

## AI-Generated Art and Its Influence on Consumer Psychology: A Review of Economic and Emotional Outcomes

Riya Jain Shah<sup>1\*</sup>

### ABSTRACT

AI-generated art in this era has emerged as a revolutionary force that has been reshaping the traditional notions of creativity, and consumer engagement. The present research paper aims to explore the influence of economic and emotional outcomes of AI-generated art on consumer psychology. As artificial intelligence technologies gain traction in the art world and provide accessible and affordable creative products, traditional art market has been disrupted. In terms of emotional outcomes, some consumers accept AI as a tool that increases human creativity; others remain emotionally distant due to the lack of a human touch in the process. The present review addresses that the digital era has been changing the perceptions of art and creativity. Ultimately, the paper concludes that AI-generated art is reshaping both the art market and consumer behavior, with significant implications for businesses, consumers, and artists, highlighting opportunities and the future of the art world.

**Keywords:** *Artificial intelligence, ART and AI, consumer engagement, new era of AI-generated art*

Artificial Intelligence (AI) has made significant role in many fields, including art. The new wave of AI-generated art is restructuring not only the creative procedure but also consumer psychology at the level of emotional as well as economic outcomes. AI-based algorithms like Generative Adversarial Networks (GANs) have enabled machines to generate complex and aesthetically pleasing artworks, previously thought to be the domain of human creators (Goodfellow et. al. 2014).

It also opened up further and even deeper debate on creativity nature, human influence on creation of art. The influence of AI-generated art is profound, as it challenges traditional perceptions of artistic value, authenticity, and the emotional connection typically associated with art. In understanding how AI art impacts consumer psychology, it is essential to examine both the economic implications and the emotional responses that these new art forms elicit from consumers.

The economic implications of AI-generated art have transformed not only the art industry but also consumer behavior on a broader scale.

<sup>1</sup>Student, Jericho Senior High School, Glen Head, United States

\*Corresponding Author

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From being an exclusive and labor-intensive process, the production of art has now become democratized and scalable with the growth of AI tools. It has expanded the global art market and created new opportunities for monetization. While this has lowered the production costs, it has at the same time increased the accessibility of art to a wider group of people. According to Elgammal et al. (2017), AI-generated art challenges traditional economic models by selling works at a fraction of the cost compared to traditional methods, while maintaining high aesthetic value. The cost of production is so low that AI-generated art has become a profitable asset, especially in digital marketplaces like Non-Fungible Tokens (NFTs). The NFT market saw the rapid growth of AI-generated art 210% in the past two years alone. NFTs have emerged as the most significant player in this change, allowing artists to sell digital AI-generated artworks directly to consumers, bypassing traditional art galleries and auction houses. The sale of AI-generated pieces, such as the Portrait of Edmond de Belamy by the Paris-based art collective Obvious, which sold for \$432,500 at Christie's in 2018, shows the growing financial recognition of AI art (Christie's, 2018). Such growth indicates that AI-generated art is not only a niche market but a growing force in the global economy, influencing industries from digital art to entertainment and branding. Some other research indicates that ambiguity in ownership rights for AI-generated works impacts consumer trust and willingness to pay (Anderson et al., 2021). Research by Brown (2023) reveals that while AI generated art occasionally achieves high prices, human art retains its position of greater cultural and emotional value, which significantly impacts its pricing in the art market. There are mixed perspectives about AI-art and auctions' sale prices are also show that somewhere AI-generated art gain attention and sold at high price than traditional human made art and somewhere human art sold at high price. The potential economic value of AI-generated art is high, suggesting it can be as economically valued as traditional works of art. It creates new revenues not only for the traditional producers but also for those working in digital platforms. But on the other side, various auction's sale results show that human made art is still valued more that art made by artificial intelligence. These sale prices show that emotional impact is equally significant. Consumers' experiences with art not only influence their economic decisions but also shape their emotional engagement and psychological responses. This emotional dimension offers a crucial perspective in understanding the broader impact of AI-generated art.

The integration of artificial intelligence (AI) in art creation has become a significant area of research in understanding consumer psychology. Studies have revealed that consumers often prefer human-created art over AI-generated art, even when they cannot differentiate between the two. This bias, as demonstrated by researchers, stems from the perception of emotional authenticity associated with human creativity (Cognitive Research: Principles and Implications, 2023). Similarly, findings by the Proceedings of the National Academy of Sciences suggest that the bias against AI art enhances the appreciation of human creativity, indicating a psychological preference for human-made art (Eaton et al., 2023). These studies collectively reveal a complex relationship between AI-generated art and consumer psychology. While AI art offers accessibility, emotional engagement, and potential market disruption, biases favoring human creativity continue to shape consumer preferences and economic valuation. The ongoing evolution of AI technology calls for deeper exploration into its long-term influence on art markets and consumer behavior.

