

Driving Customer Purchase Intention through AI-Enabled TV Ads: The Role of Creativity and Entertainment

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Abstract

There is a trend of AI-enabled television advertisements, as AI enhances the entertainment and creativity of commercials. Although AI is being widely used in business operations, academic research appears to be lagging. Two hypotheses were derived based on the impact of creativity and entertainment of AI-enabled advertisements on customer purchase intention. The data were collected through a structured survey from a sample of 225 customers who had been exposed to AI-enabled TV advertisements. AMOS version 22 was used to test the study model. The structural model results reveal that 70.6% of the variance of purchase intention is influenced by AI-enabled ad creativity and AI-enabled ad entertainment. Consequently, it is found that AI-enabled ad entertainment has a positive and statistically significant impact on purchase intention ($b = 0.674$, $p < 0.05$), and AI-enabled ad creativity has a positive but not statistically significant impact on purchase intention ($b = 0.183$, $p > 0.05$). The present study offers insights into the utilization of AI technology in the TV advertising industry and provides several theoretical contributions. The model of the study conceptualizes scales for AI-enabled ad creativity and entertainment, and AI-influenced purchase intention. It's expected that the theoretical perspectives of advertising can be broadened towards AI-generated advertising from the model developed for the study to enhance the performance of TV advertising.

Keywords: AI-enabled TV advertisement, Creativity, Entertainment, Purchase intention

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Introduction

Artificial Intelligence (AI) technology has revolutionized business operations significantly and is gaining immense attention. AI is the science and engineering of machines that act intelligently (Hasan et al., 2021) and has revolutionized traditional business performance tools into modernized sentient machines that exhibit multiple thinking abilities (Bilal et al., 2024). AI has made business operations user-friendly, creative, and convenient. AI-enabled content generation is revolutionizing numerous industries by simplifying various tasks and enhancing decision-making processes effortlessly (Ratta et al., 2024). Many companies use artificial intelligence to significantly increase their marketing capabilities (Nesterenko & Olefirenko, 2023). Adidas and Netflix exemplify the broad applications of AI in the real business world (Bhatt & Singh, 2024); however, the use of AI in marketing warrants further investigation.

There is a favorable attitude regarding the use of artificial intelligence in advertising. AI's ability to learn and improve without human involvement has offered the brand a massive competitive advantage over both human-powered ad programs and those using traditional software (Enache, 2020). AI contribution will increase by 80% in the coming days for the advertising industry (Ratta et al., 2024). Businesses are leveraging AI to enhance efficiency, improve productivity, and drive newer sources of revenue (Kapoor & Kapoor, 2021). The existing use of technology-mediated platforms, like Amazon, enables marketers to analyze customers' data and make predictions about what products the customers might buy shortly (Hasan et al., 2021). The use of AI-enabled advertisements has the potential to transform how businesses interact with their customers. This emerging and inevitable AI revolution, therefore, must compel businesses in a retail environment to examine their understanding, adoption, and implementation of AI (Cui et al., 2022). AI-enabled mobile-based smart speech recognition technology, like Alexa and Google Assistant, has created a new era in marketing (Arachchi & Samarasinghe, 2024).

There is a trend of AI-enabled television advertisements, as AI enhances advertisement entertainment and creativity. While businesses have used AI in a variety of ways, academic research seems to be lagging (Chen et al., 2022). The present study mainly focused on examining the impact of creativity and entertainment in AI-enabled television advertising on customer purchase intention in Sri Lanka. As such, the study examines the combined impact of creativity and entertainment on customer purchase intention in AI-enabled television advertisements and contributes to the development of a theoretical base as it focuses on AI-influenced purchase intention.

The present study initially provides an overview of AI-enabled advertisements in modern AI-enabled businesses. Next, discussions are made on the advertisement industry and AI-enabled advertisements in Sri Lanka, followed by discussions on AI-enabled advertisements, the advertisement industry and AI-enabled advertisements in Sri Lanka, entertainment and creativity in AI-enabled advertisements, and purchase intention. Later, the study methodology is elaborated. Finally, the study results are presented with a comprehensive discussion on the contribution of the study results to both theoretical and managerial implications. Finally, the study concludes with the contributions to the knowledge of AI-enabled advertisements and the implications of the study.

