

# Expression of concern: Customers' online shopping intention by watching AI-based deepfake advertisements

The publisher of the *International Journal of Retail & Distribution Management* is issuing an expression of concern for the following article by Brijesh Sivathanu, Rajasshrie Pillai, Bhimaraya Metri (2022), "Customers' online shopping intention by watching AI-based deepfake advertisements", published in the *International Journal of Retail & Distribution Management*, Vol. 51 No. 1, pp. 124-145, <https://doi.org/10.1108/IJRDM-12-2021-0583>, to inform readers that concerns have been raised regarding the originality of this article and its similarities to another study by Brijesh Sivathanu, Rajasshrie Pillai (2022), "The effect of deepfake video advertisements on the hotel booking intention of tourists", published in the *Journal of Hospitality and Tourism Insights*, Vol. 6 No. 5, pp. 1669-1687, <https://doi.org/10.1108/JHTI-03-2022-009>. The authors would like it to be noted that they are not in agreement with this expression of concern.

