ANTHROPOMORPHIC AI AND ADVERTISING APPEAL INCREASING EXPLORATION OF PURCHASE INTENTION IN MEDIATION CONSUMER PREFERENCE

Hary Firmansyah[1]; Nurna Yuni[2]
Universitas Perjuangan Tasikmalaya[1,2]
Email : haryfirmansyah92@unper.ac.id[1]; nurnayuni@unper.ac.id[2]

ABSTRACT

Making a product as top of mind in consumers' minds was a long process that involves various things, including currently many companies were using artificial intelligence programs to support the process of introducing products to consumers. This research involved 172 consumers whom stay in Tasikmalaya City and used quantitative data with the PLS-SEM analysis tool as the data analysis tool used. The research results reveal that humanistic artificial intelligence has no effect on increasing exploration of purchasing interest which was mediated by consumer preferences. Furthermore, the advertising approach has an effect on increasing exploration of purchasing interest which was mediated by consumer preferences. Together, humanistic artificial intelligence and an advertising approach have an effect on increasing the exploration of purchasing interests mediated by consumer preferences.

Keywords : Anthropomorphic AI; Advertising Appeal; Exploration of Purchase Intention; Consumer Preference

ABSTRAK

Menjadikan produk sebagai top of mind di benak konsumen adalah proses panjang yang melibatkan berbagai hal, termasuk saat ini banyak diantaranya perusahaan yang menggunakan program kecerdasan buatan untuk menunjang proses pengenalan produk ke konsumen. Penelitian ini melibatkan 172 konsumen yang berasal dari Kota Tasikmalaya serta menggunakan data kuantitatif dengan alat analisis PLS-SEM sebagai alat analisis data yang digunakan. Hasil penelitian mengungkapkan bahwa kecerdasan buatan yang humanis tidak berpengaruh terhadap peningkatan eksplorasi minat pembelian yang dimediasi oleh preferensi konsumen. Selanjutnya pendekatan iklan berpengaruh terhadap peningkatan eksplorasi minat pembelian yang di mediasi oleh preferensi konsumen. Secara bersama - sama kecerdasan buatan yang humanis dan pendekatan iklan berpengaruh terhadap peningkatan eksplorasi minat pembelian yang dimediasi oleh preferensi konsumen.

Kata Kunci : Kecerdasan Buatan Antropomorfik; Pendekatan Iklan; Eksplorasi Minat Pembelian; Preferensi Konsumen

INTRODUCTION

Every corporate with the biggest scale should belong to hight technology for accelerating their business improvement. Based on growing the AI has giving in feasibility human accelerated, most corporate leader in many country including Indonesia applicated AI technology to grab a market share with maximum capacity and providing increasingly extensive job opportunities for job seekers through various on

going updates. The existence of artificial intelligence provides a new perspective for achieving business models and the way humans see how artificial intelligence interactions provide more real emotional responses. In a questionnaire distribution that has been carried out, it was known that currently artificial intelligence has been widely used in various business sectors such as digital protection, supply chain control, and consumer grouping.

In time market improvement, based on Compound Annual Growth Rate (CAGR) in using of artificial intelligence was predicted to tend to experience an impressive increase, namely with a percentage of 37.3 percent within a period of 8 years, namely from 2023 to 2030. Furthermore, regarding the expansion of employment opportunities, artificial intelligence was projected to be able to create around 97 million new jobs, in order to solve the problem of migration between countries of immigrant labor. The maximum impulse formed by artificial intelligence was directed at improving the way consumers perceive an attitude (Vaid et al., 2023). The various reviews on social media could be one measure that the presence of advertisements using artificial intelligence devices created by instant noodle products under the Indomie Tori Kara brand has attracted enough public attention.

By considering several graphs of the survey results and exploring further regarding the variables that will be studied, the author was interested in exploring further about anthropomorphic artificial intelligence and the attractiveness of advertising in increasing the exploration of purchasing intentions mediated by consumer preferences among consumers of Indomie stalls in Tasikmalaya City. From several research analyzes that have been carried out, it was found that there was differentiation and novelty in the research that will be developed by the author. In further research, it was found that there was an increase in the use of humanistic artificial intelligence to increase exposure to new products and unique advertising promotion strategies aimed at consumers through consumer preferences that were continuously highlighted in various media. In research journals related to anthropomorphic artificial intelligence which influences increased exploration of purchasing interest has a real response direction (Shavira, 2020; Rodgers et al., 2021; Martin et al., 2020).

