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Artificial Intelligence as a Tool for Marketing Communication and Innovation in Bedroom Furniture Production

Umjetna inteligencija kao alat za marketinšku komunikaciju i inovacije u proizvodnji namještaja za spavaće sobe

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ABSTRACT • *The study focuses on the impact of artificial intelligence (AI) on the creation of marketing communications in the furniture industry, specifically in the bedroom furniture segment, where research into consumer attitudes toward AI-generated content is still limited. The aim was to determine whether the method of creating marketing elements (AI vs. human) influences customer perception. The experiment involved the creation of a product name, advertising text, and visual presentation of a bedroom set by professional designers, students of marketing-oriented fields, and an AI system. The outputs were evaluated by Generation Z respondents. The data were analyzed using descriptive statistics and statistical hypothesis testing (Wilcoxon test). The results showed statistically significant differences between AI and professional processing. AI created visuals dominated in attractiveness and originality, while human proposals achieved better results in memorability and factual relevance of text advertising. The findings confirm that AI is a suitable support tool, but humans remain key in the area of visual and emotional communication.*

KEYWORDS: furniture; marketing communication; artificial intelligence; experiment

SAŽETAK • *U studiji se obrađuje utjecaj umjetne inteligencije (UI) na stvaranje marketinških komunikacija u industriji namještaja, posebice u segmentu namještaja za spavaće sobe, u kojemu je istraživanje stajališta potrošača prema sadržaju generiranom UI-jem još uvijek ograničeno. Cilj je bio utvrditi utječe li metoda stvaranja marketinških elemenata (UI – čovjek) na percepciju kupaca. Eksperiment je obuhvatio stvaranje naziva proizvoda, reklamnog teksta i vizualne prezentacije spavaćih soba od profesionalnih dizajnera, studenata marketinški orijentiranih područja i UI sustava. Izlazne rezultate procijenili su ispitanici generacije Z. Podatci su analizirani primjenom deskriptivne statistike i testiranjem statističkih hipoteza (Wilcoxonov test). Rezultati su pokazali statistički značajne razlike između UI i profesionalne obrade. Vizuali stvoreni UI-jem dominirali su po atraktivnosti i*

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originalnosti, dok su ljudski prijedlozi postigli bolje rezultate u pamtljivosti i činjeničnoj relevantnosti tekstualnog oglašavanja. Nalazi potvrđuju da je UI prikladan alat za potporu, ali ljudi ostaju ključni činitelj u području vizualne i emocionalne komunikacije.

KLJUČNE RIJEČI: namještaj; marketing; komunikacija; umjetna inteligencija; istraživanje

1 INTRODUCTION

1. UVOD

Artificial intelligence (AI) is increasingly applied across industries, driving innovation and technological progress (Zahra, 2023; Li *et al.*, 2024). In the furniture sector, AI accelerates design processes, and brings new opportunities for customer engagement, thereby improving the customer experience (Kariž *et al.*, 2024). Innovation and adaptability are key to creating value and meeting changing market needs (Rame *et al.*, 2023). Development is moving from intelligent and smart furniture to AI-based solutions, which increase production efficiency and product quality (Aboushall and Jalagat, 2024). AI is involved in the entire process from design to production and enables more personalized and sustainable solutions (Wang *et al.*, 2024; Faran, 2024), but it still does not replace the role of the designer, especially in the creative phase (Zahra, 2023). Kariž *et al.* (2024) present an overview of currently available solutions and new opportunities for the use of AI in the wood industry, pointing out its importance in marketing: It helps in the strategic planning of marketing activities and the sales process by providing insights derived from comprehensive market analyses. AI could help in creating marketing materials, communicating with customers, managing social networks and websites, analyzing competitors, predicting demand, etc.

