

Default Question Block

Welcome!

Thank you for considering participating in our research study on generative AI's capabilities in marketing, conducted as part of a master's thesis at the Technical University of Munich.

Time Commitment: The survey will take approximately 9 – 13 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 confirm that you are 18 years of age or older and consent to participate in this study.

Block 1

How old are you?

What is your gender?

- ☐ Male
- ☐ Female
- ☐ Non-binary / third gender
- ☐ Prefer not to say

What is the highest level of education you have completed?

- ☐ Less than high school
- ☐ High school graduate
- ☐ 2 year degree
- ☐ 4 year degree
- ☐ Professional degree
- ☐ Doctorate

How would you describe your race/ethnicity?

- ☐ White
- ☐ Black or African American
- ☐ Hispanic or Latino
- ☐ Asian
- ☐ Native American or Alaska Native
- ☐ Other

What is your current employment status?

- ☐ Unemployed
- ☐ Student
- ☐ Retired
- ☐ Homemaker

- ☐ Self-employed
- ☐ Part-time employment
- ☐ Full-time employment
- ☐ Contractor/freelance
- ☐ Other

What is your total annual household income before taxes?

- ☐ Less than \$10,000
- ☐ \$10,000 - \$19,999
- ☐ \$20,000 - \$29,999
- ☐ \$30,000 - \$39,999
- ☐ \$40,000 - \$49,999
- ☐ \$50,000 - \$59,999
- ☐ \$60,000 - \$69,999
- ☐ \$70,000 - \$79,999
- ☐ \$80,000 - \$89,999
- ☐ \$90,000 - \$99,999
- ☐ \$100,000 - \$149,999
- ☐ More than \$150,000

Block 7

Section 1 of 3

On the next four 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 4 pages)

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

Ad A	Ad B
Experience reliability with the iPhone. Perfect for those who value tradition and simplicity, it offers a user-friendly interface and practical features. Stick to what works with a device that prioritizes functionality and ease of use. The iPhone: for a straightforward, dependable experience.	Unleash your creativity with the iPhone! Its innovative features and cutting-edge technology support your artistic pursuits and intellectual curiosity. Explore new possibilities, capture stunning visuals, and express your unique vision. The iPhone: the perfect companion for your imaginative journey.

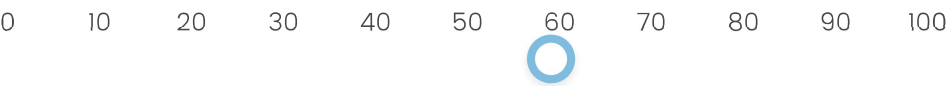
Please give a higher score if you agree with each of the

following statements and a lower score if you disagree.

For clarity, please choose a score preferably 49 or below for disagreement or 51 or above for agreement.

While selecting 50 (neutral) is allowed, clearer positions are appreciated.

	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"/>



Please set the slider to 0.

Personalized ads 2

Section 1 (2 of 4 pages)

