



A Study of Consumers' Attitudes and Emotions Toward AI Image- Generating Technology in the Fashion Industry

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Abstract

This study explores the attitudes and emotions of individuals towards AI image generation technology and its impact on the fashion industry. It begins by examining the historical context and future prospects of AI technology, followed by an analysis of current applications of AI-generated imagery in the fashion industry. Various AI image generation technologies are explored, along with specific case studies and consumer feedback regarding their implementation in the fashion industry. Through a comprehensive literature review and primary research conducted via focus groups, the study identifies several key factors influencing people's perceptions of AI-generated image technology. These factors include ethical concerns surrounding AI, which often lead to resistance, as well as issues related to product pricing. Finally, based on its findings, the study concludes with tailored recommendations for different fashion brands in areas such as technology integration, product development, and marketing strategies.



Figure 1: Selkie 2024 Valentine's Day collection "Home Is Where the Heart Is"

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Introduction

In today's world, artificial intelligence (AI) undoubtedly stands out as the most captivating topic, and the apparel industry, worth up to \$4 trillion, is undergoing a transformation driven by a new wave of AI technology. According to McKinsey's analysis (2023) over the next three to five years, generative AI may contribute an incremental \$150 billion in business profits, with optimistic estimates reaching up to \$275 billion. Currently, AI's impact on the fashion industry primarily revolves around three key areas: AI's big data analytics enhances merchandise planning, AI-driven image generation supports product design, and data analysis can also be applied at the retail end, with AI-generated imagery enhancing marketing efforts. The further development of AI technology can enhance designer efficiency and bring new experiences to consumers through digital models and 3D clothing, thereby opening up new opportunities for the apparel industry. For instance, Lintec's AI industry model enables brands to eliminate costs associated with personnel, venues, and traditional photo shoots by generating "digital models" simply through keyword input. This reduction in cost saves brands both money and time for advertisement shoots.

However, AI technology has not received universally positive feedback in the current market, with many consumers expressing resistance to AI-driven design. Casablanca recently announced their use of AI technology to create the new season's poster, which sparked considerable backlash in the comments section. Some commenters believe that AI will render valuable human skills useless, while others argue that AI should be used to create something surreal that humans cannot achieve, rather than merely replicating existing designs. Some even advocate for a boycott of fashion brands that utilize AI technology.

1.1 Context & Rationale



Figure2: AI Fashion Week

Key ethical issues associated with artificial intelligence products, such as AI bias, cybersecurity, privacy, and value alignment, as well as how these issues are addressed, influence consumer trust and emotions (Du and Xie, 2020). Perceived usefulness, perceived ease of use, and performance risk significantly impact consumer attitudes towards AI. Positive attitudes towards technology have a positive impact on purchase intentions (Liang, Lee, and Workman, 2019). As the global fashion industry gradually adopts AI technology for image generation and the market increasingly embraces AI products, how brands utilize AI to enhance efficiency, maximize productivity, and maintain positive consumer attitudes is currently a critical issue. The recommendations proposed in this paper help brands mitigate the negative impact of using AI technology on their brand image while preserving their self-branding in marketing.

1.2 Aim & Objectives

Aim:

This business report explores consumers' attitudes and emotions regarding AI image-generating applications in the fashion industry to examine their effect on consumers' purchase intentions. The study proposes managerial suggestions for fashion business owners to maximize the benefits of AI image-generating tools.

Objectives:

1. To review articles and literature on the current development status and future direction of AI image-generating technology
2. To analyze how AI image-generating technology is applied across the design, marketing, and retailing processes in the fashion business
3. To critically review literature on human emotions towards AI-generated images and ethical issues arising from the advancement in AI image generation
4. To investigate the purchase intentions of Gen Z fashion consumers towards fashion businesses that implement AI image-generating tools
5. To propose actionable recommendations for fashion business owners on effectively integrating AI image-generating tools across their operations while maintaining positive feedback from customers

1.3 Methodology

This study employs an inductive qualitative method for primary research. Utilizing a single method for qualitative data collection can provide diverse perspectives on the phenomenon being studied (Easterby-Smith et al., 2002). The chosen method is focus groups, which are a type of group interview that allows for a concentrated discussion on particular issues, products, services, or topics. This approach facilitates interactive dialogue among participants (Carson et al., 2001).