It is evident that in today's environment, the use of artificial intelligence (AI) to improve the effectiveness of advertising campaigns is becoming increasingly important (Nesterenko and Olefirenko, 2023). According to Zhang and Hur (2025), the use of generative AI in marketing is growing along with industry interest in technology. The use of AI in advertising has significantly changed the way brands create and convey their marketing messages (Bui, 2025). According to Hermann and Puntoni (2024), generative AI significantly streamlines the preparation of marketing materials by enabling the rapid creation of personalized advertising texts and other communication outputs. According to Sicilia *et al.* (2025), artificial intelligence has opened up new space for creativity, which is reflected in its diverse use in creative advertising, especially in the generation of texts, images, music, voice, and sound. However, as claimed, for example by Kravets *et al.* (2025), it does not replace human editing but helps reduce the time and financial costs of their creation.

With the growing use of AI in creative advertising, it is important to evaluate its benefits and risks from the consumer's perspective (Sicilia *et al.*, 2025), as audience responses to AI-generated ads have not yet been sufficiently researched (Chen *et al.*, 2024) so that consumer responses to AI-generated advertising remain unclear. The study of Nesterenko and Olefirenko (2023) has shown statistically significant findings where those respondents liked the video created by AI more than that made by humans. Other studies indicate that ads in which the role of AI is apparent may increase online engagement but elicit more negative emotions and poorer ad ratings (Hanson *et al.*, 2025), while hybrid human-AI content with consumer engagement significantly influences brand perception and performs better (de Cicco *et al.*, 2025). These findings highlight the importance of transparency and maintaining the human element in AI-supported communication to preserve trust and authenticity (Kučinskis and Survilaitė, 2025).

Despite its rapid development, AI still has its limitations; it is strong at processing images but weaker at complex reasoning and contextual understanding (Maslej *et al.*, 2024; Chong, 2024). It also faces challenges such as a lack of implementation details, inappropriate usage of data sets, and unrealistic assumptions (Si *et al.*, 2024). Although AI can generate ideas, the role of humans remains crucial, as the successful use of AI depends on both technological and human factors, particularly the perceived usefulness of systems and a balanced approach to their implementation (Tursunbayeva *et al.*, 2024; Oliveira *et al.*, 2024; Rane *et al.*, 2024). To conclude, AI still has limitations in the areas of contextual understanding and complex reasoning (Maslej *et al.*, 2024; Chong, 2024), which is why the role of humans remains indispensable (Norton, 2023).

At the same time, however, research focused on consumer attitudes toward AI-generated marketing communications in the furniture industry, particularly in the bedroom furniture segment, remains limited. Therefore, in this study, an experiment is conducted to examine the attitudes toward AI generated marketing communication in furniture industry. The paper focuses exclusively on the results relating to the analyzed bedroom furniture set. Therefore, the research question is: Does the use of artificial intelligence in the development of marketing communication for a specific bedroom furniture set have an impact on customers?

The main aim of the study was to determine whether the use of artificial intelligence in the creation of marketing communication for a specific bedroom furniture set influences consumer perception.

Based on the stated research question, the following hypotheses were formulated:

Hypothesis H_0 – *There is not a statistically significant difference in respondents' evaluation of marketing communication created by artificial intelligence and marketing communication created by professional designers.*

Hypothesis H_1 – *There is a statistically significant difference in respondents' evaluation of marketing communication created by artificial intelligence and marketing communication created by professional designers.*

2 MATERIALS AND METHODS

2. MATERIJA I METODE

The focus of the paper was to compare the application of artificial intelligence, professional expertise, and human creativity in the creation of marketing communication.

The main research approach used in this study is the experimental research method. Three groups of subjects participated in the experimental research:

1. Professional – professional advertising designers from Decodom, a Slovak furniture manufacturer (2025);
2. Experts – graduates of study subjects focused on marketing and innovation management, who were selected based on their professional education and relevant knowledge of the subject matter;
3. AI – an artificial intelligence system provided by the Deeply.cz platform. The task for all participants was to design a product name and create a short advertising text for the Sklik text based on a visual presentation of a bedroom furniture set.

