The Effect of Artificial Intelligence Supported Advertising Films on Students: Cola-Cola Masterpiece Commercial Movie Example

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Abstract
The field of advertising has a structure that shapes consumer preferences and behaviors. The field of advertising undertakes the tasks of reflecting cultural values and norms, reinforcing or changing gender roles, and supporting social responsibility and campaigns. In addition, advertising, whose main purpose is sales, has a structure that shapes and informs society when considered in social dimensions. Artificial intelligence, which is today's developing and rising technology, is a technological tool that brings the physical and digital world together and affects many other fields such as economy, industry, social field, education. It is thought that the widespread integration of these technologies, which we use in almost every aspect of our daily lives, in the education sector has a significant potential for progress.
In this context, in this study, the attitudes of students studying at universities in the TRNC towards artificial intelligence applications were analyzed in order to make sense of the impact of artificial intelligence technology used in the field of advertising, which reaches social dimensions, affects social situations and changes with the effects of developing and changing technologies, on students studying. In addition, the impact of advertisements developed with artificial intelligence on education was also analyzed.
Keywords: Artificial Intelligence, Advertising, Education and Advertising, Artificial Intelligence and Advertising.

Introduction

Advertising, whose main purpose is to persuade the target audience and deliver the targeted campaigns to the audience through many channels, is spread over a wide spectrum as a sector. In other words, while advertising activities inform consumers about goods and services, they also influence consumers' purchasing behavior by using marketing activities. Advertisements have a structure that can shape consumers' preferences and behaviors, reflect cultural values and norms, reinforce or transform gender roles, and sometimes even cause controversial issues in society.
In addition, when advertising, whose main purpose is sales, is considered in social dimensions, it has a structure that directs and informs the society. Advertising is also a reflector of society. It would be a correct approach to say that this situation is related to the fact that advertising carries cultural values and that product brands are shaped according to the values of society and reflect these situations. In other words, it gives the society what it expects in the way the society expects. Therefore, it would be correct to say that advertisements have a significant impact on society.
With the impact of developing and changing technological approaches, people are changing, developing and taking part in new studies to meet their needs. Thanks to their ability to think, learn and adapt, people make various discoveries and inventions to make the world a better place. The role of technology and its elements in making these discoveries is a visible detail. Undoubtedly, the most current and influential design of technology is artificial intelligence and its applications.
Artificial intelligence, in the most general definition, refers to intelligence adapted by machines. Artificial Intelligence is a technological development that enables computers to gain human-like thinking, learning and decision-making abilities by imitating the functions of the human brain. This technology facilitates people's lives by helping them perform tasks that are not possible for humans, and helps them find answers to problems that are difficult to solve. Today, artificial intelligence has become a condition that brings together the physical, biological and digital worlds, affecting every economy, industry, sector and many fields. Artificial intelligence is present in human life in many ways. Examples include chatbots, smart assistants and recommendation engines.
It is necessary to say that the field of education is also included in these fields. One of the still debated issues is how to effectively integrate artificial intelligence applications into education. In this context, many predictions and ideas are put forward. For example, some opinions focus on the tasks that artificial intelligence applications can take over for teachers in the classroom, while others focus on how the transfer of knowledge to students can become more efficient. The education system around the world is constantly renewing and improving itself with the integration of

artificial intelligence applications. Despite the increased use of artificial intelligence in every field, it is still unclear how artificial intelligence applications can be used in education and how they can offer advantages to educators, administrators, students and indirectly to families.

In this direction, advertisements have a structure that can shape the interest, attitude and intention of the target audience according to the message conveyed. How artificial intelligence and its applications will progress in the future is the subject of research today. In this direction, in this study, the field of advertising, which has reached social dimensions and has become a situation that can affect social situations with the effect of developing and changing technologies, artificial intelligence, which is today's new technological development, and the dimensions of artificial intelligence applications used in advertisements have been discussed and tried to be made sense of. In addition, by making sense of the effects and attitudes of advertisements developed with artificial intelligence on university students, is it possible for commercials developed with artificial intelligence technology to have educational qualities? An answer to the question was sought.

