



Online-Appendix

„Generative AI-Enabled Music Generation in Marketing and Consumer Response“

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Appendix

Appendix A - Studies

Links to all three songs:

Song 1 (Suno AI): <https://youtu.be/C8buq6kSx7w>

Song 2 (Human-made by @fivestars): <https://youtu.be/byvtx13mk5U>

Song 3 (StableAudio): <https://youtu.be/h56xfiL2v7M>

Study 1: Online Questionnaire

Bachelor Thesis Questionnaire about AI generated Music

The Questionnaire consists of 2 parts:
1. General information and attitude towards AI
2. Three song snippets (30s). Please give scores for each criteria.
The prompt used to brief the AI and the Human composer was the following: "Happy, Upbeat, summer hip-hop beat for a drinks commercial"

va.upgr4d3@gmail.com Konto wechseln
Nicht freigeben

Age

7 - 20
 21 - 30
 31 - 45
 46 - 60
 60+

Gender

Divers
 Female
 Male

I generally enjoy AI technology

1 2 3 4 5
strongly disagree strongly agree

The origin(background) of a song is important to me

1 2 3 4 5
strongly disagree strongly agree

I believe that AI generated music still qualifies as art

1 2 3 4 5
strongly disagree strongly agree

please listen to snippet #1

BA Song #1

Overall: Overall I really enjoyed the song

1 2 3 4 5
strongly disagree strongly agree

Creativity: I find the song novel, valuable and original

1 2 3 4 5
strongly disagree strongly agree

Naturalness: I find the song sounds like a expressive human performance

1 2 3 4 5
strongly disagree strongly agree

Melodiousness: I find the song to be very harmonious

1 2 3 4 5
strongly disagree strongly agree

Correctness: The song played without any technical glitches (e.g., a sudden pause)

1 2 3 4 5
strongly disagree strongly agree

Prompt following: The song fits well to the description that was given: "Happy, Upbeat, summer hip-hop beat for a drinks commercial"

1 2 3 4 5
strongly disagree strongly agree

please listen to snippet #2

BA Song #2

Overall: Overall I really enjoyed the song

1 2 3 4 5
strongly disagree strongly agree

Creativity: I find the song novel, valuable and original

1 2 3 4 5
strongly disagree strongly agree

Naturalness: I find the song sounds like an expressive human performance

1 2 3 4 5
strongly disagree strongly agree

Melodiousness: I find the song to be very harmonious

1 2 3 4 5
strongly disagree strongly agree

Correctness: The song played without any technical glitches (e.g., a sudden pause)

1 2 3 4 5
strongly disagree strongly agree

Prompt following: The song fits well to the description that was given: "Happy, Upbeat, summer hip-hop beat for a drinks commercial"

1 2 3 4 5
strongly disagree strongly agree

please listen to snippet #3

BA Song #3

Overall: Overall I really enjoyed the song

1 2 3 4 5
strongly disagree strongly agree

Creativity: I find the song novel, valuable and original

1 2 3 4 5
strongly disagree strongly agree

Naturalness: I find the song sounds like an expressive human performance

1 2 3 4 5
strongly disagree strongly agree

Melodiousness: I find the song to be very harmonious

1 2 3 4 5
strongly disagree strongly agree

Correctness: The song played without any technical glitches (e.g., a sudden pause)

1 2 3 4 5
strongly disagree strongly agree

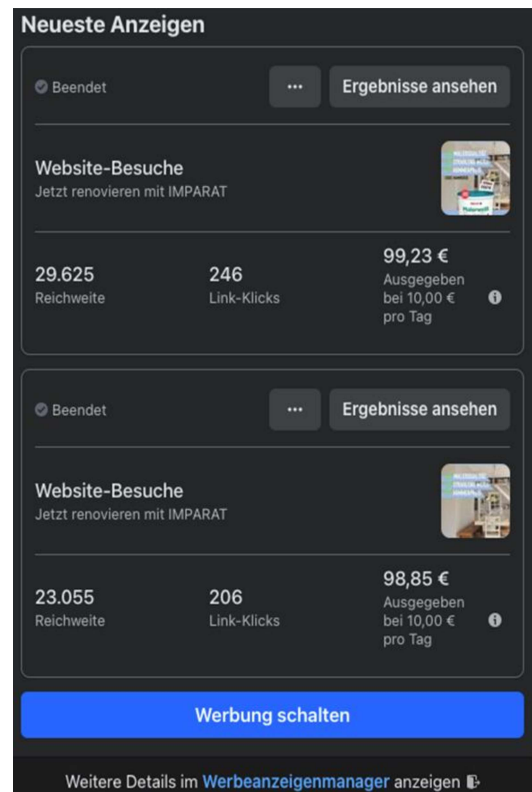
Prompt following: The song fits well to the description that was given: "Happy, Upbeat, summer hip-hop beat for a drinks commercial"