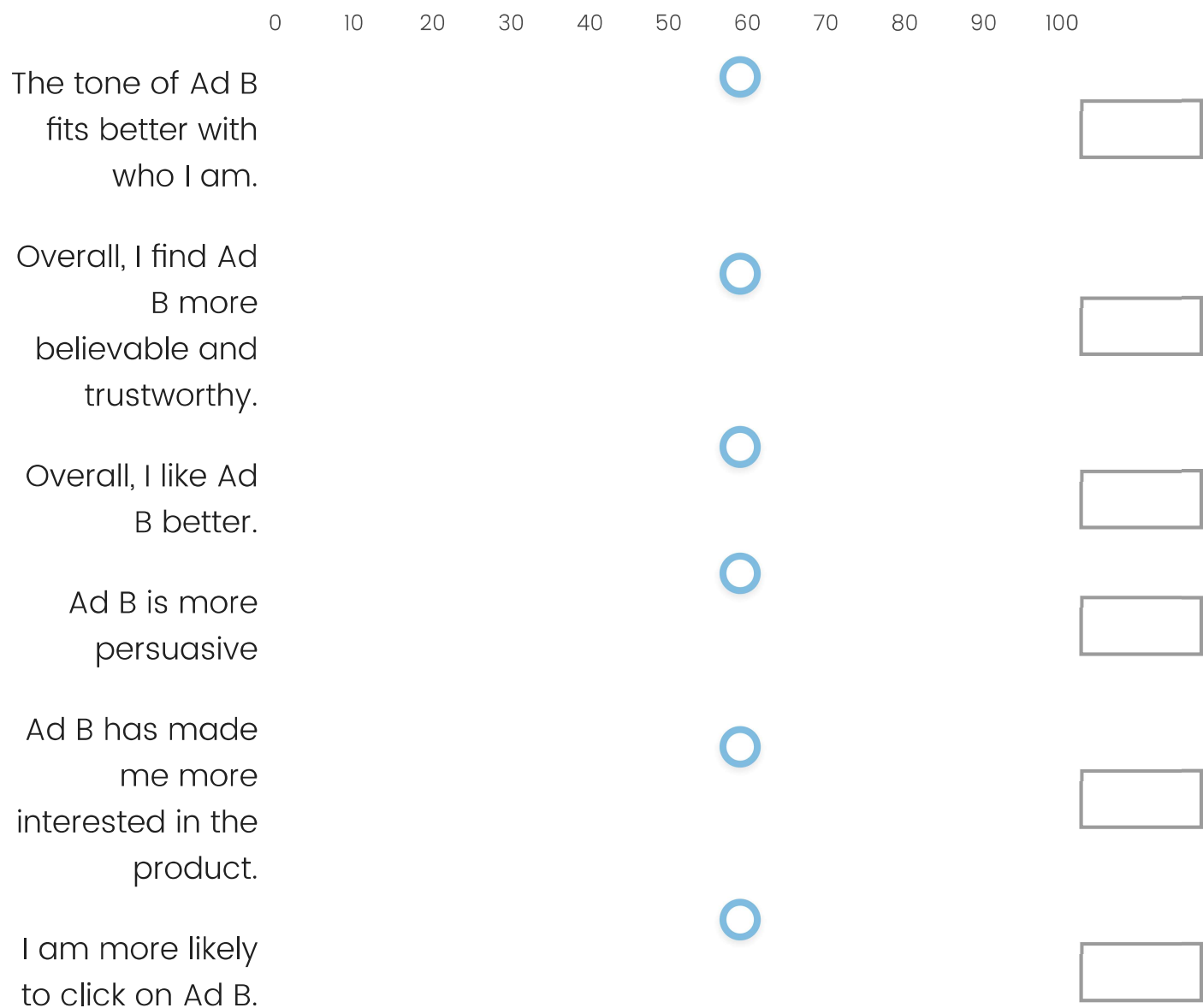
Please read both text ads for iPhone and answer the following questions:

Ad A	Ad B
Live spontaneously with the iPhone! Its effortless usability and smart features adapt to your impulsive lifestyle, making everyday tasks a breeze. Forget the stress of organization – the iPhone’s intuitive design keeps you on track, letting you enjoy life without the hassle.	Achieve your goals with the iPhone. Its superior organization tools and reliable performance help you stay disciplined and efficient. Manage your tasks, set reminders, and work hard with a device that’s as committed to excellence as you are. The iPhone: your partner in productivity.

Please give a higher score if you agree with each of the following statements and a lower score if you disagree.

For clarity, please choose a score preferably 49 or below for disagreement or 51 or above for agreement.

While selecting 50 (neutral) is allowed, clearer positions are appreciated.



Personalized ads 3

Section 1 (3 of 4 pages)

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

Ad A	Ad B
Discover the iPhone: your perfect companion for a serene, solitary lifestyle. With its user-friendly interface and seamless connectivity, you can enjoy quiet moments without interruptions. Stay connected with loved ones on your terms, while savoring the peace of solitude. The iPhone: perfect for your introverted needs.	Elevate your social game with the iPhone! Stay connected with friends, capture every moment, and share your energetic lifestyle instantly. With advanced camera features and seamless social media integration, the iPhone keeps you at the center of the action. Be outgoing, be sociable, be you with the iPhone.

