

Building Consumer Trust in the Era of Generative Artificial Intelligence: Examining the Impact of AI-Generated Marketing Content on Purchase Intentions

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Abstract:

The rapid advancement of Generative Artificial Intelligence (GenAI) has transformed the marketing landscape by enabling organizations to create personalized, scalable, and cost-effective content. Businesses increasingly employ AI-generated advertisements, product descriptions, social media posts, and customer interactions to engage consumers. Despite its advantages, concerns regarding authenticity, transparency, credibility, and ethical implications have raised questions about consumer trust in AI-generated marketing content. The article examines the relationship between AI-generated marketing content and consumer purchase intentions, emphasizing the critical role of consumer trust. Drawing upon theories of technology acceptance, trust formation, and consumer behavior, the study explores how perceived quality, transparency, personalization, and ethical considerations influence consumer responses to AI-generated content. The adoption of AI-generated marketing content has significantly increased across industries. Companies utilize generative AI to develop personalized advertisements, automate customer service interactions, create social media campaigns, and produce product recommendations tailored to individual consumer preferences. Such applications offer businesses opportunities to deliver relevant and timely content at unprecedented scales. The article concludes that while AI-generated marketing content can positively affect purchase intentions, its effectiveness largely depends on establishing and maintaining consumer trust.

Keywords: Generative Artificial Intelligence, Consumer Trust, Marketing Content, Purchase Intention, Digital Marketing, AI Transparency and Consumer Behavior.

Introduction

Generative Artificial Intelligence has emerged as one of the most transformative technologies in modern business environments. Unlike traditional AI systems that primarily analyze data and automate routine tasks, generative AI creates original content, including text, images, videos, and audio. Organizations are increasingly integrating AI-powered tools into their marketing strategies to enhance customer engagement, improve communication efficiency, and reduce operational costs. However, the growing reliance on AI-generated content has introduced challenges related to trust. Consumers may question whether AI-generated information is accurate, authentic, unbiased, and transparent. Since trust serves as a fundamental determinant of consumer decision-making, understanding how AI-generated marketing content influences trust and purchase intentions has become increasingly important. This article investigates the mechanisms through which AI-generated

marketing content shapes consumer trust and subsequently affects purchase intentions. Factors such as content quality, personalization, transparency, authenticity, and ethical responsibility play critical roles in trust formation. Trust serves as a key mediator between AI-generated marketing content and purchase intentions, reducing perceived risks and enhancing message credibility. As AI technologies continue to evolve, organizations must prioritize ethical practices, transparency, and consumer-centered approaches to build sustainable trust relationships. Businesses that successfully balance technological innovation with trust-building strategies are likely to achieve stronger consumer engagement, higher purchase intentions, and long-term competitive advantage in the AI-driven marketplace.

Theoretical Foundations

Several theoretical frameworks help explain the relationship between AI-generated marketing content, consumer trust, and purchase intentions.

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), developed by Davis (1989), explains how individuals accept and use new technologies. The model proposes that two key factors—perceived usefulness and perceived ease of use—influence users’ attitudes and intentions toward adopting a technology. In the context of AI-generated marketing content, perceived usefulness refers to consumers’ beliefs that AI-generated information helps them make better purchasing decisions, while perceived ease of use relates to how easily consumers can understand and interact with such content. When consumers perceive AI-generated marketing messages as beneficial, informative, and user-friendly, they are more likely to trust the technology and develop positive attitudes toward the brand. This increased trust enhances their willingness to engage with AI-driven communications and ultimately influences their purchase intentions. Therefore, TAM provides a valuable framework for understanding consumer acceptance of generative AI applications in marketing environments.

Trust Theory

Trust Theory emphasizes the importance of trust as a fundamental factor influencing human behavior, decision-making, and relationship development. In marketing contexts, trust represents consumers’ confidence that a company, product, or communication source is reliable, honest, and capable of fulfilling its promises. The theory identifies key dimensions of trust, including competence, integrity, and benevolence. Competence refers to the ability of an organization or AI system to provide accurate and useful information. Integrity reflects honesty and adherence to ethical principles, while benevolence indicates a genuine concern for consumer welfare. In AI-generated marketing content, trust becomes particularly important because consumers may have concerns regarding authenticity, privacy, and information accuracy. When organizations demonstrate transparency, ethical responsibility, and content quality, consumers are more likely to develop trust in AI-generated communications. This trust reduces uncertainty, enhances confidence, and positively influences consumers’ attitudes and purchase intentions.