Attitude towards advertising is the positive or negative response of the target audience to a certain advertising stimulus in the event that it is influenced. Artificial intelligence applications will start a new beginning by affecting our lives in the future. Based on this situation, the hypotheses guiding the research were prepared as follows.

H1: Artificial intelligence advertisements have a positive effect on students.

H2: General attitude towards artificial intelligence is progressing in a positive direction.

H3: Artificial intelligence advertisements have an educational quality on students.

Literature Review

The Concept of Advertising and Attitudes towards Advertising

It is possible to explain the concept of advertising with many definitions. With a general definition, advertising means promoting and delivering many products, ideas and services to many audiences by using traditional and new media opportunities. The main purpose of advertising is to persuade the target audience. According to another definition, advertising is to create a lasting effect on the target audience that it has determined in line with its purpose and to encourage them to buy in order to influence the thoughts and habits of that audience (Göktaş & Tarakçı, 2018).

Advertising cultural indicators touch the emotions of consumers by controlling the concepts of perception through the images it has determined and by giving a new direction. Advertising creates a bond between the consumer and the product or service by creating its own simulation with the reality it has created. It aims to arouse consumer interest in the product or service. In this context, the role of advertising in shaping society is invaluable.

In another definition, advertising is considered as an element of communication and is defined as the activities developed to communicate with target audiences. In another definition, advertising, which is touted as one of the means of communication of our age, is defined as a tool that encourages businesses to reach and direct the target audience to the extent they want and encourage them to buy the product. Attitude towards advertising is defined as the state of responding positively or negatively to the advertisement that the target audience perceives in case of exposure.

Attitude towards advertising is defined as the target audience's positive or negative response to the advertisement they perceive in case of exposure. Advertising elements can also direct the behaviors and attitudes that the target audience develops towards the advertisement that shows the information and emotions obtained through advertising. It is also effective in cases where the target audience feels excessive or low sympathy for any product, service or corporate brand.

The fact that advertisements also have informative and informative features may affect the target audience and cause the target audience to exhibit positive attitudes towards the advertisement. In addition, various appealing elements in advertisements may also contribute to the display of positive behaviors and attitudes towards advertisements. On the other hand, it is thought that there are situations such as encouraging excessive consumption, helping to produce unwanted desires in the target audience through false needs, and the use of counterfeit products.

In addition, in the studies conducted to understand students' attitudes towards advertising, it has been stated that students do not have a negative opinion towards advertising. (Onay, 2012).

Artificial Intelligence and Advertising Relationship

Artificial intelligence, which encompasses many fields such as computer engineering, neurology, philosophy, psychology, robotics and linguistics, is defined as the scientific field that studies computer software, robot design, etc. that exhibit behaviors specific to human intelligence such as perception, reasoning, thinking, learning, comprehension, intuition and design. (Acar, 2022).

ESCP Europe Business School (2018) In his publication, he defines artificial intelligence as the responsibility of a system to correctly interpret external data, to learn from this data and to flexibly adapt the learning to achieve specific goals and tasks. In other words, computer systems exhibit human-like behaviors such as intelligent thinking,

