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USAGE OF ARTIFICIAL INTELLIGENCE FOR COPYWRITING AMONG COPYWRITERS IN NIGERIA'S ADVERTISING INDUSTRY

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Abstract

The invention of artificial intelligence in technological space has increased the fear of people losing their jobs to robots or machines. This fear is believed to have spilled into the advertising industry since the invention of the AI chatbot that can write advertising copy. Hence, this study which aims to ascertain the benefits, challenges and implications of the use of artificial intelligence for copywriting among copywriters in the advertising industry in Nigeria. Using an online survey, 65 copywriters were purposively selected for the study while data were analysed using simple percentages and frequency tables. Findings reveal that AI is considered a valuable resource for enhancing creativity and overcoming challenges in the copy-writing process by those who embrace AI in moments of writer's block. Findings also reveal that while respondents appreciate the time-saving aspects, copywriting assistance, and content scanning capabilities of AI, there are concerns about its potential impact on originality, creativity, and the emotional appeal of the copy as well as job security and skill adaptation which hints at possible indispensability of human input of copywriting. They also raised concerns about ethics and the need for guidelines and regulations to address issues of

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plaigiarism, content manipulation. This study therefore recommend the integration of AI copywriting as a skill set for copywriters to meet current trends; activate mechanisms for the practice, guidelines, and regulation for AI usage. Study also recommends fostering collaborative environment where AI tools are seen as supportive resources.

INTRODUCTION

Over the years, technology has evolved and touched every aspect of human life, with one of its core aim being to develop a better and more efficient approach for carrying out various human activities. In other words, the technology aims to make life easy for people (Subramanian, 2018). Just like every endeavour, communication has benefited immensely from technology and advertising in particular which have created a window for advertisers and non-advertisers alike to reach a large heterogeneous target audience. As technology has advanced, so have opportunities for advertising to communicate with several diverse audiences. In recent times, different technological tools have been designed to create new opportunities and change the status of communication in Advertising (Hosseini et al, 2018). The need for technological innovation has brought about the communication revolution and rapid development of technological application which has become an integral part of human life (Subramanian, 2018).

While the advertisement has become the major key in promoting products (goods and services), it has been described as a communication method designed and intended to promote a product or service for consumer's purchase and use (Etim et al, 2018). Copywriters are at the forefront of generating the words, slogans, and audio scripts that accompany advertising visuals. They are usually hired as part of a creative team or work as a freelancer and they work alongside art directors in an advertising agency to conceive and complete effective advertisements (Baker & Atkinson, 2019). The words in an advertisement are created to be attractive and can give a good impression to the potential consumer. Copywriters will always try to create words in advertisements as interesting as possible to attract the consumers to try and buy the product they are writing copy for (Baker & Atkinson, 2019).

According to Dandeswar et al (2015), copywriting is the process of writing marketing and promotional materials that motivate individuals to take some sort of action, such as making a purchase. Copywriting plays an important creative role

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in the dissemination of information in advertising, without having a set of rules that have to be followed, and its approach is as subjective as the copy created (Dandeswar, 2013). The invention of artificial intelligence that can write advertising copy usually written by human copywriters has left many of them in a disarray of losing their jobs or reducing companies that engage the services of a copywriter since they can get their advertising copy in a few seconds by just inputting keywords into the artificial intelligence chatbot. However, what has allayed the fear of some copywriters is that artificial intelligence does not feel human or exhibit emotions that people can connect with. Although artificial intelligence Chatbot is informative and has a good command of syntax, it lacks uniqueness and also it will need human input for it to function well and get the desired advertising copy for a specific brand or product (Bridgelall, 2023).

The rise of artificial intelligence in the technological space is being discussed in all sectors of society, with artificial intelligence being described as a field that aims to make computers, robots, or machine to be able to carry out human activities seamlessly such as writing advertising copies among others. The idea of artificial intelligence copywriting software is relatively new, but growing rapidly. Such of that software are the chatgpt, copysmith, copy.ai, jasper among others (Lynn, 2021). Chris Frantz, Vice President of Smart Copy, explains that artificial intelligence is not designed to take people's jobs but to serve as a third-party smart assistant when writer's block occurs (cited in Lynn, 2021). However, there have been opposing views that artificial intelligence will take copywriters' jobs since artificial intelligence is a super-fast labour that doesn't eat, sleep, complain, take holidays, or charge a huge fee and can create advertising copy within thirty seconds which will take a human copywriters hours (Williams, 2023). Although it is unlikely that artificial Intelligence will take the place of a human copywriter. Since copywriting is mainly the transfer of emotion and only human beings can truly understand emotions and pain points that can drive conversions. While artificial intelligence is good at repetitive tasks and recognizing patterns, it cannot be said to have emotions as humans do. Instead, artificial intelligence will assist human copywriters to be more productive and efficient and not replace them.