AI-enabled advertisements

Smart technologies can open up new opportunities for marketers (Guerreiro et al., 2022). AI has undergone an extraordinary upheaval in the digital world because of its quick development and acceptance, transforming how companies do business (Rathore, 2016). AI technology is being widely used in almost all business operations (Rodgers, 2021). It has become increasingly evident that AI has the potential to transform marketing applications and practices in contemporary businesses. Marketers worldwide are exploring AI-enabled solutions to find the best fit for their marketing needs (Naz & Kashif, 2024). Advertising is the art of persuasion (Sriram et al., 2021). New sorts of advertising are being introduced to existing ad types as time goes on (Paramitha et al., 2021). Advertising campaign planning requires a choice of media to ensure effective customer reach. Advertising is facing changes in terms of the constant addition of (new) media and formats (Ciuchita et al., 2023). AI has laid a technical foundation for intelligent operations in the advertising industry (Gao et al., 2023). AI-enabled advertising is defined as brand communication that uses a range of machine functions that learn to carry out tasks with the intent to purchase, with input from humans, machines, or both (Rodgers, 2021). AI determines how the advertisements work and may even assist people in significantly increasing performance (Yu, 2022).

The advertisement industry and AI-enabled advertisements in Sri Lanka

Businesses are now increasingly using online advertising, television, and radio advertisements to reach their target markets (Paramitha et al., 2021). It is acknowledged that the TV media offers a wide reach and can utilize impactful visuals, making it ideal for mass-market campaigns. Figure 1 shows that over the past five years, advertising expenditure on TV, radio, and press in Sri Lanka has shown consistent growth, indicating that despite economic challenges and shifts in media consumption, businesses continue to invest heavily in advertising platforms.

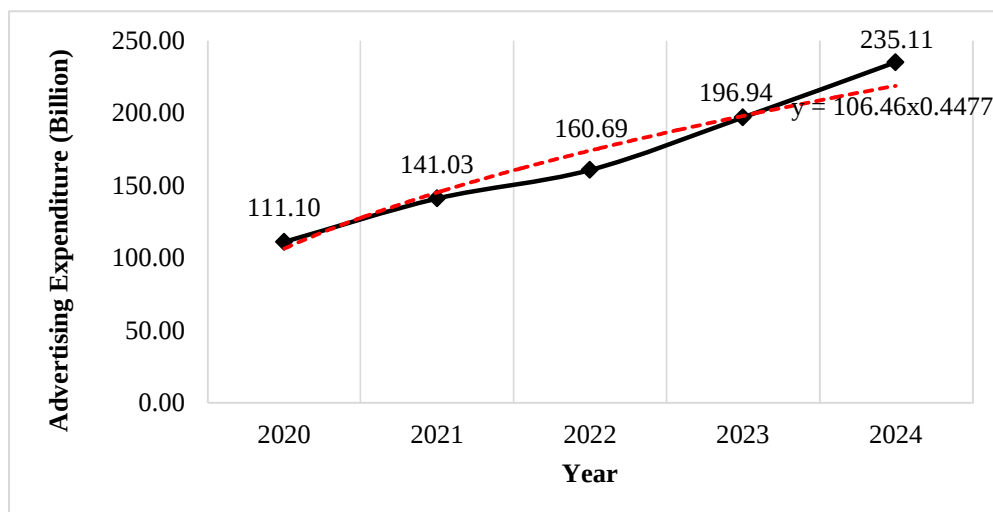


Figure 1: Total advertising expenditure on TV, radio & press in Sri Lanka (2020-2024)
Source: KANTAR Media, 2025

As the number of TV sets increases, the number of channels/program options available to Sri Lankan viewers has increased dramatically (Weerasekera et al. 2019). According to Figure 2, the TV advertisements are the dominant advertising medium in Sri Lanka.

