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Mainstream Advertising in the Era of Artificial Intelligence: Opinions and Projections by Advertising Practitioners in Rivers State

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ABSTRACT

This study aims to explore the perceptions of advertising practitioners in Rivers State regarding the role of AI in mainstream advertising, the opportunities it presents, and the challenges that may hinder its full implementation. The objectives among other things were to find out the extent to which mainstream advertisers utilize artificial intelligence for ad creation and to determine the usefulness of artificial intelligence in the advertising industry. The study was anchored on two theories: modernization theory and marketing automation theory. The survey research design was utilized for the study, using a population of 500 registered advertisers in Rivers State. From this population, a sample of 222 respondents was drawn using Taro Yamane formula. The research instrument was validated by experts in measurement and evaluation and department of mass communication to ensure that the instrument is capable of achieving the objectives of this study. The test-retest method was used to measure the reliability of the instrument. The reliability coefficient index of the instrument was 0.80. The data collected from the field was decoded, collated and analyzed. The research questions were answered using mean and standard deviation. From the data, the study found that mainstream advertisers in Rivers State extensively utilize artificial intelligence for ad creation, with AI being highly useful in the advertising industry, offering benefits such as increased efficiency, improved ad performance, and cost savings. The study recommends that, advertising practitioners should prioritize investment in AI-powered advertising solutions, invest in training and development programs, and address the challenges of integrating AI-powered advertising solutions with existing systems. Policymakers and industry stakeholders should continuously monitor and evaluate the impact of AI-powered advertising solutions on the advertising industry.

Keywords: advertising industry, AI, advertising industry

INTRODUCTION

The advertising industry has undergone significant transformations over the years, with the advent of Artificial Intelligence (AI) marking a new era of innovation and efficiency. AI-driven advertising leverages machine learning, big data analytics, and automation to enhance targeting precision, optimize campaigns, and improve customer engagement (Smith & Johnson, 2022). As businesses strive for competitive advantage, advertising practitioners increasingly integrate AI tools such as predictive analytics, chatbots, and personalized content generation to improve advertising outcomes (Chukwu & Amadi, 2023).

Mainstream advertising, which encompasses traditional and digital marketing strategies, is now being redefined by AI technologies. These advancements enable advertising practitioners to analyze consumer behavior, automate ad placements, and optimize real-time marketing strategies with greater accuracy (Ogunleye, 2023). According to a study by Williams and Thomas (2023), AI- powered advertising has improved customer targeting by 70%, significantly reducing marketing costs and increasing return on investment. However, while AI offers numerous benefits, concerns remain about its ethical implications, potential job displacement, and the challenge of maintaining human creativity in advertising content (Okeke & Nwankwo, 2022).

In Rivers State, advertising practitioners are beginning to adopt AI-driven strategies to remain competitive in an evolving digital marketplace. However, opinions vary on the extent to which AI will influence traditional advertising models, the challenges of adoption, and future projections for AI in the industry. The challenges in contemporary times have made it almost mandatory for every organization and profession to adjust accordingly, especially when the activities of those organizations are human- related. This is because there is hardly any human activity today that is static or constant over time; hence they keep devising new ways of doing things. This has led to several technological innovations and inventions which have simplified diverse human tasks; in some cases, attempted to replace humans on the creative front. Advertising of goods and services has been one of those fields that require creativity.

In today's dynamic digital economy, advertising has undergone a significant transformation, driven largely by advancements in artificial intelligence (AI), big data, and automation technologies. These tools have redefined how advertising content is created, targeted, and delivered to audiences. Companies now rely on AI-driven algorithms to analyze consumer behavior, predict purchasing patterns, and deliver personalized marketing messages across various platforms (Dwivedi et al., 2021). The integration of technology into advertising has allowed for efficiency and precision, reducing human error and increasing engagement rates.

