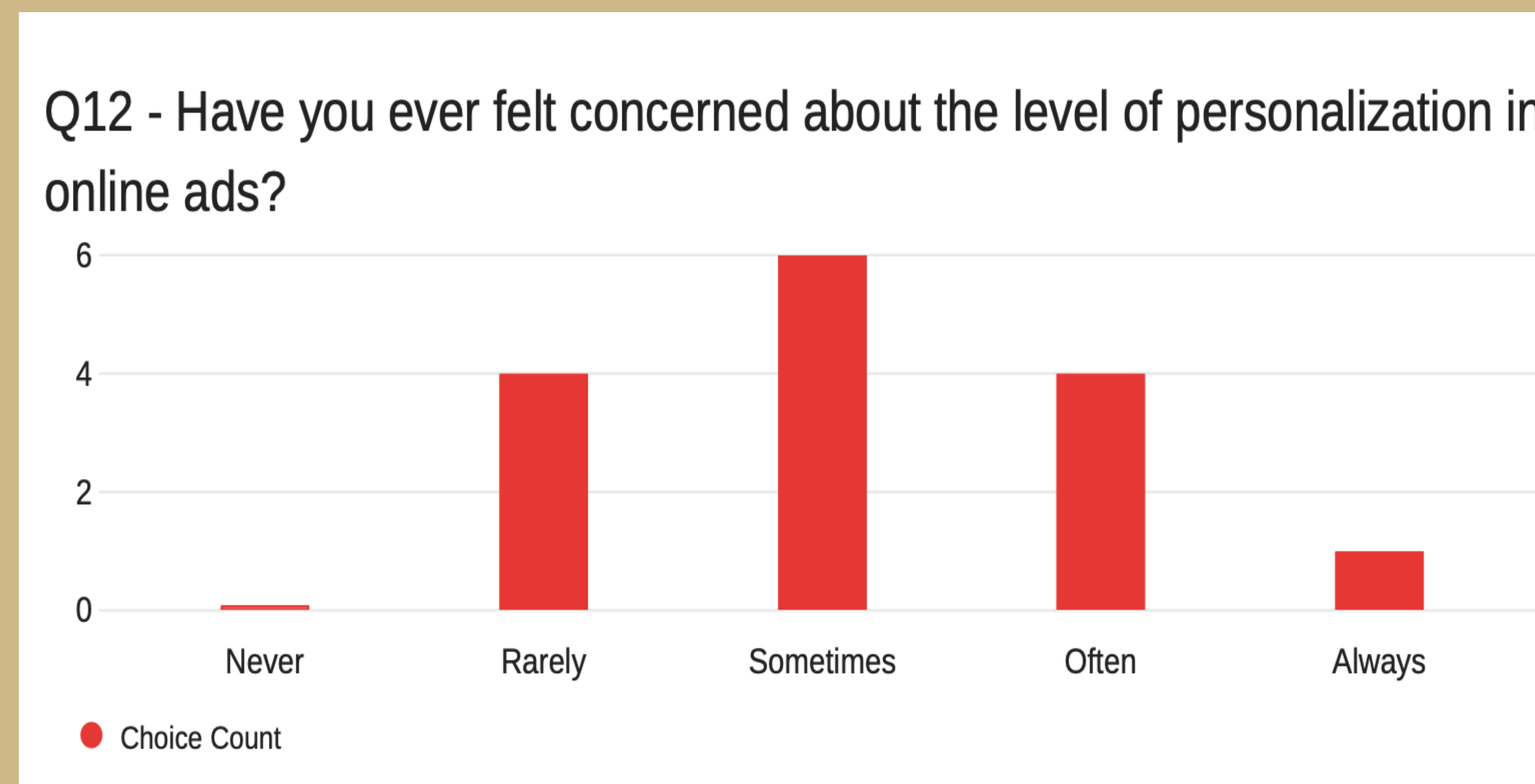
## CONCLUSIONS

Our research is now getting to the stages where we are distributing surveys to participants. As this is a long term study, our results will be updated as data progresses. We expect there to be correlation between older generations and less receptiveness to AI but that is a hypothesis.