Furthermore, scientific research examining persuasive advertising patterns and consumer preferences has also been published by several previous researchers. Apart

from that, the novelty in this research states that humanistic artificial intelligence in Indomie product advertisements has attracted quite a lot of attention because of the many comments from art activists who question the existence of artificial intelligence that creates narratives in describing instant noodle products with the Japanese series (torikara).

Achieving humanistic adaptation of artificial intelligence will generate interest which will lead to increased exploration of purchasing interest among consumers. The standard for measuring respondent survey results in this research was using the PLS-SEM analysis method, where this analytical tool was able to explore more about indicators that influence either directly or through existing mediation to find out more about the relationship between these variables.

LITEARTURE

Anthropomorphic artificial intelligence means that AI can take on human characteristics, giving rise to a tendency to assign uniquely human characteristics to in animate objects. Anthropomorphism aimed at objects or items does not only include characters that were identical to humans, but tends to be more about abstract traits such as expressions, desires and long-term goals. Indicators of anthropomorphism such as expression (anger, hatred, sadness, happiness, kindness), desire (having intentions, achieving goodness in the future), long-term goals (having drive, hope, the will to achieve something), and prosocial behavior were the causes that make AI able to display attitudes like humans in general (Patrizi et al., 2024). Anthropomorphism has the meaning of a trait associated with artificial humans, not real humans who have certain attitudes like humans in general (Suratno et al., 2021). Some people hold the view that non-human intelligent agents do not have any identity with full humans (Hu & Sun, 2023). People who have a higher sense of anthropomorphic empathy have identical feelings and positive emotional fluctuations when they perceive messages and information from humanistic artificial intelligence (Uzir et al., 2023). Anthropomorphism was also related to consumer insight in a digital context which was closely related to exploration on social media (Laksmidewi & Soelasih, 2016).

H1: Anthropomorphic AI has no effect on Exploration of Purchase Intentions

Then regarding persuasive advertising, in this case the attractiveness of advertising shows the power of advertising to capture consumer interest and attention

and have an impact on inviting them to have feelings, beliefs and behavior towards a product or brand (Mafael et al., 2021). Advertising appeals should have the capacity to attract interest and leave an impression in consumers' minds, as well as influencing their emotional and cognitive aspects after seeing the advertisement visually (Beyer & Ortiz, 2021;Wei et al., 2015). There were four dimensions that must be possessed in advertising attractiveness such as attention, interest, desire, belief (Suratno et al., 2021). In the strategy of creating a persuasive message, one of the most important things was to ensure the success of the message conveyed in a simple way to delivered completely and interactively to the public who were the target source with elements of creative value (Nisa, 2015).

H2: Advertising Attractiveness influences Exploration of Purchase Intentions

Consumer preferences have the meaning of alternative consumer choices to maximize satisfaction (Mugera et al., 2017). Consumers have authority over the various choices of goods they buy, but they cannot always decide what they want. Consumer preferences have a big influence on purchasing decisions (Syam et al., 2022; Ho et al., 2019; Kataike et al., 2019). Consumer preference refers to an alternative product brand which was formed through evaluating various brands in the various choices provided (Kotler & Keller, 2016). For Improving purchase interest, the advertisement from any media such website ads could be support in affordability consumer shopping ((Wijaya & Saputra, 2024). Furthermore the advertising which belong to value has given exposure to enduser whom will explore some product in social media (Nurunnisha et al., 2023).

In general, it can be interpreted preference means that alternatives choice must be always accompany consumers before making a choice about the product they will use. These alternatives can come from external or internal consumer sources.

Based on the statistical test results obtained, it was known that anthropomorphic artificial intelligence has a significant influence in mediating consumer preferences on purchase exploration intentions. Hypothesis testing shows positive results with an indirect influence value of 0.000. So it can be concluded that the consumer preferences offered can mediate the relationship between anthropomorphic artificial intelligence and exploration of purchase intentions, which means the hypothesis was accepted. The research results show that there was an influence exerted by anthropomorphic artificial

intelligence based on indicators including the ability to show emotions, natural communication, human design, human responses and behavior, and the ability to understand human conversation. Then explore purchasing interest based on indicators including reviews, product ratings, browsing history, shopping experience, active consumer participation through advertising content promoted based on indicators including advertising content, use of social media, short advertisements, appropriate advertisements, memorable experiences, and also creative advertisements.