The professional proposal prepared by Decodom experts consisted of the product name, Sklik advertising text, and an original photograph of the analyzed bedroom furniture set. Sklik advertising was in the form of short text belonging to the chosen furniture product, which is a tool to display text and banner ads in search results (Netmarketer, 2025). Subsequently, a concept generated by artificial intelligence was created, which used the proposed product name and advertising text as input for the creation of the visual appearance of the bedroom furniture. The result of this process was two visual representations of the product, ten alternative names, and ten advertising texts, which served as experimental research material.

We designed the research tool as a questionnaire in which respondents rated selected characteristics on a

five-point Likert scale (1 – appropriate, 5 – inappropriate). The structure of the questions was based on a modified CRUSH model (Bergh, Behrer, 2012; Aaker, 2003) and focused on the following parameters: order, attractiveness, clarity, originality, emotional impact, credibility, memorability, and relevance to the product. The high level of internal consistency and reliability of the questionnaire was confirmed by Cronbach's alpha coefficient of 0.945. According to the methodology of Nunnally and Bernstein (1994), this result represents an excellent level of reliability, confirming that the items measure the concept under study consistently and that the data are suitable for further statistical analysis.

The selected bedroom furniture set was tested at the Technical University in Zvolen, with the experiment taking place in a simulated market environment. Respondents evaluated two visual versions of the product – one created by artificial intelligence and the other professionally processed by Decodom – along with the relevant marketing communications. The core group of respondents consisted of members of Generation Z. Given the experimental nature of the research, students of Economics and Management of Natural Resources were included in the research sample. The research sample consisted of fifteen students representing Generation Z as potential consumers, but also as future creators of creative marketing messages. This generation was also chosen because of its continuous contact with digital technologies and the online environment from an early age. This is the most technically sophisticated generation of all time (ConZoomer, 2023). The experiment was conducted during the summer semester of the 2024/2025 academic year.

Descriptive statistical methods were used to analyze the respondents' attitudes, specifically the arithmetic mean, median, and mode. The arithmetic mean was calculated as the ratio of the sum of the measured values to their number. The median divides the ordered set of values into two equal parts, each containing 50 % of the statistical units. The mode represents the value that occurs most frequently in the data set (Ostertagová, 2015). Given the use of a 5-point Likert scale (1 = appropriate, 5 = inappropriate), the focus was primarily on the median and mode in the interpretation.

Statistical hypothesis testing was used to verify the hypothesis, allowing for a comparison of respondents' attitudes towards marketing materials created by artificial intelligence and professional designers. A non-parametric Wilcoxon test was used to verify the existence of statistically significant differences in the perception of marketing outputs between artificial intelligence and professional creation. This test was chosen due to the ordinal nature of the data (Likert scale) and the small size of the research sample ($n=15$), which