AI art is often perceived as lacking the “human touch” associated with traditional art. This affects its perceived authenticity, as consumers tend to associate value with the artist's

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emotional input and effort. It evokes mixed responses from consumers. Some consumers feel emotionally detached from AI art, and perceive it as mechanical, and lacking the genuine intent behind the work. They may feel more disconnected due to the perceived non-existence of a human-artist. For others, the very novelty and technological sophistication of AI art enhance its emotional appeal, triggering feelings of awe, curiosity, and engaging consumers psychologically (Kumar et al, 2023). These emotional responses are closely linked to consumers' increasing comfort with technology, as younger generations are often more inclined to appreciate AI-generated content. Furthermore, a study in Scientific Reports emphasizes the role of individual personality traits and prior experiences in shaping perceptions of AI-generated art, suggesting that responses to such art are subjective and vary widely across consumer groups (Lee et al., 2024). The two conflicting emotions of distancing yet being fascinating contribute significantly to consumer preferences and behaviour in AI-generated art.

AI-generated art also challenges conventional notions of creativity, as it blurs the lines between artist and machine. This blurring of roles raises questions about the authenticity of AI-generated artworks and whether they can be truly considered "art" in the traditional sense. As AI generates indistinguishable works of art compared to humans, the way consumers interpret and appreciate the engagement and value in art may need to be revised. The ability of GANs to produce works of art that can mimic human creativity calls for consumers to relearn their concept of artistic originality (Goodfellow et al., 2014). This new assessment results in the development of a new type of artistic appreciation that considers innovation and technical excellence to be just as important as emotional depth and human connection. In addition, AI-generated art can be customized and personalized to an extent that will appeal on a deeper emotional level to consumers. Platforms like Artbreeder, where users can manipulate AI-generated images, create a more interactive experience that fosters emotional attachment and ownership. Consequently, consumers are not just passive recipients of AI-generated art but active participants in the creative process, thus increasing their emotional investment.

The integration of AI-generated art into consumer psychology has opened new avenues for understanding consumer behavior. To establish a clearer picture of its impact, data-driven insights have been analyzed across various dimensions, including emotional and economic value trends. These analyses aim to uncover patterns in consumer perception and the psychological influence of AI-generated art. The following sections present data and graphical representations that illustrate these trends, focusing on their emotional and economic outcomes.

### ***Consumer Perception Data***

The below pie chart represents consumer preferences based on personalization and utility. While human-created art dominates the high-value and emotional engagement categories, 60% of consumers showed a preference for AI-generated art when the focus was on customization and novelty (Smith et al., 2020). This indicates that consumers view AI art as a practical and innovative solution, especially in personalized applications like interior design and digital platforms.

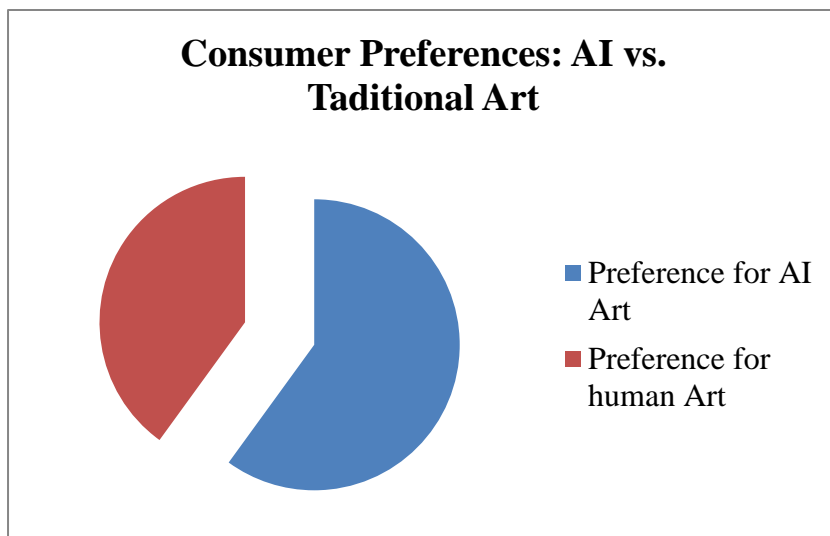


Figure 1: Consumer Preferences for AI Art vs. Traditional Art

### Economic Value Trend

The auction prices of AI-generated artworks gain attention and sold in high price but these art work are significantly lower than those of traditional human-made artworks. For instance, the AI-generated artwork Edmond de Belamy was sold for \$432,500 in 2018, whereas Memories of Passersby I, another AI work, fetched only \$50,000. In stark contrast, human-made artworks such as Picasso’s Les Femmes d’Alger and Van Gogh’s Portrait of Dr. Gachet were sold for hundreds of millions of dollars—\$179.37 million and \$82.5 million respectively.

This stark price difference highlights the current market reality. While AI-generated art is beginning to gain attention, but it still lags significantly behind human-made art in terms of value. The reasons for this disparity may be linked to perceptions of originality, emotional depth, and the human touch in the creation of artwork, factors that are typically associated with the higher prices of traditional art. The higher value for human art stems from its perceived authenticity, historical significance, and emotional connection (Elgammal et al., 2019).

