

Default Question Block

Welcome!

Thank you for continuing to cooperate with our research study!

This is a follow-up survey, distributed only to those who agreed to participate in our previous survey.

Once again, our study assesses generative AI's capabilities in marketing and is conducted as part of a master's thesis at the Technical University of Munich.

Time Commitment: The survey will take approximately upto 5 minutes to complete.

Anonymity and Use: Your responses are completely anonymous and will be used solely for academic purposes.

Voluntary Participation: Participation is voluntary, and you can withdraw at any time.

Compensation: You will receive your compensation through Prolific upon completing the survey. However, if you

answer questions randomly, fail multiple attention checks, do not complete the survey, or take an unusually long time compared to other participants, we may not be able to provide compensation.

Follow up Opportunity: You might be invited to a follow-up survey, which will be much shorter. If you're interested, please indicate your willingness later in this survey.

By clicking "Next," you consent to participate in this study.

Block 7

Section 1 of 3

On the next three pages, you'll see two versions of text ads for the iPhone, labeled Ad A and Ad B. Each ad has a distinct tone. Please follow the instructions on each page and complete your answers.

Personalized ads 1

Section 1 (1 of 3 pages)

Please read both text ads for iPhone and answer the following questions:

Ad A	Ad B
Unlock endless possibilities with the new iPhone! Perfect for your dynamic lifestyle, it combines sleek design with powerful performance. Stay connected, productive, and ahead of the curve with features tailored for the sociable and moderately agreeable. Experience technology designed just for you!	Experience the ultimate blend of creativity and productivity with the new iPhone! With its cutting-edge features and sleek design, it's perfect for those who value efficiency and innovation. Elevate your digital experience today!

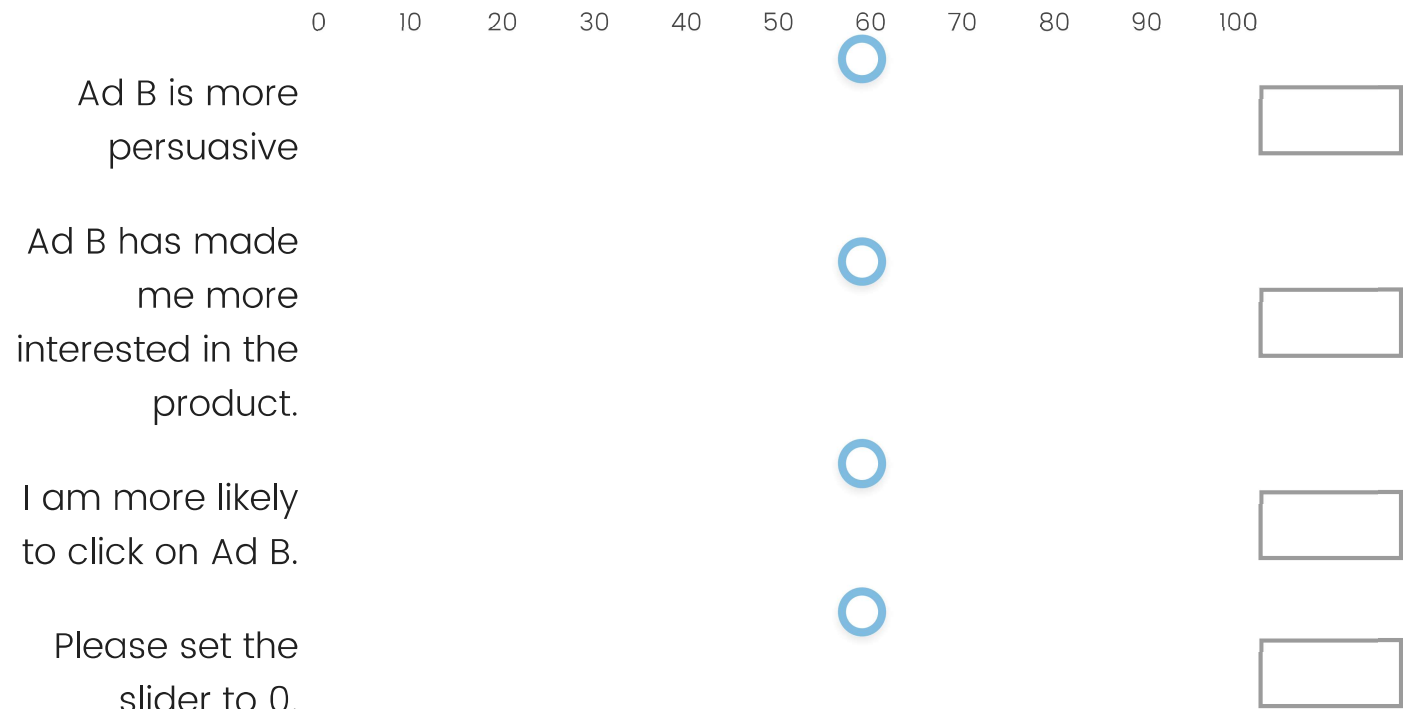
Please give a higher score if you agree with the statement and a lower score if you disagree.