Creativity, once seen as an exclusively human trait, is now being augmented by AI technologies that can generate ad copy, design visuals, and even simulate emotional appeal in marketing messages (Kietzmann et al., 2018). Tools like ChatGPT and DALL·E, for instance, demonstrate how machines can mimic creative processes through deep learning models. While these technologies are not perfect, they significantly aid human creativity by handling repetitive tasks and offering data-driven insights that can inspire more strategic and innovative campaigns (Haenlein & Kaplan, 2021).

Nonetheless, despite these advancements, human creativity remains central in advertising. Emotional resonance, cultural context, and ethical judgment—key elements of effective advertising are areas where machines still lack depth. Human professionals bring nuanced understanding and originality that cannot be entirely replicated by algorithms. Therefore, instead of replacing human creativity, technology serves as a collaborative tool that enhances it. As the advertising industry continues to evolve, there is a growing need for professionals to develop digital literacy and adapt to technological trends. Embracing the synergy between human creativity and machine intelligence is not just beneficial but essential for organizational success in the digital era. This fusion ensures that advertising remains both innovative and human-centered, aligning with the ever-changing needs and expectations of modern consumers (Haenlein & Kaplan, 2021).

Over the course of the past decade, emerging technologies have significantly driven forward the development of online advertising. Technologies that utilize artificial intelligence (AI) are at the top of the list. According to Statista's research, the artificial intelligence industry was expected to experience a year-over-year growth rate of 154% in 2019 (Statista 2019). This percentage seem to have been surpassed as a variety of fields use AI for different purposes. Despite the fact that this game-changing innovation is making its way into a variety of fields, not all fields are adopting it in the same manner. When it comes to digital advertisers, there has been a movement toward integrating AI across many aspects of their online campaigns. However, it is important to keep in mind that this movement does not indicate that AI is taking over or substituting the abilities of humans in digital advertising companies. The vast amount of data has been updated with billions of hourly online digital touchpoints, and the practice of online advertising has grown more data-driven. When there is more consumer-generated material provided, there are more options for internet advertising. According to Statista (2019), it is anticipated that expenditure on internet

advertising in the United States would increase by around sixty percent, going from 72.5 billion U.S. dollars in 2016 to over 116 billion U.S. dollars in 2021. As a direct result of this, artificial intelligence technologies have been applied in an effort to transform the world of internet advertising by making it simpler, smarter, and more effective. AI is a term that can refer to a very wide range of different things.

The advent of artificial intelligence (AI) in advertising is likely one of the most fascinating of all the technological breakthroughs in the industry. It has received a considerable amount of focus in the marketing and advertising industry all over the world, and it is anticipated that this concentration will increase dramatically as new technology is developed. Artificial intelligence has the ability to radically disrupt the advertising sector, which would have an effect on all facets of the company. According to Gottman (2018), advertising and marketing professionals all around the world place a high value on artificial intelligence and machine learning. The debate within the business reflects an almost universally positive attitude toward the application of artificial intelligence in the field of advertising. Several figures, according to Shelly (whose work was mentioned in Guttman, 2018), suggest widespread use: More than 75 percent of people have already utilized an AI-enabled service or gadget. By 2021, it is anticipated that AI marketing will have grown at a rate equal to 53 percent compound annual growth rate (Gingerich) in the year 2020. According to Ad Exchanger 2019, by 2023 it is anticipated that global digital advertising would have reached $517.51 billion (Enberg 2019), with AI accounting for 80% of that total.

A great number of definitions of artificial intelligence have been presented in the academic literature, each of which encapsulates the core principles of non-human intelligence that has been trained to carry out particular activities. When it was first conceptualized, artificial intelligence was understood to refer to a species of robots that was in the process of undergoing rapid development and was able to see, read, communicate, learn, and even experience a range of feelings. In later years, when its use became more widespread, an increasing number of academic definitions emerged. According to Ransbotham *et al*. (2017), Artificial Intelligence (AI) is defined as the theory and development of computer systems capable of doing activities that normally require human intelligence. Some examples of these tasks include visual perception, speech recognition, decision-making, and language translation (Oxford Dictionary, p. 2). Kaplan and Haenlein (2019) present a more precise and arguably more elaborate description of artificial intelligence in terms of its ability to independently comprehend and learn from external data in order to attain particular results through flexible adaptation (Dwivedi, Hughes, Ismagilova, et al., 2019).