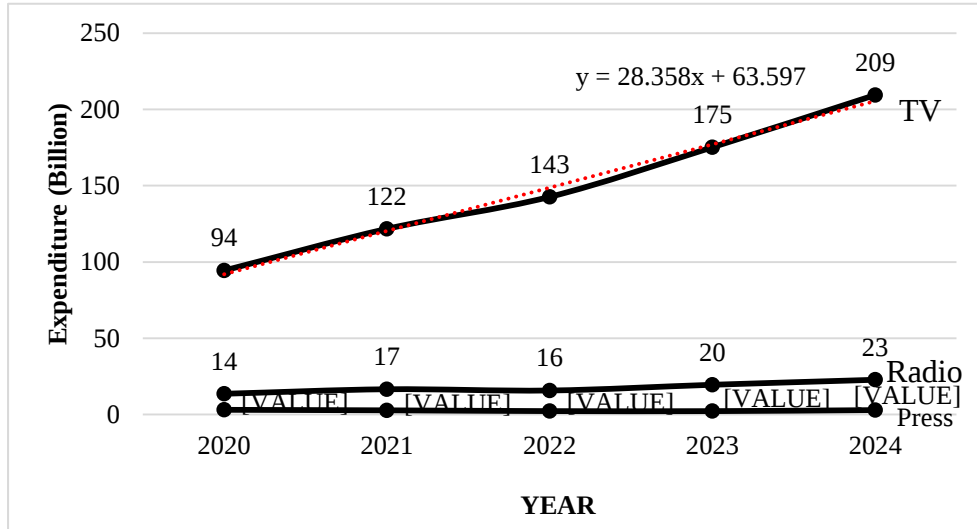


Figure 2: Separate Advertising Expenditure on TV, Radio & Press in Sri Lanka (2020-2024)

Source: KANTAR Media, 2025

Figure 3 shows the audience distribution across different types of regular media in Sri Lanka in 2024, measured in thousands. Accordingly, it reveals media consumption behaviors of Sri Lankans, where TV remains the dominant platform, while traditional media such as radio, print, and cinema show a significant decline in audience reach. This highlights that the TV has the highest media consumption in Sri Lanka, and advertising through TV can be effective in reaching the target customers.

AI-enabled television advertisements are being used on a limited scale in Sri Lanka. In June 2023, Softlogic Life, Sri Lanka's second-largest life insurance company, launched the nation's first television commercial enabled by artificial intelligence and "deep fake" technology (Newswire, 2023). This commercial showcased four iconic Sri Lankan musicians (i.e., H.R. Jothipala, Milton Mallawarachchi, Clarence Wijewardena, and Sunil Perera) performing Softlogic Life's signature tune (i.e., 'Leda Leda'), evoking nostalgia and paying tribute to their enduring legacies. Softlogic Life not only honored these musical legends but also introduced a novel form of brand storytelling to the Sri Lankan audience (Daily Fit, 2023a).

In September 2023, the Asia Pacific Institute of Information Technology (APIIT) in Sri Lanka launched the "Inspiring Future Leaders" campaign, marking the country's first fully AI-enabled marketing initiative (Daily Fit, 2023b). This fully AI-enabled advertising campaign brought

innovation to the forefront by using generative AI for scripting, lifelike avatars, and voiceovers, making it a creative masterpiece (The Island Online, 2023).

Coca-Cola launched an AI-enabled Diwali greeting advertisement campaign across South Asia, including Sri Lanka, in November 2023. These AI-enabled advertisements enable blending emotional storytelling with creating custom greeting cards combined with traditional Diwali elements, such as Diyas, Rangolis, and festive Coca-Cola imagery. Coca-Cola has effectively modernized traditional advertising methods with AI-enabled advertisements.

