

Can Algorithms Connect? Consumer Perceptions and Receptivity in the Age of AI Marketing

¹Dr. Chinmay Gandhi, ²Dr. Jasmin Padiya, ³Rudra Panat, ⁴Akshat Gorecha

¹Assistant Professor Faculty of Management, GLS University

²Associate Professor Faculty of Management, GLS University

^{3,4}Student Faculty of Management, GLS University

Abstract

The proliferation of generative artificial intelligence in marketing contexts has outpaced empirical understanding of consumer reception, particularly in India's rapidly digitalising economy. This study investigates consumer perceptions of and receptivity to AI-generated marketing content among 207 urban respondents in Ahmedabad, Gujarat, employing a structured questionnaire, descriptive statistics, non-parametric group-comparison tests, and Spearman correlation analysis. The central finding is that consumer attitudes organise into two statistically orthogonal dimensions: AI Skepticism ($M = 3.22$, $\alpha = 0.812$) and AI Contextual Acceptance ($M = 2.81$, $\alpha = 0.625$), which are independent of each other ($\rho = -0.057$, $p = 0.412$). All three hypotheses are supported: H1 confirms both dimensions diverge significantly from neutrality; H2 establishes that professional creative background predicts Skepticism while prior AI tool experience predicts Acceptance; and H3 demonstrates that AI tool users report substantially higher brand perception scores following AI-generated advertising exposure ($M = 3.13$ vs. 2.55 , $U = 4127.5$, $p = 0.002$, $r = 0.273$). The Pragmatist consumer typology (high Skepticism paired with high Contextual Acceptance) emerges as the strategically dominant segment. Findings challenge binary pro-/anti-AI framings and carry direct implications for AI disclosure strategy, content segmentation, and responsible AI adoption in Indian brand communications.

Keywords: AI-generated marketing content, AI transparency, Indian marketing, generative AI advertising, AI perception, AI in media.

1. Introduction & Literature Review

India's marketing sector is undergoing a structural transformation driven by the rapid adoption of generative artificial intelligence. By 2024, AI-powered content generation tools were embedded across the creative workflows of agencies and brand teams at a pace that has no historical parallel in the industry. The country's digital advertising market, valued at approximately USD 5.6 billion in 2023 and expanding at double-digit compound rates, provides both the economic incentive and the technical infrastructure for this adoption (**Arora, Shekhawat, & Gautam, 2023**). Simultaneously, a young, smartphone-native consumer base (65% under the age of 35) encounters AI-generated advertising content on a daily basis across social platforms including Instagram, YouTube, and short-form video applications. The commercial and cultural stakes of this encounter are significant.

Yet the academic and industry literature has been slow to keep pace. Existing research on AI in marketing communication has tended to examine specific mechanisms, including disclosure effects, trust pathways, and engagement metrics, without interrogating the underlying attitudinal architecture that structures consumer response. (**Chen, Chan-Olmsted, Kim, and Sanabria 2022**) find that consumers perceive AI marketing communication as "unavoidable yet generally acceptable," with limited perceived influence on product evaluation, but their qualitative methodology cannot resolve whether acceptance and concern coexist within the same consumer. (**Eman 2025**), analysing Egyptian social media users through Structural Equation Modelling, demonstrates that perceived authenticity and informativeness positively predict brand trust in AI-mediated content, but treats consumer skepticism as a simple moderator rather than as an independent attitudinal construct. (**Back, Kim, and Kim 2024**) show that initial AI-content disclosure creates unfavourable advertising attitudes, yet this negative effect diminishes when AI is perceived as human-like, indicating that the relationship between AI awareness and acceptance is not monotonic.

Research on AI-generated content in influencer and social media contexts points to further complexity. (Boudri, Boudri, and Bentalha 2025) find mixed patterns in engagement with AI-generated versus human-created influencer content, while (Xi, Zhigang, and Fu 2024), in a systematic review of 55 publications, identify consumer trust development as a central concern across AI-generated content research. (Duo, Yanling, and Jiao 2023) demonstrate that explicit AI labelling significantly impacts consumer behavioural engagement, and that emotion level negatively moderates this relationship. Jung, (Koghut, Lee, and Kwon 2025), studying luxury advertising, find that perceived artificial creativity positively influences both AI trust and perceived humanness, with novelty effects proving significant. (Bekken 2025) challenges the assumption that AI origin automatically undermines credibility, finding that content quality and brand reputation supersede creation method in determining perceived value. Taken together, these studies illustrate that consumer responses to AI-generated marketing content are multi-dimensional, context-dependent, and unlikely to be reducible to a simple acceptance-rejection spectrum.