This study will explore the various emotional factors that Generation Z fashion enthusiasts experience regarding brands's use of AI-generated image technology across different segments. For the focus group, four fashion enthusiasts have been selected as the sample, comprising two males and two females. Among these participants, two are typical fashion consumers, while the other two are fashion consumers with a keen interest in technology.

AI Image Generation

Technology

2.1 AIGC Traditional Technology



Figure 3: Singapore's VOGUE Uses AI to Create Cover

Currently, the use of AI-generated content (AIGC) image generation technology in the fashion industry can be categorized into two types: one that uses real-life photography or scenes as a foundation for AI-enhanced creation, ; and another that synthesizes images directly from natural language or commands, without any underlying photography or design basis.

Major brands and their promotional advertisements, such as Casablanca and VOGUE, typically utilize the first type of AIGC technology. In this approach, photographers collaborate with set designers, lighting technicians, and stylists to develop concepts, much like traditional photoshoots. The integration of AIGC occurs during post-production, where ongoing feedback and modifications are made to enhance the effect of the images. This process often takes longer than standard shooting times.

The second type of AIGC involves the direct synthesis of images from natural language or commands, without any real-life shooting or design basis. This technology allows for the rapid creation of images based on text descriptions, utilizing tools like DALL·E 3 and ChatGPT to produce visuals directly from natural language inputs. This capability is particularly beneficial for designers, as it helps them to quickly and specifically visualize their inspirations. Popular applications in this space include Midjourney, DALL·E, and Stable Diffusion. Notably, Casablanca has also utilized Midjourney for post-production in its advertisement shoots. These applications are relatively user-friendly, with numerous tutorials available on

on social media platforms. Bloggers often share content about "Midjourney spells", which are specific prompts that can be imputed to generate impressive AI artworks. The combination of DALL·E 3 and ChatGPT simplifies the user experience even further. However, at their core, these tools rely on collecting existing online materials and past works, analyzing and categorizing them before generating images based on input prompts. This reliance can lead to issues of homogeneity and, more critically, raises concerns about copyright infringement. In contrast, Firefly offers a different approach. It allows users to train commercially viable models on publicly available licensed content and copyright-expired public domain content, effectively reducing the copyright risk associated with AI-generated images. However, this does not guarantee the originality of the design produced. From an ethical standpoint, there are still significant issues to consider.

Most AI-related software on the market utilizes open-source algorithms like Stable Diffusion, enabling software development companies to train their own models based on this framework. ComfyUI, developed by the team behind Stable Diffusion, implements a "workflow" system that connects nodes, allowing users to focus not only on data parameters and image outputs but also on the internal processes involved.

This flexibility enables users to optimize or modify the "workflow", expanding the possibilities for the model (Editorial Department of Art Studies, 2024). Unlike Stable Diffusion, Midjourney and DALL·E operate on their own proprietary algorithms and models. While most software supports user-trained models, Midjourney does not.

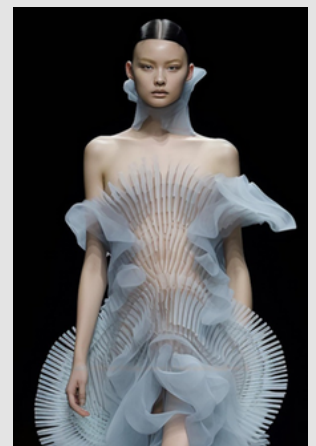


Figure 4: AI Fashion Week

Another significant aspect of AIGC in image generation is virtual fitting. On one hand, AIGC-generated model fittings reduce costs; on the other, they enhance the consumer experience. Traditional single-algorithm models were limited to providing one type of result—either generating images or ensuring accurate human anatomy and poses, often at the expense of clothing detail. However, "TryOnDiffusion: A Tale of Two UNets" introduces a new algorithm that breaks overcomes this limitation. The tool, known as "Parallel-Unet", can achieve both objectives simultaneously (Zhu et al., 2023). Unlike traditional models, it consists of two components: a person-UNet and a clothing-UNet. The person-UNet receives an image of a person and a noise image as inputs. The clothing-UNet takes in a cropped image of the clothing. These two components interact through a cross-attention mechanism that integrates the features of both the clothing and the person.