Today, systems based on artificial intelligence have demonstrated that they are able to automatically optimize advertising expenditures and target. The data on ad spend and targeting can be analyzed by AI, which can then identify which actions (spending changes, alterations to targeting) will result in improved performance. These actionable insights are developed and carried out at scale across a wide variety of complicated undertakings. Yu (2021) made the discovery that the travel business RedBalloon used an artificial intelligence (AI) program called Albert to automatically optimize and manage their digital advertising budget and plan. The results were really fantastic. Albert found ways to improve return on investment and outperform human agencies by optimizing expenditures and targeting more effectively. In addition to this, the technology was able to identify new customers by utilizing the insights that were obtained from sufficient amounts of expenditure data. The ability of artificial intelligence to learn and improve without human involvement has given the company a significant advantage over human-powered and conventional software-based advertising systems, which has resulted in a substantial competitive advantage for the firm.

Statement of the Problem

The advertising industry is experiencing a paradigm shift with the rapid integration of Artificial Intelligence (AI), which has revolutionized marketing strategies, consumer engagement, and campaign execution. AI-driven tools such as predictive analytics, programmatic advertising, chatbots, and personalized content creation have significantly enhanced the efficiency and precision of advertising campaigns. However, despite these advancements, the extent to which advertising practitioners in Rivers State have embraced AI in mainstream advertising remains uncertain.

A major concern is the level of AI adoption and its impact on traditional advertising models. While AI offers significant benefits, including data-driven decision-making, cost reduction, and improved customer targeting, there are apprehensions about its implications for creativity, ethical concerns, and potential job displacement in the advertising sector. Advertising practitioners, especially in developing regions like Rivers State, may face challenges such as inadequate technical expertise, high implementation costs, and resistance to change, which could hinder the full-scale adoption of AI-driven advertising solutions.

Moreover, advertising professionals hold differing opinions about the adoption of artificial intelligence. On one hand, some view AI as a valuable asset that can improve efficiency, boost creativity, and streamline advertising processes. On the other hand, there are those who are concerned that AI may disrupt traditional practices by reducing the need for human input, potentially weakening the personal and emotional aspects that define effective advertising. This divergence in opinion creates a gap in understanding the actual and projected influence of AI on the advertising industry in Rivers State. Furthermore, there is limited empirical research on the preparedness of advertising practitioners in Rivers State for AI integration and their strategic projections for the future. Without clear insights into the opportunities and challenges posed by AI, advertising practitioners may struggle to make informed decisions about AI adoption and its long- term sustainability in the industry. Thus, this study seeks to investigate the opinions and projections of advertising practitioners in Rivers State regarding mainstream advertising in the era of AI.

Objectives of the Study

This study aimed to explore the perceptions of advertising practitioners in Rivers State regarding the role of AI in mainstream advertising, the opportunities it presents, and the challenges that may hinder its full implementation. The specific objectives of the study are to:

1. Find out the extent to which mainstream advertisers utilise artificial intelligence for advertising creation in Rivers State.
2. Examine the opinions of mainstream advertisers on the use of artificial intelligence in advertising in Rivers State.
3. Ascertain the projections of mainstream advertisers on the future of advertising in the AI era in Rivers State.

Research Questions

The following research questions guided the study:

1. To what extent do mainstream advertising practitioners in Rivers State utilize artificial intelligence tools and technologies in advertising creation?
2. What are the opinions of mainstream advertisers in Rivers State regarding the use of artificial intelligence in advertising?
3. What are the projections of mainstream advertisers in Rivers State about the future of advertising in the era of artificial intelligence?

METHODOLOGY

The survey research design was utilized for the study. The population of study is comprised of 500 advertisers as well as employees in these advertising practitioners operating within Rivers State. The sample size for this study is 222 respondents.

The study used the multistage and accidental sampling techniques.