The gap identified by this body of work is structural: no published empirical study in the Indian context has investigated whether consumer attitudes toward AI in marketing organise as a single dimension or as multiple independent constructs, nor has the question of attitudinal orthogonality been formally tested. Without this structural understanding, attempts to segment consumers, craft disclosure strategies, or calibrate AI adoption decisions risk being built on an inaccurate model of consumer psychology. The present study addresses this gap directly by mapping the two-dimensional structure of consumer AI attitudes, testing demographic and experiential predictors across both dimensions, and assessing brand perception responses following AI-generated advertising exposure. In doing so, it contributes both a validated measurement framework and a set of consumer typologies to the growing literature on AI and marketing communication in emerging market contexts.

2. Research Methodology

2.1 Research Objectives

- To map and measure the structure of consumer attitudes toward AI-generated marketing content among urban residents of Ahmedabad, identifying the dimensions of AI Skepticism and AI Contextual Acceptance.
- To identify the demographic and experiential factors that shape consumer receptivity to AI-generated marketing content.
- To assess consumer engagement and evaluative responses when exposed to AI-generated marketing scenarios, and to identify distinct consumer typologies based on attitudinal profiles toward AI marketing content.

2.2 Research Design

A descriptive research design was adopted to map the structure and correlates of consumer attitudes toward AI-generated marketing content among urban Indian consumers. The cross-sectional design was chosen for its efficiency in capturing attitudinal profiles across a demographically diverse sample within a single administration.

2.3 Sample Selection and Data Collection

Data were collected from 207 urban residents of Ahmedabad, Gujarat, using a structured online questionnaire administered via Google Forms between January and March 2025. Non-probability convenience sampling was employed, targeting internet-using adults who consume marketing and advertising content. The sample comprised 51.7% male and 48.3% female respondents, with a modal age bracket of 18–24 years (48.8%), reflecting the digitally active urban population. Respondents were predominantly graduates or postgraduates (74.4% combined). Approximately 81.6% reported prior personal experience with AI content-generation tools. The questionnaire comprised eight five-point Likert-scale attitudinal items, four contextual vignette scenarios, demographic profiling questions, and open-ended qualitative prompts.

2.4 Data Analysis

Composite scales were constructed from item clusters identified a priori on theoretical grounds: AI Skepticism (items Q1–Q4) and AI Contextual Acceptance (items Q6–Q8). Internal consistency was assessed using

Cronbach's alpha. Hypothesis testing employed one-sample t-tests (H1), Mann-Whitney U tests (H2, H3), and Spearman rank-order correlation analysis. Group comparisons across gender, creative field background, AI tool experience, and age cohort were conducted using Mann-Whitney U and Kruskal-Wallis H tests. All analyses were performed in MS Excel.

2.5 Demographics

Measure	Item	Count	Percentage
Gender	Female	73	35.27%
	Male	133	64.25%
	Prefer not to say	1	0.48%
Age	18-24	113	54.59%
	25-34	48	23.19%
	35-44	26	12.56%
	45-54	13	6.28%
	55-64	4	1.93%
	65 or older	3	1.45%
Educational Qualification	Bachelor's degree	95	45.89%
	Postgraduate degree	42	20.29%
	High school diploma or equivalent	43	20.77%
	Prefer not to say	27	13.04%
Involvement in Creative Field	No	96	46.38%
	Prefer not to say	29	14.01%
	Yes	82	39.61%

Table 1: Demographic Profile of Survey Respondents (N = 207)

3. Hypothesis Development

Three hypotheses are tested, one per research objective, as detailed in Table 2.

Hy p.	Statement	Research Objective	Statistical Test
H1	AI Skepticism is significantly above the neutral midpoint (3.0) and AI Contextual Acceptance is significantly below it, reflecting divergent consumer evaluation relative to a neutral baseline.	Objective 1: Map and measure the two-dimensional structure of consumer attitudes toward AI-generated marketing content.	Two one-sample t-tests (vs. $\mu = 3.0$)
H2	Professional creative background and prior AI tool experience are the significant demographic and experiential predictors of consumer attitudes toward AI-generated marketing content.	Objective 2: Identify demographic and experiential factors that shape consumer receptivity to AI-generated marketing content.	Mann-Whitney U tests

Hy p.	Statement	Research Objective	Statistical Test
H3	Prior AI tool experience positively predicts consumer brand perception following exposure to AI-generated marketing material.	Objective 3: Assess consumer evaluative responses when exposed to AI-generated marketing scenarios and identify distinct consumer typologies.	Mann-Whitney U test

Table 2: Consolidated Hypothesis Testing Framework

4. Findings and Discussion

The analysis yields three principal findings corresponding to the three hypotheses. The most structurally significant is the confirmation that consumer attitudes toward AI in marketing organise into two independent dimensions rather than a single continuum, a result with direct implications for how brands, researchers, and platforms understand and respond to consumer AI attitudes.