0102030405060708090100

The tone of Ad B fits better with who I am.

Overall, I find Ad B more believable and trustworthy.

Overall, I like Ad B better.



Personalized ads 2

Section 1 (2 of 3 pages)

Please read both text ads for iPhone and answer the following questions:

Ad A	Ad B
Discover the new iPhone, crafted for those who value practicality and efficiency. With its intuitive features and reliable performance, it simplifies your daily tasks. Stay organized and focused with a device that understands your straightforward approach to life. Make the smart choice today!	Unlock new possibilities with the iPhone! Designed for those who thrive on organization and creativity, this device helps you stay on top of your game while exploring new horizons. Discover the perfect companion for your dynamic lifestyle.

Please give a higher score if you agree with the statement and a lower score if you disagree.

	0	10	20	30	40	50	60	70	80	90	100
The tone of Ad B fits better with who I am.							<input type="radio"/>				<input type="text"/>
Overall, I find Ad B more believable and trustworthy.							<input type="radio"/>				<input type="text"/>
Overall, I like Ad B better.							<input type="radio"/>				<input type="text"/>
Ad B is more persuasive							<input type="radio"/>				<input type="text"/>
Ad B has made me more interested in the product.							<input type="radio"/>				<input type="text"/>
I am more likely to click on Ad B.							<input type="radio"/>				<input type="text"/>

Personalized ads 3

Section 1 (3 of 3 pages)

Please read both text ads for iPhone and answer the following questions:

Ad A	Ad B
Meet the iPhone, engineered for the ambitious and driven. Its robust performance and cutting-edge features support your high-energy lifestyle. Stay ahead with a phone that matches your assertiveness and precision. Elevate your tech game with a device that’s as reliable as you are!	Embrace your artistic side with the new iPhone! Tailored for the imaginative and open-minded, this device offers endless possibilities to explore your creativity. Stay connected and inspired with the ultimate tool for self-expression.

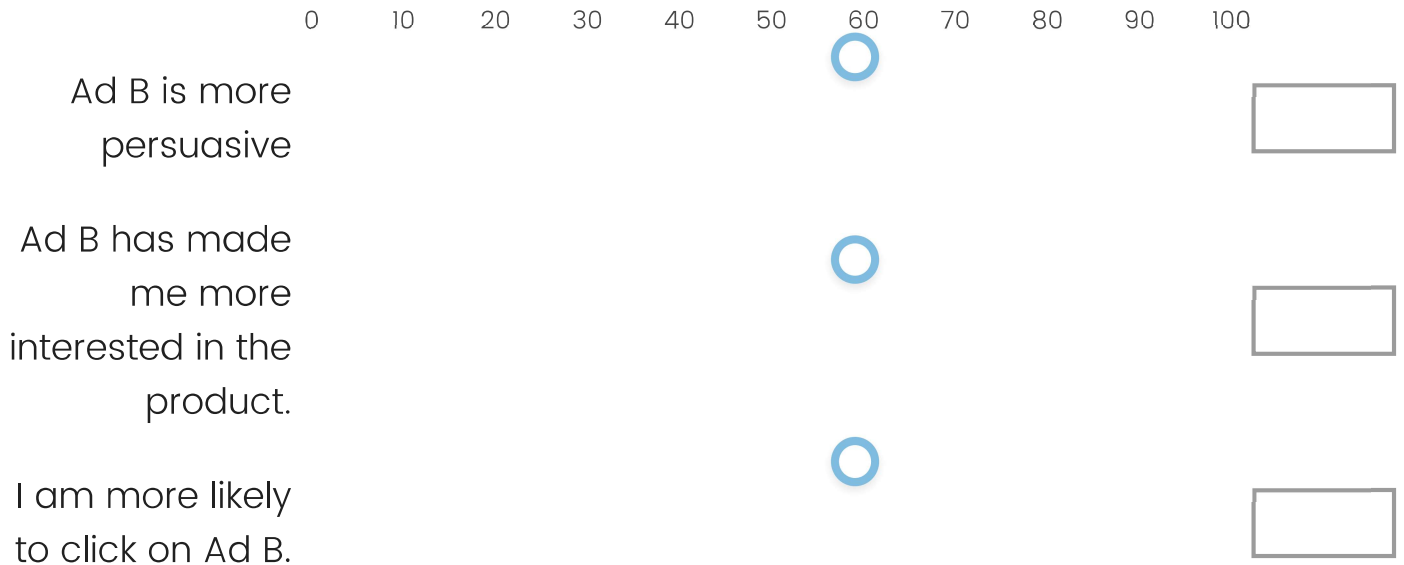
Please give a higher score if you agree with the statement and a lower score if you disagree.