Stimulus-Organism-Response (S-O-R) Framework

The Stimulus-Organism-Response (S-O-R) Framework, originally proposed by Mehrabian and Russell (1974), explains how external environmental stimuli influence individuals’ internal psychological states and subsequent behavioral responses. In the context of AI-generated marketing content, the stimulus refers to marketing communications created by generative artificial intelligence, such as personalized advertisements, recommendations, or promotional messages. The organism represents consumers’ internal cognitive and emotional reactions, including trust, perceptions, attitudes, and satisfaction. The response refers to behavioral outcomes, such as engagement, purchase intentions, and loyalty. According to this framework, high-quality, transparent, and personalized AI-generated content positively affects consumers’ psychological evaluations, leading to increased trust and favorable attitudes toward the brand. These positive internal responses subsequently encourage consumers to engage with the brand and make purchasing decisions. Thus, the S-O-R framework effectively explains how AI-generated marketing content influences consumer behavior through trust-based psychological processes.

The Emergence of Generative AI in Marketing

Generative AI refers to artificial intelligence systems capable of producing new content based on patterns learned from extensive datasets. Technologies such as large language models, image generation systems, and conversational AI platforms have revolutionized marketing communication by enabling organizations to create dynamic and personalized consumer experiences.

Marketing applications of generative AI include:

1. **Automated Content Creation:** Automated content creation refers to the use of Generative Artificial Intelligence to produce marketing materials such as advertisements, product descriptions, blog posts, promotional messages, and website content with minimal human intervention. This technology enables organizations to generate large volumes of content quickly and efficiently while maintaining consistency in brand communication. Automated content creation reduces the time and cost associated with traditional content development processes, allowing marketers to focus on strategic activities. By analyzing customer preferences, market trends, and historical data, AI systems can create relevant and engaging content tailored to target audiences. Consumers often appreciate timely and informative content, which can positively influence their perceptions of a brand. However, the effectiveness of automated content depends on its quality, accuracy, and authenticity. Organizations must ensure proper human oversight to maintain credibility, foster consumer trust, and support stronger purchase intentions.
2. **Personalized Product Recommendations:** Personalized product recommendations involve the use of artificial intelligence to analyze consumer behavior, preferences, purchase history, and browsing patterns to suggest products that align with individual needs. Generative AI enhances recommendation systems by creating highly customized shopping experiences that improve customer satisfaction and engagement. These recommendations help consumers discover relevant products more efficiently, reducing search effort and increasing perceived value. Personalized recommendations create a sense of individual attention, making consumers feel understood and appreciated by the brand. As a result, trust in the organization may increase, leading to higher purchase intentions and customer loyalty. However, excessive personalization may raise concerns regarding privacy and data usage. Therefore, businesses must ensure transparency in data collection and provide consumers with control over their personal information. Effective personalization strengthens customer relationships while improving overall marketing performance and sales outcomes.
3. **AI-Powered Chatbots and Virtual Assistants:** AI-powered chatbots and virtual assistants are intelligent systems designed to interact with customers, answer inquiries, provide recommendations, and assist with purchasing decisions in real time. These technologies utilize natural language processing and machine learning to understand customer requests and deliver relevant responses. Chatbots enhance customer service by providing 24/7 support, reducing waiting times, and ensuring consistent communication across digital platforms. Consumers value quick and accurate assistance, which can improve satisfaction and build trust in the brand. Virtual assistants also personalize interactions by remembering customer preferences and offering tailored solutions. However, consumer trust may decline if responses are inaccurate, repetitive, or lack human empathy. Therefore, organizations should combine AI capabilities with human oversight to ensure quality interactions. Effective chatbot implementation improves customer engagement, strengthens trust, and positively influences consumers' willingness to purchase products and services.
4. **Social Media Content Generation:** Social media content generation involves using Generative AI to create posts, captions, visuals, hashtags, and promotional messages for social networking platforms. AI systems analyze audience behavior, trending topics, and engagement patterns to develop content that resonates with target consumers. This approach enables businesses to maintain an active online presence while reducing the time and resources required for content production. AI-generated social media content can increase audience engagement through personalized and timely communication. When consumers perceive content as relevant, informative, and entertaining, they are more likely to interact with the brand and develop positive attitudes toward its products. However, authenticity remains a critical concern, as consumers may distrust content that appears overly automated or impersonal. Organizations must balance AI efficiency with genuine brand

storytelling. High-quality social media content contributes to stronger consumer trust, enhanced brand image, and increased purchase intentions.

