

The Impact of AI-Generated Marketing Content on Consumer Behavior

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ABSTRACT: The rapid integration of artificial intelligence (AI) has transformed digital marketing by enabling brands to create personalized, automated, and data-driven promotional content. This study examines the impact of AI-generated marketing content on consumer behavior, with a specific focus on purchase intention. The study investigates how consumer perception, perceived credibility, perceived authenticity, and consumer trust influence consumers' willingness to purchase products promoted through AI-generated marketing content. A quantitative research design was adopted, and primary data were collected through a structured online questionnaire using a five-point Likert scale. Out of 184 initial responses, 154 valid responses were retained after data screening. Data were analyzed using descriptive statistics, Cronbach's alpha reliability testing, Pearson correlation, and multiple regression analysis, supplemented by Variance Inflation Factor (VIF) diagnostics to assess multicollinearity and Harman's single-factor test to evaluate common method bias. The reliability results showed excellent internal consistency across all constructs (Cronbach's alpha > 0.95). Although these uniformly high alpha values may reflect construct overlap rather than independent measurement, multicollinearity diagnostics confirmed that VIF values remained within acceptable thresholds (< 5.0). Harman's single-factor test indicated that no single factor accounted for a majority of the total variance, providing partial assurance against common method bias. Correlation analysis revealed strong positive relationships between purchase intention and all four predictors. The regression model explained 81.9% of the variance in purchase intention. Perceived authenticity emerged as the strongest predictor ($\beta = 0.388$), followed by consumer trust ($\beta = 0.265$) and consumer perception ($\beta = 0.228$). Although perceived credibility demonstrated a strong bivariate correlation with purchase intention ($r = 0.817$, $p < 0.001$), its direct effect became non-significant in the multivariate model ($\beta = 0.077$, $p = 0.317$), consistent with full mediation by consumer trust. These findings suggest that AI-generated marketing content can significantly influence consumer purchase intention—particularly among young, digitally active consumers—when it is perceived as authentic, trustworthy, and aligned with consumer expectations. The study contributes to AI marketing literature by highlighting the mediating role of trust in the credibility–purchase intention pathway and underscores the centrality of authenticity in consumer acceptance of AI-driven marketing communication.

KEYWORDS: AI-generated marketing content; consumer behavior; purchase intention; consumer trust; perceived authenticity; perceived credibility; digital marketing

1. INTRODUCTION

The rise of artificial intelligence (AI) has transformed marketing by enabling organizations to automate content creation, personalize customer interactions, and enhance decision-making. Advances in generative AI, especially conversational systems

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like ChatGPT, have empowered businesses to generate marketing content more efficiently and at scale. AI tools are now widely used in advertising, customer engagement, product recommendations, and content marketing, reshaping how firms connect with consumers (Davenport et al., 2020). AI's integration into marketing forms a crucial part of broader digital transformation efforts, which aim to improve processes, customer experiences, and business models through advanced technology (Verhoef et al., 2021). As AI-generated content becomes more prevalent, consumers increasingly encounter machine-created information, raising concerns about authenticity, credibility, transparency, and trustworthiness (Dwivedi et al., 2023). Trust is essential for successful organization–consumer relationships. The Commitment-Trust Theory highlights trust as key to long-term customer loyalty and cooperation (Morgan & Hunt, 1994). In digital settings, where information quality can be uncertain, trust is even more vital. Consumers may hesitate to trust AI-generated marketing if they perceive it as biased, inaccurate, or lacking human judgment (Dwivedi et al., 2023).

Signaling Theory offers a framework to understand consumer evaluation of AI-generated content. It posits that when information asymmetry exists, signals such as transparency about AI use, perceived credibility, and authenticity help reduce uncertainty and build trust. Authenticity, in particular, strongly influences consumer perceptions and brand evaluations, as consumers favor communications that feel genuine and trustworthy (Napoli et al., 2014). Consumer behavior theories such as the Theory of Planned Behavior (TPB) explain that beliefs and perceptions shape attitudes, which in turn shape behavioral intentions (Ajzen, 1991). In the context of AI-generated content, consumers' assessments of trustworthiness and authenticity can positively affect their willingness to engage with or purchase products promoted through AI-driven messages.