In Nigeria today, organizations and bodies like the Advertising Regulative Council of Nigeria (ARCON) are driving home the conversation about artificial intelligence in the Nigeria advertising space, to prepare advertising practitioners and major players for the future ahead and the set skill needed to harness artificial intelligence into advertising. Noah's Ark Communications, Adisa Lanre pointed out

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during a webinar organise by the Advertising regulative council of Nigeria that there is a need to strengthen the human factor in the use of artificial intelligence since artificial intelligence needs to mirror human thinking for it to replicate what cannot be done as an individual and assumptions about artificial intelligence have to be thrown away to be able to embrace this new technological advancement which artificial intelligence has brought through artificial intelligence copywriting into the Nigeria advertising industry (Nwakunor, 2021). Therefore, the key purpose of this study is to find out copywriters' perceptions of the impact of artificial intelligence on copywriting in the Nigerian advertising industry.

Statement of the Problem

With the advent of artificial Intelligence, brands may result to using their in-house creative to create advertising copy which will have a great impact on advertising agencies and freelance copywriters. It is believed in some quarters that artificial intelligence possess a threat to human copywriters because artificial intelligence software is perceived to outperform human copywriters (Duffy, 2017) and which may lead to copywriters losing their jobs, while some believe that artificial intelligence can only offer assistance to human copywriters to make their work easy (Brenner, 2018) because artificial intelligence lacks connection with the human emotion and creativity which plays an important role when creating an advertising copy. While copywriters harnessing artificial intelligence into copywriting is believed to make copywriting effective. However, the use of artificial intelligence has been described as an advanced form of plagiarism and copy manipulation which gives room for less creativity on the part of the copywriter.

Although there are many researches on artificial intelligence across different subject matters, the currently available literature says little or nothing about describing recent activities on the impact of artificial intelligence on copywriting most especially in the advertising industry in Nigeria. There are research on what Artificial Intelligence is capable of when it comes to other sectors and areas. Moreover, advertising practitioners and professionals alike in the Nigeria advertising space are driving home the conversation on how artificial intelligence can be harnessed with advertising by organising various conferences, webinars, and seminars to educate industry players, but we do not have much academic basis for claims on Artificial Intelligence's growth in the advertising industry in Nigeria most especially among copywriters, which may be attributed to the slow

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pace of countries like Nigeria embracing technological advancement as a result of being a developing nation. It is the knowledge gap which this research wishes to fill. Therefore, this study seeks to find out copywriters' perception of the impact of artificial intelligence on copywriting in the Nigerian advertising industry and if its usage poses any ethical implications.

Objectives of the Study

The broad objective of the study is to investigate the perception of copywriters on the Impact of Artificial Intelligence on Copywriting in Nigeria Advertising Industry. Specifically, the study objectives are to:

i. Ascertain the use of artificial intelligence in generating copy for advertisement among copywriters
ii. Examine the benefits and challenges of using artificial intelligence in generating copy for advertisement
iii. Identify the implication of artificial intelligence on the role of copywriter in advertising industry
iv. Examine the ethical perspective on the usage of artificial intelligence among copywriters

Literature Review and Theoretical Frame Work

Artificial Intelligence

The exploration of the human mind and its functioning has captivated scientists for many years, leading to the development of robotics and programs aimed at emulating or surpassing human reasoning in various tasks. This phenomenon is commonly referred to as Artificial Intelligence (AI). Abid et al. (2022) define AI as a computer science technology that enables computers to comprehend and imitate human communication and behaviors. Similarly, Narkhede and Torawane (2021) describes AI as systems and machines that replicate human behaviors to accomplish specific tasks, encompassing the simulation of human intelligence and actions through programming. Arvind and Prithwiraj (2022) perceive AI as an emerging technology widely adopted by organizations to swiftly analyze real-time data and respond to customer needs.

The distinguishing feature of AI bots and programs lies in their ability to enhance themselves based on the information they gather. In other words, they learn and evolve by utilizing generated data, progressively becoming more intelligent. According to Abid et al. (2022), artificial intelligence is expected to become an

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integral part of every commercial entity worldwide in the long run. AI technology has already yielded advancements such as speech recognition tools like Siri and Alexa, utilized by Google's search engine and Facebook's facial recognition software (Prakash, 2023). AI finds application in various domains, including industry, business, security, and even military contexts. Robotics, for instance, has revolutionized manufacturing industries by enabling highly efficient and rapid production, surpassing human capacity. Additionally, AI-powered software applications like copy.ai, smart copy, and chatgpt have been developed for generating advertising copy.

