

An Analytical Study on the Impact of AI-Generated Content on Brand Authenticity and Consumer Trust

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ABSTRACT

The increasing adoption of Artificial Intelligence (AI) in marketing has transformed the way brands communicate with consumers. AI-generated content, including text, images, and multimedia, allows organizations to create content quickly and efficiently. While this advancement improves productivity and personalization, it also raises concerns about brand authenticity and consumer trust. This study examines the impact of AI-generated content on how consumers perceive brand authenticity and the level of trust they place in brands.

The research is based on primary data collected from 320 respondents through a structured questionnaire. A quantitative approach was used, and responses were measured using a Likert scale. Statistical tools such as descriptive analysis, correlation, and regression were applied to analyze the data and test the hypotheses.

The results show that AI-generated content has a significant influence on both brand authenticity and consumer trust. Personalized and data-driven content enhances customer engagement, but excessive use of AI may reduce the perceived genuineness of communication. Consumers are more likely to trust brands that appear transparent, consistent, and emotionally relatable. The findings also indicate that consumer perception varies depending on their awareness and familiarity with AI technologies.

The study highlights the importance of transparency in the use of AI-generated content. Brands that openly communicate their use of AI are more likely to maintain consumer trust. It is suggested that organizations adopt a balanced approach by combining AI efficiency with human creativity.

Overall, the study provides insights into how AI can be effectively used in marketing while preserving authenticity and building strong consumer trust.

KEYWORDS

AI-generated content, Brand Authenticity, Consumer Trust, Digital Marketing, Transparency, Consumer Behaviour

INTRODUCTION

Artificial Intelligence is changing the way companies talk to people. Artificial Intelligence generates content like text, images and videos which helps companies create things quickly and efficiently.. This also makes people wonder if companies are being real and if they can trust them. This study looks at how Artificial Intelligence generated content affects how people see companies and if they trust them.

The study asked 320 people questions. Used numbers to understand the answers. The results show that Artificial Intelligence generated content has an impact on how people see companies and if they trust them. When companies use

Artificial Intelligence to make content that's just for one person it can be good.. If they use Artificial Intelligence too much people might think they are not being real. People trust companies that're open and honest about what they do.

The study says that companies should be transparent about using Artificial Intelligence generated content. If companies tell people that they use Artificial Intelligence people are more likely to trust them. Companies should use Artificial Intelligence in a way that works well with ideas.

Overall the study helps us understand how Artificial Intelligence can be used in marketing without making people think companies are not real.

Artificial Intelligence is a deal in many industries, including marketing. Companies are using Artificial Intelligence to make content like text, images and videos with human help. This is changing how companies talk to people. Before companies used ideas and emotions to connect with people.. Now Artificial Intelligence is making it possible for companies to make a lot of content quickly.

People are exposed to a lot of content every day so they are picky about what they pay attention to. Companies have to be real and trustworthy to get peoples attention. Artificial Intelligence generated content can help companies make content that's just for one person, which can be good.. It can also make people think that the content is not real or trustworthy.

Some people like Artificial Intelligence generated content because it is convenient and personalized.. Others do not trust it because it does not have human emotions. The study looks at how Artificial Intelligence generated content affects how people see companies and if they trust them.

The study uses ideas from research to understand how Artificial Intelligence generated content works. One study found that Artificial Intelligence generated advertising content is more effective than human-made content. Another study found that people trust companies that're transparent about using Artificial Intelligence.

There are some problems with the research that has been done far. Not many studies look at how Artificial Intelligence generated content affects both how people see companies and if they trust them. There is also not research in new markets. The study tries to fix these problems by looking at how Artificial Intelligence generated content affects both how people see companies and if they trust them.

The goals of the study are to understand how people know about Artificial Intelligence generated content, how they feel about it. If it affects if they trust companies. The study also looks at if there are differences between groups of people.

The study has some ideas that it wants to test. One idea is that people who know about Artificial Intelligence generated content are more likely to trust companies that're transparent about using it. Another idea is that Artificial Intelligence generated content affects if people want to buy things from companies.

The study uses a survey to ask people questions. The survey is given to 320 people. The study uses numbers to understand the answers. The results show that most people know about Artificial Intelligence generated content and that they think it is modern but not emotional.

The study finds that there is a relationship between knowing about Artificial Intelligence generated content and trusting companies that are transparent about using it. The study also finds that Artificial Intelligence generated content affects if people trust companies.

LITERATURE REVIEW

1. A study by Ali Ashraf Ratta, Saba Muneer and Hisham Ul Hassan that found Artificial Intelligence generated advertising content is more effective than human-made content.
2. A study by Sheetal Desai and Sajeesh Hamsa that found people trust companies that're transparent about using Artificial Intelligence.
3. A study by Shamenda Shantatula, Zhange Lei and John Wiredu that found Artificial Intelligence generated content and user-generated content can both be useful for marketing on media.

