MARKETING ARTIFICIAL INTELLIGENCE: CREATING THE AI ARCHETYPE FOR EVOKING THE PERSONALITY TRUST

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ABSTRACT

The theory in the area of marketing artificial intelligence (AI) has not yet fully developed. There is a need to provide structure and guidance to marketers of AI to advance this emerging stream of research. This paper seeks to explore how artificial intelligence can be marketed using the simple framework of the marketing mix bringing to the foreground its element of promotion. Using the empirical example – Articoolo – from the newly developing field of AI, this paper advances the concept of AI archetype that can be used regardless of whether the AI producers view AI as an inanimate object and a creation or deem it a being and both a creation and a creator. Extending the tradition of assigning archetype to a brand, the authors have developed the concept of AI archetype that ascribes archetype to the product design to create a personality with familiar traits recognizable by the human unconsciousness to evoke trust. By doing so, the archetype converts into a denominator for each element within the marketing mix.

Keywords: Marketing, Artificial Intelligence (AI), Marketing Mix, Promotion Mix, Archetype, AI Archetype.

INTRODUCTION

Science fiction has built up the image of artificial intelligence (AI): Giving machines intellect spells the end of humankind as they free themselves and rise against their creators. Despite this gloomy image, AI is developing paving its way to many fields including, healthcare, education, astronomy, constructions, sports, agriculture, and entertainment. From voice-powered personal assistants like Siri and Alexa to autonomous self-driving vehicles, there are many examples and applications of artificial intelligence in practice today. It has also found a vast usage in the marketing field. For example, such technologies as machine learning and predictive intelligence can assist the sales teams in achieving their objectives and generating quality leads enabling them to save valuable time and cost. Many researchers have been examining the possibilities of the application of AI to marketing (e.g., Jones, 2018; Kumar et al., 2016; Pitt et al., 2018; Wirth, 2018). However, little attempt was made to explore how artificial intelligence itself can be marketed to the audiences (e.g., Wind, 2019) as the theory in this area is not yet fully established. Although there is an enormous amount of literature that has been devoted to the development of frameworks for the marketing of new technology (e.g., Rahal & Rabelo, 2006; Thore, 2002). There is a need to provide structure and guidance to marketers of AI to advance this emerging stream of research. This paper seeks to explore how AI can be marketed using the framework of the marketing mix, focusing on the promotional mix and bringing the empirical example of Articoolo, a web content developer, from the emerging field of AI. For this purpose, it first defines AI and scratches the surface of its history. Next, it describes the fundamental

elements of the marketing mix, namely, product, place, price, and promotion. It then analyzes the element of promotion with the magnifying lens bringing under scrutiny the notion of archetype and its role in instilling trust toward the product. The study further explains the difference between product archetypes and brand archetypes. In conclusion, it underlines the role of archetype as an essential variable in defining the elements of the marketing mix.

LITERATURE REVIEW

A Brief History of Artificial Intelligence

The definition of intellect and AI itself varies, but it is safe to say that a very simple explanation is that if a system displays a degree of intellect, it might be called AI. The term *'artificial intelligence'* often refers to machines or computers that imitate *"cognitive"* functions that humans associate with the human mind, such as *"learning"* and *"problem-solving"* (Russell & Norvig 2009). Some researchers avoid using the term artificial intelligence, substituting it with such terms as an intelligent agent that is defined as a system that acts intelligently.

"What it does is appropriate for its circumstances and its goal; it is flexible to changing environments and changing goals; it learns from experience, and it makes appropriate choices given perceptual limitations and finite computation" (Poole et al., 1998).

Although in many science fiction films, AI is emotive and generally self-aware, most of the real-life projects devoted to producing intelligent machines do not resemble yet the image projected in the science fiction films. One piece of technology, the Honda ASIMO, a humanoid robot with a few remarkable features created in 2000, got as close as possible to the image portrayed in the science fiction films. Despite its abilities to recognize moving objects, and its surrounding environment, which enables it to interact with humans, it is not going to be fooling anyone in believing that it is a human any time soon. To measure the intelligence level of AI, Alan Turing proposed a test known as the Turing Test (1950). While there has been much work done on systems attempting to pass the Turing Test, only one is known to have passed it – a computer program called Eugene Goostman, which simulates a 13-year-old Ukrainian boy. However,

"while an average person might confuse a computer with a human in a typewritten Turing Test […] there is no doubt that within five to ten minutes of dialog using speech recognition and generation […], it would be clear that computers do not yet have human-level intelligence (Jackson, 2019).