4.1 H1: Two Independent Attitudinal Dimensions (Supported)

The AI Skepticism composite scale (items Q1–Q4, $\alpha = 0.812$) produced a mean of $M = 3.220$ ($SD = 0.949$, 95% CI [3.090, 3.350]). The one-sample t-test against the neutral midpoint of 3.0 returned $t(206) = 3.332$, $p = 0.001$, confirming that urban Ahmedabad consumers hold a meaningfully above-neutral level of cultural concern about AI's role in creative and marketing contexts. The AI Contextual Acceptance composite scale (items Q6–Q8, $\alpha = 0.625$) produced a mean of $M = 2.812$ ($SD = 0.831$, 95% CI [2.698, 2.925]), with $t(206) = -3.261$, $p = 0.001$, placing average commercial acceptance significantly below neutral. Consumers are not indifferent: they are measurably less than neutral in their acceptance of AI-generated content in specific commercial scenarios. The highest-mean items across the dataset are Q3 ("AI threatens artists' jobs", $M = 3.45$, $SD = 1.15$) and Q4 ("AI replacing human creativity devalues art and culture", $M = 3.45$, $SD = 1.23$), with combined agreement rates of 46.4% and 49.3% respectively, confirming that economic and cultural concern about creative employment constitutes the most broadly held and deeply felt attitudinal position in the sample. The lowest-mean item is Q8 ("AI-generated portraits are real art", $M = 2.45$, $SD = 1.11$, 48.8% selecting scale points 1 or 2), indicating that fine art represents the specific frontier of strongest and most uniform consumer resistance.

As illustrated in Figure 1, the response distributions across the eight attitudinal items confirm this pattern: Skepticism items are consistently right-shifted relative to the neutral centre, while Acceptance items are left-shifted, yet both exhibit genuine variance, ruling out a simple endorsement or rejection pattern.

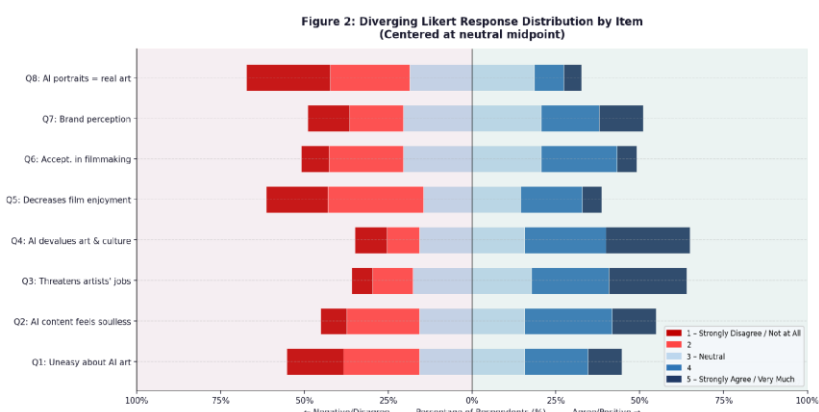


Figure 1: Diverging stacked bar chart showing percentage response distribution across all eight attitudinal items ($N = 207$). Scale diverges from a neutral centre at scale point 3.

The distributional profiles of the two composite scales are depicted in Figure 2. The AI Skepticism distribution is slightly right-skewed with the mean (red dashed line) comfortably above the neutral midpoint (grey line), while the AI Contextual Acceptance distribution shows a broader, lower profile centred marginally below neutral, visually confirming the bidirectional divergence from neutrality confirmed by the t-tests.

Figure 3: Distribution of Composite Scale Scores (N = 207)

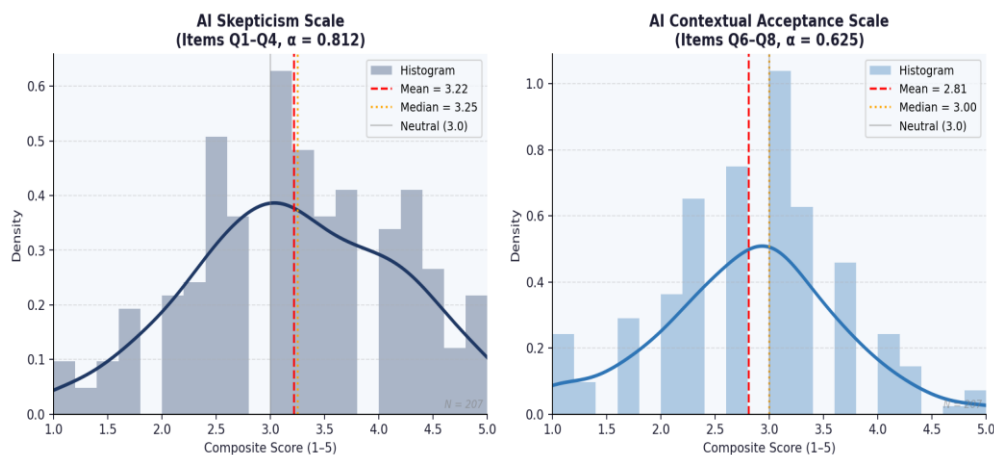


Figure 2: KDE density plots overlaid on histograms for the AI Skepticism and AI Contextual Acceptance composite scales. Red dashed line = mean; grey line = neutral midpoint (3.0). N = 207.