Artificial intelligence can be categorized into two primary types: artificial narrow intelligence and artificial general intelligence. Artificial narrow intelligence refers to a computer's ability to operate within a limited set of data. While it can process data according to predetermined guidelines, it lacks the capacity to make decisions in the same way a human does (Jarek & Mazurek, 2019). On the other hand, artificial general intelligence exhibits a breadth of knowledge and data processing similar to the human brain (Sterne, 2017). The pursuit of artificial general intelligence has garnered significant attention, with approximately 45 organizations worldwide currently researching ways to effectively harness its potential benefits (Baum, 2017).

Artificial Intelligence and Copywriting

Artificial intelligence and machine learning are increasingly being used in marketing, advertising, and sales departments across the world (Woods, 2022). AI copywriting is content generated by machine-learning software. It does this by training an algorithm to crunch millions of web pages looking for patterns. It then uses that knowledge to generate new content on a set topic. Nie (2017) suggested that AI technologies can be applied to the copywriting found in direct mail advertising, precise push-notification advertising, accurate target positioning, and the prediction of future trends. Artificial intelligence tools have become remarkably clever in their ability to mimic and understand language, including slang, and can be used to write headlines, emails, ads, Meta tags, and even product descriptions, the possibilities are endless (Lynn, 2021).

There are so many AI copywriting tools that can automate content generation, tools like Jasper.AI, Copy.AI, Smartcopy, and ChatGPT can instantly create hundreds or even thousands of words of passable content when given a topic or simple prompt to write about (Rubio, 2023). As digital marketing continues

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to grow, businesses are more than ever turning to AI as a way to automate some of their processes. Some use it for data analysis and optimization, but many are using it for copywriting as well.

To write copy, an AI copywriter tool requires data input so that it can learn how humans talk to each other. Once this is done, the algorithm will be able to identify patterns in human speech that it can use when generating new pieces of written work. The output will also be grammatically correct because the AI has already learned grammar rules within English language structures (McCoy, 2023).

Artificial intelligence (AI) is being used to generate copy for advertisements, and this technology has the potential to personalize advertising content to align with the needs of individual consumers. A Study by Nwachukwu and Affen (2023) revealed that AI marketing has the potential to revolutionize customer experience management in Nigeria which has a population of over 200 million people and a rapidly growing digital economy; and that there is a huge market for businesses that can provide personalized and efficient customer experiences. Similarly, Nwachukwu (2023) found out that AI personalization has a significant positive relationship with customer satisfaction, as evidenced by the significant positive correlation coefficients with repeat purchases and customer referrals. Furthermore, a study by Tahoun and Taher (2021) revealed that AI is stepping progressively and differently in the four stages of the online advertising process (consumer insights, ad creation, media planning, buying, and finally, ad evaluation) and that there is a relationship between using AI in each stage of the online advertising process. AI utilization promotes the perceived effectiveness of the overall online ad process.

Deng et al (2019) found that personalized advertising copies generated by a smart generation system of personalized advertising copy (SGS-PAC) can bolster click rates in online advertising platforms. Youngmann (2021) developed a framework that automatically generates health-related advertisements using two neural network models and found that the translator model produces ads reflecting higher values of psychological attributes associated with a user action, including higher valance and arousal, and more calls-to-actions. Yu (2022) suggests that AI offers several significant benefits in comparison to conventional advertisement creation, such as increased efficiency and the ability to replace inefficient manual labour. Mogaji (2019) proposes a model that incorporates AI and machine learning into developing emotionally appealing

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advertisements, using big data and consumer analytics to create personalized advertisements. Overall, the papers suggest that AI is being used to generate copy for advertisements, and that this technology has the potential to personalize advertising content to align with the needs of individuals.

Theoretical Review

Diffusion Innovation Theory

The Diffusion of Innovation Theory, formulated by Everett M. Rogers, defines innovation as a novel idea, practice, or object perceived as new by an individual. It emphasizes that an innovation is considered new if individuals perceive it as such, regardless of its actual invention date. Rogers often uses the terms "technology" and "innovation" interchangeably, as much of diffusion research focuses on technological advancements (Sahin, 2006). The diffusion of an innovation refers to its spread through various channels to reach new users (Lechman, 2015).