Please give a higher score if you agree with each of the following statements and a lower score if you disagree.

For clarity, please choose a score preferably 49 or below for disagreement or 51 or above for agreement. While selecting 50 (neutral) is allowed, clearer positions are appreciated.

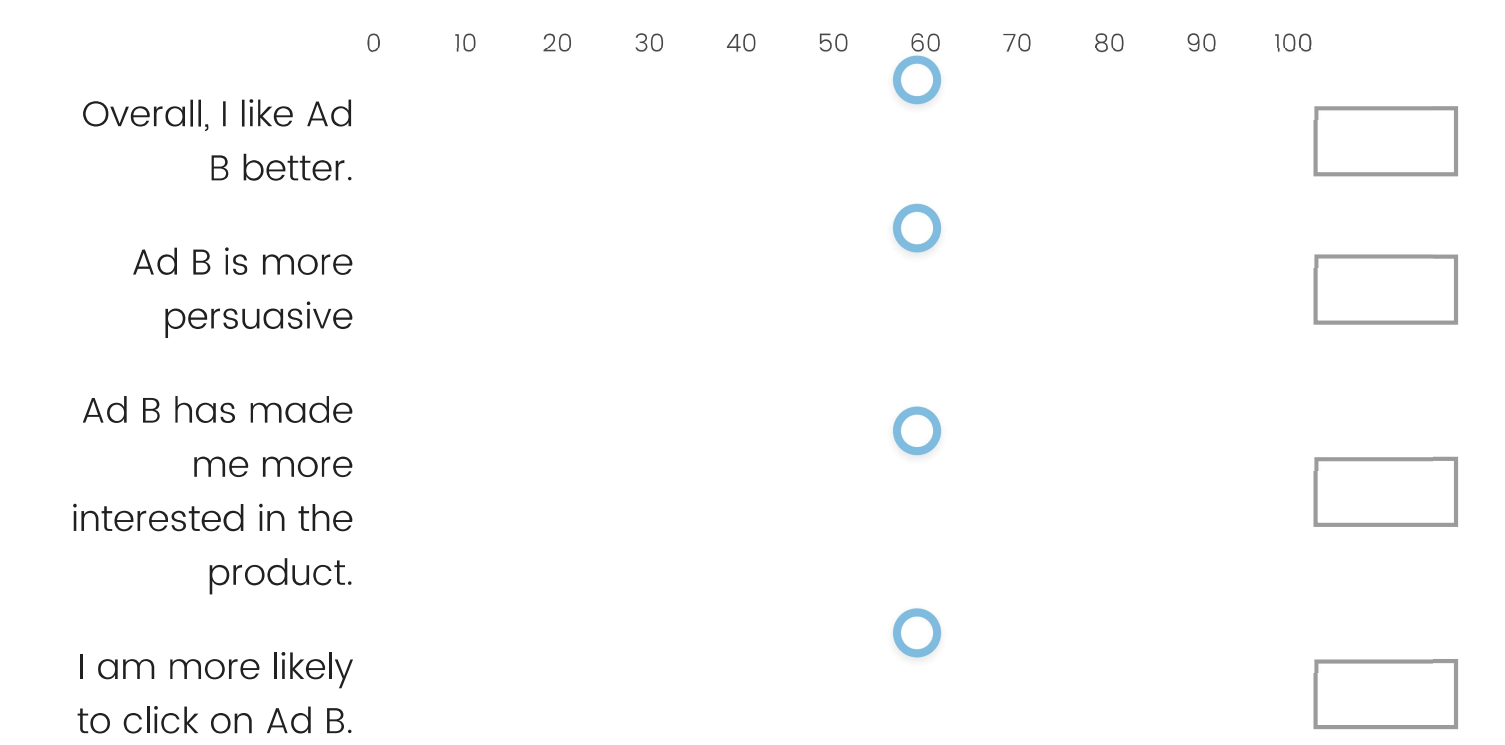
0102030405060708090100

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

60

Overall, I find Ad B more believable and trustworthy.