The Spearman rank-order correlation matrix in Figure 3 reveals the inter-item structure underlying the two dimensions. Items Q1–Q4 form a tightly correlated cluster (ρ range = 0.34–0.64, all $p < .05$) consistent with a unified Skepticism factor. Items Q6–Q8 form a second, more loosely correlated cluster. Crucially, cross-cluster correlations are consistently near zero, providing structural evidence for the independence of the two dimensions.

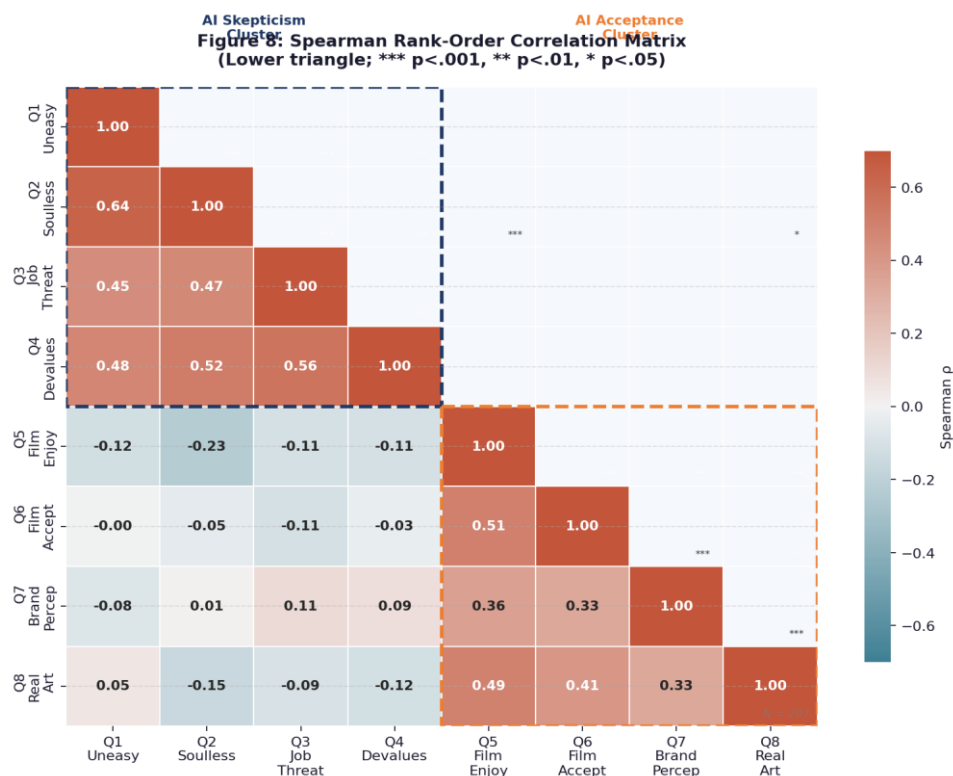


Figure 3: Spearman rank-order correlation heatmap (lower triangle). Dashed rectangles highlight the two structural attitude clusters. Significance levels: *** $p < .001$, * $p < .05$. N = 207.

The centrepiece finding of dimensional orthogonality is illustrated in Figure 4. The scatter plot of AI Skepticism versus AI Contextual Acceptance composite scores for all 207 respondents shows a near-flat regression line ($p = -0.057$, $p = 0.412$), statistically and practically indistinguishable from zero. A consumer's level of cultural anxiety about AI in creative domains provides essentially no predictive information about their willingness to accept AI-generated content in specific commercial contexts. This finding directly contradicts the implicit assumption of attitudinal unity underlying much existing consumer AI research, which operationalises consumer response as a single pro-/anti-AI dimension.