Rogers' innovation diffusion theory outlines five stages in the process of spreading an invention: knowledge, persuasion, decision, implementation, and confirmation (Rogers, 2003). The innovation-decision process represents the steps that individuals or decision-making units must go through when encountering an innovation. This process involves acquiring knowledge about the innovation, forming attitudes toward it, deciding whether to adopt or reject it, implementing the new idea, and confirming the decision (Udoh et al., 2022).

In the context of this study, the theory explains that new technological innovations, such as artificial intelligence, will undergo several stages before gaining widespread usage, particularly in the advertising industry in Nigeria. While a majority of people may become aware of the innovation, only a small percentage will actually adopt it upon hearing about it. Some individuals may take longer to embrace anything new, which is commonly observed in developing countries where the adoption of new technological innovations often lags behind. The first three steps of the innovation-decision process knowledge, persuasion, and decision are closely linked to the novelty of the innovation itself. The characteristics of the innovation or information being disseminated influence the speed of its adoption or its level of awareness among the public (Nsereka, 2021)

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Technological Acceptance Model (TAM)

The Technology Acceptance Model (TAM) was originally propounded by Fred Davis in 1989, which is based on the theory of reason action (Nwachukwu, 2023). The Technological Acceptance Model is a theory that is commonly used to explain user behaviour toward new technologies (Nwachukwu, 2023). The theory proposes that user acceptance of a technology depends on two primary factors: perceived usefulness and perceived ease of use. That is the perceived ease of use and perceived usefulness of technology are predictors of user attitude towards using the technology, subsequent behavioural intentions, and actual usage. Perceived ease of use was also considered to influence the perceived usefulness of technology (Masrom, 2007).

In Technological Acceptance Model, perceived usefulness refers to the degree to which the user believes that using the technology will improve his or her work performance, while perceived ease of use refers to how effortless he or she perceives using the technology will be. Both are considered distinct factors influencing the user's attitude toward using the technology (Masrom, 2007).

Technological Acceptance Model represents the behaviour, as the outcome predicted by perceived ease of use, perceived usefulness and behavioural intention. Based on this theory, copywriters may assess artificial intelligence based on how easy it is to use and how effective it is in helping them accomplish their copywriting-related needs.

Technological Determinism Theory

The term "technological determinism" was coined by Thorstein Veblen, an American sociologist and economist, with subsequent contributions and refinements by scholars such as Karl Marx, Clarence Ayres, William Ogburn, and Marshal McLuhan. McLuhan, in particular, made significant advancements in the theory between 1962 and 1964 (Jan et al., 2021).

At its core, technological determinism posits that mass media technology not only influences the attitudes and behaviors of individuals but also brings about revolutionary changes in the functioning of social systems. The theory suggests that with the emergence of each new technology, the operations of society undergo corresponding transformations (Jan et al., 2021). In essence, technological determinism asserts that technology plays a pivotal role in shaping various aspects of human life. It proposes that technological revolutions have led to societal changes, influencing how individuals think, feel,

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act, and how our societies operate as we transition from one technological age to another.

Marshall McLuhan famously stated, "the medium is the message," encapsulating the essence of technological determinism. Proponents of this theory argue that society is influenced and molded by technological advancements, necessitating adjustments and adaptations to new technologies and innovations. They contend that any negative consequences stemming from technological development are a result of improper utilization by individuals rather than inherent flaws in the technology itself (Hauer, 2017).

Applying this theory to the context of artificial intelligence, it becomes apparent that technology has altered the way in which humans interact with their environment. In the realm of copywriting, for instance, the emergence of artificial intelligence has transformed the operations of copywriters and the process of producing advertising copy. Copywriters now have the option to rely on artificial intelligence for assistance, particularly when faced with writer's block. This technology has made the creation of advertising copy easier and faster, thereby reshaping the mode of operation for copywriters in their profession.

Methodology

This research work adopted a descriptive survey Method to generate data from 65 copywriters from both advertising agencies and freelancers in the commercial hub of Lagos State, Nigeria. The study employed purposive sampling technique to gather data for the study, while data was gathered using an online survey with the help of a WhatsApp group having 205 copywriters as members; the researcher were able to reach out to copywriters. however, only 65 of them filled the questionnaire sent to the group. Simple percentage and frequency tables were used for data analysis.

Data Presentation and Analysis

Demographic information of the respondents

Study analysis revealed that 41.5% (27) of the respondents were females, while 58.8% (38) were males. Also, 47.7% (31) of the respondents were employed by an advertising agency, while 35.5% (23) were freelancers while others 7.2% (11) carried out copywriting as an in-house role for fintech companies among others. Furthermore, 46.2% (30) of the respondents have 1 – 3 years of work experience,

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36.9% (24) were within 4 – 6 years of work experience, 12.3% (8) were within 7 – 9 years of work experience, and 4.6% (3) were within 10 years and above work experience. In addition, 6.2% (4) of the respondents have HND as their highest qualification, while 73.8% (48) respondents have B.A/B.Sc/B.TH has their highest qualification, 12.3% (8) respondents have PGD/M.Sc/M.A has their highest qualification and 3.3% (5) respondents have Ph.D/M.Phil has their highest qualification.