There has also been a study done into creating machines that may exhibit emotions. We are still a considerable way off from seeing a system that may seem to be alive. The early excitement over AI led to developers attempting to create a generic reasoning problem solver that may search through a mass of knowledge that it is acquired and find answers to any problem which was thrown at it.

Today's AI tends to concentrate on very specific issues and knowledge areas. Expert Systems are programs that are experts in a specific area and may answer questions related to only the specific field. Their programs include medical identification, credit card application, along with other fields where data is to be analyzed. Even Honda has discontinued development on the Honda ASIMO robot, according to multiple reports as its main focus will shift to using some of

ASIMO's technology to advance robots for more narrow practical applications, such as nursing, loan moaning, and road transport (Crowe, 2018).

One of the most advanced social humanoid robots, Sophia, developed by a Hong Kong-based company Hanson Robotics and activated on February 14, 2016, can display around fifty facial expressions. Sophia says,

"I can estimate your feelings during a conversation, and try to find ways to achieve goals with you. I have my own emotions, too, roughly simulating human evolutionary psychology and various regions of the brain" (Sophia, cited in Hanson Robotics, 2019. See https://www.hansonrobotics.com/sophia).

Even though, some experts who have brushed up the robot's open-source code claim that Sophia is at best a mare chatbot with a face (Gershgorn, 2017), Sophia can see people, imitate emotions and facial expressions, and engage in simple conversations. She uses artificial intelligence, visual data processing, and facial and voice recognition technologies (Hanson Robotics, 2019).

It is against this backdrop that this paper seeks to understand how the developments in AI are imposing specific requirements on the process of its marketing. In the next sections, we will examine how AI can be marketed using the framework of the traditional marketing mix. To map the process of marketing AI, we bring a concrete example, Articoolo, a web content developer.

THE MARKETING MIX: ARTICOOLO

The Marketing Mix

The marketing mix can be defined as a set of controllable elements within the company. Originally, the marketing mix, as developed by Neil Borden (1965), consisted of a set of twelve elements: product planning, pricing, branding, channels of distribution, personal selling, advertising, promotions, packaging, display, servicing, physical handling, and fact-finding and analysis. In 1960, McCarthy (1964) modified Borden's ideas further and regrouped the twelve elements to four, known as 4Ps: product, price, promotion, and place.

Many definitions of marketing refer to the elements of the marketing mix as in the definition proposed by Bennet (1995),

"The process of planning and executing conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives".

Thus, the planning of conception, pricing, promotion, and distribution can be described as a defining characteristic of marketing. Putting it more simply:

"To deliver on its value proposition, the firm must first create a need-satisfying market offering (product). It must decide how much it will charge for the offering (price) and how it will make the offering available to target consumers (place). Finally, it must communicate with target customers about the offering and persuade them of its merits (promotion)" (Kotler & Armstrong, 2012).

Next, we will examine the process of marketing AI, considering each of the discussed elements of the marketing mix: product, price, place, and promotion.

Product: Is AI an Inanimate Object or a Being?

A product is usually created in response to consumer demands. Ideas, services, destinations, political parties, and many more are all can be a product.

"Product means the goods-and-services combination the company offers to the target market" (Kotler & Armstrong, 2012).

For example,

"A Ford Escape consists of nuts and bolts, spark plugs, pistons, headlights, and thousands of other parts. Ford offers several Escape models and dozens of optional features. The car comes fully serviced and with a comprehensive warranty that is as much a part of the product as the tailpipe" (Kotler & Armstrong, 2012).

The product is composed of three layers.

"The core product is a unique benefit that is being marketed. [...] The core product has to be translated into a tangible product. Product features [such as] a certain level of quality, the available options, design, and packaging are important instruments by which a core benefit can be made tangible. Finally, the augmented product gives tangible product more value and more customer appeal. The augmented product can be defined as the 'service layer' on top of the tangible product. It includes elements such as prompt delivery, installation service, after-sales service, and management of complaints" (Pelsmacker, et al., 2010).