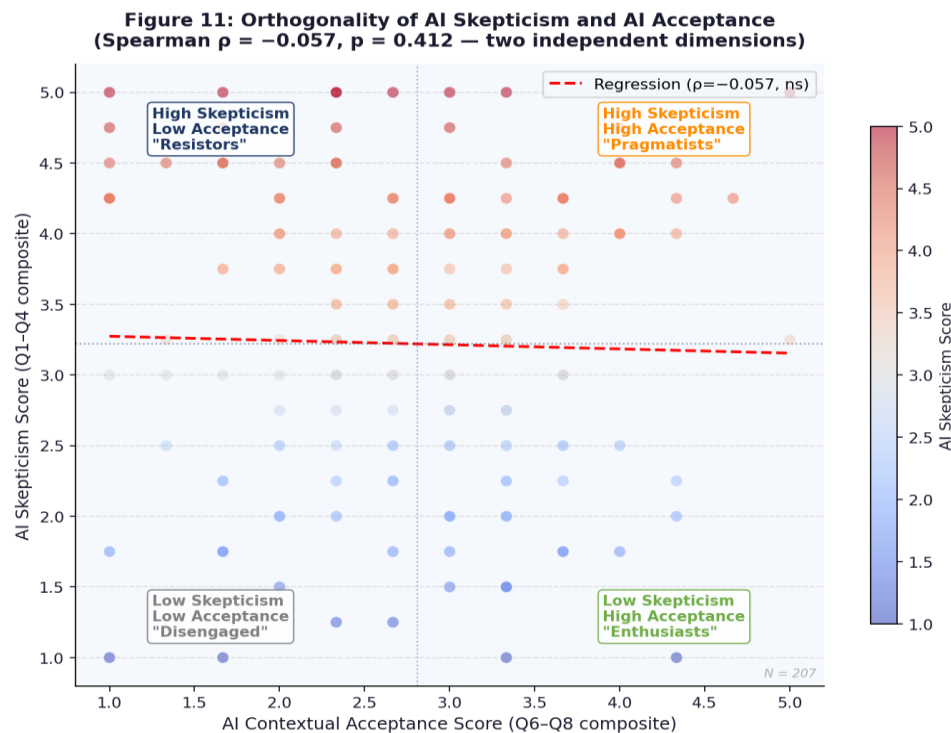


Figure 4: Scatter plot of AI Skepticism vs. AI Contextual Acceptance composite scores for all 207 respondents. The near-flat regression line ($p = -0.057$, $p = 0.412$) confirms dimensional orthogonality. Quadrant labels identify the four consumer typologies.

4.2 H2: Predictor Specificity Across Dimensions (Supported)

Four candidate demographic and experiential predictors were tested across both attitudinal dimensions. Professional creative background emerged as a significant and dimension-specific predictor of AI Skepticism: respondents working or studying in a creative field ($n = 82$) scored significantly higher than non-creative respondents ($n = 96$), with $M = 3.40$ vs. $M = 3.08$, $U = 4748$, $p = 0.018$, $r = 0.206$. The most pronounced item-level differences arose on Q2 ("AI content is soulless": $p = 0.003$, $r = 0.255$) and Q3 ("AI threatens artists' jobs": $p = 0.031$, $r = 0.182$). Contextual Acceptance did not differ significantly between the two groups ($p = 0.239$), confirming that elevated skepticism among creative professionals is rooted in professional identity and occupational self-interest rather than generalised hostility to AI. Prior AI tool experience was the significant and dimension-specific predictor of Contextual Acceptance: AI tool users ($n = 169$) scored significantly higher than non-users ($n = 38$), with $M = 2.87$ vs. $M = 2.57$, $U = 3903$, $p = 0.037$. AI tool usage did not significantly predict Skepticism (users $M = 3.204$ vs. non-users $M = 3.289$, $p = 0.634$), confirming that hands-on familiarity with generative AI increases commercial openness without eroding cultural concern. Gender produced no significant differences on either scale (Skepticism: $p = 0.352$; Acceptance: $p = 0.331$). Age group differences were non-significant on both composite scales when tested directly, though AI tool adoption declines sharply with age ($\chi^2(5) = 53.13$, $p < 0.001$), from 96.5% among 18–24 year-olds to 30.8% among 45–54 year-olds, suggesting an indirect, experience-mediated age effect on Acceptance. Education-level comparisons yielded non-significant results on both scales. The predictor pattern is summarised in Table 3.

Predictor	Outcome on Skepticism	Outcome on Acceptance	Test Statistic
Creative field background	Significant ↑	Not significant	$U = 4748, p = 0.018, r = 0.206$
Prior AI tool experience	Not significant	Significant ↑	$U = 3903, p = 0.037$
Gender	Not significant	Not significant	$p = 0.352 / 0.331$
Age group	Not significant	Not significant (indirect)	$p = 0.948 / 0.061$
Education level	Not significant	Not significant	Non-significant

Table 3: Predictor Specificity Across Attitudinal Dimensions (H2 Summary)

The predictor specificity finding, whereby each significant predictor acts on a different dimension, and this is itself a theoretically important result. It demonstrates that AI Skepticism and AI Contextual Acceptance are shaped by distinct biographical experiences (professional creative identity vs. personal AI tool use) rather than by a common underlying disposition, providing further convergent evidence for their structural independence.

