Online-Appendix

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

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Junior Management Science 11(1) (2026) 181-194

Appendix

Appendix A - Studies

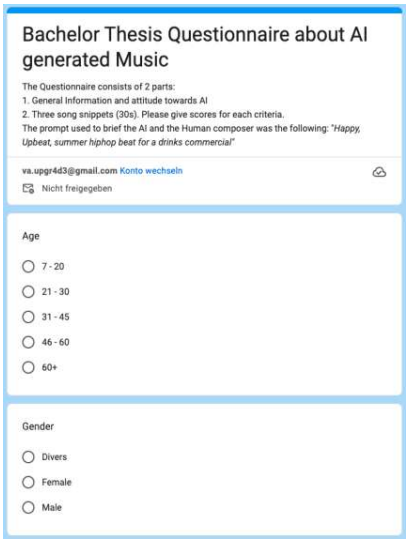
Links to all three songs:

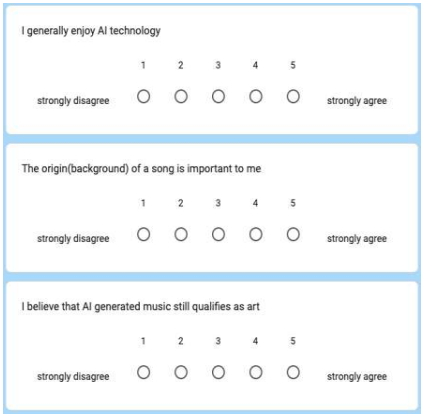
Song 1 (Suno AI): https://youtu.be/C8buq6kSx7w

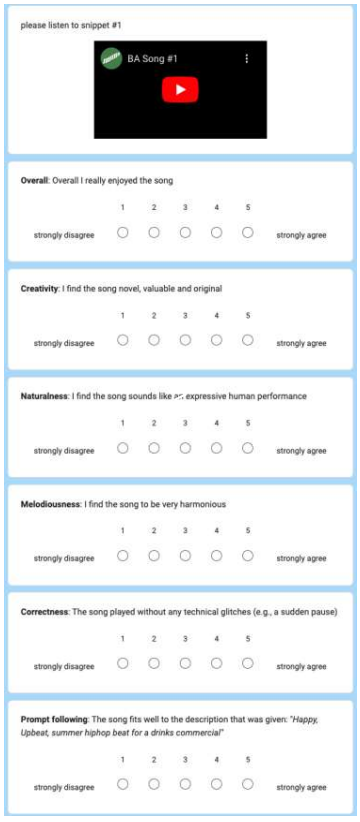
Song 2 (Human-made by @fivestars): https://youtu.be/byvtx13mk5U

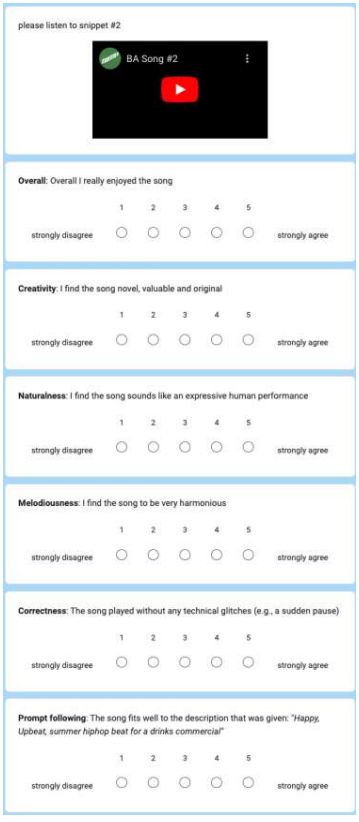
Song 3 (StableAudio): https://youtu.be/h56xfiL2v7M

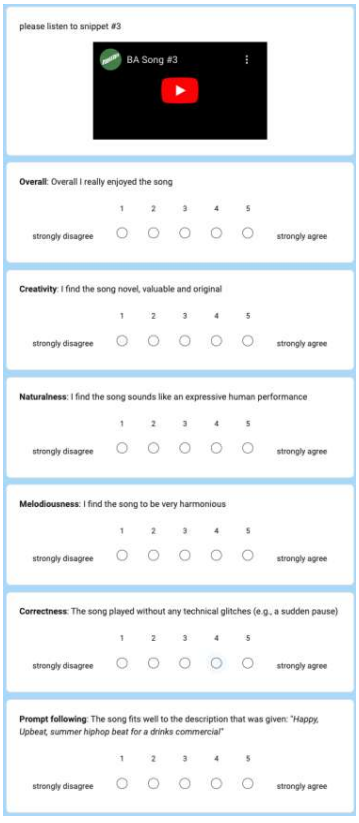
Study 1: Online Questionnaire





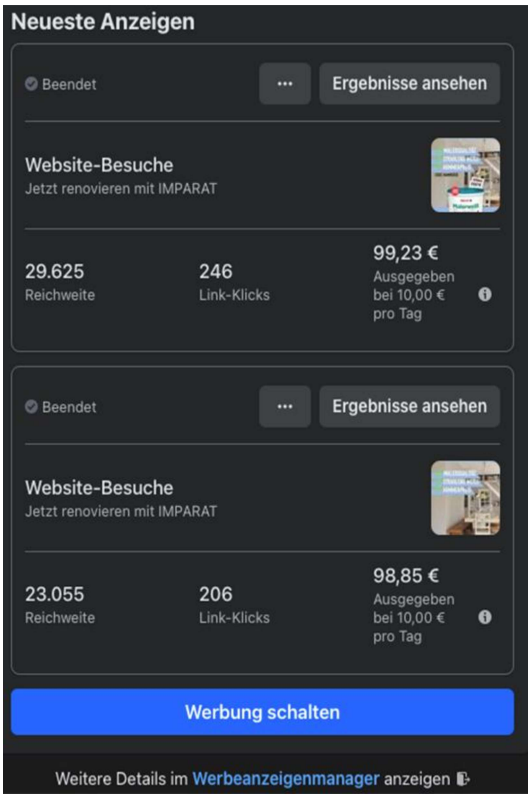






Study 2: Online Advertisement

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(ovReg xx)
```

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)
```