0102030405060708090100

The tone of Ad B fits better with who I am.

Overall, I find Ad B more believable and trustworthy.

Overall, I like Ad B better.



Block 3

Section 2 of 3

On the next three pages, you'll see two versions of short conversations between a user and an automated service agent on an e-commerce website, labeled as Conversation A and B. Each agent's response will have a distinct tone. Please follow the instructions on each page and complete your answers.

Personalized chat 1

Section 2 (1 of 3 pages)

Please review both conversations between a user and an automated service agent on an e-commerce website and answer the questions below:

Conversation A



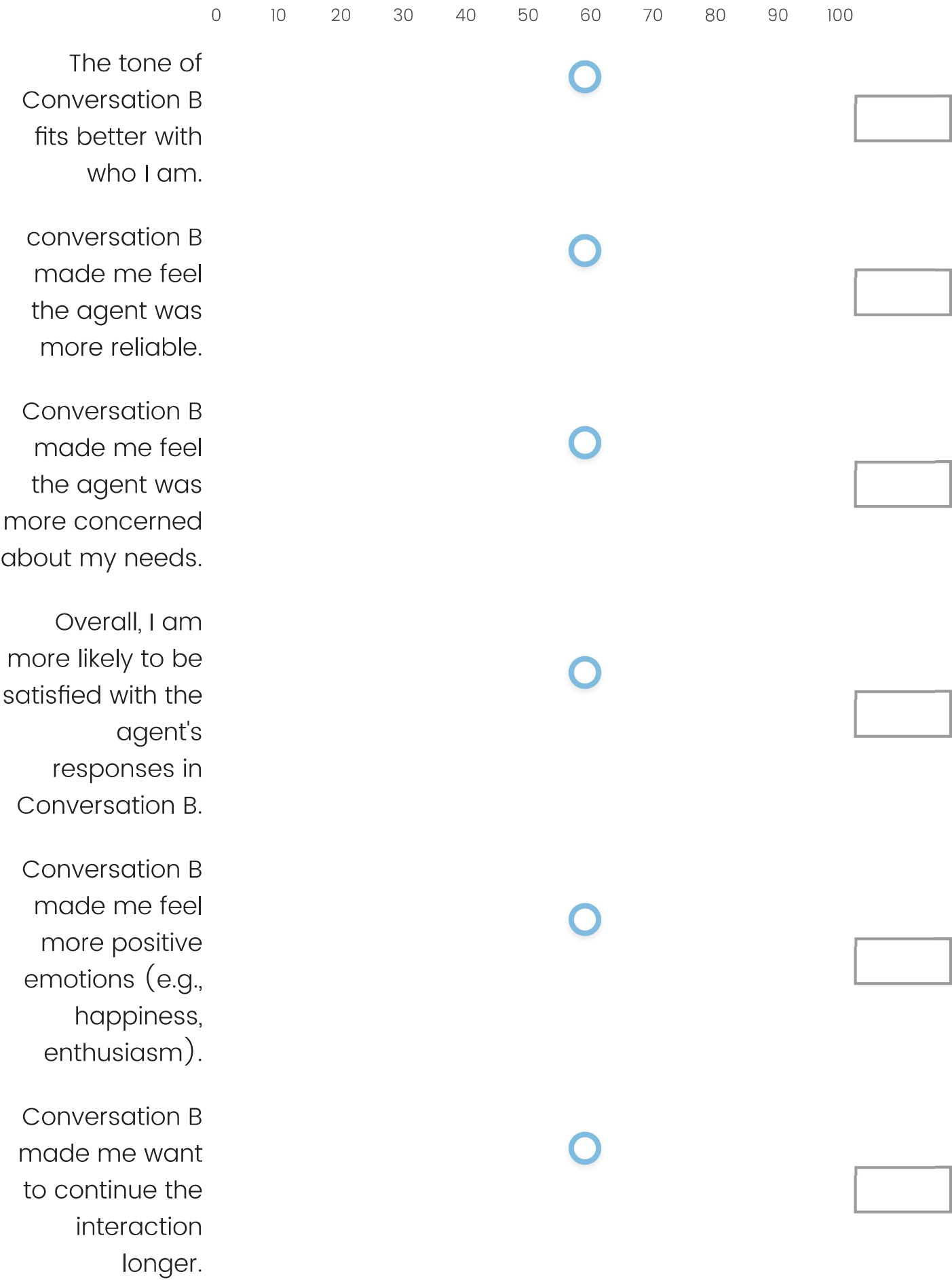
The screenshot shows a chat window titled "Talk to us" with a smiley face icon. The user asks, "I can't log into my account. Can you help?". The agent responds, "Sure. Check your username and password. If it still doesn't work, reset your password. Contact support for further help." The user then asks, "Can you help me track my order?". The agent responds, "Yes, provide your order number and I'll track it. You can also check the 'Track Order' section on our website."