H3: Anthropomorphic AI influences Consumer Preferences

After that, anthropomorphic artificial intelligence was able to influence consumer exploration to reach and make purchases in the long term. As stated, these findings of this research reveal that the humanist attitude that animates artificial intelligence has a good positive role in creating consumer purchasing intentions (Han, 2021). The results of this study support previous research which stated that consumer preference variables as intervening variables have a significant influence in mediating the influence of anthropomorphic artificial intelligence on exploration of purchase intentions (Zhang et al., 2024). Purchase intention represents a consumer's readiness to buy a good product or service. This was often the precursor to actual purchasing behavior. Several factors that influence purchase intentions were perceived value, product quality, marketing communications, and emotional appeal. External influences such as economic policies, availability, and competitor actions. The mediation of consumer preferences in forming purchase intentions must have a good influence on marketers to design targeted strategies to align with consumer values   and attitudes in improving product positioning through cognitive mediators. Refining predictive models for purchasing behavior in diverse markets (Mohd Suki, 2018; Anisimova, 2016; Anetoh et al., 2020).

H4: Advertising Attractiveness influences the Exploration of Purchase Intentions as Mediated by Consumer Preferences.

In addition, consumer preferences were a strong driver of exploration of purchasing intentions. Businesses that effectively understand and cater to these preferences can better position their offerings, driving deeper engagement and higher conversion rates. As in published research, consumer preferences influence exploration of purchase intentions (Junaedi et al., 2024). Consumer preferences play an important

role in shaping purchase intentions by acting as a guiding force in the consumer decision-making process. Preferences, shaped by individual needs, values and experiences, influence how consumers perceive and reflect on products or services. For example, consumers who prioritize sustainability will explore brands that align with environmentally friendly practices, showing how preferences direct attention to certain choices. This targeted exploration increases the likelihood of purchase, as consumers were more likely to choose products that match their preferences and meet their expectations. In this way, preferences function as a filter, narrowing the market's vast choices to those deemed relevant and desirable.

Additionally, the strength of consumer preferences often determines the depth of exploration in purchasing decisions. Strong, well-defined preferences motivate consumers to seek detailed information, compare alternatives, and assess value propositions before making a commitment. Conversely, unclear or conflicting preferences may lead to hesitation or reliance on external factors, such as peer recommendations or marketing cues. Businesses that understand and cater to consumer preferences can influence purchase intent more effectively by offering tailored solutions and personalized experiences. By aligning their offerings with consumer values, companies not only increase the likelihood of purchase but also foster loyalty and long-term relationships.

H5: Consumer Preferences Influence Exploration of Purchase Intentions

RESEARCH METHODS

Quantitative Methods Were Used To Collect, Analyze And Test Conceptual Models In The Research Carried Out. Online Surveys Were Used To Collect Data By Distributing Questionnaires To Target Consumers. Furthermore, Responses Were Measured Using A Likert Scale Interval Of 1 To 5, Where 1 Was "Strongly Disagree" And 5 Was "Strongly Agree". This Scale Allows Consumers To Express The Level Of Approval They Desire. After That, To Measure All Indicator Variables Of The Anthropomorphic Artificial Intelligence Dimension, Such As Showing Emotion, Communication Style, Humanistic Design, Conversation, And Response, One Item Was Used Against Each Other.

Then The Advertising Approach Has Indicators Such As Advertising Content, Short Ads, Advertising Algorithms, User Experience, Interesting Content, Creative Ads.

Based on research, consumer preferences have important indicators that could be increase encouragement so that they try to make purchasing decisions triggered by increased interest in purchasing products that they get from various preferences. Such as user recommendations, user satisfaction after receiving services, influencer content, consumer engagement, product suitability with digitally promoted catalogues. Apart from that, exploration of purchase intentions has supporting indicators such as product history, reviews and ratings, influencer reviews, shopping experience, active participation which adds to consumers' insight into the products they will choose to use. In this scientific research, the research object used is the people of Tasikmalaya City with the criteria of age segment, interest and interest in exploring various instant noodle variants that the author previously informed about.

The sampling technique used the Cochran method with a tolerance limit of five percent. Then the results of the analysis are interpreted and the final step is concluded and suggestions are given based on the research results obtained. To achieve increased purchasing interest assessment, several preparatory stages were carried out, including: field surveys, focus group discussions and research permits so that they were structured, effective and efficient in collecting data for research. The research method used was descriptive quantitative with structural equation modeling analysis tools as an analytical technique that allows testing a series of relationships simultaneously (Ghozali, 2019).

RESULT AND DISCUSSION

The target populations in this research were Generation Z, Millennials and Baby Boomers. All of them were the ones who consume the most instant noodles. This research focuses on advertising approaches that create new trends in product promotion. Then the sample was determined using Cochranch method because there was no definite data regarding anthropomorphic artificial intelligence users in businesses in the city of Tasikmalaya. So it was decided to take a sample of 172 instant noodle consumers who were participants.