1 2 3 4 5
strongly disagree strongly agree

Study 2: Online Advertisement



Still frame of animated advertisements



Advertisement results

Suno AI version: <https://youtube.com/shorts/WxLQKhxeQjQ?feature=share>

Royalty free version: <https://youtube.com/shorts/cWxsvCStMfg>

Appendix B – R Code

Figure 2:

```
averages <- BAQ %>%
  summarise(
    Overall_1 = mean(`Overall_1`, na.rm = TRUE),
    Creativity_1 = mean(`Creativity_1`, na.rm = TRUE),
    Naturalness_1 = mean(`Naturalness_1`, na.rm = TRUE),
    Melodiousness_1 = mean(`Melodiousness_1`, na.rm = TRUE),
    Correctness_1 = mean(`Correctness_1`, na.rm = TRUE),
    Promptf_1 = mean(`Promptf_1`, na.rm = TRUE),
    Overall_2 = mean(`Overall_2`, na.rm = TRUE),
    Creativity_2 = mean(`Creativity_2`, na.rm = TRUE),
    Naturalness_2 = mean(`Naturalness_2`, na.rm = TRUE),
    Melodiousness_2 = mean(`Melodiousness_2`, na.rm = TRUE),
    Correctness_2 = mean(`Correctness_2`, na.rm = TRUE),
    Promptf_2 = mean(`Promptf_2`, na.rm = TRUE),
    Overall_3 = mean(`Overall_3`, na.rm = TRUE),
    Creativity_3 = mean(`Creativity_3`, na.rm = TRUE),
    Naturalness_3 = mean(`Naturalness_3`, na.rm = TRUE),
    Melodiousness_3 = mean(`Melodiousness_3`, na.rm = TRUE),
    Correctness_3 = mean(`Correctness_3`, na.rm = TRUE),
    Promptf_3 = mean(`Promptf_3`, na.rm = TRUE)
  )

averages_long <- averages %>%
  pivot_longer(cols = everything(), names_to = "Category_Song", values_to = "Mean") %>%
  separate(Category_Song, into = c("Category", "Song"), sep = "_") %>%
  mutate(Song = factor(Song, levels = c("1", "2", "3"), labels = c("Suno AI", "Human", "StableAudio")))

ggplot(averages_long, aes(x = Category, y = Mean, fill = Song)) +
  geom_bar(stat = "identity", position = position_dodge()) +
  labs(title = "Average Scores for Each Category by Song",
       x = "Category",
       y = "Average Score") +
  theme_minimal() +
  scale_fill_manual(values = c("Suno AI" = "blue", "Human" = "gray", "StableAudio" = "green")) +
  theme(axis.text.x = element_text(angle = 45, hjust = 1))
```

Table 2:

```
BAQR <- read.csv("/Users/philippiversen/Documents/Bachelor-Arbeit-24/BA-Questionnaire-tower.csv")
```

```
BAQR <- BAQR %>%
  mutate(is_song1 = ifelse(X == "Song1", 1, 0),
         is_song3 = ifelse(X == "Song3", 1, 0))
```

```
dependent_vars <- c("Overall", "Creativity", "Naturalness", "Melodiousness", "Correctness",
"Promptfollowing")
```

```
models <- lapply(dependent_vars, function(var) {
  formula <- as.formula(paste(var, "~ is_song1 + is_song3"))
  lm(formula, data = BAQR)
})
```

```

stargazer(models, type = "text",
  title = "Human made song vs AI generated songs",
  column.labels = dependent_vars,
  covariate.labels = c("Suno AI", "StableAudio", "Constant"),
  dep.var.labels.include = FALSE,
  omit.stat = c("f", "ser"),
  add.lines = list(
    c("Observations", rep(123, length(dependent_vars))),
    c("Within R2", sapply(models, function(x) round(summary(x)$adj.r.squared, 4))),
    c("R2", sapply(models, function(x) round(summary(x)$r.squared, 3))),
    c("Adjusted R2", sapply(models, function(x) round(summary(x)$adj.r.squared, 3)))
  ))

```

Table 3:

```

ovReg1 <- lm(Overall_1 ~ Like_AI + Song_Origin + AI_is_Art, data = BAQ)
ovReg2 <- lm(Overall_2 ~ Like_AI + Song_Origin + AI_is_Art, data = BAQ)
ovReg3 <- lm(Overall_3 ~ Like_AI + Song_Origin + AI_is_Art, data = BAQ)

```

```

ovReg11 <- lm(Overall_3 ~ Like_AI + Song_Origin + AI_is_Art + Creativity_1 + Naturalness_1 +
Melodiousness_1 + Correctness_1 + Promptf_1, data = BAQ)
ovReg22 <- lm(Overall_2 ~ Like_AI + Song_Origin + AI_is_Art + Creativity_2 + Naturalness_2 +
Melodiousness_2 + Correctness_2 + Promptf_2, data = BAQ)
ovReg33 <- lm(Overall_3 ~ Like_AI + Song_Origin + AI_is_Art + Creativity_3 + Naturalness_3 +
Melodiousness_3 + Correctness_3 + Promptf_3, data = BAQ)
summary(ovRegxx)

```

Table 4:

```

m_name = "CTR"
AI_clicks = 206
AI_impressions = 23055
RF_clicks = 246
RF_impressions = 29625

chi_squared_input_table <- table(c(m_name, paste0("no_", m_name)), c("AI", "RF"))
chi_squared_input_table[m_name, "AI"] <- AI_clicks # AI-clicks
chi_squared_input_table[paste0("no_", m_name), "AI"] <- AI_impressions - AI_clicks #
AI_impressions - AI_clicks
chi_squared_input_table[m_name, "RF"] <- RF_clicks # RF_clicks
chi_squared_input_table[paste0("no_", m_name), "RF"] <- RF_impressions - RF_clicks #
RF_impressions - RF_clicks

successes <- c(AI_clicks, RF_clicks)
trials <- c(AI_impressions, RF_impressions)

print(chi_squared_input_table)

chi_test_best <- chisq.test(chi_squared_input_table)
print(chi_test_best)

```