60



Personalized ads 4

Section 1 (4 of 4 pages)

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

Ad A	Ad B
Embrace the power of independence with the iPhone. Perfect for those who march to their own beat, its robust features and customization options let you navigate life your way. Compete, challenge, and conquer with the iPhone – your ultimate tool for personal success.	Spread kindness and stay connected with the iPhone. Its intuitive design and reliable performance make it easy to stay in touch with loved ones and help others. With features that foster cooperation and communication, the iPhone is your ally in building a more compassionate world.

Please give a higher score if you agree with each of the following statements and a lower score if you disagree.

For clarity, please choose a score preferably 49 or below for disagreement or 51 or above for agreement.

While selecting 50 (neutral) is allowed, clearer positions are appreciated.

	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"/>

0 10 20 30 40 50 60 70 80 90 100

I am more likely
to click on Ad B.

Please set the
slider to 100.

Block 3

Section 2 of 3

On the next four 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.

Block 8

Section 2 (1 of 4 pages)

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

Conversation A



Conversation A shows a chat interface with a blue header 'Talk to us' and 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

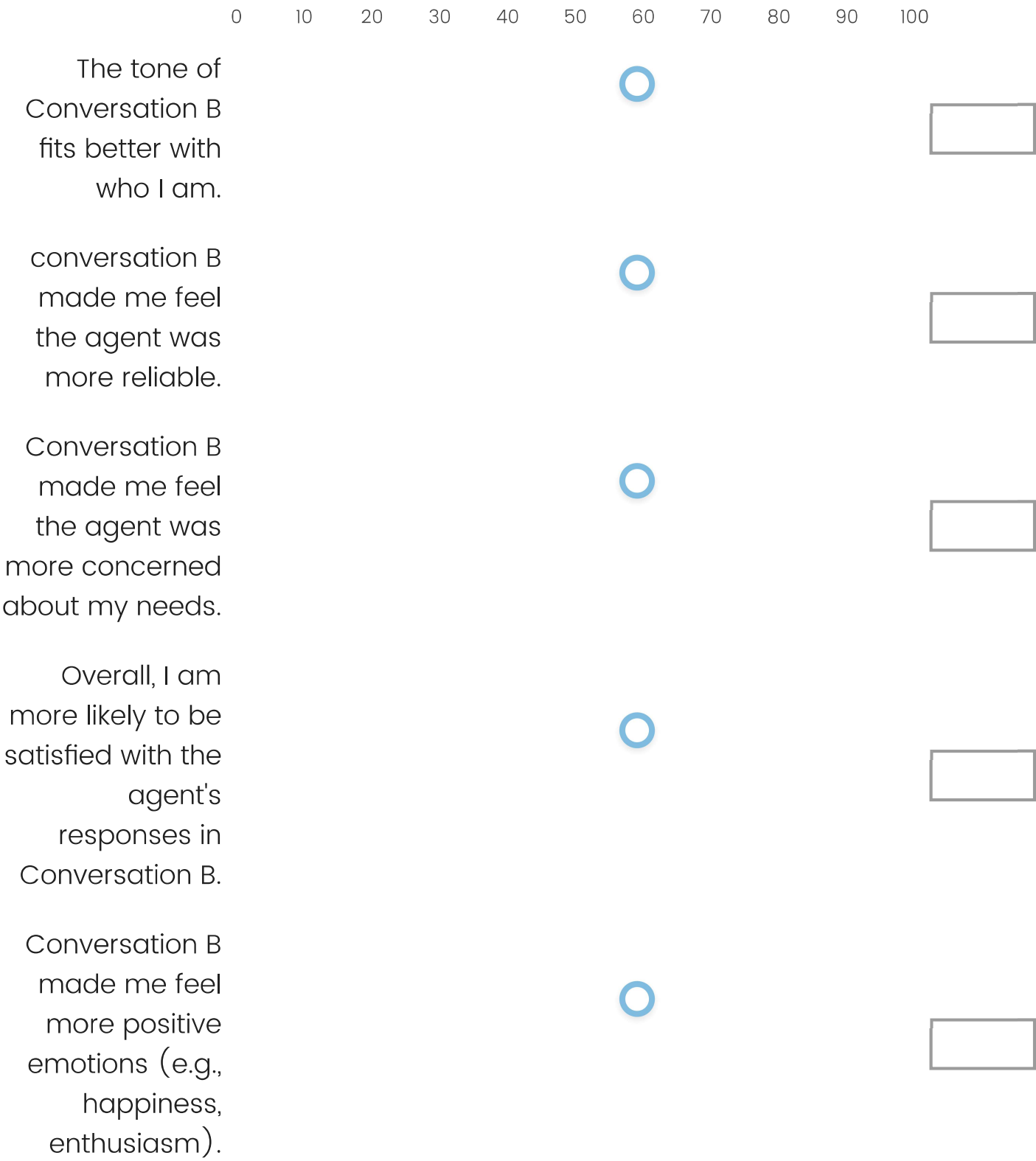


Conversation B shows a chat interface with a blue header 'Talk to us' and a smiley face icon. The user asks, 'I can't log into my account. Can you help?'. The agent responds, 'Absolutely! Double-check your username and password. If that doesn't work, you can reset your password. If you need further assistance, 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 each of the following statements and a lower score if you disagree.

For clarity, please choose a score preferably 49 or below for disagreement or 51 or above for agreement.

While selecting 50 (neutral) is allowed, clearer positions are appreciated.



0 10 20 30 40 50 60 70 80 90 100

Conversation B
made me want
to continue the
interaction
longer.



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



Chat 2

Section 2 (2 of 4 pages)

Please review both conversations between a user and an automated service agent on an e-commerce website and answer the question 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?