Loading Factor

According to the table 2 in this research, the value exceeds 0.50 for AVE, which further confirms the satisfactory convergent showing valid and there was no problem for continuing analysis. Reliability was also established, with a composite reliability value exceeding 0.80 indicating all measurement items were reliable (Hair et al., 2017). Then

discriminant validity was assessed using the Fornell-Larcker criterion which confirms that the correlation of each variable with itself was higher than its correlation with other variables, thus indicating that the constructs were different from each other (Hair et al., 2017).

In addition, the goodness-of-fit test shows an SRMR value of 0.077, which was below the threshold of 0.08 which indicates a good model fit. Although the NFI value of 0.744 was below the ideal threshold of 0.90, it still shows acceptable suitability (Henseler et al., 2016). Therefore, the model was considered relevant to the data. From table 3 it was known that all variables were accepted except the influence of anthropomorphic artificial intelligence on exploration of purchasing interest.

Anthropomorphic artificial intelligence has a reference, namely giving human characteristics to the AI system, such as facial expressions, voices or attitudes that resemble humans. In marketing, this persuasive method was increasingly being used to enhance consumers' experiences and direct them towards purchasing intentions. Consumers tend to feel more comfortable and confident when communicating with AI that looks and behaves like humans, for example chatbot features with human voices and expressions can give consumers a more intimate impression.This increased trust triggers consumers' encouragement to search more for the products or services provided by the company. In addition, when describing a personalized customer experience, AI embedded with human attitudes was able to understand various personal needs with a variety of choices so that they can be emotionally interested in interacting using artificial intelligence.

Through more intimate interactions, AI could be provide the right product choices, according to consumer needs. Furthermore, consumers feel appreciated and served personally, thereby encouraging their interest in purchasing the products or services offered. Then if we look at its emotional impact, anthropomorphic AI could be have an impact on emotional bonds with consumers, just as virtual assistants with a friendly tone of voice or a pleasant avatar tend to create deeper connections. This emotional bond increases the chances of consumer engagement and the likelihood of them choosing or purchasing the product. After that, talking about reducing the impression of rigidity in technology explanations, AI was often considered complicated

and unfriendly. Anthropomorphic reduces this impression, making technology feel more accessible to everyone.

Consumers who previously considered using technology were now becoming more participative in experiencing and purchasing products. Consumers understand product advantages relatively easily, thereby increasing purchasing intentions several times. Human expressions inserted into artificial intelligence can provide a more personal impression.

There were several challenges to be aware of when a new product promotional advertisement uses anthropomorphic AI, such as loss of authenticity. In this case, consumers who realize that their interactions were not with humans but with AI may enjoy the conversation less. Excessive trust in AI can lead to unrealistic expectations. Then regarding ethical criticism, some people evaluate the use of AI anthropomorphism as manipulative, because it has the potential to exploit the emotional side of consumers. Regarding the advertising approach to increasing the exploration of purchasing interest, it refers to the form of advertising as an expressive place that touches emotions such as happiness, nostalgia, or sympathy can create a deep connection with the audience.

Heightened engagement and interest encourage consumers to explore the product further because they feel they can get into the product personally. Such as advertisements that tell inspiring stories or use music that evokes a certain mood. Consumers who were more knowledgeable have the possibility to explore a product because they feel they understand it and were convinced of its superiority, such as in technology advertisements that explain innovative features with graphics or demonstrations. Over time, a communicative approach, the use of interactive media, such as interactive videos, augmented reality (AR) content, or social media advertising that invites participation, was able to create greater consumer engagement. Consumers who actively communicate through advertising services tend to be more curious and explore further the products offered. Like advertising on Instagram which allows users the opportunity to have virtual features. Then narrative approaches such as explanations with story form descriptions, advertisements with an interesting narrative approach can produce a different and entertaining impression.

CONCLUSION

Anthropomorphic artificial intelligence and advertising approaches have the capability to increase the exploration of purchasing interests. However, the effectiveness of both must be supported by consumer preferences which were the mediator component. By knowing what consumer preferences were, companies were competing to create more accurate and effective marketing strategies, both through collaborative AI design and advertising appeals that suit consumer needs. After that, a data-driven approach was vital because it ensures that every marketing element was in harmony with consumer expectations and preferences. An effective advertising approach could increase the exploration of purchasing interest by attracting attention, building a binding emotional connection, and providing relevant information.