4.3 H3: AI Tool Experience and Brand Perception (Supported)

H3 tests whether prior AI tool experience predicts brand perception following AI-generated advertising exposure, as measured by Q7 ("How would this influence your perception of the brand?"). A Mann-Whitney U test comparing AI tool users ($n = 169, M = 3.130, SD = 1.147$) against non-users ($n = 38, M = 2.553, SD = 1.155$) returned $U = 4127.5, p = 0.002$ (one-tailed), $r = 0.273$. This constitutes a small-to-medium effect and is the strongest individual effect of AI tool experience found across the entire dataset. As illustrated in Figure 5, the distributional mechanism is clear: 33.7% of AI tool users selected scale points 4 or 5 (positive brand perception) versus only 15.8% of non-users, while 24.3% of non-users selected scale point 1 (most negative response) versus 10.7% of users. The finding suggests a credibility transfer effect: consumers with personal hands-on experience with generative AI tools are substantially more likely to view a brand positively when that brand deploys AI in its advertising. Audience AI familiarity, rather than age, gender, or education, is the variable that most powerfully predicts receptive engagement with AI-generated brand communications.

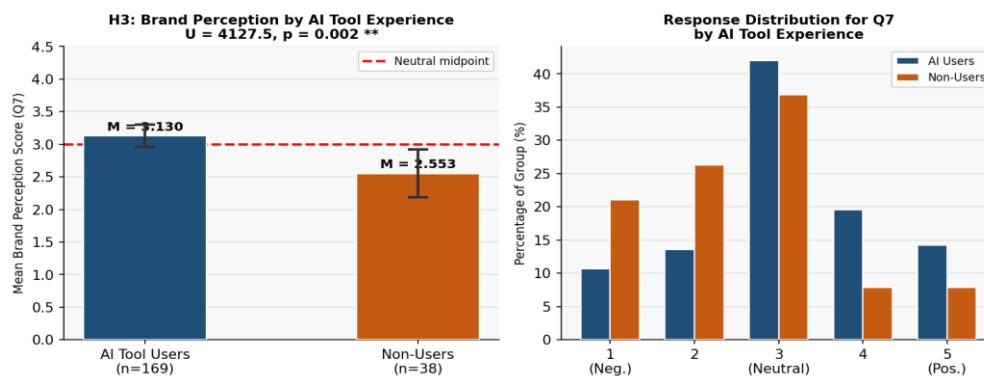
Figure 5.9.2: H3 — Effect of AI Tool Experience on Brand Perception (Q7)

Figure 5: Effect of prior AI tool experience on brand perception scores following AI-generated advertising exposure (Q7). Mann-Whitney $U = 4127.5, p = 0.002, r = 0.273$. N: Users = 169, Non-Users = 38.

The credibility transfer interpretation is supported by the qualitative data: open-ended responses from AI tool users more frequently employed conditional acceptance framing, including "smart use" language, endorsement of human-AI collaboration models, whereas non-users were more likely to express undifferentiated skepticism. This qualitative triangulation supports the conclusion that direct experiential familiarity with generative AI recalibrates the reference frame through which AI-generated advertising is evaluated, without eroding underlying cultural concerns about AI's broader creative impact.

4.4 Managerial Implications

The findings carry three primary implications for marketing practitioners. First, the orthogonality finding requires a fundamental revision of consumer targeting frameworks. Existing approaches that segment audiences by general AI sentiment (pro-AI vs. anti-AI) will systematically misclassify the large Pragmatist segment and waste targeting resources. Brands should replace single-axis AI sentiment measures with separate instruments for Skepticism and Acceptance to enable accurate attitudinal segmentation. Second, AI disclosure strategy should be calibrated to the Pragmatist configuration rather than to extremes. Campaigns that foreground human creative oversight, naming the human practitioner responsible for brief, concept, and curation, are more likely to achieve positive reception among this dominant segment than campaigns that either aggressively promote AI authorship or conceal it. Voluntary proactive disclosure, framed as technological leadership and creative responsibility, is preferable to reactive compliance with emerging regulatory requirements. Third, AI familiarity, not age or gender, is the audience variable that most powerfully predicts brand perception uplift from AI-generated advertising. Content strategies for young, digitally active, AI-tool-using audiences on Instagram and YouTube can deploy AI-generated visual and video content with lower reception risk, while campaigns targeting less digitally experienced cohorts benefit from hybrid approaches that visibly signal human creative involvement.