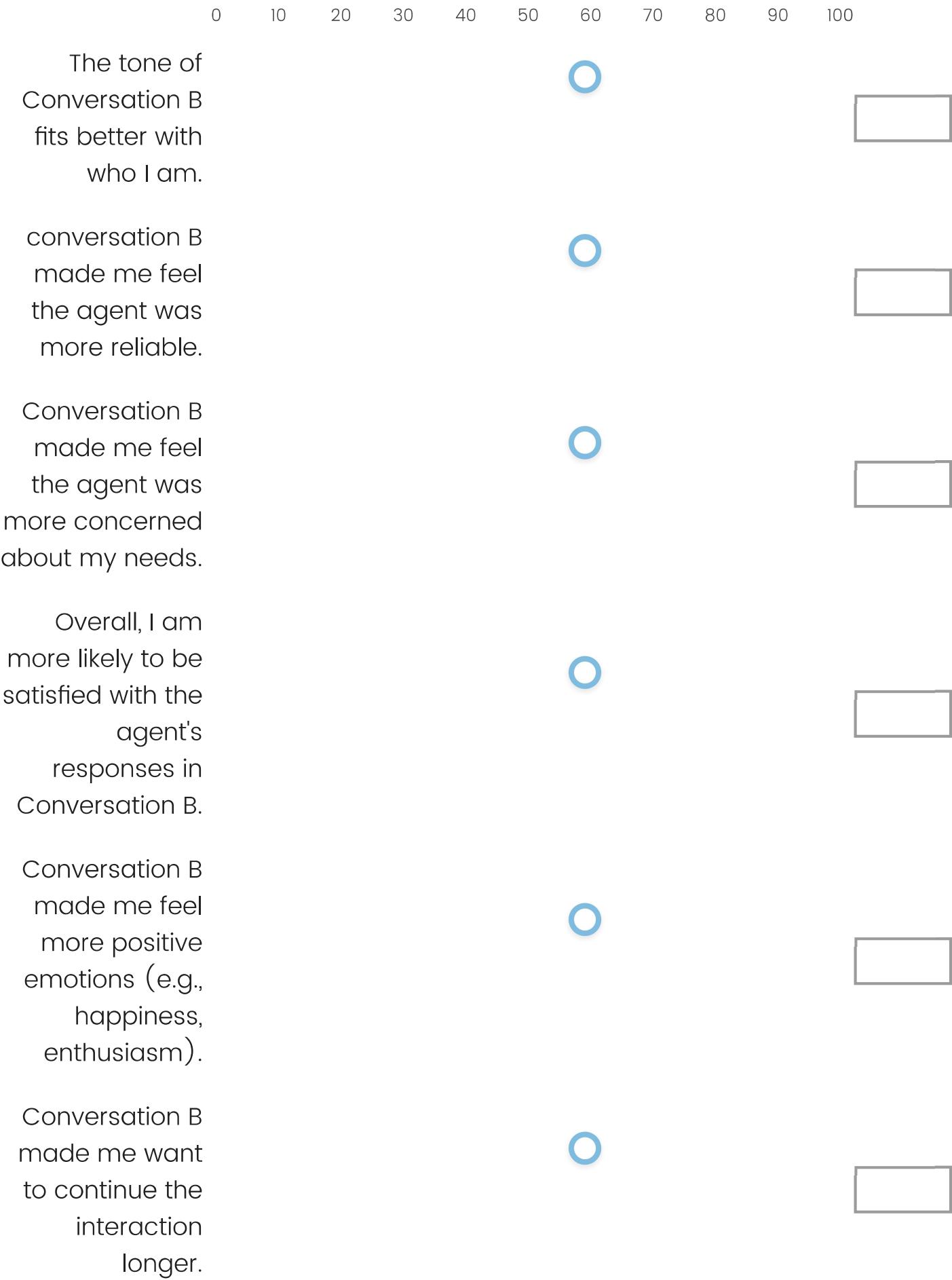
You

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 each of the following statements and a lower score if you disagree.

For clarity, please choose a score preferably 49 or below for disagreement or 51 or above for agreement. While selecting 50 (neutral) is allowed, clearer positions are appreciated.



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.

chat 3

Section 2 (3 of 4 pages)

