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Științe Economice**

Emerging Markets Economics and Business. Contributions of Young Researchers

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DOCTORAL SCHOOL OF ECONOMIC SCIENCES**

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MEASURING CONSUMER ATTITUDES IN RELATION TO ARTIFICIAL INTELLIGENCE – A CRITICAL OVERVIEW

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Abstract: *The economic significance of artificial intelligence (AI) is rapidly increasing, influencing industries, employment, and consumer behaviour all around the globe. As AI applications become increasingly apparent and tangible in our daily lives, understanding consumer attitudes toward AI has become essential for businesses and policymakers aiming to drive adoption and trust in such technologies. This paper firstly explores the economic relevance of AI by highlighting its impact on various fields and its role in driving economic growth. A critical aspect of harnessing the full economic potential of AI lies in the accurate measurement of consumer attitudes, as public perception influences the adoption of technology, hence its final market success. This paper then proceeds to providing a critical overview of the different scales developed for assessing consumer attitudes towards AI. Comparisons between scales reveal distinct advantages and disadvantages in relation to reliability, robustness, contextual limitations or scope. These insights aim to guide researchers and practitioners in effectively measuring consumer attitudes.*

Keywords: artificial intelligence; attitude; scale development; consumer behaviour

JEL classification: C10; D11; O33

1. General Introduction

Artificial intelligence systems are capable of performing tasks that would require human intelligence (Lexcelent, 2019). Nowadays AI is gaining more popularity, mostly due to the spread of generative AI (Duan, Edwards and Dwivedi, 2019).

1.1. Economic Relevance of AI

The economic relevance of artificial intelligence is versatile and fundamental as it levies an immense impact on different aspects of economic growth and development by enhancing productivity and operational efficiency (Lukianenko and Simakhova, 2024), promoting significant transformations in various industries and their traditional structures (Wang *et al.*, 2024), and shifting the balance of global economic power, allowing new markets to exceed developed ones (Yu and Carroll, 2023). AI drives economic growth through several mechanisms, which include intelligent penetration of various sectors and boundary extension, knowledge creation and self-enhancement, as well as technological innovation efficiency improvement (Zuo, 2023). Nevertheless, from the point of society and consumers, the fact that AI is reshaping the labour market, parallelly taking and creating jobs, can be of the highest importance (Lukianenko and Simakhova, 2024).

1.2. Attitudes Towards AI

Understanding and quantifying consumer attitudes towards AI is critical for several reasons. First, consumer attitudes towards AI significantly impact their purchase intentions, as well as their acceptance of technology, which in the end affects general market success (Liang, Lee and Workman, 2020). Measuring attitude also allows us to understand the different dimensions and layers of consumer behaviour, their decisions and motivations, not to mention addressing cultural and personality-related differences or certain ethical issues (Park, Woo and Kim, 2024).

2. AI Attitude Scales and their Critical Evaluation

To measure consumer attitudes towards AI, several scales have been developed and proposed by researchers. These all provide a comprehensive tool for assessing different dimensions of attitude. Each scale has their own strengths and weaknesses, which is detailed in the following table, along with a short description of their general approach.

Scale	Description	Strengths	Limitations	Reference
AIAS-4	It is a refined 4-item scale focusing on perceived utility and societal impact.	Concise, easy to administer. Good internal consistency and structural validity.	Initial versions had consistency issues, needed refinement.	Grassini, 2023
GAAIS	The scale has positive and negative subscales, capturing emotions and utility against concerns.	Its structure captures a broad range of attitudes. Good convergent and divergent validity.	Too general for specific applications.	Schepman and Rodway, 2023
MALL:AI	It is a scale developed for the measurement of language learners' attitudes towards the integration of AI to the learning process.	Specifically designed, capturing relevant skills. Valid and reliable for educational contexts.	Limited to educational contexts, not generalizable.	Yildiz, 2023
Scale	Description	Strengths	Limitations	Reference
AAID	It is a specific scale, developed to measure public acceptance of AI in defense contexts.	Specific for defence contexts, captures positive and negative attitudes. Good internal reliability and validity.	Limited application, generalizability issues.	Hadlington et al., 2023
AAAW	This scale measures the personal perception of the integration of AI in their workplace	Comprehensive, covers 6 dimensions. Good psychometric properties.	Too detailed for general attitude assessment, more suited for workplace contexts.	Park, Woo and Kim, 2024

Table 1: Critical Evaluation of Different AI Attitude Scales

Source: edited by the author

It is important to note that apart from the above detailed scales there are some other alternatives for the measurement of AI attitudes. When selecting an AI attitude scale, researchers shall take into account several factors like dimensionality or contextual relevance (Schepman and Rodway, 2023; Yildiz, 2023).

4. Conclusion

As AI is becoming more significant in today's world, it is important to explicitly assess consumers relating attitudes. There is a wide variety of available AI attitude scales, whose critical evaluation was presented in this paper. A careful consideration of choice is advised for researches, with specific regard to dimensionality and contexts.

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