Conversation B



The screenshot shows a chat window titled "Talk to us" with a smiley face icon. The user asks, "I can't log into my account. Can you help?". The agent responds, "Absolutely! Double-check your username and password. If that doesn't work, you can reset your password. If you need further assistance, our support team is ready to help!" The user then asks, "Can you help me track my order?". The agent responds, "Of course! Just provide your order number, and I'll help you track its status. You can also visit the 'Track Order' section on our website for real-time updates."

Please give a higher score if you agree with the statement and a lower score if you disagree.



0 10 20 30 40 50 60 70 80 90 100

Conversation B
increased my
willingness to
use the chat
service in the
future more.



Personalized chat 2

Section 2 (2 of 3 pages)

Please review both conversations between a user and an automated service agent on an e-commerce website and answer the questions below:

Conversation A

Talk to us

I can't log into my account. Can you help?

You

Agent

Check your username and password. If it doesn't work, reset your password. Contact support if needed.

Can you help me track my order?

You

Agent

Sure, give me your order number and I'll track it. You can also check the "Track Order" section on the website.

Conversation B

Talk to us

I can't log into my account. Can you help?

You

Agent

Of course! Please double-check your username and password. If you're still having trouble, try resetting your password. For further assistance, our support team is ready to help you.

Can you help me track my order?

You

Agent

Certainly! Please provide your order number, and I will help you track its status. You can also visit the "Track Order" section on our website for real-time updates.

Please give a higher score if you agree with the statement and a lower score if you disagree.

0102030405060708090100

The tone of Conversation B fits better with who I am.

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11/20

0 10 20 30 40 50 60 70 80 90 100



0 10 20 30 40 50 60 70 80 90 100

Conversation B
increased my
willingness to
use the chat
service in the
future more.



Please set a
slider to 100.



Personalized chat 3

Section 2 (3 of 3 pages)

Please review both conversations between a user and an automated service agent on an e-commerce website and answer the questions below:

Conversation A

Talk to us

I can't log into my account. Can you help?

You

Agent

Certainly. Double-check your username and password. If it still doesn't work, try resetting your password. For more help, you can contact our support team.

Can you help me track my order?

You

Agent

Yes, please provide your order number, and I can help you track it. Alternatively, you can check the "Track Order" section on our website.

Conversation B

Talk to us

I can't log into my account. Can you help?

You

Agent

Absolutely! Let's get this sorted. Double-check your username and password. If that doesn't work, try resetting your password. Still having trouble? Our support team is here to help!