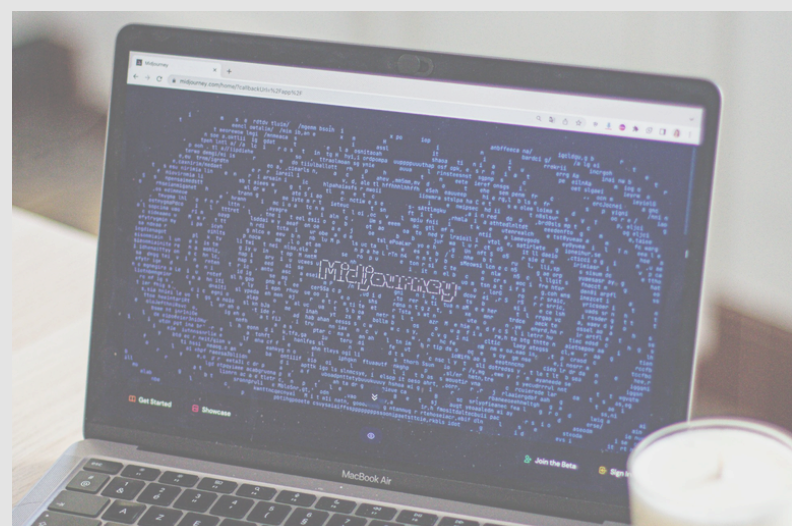


Figure 4: TryOnDiffusion

Furthermore, the poses of the person and clothing are fed into a linear layer to calculate knowledge embeddings, which are then integrated into the person-UNet through an attention mechanism.

The pose can also be used to adjust the person-UNet and clothing-UNet. In simple terms, users only need two images: one of a model and one of the clothing. Using the "Parallel-UNet," tool, the images undergo cropping, dual-line input, and feature calculations, merging the clothing onto the person to generate visuals of individuals wearing different outfits. While current technology cannot fully simulate real clothing, due to factors like material, color, transparency, and viewing angles, which can affect brand image and recognition, it still provides significant convenience for brands.

Undoubtedly, the use of AIGC in the fashion industry is becoming increasingly widespread, and its inherent relevance provides brands with valuable marketing opportunities. The application of AIGC across various stages of the fashion process holds significant potential. In the future, the maturation of AIGC models could enable brands to better gauge consumer preferences and facilitate rapid transitions through design, layout, and modeling processes. This efficiency could lead to reduced costs and increased benefits.



Application in the Fashion Industry



3.1 Fashion Brand Promotion and Magazine Use of AIGC



In addition to fashion prints, AIGC image generation is currently being used for promotional purposes. As leaders in the fashion industry, both Singapore and Brazil's editions of Vogue have used AI to create magazine covers. Similarly, the brand Casablanca employed AI image generation technology for its Spring/Summer 2023 advertising campaign. In terms of quality, the advertisement's colors and tones complement the brand's style and are visually striking. However, the feedback received has not been favorable. Comments on Casablanca's Instagram include remarks like, "It's sad to see you choose and use AI, making people's real skills useless..."

and "If you're going to use AI, create something beyond reality (something humans can't create), but this campaign just shows your lazy, trend-following choice with no substantive content", and "The fashion industry, with its various economic influences, should be at the forefront of condemning, not promoting AI..." Overall, public resistance to AI in this context falls into several categories: those who believe AI impacts human creativity; those who view the use of AI technology as a sign of the brand's laziness—merely replacing simple tasks without innovation—and the most prevalent category, which centers on ethical concerns. Vogue has received similar feedback, suggesting that such negative attitudes could adversely affect brand sales to some extent. From a cost perspective, Casablanca's use of AIGC technology in its advertisement reflects the brand's intention to generate market excitement rather than a genuine appreciation for the technology itself.