5. Conclusion

- The study confirms a two-dimensional model of consumer AI attitudes, namely AI Skepticism ($M = 3.22$, $\alpha = 0.812$) and AI Contextual Acceptance ($M = 2.81$, $\alpha = 0.625$), with confirmed orthogonality ($\rho = -0.057$, $p = 0.412$). Both dimensions diverge significantly from neutrality in opposite directions ($H1$: both $p = 0.001$). This structural finding reframes the consumer AI landscape: concern and acceptance are not endpoints of a continuum but independent constructs that can and do coexist within the same individual. Marketing strategies built on a single pro-/anti-AI axis will systematically misread the consumer base.
- AI transparency, understood as visible human oversight and collaborative authorship, is not merely a regulatory concession but a strategic asset. The data show that AI Skepticism is rooted in concern about creative employment and cultural devaluation, not hostility to AI per se. Disclosure frameworks that acknowledge these concerns, name human creative contributors, and position AI as a production tool rather than an autonomous author are more likely to achieve positive reception among the dominant Pragmatist consumer configuration than either concealment or uncritical celebration of AI authorship.
- The Pragmatist consumer typology, defined by high AI Skepticism combined with high AI Contextual Acceptance, emerges as the strategically dominant segment. Its existence directly answers the study's title question: algorithms can connect, but on specific terms. Pragmatist consumers are simultaneously culturally concerned and operationally open; they will accept AI-generated marketing content that demonstrates genuine human creative involvement and transparent AI deployment. The qualitative endorsement of "smart use" frameworks and human-AI collaboration models, expressed independently by multiple respondents, confirms that this attitudinal configuration is genuine and articulable rather than a measurement artefact.
- Professional creative background is the most powerful predictor of AI Skepticism ($U = 4748$, $p = 0.018$, $r = 0.206$), while prior AI tool experience is the most powerful predictor of Contextual Acceptance ($U = 3903$, $p = 0.037$) and brand perception uplift ($U = 4127.5$, $p = 0.002$, $r = 0.273$). These predictors outperform gender, age, and education as segmentation variables, indicating that professional identity and technology experience are more meaningful levers for AI marketing strategy than conventional demographic targeting.

- Future research directions include: (a) replication across other Indian urban centres and Tier-2 cities to test the generalisability of the two-dimensional structure; (b) longitudinal panel designs to track attitudinal evolution as generative AI becomes more deeply embedded in everyday life; (c) experimental or behavioural methods (matched A/B advertisement testing with real purchase outcomes) to determine whether attitudinal skepticism translates into measurable behavioural consequences; and (d) expanded scale development that distinguishes contextual acceptance across creative sub-domains such as advertising, fine art, music, and film, as separate dimensions.

6. Contribution: The Two-Axis Consumer Segmentation Model

The central theoretical contribution of this study is a two-axis consumer segmentation model for AI marketing contexts, operationalising the orthogonality finding in strategically actionable form. The model places AI Skepticism on the y-axis (low to high) and AI Contextual Acceptance on the x-axis (low to high), generating four empirically grounded consumer quadrants identified in the orthogonality scatter plot (Figure 4).

Resistors (High Skepticism, Low Acceptance) hold negative attitudes across both dimensions: they are concerned about AI's cultural and economic impact and reject AI-generated commercial content in specific scenarios. This segment is unlikely to respond positively to AI-generated brand communications regardless of execution quality; strategies targeting Resistors should minimise AI salience and foreground human creative authorship. Enthusiasts (Low Skepticism, High Acceptance) represent the most receptive audience for AI-led campaigns: they hold low cultural concern and are open to AI-generated content commercially. This segment, identified most strongly among AI tool users under 30, responds well to AI-forward messaging that foregrounds innovation and technological capability. Disengaged consumers (Low Skepticism, Low Acceptance) exhibit low overall AI salience: neither concerned nor particularly receptive, this segment's responses cluster around neutral and are least likely to be differentiated by AI authorship disclosure either positively or negatively. The Pragmatist segment (High Skepticism, High Acceptance) is the most strategically significant, as evidenced by its apparent prevalence in the scatter plot quadrant distribution. Pragmatists simultaneously hold genuine cultural concerns about AI's impact on human creative labour and remain operationally open to AI-generated advertising and commercial content. The qualitative data confirm this is not attitudinal inconsistency but a coherent "smart-use" framework: Pragmatists accept AI as a production tool when human creative oversight is demonstrably present, and reject it when AI authorship appears autonomous or when human creative labour appears displaced.

The theoretical implications of this model are threefold. First, it provides empirical grounds for replacing the single-axis AI adoption continuum that implicitly underlies existing consumer AI attitude research with a properly two-dimensional measurement framework. Second, it establishes that occupational creative identity and experiential AI familiarity are the primary drivers of attitudinal heterogeneity, a finding that connects consumer AI research to occupational identity literature and technology adoption theory. Third, the Pragmatist typology challenges the transitional framing of consumer AI attitudes (i.e., the assumption that ambivalence is merely a temporary state on the way to resolution). The data suggest, instead, that Pragmatism is a stable, articulable attitudinal configuration that will persist as generative AI becomes further embedded in everyday life.