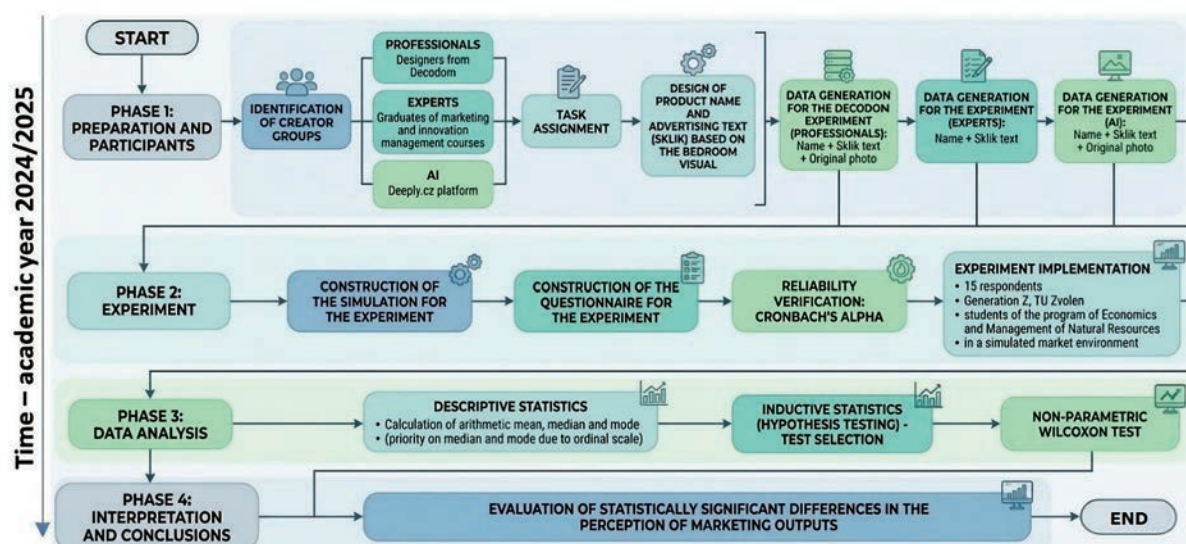


Figure 1 Research methodology
Slika 1. Metodologija istraživanja

is in line with methodological recommendations for this type of data (Okoye and Hosseini, 2024).

The entire methodological procedure is clearly depicted in Figure 1.

MS Excel, MS Word, Statistics SPSS 20 and Google functionalities were used for data analysis and evaluation.

3 RESULTS AND DISCUSSION

3. REZULTATI I RASPRAVA

The present study provides a comprehensive experimental comparison of creative marketing outputs generated by three distinct groups: professional designers from Decodom, marketing and innovation graduates (experts), and the Deeply.cz AI platform (Table 1). Reflecting the 5-point Likert scale (1 = appropriate, 5 = inappropriate), the focus was primarily on the median and mode in the interpretation. Within the product naming task, AI emerged as the superior performer, securing the highest ratings for credibility (median 1, mode 1), attractiveness (median 2, mode 1) and comprehensibility (median 2, mode 1). Conversely, the professionally designed name was perceived as the least suitable, with medians at levels 3 and 4 (e.g. attractiveness: median 4, mode 4). Experts maintained a stable intermediate position with medians 2 and 3.

In Sklik advertising texts, AI dominated in comprehensibility (median 1, mode 1), originality (median 1, mode 1) and credibility (median 1, mode 1). Respondents considered the texts generated by AI to be highly suitable. In contrast, both professionals and experts recorded less favorable ratings in these categories (medians mostly 2 and 3). Paradoxically, AI underperformed significantly in memorability and relevance to the product, where it achieved a median of 4 (mode 4),

while humans (professionals and experts) achieved a median of 2 in these parameters. In the case of visuals – image proposals, AI again received the best rating. Respondents rated the AI visual as extremely suitable in attractiveness, clarity and originality (median 1 and mode 1 for all). The professionally created visual achieved less favorable results in these parameters (medians 2 and 3). The only parameter, where the professional design was perceived as comparable to AI, was emotional impact and relevance (median 1).

To verify the existence of statistically significant differences in the perception of marketing outputs between artificial intelligence and professional creation, a non-parametric Wilcoxon signed-rank test was used. The test results showed that the differences in the evaluation are statistically significant ($Z = -2.262$; $p = 0.024$). Since the achieved p-value was lower than the significance level ($\alpha = 0.05$), the null hypothesis of equal perception was rejected. Based on the above, it can be concluded that the origin of marketing content has a demonstrable impact on how the target group perceives and evaluates it. Based on the results, it is concluded that Generation Z respondents accept artificial intelligence suggestions better than professional suggestions and suggestions from experts. However, in the case of bedroom furniture names, expert (human) proposal performed better in emotional impact (mode 2) and originality (mode 3) than AI.