5. **Email Marketing Automation:** Email marketing automation refers to the use of AI technologies to create, personalize, schedule, and distribute email communications based on customer behavior and preferences. Generative AI enables organizations to develop customized email content that addresses individual consumer interests, purchase histories, and engagement patterns. Automated email campaigns improve communication efficiency by delivering relevant messages at appropriate times, thereby enhancing customer experiences. Personalized emails often achieve higher open rates, click-through rates, and conversion rates because they provide valuable and targeted information. Consumers tend to trust brands that communicate consistently and offer meaningful content tailored to their needs. However, concerns regarding excessive messaging, privacy, and data security can negatively affect trust if not managed appropriately. Businesses must ensure ethical data practices and maintain transparency regarding information usage. Effective email marketing automation strengthens customer relationships, improves engagement, and positively influences purchasing decisions.

6. **Dynamic Advertising Campaigns:** Dynamic advertising campaigns utilize artificial intelligence to create and deliver customized advertisements based on real-time consumer data, preferences, demographics, and online behavior. Unlike traditional advertising, dynamic campaigns continuously adapt content, visuals, and messaging to maximize relevance and effectiveness. Generative AI enables marketers to produce multiple advertisement variations tailored to different audience segments, increasing engagement and campaign performance. Consumers often respond positively to advertisements that reflect their interests and needs, leading to improved perceptions of usefulness and personalization. Dynamic advertising can significantly enhance customer experiences by presenting relevant product information at the right moment. However, consumers may become concerned if advertisements appear overly intrusive or if data collection practices lack transparency. Organizations must balance personalization with privacy protection to maintain trust. Well-executed dynamic advertising campaigns contribute to stronger consumer engagement, increased brand trust, and higher purchase intentions.

7. **Customer Engagement and Support:** Customer engagement and support represent essential applications of Generative AI in modern marketing and customer relationship management. AI technologies facilitate continuous interaction with consumers through personalized communication, proactive assistance, and immediate problem resolution. By analyzing customer data and behavioral patterns, AI systems can provide tailored responses, product suggestions, and support services that enhance the overall customer experience. Effective engagement creates a sense of connection between consumers and brands, fostering trust and long-term loyalty. AI-powered support systems also improve operational efficiency by handling routine inquiries and allowing human representatives to focus on complex issues. Consumers appreciate responsive and accessible support services, which positively influence satisfaction and purchase intentions. However, maintaining trust requires accuracy, empathy, and transparency in AI interactions. Organizations that successfully combine technological efficiency with customer-centric service are more likely to strengthen relationships and encourage repeat purchasing behavior.

AI-Generated Marketing Content and Consumer Perceptions

Consumer perceptions of AI-generated marketing content significantly influence trust formation. Several factors shape these perceptions.

1. **Content Quality:** Content quality refers to the degree to which AI-generated marketing content is accurate, relevant, informative, consistent, and valuable to consumers. High-quality content plays a crucial role in shaping consumer perceptions and building trust in AI-driven marketing communications. When consumers receive clear, reliable, and useful information, they are more likely to view the organization as credible and trustworthy. Generative AI can create content quickly and at scale, but its effectiveness depends on maintaining factual accuracy and contextual relevance. Well-crafted content helps consumers make informed purchasing decisions, reduces uncertainty, and enhances overall customer experience. Conversely, content containing errors, misleading information, or poor language quality can damage brand reputation and reduce consumer

confidence. Organizations should implement quality control measures, including human review and continuous monitoring, to ensure content accuracy. Maintaining high content quality strengthens consumer trust, improves engagement, and positively influences purchase intentions.