The practical implications for brand strategy and measurement are direct. Consumer research instruments should include separate scales for Skepticism and Acceptance rather than composite AI sentiment measures. Disclosure copy should engage the Pragmatist reference frame: acknowledging creative labour concerns, naming human contributors, and presenting AI as a supervised production capability. Audience segmentation should prioritise AI tool experience over age as the primary predictor of Acceptance and brand perception uplift. And campaign creative briefs should be developed with the awareness that the most commercially relevant consumer configuration is neither enthusiastic adoption nor categorical resistance, but the conditional, human-centred acceptance that defines the Pragmatist segment.

References

- [1] Ananthakrishnan, R., & Arunachalam, T. (2022). Comparison of consumers' perception between human-generated and AI-aided brand content. *Webology*, 19(2), 6293.

- [2] Arora, J., Shekhawat, D. S., & Gautam, D. (2023). Investigating the influence of AI-generated marketing content on consumer perceptions and decision-making in e-commerce. *Gateway International Journal of Innovative Research*, 103–129.
- [3] Baek, T. H., Kim, J., & Kim, J. H. (2024). Effect of disclosing AI-generated content on prosocial advertising evaluation. *International Journal of Advertising*, 1–22.
<https://doi.org/10.1080/02650487.2024.2303505>
- [4] Bekken, B. A. (2025). *What is engaging content? A study of AI value perception within digital marketing* [Master's thesis, Norwegian Business School].
- [5] Boudri, R., Boudri, I., & Bentalha, B. (2025). Consumer perception of AI-generated content in influencer campaigns. *Journal of Marketing Communications*. Advance online publication.
- [6] Chaisatitkul, A., Luangngamkhum, K., & Noulpum, K. (2024). The power of AI in marketing: Enhancing efficiency and improving customer perception through AI-generated storyboards. *International Journal of Information Technology*, 16, 137–144. <https://doi.org/10.1007/s41870-023-01438-4>
- [7] Chen, H., Chan-Olmsted, S., Kim, J., & Sanabria, I. M. (2022). Consumers' perception on artificial intelligence applications in marketing communication. *Qualitative Market Research: An International Journal*, 25(1), 125–142. <https://doi.org/10.1108/QMR-08-2021-0098>
- [8] Diwanji, V. S., Geana, M., Pei, J., Nguyen, N., Izhar, N., & Chaif, R. H. (2025). Consumers' emotional responses to AI-generated versus human-generated content: The role of perceived agency, affect, and gaze in health marketing. *International Journal of Human-Computer Interaction*, 1–21.
<https://doi.org/10.1080/10447318.2025.2450093>
- [9] Duo, D., Yanling, Z., & Jiao, G. (2023). Effect of AI-generated content advertising on consumer engagement. In F. Fui-Hoon Nah & K. Siau (Eds.), *HCI in Business, Government and Organizations* (pp. 121–129). Springer. https://doi.org/10.1007/978-3-031-36049-7_9
- [10] Eman, N. (2025). Customer perception of AI-generated content and its impact on brand trust: An empirical study in the Egyptian market using structural equation modelling. *International Journal of Artificial Intelligence and Emerging Technology*, 8(1), 1–16.
- [11] Jung, T., Koghut, M., Lee, E., & Kwon, O. (2025). Artificial creativity in luxury advertising: How trust and perceived humanness drive consumer response to AI-generated content. *Journal of Retailing and Consumer Services*, 87, 104014. <https://doi.org/10.1016/j.jretconser.2025.104014>
- [12] Lou, X., & Copeland, L. (2025). Gen Z and AI-generated fashion ads: A qualitative study of female consumer perceptions and reactions. *Journal of Internet Commerce*, 24(3), 131–152.
<https://doi.org/10.1080/15332861.2024.2447697>
- [13] Nguyen, T., Nguyen, L.-A., Vu, T.-P., Nguyen, M. D., Tran, T.-H., & Tran, T.-V. T. (2024). The influence of AI-generated vs. human-generated advertising on purchase intention: A study of Vietnamese consumers. *Journal of Marketing Theory and Practice*. Advance online publication.
<https://doi.org/10.1080/10696679.2024.2390857>
- [14] Xi, J., Zhigang, W., & Fu, Y. (2024). Constructing consumer trust through artificial intelligence generated content. *Academic Journal of Business & Management*, 6(8), 263–272.
<https://doi.org/10.25236/AJBM.2024.060838>
- [15] Zhou, C., & Jiang, B. (2025). How do consumers react to AI-generated green marketing content? A hybrid analysis using PLS-SEM and text mining. *Journal of Retailing and Consumer Services*, 84, 103869. <https://doi.org/10.1016/j.jretconser.2024.103869>