Research question one: How is artificial intelligence used in generating copy for advertisement among copywriters?

Fig. 1: Extent of familiarity of respondents with the concept of artificial intelligence (AI)?

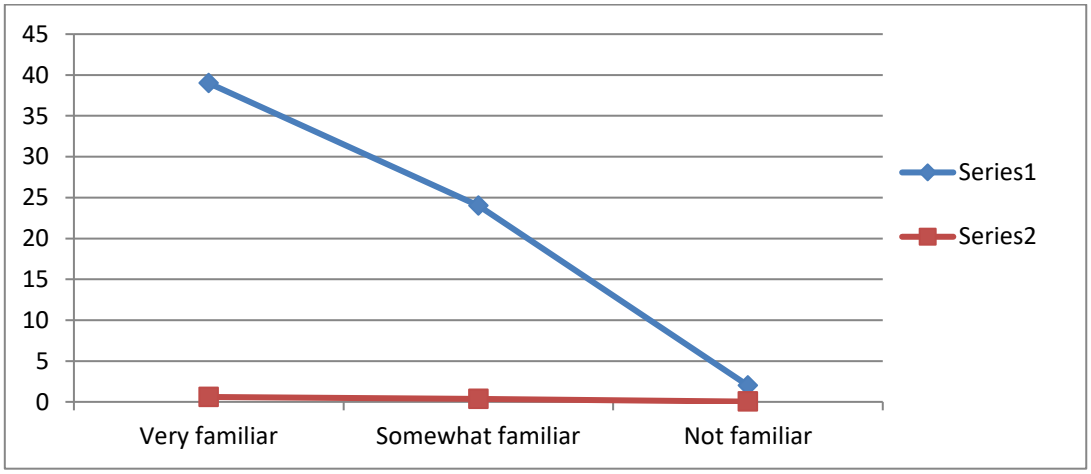

Fig. 1 reveals that the majority of respondents claim to be very familiar with the concept of artificial intelligence, indicating that copywriters have a good understanding of AI technology.

Fig. 2: On whether the respondents have ever used AI-powered tools or platforms for generating copy for advertisements?

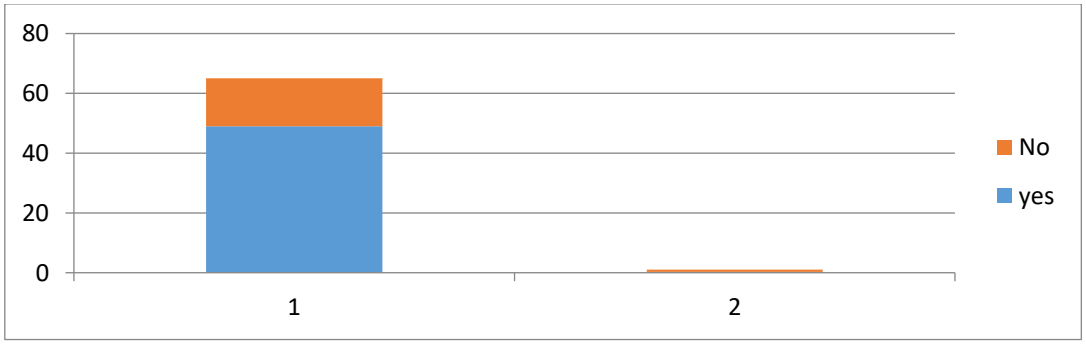

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Fig. 2 reveals that a significant majority of respondents use AI-powered tools or platforms for generating copy for advertisements. This indicates that AI technology is actively utilized by copywriters in their work.

Table 1: artificial intelligence used in generating copy for advertisement among copywriter

ITEMS	A		O		S		R		N	
	N	%	N	%	N	%	N	%	N	%
How frequently do you use AI copywriting to generate advertising copy	2	3.1	12	18.5	30	46.2	11	16.9	10	15.4
How frequently do you rely on AI copywriting when you hit writer's block (*writer's block is the condition of being unable to think of what to write or how to proceed with writing*)	4	6.2	21	32.3	17	26.2	15	23.1	8	12.3

Source: Field Survey 2023 Always (A), Often (O), Sometimes (S), Rarely (R), Never (N)

Table 1 revealed that a notable percentage of respondents (46.2%) somewhat use AI copywriting to generate advertising copy. This suggests that AI is integrated into the copywriting process to varying degrees, with some copywriters relying on AI-generated content more heavily than others. While a portion of the respondents claim to often rely on AI copywriting when they experience writer's block. This suggests that AI is seen as a valuable resource for copywriters to overcome creative challenges and generate ideas. This means that copywriters are actively using AI-powered tools and platforms to generate copy, and AI is seen as a useful tool for overcoming creative blocks.