This year, some brands have begun incorporating AIGC technology into their designs. In 2023, a YouTube blogger named @demonflyingfox uploaded a video titled 'Harry Potter by Balenciaga', showcasing the capabilities of AIGC production. Subsequently, the 'xxx by Balenciaga' series of AI videos became popular, featuring various IP celebrities combined with Balenciaga through AI technology. This was a spontaneous action by the public, as AI inherently attracts attention. In this era of self-media, this series became a hot topic, significantly increasing the conversation around Balenciaga, which had been relatively quiet at the time. The videos also inspired the brand to explore new marketing avenues. In 2024, Balenciaga directly released a series of clothing items generated using AI technology for their Spring/Summer collection, openly informing the public about their use of AI. Despite some resistance from fans who believe that AI-generated designs cannot be called 'designs', the clothing series still sold at high prices, ranging from \$750 to \$1250. Interestingly, this acceptance may be attributed to the public's prior exposure to the combination of Balenciaga and AI through the 2023 video series, as well as the brand's rebellious and unrestrained nature. Consequently, fans' acceptance of Balenciaga's use of AI in design was significantly higher compared to brands like Casablanca.



Figure 5: Screenshot of 'Harry Potter by BALENCIAGA' Video



Figure 6: Selkie 2024 Valentine's Day collection "Home Is Where the Heart Is"

Unlike Balenciaga, which openly disclosed its use of AI in design, the beloved girlish brand Selkie, known for its original and imaginative designs, faced disappointment from fans after revealing its 2024 Valentine's Day collection, 'Home Is Where the Heart Is'. Characteristic features of AI-generated imagery, such as an abundance of dog toes in the print patterns, led fans to discover that Selkie had employed AI technology to create the clothing's designs. It was only later when questioned, that Selkie's founder, Kimberley Gordon, admitted to using 'vintage art, artificial intelligence, and computer painting' to produce the images in the Valentine's Day collection. Gordon expressed her 'love for the future of artificial intelligence', describing it as 'a fantastic experiment, an incredible tool for students, graphic designers, artists, and small businesses!' (Yeo, 2024). However, this revelation was deeply disappointing for fans. Many mocked Selkie for using generative artificial intelligence, criticizing the brand for resorting to

morally questionable technology instead of commissioning genuine human artists. While it cannot be denied that the efficiency and cost-effectiveness of AIGC image generation may be significantly lower than hiring artists, Selkie's core competitiveness lies in its original retro-style prints, which provide consumers with a pure fairytale-like experience. Once the brand loses its originality, it risks alienating its fan bases. Moreover, with the brand selling its polyester dresses at prices in the hundreds of dollars, the brand's cost and added value do not sufficiently justify consumers paying a high premium.

From the current situation, it is evident that brands using AI image generation technology seek to capitalize on AI's inherent popularity for marketing purposes, rather than favoring the technology itself. However, public sentiment is not optimistic, with many people expressing negative feedback, including but not limited to questioning the ethical issues of AI technology itself. After all, even if the algorithms of the models are based on publicly available content, it cannot be overlooked that, without violating copyrights, they still represent a collection of human creativity and cannot be considered as not infringing on others' copyrights or creativity. Moreover, people believe that the products of AI technology do not justify their high prices. Although AI technology has objectively reduced the production costs for brands, the selling prices of products have not decreased. From an ethical perspective, many people believe that AI-generated products do not have similar value to those created by human designers.