These findings are consistent with previous research (e.g., Zhang and Hur, 2025; Hanson *et al.*, 2025), which indicates the possible neutral or negative perception of AI solutions by customers, as well as poorer ratings. In line with de Cicco *et al.* (2025), who emphasize the effectiveness of hybrid human-AI content, our results confirm that the human factor and professional input remain crucial for quality and ethical

Table 1 Results

Tablica 1. Rezultati

Product name / Ime proizvoda											
Parameters studied / Proučavani parametri	Experts / Stručnjaci			Professional / Profesionalci			AI				
	Mean	Median	Mode	Mean	Median	Mode	Mean	Median	Mode	Mean	Mode
	2.68	3	3	3.53	4	4	2.33	2	4	2.33	1
	2.38	3	3	3.00	3	5	2.47	2	5	2.47	1
	2.24	3	3	3.07	3	4	3.00	3	4	3.00	3
	2.75	3	2	3.40	3	3	2.80	2	3	2.80	5
	2.33	2	2	3.00	3	3	2.20	1	3	2.20	1
	2.19	3	5	3.53	4	5	2.60	3	5	2.60	1
	2.45	2	2	3.07	3	4	3.67	3	4	3.67	1
	SKLIK TEXTS										
Parameters studied / Proučavani parametri	Experts / Stručnjaci			Professional / Profesionalci			AI				
	Mean	Median	Mode	Mean	Median	Mode	Mean	Median	Mode	Mean	Mode
	2.48	2	2	2.53	2	2	2.33	2	2	2.33	1
	1.92	2	1	2.27	2	3	1.67	1	3	1.67	1
	2.35	3	3	2.60	3	3	2.20	1	3	2.20	1
	2.57	2	2	3.00	3	3	2.47	2	3	2.47	1
	2.29	2	2	2.13	2	2	1.80	1	2	1.80	1
	2.19	3	1	2.13	2	2	3.60	4	2	3.60	4
	2.60	2	2	2.13	2	2	3.53	4	2	3.53	4
	relevantnost za promovirani proizvod										

Table 1 Continued
Tablica 1. Nastavak

Visual display / Vizualni prikaz		Professional / Profesionalci			AI		
							
		Mean	Median	Mode	Mean	Median	Mode
Attractiveness / atraktivnost		2.00	2	3	1.53	1	1
Comprehensibility / razumljivost		2.67	3	3	1.80	1	1
Originality / originalnost		2.67	3	4	1.27	1	1
Emotional impact / emocionalni utjecaj		1.87	1	1	1.80	1	1
Trustworthiness and credibility / pouzdanost i kredibilitet		2.67	3	3	1.67	2	1
Memorability / pamtljivost		2.27	3	3	1.67	2	1
Relevance to the promoted product / relevantnost za promovirani proizvod		1.53	1	1	1.67	2	1
Statistical testing / Statističko testiranje							
The Wilcoxon signed-rank test / Wilcoxonov test predznačenih rangova					-2.262		
p-value / p-vrijednost					0.024		
Hypothesis testing / testiranje hipoteze					The hypothesis H_0 is rejected / Hipoteza H_0 je odbačena		
Note: Statistical significance was tested using the Wilcoxon signed-rank test ($\alpha = 0.05$). Napomena: Statistička značajnost testirana je Wilcoxonovim testom predznačenih rangova ($\alpha = 0.05$).							

oversight. Although AI can generate inspiring ideas, achieving significantly better results in the visual intelligence category (mode 1), from a textual perspective, it lacks the deeper human understanding and empathy needed for this type of industry. These results underline the importance of transparency and maintaining the human element in AI-supported communication to preserve trust and perceived authenticity (Kučinskas and Survilaitė, 2025).

As to text advertising (Slik advertising), our findings support the conclusions of Si *et al.* (2024) regarding the usefulness of AI, as AI-generated texts achieved even better results in attractiveness, comprehensibility and originality (mode 1) than experts-generated versions. This indicates that AI can outperform traditional methods in certain technical aspects, such as text structure and relevance, but not in more complex visual and emotionally motivated tasks and customer memorability (mode 4 for AI, mode 1 for experts, mode 2 for professional design). The statistically significant differences observed thus indicate that AI should be considered as a supportive tool that requires expert human supervision (Zahra, 2023; Ashkinaze *et al.*, 2024).