Research question two: What are the benefits and challenges of using artificial intelligence in generating copy for advertisement?

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Table 2: benefits and challenges of using artificial intelligence in generating copy for advertisement

ITEMS	SD		D		A		SA	
	N	%	N	%	N	%	N	%
AI copywriting is an affordable way to reduce time spent on tedious and overwhelming advertising copy	2	3.1	5	7.7	52	80	6	9.2
AI copywriting helps you to manually research and find new topic/topics about which you are not knowledgeable about	2	3.1	7	10.8	48	73.8	8	12.3
AI copywriting helps you to scan a vast amount of content and use it to feed into your current advertising copy.	3	4.6	3	4.6	52	80	7	10.8
AI copywriting restricts the originality and creativity of copywriters	3	4.6	21	32.3	31	47.7	10	15.4
AI-generated copy often lacks a human touch and emotional appeal	3	4.6	15	23.1	35	53.8	12	18.5

Source: Field Survey 2023 Strongly Disagree (SD), Disagree (D), Agree (A), Strongly Agree (SA).

Table 2 presented result that majority of respondents agreed that AI copywriting is an affordable way to reduce the time spent on tedious and overwhelming advertising copy. A significant percentage of respondents agreed that AI copywriting helps them find new topics about which they are not knowledgeable. Also, many of the respondents agreed that AI copywriting helps them scan a vast amount of content and use it to feed into their current advertising copy. While almost half of the respondents agreed that AI copywriting restricts the originality and creativity of copywriters. More than half of the respondents agreed that AI-generated copy often lacks a human touch and emotional appeal. The implication of this result is that AI can help streamline the copywriting process and save valuable time for copywriters. AI can assist in researching and generating content ideas, expanding the range of topics that can be covered in advertising copy and it can also aid in efficiently processing and incorporating relevant information from extensive sources, enhancing the quality and depth of the copy. While the result indicates AI-generated copy might lack the unique and innovative aspects that

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human copywriters can provide, it further shows that there is a perception that AI may struggle to convey the same level of emotional connection that human-written copy can achieve. This means that many of the respondents recognize the benefits of AI copywriting, such as time savings and topic exploration. However there are concerns about the impact on originality, creativity, and emotional appeal which has been identify as some of the challenges of AI copywriting

Research question three: What are the implications of artificial intelligence on the role of copywriter in advertising industry?

Table 3: implications of artificial intelligence on the role of Copywriter in advertising industry

ITEMS	SD		D		A		SA	
	N	%	N	%	N	%	N	%
AI copywriting software will take the job of copywriters	10	15.4	31	47.7	17	26.2	7	10.8
AI reduces the number of copywriter advertising agencies engage	8	12.3	16	24.6	30	46.2	11	16.9
Copywriters will need to adapt their skillset to include proficiency in using AI copywriting software	4	6.2	11	16.9	39	60	11	16.9
Human copywriters will always be indispensable, even with the use of AI technology	3	4.6	7	10.8	37	56.9	18	27.7
AI-generated copy can be as persuasive and engaging as human-generated copy	9	13.8	14	21.5	38	58.5	4	6.2
The use of AI in copywriting will reduce the creativity of copywriters	3	4.6	21	32.3	32	49.2	9	13.8

Source: Field Survey 2023 Strongly Disagree (SD), Disagree (D), Agree (A), Strongly Agree (SA).