2. **Personalization:** Personalization refers to the ability of AI systems to tailor marketing content, recommendations, and communications according to individual consumer preferences, behaviors, and needs. Generative AI enables organizations to analyze large volumes of customer data and create highly customized experiences that enhance consumer satisfaction. Personalized content makes consumers feel recognized and valued, increasing their emotional connection with a brand. By delivering relevant product suggestions, targeted advertisements, and customized messages, organizations can improve customer engagement and purchasing decisions. Effective personalization reduces information overload by presenting content that aligns with consumer interests. However, excessive personalization may create concerns about privacy and data usage, potentially affecting trust. Therefore, businesses must maintain transparency regarding data collection and provide consumers with control over their personal information. When implemented ethically and responsibly, personalization enhances customer experiences, strengthens trust, and significantly contributes to higher purchase intentions and long-term customer loyalty.

3. **Authenticity:** Authenticity refers to the extent to which AI-generated marketing content is perceived as genuine, sincere, and reflective of a brand's true values and identity. In the era of generative artificial intelligence, consumers increasingly evaluate whether marketing messages appear natural and trustworthy rather than overly automated or artificial. Authentic content fosters emotional connections and enhances consumer confidence in the information being presented. Although AI can efficiently create marketing materials, excessive automation may lead consumers to question the credibility and originality of the content. Consumers generally prefer communication that demonstrates honesty, transparency, and a human touch. Organizations can enhance authenticity by combining AI-generated content with human oversight, real customer experiences, and brand-specific storytelling. Authentic marketing communications help reduce skepticism, increase consumer engagement, and strengthen trust. As trust grows, consumers become more receptive to marketing messages and are more likely to develop favorable purchase intentions toward the promoted products and services.

4. **Transparency and Disclosure:** Transparency and disclosure refer to the practice of openly informing consumers when artificial intelligence has been used to generate, personalize, or support marketing content. Transparency is a critical factor in building trust because it reduces uncertainty and helps consumers understand how information is created and delivered. In AI-driven marketing environments, consumers increasingly expect organizations to be honest about the role of technology in their communications. Clear disclosure demonstrates ethical responsibility and signals that a company values honesty and consumer rights. Transparency also helps mitigate concerns related to manipulation, misinformation, and hidden marketing practices. When consumers are aware of AI involvement and perceive the organization as open and accountable, their confidence in the brand tends to increase. However, transparency must be accompanied by high-quality content and ethical data practices. Effective disclosure strengthens trust, enhances brand credibility, and positively influences consumer attitudes and purchase intentions in AI-powered marketing contexts.

The Relationship between Consumer Trust and Purchase Intentions

Purchase intention refers to a consumer's likelihood of buying a product or service. Trust plays a central role in transforming marketing exposure into purchasing behavior.

1. **Risk Reduction:** Risk reduction refers to the ability of consumer trust to minimize uncertainty and perceived risks associated with purchasing decisions. In digital marketing environments, consumers often face concerns regarding product quality, financial security, privacy protection, and the reliability of information provided by organizations. AI-generated marketing content can help reduce these concerns when it delivers accurate, consistent, and relevant information. Trust acts as a psychological mechanism that reassures consumers that the organization will fulfill its promises and act in their best interests. When consumers trust the content generated by artificial intelligence, they are more likely to believe product claims, recommendations, and promotional messages. This confidence lowers perceived risks related to purchasing decisions and

encourages consumers to proceed with transactions. Consequently, organizations that effectively build trust through transparent, ethical, and high-quality AI-generated content can significantly enhance consumer confidence and increase purchase intentions.

2. **Enhanced Credibility:** Enhanced credibility refers to the increased perception that marketing content and brand communications are reliable, accurate, and trustworthy. Consumer trust plays a crucial role in establishing credibility, particularly in the context of AI-generated marketing content. When consumers perceive information as credible, they are more likely to accept product recommendations, advertisements, and promotional messages as genuine and useful. High-quality AI-generated content that is factually accurate, relevant, and transparent contributes significantly to credibility enhancement. Credibility is further strengthened when organizations clearly disclose the use of artificial intelligence and maintain ethical communication practices. Consumers who trust the source of information tend to develop favorable attitudes toward the products and services being promoted. Enhanced credibility not only improves consumer confidence but also reduces skepticism and resistance to marketing efforts. As credibility increases, consumers become more willing to consider purchasing decisions, thereby positively influencing their purchase intentions.