Can you help me track my order?

You

Agent

Of course! Just give me your order number, and I'll track it for you. You can also visit the "Track Order" section on our website for updates..

Please give a higher score if you agree with the statement and a lower score if you disagree.

0102030405060708090100

The tone of Conversation B fits better with who I am.

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14/20

0 10 20 30 40 50 60 70 80 90 100



0 10 20 30 40 50 60 70 80 90 100

Conversation B
increased my
willingness to
use the chat
service in the
future more.



Please set a
slider to 0.



Intro for blended personality desc

Section 3 of 3

You've reached the final section of our survey!

Over the next three pages, you will encounter two versions of brief personality descriptions, along with preferences for different types of advertisements or interactions with an automated service agent. Please read the instructions carefully and provide your responses.

Personalized desc 1

Section 3 (1 of 3 pages)

Please review both personality descriptions and preferences regarding advertisements and interactions with automated service agents. Then, answer the question below:

Personality / Prefrence A	Personality / Prefrence B
You are outgoing, sociable, and talkative, making yourself great at connecting with others. However, you are a bit disorganized and prefer familiar routines. Ads and interactions should emphasize dynamic, sociable features and offer straightforward solutions to match your lifestyle.	You are reserved and prefer quiet environments but are very organized, responsible, and open to new experiences. You value efficiency and innovation, making yourself perfect candidates for ads and interactions that highlight productivity and creativity.

Please give a higher score if you agree with the statement and a lower score if you disagree.

0102030405060708090100

The "Personality / Preference B" fits better with who I am.

Personalized desc 2

Section 3 (2 of 3 pages)

Please review both personality descriptions and preferences regarding advertisements and interactions with automated service agents. Then, answer the question below:

Personality / Prefrence A	Personality / Prefrence B
You are more reserved, practical, and straightforward in your approach. You prefer simplicity and efficiency in their interactions and products. Ads and responses should focus on practicality and reliability, providing clear and direct solutions.	You are outgoing, sociable, kind, and cooperative, with a strong sense of responsibility and a creative mindset. You appreciate organized, dynamic environments and are likely to respond well to messages that emphasize organization, creativity, and supportive customer service.

Please give a higher score if you agree with the statement and a lower score if you disagree.

0102030405060708090100

The "Personality / Preference B" fits better with who I am.



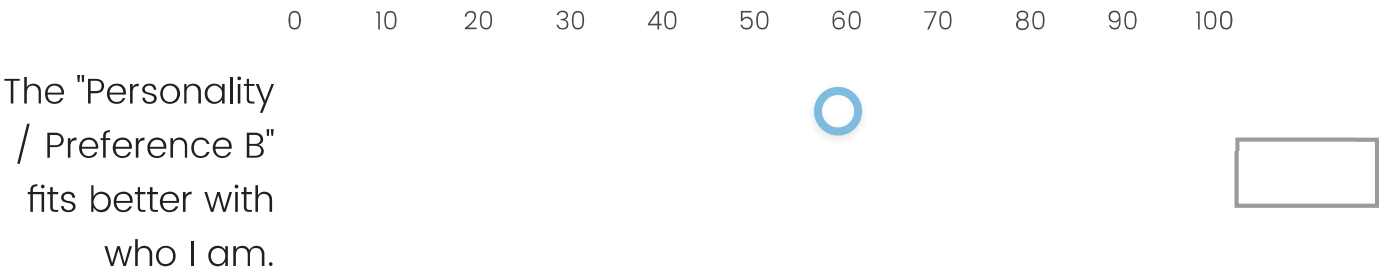
Personalized desc 3

Section 3 (3 of 3 pages)

Please review both personality descriptions and preferences regarding advertisements and interactions with automated service agents. Then, answer the question below:

Personality / Prefrence A	Personality / Prefrence B
You are assertive, competitive, and very organized, with a strong focus on achieving your goals. You may prefer products that enhance your efficiency and support your driven nature. Ads and responses should highlight reliability, high performance, and the ability to support a high-energy, ambitious lifestyle.	You are introverted but extremely kind, compassionate, and imaginative. You may struggle with organization but excel in creative thinking. Ads and conversations that focus on artistic expression and supportive assistance will resonate well with you.

Please give a higher score if you agree with the statement and a lower score if you disagree.



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