Voices in Disguise: Effects of Disclosing AI Deepfaked Voices in Advertising

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This paper examines the effects of AI deepfake voices (vs human voices) and disclosure messages in video advertising on advertising perceptions and persuasion. A 2x2 (Voice type: human vs AI, Disclosure: present vs absent) between-subjects design was employed (N = 248). The findings reveal that human voices are perceived as more credible and anthropomorphic than deepfake voices. In addition, advertising featuring human voices resulted in higher purchase intentions and lower perceived ad falsity among consumers. The presence of a disclosure message significantly increased perceptions of ad falsity but did not impact purchase intention. The study underscores the ethical and regulatory concerns associated with deepfake technology in advertising and provides new insights into the theoretical mechanisms that explain effects of deepfake voices in advertising.

Keywords: deepfakes; AI; disclosures; advertising; ad falsity