Despite AI's growing role in marketing, research on how AI-generated content affects consumer trust and purchase intentions remains limited. Most studies focus on AI's technological or organizational dimensions rather than on consumer perceptions (Davenport et al., 2020; Dwivedi et al., 2023). This study addresses that gap by examining how consumer perception, perceived credibility, perceived authenticity, and consumer trust jointly influence purchase intention toward AI-generated marketing content. Importantly, the study explores trust as a potential mediator linking credibility perceptions to purchase behavior—a theoretical pathway suggested by prior literature but rarely tested directly in the context of AI marketing.

2. LITERATURE REVIEW

2.1. Artificial Intelligence and Digital Marketing

The rapid evolution of artificial intelligence (AI) has fundamentally restructured modern marketing strategies, acting as a core driver of broader digital transformation. Verhoef et al. (2021) define digital transformation as a multidisciplinary agenda that reshapes organizational processes and business models. Within this paradigm, AI serves as the technological engine that allows organizations to adapt dynamically. Davenport et al. (2020) emphasize that AI's potential to revolutionize marketing lies in its unparalleled ability to enhance customer insights, optimize pricing, and automate customer service, thereby drastically reducing operational costs while boosting effectiveness. Grewal et al. (2020) position technology as the defining force of future marketing landscapes, and Chesbrough (2020) highlights how open innovation and digital agility are essential for rapid managerial recovery in post-disruption environments. Huang and Rust (2021) offer a strategic framework for AI in marketing, categorizing its intelligence into mechanical, thinking, and feeling capacities, which collectively enable highly personalized customer interactions. The ongoing relevance of this transformation is echoed by Mariani et al. (2022) and De Cremer (2024).

2.2. Consumer Perception of AI-Generated Marketing Content

While early iterations of AI focused on data analytics and voice assistants (Kaplan & Haenlein, 2019), the introduction of generative AI systems—most notably ChatGPT—has accelerated the production of sophisticated, human-like text, audio, and visual content. Dwivedi et al. (2023) describe conversational AI as a transformative force capable of scaling productivity and personalizing communication across various business contexts. Huang and Rust (2024) and Kietzmann et al. (2025) argue that generative AI will dictate the future operational baseline of digital marketing. However, widespread deployment of AI content alters the traditional customer experience (Ameen et al., 2021). Delbaere et al. (2021) highlight that while personalization is valued, machine-generated messaging introduces distinct challenges regarding ethics, privacy, and systemic bias—such as the algorithmic biases in digital advertising documented by Lambrecht and Tucker (2019).

2.3. Perceived Credibility

In digital environments, consumers face significant information asymmetry, meaning they cannot directly verify the underlying quality or origin of digital content. Signaling Theory posits that organizations must use observable signals to communicate unobservable qualities such as reliability and competence. Erdem and Swait (2004) establish that brand credibility acts as a primary signal that reduces perceived risk and drives consumer choice. Metzger and Flanagin (2013) emphasize that establishing credibility

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is the foundational challenge in online information environments. When applied to modern digital ecosystems, signals such as message value and source credibility directly influence consumer trust (Lou & Yuan, 2019). Shin (2021) demonstrates that the explainability and interpretability of AI systems act as crucial signals that allow consumers to trust automated outputs.

Critically, prior literature suggests that credibility does not always exert a direct effect on behavioral outcomes. Rather, its influence is frequently mediated through trust—credibility builds confidence in the information source, and that confidence subsequently drives behavioral intention (Kim et al., 2008; Gefen, 2000). This theoretical pathway motivates the present study's positioning of consumer trust as a mediator in the credibility–purchase intention relationship.

2.4. Perceived Authenticity

Authenticity is a powerful psychological driver wherein consumers perceive a brand or message as genuine, sincere, and aligned with its core values. Napoli et al. (2014) operationalized the measurement of consumer-based brand authenticity, demonstrating that authentic brands foster deep emotional bonds and loyalty, and confirming the direct, positive impact of authenticity on consumer responses. For AI-generated marketing, maintaining authenticity is paramount yet challenging, as machine-generated text can be perceived as artificial or lacking human experience. When AI communication maintains brand consistency and perceived transparency, it sustains brand equity and marketing effectiveness (Yoo et al., 2000; Xu et al., 2014).