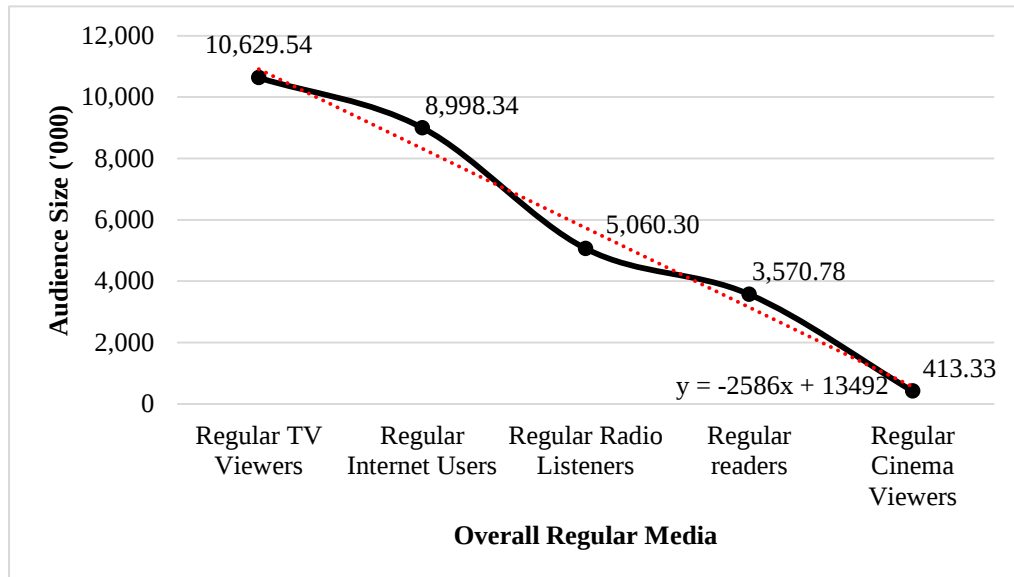


Figure 3: Audience distribution across different types of regular media in Sri Lanka (2024)
Source: KANTAR Media, 2025

Entertainment and creativity in AI-enabled advertisements

It's noticeable now that AI is changing the advertising landscape. AI capability gives rise to novel opportunities and challenges for advertisers (Muliyl, 2023). Advertising in the context of entertainment experience, and the creativity of the ads, motivates customers to make purchases (Cui et al., 2022). Entertainment in advertising refers to a customer's pleasant reaction to the enjoyment they receive after watching an advertisement (Paramitha et al., 2021). The fun of the advertising content is the advertisement entertainment, and it has a positive impact on advertising value (Firat, 2019a). An advertisement is entertaining if the customer finds it attractive, and it provides sensory pleasure and gratifies the customer's sentiments, and entertainment has a significant impact on the value of advertisements (Sriram et al., 2021).

AI is getting increasingly good at generating creative advertisements. Creativity is often considered a mission of the advertising industry (Osadchaya et al., 2024). Creativity is required

in marketing and is often considered to be at the heart of the advertising industry (Rosengren et al., 2020). It is necessary to consider creative advertisements beyond an abstract definition (Sarilgan et al., 2022). More creative ads are better able to overcome consumers' barriers, gain their attention, and evoke favorable responses (Modig & Dahlen, 2020; Osadchaya et al., 2024). AI is now being used to optimize creative elements of advertisements.

AI-Enabled Advertisements and Purchase Intention

AI has a profound impact on businesses' communication strategies (Esch, Cui, and Jain 2020). Purchase intention refers to the intention of customers to consciously plan or strive to purchase a brand/product (Li & Peng, 2021). In addition, it indicates the likelihood that customers will purchase the product in the future. Customers are more likely to purchase products or services when they are satisfied with their experience with the product (Bilal et al., 2024).

AI offers significant potential to enhance its influence on consumer behavior (Chowdhury et al., 2024). AI-driven services have an impact on consumer purchase intention (Bhatt & Singh, 2024). AI-based algorithms may assist advertising in formulating enhancements to planning and strategy (Esch et al., 2021). Purchase intention is significantly influenced by advertising, as effective ads can increase customers' likelihood of buying a product. Advertisements featuring sound effects, music, voiceover, or the use of celebrities would positively affect customer purchase intention (Pedreño-Santos & Garcia-Madariaga, 2022). AI uses creative and innovative technologies to help customers understand their purchase preferences (Bilal et al., 2024). Accordingly, the following two hypotheses are derived for examining the impact of creativity and entertainment of AI-enabled advertisements on purchase intention. Figure 5 illustrates the conceptualization and the hypotheses of the study.