troubleshooting problems, establishing meaning-effect relationships or making generalizations, in other words, computer systems have skills like humans.
Artificial intelligence includes various capabilities. However, each artificial intelligence system is designed for a specific purpose. For example, if an AI system is developed to play chess, it may be successful at beating humans, but it cannot perform other tasks such as medical diagnosis, mood analysis or weather forecasting. Therefore, because AI systems are designed for a specific purpose, they can only fulfill that purpose.
It is difficult to understand the ever-changing emotional and intellectual world of consumers. Today, consumers want to learn, live or experience many things at the same time. With the convenience provided by technology, consumers express their needs, expectations, desires and tastes in various ways. These expressions include different forms of communication such as comments, online searches, videos and different platforms such as face-to-face communication, websites and social media.
Today, the process of creating advertising is still managed by humans. Artificial intelligence is being used in various areas of advertising and marketing, but creative and strategic decisions are often the responsibility of humans. Humans manage key stages of the creative process, such as brand identity, audience analysis, message creation and creative ideas. AI can play a supporting role in this process, but human creativity and understanding is still important.
It is thought that artificial intelligence will have a significant impact on the advertising industry and will carry the advertising industry to another dimension in the future. When the advantages that artificial intelligence provides to digital advertising are considered, the advantages that artificial intelligence provides to the advertising sector today are that artificial intelligence can automatically ensure brand security in the field of digital advertising, artificial intelligence can offer continuously developable and programmable possibilities, it can offer measurable suggestions and solutions about brand security, it can audit and improve digital advertising models against changing risky content, it can develop predictable solutions and take measures against significant false advertising threats, and it can develop new digital advertising approaches by observing changing consumer structures in accordance with digital advertising models. (Kietzmann, Jeannette, & Treen, 2018).

Relationship between Education and Artificial Intelligence

Artificial intelligence is the ability of a computer or computer-controlled machine to perform mental tasks such as thinking, deducing meaning, generalizing and learning from past experiences, which are called humanoid behaviors. When today's artificial intelligence studies are considered, we can say that not only knowledge-oriented issues related to education, but also artificial intelligence applications related to knowledge and logic are also included in this field. Artificial intelligence in the field of education is defined as computing systems that can be involved in subjects studied by humans, such as learning, adaptation, design, self-correction and difficult-to-solve operations, data utilization

Alanoğlu and Karabatak (2020) According to their studies, the factors that differentiate artificial intelligence applications from other educational technologies and make this technology special are as follows:

- Being able to criticize education and the personal needs of the student,
- Being able to communicate with the student and respond to the student's problems,
- The student can model the learning process,
- To be able to decide what information the student needs based on the student's past impression,
- To be able to make decisions according to the learner's level of understanding,
- To be able to make decisions in relation to the education process.

Artificial intelligence-supported applications such as personalized education, oral education systems, investigative education systems, information mining in education, writing analysis of students, education systems for individuals with special needs, artificial intelligence-supported evaluation and measurement systems are in the field of education. As an example, it is necessary to say that artificial intelligence directly helps the school administration and indirectly helps education in cases such as preparing course programs with artificial intelligence applications, preparing teacher-staff programs, preparing programs related to exam management, cyber security, security of school and facility areas (Arslan, 2020).
Artificial intelligence is thought to contribute to the education system in many ways, from online speech applications that offer online student support all day, to learning and teaching algorithms tailored to the needs of students or personalized learning and teaching algorithms. In the research on artificial intelligence, applications such as obtaining data with voice and face recognition systems, establishing educational standards for the evaluation of courses and course subjects, developing learning places with three-dimensional and hologram environments, using augmented reality (VR) technology in the field of education, creating and developing artificial intelligence-supported lecturers will be encountered in the future.
Akdeniz and Özdinç (2021) In their studies, they addressed artificial intelligence tools based on education under three

different headings: student-oriented, instructor-oriented, system-based educational artificial intelligence technologies. Student-oriented artificial intelligence applications are personalized methods that allow students to work on any subject and make their learning easier. In systems developed for educators, these are studies developed to reduce the workload by automating tasks such as supporting the educator and contributing to school management. In education-based artificial intelligence applications, it is an application that provides the necessary help for educators to provide support and guidance to students when necessary.

Considering the fact that advertisements shape the society and that advertising and artificial intelligence applications affect many areas of the future. Considering these situations and in line with the hypotheses based on the information in the literature, the model of the research is as shown in Figure 1.