Table 3 shows that a good number of the respondents disagree that AI copywriting software will take the job of copywriters. The agreement of the majority of respondents shows that AI will reduce the number of copywriters advertising agencies will engage. Also, a significant number of the respondents

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agrees that copywriters will need to adapt their skillset to include proficiency in using AI copywriting software. The agreement of the majority of respondents shows that human copywriters will always be indispensable, even with the use of AI technology. While The agreement of a significant percentage of respondents indicated that AI-generated copy can be as persuasive and engaging as human-generated copy. However, a significant percentage of the respondents agrees that the use of AI in copywriting will reduce the creativity of copywriters. The implication of this result is that copywriters' jobs are not at immediate risk of being completely replaced by AI and while AI may have an impact, there is a perception that copywriters will still have a place in the Advertising industry. Although the demand for copywriters may be affected by the integration of AI technology which suggest that the demand for copywriters may be affected by the integration of AI technology. Also, there is an expectation that copywriters should acquire proficiency in utilizing and incorporating AI tools to expand their skillset, remain relevant and competitive. While AI can assist in certain areas, there is recognition that human copywriters bring unique qualities and insights that cannot be fully replicated by AI. There is a balance to be struck between leveraging AI for efficiency and maintaining human creativity and originality. This means that while AI technology can enhance certain aspects of copywriting, it is recognized that copywriters bring unique value and cannot be entirely replaced by AI.

Research question four: What is the ethical perspective on the usage of artificial intelligence among copywriters?

Table 4: ethical perspective on the usage of artificial intelligence among copywriters

ITEMS	SD		D		A		SA	
	N	%	N	%	N	%	N	%
The use of AI in copywriting may raise ethical concerns about plagiarism and content manipulation.	4	6.2	5	7.7	41	63.1	15	23.1
There is need to develop best practices and guidelines for the use of AI copywriting software	4	6.2	4	6.2	47	72.3	10	15.4
The use of AI copywriting should be regulated	3	4.6	13	20	40	61.5	9	13.8

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The use of AI copywriting will give room for anyone to pose as a copywriter	6	9.2	14	21.5	30	46.2	15	23.1
The use of AI in copywriting should be transparently disclosed to the client	11	16.9	21	32.3	23	35.4	10	15.4

Source: Field Survey 2023 Strongly Disagree (SD), Disagree (D), Agree (A), Strongly Agree (SA).

Table 4 revealed that a significant percentage of respondents agree that the use of AI in copywriting may raise ethical concerns about plagiarism and content manipulation. The majority of respondents agree that there is a need to develop best practices and guidelines for the use of AI copywriting software. Also, majority of respondents agree that the use of AI copywriting should be regulated. Furthermore, a significant percentage of respondents agree that the use of AI copywriting will give room for anyone to pose as a copywriter. While, a portion of the respondents agree that the use of AI in copywriting should be transparently disclosed to the client. This means that there are concern for ethical considerations, a recognition of the need for guidelines and regulations, and a focus on transparency and accountability. However, it's important to note that these perspectives may vary among different copywriters and stakeholders in the industry.

Discussion of the findings

Research question one: How is artificial intelligence use in generating copy for advertisement among copywriter?

Findings revealed that most of the copywriters in the study confirmed that they are familiar with the concept of AI. While the majority claimed to have used AI-powered tools or platforms for generating copy for advertisements. A significant number of respondents somewhat use AI copywriting to generate advertising copy. Furthermore, respondents claim to often rely on AI copywriting when they experience writer's block. In addition, AI is considered a valuable resource for enhancing creativity and overcoming challenges in the writing process by embracing AI in moments of writer's block. These findings align with Technological Acceptance Model that a technology is accepted based on the outcome predicted by perceived ease of use and perceived usefulness.

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Research question two: What are the benefits and challenges of using artificial intelligence in generating copy for advertisements?

The finding reveals that a majority of respondents agree that AI copywriting is an affordable way to reduce time spent on tedious and overwhelming advertising copy. Regarding the assistance provided by AI copywriting in researching and finding new topics, most of the respondents agree that AI copywriting helps them to explore topics about which they are not knowledgeable. A significant number of respondents agree that AI copywriting helps them scan a vast amount of content and use it to feed into their current advertising copy. Respondents agree that AI copywriting restricts their originality and creativity. In terms of the emotional appeal and human touch in AI-generated copy, respondents agree that AI-generated copy often lacks these qualities. Furthermore, while respondents appreciate the time-saving aspects, copywriting assistance, and content-scanning capabilities of AI, there are concerns about its potential impact on originality, creativity, and the emotional appeal of the copy. These findings provide valuable insights into the nuanced perspectives surrounding the use of AI in the copywriting process. Also, these findings align with Yu (2022) suggestion that AI offers several significant benefits in comparison to conventional advertisement creation, such as increased efficiency and the ability to replace inefficient manual labour.

Research question three: What are the implications of artificial intelligence on the role of copywriter in advertising industry?