H₁- There is a positive impact of the creativity of AI-enabled TV advertisements on customer purchase intention

H₂- There is a positive impact of the entertainment of AI-enabled TV advertisements on customer purchase intention

Study Design and Methods

The study was conducted as an online survey with a sample of 225 respondents who had experience in interacting with AI television advertisements in Western Province in Sri Lanka. The age distribution of the respondents was between 18 and 54 years, and the sample consisted of 118 males and 107 females. The study sample composition in terms of gender and age is shown in Table 1.

Convenience sampling was used to select the sample for the study. The concern was the easy access to the sample for respondents who have experience interacting with AI television advertisements in Western Province, Sri Lanka. Figure 4 shows the media consumption patterns in the Western province of Sri Lanka in 2024, for different types of regular media. As such, it shows that TV viewers have the highest audience of 3.21 million, followed by regular internet users of 2.94 million. This highlights that TV remains the dominant media platform in the Western province as well as in the country.

Table 1: Sample Composition

Consumer Demographics	Number (%)
Gender	
Male	118 (52.4)
Female	107 (47.6)
Age (Yrs)	
18-24	109 (48.4)
25-34	102 (45.3)
35-44	7 (3.1)
45-54	7 (3.1)

This present study has three constructs: AI-enabled ad creativity, AI-enabled ad entertainment, and AI-influenced purchase intention. A comprehensive review of the study variables of AI-enabled ad creativity, AI-enabled ad entertainment, and AI-influenced purchase intention was made with discussions of the academic staff of one of the state universities in Sri Lanka. The measures of AI-enabled ad creativity and AI-enabled ad entertainment were derived from the work of Kim & Rhee (2023), Sriram et al. (2021), Chen et al. (2023), Sarilgan et al. (2022), and Firat (2019). The AI-influenced purchase intention was measured with five variables derived from the works of Sriram et al. (2021) and Li & Peng (2021). It was decided to use the term ‘AI-influenced purchase intention’ as the purchase intention is encouraged basically by AI-enabled advertisements.

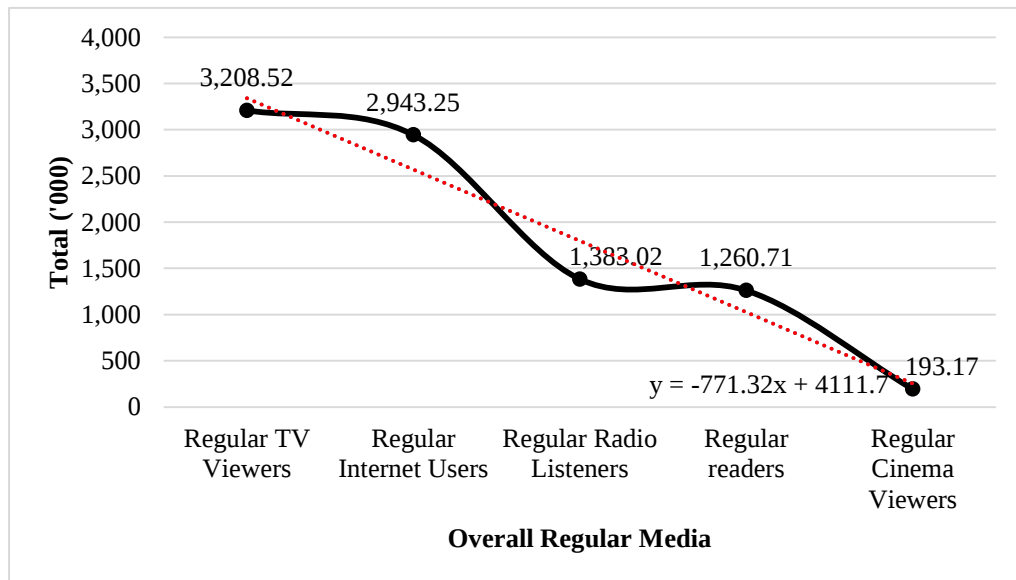


Figure 4: Audience distribution across different types of regular media in Western Province, Sri Lanka (2024)

Source: KANTAR Media, 2025

Two sections were included in the questionnaire. Section one for respondents' demographics and section two for AI-enabled ad creativity, AI-enabled ad entertainment, and AI-influenced purchase intention. Five five-point Likert scales ranging from 1 to 5 were used to measure AI-enabled ad creativity, AI-enabled ad entertainment, and AI-influenced purchase intention.