3. **Positive Brand Perceptions:** Positive brand perceptions refer to the favorable opinions, beliefs, and attitudes that consumers develop toward a company and its products or services. Consumer trust serves as a foundation for creating and maintaining a strong brand image, particularly in AI-driven marketing environments. When organizations use artificial intelligence responsibly to deliver personalized, transparent, and high-quality content, consumers are more likely to view the brand as innovative, reliable, and customer-oriented. Positive perceptions emerge when consumers consistently experience valuable interactions and receive accurate information through AI-generated communications. These favorable evaluations enhance brand reputation and differentiate organizations from competitors. Furthermore, trusted brands are often perceived as more dependable and capable of meeting customer expectations. Strong brand perceptions increase consumer confidence, strengthen emotional connections, and encourage long-term loyalty. As a result, consumers become more inclined to purchase products and services from brands they perceive positively and trust.

4. **Increased Engagement:** Increased engagement refers to the higher level of interaction, participation, and involvement consumers exhibit with a brand's marketing activities and communications. Consumer trust significantly influences engagement by encouraging individuals to actively interact with AI-generated content, advertisements, social media posts, emails, and customer support platforms. When consumers trust the information provided by a brand, they are more likely to spend time exploring products, responding to promotional messages, sharing content, and participating in online discussions. AI-generated marketing content that is personalized, relevant, and informative can further enhance engagement by addressing individual consumer needs and interests. Higher engagement creates stronger relationships between consumers and brands, fostering greater satisfaction and loyalty. Additionally, engaged consumers are more likely to develop positive attitudes toward products and services, increasing the likelihood of purchase. Therefore, trust-driven engagement serves as an important mechanism through which AI-generated marketing content positively influences consumer purchase intentions.

Research Gap

The rapid adoption of Generative Artificial Intelligence (GenAI) in marketing has transformed the way organizations create and distribute content. While existing studies have extensively examined the technological capabilities of AI and its effectiveness in improving marketing efficiency, limited attention has been given to understanding how consumers perceive AI-generated marketing content and how these perceptions influence purchase intentions. Most prior research has focused on factors such as personalization, automation, and content quality, but there remains insufficient empirical evidence regarding the role of consumer trust in mediating the relationship between AI-generated content and purchasing behavior. Furthermore, studies investigating authenticity, transparency, and disclosure of AI involvement in content creation are still emerging and often produce inconsistent findings. The majority of available research has been conducted in developed economies, creating a lack of context-specific evidence from developing countries such as India, where digital adoption

patterns and consumer attitudes may differ significantly. In addition, few studies have simultaneously examined multiple dimensions of AI-generated marketing content and their collective influence on consumer trust and purchase intentions. Therefore, a significant research gap exists in understanding how authenticity, personalization, content quality, and transparency contribute to building consumer trust and shaping purchase decisions in the era of generative AI-driven marketing.

Importance of the Study

The study is important because Generative Artificial Intelligence is increasingly becoming an integral component of modern marketing strategies. Businesses are utilizing AI-generated content to engage customers, personalize communication, and improve marketing efficiency. However, the success of these initiatives depends largely on consumer acceptance and trust. As consumers become more aware of AI-generated content, concerns regarding authenticity, credibility, privacy, and transparency are becoming increasingly relevant. Understanding how these factors influence consumer trust is essential for organizations seeking to maximize the effectiveness of AI-driven marketing campaigns. This study contributes to academic knowledge by examining the relationship between AI-generated marketing content, consumer trust, and purchase intentions. It also provides valuable insights for marketers, policymakers, and technology developers regarding the factors that encourage positive consumer responses toward AI-assisted communication. The findings can help organizations design marketing content that aligns with consumer expectations while maintaining ethical standards and transparency. Furthermore, the study offers practical guidance for businesses operating in competitive digital environments where consumer trust has become a critical determinant of purchasing behavior. By addressing an emerging area of research, this study enhances understanding of how AI technologies can be effectively integrated into marketing practices while fostering long-term consumer confidence and engagement.