Consumer Attitude Toward

Chapter Four: *AI- Generated Images*

4.1 What Emotions Do Humans Have Towards AI-Generated Images?

Since the inception of AI or the emergence of the concept of AI, controversies surrounding AI have never ceased, particularly regarding AI-generated image generation. People tend to evaluate human-drawn artworks more favorably than those produced by AI (Ragot, Martin, & Cojean, 2020). Interestingly, despite these differences in evaluations, the overall perception of AI-generated products is not necessarily more negative than that of human-created ones, which influences people's purchasing desires (Meggert, 2024). In other words, feedback on AI-generated products may not be inferior, especially when participants are unaware of the images' origins. However, scholars have found that, even if participants initially prefer AI-generated images, once they become aware of the images' source and consider their subjective sense of attribution, they often exhibit negative biases against AI-generated images (Grassini & Koivisto, 2024). Consumer behavior can change significantly based on the origin and background of the creation. Furthermore, compared to human-created art, people tend to diminish the value of AI-generated art (Gangadharbatla, 2021). This viewpoint aligns with the perspective of some scholars who argue that AI-generated art may lack the essential significance attributed to creativity, which arises from human artistic exchanges (Elgammal, 2020). AI creations are perceived to lack the emotional depth of human creations, which can affect consumers' desire to purchase high-priced products. People generally believe the value of machine-generated creativity is inferior to that of human creativity, especially when the absence of human cognitive processes in AI-generated systems is evident. In the prevailing view, the label "artificial intelligence" often carries a pejorative connotation. However, when consumers observe the process of using AI-generated images, they tend to have less negative opinions about AI-generated art. This suggests that, to some extent, people may consider the effort exerted by creators in the creative process as a sign of the quality of the output (Bellaiche et al., 2023). However, research results suggest that overestimating the output generated by artificial intelligence may affect people's perceptions and attitudes towards it (Lima et al., 2021).

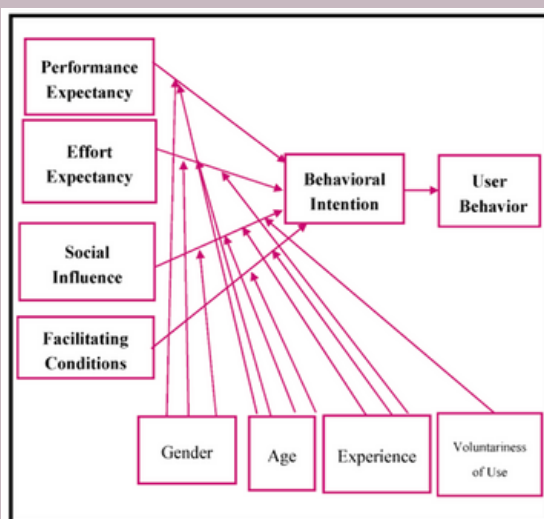


Figure 7: UTAUT model

Based on the current literature review results, people's feedback on AI-generated image technology aligns with the UTAUT model. Subsequent research can be developed based on the UTAUT model. People's acceptance of AI-generated image technology depends on four core dimensions: Performance Expectancy, Effort Expectancy, Social Influence (SI, mainly referring to Subjective Norm), and Facilitating Conditions. These dimensions are influenced by factors such as experience, voluntariness, gender, and age. When the use of AI-generated image technology is not voluntary, such as in passive situations where it is not actively chosen by individuals, the influence of subjective norms becomes more pronounced.

Group members	A	B	C	D
Gender	Female	Female	Male	Male
Frequency of clothing purchases	no fixed frequency/depends on whether like it	no fixed frequency/depends on whether like it	At least once a month	At least once a month
Influenced by trends	Yes	Yes	Hardly ever	Hardly ever

Focus group members are familiar with and utilize AI in various aspects, such as writing, data retrieval, automation, video generation, AI painting, virtual idols, instant expression of inspiration, and virtual try-ons. They believe that, despite some drawbacks related to the ethical use of AI, the overall benefits outweigh the negatives.

The members of the focus group have varied emotional responses to different brands' use of AI-generated image technology at various stages. In the product phase, if a brand only uses AI as an auxiliary tool while maintaining its own brand values and characteristics, and the product quality, such as materials and design, remains innovative and noteworthy, none of the members A, C, and D will have significant negative emotions. However, for brands that rely on prints as selling points, if the patterns, such as shapes and silhouettes, are all generic and repetitive, using AI-generated images will be met with disapproval. Additionally, all three members believe that AI-generated products should not be sold at the same prices as human-designed products due to cost disparities. Member A remarked, "I think it's opportunistic for businesses to directly use AI to create and sell printed images".