The YouTube link for a 13-second YouTube video compilation of AI-enabled TV advertisements published in Sri Lanka (i.e., Softlogic Life, APIIT, and Coca-Cola) was added to the online questionnaire for participants to watch before responding to the study questionnaire. The Google link of the online questionnaire was distributed through the community WhatsApp groups to ensure a wider reach of the targeted respondents in the Colombo district, Sri Lanka. The questionnaire requested no personal or sensitive data from the respondents, and participation in the online survey was voluntary.

Results

Reliability and validity test of the model

Table 2 shows the model's reliability and validity results with the factor loadings (Standardized Regression Weights). The factor loadings of the variables show higher values, indicating an acceptable level for a model fit. Generally, variables with outer loadings between 0.40 and 0.70 should be removed only when deleting the indicator increases the internal consistency reliability (Hair et al. 2021).

The model was run twice, as there were low factor loadings. As such, low factor loading variables (less than 0.5) were removed. The model is internally reliable as Cronbach's alpha and composite reliability (CR) values are greater than 0.70, and the Average variance extracted (AVE) from all the constructs is greater than 0.50, which indicates that the construct describes more than half the variance of its indicators (Hair et al., 2012).

Table 2: Reliability and validity test of the model

AI-enabled ad creativity (AI-ADC) Cronbach's Alpha = 0.829; CR = 0.832; AVE = 0.555	Standardized Regression Weights
1. I think AI-enabled advertisements meet my creativity expectations (AI-ADC1).	.788
2. AI-enabled advertisements are more engaging than traditional advertisements (AI-ADC3).	.759
3. I feel inspired by the visual appeal of television AI advertisements, and their finery is excellent (AI-ADC4).	.753
4. AI advertisements are truly extraordinary (AI-ADC5).	.674
AI-enabled ad entertainment (AI-ADE) Cronbach's Alpha = 0.826; CR = 0.829; AVE = 0.549	
1. I think AI-enabled advertisements bring me pleasure (AI-ADE1).	.788
2. AI-enabled advertising stimulates my interest (AI-ADE2).	.807
3. The entertainment features of AI-enabled advertisements (such as color, sound, music, or graphics) enhance my engagement	.661

with the advertisement (AI-ADE3).	
4. Watching AI-enabled advertisements is fun (AI-ADE4).	.698
AI-influenced purchase intention (AI-PI)	
Cronbach's Alpha = 0.887; CR = 0.888; AVE = 0.615	
1. Well-made AI-enabled advertisements on television often influence my purchase intention positively (AI-PI1).	.687
2. I will purchase products in the future, when I see or have seen them through AI-enabled advertisements on television (AI-PI2).	.792
3. I really want to purchase products when I see or have seen them through AI-enabled advertisements on television (AI-PI3).	.820
4. It is very likely that I will purchase products when I see or have seen them through AI-enabled advertisements on television (AI-PI4).	.857
5. If I have extra money, I will buy products when I see or have seen them through AI-enabled advertisements on television (AI-PI5).	.754

Discriminant Validity was confirmed with Fornell-Larcker Criterion (< 0.784 (AI-PI), < 0.741 (AI-ADE), < 0.745 (AI-ADC). See Table 3 for discriminant validity.

Table 3: Convergent Validity- Fornell-Larcker

	AI-PI	AI-ADE	AI-ADC
AI-PI	0.784		
AI-ADE	0.674	0.741	
AI-ADC	0.183	0.123	0.745

Structural Model

The results of the structural model show that AI-enabled ad creativity has a positive but not statistically significant impact on purchase intention ($b = .183$, $p > 0.05$); and AI-enabled ad entertainment has a positive and significant impact on purchase intention ($b = 0.674$, $p < 0.05$). Thus, hypothesis one is not supported, while hypothesis two is supported. It also shows that there is a positive, statistically significant covariance between AI-enabled ad creativity and AI-enabled ad entertainment ($b = 0.237$, $p < 0.01$). The structural model results show that the R-squared (R^2) value of AI-influenced purchase intention is 0.706. This reveals that 70.6% of the variance of purchase intention is influenced by AI-enabled ad creativity and AI-enabled ad entertainment. See Table 4 and Figure 5 for the results of the Structural model.