Findings reveal that respondents disagree with the statement that AI copywriting software will take the job of copywriters. The majority of respondents agree with the statement regarding the reduction in the number of copywriters engaged by advertising agencies. A significant majority of respondents agree that copywriters will need to adapt their skillset to include proficiency in using AI copywriting software. The majority of respondents agree that human copywriters will always be indispensable, even with the use of AI technology. In terms of the persuasiveness and engagement of AI-generated copy, respondents agree that AI-generated copy can be as persuasive and engaging as a human-generated copy. Regarding the impact of AI on the creativity of copywriters, respondents agree that the use of AI in copywriting will reduce the creativity of copywriters. In other words, the findings reveal a range of perspectives on the implications of AI in copywriting. While a portion of respondents express concerns about job security and the impact on creativity, there is also recognition of the need for skill

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adaptation and the continued indispensability of human copywriters. These findings highlight the complexity and ongoing discussions surrounding the integration of AI in the field of copywriting. This finding corroborates Mogaji's (2019) proposal of a model that can incorporate AI and machine learning into developing emotionally appealing advertisements. Also, these findings align with the technological acceptance model that user acceptance of a technology depends on two primary factors: perceived usefulness and perceived ease of use.

Research question four: What is the ethical perspective on the usage of artificial intelligence among copywriters?

The finding reveals that a significant majority of respondents agree that the use of AI in copywriting may raise ethical concerns about plagiarism and content manipulation. A considerable proportion of respondents agree that there is a need to develop best practices and guidelines for the use of AI copywriting software. The finding suggests that there is a belief among a majority of respondents that some form of oversight or control is necessary to mitigate potential risks and ensure ethical standards in the use of AI in copywriting. Respondents agree that the use of AI copywriting may give room for anyone to pose as a copywriter. Respondents agree that the use of AI in copywriting should be transparently disclosed to the client. More so, it revealed the concerns among the respondents regarding ethical considerations associated with AI copywriting and the need for guidelines, regulation, and addressing issues such as plagiarism, content manipulation, and the potential devaluation of human copywriters. These findings emphasize the importance of promoting responsible and ethical practices while leveraging AI in the field of copywriting.

Conclusion

The study shed light on various aspects related to the usage of AI in copywriting and its implications in the Nigerian advertising industry. The respondents' perspectives indicate a mixed reception towards AI copywriting, with recognition of its benefits in terms of time-saving, copywriting assistance, and overcoming writer's block. However, there are also concerns raised regarding ethical considerations, plagiarism, content manipulation, and potential limitations in originality, creativity, and emotional appeal. Therefore, based on the perspective of the respondents, there is a need for the integration of AI copywriting as a skill set for copywriters to meet the demand of the present time by maintaining the unique value of human copywriters, and ensuring the production of persuasive

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and engaging advertising copy while putting in place a mechanism for the practice, guidelines, and regulation for its use.

Recommendations

Based on the findings of this study, the following recommendations are made

i. Given the concerns raised regarding plagiarism, content manipulation, and ethical implications, it is essential to develop comprehensive guidelines and best practices for the use of AI in copywriting. These guidelines should address issues such as attribution, ensuring originality, and maintaining ethical standards in advertising copy generated by AI tools.
ii. Instead of perceiving AI as a direct threat to copywriters, it is important to foster a collaborative environment where AI tools are seen as supportive resources. Copywriters can embrace AI to enhance their productivity, overcome writer's block, and access new ideas, while still applying their unique creative abilities and expertise.
iii. As AI technology continues to evolve and integrate into the advertising industry, copywriters should proactively adapt their skillset to include proficiency in using AI copywriting software. This will enable them to effectively collaborate with AI tools, leverage their benefits, and maintain their relevance in a changing industry landscape.
iv. To address concerns regarding the authenticity and transparency of AI-generated copy, it is recommended that agencies and copywriters proactively disclose the use of AI in their processes. Clear communication with clients regarding the involvement of AI can help build trust and ensure transparency in the advertising copy produced.
v. It is crucial to monitor the impact of AI on copywriting processes and the overall quality of advertising content. Regular evaluation can help identify areas where AI tools excel and areas where human intervention and creativity are essential. This will enable informed decision-making regarding the balance between AI and human involvement in the copywriting process.

Limitation to the study

While the findings provide valuable insights into the perspectives of respondents on the usage of AI in copywriting, the researcher encounters difficulty in getting respondents to fill out the online survey within a short time which can be

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attributed to the peculiarity of the research targeting copywriters. The researcher recommends a more physical approach to the distribution of questionnaires. Furthermore, the questionnaire presented in the study focuses primarily on the perspectives and attitudes of copywriters toward AI in copywriting. However, it does not explore other relevant aspects such as the impact of AI on copywriting performance metrics. In addition, the researcher was unable to incorporate qualitative interviews which may limit the depth of understanding of the impact of AI in copywriting.

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