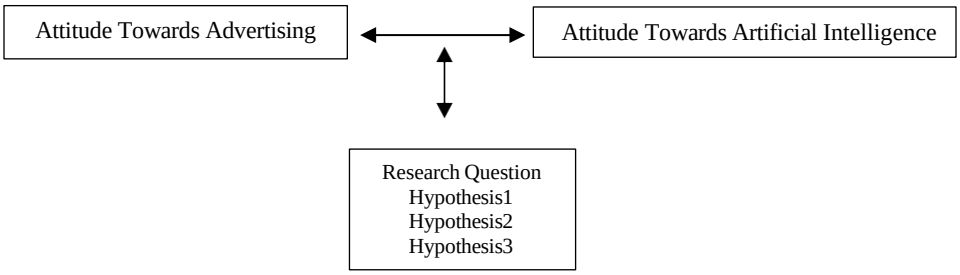

Figure 1: Research Model

Method

Convenience sampling method was used in this research because it allows obtaining open-ended data, analyzing texts or visuals, expressing the data obtained with figures and tables and interpreting the information according to the researcher. In addition, quantitative research method was also used in the study in order to reach generalizable results for the main mass by using numerical data. The structured questionnaire method was utilized as a data collection tool, and the data were collected by reaching the student group studying in the TRNC, which is the main mass of the study, with the online questionnaire. The most accepted approach within the framework of general sampling rules is the rule of collecting ten observations for one question in survey research. In other words, in line with this rule, a sample should be obtained at most 10 times the number of questions. (Statistics, 2023). Since the number of observed variables used in the study was 25, 250 was determined as the minimum sample size. Survey data were collected between November 13-28, 2023. As a result of data collection, the analysis was carried out on 285 participants. SPSS program was used to analyze the data obtained.

Advertisement Stimulus

In the study, the example of the commercial movie titled Masterpiece prepared by artificial intelligence of the Coca-Cola company was used for artificial intelligence advertisements. The commercial, which is 1 minute 52 seconds in duration, was pinned at the beginning of the survey link and the participants were asked to answer the questions after watching the commercial.

The commercial takes place in an educational museum. In the movie, students draw a project design and are checked by the teacher. A student sits in a row asleep. Realizing this situation, the museum artifacts become active and try to deliver the Coca-Cola drink to the sleeping student without being noticed by the people in the museum. Taking a sip of the drink, the student is inspired and quickly designs his project and comes to his senses. At the end of the commercial, the Coca-Cola logo and the slogan "Real Magic" appear and the commercial ends. The message of the commercial is that Coca-Cola drink is a source of inspiration for students.

Measurement Tools

Zaichkowsky's methodology for interpreting the participants' attitudes and interests towards the advertisement (2013) Kaya et al. to measure the variables of attitudes and behaviors towards artificial intelligence. (2022) The general attitude scale towards artificial intelligence, which they developed and used in their research, was utilized. In addition, while trying to make sense of the impact of advertisements developed with artificial intelligence on education, the survey was utilized from the scale of attitudes towards advertising.

Population and Sample

Table 1. Distribution of Socio-Demographic Characteristics of Participants

	Number (N)	Percentage (%)
Gender		
Woman	173	60,70
Male	112	39,30
Age		
18-24 years old	68	23,86
25-30 years old	77	27,02
Over 30 years old	140	49,12
Having knowledge about artificial intelligence		
Yes	221	77,54
No.	64	22,46
Level of knowledge about artificial intelligence applications		
Bad	120	42,11
Middle	141	49,47
Good.	24	8,42
Never used an AI-supported application before		
Yes	123	43,16
No.	162	56,84
Total	285	100,00

Table 1 shows the distribution of the socio-demographic characteristics of the participants, and it was determined that 60.70% of the participants were female and 39.30% were male, 23.86% were 18-24 years old, 27.02% were 25-30 years old and 49.12% were over 30 years old. It was determined that 77.54% of the participants had knowledge about artificial intelligence, 42.11% had poor knowledge, 49.47% had fair knowledge and 8.42% had good knowledge, and 43.16% of the participants had used artificial intelligence-supported applications before.