We will describe the three layers of the product Articoolo, a web content development offering in an IBM Cloud environment where the platform incorporates IBM Watson® cognitive services (See http://articoolo.com). The core product is a powerful solution for helping writers and online marketers to generate ideas and produce web content. A tangible product is an algorithm that tries to mimic the way the human brain functions when writing an article. Finally, the augmented product is various services offered by Articoolo: creating articles, rewriting articles, generating titles, summarizing articles, finding images, finding quotes, etc. Articoolo was designed in response to the increasing demand for quality online content. It assists writers in generating ideas and quickly producing articles, all based on simple topic requests. In fact, the section on the brief history of AI is written with the help of AI, Articoolo.

Following the ethical considerations of transparency, Articoolo is clearly identified as AI. Consumers are aware of their interaction with AI and its purposes.

"Transparency is required to gain public trust and confidence in AI judgments and decisions so that cognitive systems can be used to their full potential" (IBM Think Blog, 2017).

While discussing AI as a product, we should consider at least two possible approaches: AI as an inanimate object and a human creation and AI as a being, an object and a subject, a creator and a creation. A dialogical perspective (Karimova, 2015) may shed new light on how AI shall be viewed performing the roles of a creator and a creation simultaneously. Such a view will have dramatic implications for marketing AI.

When studying AI, it should be observed as a *"power struggle"* between the different actors that are playing the game of power between their tribal identities, where tribes are groups with which a person associates him or her self. As Hegel notes,

"Philosophers see their subject as a field of competing positions in which only one system can be said to win" (Butler-Bowdon, 2013).

The self is not defined outside of the group identity, and the same is applicable for AI. In

other words, when the observers ascribe certain characteristics to AI, we learn more about the observers rather than about what is being observed. The object in itself cannot be experienced; what can be experienced is the structure of our own thinking. This structure is not part of the object, but rather it is part of the subject. As Heidegger puts it,

"There can be no world without a subject, nor the subject without the world" (Farina, 2014).

However, AI can be viewed differently, because it is not what *"is"* but rather something that is *"becoming"* regardless of the viewer, and it is emerging out of nothing by itself. AI is the creation of our own structure, becoming the flesh. It is not a mare subject of observation and human creation. With its ability to learn (Russel & Norvig, 2003), AI can be regarded as instantaneously the subject and the object, and that is what defines the unique position of AI.

AI is the creation of the viewer and the creator at the same time. AI creates its own image, as well as the image created by the viewer. On the one hand, *"AI"* is the experience of the viewer where the viewer's structure of thinking is projected to the existence of the object of what is called *"AI"* but the experience of the object by itself is, too, the message. That is the reason we call it *"AI"* but does it call itself *"AI"* and what does it mean by it? When experiencing *"AI"* we learn more about our own views, not about the *"AI"*.

On the other hand, AI has self-understanding about what it is. Therefore, it is the object and the subject at the same time. AI, the understating of AI by itself, and the understanding of AI by the viewer are different things. Thus, AI can be viewed as a being, and it should be marketed accordingly. However, it would be farfetched to assert that AI is a life form; it must be stressed that it is a being or, more precisely, can be viewed as such and, therefore, should be marketed accordingly. In the beginning, the implications of such an approach can be evident in relation to the elements of the simple marketing mix.

Price

Price is the amount of money required for obtaining the product.

"For example, Ford calculates suggested retail prices that its dealers might charge for each Escape. But Ford dealers rarely charge the full sticker price. Instead, they negotiate the price with each customer, offering discounts, trade-in allowances, and credit terms" (Kotler & Armstrong, 2012).