Statement of the Problem

The emergence of Generative Artificial Intelligence has significantly altered marketing practices by enabling organizations to create content at unprecedented speed, scale, and personalization. Despite these advantages, concerns remain regarding the impact of AI-generated marketing content on consumer trust and purchase intentions. Consumers may question the authenticity, accuracy, and transparency of content produced by AI systems, leading to uncertainty about the credibility of marketing messages. While AI-generated content can provide personalized and engaging experiences, excessive reliance on automation may create perceptions of manipulation or lack of human involvement, potentially reducing consumer confidence. Organizations face the challenge of balancing technological innovation with the need to maintain trust and ethical communication standards. Moreover, the extent to which factors such as content quality, personalization, authenticity, and transparency influence consumer trust and subsequent purchase intentions remains unclear. Existing studies provide limited evidence regarding how consumers evaluate AI-generated marketing content and whether these evaluations translate into purchasing decisions. As businesses increasingly adopt AI-powered marketing tools, understanding consumer perceptions becomes essential for ensuring effective communication and sustainable customer relationships. Therefore, the central problem addressed in this study is the lack of comprehensive understanding of how AI-generated marketing content influences consumer trust and how this trust affects purchase intentions in contemporary digital marketing environments.

Findings and Results

Descriptive statistics were employed to examine respondents' perceptions of the key dimensions of AI-generated marketing content, namely Content Quality, Personalization, Authenticity, and Transparency and Disclosure. The analysis was conducted using responses collected from 150 participants. Mean values were used to assess the overall level of agreement toward each factor, while standard deviation measured the variability in responses. Additionally, mean rank values were calculated to identify the relative importance of the factors influencing consumer perceptions. A higher mean score indicates stronger agreement with the factor, whereas a lower standard deviation suggests greater consistency among respondents. The ranking of factors provides insight into the most influential dimensions shaping consumer attitudes toward AI-generated marketing content and their trust in AI-assisted marketing communications.

Table: 1

Descriptive Statistics					
Factors	N	Mean	Std. Deviation	Mean Rank	Rank
Content Quality	150	4.00	.888	2.42	4
Personalization	150	4.05	.884	2.53	2
Authenticity	150	4.06	.889	2.60	1
Transparency and Disclosure	150	3.98	.850	2.45	3

The descriptive statistics reveal that all four factors received relatively high mean scores, indicating favorable perceptions among respondents. **Authenticity** recorded the highest mean score (Mean = 4.06, SD = 0.889) and secured the **first rank** with a mean rank of 2.60, suggesting that consumers consider authentic and genuine AI-generated content as the most important factor. **Personalization** ranked second (Mean = 4.05, SD = 0.884; Mean Rank = 2.53), indicating that tailored content significantly enhances consumer engagement and satisfaction. **Transparency and Disclosure** obtained a mean score of 3.98 and a mean rank of 2.45, placing it in the third position, which highlights the importance of clearly informing consumers about AI involvement in content creation. **Content Quality** ranked fourth despite a strong mean score of 4.00 (SD = 0.888; Mean Rank = 2.42), implying that while quality remains important, respondents place slightly greater emphasis on authenticity, personalization, and transparency. Overall, the findings suggest that authenticity is the most influential factor in shaping positive perceptions of AI-generated marketing content.

Table: 2

Test Statistics ^a	
N	150
Chi-Square	3.347
df	3
Asymp. Sig.	.341
a. Friedman Test	

The Friedman test was conducted to determine whether there were significant differences in respondents' rankings of the four factors influencing perceptions of AI-generated marketing content: Content Quality, Personalization, Authenticity, and Transparency and Disclosure. The test results indicate a Chi-square value of **3.347** with **3 degrees of freedom** and a significance value (**p = 0.341**). Since the p-value is greater than the conventional significance level of 0.05, the null hypothesis cannot be rejected. This implies that there is **no statistically significant difference** in the rankings assigned to the four factors by the respondents. Although **Authenticity** (Mean Rank = 2.60) received the highest mean rank, followed by **Personalization** (2.53), **Transparency and Disclosure** (2.45), and **Content Quality** (2.42), the differences among these rankings are not statistically significant. Therefore, respondents perceived all four factors as relatively similar in importance when evaluating AI-generated marketing content.

Inference

The Friedman test results reveal that while Authenticity emerged as the highest-ranked factor and Content Quality as the lowest-ranked factor, the observed variations in rankings were not significant ($\chi^2 = 3.347$, $p = 0.341$). Hence, all four dimensions—Content Quality, Personalization, Authenticity, and Transparency and Disclosure—are considered equally important by respondents in shaping their perceptions of AI-generated marketing content. This finding suggests that organizations should maintain a balanced focus on all these factors rather than emphasizing one dimension at the expense of others.

