Technical University of Applied Sciences Würzburg-Schweinfurt
Faculty of Computer Science and Business Information Systems

Bachelor's Thesis

The Impact of AI Transparency on Advertising Credibility

Submitted to the Technical University of Applied Sciences Würzburg-Schweinfurt at the Faculty of Computer Science and Business Information Systems for the completion of the degree program in E-Commerce.

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Abstract

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Figure 1.1: User-Flow-Diagramm des tollen Algorithmus.

1.1 Background and Motivation

1.2 Problem Statement and Research Gap

1.3 Research Question and Objectives

1.4 Thesis Outline

2 Theoretical Foundations and Hypothesis Development

The following chapter establishes the theoretical foundation for the present thesis and summarizes the current state of research. The objective is to develop a comprehensive understanding of the central constructs, critically review existing knowledge, and identify the research gaps that necessitate this study.

First, the core concepts of AI are defined within the context of digital advertising (Section 2.1). Following this, a detailed conceptualization of perceived advertising credibility, the central dependent variable of this study, is provided (Section 2.2). Subsequently, the independent variable—AI transparency, disclosure, and labeling—is examined, along with current findings on consumer responses to such disclosures (Section 2.3).

A synthesis of current research (Section 2.4) will then consolidate relevant findings and highlight existing gaps in the literature. Finally, based on these gaps, the conceptual framework for the study is developed, from which the hypotheses, including the moderating role of general AI attitude, are derived (Section 2.5).

2.1 Artificial Intelligence in Digital Advertising

2.2 Conceptualizing Perceived Advertising Credibility

2.2.1 Source vs. Message Credibility

2.2.2 A Multi-dimensional Framework for Credibility

2.3 AI Transparency, Disclosure, and Labeling

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4.4 Exploratory Analyses

5 Discussion

5.1 Summary and Interpretation of Findings

5.2 Theoretical Implications

5.3 Managerial and Practical Implications

6 Conclusion

6.1 Concluding Summary

6.2 Limitations and Future Research Directions

Appendix

Erklärung zur Verwendung von KI-Systemen

Als Hilfsmittel zur Erstellung der vorliegenden Bacheloararbeit wurde generative KI verwendet. Die Nutzung dieser generativen KI diente der Unterstützung bei der Recherche und Ideenfindung sowie deren Formulierung. Alle wissenschaftlichen Analysen, Interpretationen und Schlussfolgerungen basieren auf eigener Arbeit und wurden lediglich durch den kritischen Umgang mit den von der KI generierten Vorschlägen ergänzt.

Fabian Frank Werner; November 4, 2025

Zustimmung zur Plagiatsüberprüfung

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Eidesstattliche Erklärung

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