The study used an instrument titled: “Mainstream Advertising in the Era of Artificial Intelligence: Opinions and Projections by Advertising Practitioners Questionnaire (MAEAIOPAPQ)”. The first part of the questionnaire was the demographic data of the respondents. The second part of the questionnaire consisted of items designed to elicit information from respondents in pursuance of the research questions and the hypotheses. The questionnaire had structured questions divided into sections, A, B, C and D. The Likert method of summated ratings was used in drafting the questionnaire for the study. Each item in the research question one cluster is constructed on a – 4-point rating scale of very high extent (VHE), high extent (HE), low extent (LE) and very low extent (VLE) weighted 4,3,2 and 1 respectively. Also, each item in the research question two - four clusters is constructed on a 4-point rating scale of Strongly Agreed (SA), Agreed (A), Disagree (D) and Strongly Disagree (SD) weighted 4, 3, 2 and 1 respectively.

The research instrument was validated by experts in measurement and evaluation and department of mass communication to ensure that the instrument was well designed.

Reliability was obtained using Pearson Product Moment Correlation Coefficient (r) formula, yielding a reliability coefficient index of 0.80.

The researcher administered 222 copies of the questionnaire personally with the help of two research assistants.

The data collected from the field was decoded, collated and analyzed. The research questions were answered using mean and standard deviation. The criterion mean for rating a particular questionnaire item was a mean score rating of ≥ 2.50 for Agreed while a questionnaire item with mean score rating of ≤ 2.50 was rated as Disagreed. The criterion mean of 3.00 was arrived at by using the formula: Strongly Agreed (SA =4); Agreed (A =3); Disagreed (Disagreed = 2) and Strongly Disagreed (SD=1). Thus, (4+3+2+1)/4 = 10/4=2.50.

PRESENTATION AND ANALYSIS OF DATA

Research Question 1: *To what extent do mainstream advertising practitioners in Rivers State utilize artificial intelligence tools and technologies in advertising creation?*

Table 1: Mean and Standard Deviation of the Responses of Advertising Practitioners staffs on the extent mainstream advertising practitioners in Rivers State utilize artificial intelligence

S/N	Questionnaire Items	Practitioners						RMK
		APAPHC N = 59		Uklints Media Africa N = 96		Sisokels Consults N = 67		
		X_1	Std_1	X_2	Std_2	X_3	Std_3	
1	AI tools analyze large datasets, including demographics, browsing behavior, and purchase history, to help advertising practitioners deliver personalized ads tailored to specific consumer preferences and interests.	3.25	0.91	3.07	1.03	2.87	1.07	VHE
2	Using machine learning algorithms, practitioners predict future consumer actions such as buying behavior, content engagement, and brand switching.	3.05	1.05	3.21	0.94	2.92	1.09	VHE
3	AI-powered chatbots are employed to interact with customers in real-time, answer queries, and provide product recommendations, thereby enhancing brand engagement and customer experience.	3.15	1.04	3.32	0.87	2.43	1.13	VHE
4	AI tools like natural language generation (NLG) and image recognition help practitioners automatically create ad copy, headlines, slogans, social media posts, and even short video ads based on trending content or user data.	3.15	1.04	3.12	30.98	2.57	1.17	VHE
5	Practitioners use AI to monitor public sentiment across social media and online platforms. This helps shape ad messages that align with consumer emotions and societal trends.	3.20	1.06	2.98	1.03	2.96	1.07	VHE
6	AI enables real-time bidding and programmatic ad placements by identifying the best platforms and times to display ads to the most relevant audiences, increasing ROI.	3.10	1.02	3.18	0.95	3.25	1.04	VHE
7	AI-based visual recognition tools allow practitioners to create immersive AR ad experiences, enabling consumers to virtually interact with products before purchasing.	3.35	0.95	3.33	0.93	2.82	1.12	VHE
8	AI segments audiences into micro-groups based on behavior and preferences, allowing advertising practitioners to tailor different creative messages to each segment for higher impact.	3.50	0.89	3.26	0.88	3.21	0.99	VHE
	Aggregate Mean/SD	**3.22**	**0.99**	**3.18**	**0.95**	**2.87**	**1.09**	**VHE**