Table 4: Structural model results

Relationship	Std. Beta	p-value
AI-influenced purchase intention (AI-PI) and AI-enabled ad creativity (AI-ADC)	.183	.297
AI-influenced purchase intention and AI-enabled ad entertainment (AI-ADE)	.674	.000

Chi-square statistic (χ^2) with the ratio of chi-square to degrees of freedom (χ^2/df), was used to examine how close the observed variance-covariance matrix is to the estimated matrix of the structural model of the study. Comparative Fit Index (CFI), Normed Fit Index (NFI), and Tucker Lewis Index (TLI) were used to estimate the improvement in fit in the structural model. The parsimony of the model is examined using the Root Mean Square Error of Approximation (RMSEA) index. The cutoff value close to 0.95 for TLI and CFI; a cutoff value close to 0.06 for RMSEA can be used to conclude that there is a relatively good fit between the hypothesized model and the observed data (Hu & Bentler, 1999). Values equal to 0.9 for AGFI suggest a meaningful model (Bagozzi & Yi, 1988).

The χ^2 statistic of the model is 117.816 with 62 degrees of freedom, which is statistically significant ($p < 0.001$); χ^2/df is 1.9, falls within a range of acceptable values 2 to 5 (Marsh & Hocevar, 1988). The absolute fit index of the model, i.e., RMSEA (0.063), is closer to the ideal threshold level. The values of GFI (0.918) and AGFI (.880) show a better fit of the model. Also, the model's incremental fit indices, i.e., NFI (0.932), TLI (0.957), and CFI (0.966), confirm the model fit. See Figure 5.

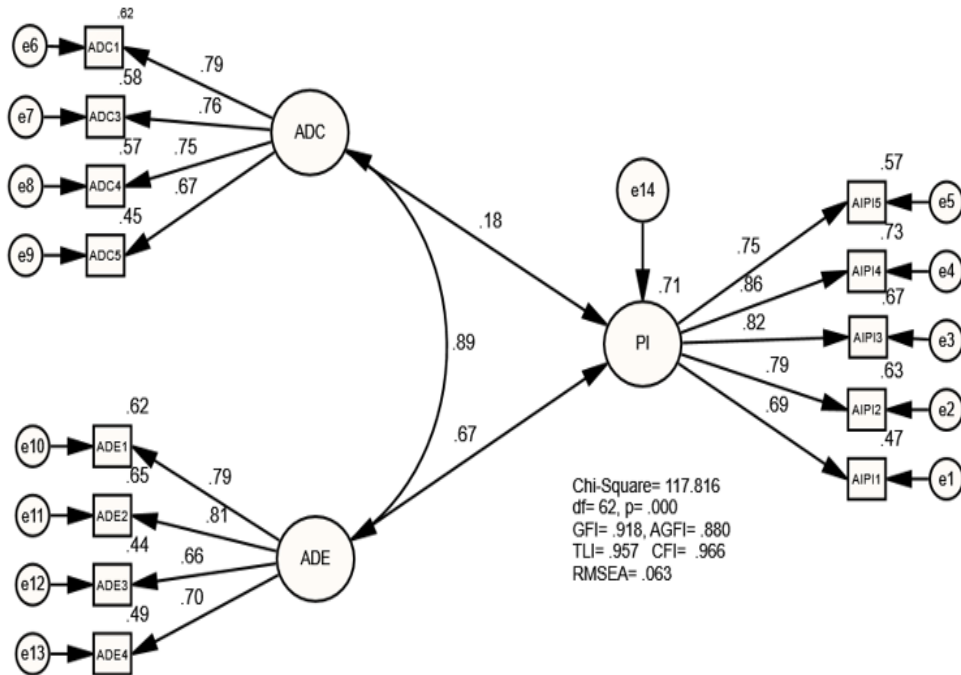


Figure 5: Structural model of the impact of AI-enabled ad creativity and entertainment on purchase intention

Source: Survey Data (2025)