Statistical Analysis of Data

SPSS 27.0 and SPSS AMOS 21.0 software were used for statistical analysis of the research data, frequency analyses were made for the socio-demographic characteristics of the participants and descriptive statistics were given for scale scores.

The normal distribution of the data was examined with the Kolmogorov-Smirnov test and skewness and kurtosis coefficients and it was determined that the data fit the normal distribution. Accordingly, parametric tests were used in the study.

Confirmatory factor analysis, Cronbach's alpha and halving test were used for the validity and reliability of the scales used in the study. Pearson product-moment correlation coefficient was examined for the correlations between the scales and multivariate linear regression analysis was used for predictive validity.

Findings

Validity-Reliability Studies of the Scales

In this part of the study, the validity and reliability findings of the scales used in the research are presented.

Attitude Towards Advertising Scale

Confirmatory factor analysis was applied to ensure the construct validity of the 4-item Attitude Towards Advertising Scale used to determine the attitude towards advertising and the findings obtained are given.

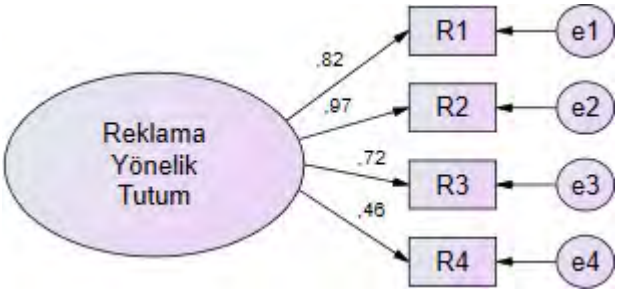

Figure 1. Confirmatory Factor Analysis path diagram of Attitude Towards Advertising Scale

When Figure 1. is examined, it is determined that the Attitude Towards Advertising Scale has a single-factor structure and the factor loadings of the items in the scale vary between 0.46 and 0.97. Goodness of fit indices for the model are given in Table 2.

Table 2. Goodness of fit indices of the CFA model of the Attitude Towards Advertising Scale

Indis	**Calculated Value**	**Compliance Border**	**Harmony Status**
χ^2/sd	3,873	<5	Suitable
Goodness of Fit Index (GFI)	0,986	>0,90	Suitable
Normed Fit Index (NFI)	0,986	>0,90	Suitable
Comparative Fit Index (CFI)	0,989	>0,90	Suitable
Root Mean Square Error of Approximation (RMSEA)	0,071	<0,8	Suitable

When the goodness of fit indices given in Table 2 are examined, χ^2/sd=3.873, Goodness of Fit Index (GFI=0.986), Normed Fit Index (NFI=0.986), Comparative Fit Index (CFI=0.989) and Root Mean Square Error of Approximation (RMSEA=0.071) were found. Accordingly, it was determined that all goodness-of-fit indices of the model were appropriate and the construct validity of the Attitude Towards Advertising Scale was ensured.

Within the scope of the reliability study of the Attitude Towards Advertising Scale, cronbach alpha test and halving test were applied to examine its internal consistency. Cronbach's alpha coefficient of the Attitude Towards Advertising Scale was determined to be 0.811, and as a result of the halving test, it was determined that the correlation between halves was 0.686. In this context, it was determined that the Attitude Towards Advertising Scale is a reliable scale.

In line with these findings, the Attitude Towards Advertising Scale was found to be a valid and reliable measurement tool with a single-factor structure in accordance with its original form.

General Attitude Towards Artificial Intelligence Scale

Confirmatory factor analysis was conducted to determine the validity of the General Attitude Towards Artificial Intelligence Scale, which was used to determine the general attitudes of the participants included in the study towards artificial intelligence, and the findings obtained are shown below.