Besides product categories triggering different emotions, the use of AI by different brands also generates varying emotional responses. Lower-priced fast-fashion brands are less likely to evoke negative emotions from consumers compared to high-priced luxury brands or designer brands known for their unique designs. Member B, on the other hand, didn't care if AI was involved as long as the clothing itself was aesthetically pleasing. B believed, "Many things are already priced at a premium due to the brand, so it doesn't make much of a difference. As long as it's this brand, it will definitely be expensive". This perspective highlights that brand premiums have always existed, and the incorporation of AI doesn't significantly impact these high markups.

Similarly, in terms of promotion, if AI is used as an auxiliary tool without compromising distinctive features, tones, or clothing details, its application can be accepted, such as in the case of virtual models. However, if promotional content created by AI is of low quality or distorted, it can negatively affect the group members' impressions of the brand. Poor marketing can lead consumers to perceive the products as low-quality. Member C stated, "If AI technology is used in marketing and the AI-generated promotional content doesn't differ much from the actual clothing products, I can accept it". Marketing plays a significant role, as good marketing and brand attitude can help mitigate negative sentiments toward AI usage. Conversely, some consumers may harbor resentment, especially if brands refuse to acknowledge their use of AI in design.

The focus group members identified several specific issues with the current use of AI-generated image technology in the fashion industry:

1. AI-generated clothing images cannot fully replicate the same effect in real life.
2. There is concern about the direct replication of AI-generated products without original content output. Some brands may refuse to acknowledge or indicate that their products are AI-generated, but claim them as their own works.
3. AI-generated images are often perceived as too artificial. When brands use them, they risk losing their own characteristics and tones, as well as important clothing details.
4. AI products lack the emotional value and conceptual depth that human designers bring to their creations.

Overall, the main factors causing consumers to have negative emotions towards fashion brands using AI-generated image technology include:

1. Conflicts between fashion brands' self-positioning and the current ethical issues surrounding AI technology
2. Discrepancies between the values of clothing produced with AI technology and their pricing
3. Consumers feel neglected when fashion brands excessively rely on AI, ignoring other factors.
4. Fashion brands avoid or refuse to acknowledge the use of AI technology but are proven to have used it.
5. Conflicts between fashion brands' self-positioning and the perceived low quality of AI-generated images



Figure 8: Selkie 2024 Valentine's Day collection "Home Is Where the Heart Is"



Sustainable Fashion

5.1 Applicability of AI Image Generating Technology in Different Fashion Brands

This recommendation **addresses the issue perceived by consumers that fashion brands, after adopting AI technology, have produced clothing with a value-price discrepancy. Additionally, it addresses concerns that brands may excessively rely on AI, neglecting other factors, which can lead to a perception of indifference among consumers.**

Scholarly research has found that people may perceive the effort exerted by creators in the creative process as an indicator of product quality (Bellaiche et al., 2023). However, in reality, most individuals harbor biases against AI-generated products, influenced by their perceptions of authenticity and expected product quality (Lee and Kim, 2024). Therefore, based on this research and the aforementioned focus group findings, it can be inferred that the quality of products created by fashion brands using AI-generated imagery technology is crucial. In addition to controlling the quality of AI-generated images, fashion brands must also ensure the texture of cutting, fabrics, and overall designs.

When people feel dismissed, their negative emotions toward clothing related to AI technology tend to increase, particularly as the use of AI-generated image elements becomes more pronounced. Different types of fashion brands experience various levels of tolerance from consumers. For brands with high premiums, most consumers pay for creativity, which can be seen as artistic in clothing. However, AI-generated art may lack the necessary significance to be considered true art, as this significance typically arises from human artistic exchanges (Elgammal, 2020). Brands that use artists' images as clothing prints and position these designs as selling points—such as Selkie—are generally not suitable for integrating AI-generated image technology. In order to achieve consistency between value and price in such cases, brands should lower the prices of AI series products to mitigate the impact of negative emotions on consumers.

However, for some fashion brands, reducing prices may imply a degradation of quality and may negatively affect brand recognition among consumers. Therefore, before implementing AI-generated image technology, fashion brands must carefully evaluate whether their brand tone and product positioning align with the current perceptions of AI.