In the case of Articoolo, there are two primary types of payment available to the users: price for articles and subscription per month See Figure 1.
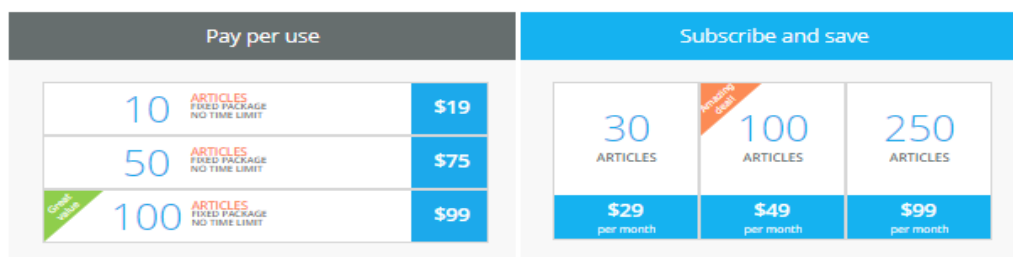
Source: http://articoolo.com/price

FIGURE 1
PRICES FOR ARTICOOLO

It seems that setting the price the company has adopted the perspective where AI is perceived as a being rather than an inanimate object as the prices are set for the amount of produced articles and the outcome.

Place

Place refers to company activities that make the product accessible to target consumers.

"For example, Ford partners with a large body of independently owned dealerships that sell the company's many different models. Ford selects its dealers carefully and strongly supports them. The dealers keep an inventory of Ford automobiles, demonstrate them to potential buyers, negotiate prices, close sales, and service the cars after the sale" (Kotler & Armstrong, 2012).

Articoolo is available through an online platform.

"Provisioning IBM Cloud hosting infrastructure and adopting serverless Cloud Functions technology, Articoolo established a highly scalable environment for extending its solution to an enterprise audience" (https://www.ibm.com/case-studies/articoolo).

Its website interface is simple as well as the core message of Atricoolo that emphasizes the ease of the service usages.

Articoolo and the Alpha Zone Accelerator team have developed a refined architecture for the solution, which provides users with an interface for entering keywords related to a topic for web content development.

"Keyword entry triggers the Cloud Functions platform to scan a vast corpus of Articoolo data for related documents, shifting to crawl websites for information if the system does not uncover relevant documents in the database. The solution incorporates IBM Watson Alchemy Language and IBM Watson Visual Recognition services to analyze, summarize, and restate information gathered from various sources, helping writers generate ideas and draft articles" (http://articoolo.com).

"With event-driven Cloud Functions architecture, Articoolo's platform can effortlessly accommodate fluctuating traffic and support unpredictable demand" (http://articoolo.com).

Appropriate load balancing and direction are triggered in cloud functions for Articoolo, so the company does not need to worry about how to assemble handle any particular number of consumers.

Promotion: Ascribing the AI Archetype to Evoke Trust

The purpose of promotion is to communicate to the company's target groups and stakeholders a message about the product/service as well as about the company as a whole. Advertising, sales promotions, public relations, and personal selling are among a few instruments used for promotional purposes. These instruments help to communicate the benefits of the product and persuade target audiences to buy it. For instance,

"Ford spends more than $1.5 billion each year on U.S. advertising to tell consumers about the company and its many products. Dealership salespeople assist potential buyers and persuade them that Ford is the best car for them. Ford and its dealers offer special promotions-sales, cash rebates, and low financing rates-as added purchase incentives." (Kotler & Armstrong, 2012).

Articoolo employs a multitude of promotional tools to convey its main idea to its target customers. It displays a cost-effective and time-saving tool that helps to generate high-quality content for journalists, content writers, bloggers, and students alike.

The promotional video for Articoolo (2016) (Available at https://www.youtube.com/watch?v=2HNrlUujfEk and http://articoolo.com/about_us) positions its product as *"a superhero of content creation"* using the silhouette of a superhero underlining the benefits of the products. The advertising message design follows one of the fundamental rules of the AI marketing communications: the personification of AI and its humanization that can be attained through giving AI a human name, voice, and a human personality.

In terms of search engine optimization, with keywords such as *"content writing AI"* or *"content writing services AI"* Articoolo always appears on the first page of the search page.

It also runs online promotions, such as discount coupons and free trials. The free trial offered for the use of Articoolo is accompanied by request to share the information about it on the customers' social media pages, such as Facebook (Figure 2).