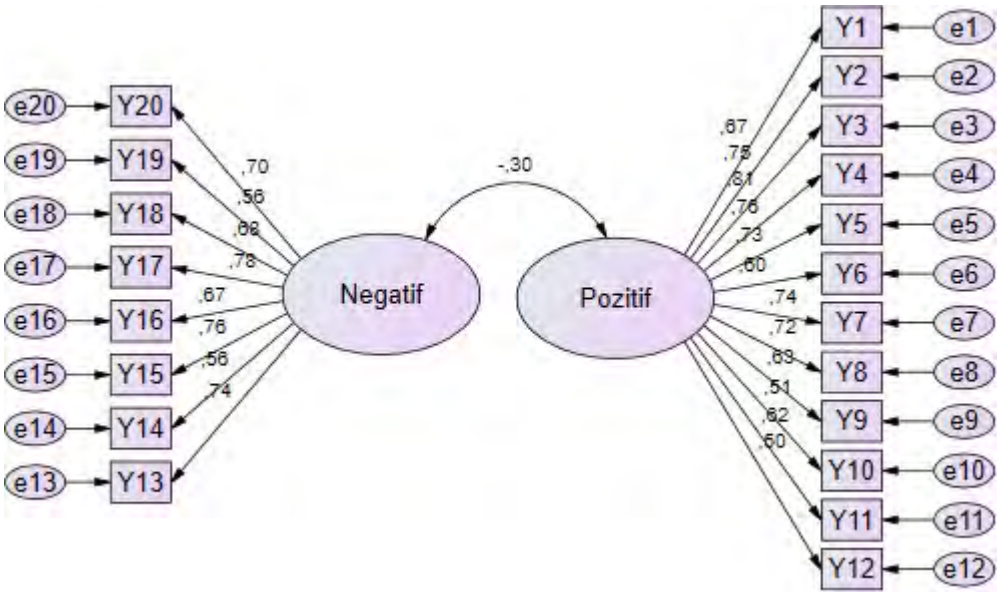

Figure 2. Confirmatory Factor Analysis Path Diagram of the General Attitude Towards Artificial Intelligence Scale

When Figure 2. is examined, it is determined that items 1-12 of the General Attitude Towards Artificial Intelligence Scale, which has a two-factor structure as positive and negative attitude, show positive attitude and the factor loadings of these items vary between 0.50 and 0.81, while items 13-20 show negative attitude and the factor loadings of these items vary between 0.56 and 0.78. The goodness of fit indices of the model are shown in Table 3.

Table 3. Goodness of Fit Indices of the CFA Model of the General Attitude Toward Artificial Intelligence Scale

Indis	**Calculated Value**	**Compliance Border**	**Harmony Status**
χ^2/sd	2,806	<5	Suitable
Goodness of Fit Index (GFI)	0,936	>0,90	Suitable
Normed Fit Index (NFI)	0,925	>0,90	Suitable
Comparative Fit Index (CFI)	0,954	>0,90	Suitable

Root Mean Square Error of Approximation (RMSEA)	0,065	<0,8	Suitable

According to Table 3, the goodness of fit indices of the confirmatory factor analysis model of the General Attitude Towards Artificial Intelligence Scale were calculated as $\chi^2/sd=3.873$, Goodness of Fit Index (GFI=0.986), Normed Fit Index (NFI=0.986), Comparative Fit Index (CFI=0.989) and Root Mean Square Error of Approximation (RMSEA=0.071). In this context, it was determined that all goodness of fit indices of the General Attitude Towards Artificial Intelligence Scale were within the appropriate limits and the construct validity of the scale was ensured.
Cronbach's alpha coefficient for the reliability of the scale was found to be 0.889 for the General Attitude Towards Artificial Intelligence Scale, 0.902 for positive attitude and 0.873 for negative attitude. According to the results of the halving test, the correlation coefficient between the halves was calculated as 0.405.
When the above findings are evaluated, it is determined that the General Attitude Towards Artificial Intelligence Scale is a valid and reliable two-dimensional measurement tool in accordance with its original form.