Source: Field Survey, 2024

Data presentation in Table 1 showed the extent mainstream advertising practitioners in Rivers State utilize artificial intelligence tools and technologies in advertising creation. Advertising Practitioners Association Port Harcourt (APAPHC) had mean values ranging from 3.05 to 3.50,

Uklints Media Africa had a mean score ranging from 2.98 to 3.33, while Sisokels Consults had mean values ranging from 2.43 to 3.25 respectively. The results indicated that the respondents Strongly agreed that, mainstream advertising practitioners in Rivers State utilize artificial intelligence tools and technologies in advertising creation, except item 3 Sisokels Consult which showed mean value of 2.43 indicating Low extent. Hence, the grand mean values of 3.22, 3.18 and 2.87 indicate that mainstream advertising practitioners in Rivers State utilize artificial intelligence tools and technologies in advertising creation.

Research Question 2: *What are the opinions of mainstream advertisers in Rivers State regarding the use of artificial intelligence in advertising?*

Table 2: Mean and Standard Deviation of the Responses of the Opinions of Mainstream Advertisers in Rivers State Regarding the Use of Artificial Intelligence in Advertising.

S/N	Questionnaire Items	Practitioners						RMK
		APAPHC N = 59		Uklint Media Africa N = 96		Sisokels Consults N = 67		
		X_1	Std_1	X_2	Std_2	X_3	Std_3	
9	Advertisers believe AI enables more personalized and data-driven advertising by analyzing consumer behavior to deliver tailored messages that resonate with specific audiences.	3.40	0.89	3.25	0.91	2.79	0.99	SA
10	Many advertisers in Rivers State agree that AI tools reduce the time and resources required to create and deploy campaigns, allowing for faster content generation and automation of repetitive tasks.	3.30	0.92	3.21	0.94	2.43	1.11	SA
11	Mainstream advertisers report that AI-powered programmatic advertising and performance tracking significantly improve ROI by optimizing ad placements and spending.	3.45	0.96	3.19	1.01	3.21	1.02	SA
12	AI is seen as a valuable tool for creating dynamic and engaging content (e.g., video, text, and audio) that attracts attention and drives interaction across digital platforms.	3.05	1.05	2.82	1.09	2.82	1.04	SA
13	Advertisers appreciate AI's ability to process data in real time, helping them make quick and informed decisions during live campaigns and adjust strategies on the go.	3.25	0.91	3.32	0.77	3.11	1.03	SA
14	Some advertisers express concern that the increasing reliance on AI may reduce the need for human creative and analysts, potentially leading to job losses in the sector.	3.15	0.93	3.02	1.04	2.71	1.00	SA
	Aggregate Mean/SD	**3.27**	**0.94**	**3.14**	**0.96**	**2.85**	**1.03**	SA

Source: Field Survey, 2024.

Data in Table 2 revealed the opinions of mainstream advertisers in Rivers State regarding the use of artificial intelligence in advertising. Advertising Practitioners Association Port Harcourt (APAPHC). Uklints Media Africa, Sisokels Consult, had mean values ranging from 3.15 to 3.45, 2.82 to 3.32 and 2.43 to 3.21 respectively, indicating strongly agreed responses. Hence, since grand mean and standard deviation values of 3.27, 3.14, 2.85 and 0.94, 0.96, 1.03 were obtained, Advertising Practitioners Strongly agreed with the opinions of mainstream advertisers in Rivers State regarding the use of artificial intelligence in advertising.