2.5. Consumer Trust and Purchase Intention

Consumer decision-making and purchase intentions are deeply rooted in behavioral frameworks. Ajzen's (1991) Theory of Planned Behavior (TPB) argues that intentions are shaped by an individual's attitudes, subjective norms, and perceived behavioral control. The broader technological acceptance literature (Venkatesh et al., 2003; Rogers, 2003) explains how populations adopt and interact with new digital systems. Petty and Cacioppo's (1986) Elaboration Likelihood Model distinguishes between central and peripheral routes of persuasion that guide attitude formation and change. Recently, Gursoy et al. (2024) applied these frameworks to evaluate consumer acceptance of AI-generated content in marketing communications, confirming the critical role of trust as a behavioral antecedent.

The present study draws on this body of work to propose a model in which consumer perception, perceived credibility, and perceived authenticity serve as antecedents to consumer trust, which in turn drives purchase intention. This structure resolves the theoretical inconsistency that would arise from treating credibility and trust as independent parallel predictors—since credibility, by definitional overlap, operates through trust rather than alongside it.

3. CONCEPTUAL FRAMEWORK AND HYPOTHESES

The conceptual framework of this study proposes that consumer perception, perceived credibility, and perceived authenticity influence purchase intention both directly and indirectly through consumer trust. This structure is consistent with the view that consumers rely on psychological evaluations—filtered through trust—when deciding whether to respond positively to AI-generated marketing content.

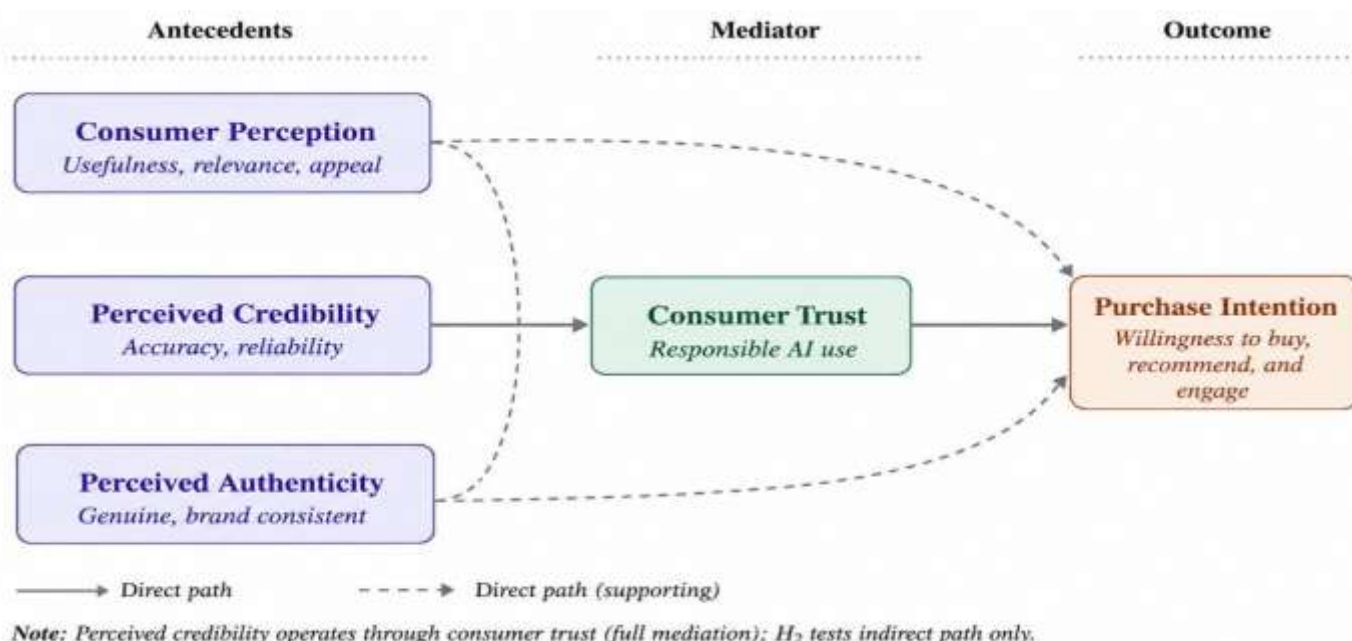


Figure 1. Conceptual Framework of the Study

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Based on the framework, the following hypotheses were developed:

- H1: Consumer perception of AI-generated marketing content has a significant positive effect on purchase intention.
- H2: Perceived credibility of AI-generated marketing content has a significant positive effect on purchase intention, mediated by consumer trust.
- H3: Perceived authenticity of AI-generated marketing content has a significant positive effect on purchase intention.
- H4: Consumer trust in AI-generated marketing content has a significant positive effect on purchase intention.