Discussion

The study endeavored to examine the impact of creativity and entertainment of AI-enabled advertisements on customer purchase intention, while also focusing on deriving a scale on AI-influenced purchase intention. The study constructs were grounded in the existing empirical studies. According to the results of the present study, entertainment matters more than creativity in TV advertisements. Therefore, the present study has significant implications for AI-enabled ad creators and academics to explore more on AI-influenced purchase intentions. As AI is being widely used in marketing, particularly in advertising, the influence of AI-enabled ad creativity and entertainment aspects on consumer purchase intention gives insights into the use of AI in advertisement development. As AI technology advances, its uses in marketing are expected to grow more complex, allowing increasingly more personalized and immersive experiences (Canavarró & Imamovic, 2024). AI features improve online shopping experiences, leading to increased purchase intentions (Bhatt & Singh, 2024). AI has shifted the way advertisers understand and guide consumers (Kietzmann et al., 2018).

The study found that AI-enabled ad entertainment has a statistically significant positive impact on purchase intentions. In contrast, the study reveals that AI-enabled ad creativity has a positive impact on purchase intention, though it is not statistically significant. AI-generated advertising content is more effective than human-generated advertising content for consumer engagement and consumer buying behavior (Ratta et al., 2024). AI-generated graphics can capture user attention, but they may not elicit the same degree of emotional engagement as content deliberately developed by humans (Sharma & Lal, 2024). There is a difference in the perception of commercials created by artificial intelligence as opposed to commercials created exclusively by humans (Nesterenko & Olefirenko, 2023). Accordingly, it can be concluded that AI-generated advertising can lead to consumer purchase intentions.

The present study is significant as it provides several theoretical contributions. The study explores how AI can influence customer intention (behavior). With the model developed, it is shown that two aspects of AI-generated advertising (i.e., creativity and entertainment) affect the consumer's purchase intention. It's expected that theoretical perspectives of advertising can be expanded towards AI-generated advertising from this foundation. The impact of AI on the structure of the advertising industry remains an open question (Qin & Jiang, 2019). Next, the present study conceptualizes the AI-influenced consumer purchase intention. The scale of AI-influenced consumer purchase intention can be further extended to examine how AI can influence consumer purchase intentions and decisions. This study constructs a framework exploring how AI technology influences the behaviors of consumers. The framework can also be further expanded to examine how different the influence is compared to human-involving advertising and AI-enabled advertising. Scale development and validation are critical to much of the work in social and behavioral sciences (Boateng et al., 2018).

The present study offers insights into the utilization of AI technology in the TV advertising industry. The study found that the entertainment feature of AI-enabled advertisements significantly influences consumer purchase intention. Advertising firms can consider this aspect particularly, as AI technology can be vastly utilized for generating 'entertainment' in TV advertisements. Though the 'creativity' feature of TV advertisements has not been found to influence consumer purchase intentions significantly, the results reveal that it has a positive

impact. As such, the creativity feature of TV advertisements can also be facilitated by AI technology.

It is acknowledged that the present study has its own limitations, such as the sample size and its geographic focus. However, the present study shows vital directions for future research studies, as it developed a model to explore how AI-enabled TV advertisement influences consumer purchase intentions. It is suggested to incorporate some other features of TV advertising (such as personalization, interactivity, emotional connectivity, etc.) into the developed model of the study to make a comprehensive AI-driven TV advertisement model. Consumers' interests, preferences, habits, and tastes have become the foundation of intelligent advertising (H. Li, 2019). Such a model may enrich understanding of how AI-enabled TV advertisement influences consumer purchase intentions. Comprehensive replication of this study with a large sample will facilitate validation of the study constructs of the present study. Also, this present study was narrowed down to TV advertisements. As such, a study on applying the model developed in the study in YouTube advertising and social media marketing campaigns may also be useful.

Contribution- Wickramasinghe conceptualized and designed the study. Kumara improved the design and analyzed the data. Weerakkody drafted the initial version of the manuscript. All authors interpreted the results and completed the final version of the manuscript.

Data availability- The data of this study is not publicly available due to the privacy/confidentiality of the data collected. However, data can be obtained from the corresponding author upon reasonable request.

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Informed consent- Informed consent is obtained from the sample participants of the study before data collection.

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