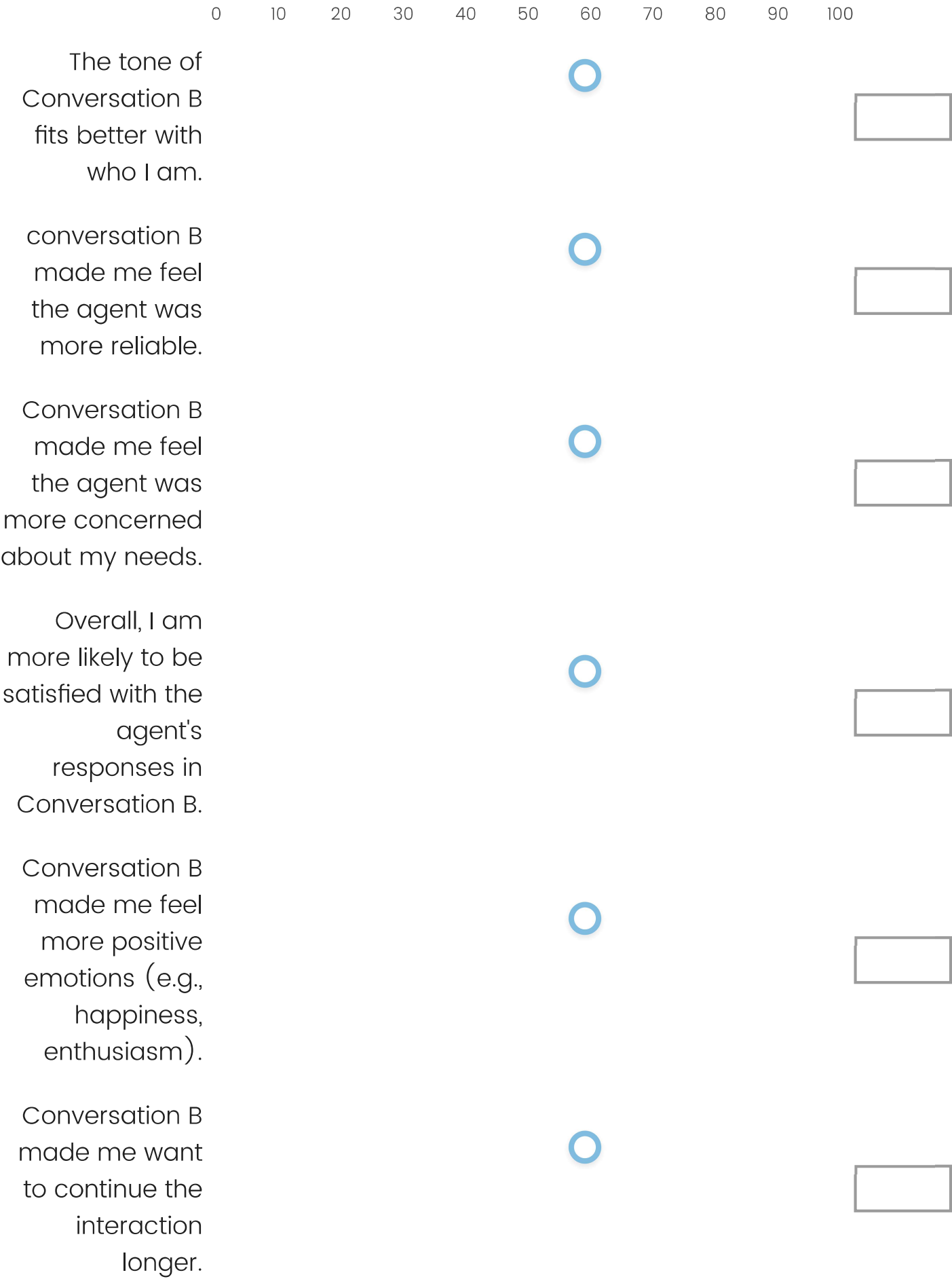
Please review both conversations between a user and an automated service agent on an e-commerce website and answer the question below:



Please give a higher score if you agree with each of the following statements and a lower score if you disagree.

For clarity, please choose a score preferably 49 or below for disagreement or 51 or above for agreement.

While selecting 50 (neutral) is allowed, clearer positions are appreciated.



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.



chat 4

Section 2 (4 of 4 pages)