Subscription

5.2 Personalized AI Image-Generator

This recommendation addresses **potential ethical issues related to copyright, authorship, and creativity that may arise when brands use AI-generated image technology.**

Based on previous research, concerns about whether AI-generated images infringe on copyrights and whether they possess an equal degree of creativity and innovation are significant issues currently faced by fashion brands using AI technology. To address these challenges, brands can construct a brand-exclusive material library and utilize AI algorithms to evolve brand-specific AI-generated image models. This approach allows brands to retain the advantages of AI technology, such as the instantaneous expression of designer inspiration and the seamless conversion between 2D design drawings and 3D blueprints. Since the source of the material library is the brand's own past designs and self-created materials, creativity and copyright belong to the brand, and general material elements do not involve external creative or copyright issues.

Most brands store some preliminary designs, but accessing them in physical or paper form can be inconvenient, often subject to time and location limitations. Referencing previous designs typically consumes time and manpower. Establishing an exclusive AI model can effectively overcome these challenges. In authorized locations, the AI model can quickly search for corresponding materials or generate images based on specific keywords. Brands often have sufficient designers with adequate capacity to produce basic materials.

Building a material library for brands can leverage services such as the Enterprise subscription plan offered by Stable Diffusion. This plan is specifically tailored for large enterprises, offering customized services. Brands can customize the use of the Stable Diffusion model based on their specific needs and scale, so that they can enjoy higher processing power, enhanced functionality support, and professional technical assistance, among other benefits. The price ranges from \$249 to \$1999 per month.

However, the challenge lies in the initial classification and drawing of materials, which requires significant **manpower and a high initial investment**. Furthermore, fashion trends are constantly evolving, necessitating regular updates and maintenance of the material library. Additionally, this suggestion has certain limitations, as it requires the brand's design to be coherent. For example, **luxury brands benefit from having a long history, and designer brands need a highly consistent style**. This suggestion is not suitable for fast-fashion brands that seek to pursue rapidly changing trends.

Sustainable Fashion

5.3 Leveraging Consumer Satisfaction Through Marketing Content

This recommendation addresses the marketing issues that arise after fashion brands adopt AI-generated image technology.

Marketing efforts guided by market orientation are essential for creating a positive image aligned with public opinion, linking customers with product/service delivery (Moorman and Rust, 2019). In the context of AI-generated image marketing, fashion brands should articulate that the value of garments created using AI-generated images is not inferior to those entirely manufactured by humans. Based on the research findings, marketing strategies should be categorized as follows: firstly, showcasing the application process of AI-generated image technology in garment design to demonstrate the labor value involved in using AI; secondly, emphasizing the quality and design highlights of garments produced with AI-generated image technology to showcase their value; thirdly, asserting that the use of AI-generated image technology builds upon the brand's proprietary design efforts, emphasizing that it does not involve plagiarism or copyright issues.



Chapter Six:

This business report investigates the utilization of AI-generated image technology in the global fashion industry. It covers both traditional and emerging applications of AI-generated image technology, current practical cases of AI-generated image technology, customer feedback, and insights from focus group research. The discussions within the focus groups have identified several reasons for the negative emotions associated with the current use of AI technology. While AI has become an unavoidable topic in the fashion industry and is significant for enhancing brand efficiency, the ethical and copyright issues surrounding AI-generated images remain crucial factors influencing the adoption of AI technology. Constructing models that do not involve copyright and ethical issues, particularly concerning creativity, can effectively address these concerns. Many individuals naturally harbor biases against AI technology, and mitigating negative consumer emotions stemming from such biases, while maintaining positive brand identification and consumer sentiment, requires brands to maintain the alignment of value with price and engage in proactive marketing strategies. Fundamentally, people's negative emotions stem from limited understanding of image generation technology, leading to insufficient acceptance of its products. This article provides recommendations from three perspectives—differentiated and rational use of AI technology, customized AI image generation technology, and support from marketing strategies—to help different types of fashion brands address consumer's negative emotions toward AI image generation.



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