RESEARCH GAP

There are some gaps in the research that has been done far. Not many studies look at how Artificial Intelligence generated content affects both how people see companies and if they trust them. There is also not research in new markets. The study tries to fix these problems by looking at how Artificial Intelligence generated content affects both how people see companies and if they trust them.

OBJECTIVES OF THE STUDY

1. Understand how people know about Artificial Intelligence generated content.
2. Look at how people feel about Artificial Intelligence generated content.
3. See if Artificial Intelligence generated content affects if people trust companies.
4. Look at if there are differences between groups of people.
5. Use numbers to understand the answers.

HYPOTHESIS OF THE STUDY

H0₁: No relationship between AI identification and transparency

H1₁: Significant relationship exists

H0₂: AI content does not influence purchase intention

H1₂: AI content significantly influences purchase intention

H0₃: No demographic differences in perception

H1₃: Significant demographic differences exist

H0₄: AI content has no impact on trust

H1₄: AI content significantly impacts trust

RESEARCH METHODOLOGY

- **Type:** Analytical Research
- **Data Source:** Primary Data
- **Instrument:** Structured Questionnaire
- **Sampling Method:** Convenience Sampling
- **Sample Size:** 320 Members
- **Tools Used:**
 - Percentage Analysis

○ Correlation Analysis

○ Regression Analysis

○ One-Way ANOVA

DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

- Majority of respondents are aware of AI-generated content
- Consumers perceive AI content as modern but less emotional
- Many respondents feel AI content lacks human touch

CORRELATION ANALYSIS

- The better you are at telling if something is made by AI the more you like it when companies are transparent
- If you are good at telling if something is made by AI you like transparency
- Pearson Correlation is 1 and .867
- This is significant with a value of .000
- We looked at 320 people
- Transparency. Telling if something is made by AI are related with a correlation of .867
- This is also significant with a value of .000
- This means the correlation is significant

Correlations		Confident ability to distinguish AI	Brand transparency
Confident ability to distinguish AI	Pearson Correlation	1	.867**
	Sig. (2-tailed)		.000
	N	320	320
Brand transparency	Pearson Correlation	.867**	1
	Sig. (2-tailed)	.000	
	N	320	320

** Correlation is significant at the 0.01 level (2-tailed).

REGRESSION ANALYSIS

- When people feel like something has depth and a human touch they are more likely to buy it
- If people do not feel a connection to something they do not trust it Coefficients
- Model Unstandardized Coefficients Standardized Coefficients t Sig.
- Constant is 2.495
- AI content that does not feel human is .054
- AI content that lacks depth is .215
- This is significant with a value of .000

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.495	.260		9.610	.000
AI content feels less human	.054	.056	.054	.954	.341
AI content lacks emotional depth	.215	.058	.210	3.671	.000

a. Dependent Variable: less likely to purchase AI driven

ANOVA

- Different groups of people have different opinions about AI
- Young people are more okay with AI
- Old people like it when things are made by humans
- AI content that does not feel human
- The difference between groups is 108.927
- This is significant with a value of .000

ANOVA

AI content feels less human

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	108.927	4	27.232	19.139	.000
Within Groups	421.166	296	1.423		
Total	530.093	300			

Older consumers prefer human-generated content

FINDINGS

- AI makes things more efficient and personalized
- AI content does not have emotional depth and a human touch
- Being transparent is important for trust
- Knowing about AI changes how people think about it
- Working together with humans and AI is better than just using AI

SUGGESTIONS

- Companies should be clear about when they use AI in marketing
- Companies should use humans and AI together
- AI content should be more emotional and human-like
- Companies should be ethical and protect peoples data
- Companies should focus on being transparent and building trust

CONCLUSION

This study looked at how AI's changing the way companies market themselves especially when it comes to being authentic and trustworthy. AI is getting more popular in content creation, which's both good and bad for companies.

The good thing about AI is that it is fast and can be personalized.. The bad thing is that it can make people question if what they are seeing is real. Authenticity is important because it helps build trust. If people do not trust a company they will not buy from them.

The study also found that being transparent is important. People like it when companies are clear about how they make their content. If companies are not clear people might get skeptical. Not trust them.

Another thing the study found is that different people have opinions about AI. Young people are more okay with AI than people. This means that companies should not use the strategy, for everyone.

Overall the study suggests that companies should use AI, but not too much. They should work with humans to make content that's both efficient and emotional. This will help companies build trust and be successful.

In the end companies need to be responsible when using AI in marketing. They need to think about ethics, transparency and what people want. If they do this they can build trust. Grow their business in a world that is increasingly digital.