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

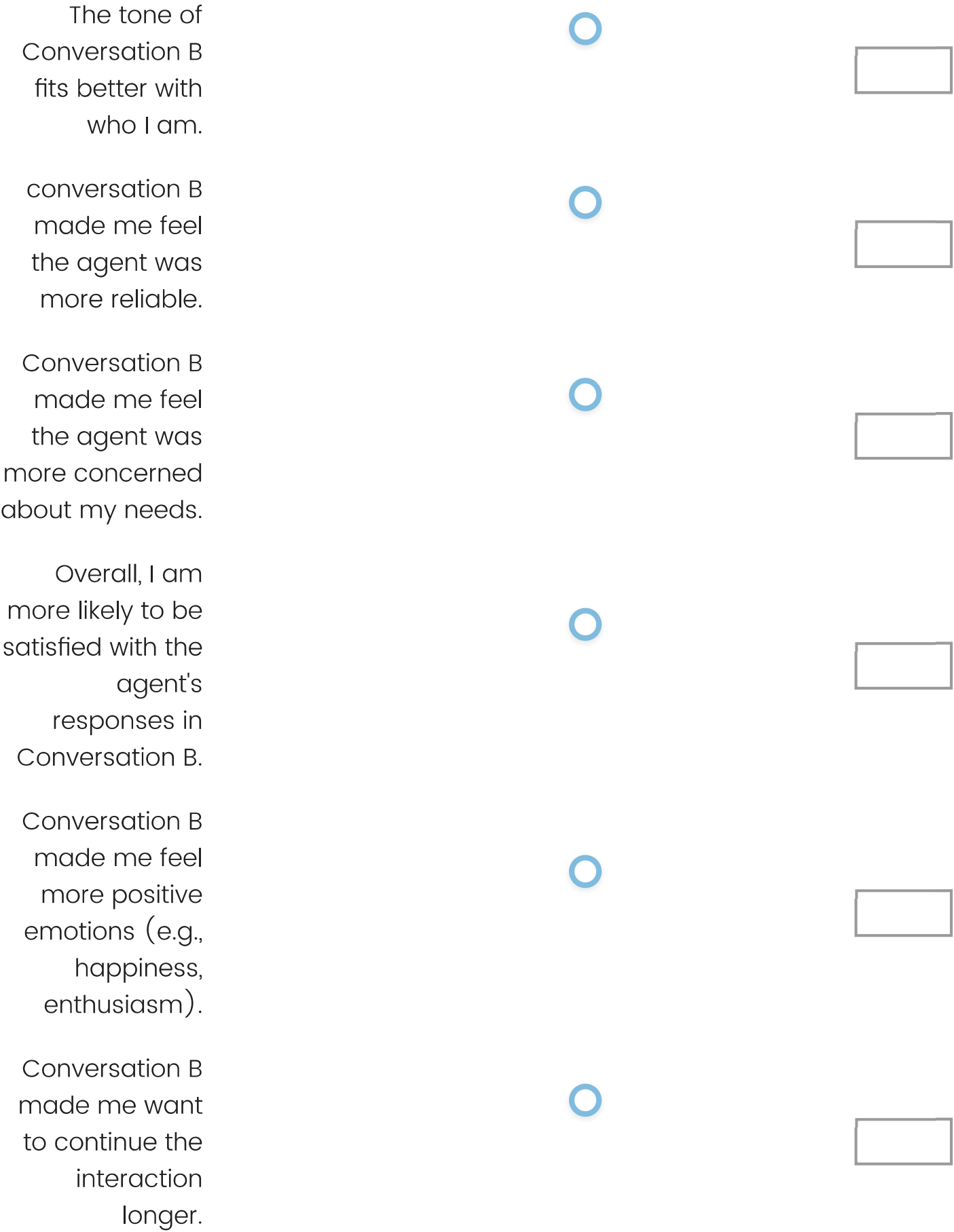


Please give a higher score if you agree with each of the following statements and a lower score if you disagree.

For clarity, please choose a score preferably 49 or below for disagreement or 51 or above for agreement.

While selecting 50 (neutral) is allowed, clearer positions are appreciated.

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.



Block 12

Section 3 of 3

You've reached the final section of our survey!
In Section 3, we have 30 short questions to assess your
personality traits, and then you'll be all done!

Block 13

Please select the option that best describes your
agreement with each statement:

	Disagree Strongly	Disagree a little	Neutral; no opinion	Agree a little	Agree Strongly
Tends to be quiet.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is compassionate, has a soft heart.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tends to be disorganized.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Worries a lot.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is fascinated by art, music, or literature.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is dominant, acts as a leader.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is sometimes rude to others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has difficulty getting started on tasks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tends to feel depressed, blue.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has little interest in abstract ideas.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is full of energy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assumes the best about people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is reliable, can always be counted on.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is emotionally stable, not easily upset.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is original, comes up with new ideas.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is outgoing, sociable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Disagree Strongly	Disagree a little	Neutral; no opinion	Agree a little	Agree Strongly
Can be cold and uncaring.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Keeps things neat and tidy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is relaxed, handles stress well.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has few artistic interests.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prefers to have others take charge.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is respectful, treats others with respect.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is persistent, works until the task is finished.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feels secure, comfortable with self.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is complex, a deep thinker.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is less active than other people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tends to find fault with others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Can be somewhat careless.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is temperamental, gets emotional easily.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has little creativity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

We may ask for your cooperation in a follow-up survey. It will be similar but shorter, and will not include personality assessment questions like in Section 3.

Are you willing to participate and receive an invitation for the follow-up survey?

- ☐ Yes
- ☐ No

Powered by Qualtrics