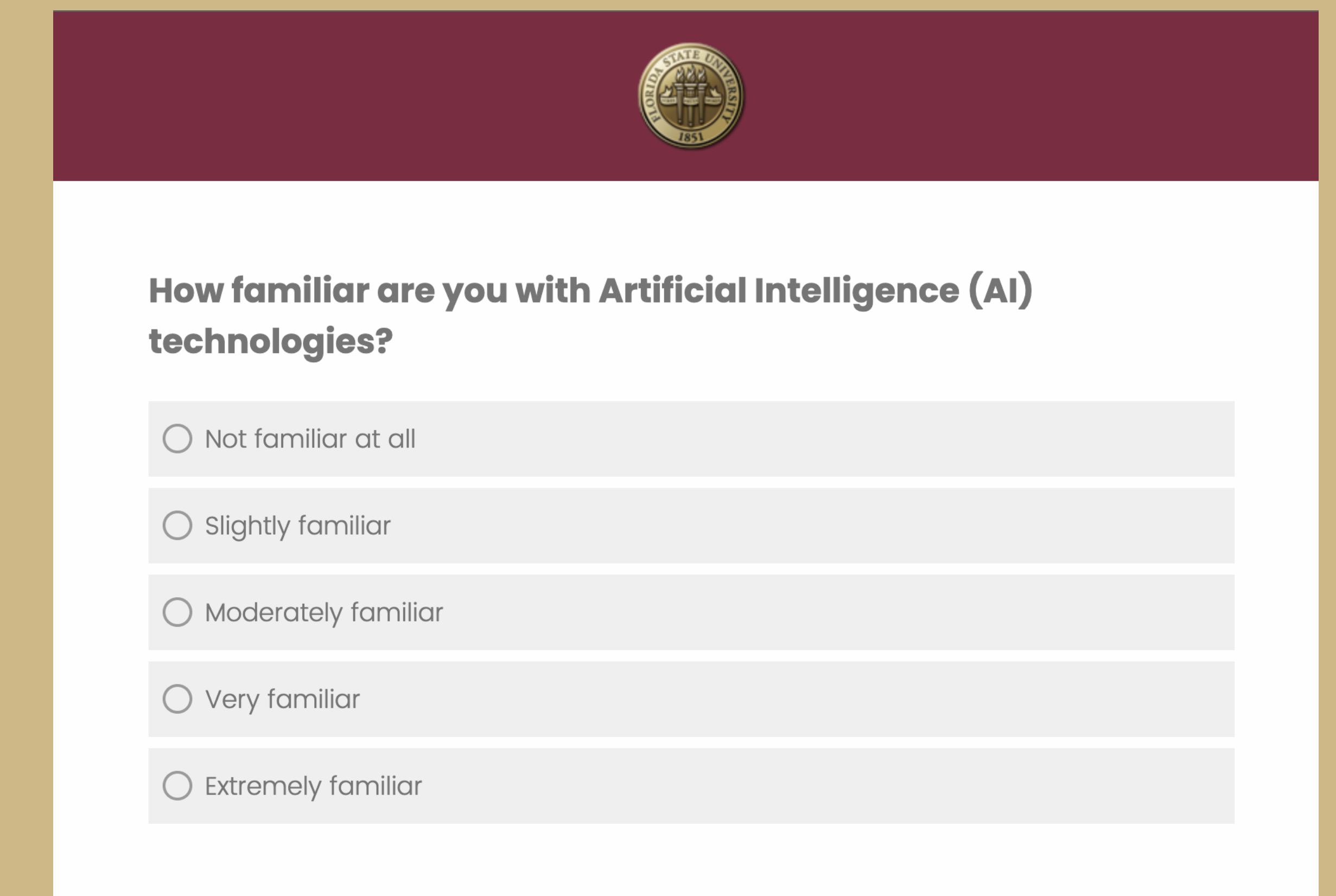
## METHODS

Throughout this research we hope to collect results from users of all different backgrounds through the use of surveys. These surveys will be distributed in many ways with some of them being word of mouth, sharing on social media, and students on campus. The survey is built in a way that grows the users interest in artificial intelligence the further it goes. It starts off by asking them how familiar they are with artificial intelligence, and progressively getting deeper in the topics of consumerism. We will verify that there is a fair sample size of people differing in age and demographic, this ensures a fair and accurate representation of each generation.

## RESULTS BREAKDOWN



## SURVEY EXAMPLE



## FINAL RESULTS

Over the preceding months, we have diligently crafted a survey with the aim of comprehensively elucidating consumer responses towards artificial intelligence. Presently, a preliminary iteration has been disseminated amongst a select cohort. Our intention is to subsequently extend the survey to a broader audience.

## REFERENCES

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