The Effect of Attitude Towards Artificial Intelligence on Attitude Towards Advertising

In this section, the findings obtained in order to determine the effect of the participants' attitudes towards artificial intelligence on their attitudes towards advertising are presented. First of all, the scores of the participants from the General Attitude Towards Artificial Intelligence Scale and Attitude Towards Advertising Scale were given and the correlations between the scales were examined. Then, regression analysis was conducted to determine the effect of attitudes towards artificial intelligence on attitudes towards advertising.

Table 4. Correlations between the General Attitude Towards Artificial Intelligence Scale and the Attitude Towards Advertising Scale

	$\bar{x}$±s	Positive attitude	Negative attitude	**General Attitude Towards Artificial Intelligence**	**Attitude Towards Advertising**
Positive attitude	3,60±0,69	1			
Negative attitude	2,84±0,78	-0,268**	1		
General Attitude Towards Artificial Intelligence	3,30±0,58	0,855**	-0,730**	1	
Attitude Towards Advertising	3,61±0,83	0,440**	-0,096	0,364**	1

***p<0,01*

When Table 4 is analyzed, it is seen that the participants scored 3.30±0.58 points in the General Attitude Towards Artificial Intelligence Scale, 3.60±069 points in the positive attitude sub-dimension of the scale and 2.84±0.78 points in the negative attitude sub-dimension. Participants scored 3.61±0.83 points from the Attitude Towards Advertising Scale. When the correlations between the General Attitude Towards Artificial Intelligence Scale and the Attitude Towards Advertising Scale were examined, it was found that there was a statistically significant positive correlation between positive attitude towards artificial intelligence and Attitude Towards Advertising Scale scores ($r=0.440;p<0.05$), while there was no statistically significant correlation between negative attitude towards artificial intelligence and Attitude Towards Advertising Scale scores ($r=-0.096;p>0.05$). In addition, there was a statistically significant positive correlation between the General Attitude Towards Artificial Intelligence Scale and Attitude Towards Advertising Scale scores ($r=0.364;p<0.05$).

Table 4. Predictive status of General Attitude Towards Artificial Intelligence Scale scores on Attitude Towards Advertising Scale scores

				Correlations			Collinearity	
	β	t	p	Zero-order	Partial	Part	Tolerance	VIF
(Constant)		4,658	0,000**					
Positive attitude	0,446	8,036	0,000**	0,44	0,43	0,43	0,93	1,08
Negative attitude	0,024	0,434	0,665	-0,10	0,03	0,02	0,93	1,08

***p<0,01*

When the regression analysis results regarding the prediction of the scores of the General Attitude Towards Artificial Intelligence Scale scores on the Attitude Towards Advertising Scale scores shown in Table 4 are examined, it was found that the positive attitude scores of the participants towards artificial intelligence predicted the Attitude Towards Advertising Scale scores in a statistically significant and positive direction (β=0.446; p<0.05). The participants' negative attitude scores towards artificial intelligence did not predict the Attitude Towards Advertising Scale scores (β=0,024; p>0,05).

Conclusion and recommendations

The importance and dimensions of artificial intelligence and artificial intelligence studies are increasing day by day and new meanings and dimensions will be added to the literature in relation to the situation. In today's consumer society, one of the most important tools to influence people is undoubtedly advertising and advertising practices. These practices can influence and even direct people in many areas such as cultural, social, economic, etc. This situation can explain the importance of advertising studies.

In the research conducted, the fact that the commercials developed with artificial intelligence technology have educational qualities and that artificial intelligence applications have a positive effect on students is an acceptable opinion. In this case, it would be a correct approach to say that advertising studies can add positive meanings to the educational situation. In addition, the fact that advertisements appeal to educational and social dimensions other than persuasion can be shown as an example of this situation.

In the research, it will be possible to say that artificial intelligence advertisements have a significant effect on students and that their general perspective on artificial intelligence has progressed in a positive direction. It would be a correct approach to say that the fact that artificial intelligence advertisements have an educational quality on students will reach different places with the development of artificial intelligence and artificial intelligence applications to be developed on education and learning and will have a positive impact on this field. From this point of view, it is meaningful in the evaluation of the hypotheses developed and will shed light on future research.

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