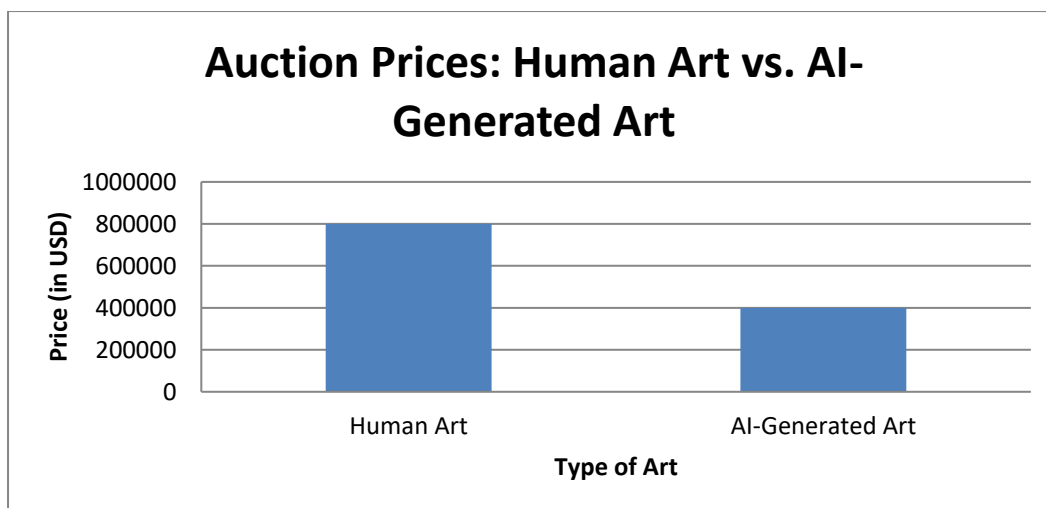
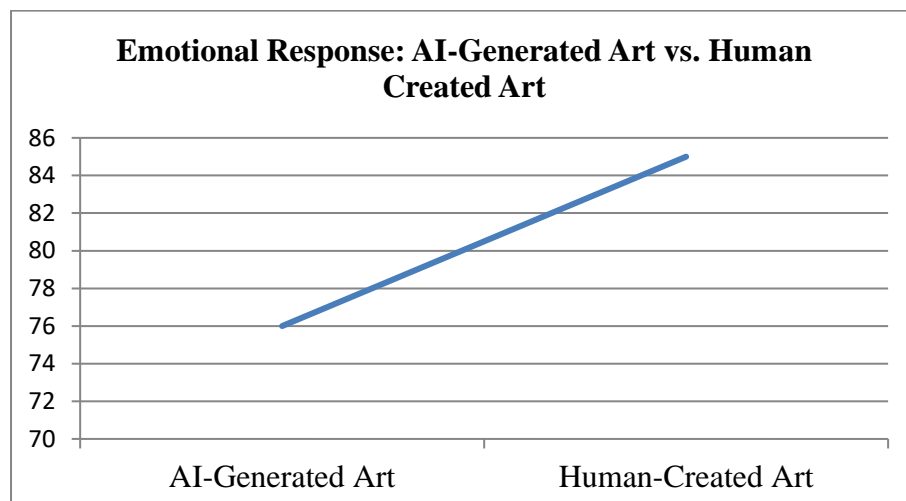


Figure 2: Auction Prices of Human Art vs. AI-Generated Art

## AI-Generated Art and Its Influence on Consumer Psychology: A Review of Economic and Emotional Outcomes

### *Emotional Impact Study*

AI-generated art can take the place of human art in technicality, but research on biases and perceptions revealed persistent favorability towards human art despite technological advancements in AI creativity (Bellaiche et al., 2023). Researches highlighted that human-created art scores higher in depth and perceived value compared to AI-generated art (Martin et al., 2020).



**Figure 3: Emotional Response Scores for AI-Generated vs. Human Art**

Human-made art remains at the top of the list regarding economic value and emotional value as it is perceived to be original and authentic, while AI-generated art is an exciting and emerging field in the art world. The economic and emotional value attached to AI art is lesser, but in certain instances, people prefer AI art for personalization and access. Emotional engagement tends to increase when AI art is used for personalization, such as customized portraits or tailored designs (Smith et al., 2020). Research shows that AI art can evoke curiosity and admiration, particularly when its technological complexity is highlighted (Hong et al., 2022). Consumers appreciate the novelty and precision of AI-generated designs, especially in abstract and experimental art forms. This study examines how AI-generated art influences consumer decision-making, focusing on both the economic outcomes (such as pricing, purchasing behavior, and perceived value) and emotional responses (such as satisfaction, attachment, and creativity perception). AI-generated art is revolutionizing consumer experiences by offering personalization, affordability, and innovative designs. While it faces challenges in emotional engagement and authenticity, its growing presence in the art market suggests a shift in how consumers value creativity and artistic expression. This dual influence economic and emotional underscores the need for further research to understand its long-term impact on consumer psychology.

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## AI-Generated Art and Its Influence on Consumer Psychology: A Review of Economic and Emotional Outcomes

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### **Conflict of Interest**

The author(s) declared no conflict of interest.

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