Marital Status and Level of Perception on AI-Generated Marketing Content on Purchase Intentions

A cross-tabulation analysis was conducted to examine the relationship between respondents' gender and their level of perception toward AI-generated marketing content. The respondents were categorized into three perception levels: Low, Moderate, and High. The purpose of this analysis was to determine whether perception levels differ significantly between male and female respondents. Frequency distributions and percentage analysis were used to describe the pattern of responses, while the Chi-square test was applied to assess the statistical significance of the association between gender and perception level. Understanding this relationship is important for marketers seeking to identify whether gender influences consumer attitudes toward AI-generated marketing communications. The findings provide insights into the extent to which perceptions vary across demographic groups.

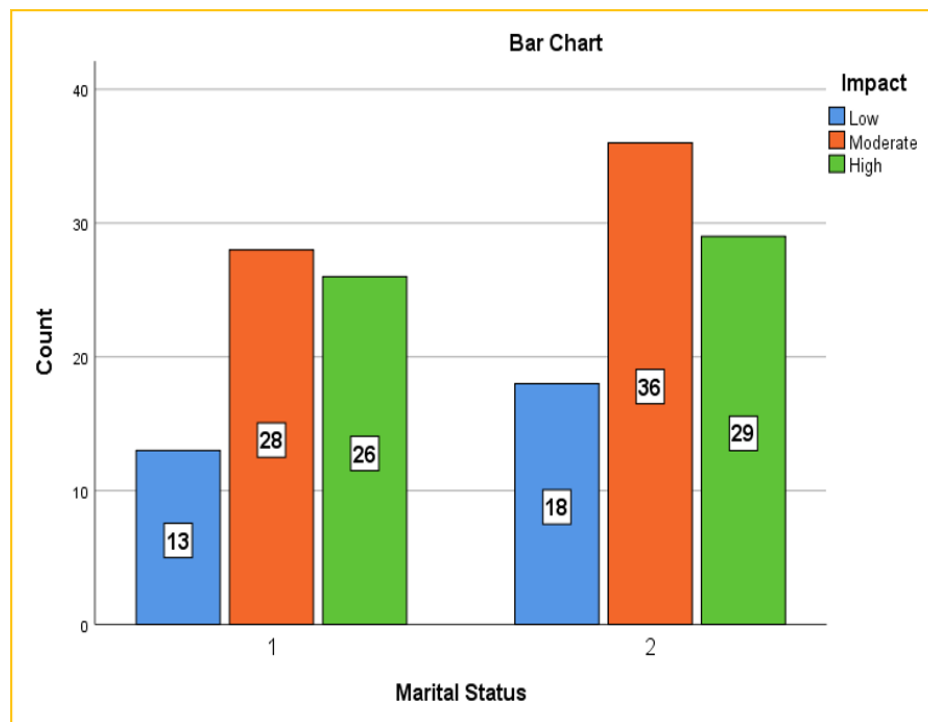
Table: 3

Marital Status	Level of Perception			Total
	Low	Moderate	High	
Male	13	28	26	67
	19.40%	41.80%	38.80%	100.00%
Female	18	36	29	83
	21.70%	43.40%	34.90%	100.00%
Total	31	64	55	150
	20.70%	42.70%	36.70%	100.00%
Chi-Square	.266 ^a	Difference 2	Sig .875	

The cross-tabulation results show that among the **67 male respondents**, 13 (19.4%) exhibited a low level of perception, 28 (41.8%) demonstrated a moderate level of perception, and 26 (38.8%) reported a high level of perception toward AI-generated marketing content. Among the **83 female respondents**, 18 (21.7%) had a low level of perception, 36 (43.4%) showed a moderate level of perception, and 29 (34.9%) exhibited a high level of perception.

Overall, the majority of respondents from both genders fell within the **moderate perception category (42.7%)**, followed by the high perception category (36.7%). The proportion of males and females across the three perception levels is relatively similar, indicating comparable attitudes toward AI-generated marketing content.

The Chi-square test yielded a value of **0.266** with **2 degrees of freedom** and a significance value (**p = 0.875**). Since the p-value is greater than the 0.05 significance level, the null hypothesis is accepted.



Inference

The Chi-square analysis indicates that there is **no significant association between gender and the level of perception toward AI-generated marketing content** ($\chi^2 = 0.266$, $p = 0.875$). This finding suggests that male and female respondents exhibit similar perceptions of AI-generated marketing content. Therefore, gender does not appear to be a determining factor in shaping consumer perceptions in this context, and marketers may expect broadly comparable responses from both male and female audiences.