Research Question 3: *What are the projections of mainstream advertisers in Rivers State about the future of advertising in the era of artificial intelligence?*

Table 3: Mean and Standard Deviation of the Responses of Advertising Practitioners on the Projections of Mainstream Advertisers in Rivers State About the Future of Advertising in The Era of Artificial Intelligence

S/N	Questionnaire Items	Practitioners						RMK
		APAPHC N = 59		Uklints Media Africa N = 96		Sisokels Consult N = 67		
		X_1	Std_1	X_2	Std_2	X_3	Std_3	
22	Advertisers project that future advertising will be hyper-personalized, with AI tailoring messages to individual users based on real-time data from multiple digital sources.	3.30	0.96	3.28	0.98	3.00	1.05	SA
23	Mainstream advertisers foresee a future where AI driven predictive analytics will dominate, enabling practitioners to anticipate consumer needs and present ads even before demand is expressed.	3.05	1.00	3.00	0.98	3.25	0.93	SA
24	It is projected that AI-powered chatbots and virtual assistants will become central to customer interaction, serving as primary touchpoints for brand communication and ad engagement.	3.10	1.02	3.30	0.91	2.98	0.78	SA
25	Advertisers predict that programmatic advertising-automated, real-time bidding for digital ad space will become the standard, optimizing both cost and reach through AI algorithms.	3.00	0.92	3.12	0.96	2.86	1.08	SA
26	In the near future, AI will play a larger role in generating ad creatives (text, visuals, and audio), assisting human creatives in producing compelling and data-informed content faster.	3.35	0.87	3.16	1.02	2.53	1.17	SA
27	Advertisers in Rivers State anticipate that AI will be increasingly integrated with AR technologies to create immersive, interactive ad experiences, especially on mobile platforms.	3.30	0.86	2.79	1.08	2.54	1.26	SA
28	AI is expected to map and analyze the entire customer journey with greater accuracy, helping advertisers design campaigns that effectively target users at each stage of the purchase funnel.	3.35	0.93	2.96	1.02	2.92	1.04	SA
	Aggregate Mean/SD	**3.21**	**0.93**	**3.09**	**0.99**	**2.86**	**1.04**	SA

Source: Field Survey, 2024.

Data presented in Table 3 showed the projections of mainstream advertisers in Rivers State about the future of advertising in the era of artificial intelligence. The result revealed mean values ranging from 3.10 -3.35, 2.79 -3.30 and 2.53 -3.25 for Advertising Agencies such as Advertising Practitioners Association Port Harcourt (APAPHC), Uklints Media Africa, Sisokels Consult indicating strongly agreed responses. The grand mean and standard deviation values of 3.21, 3.04, 2.86 and 0.93, 0.99 and 1.04 had no much variations. This indicates that Advertising Practitioners Strongly agreed that, the projections of mainstream advertisers in Rivers State about the future of advertising in the era of artificial intelligence in of importance.

DISCUSSION OF FINDINGS

The results of the study were discussed as follows:

The Extent to Which Mainstream Advertisers Utilize Artificial Intelligence for Advertising Creation in Rivers State.

The result of research question 1 Table 3 showed the extent to which mainstream advertisers utilize artificial intelligence for advertising creation in Rivers State. The findings of the study indicated that the respondents agreed that to a very high extent, AI tools analyze large datasets, including demographics, browsing behavior, and purchase history, to help advertising practitioners deliver personalized ads tailored to specific consumer preferences and interests.

Opinions of Mainstream Advertisers on the Use of Artificial Intelligence in Advertising in Rivers State

The result of research question 2, table 2 revealed the opinions of mainstream advertisers on the use of artificial intelligence in advertising in Rivers State. The findings of the study indicated that the respondents agreed that, advertisers believe AI enables more personalized and data-driven advertising by analyzing consumer behavior to deliver tailored messages that resonate with specific audiences.

Projections of Mainstream Advertisers on the Future of Advertising in AI Era in Rivers State

The result in research question 3, table 3 showed the projections of mainstream advertisers on the future of advertising in the AI era in Rivers State. The findings of the study indicated that the respondents agreed that, Advertisers project that future advertising will be hyper-personalized, with AI tailoring messages to individual users based on real-time data from multiple digital sources. Mainstream advertisers foresee a future where AI-driven predictive analytics will dominate, enabling practitioners to anticipate consumer needs and present ads even before demand is expressed. It is projected that AI-powered chatbots and virtual assistants will become central to customer interaction, serving as primary touchpoints for brand communication and ad engagement. Advertisers predict that programmatic advertising- automated, real-time bidding for digital ad space will become the standard, optimizing both cost and reach through AI algorithms.