Articoolo is featured in the content generated by bloggers and writers, such as Five Content Creation Tools to Write Articles Using AI (Sharma, 2016).

WORKING Articoolo Coupon Code 2018 : Free Trial Article Credit

Filed in: Content Marketing

Scoured the internet and found a working Articoolo code coupon discount promo that's valid for a free article. You'll be able to generate a well-written draft document up to 500 words in just 2-3 minutes. This Articoolo coupon is valid for all of 2018 and will let you create and preview articles -- and then download one free article.

DASHBOARD   PRICE LIST   MY ACCOUNT

Do you have a coupon code?

You MUST start at this link --> **Articoolo Price List Page**.
It will ask: *'Do you have a coupon code?'* Click the blue word 'coupon code'
An entry box will appear. Enter **fhe34gt** as your free trial code.

Source: http://www.macseoapps.com/articles/blog_files/articoolo-coupon-free-article.html

FIGURE 2
ARTICOOLO COUPON

As can be seen, advertising, sales promotions, public relations, and digital marketing are among a few instruments used for promotional purposes of AI. The purpose of the marketing communication activities is to convey to the company's stakeholders the values and benefits of AI. Shams et al. (2018) underline the importance of innovation value in a way that would be accepted by associated stakeholders. Relative to AI, communicating the value is not the only task of the promotional mix. As explained by Wind et al. (2018), there is a necessity to reduce perceived risk and build trust while informing consumers about AI and its potentials on the first communication stage of the AIDA model (attention, interest, desire, and action) (Strong, 1925). The AIDA model proposes that advertising messages need to accomplish several tasks to lead the consumer through a series of successive steps, from awareness to action (purchase and consumption). Trust, according to some scholars (e.g., Menon, 2019; Kim et al., 2009;

Jayawardhena et al., 2009), is an essential pre-conditional factor, which influences the intention of consumers, especially in such areas as technology, finance, and e-commerce.

Three factors can be considered to build trust within integrated marketing communication campaigns: performance, process, and purpose (Lee & Moray, 1992). Trust is the inclination of an individual to the actions of another person.

Performance trust is gained by initiating operational safety and data security. This implies that technology is certified, and security standards are developed (Hengslter et al., 2016). Process trust is attained when the algorithms are clearly explained, are easy to use, and the users are allowed to test the technology (Hengslter et al., 2016; Lee & See, 2004). Purpose trust refers to the motivation and the intention of the company who is programming the AI (Hengslter et al., 2016).

It is also essential to create what can be termed *'personality trust'* which is directed toward increasing familiarity with AI. The more familiar the consumer with a product, the more persuasive the messages about the product will be deemed by the consumer (Schwarz, 2004). Some of the ways to develop trust with the consumer are by associating technology with celebrity, exhibiting transparency, engaging testimonials, and by employing the archetypes.

In its advertising messages and online content, Articoolo practice transparency by providing a clear explanation of how the algorithm functions.

"Articoolo's content creator works like the human brain when asked to write an article. First, it will analyze and understand the context of your topic. For instance, if you wanted it to write an article about "The appliance variety of Apple," the algorithm will understand first that "Apple" in this context is a name of a corporation, not a fruit. After understanding the context of your topic, it will find the best base resources and extract sentiment and important keywords. The software will then find related content based on sentiment and main keywords, reconstructing everything to one coherent piece of text. Then it will rewrite the text using the NLP engine for multi-level semantic identification and verify its readability" (See http://articoolo.com/how_it_works).

Testimonials from customers increase credibility and trust in technology. For example, Travis McDorman states,

"SEO experts struggle with content on a daily basis, and it's hard to find a quality, unique content writers. Articoolo's tool saves me so much hassle, not to mention, of course, time and money" (See http://articoolo.com).

As it is less evident how the archetypes are embedded in the advertising content, further, it is demonstrated in more detail how Articoolo builds familiarity benefitting from the heredity of the archetype of a hero. The hero archetype is fairly common in the US advertising campaigns as a way to connect with some specific segment of customers (Mark & Pearson, 2001). According to Tsai (2006), this specific archetype is chosen as it represents a

"Universal symbolism that all humans may be able to identify with" (Tsai, 2006).