However, its success really depends on the general understanding of the public, the use of appropriate media, and creativity in conveying the message. The combination of visual elements, narrative and personalization its a way to encourage consumers to explore further the products offered. The research results reveal that explicitly visualized anthropomorphic artificial intelligence and a persuasive advertising approach were able to increase the exploration of purchasing interest and consumer preferences as information on alternative and strategic choices to trigger business owners' adaptation to variations in promotional technology. The limitations of existing research open up opportunities for deeper exploration in the future.

The applied side of these findings provides a wealth of knowledge about the involvement of humanistic artificial intelligence in increasing consumer purchasing interest exploration. Therefore, researchers recommend that business actors in the food sector consider using more adaptive artificial intelligence promotion media with local culture that was involved in marketing activities widely.

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PICTURE AND TABLE
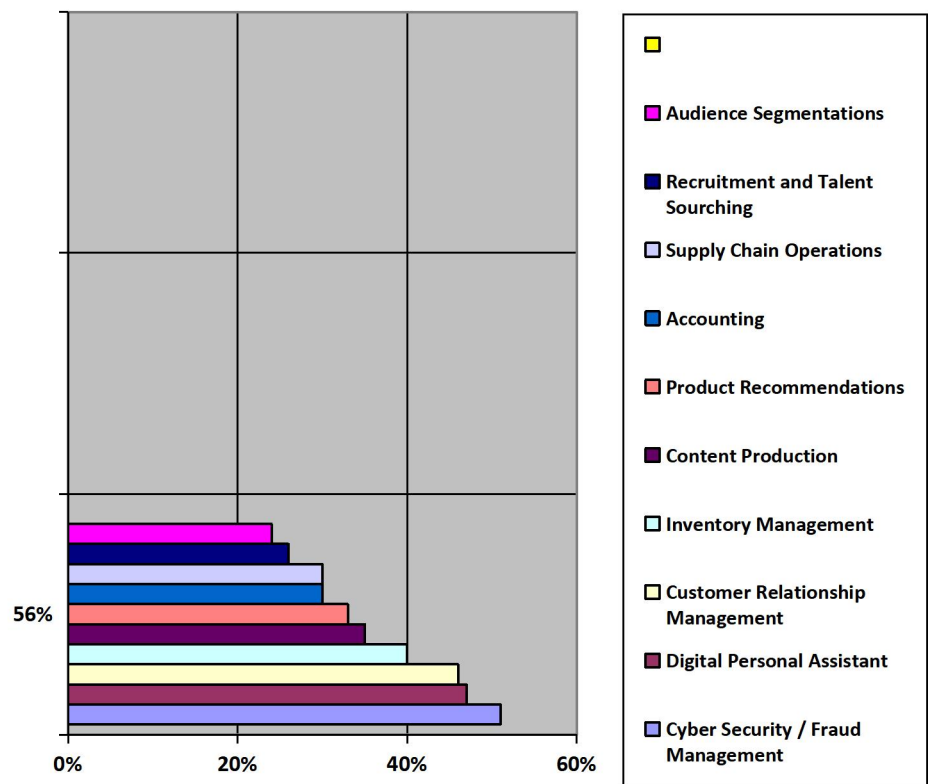
Picture 1 - Top Ways Business Owners Use Artificial Intelligence
Sumber: Forbes Advisor (2024)

Tabel 1. Loading Factor

Construct	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Anthropomorphic AI (X1)	0.667	0.692	0.856	0.748
Exploring of Buying Interest (Y)	0.823	0.825	0.876	0.586
Advertising Appeal (X2)	0.780	0.789	0.858	0.603
Consumer Prefrence (Z)	0.782	0.786	0.859	0.604

Source: Processed data (2024)

Tabel 2. Discriminant Validity and Model Fit Test

Variables	X1	Y	X2	Z	Saturated Model
Anthropomorphic AI (X1)	0.865				
Exploring of Buying Interest (Y)	0.395	0.765			RMR=0.077 NFI=0.744
Advertising Appeal (X2)	0.419	0.689	0.777		
Consumer Prefrence (Z)	0.380	0.777	0.605	0.777	

Source: Processed data (2024)

Table 3. Hypotheses Testing Result

	Coefficient	T Statistics	P Values	Conclusion
X1 → Y	0.403	0.915	0.361	Rejected
X1 → Z	0.419	6.107	0.000	Accepted
X2 → Y	0.333	5.052	0.000	Accepted
Y → Z	0.380	4.933	0.000	Accepted
Z → Y	0.559	8.755	0.000	Accepted

Source: Processed data (2024)