Both the literature and data collected indicate that while AI can contribute to innovation, human intervention is essential for ethical review and quality assurance (Ashkinaze *et al.*, 2024; Kelly *et al.*, 2023). AI cannot fully replace human intelligence (Norton, 2023), which is also reflected in our findings, where professionally created product name outperformed AI-generated visuals in aesthetic and emotional impacts. The human factor outperformed AI in Slik texts in the parameters examined – text memorability and relevance to the promoted product.

In the dynamic environment of digital marketing, companies should therefore adopt strategies to mitigate these risks and carefully consider where creativity has the greatest impact. At the same time, there is a need for new employee skills, as the nature and degree of creativity required may differ from traditional marketing approaches (Ameen *et al.*, 2022).

These findings suggest that the furniture industry should embrace digital trends to sustain growth, but with an emphasis on the balanced integration of technology and professional expertise. Innovation and adaptability to trends are key to creating value, but the professionalism of the human factor appears to be particularly important in specific tasks such as visual identity and emotional credibility. At the same time, the material dimension should not be overlooked, as wood and wood-based materials are often associated with feelings of warmth, naturalness, and comfort (e.g. Kaputa *et al.*, 2018; Jošt *et al.*, 2020; Loučanová *et al.*, 2024), which can evoke positive emotional responses

in consumers. Promoting these emotional associations through appropriate visual and communication strategies can further increase the perceived value of bedroom furniture.

A limitation of the research is that the appeal and comprehensibility of designs created using AI were evaluated by customers, which represents a subjective assessment influenced by individual preferences, as well as the composition of the research sample, which consisted of students with a marketing education. Their specific educational background may influence their perception of advertising content, which limits the generalizability of the results to the general consumer population, since this group may evaluate advertising stimuli with a different degree of criticality or knowledge. Furthermore, the study focused on only one specific bedroom furniture set, which may limit the generalizability of the results to other types of furniture or products. However, the findings create opportunities for future applications to other products and provide impetus for the wider use of artificial intelligence in furniture marketing communications. Its overly general approach to artificial intelligence is also a limitation, and for a more in-depth analysis, it would be necessary to compare human creativity with specific types of algorithms and their particular logic.

4 CONCLUSIONS

4. ZAKLJUČAK

The development of artificial intelligence (AI) brings new opportunities in the field of marketing communication, but our research focused on consumer attitudes towards AI-generated content in the furniture industry, especially in the bedroom furniture segment, which is still limited. Through an experimental comparison of the creative output of professional designers, experts -graduates, and the AI system Deeply.cz, this study provided important insights into how Generation Z perceives creativity in a simulated market environment. The results of the study focusing on specific bedroom furniture set showed statistically significant differences in the perception of marketing communication depending on whether it was created by AI or a professional. Professionally proposed product name achieved the highest ratings, particularly in terms of emotional impact and originality compared to AI. AI lagged significantly behind in terms of credibility and visual persuasiveness. The results indicate that AI-generated solutions significantly outperformed professional ones in terms of attractiveness and comprehensibility, while professional proposals achieved better results in trustworthiness and credibility (name and text proposal) compared to AI. The findings suggest that AI is a highly effective tool for generating attractive visual

contents and structured advertising texts. Nevertheless, the human factor remains indispensable for ensuring product relevance and long-term memorability of the message, which are areas where AI still faces limitations. The study highlights the need for a balanced integration of technology and professional expertise in marketing communication. The limitations of the research include the small sample size of selected students that may not represent the typical Generation Z furniture consumer and focus on a single product, which limits the generalizability of the results. These limitations define the direction of future research: in addition to simply expanding the number of products studied, it would be desirable to examine the diversity of AI models and their individual contributions to human creativity. However, the results provide ideas for further research and practical applications of AI in furniture marketing.

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