DISCUSSION OF FINDINGS

The findings of the study are discussed as follows:

i. **Data presented in Table 1 Research Question 1,** showed the extent mainstream advertising practitioners in Rivers State utilize artificial intelligence tools and technologies in advertising creation. The results indicated that the respondents Strongly agreed that, mainstream advertising practitioners in Rivers State utilize artificial intelligence tools and technologies in advertising creation, except item 3 Sisokel Consult in Port Harcourt which showed mean value of 2.43 indicating Low extent. Hence, the grand mean values of 3.22, 3.18 and 2.87 indicate that mainstream advertising practitioners in Rivers State utilize artificial intelligence tools and technologies in advertising creation.

ii. **Data in Table 2 Research Question 2**, revealed the opinions of mainstream advertisers in Rivers State regarding the use of artificial intelligence in advertising. Advertising Practitioners Association Port Harcourt (APAPHC). Uklints Media Africa, Sisiokel Consult, had mean values ranging from 3.15 to 3.45, 2.82 to 3.32 and 2.43 to 3.21 respectively, indicating strongly agreed responses. Hence, since grand mean and standard deviation values of 3.27, 3.14, 2.85 and 0.94, 0.96, 1.03 were obtained, Advertising

Practitioners Strongly agreed with the opinions of mainstream advertisers in Rivers State regarding the use of artificial intelligence in advertising.

iii. **Data presented in Table 3 Research Question 3** showed the projections of mainstream advertisers in Rivers State about the future of advertising in the era of artificial intelligence. The grand mean and standard deviation values of 3.21, 3.04, 2.86 and 0.93, 0.99 and 1.04 had no much variations. This indicates that Advertising Practitioners Strongly agreed that, the projections of mainstream advertisers in Rivers State about the future of advertising in the era of artificial intelligence in of importance.

CONCLUSION

This study has explored the opinions and projections of mainstream advertisers in Rivers State regarding the impact of artificial intelligence on the advertising industry. The findings of this study have provided valuable insights into the current state of AI adoption in the advertising industry in Rivers State. One of the key findings of this study is that mainstream advertisers in Rivers State are extensively utilizing artificial intelligence for ad creation. This suggests that AI has become an integral part of the ad creation process for many mainstream advertisers in Rivers State. The extensive use of AI in ad creation is likely driven by its ability to enhance creativity, improve targeting, and increase efficiency.

The study also found that artificial intelligence is highly useful in the advertising industry in Rivers State. Many practitioners are leveraging AI's capabilities to enhance their operations, and the benefits of AI in advertising include increased efficiency, improved ad performance, and cost savings. This suggests that AI is widely recognized as a valuable tool in the advertising industry in Rivers State.

Many respondents expressed confidence in the growth and development of the industry, driven by the increasing adoption of digital technologies and the growing demand for online advertising. However, there are also varying levels of pessimism, highlighting the need for advertisers to be aware of the challenges and opportunities that lie ahead.

RECOMMENDATIONS

From the findings, it is recommended that:

1. Advertising practitioners in Rivers State should go beyond adoption of AI software and prioritize investment in AI-powered advertising solutions to enhance and personalize their operations in a unique way and remain competitive in the industry. The development of apps can create the avenue for a more personal ad creation and create avenue for more funds. Advertising practitioners in Rivers State should collaborate and partner with AI solution providers to develop customized AI-powered advertising solutions that meet their specific needs.
2. Advertising practitioners in Rivers State should invest in training and development programs to enhance the skills and knowledge of their employees in AI-powered advertising solutions.
3. Policymakers and industry stakeholders in Rivers State should continuously monitor and evaluate the impact of AI-powered advertising solutions on the advertising industry to identify areas for improvement and provide support where needed.

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