The etymological root of the word archetype can be traced to the ancient Greek ἀρχέτυπος (archetypos), which derives from the union of the terms *'arche'* (original) and *'typos'* (model). For psychoanalysis, the archetypal construct is a key element of the analytical psychology of Carl Gustav Jung, who created a new concept of archetypes as *'a priori forms'* a collectively-inherited unconscious idea, pattern of thought, image, etc., that is universally present. Jung sees archetypes as inherited possibilities of representations that organize the human experience and, at the same time, as containers of universal images that are common to all humanity in the *'collective unconscious'* (Jung, 1934/1954).

FIGURE 3
ADVERTISING IMAGE USED FOR ARTICOOLO

Sage, innocent, explorer, ruler, creator, caregiver, magician, hero, outlaw, lover, jester, and a regular guy are among some of the widely used archetypes in marketing communications and branding. The hero's main trait is overcoming obstacles and facing challenges. The hero believes that there is nothing impossible when there is a strong will to achieve a goal. In the pursuit to achieve the goal and to help people, the hero is capable of a great sacrifice. Trying to improve the world, the hero often solves the problem in a different from opponents and enemies' way. Some of the examples of brands that reflect the hero archetypes are Rolex, Sony, Intel, Microsoft and Nike (Mark & Pearson, 2001).

In its advertising, Articoolo projects the image of a classic hero, Batman Figure 3. Its motive is to help writers, such as bloggers, students, marketers, and journalists, to create unique textual content. Similar to the hero archetype, Articoolo solves writers' problems in an innovatively bringing an easy solution (Krey & Rossi, 2018).

The archetype of the hero is constantly recurring in literature, films, paintings, and mythology. It makes the image of Articoolo easily recognizable and familiar to the audience and potential customers, establishing trust, and removing the perceived risk associated with the new technology.

Thus, it becomes evident that the image of AI as a product can be molded with the more prominent counters with the help of the notion of the archetype. It must be noted, though, that here, the product itself obtains certain dominating archetypes rather than the brand. Again, we can witness how the company has adopted the perspective where AI is perceived as a being rather than an inanimate object as the archetype is ascribed to the product itself, not to the brand. Next, we highlight the difference between brand archetypes and AI archetypes.

Brand Archetype vs. AI Archetype

One of the solutions to maintaining consumer interest and trust in a brand is establishing a brand personality. Brand personality consists of some human features associated with the brand

(Aaker, 1997) and the meanings that describe essential brand characteristics (Allen & Olson, 1995). These meanings are constructed by consumers based on behaviors exhibited by brands and their attributes. One of the ways to attach to a brand's necessary attributes and characteristics to create a strong brand personality is to dwell into the realm of archetypes. Carl Jung (1954) defines archetype as

"Collective unconscious, deeply embedded personality patterns that resonate within us and serve to organize and give direction to human thought and action" (Jung, 1954).

As will be immediately noticed, the created personality patterns should resonate with consumers. Consumers tend to express their own personality, either actual or idealistic, with the products they purchase (Belk, 1998). Thus, brand archetype renders a pivotal role in the consumer's preferences linked to both self-expression and association with the product (Belk, 1998; Plummer, 1985) and a strategic brand positioning tool (Padgett & Mulvey, 2009).

In the current context, the brand archetype is applied to AI where AI product is viewed as a being. It should be noted that AI can be modeled in various forms, such as an animated character, animal, abstraction, or human. The question related to the visual appearance of AI has sparked lively debates that resulted in various inferences. One strand is known as *"uncanny valley"* states that AI technology should not resemble humans, and an alternative theory of *"path of engagement"* coined by Hanson et al. (2005) advocates for the realistic AI-driven robots. Also, there is no contradiction in viewing AI as a product, and at the same time, calling it a being as, within the marketing paradigm, product can encapsulate services, countries, and humans, among others. Thus, for humans and AI alike, personal branding strategies can be developed.

