

**MBA23**

## **Marketing Generative AI: Understanding Consumer Perceptions and Behavior**

Anup Nair, Praneet Tiwari, Vallari Chandna

University of Wisconsin-Green Bay, Green Bay, Wisconsin, USA

### **Abstract**

We propose a conceptual framework examining how individuals' personal beliefs and values, combined with the broader social and organizational context, shape their perceptions of AI, which ultimately determines their likelihood of adopting this technology. Individual-level factors, include environmental attitudes and personal ethics, while contextual factors examined are organizational support, positive media coverage of AI, positive marketing campaigns and promotion of AI, and peer influence. We discuss theoretical implications, alongside outcomes for practitioners particularly from a marketing standpoint - understanding the factors that drive AI acceptance will allow organizations to better tailor their messaging and maximize the benefits of AI implementation.

### **Conference Track**

MIS and Business Analytics