Implications of the Study

The findings of this study have significant theoretical, managerial, and societal implications. From a theoretical perspective, the study contributes to the growing body of literature on artificial intelligence and consumer behavior by providing empirical evidence on the relationship between AI-generated marketing content, consumer trust, and purchase intentions. It expands existing marketing theories by incorporating dimensions such as authenticity, personalization, content quality, and transparency within the context of generative AI. From a managerial perspective, the results offer valuable guidance for organizations seeking to implement AI-driven marketing strategies effectively. Marketers can use the findings to identify which content characteristics are most influential in fostering consumer trust and encouraging purchase intentions. The study also emphasizes the importance of transparent disclosure regarding AI involvement in content creation, helping businesses maintain credibility and ethical standards. For technology developers, the findings provide insights into consumer expectations and preferences, supporting the development of more trustworthy AI systems. Societally, the study highlights the need for responsible AI adoption and consumer protection in digital marketing environments. Policymakers and regulatory bodies may use the findings to formulate guidelines that promote transparency, accountability, and ethical use of AI-generated content. Ultimately, the study supports the development of trustworthy and consumer-centric AI marketing practices.

Recommendations and Suggestions

Based on the findings of this study, organizations should prioritize authenticity when developing AI-generated marketing content, as consumers tend to value genuine and credible communication. Businesses should ensure that AI-generated messages accurately reflect brand values and provide reliable information to strengthen consumer trust. Transparency and disclosure practices should also be enhanced by clearly informing consumers

when content has been created or assisted by artificial intelligence. Such disclosure can reduce uncertainty and promote confidence in marketing communications. Marketers should continue leveraging personalization features while maintaining consumer privacy and avoiding excessive data collection that may create concerns regarding surveillance or manipulation. Regular monitoring and evaluation of AI-generated content are recommended to ensure quality, accuracy, and consistency with consumer expectations. Organizations should combine AI capabilities with human oversight to enhance content relevance and ethical responsibility. Training programs should be provided for marketing professionals to improve their understanding of AI technologies and responsible implementation practices. Future researchers are encouraged to investigate additional factors such as perceived risk, privacy concerns, brand reputation, and cultural influences that may affect trust and purchase intentions. Longitudinal studies and comparative analyses across different industries and demographic groups may further enhance understanding of consumer responses to AI-generated marketing content and its long-term effectiveness.

Conclusion

The growing adoption of Generative Artificial Intelligence has created new opportunities for organizations to transform marketing communication through automation, personalization, and enhanced content creation capabilities. As AI-generated marketing content becomes increasingly prevalent, understanding consumer perceptions and trust has become essential for ensuring the effectiveness of digital marketing strategies. This study examined the influence of key dimensions of AI-generated marketing content, including content quality, personalization, authenticity, and transparency and disclosure, on consumer trust and purchase intentions.

The findings indicate that respondents generally hold favorable perceptions of AI-generated marketing content, with authenticity emerging as the most highly ranked factor, followed closely by personalization, transparency and disclosure, and content quality. Although differences among these factors were not statistically significant, the results demonstrate that consumers value all dimensions when evaluating AI-generated content. The study also revealed that demographic characteristics such as gender do not significantly influence perceptions of AI-generated marketing content, suggesting a relatively uniform acceptance of AI-driven marketing across respondent groups.

The research highlights the critical role of consumer trust in determining the success of AI-enabled marketing initiatives. Consumers are more likely to respond positively and exhibit stronger purchase intentions when AI-generated content is perceived as authentic, transparent, reliable, and relevant to their needs. These findings underscore the importance of balancing technological innovation with ethical considerations and human-centered communication practices.

From both academic and practical perspectives, the study contributes to a deeper understanding of how AI-generated marketing content affects consumer behavior in the contemporary digital environment. It provides valuable insights for marketers, organizations, and policymakers seeking to foster trust and promote responsible AI adoption. As generative AI continues to evolve, businesses must focus on maintaining authenticity, ensuring transparency, and integrating human oversight into AI-driven marketing strategies. By doing so, organizations can strengthen consumer confidence, enhance customer relationships, and achieve sustainable marketing success in an increasingly AI-powered marketplace.

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