The Use of AI-Generated Product Photography for Marketing Purposes*

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Abstract

In the rapidly evolving landscape of digital marketing, the integration of AI technology has paved the way for innovative approaches, notably in the realm of AI-generated product photography. This paper presents a detailed examination of the impact of AI-generated background images in perfume marketing campaigns, shedding light on their potential as a cost-effective and visually appealing option for marketers. Our study, while providing compelling evidence of the positive reception of AI-generated background images, acknowledges the need for further exploration in this emerging field. Future research directions could delve deeper into additional factors influencing consumer preferences, including the impact of different AI-generated backgrounds on brand perception and the potential for AI-generated images to enhance the storytelling aspect of perfume marketing.

While our research focused only on the perfume industry, the results can be easily extrapolated for a wide range of industries and products where the visual presentation plays a crucial role in marketing said product to potential customers. As the integration of AI technology in marketing practices continues to evolve, this study not only contributes to the current understanding of AI-generated imagery but also highlights avenues for future research and innovation. It is anticipated that further advancements in AI-generated imagery will shape the landscape of marketing in various industries, particularly within the fragrance market, where visual appeal and consumer engagement play pivotal roles in successful campaigns.

Keywords: ai generated images, ai product photography, ai images for marketing

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