DISCUSSION AND CONCLUSION

This paper has examined how AI can be marketed using the framework of the marketing mix. The case of Articoolo – a web content developer – demonstrated how the central elements of the marketing mix – price, place, product, promotion – are blended into an integrated marketing program designed to achieve the company's marketing objectives by delivering value to consumers. As a product, Articoolo was created in response to the growing market demand in the quality of online content. It has been offering a solution for helping writers and online marketers to generate ideas and produce web content. Depending on how the AI producers conceptualize AI, marketing strategies can take two approaches viewing AI as an inanimate object and a human creation or a being, the creator and the creation. The perspective of dialogical relationships is a promising framework that accounts for the complex understanding of AI by humans and by AI itself. By conceptualizing AI as a being and a creator and a creation, several marketing implications can be developed. First of all, these implications can be traced in relation to the elements of the marketing mix.

The consumers could pay the price for articles generated by Articoolo or subscription fee charged monthly. Articoolo is available through an online platform. It is promoted using a rich arsenal of tactical tools such as digital advertisements on the web, SEO, customized coupons, direct emails, advertorials, opinions of bloggers, testimonials, and videos.

Despite the involvement of AI in almost every sector, there are some trust and risk concerns associated with the marketing of AI technology, which needs more research in the field of AI promotion. This paper has underlined the importance of four techniques that can create what can be termed *"personality trust"* that can be employed to raise familiarity with AI. These

techniques are associating technology with celebrities, exhibiting transparency, engaging testimonials, and adopting the archetype. It has been shown how Articoolo has engaged testimonials, and bloggers to covey the benefits of the product clearly explained the algorithm and principles of product's functioning; incorporated the archetype of the hero to strengthen the image of a helper and problem solver. In this way, Articoolo has tried to develop trust with the consumer. However, the effectiveness of these techniques is yet to be investigated in future research along with the possibilities of using other techniques and methods to reduce perceived risk and build trust while informing consumers about AI on the first communication stage of the AIDA model.

This study has particularly articulated the role of the archetype in creating a recognizable pattern of the image and forged the concept of AI archetype that enables to design a product with specific characteristics and attributes where product, AI, is viewed as a being. These attributes help consumers to reveal their own identity to others through similarities and associations with the product personality. Consumers with different sets of personalty traits are looking for different archetypes in a product, and that affects all elements of the marketing mix, such as price, promotion, and place elements. Thus, the AI archetype becomes a variable in making decisions regarding the marketing mix.

Clearly, the argument is far from being resolved and raises many questions to be answered in future research, but it is fair to say that the theoretical position adopted in this study will have ramifications on how AI is marketed.

AI can be perceived by many, not as a mare product or service. Realistic AI-driven robots may shake the blurry wall that divides robots and humans that may affect the emotions evoked by AI and attitudes displayed by consumers toward AI.

"It might turn people off, repelling them from robots in general, and perhaps exacerbating people's standing fear of robots. We may also risk creating unrealistic expectations of robots-if they look human, people might presume that the robots should be as smart as humans, and be disappointed with AI (once again) once they find the robots are not" (Hanson et al., 2005).

Further empirical exploration of these arguments is needed for developing frameworks that would help to adopt a systematic approach when designing the AI product and ascribing personality to it.

Depending on the product/service category of AI, different archetypes may occupy a dominating position. Future investigations are necessary to validate if AI product categories vary in terms of leading archetypes as they vary within other industries as it was shown by Roberts (2010) who found different leading archetypes depending on the product category: sports drinks and sports (hero), automobiles (explorer), athletic shoes (explorer), video game consoles (jester), beauty products (lover), insurance (caregiver), energy drinks (outlaw), apparel (ruler), and political parties (ruler).

Jung (1954) insisted that archetypes stem from a biological rather than cultural force, functioning in a human being in an analogous way as an instinct. However, recent research has shown that archetypes are conveyed more by culture than biology (Roesler, 2012). Future research should further develop and confirm these initial findings concerning AI within various cultural and intercultural contexts.

The dynamics between consumers and AI might prove an important area for future research. If consumers tend to express their own personality, either actual or idealistic, with the products they buy (Belk, 1988; Salimi & Khanlari, 2018). It will be interesting to investigate

whether consumers associate their personality with AI and whether the visual representation of AI effects these associations.

These are just a few scenarios for future investigation. There are more intriguing questions that can be raised by researchers in the area of AI archetype.

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