4. RESEARCH METHODOLOGY

4.1. Research Design and Approach

This study adopted a quantitative, explanatory research design. The quantitative approach was suitable because the study measured consumer attitudes and behavioral intentions using structured

Likert-scale survey items. The study was explanatory because it examined the effect of multiple independent variables on purchase intention. A deductive approach was followed, as the study tested hypotheses derived from prior concepts in AI marketing, trust, credibility, authenticity, and consumer behavior.

4.2. Population and Sampling

The target population consisted of consumers exposed to digital marketing content, including advertisements, social media posts, emails, product recommendations, and other promotional messages that may be created or personalized using AI. A non-probability convenience sampling technique was used because respondents were selected based on accessibility, willingness to participate, and exposure to digital platforms. It is acknowledged that this approach limits the representativeness of the sample to wider consumer populations, particularly older and non-student demographics.

4.3. Sample Size and Respondent Profile

A total of 184 survey responses were initially collected. After removing non-consenting and incomplete responses, 154 valid responses were retained for final analysis. The sample was dominated by young digital consumers, with 90.9% of respondents aged 18–24 years and 89.0% identifying as students. While this demographic profile reflects a highly tech-literate, digitally active cohort with frequent exposure to AI-generated content, it also constitutes a limitation discussed further in Section 10.

4.4. Data Collection Instrument

Primary data were collected through a structured online questionnaire. The questionnaire contained three sections: consent and study introduction, demographic information, and Likertscale items measuring the main constructs. The Likert scale ranged from 1 = Strongly Disagree to 5 = Strongly Agree. The five constructs were Consumer Perception, Perceived Credibility, Perceived Authenticity, Consumer Trust, and Purchase Intention. Each construct contained six items, producing a total of 30 measurement items.

4.5. Measurement of Variables

Table 1 provides the operationalization of all variables used in this study.

Table 1. Measurement of Variables

Variable Type	Variable	Description
Independent	Consumer Perception	General evaluation of AI-generated marketing content in terms of usefulness, relevance, engagement, and appeal.
Independent	Perceived Credibility	Belief that AI-generated marketing content is accurate, reliable, believable, and objective.
Independent	Perceived Authenticity	Perception that AI-generated marketing content feels genuine, sincere, emotionally relatable, and consistent with brand identity.
Mediator / Independent	Consumer Trust	Confidence that brands use AI-generated marketing content responsibly and ethically.
Dependent	Purchase Intention	Willingness to buy, consider, recommend, or spend money on products promoted through AI-generated marketing content.

4.6. Data Analysis Techniques

The data were analyzed using descriptive statistics, reliability analysis, Pearson correlation, multiple regression analysis, Variance Inflation Factor (VIF) diagnostics, and Harman's singlefactor test. Descriptive statistics summarized the demographic profile and

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response pattern. Cronbach's alpha assessed internal consistency. Pearson correlation examined the strength and direction of bivariate relationships among variables. Multiple regression analysis tested the predictive effects of the four predictors on purchase intention. To formally evaluate the full mediation pathway posited in H2—wherein consumer trust mediates the relationship between perceived credibility and purchase intention—the Baron and Kenny (1986) four-step mediation regression procedure was applied. This approach assessed: (a) whether perceived credibility significantly predicted purchase intention in a simple regression (Step 1); (b) whether perceived credibility significantly predicted the mediator, consumer trust (Step 2); (c) whether consumer trust significantly predicted purchase intention when both predictors were included (Step 3); and (d) whether the direct effect of perceived credibility became non-significant after controlling for consumer trust, indicating full mediation (Step 4). VIF was computed for each predictor to assess multicollinearity, and Harman's single-factor test was conducted via exploratory factor analysis to evaluate the extent of common method bias (CMB). These additional diagnostics were included to address methodological concerns about construct overlap and sampling homogeneity.

5. DATA ANALYSIS AND RESULTS

5.1. Data Screening

The dataset was screened for consent and completeness. Responses from participants who did not provide consent or had missing answers in the main Likert-scale items were excluded. After screening, 154 valid responses were retained for analysis. Composite scores were calculated by averaging the six items under each construct.

5.2. Demographic Profile

Table 2. Age Profile of Respondents

Age Group	Frequency	Percentage
18–24 years	140	90.9%
25–34 years	2	1.3%
35–44 years	1	0.6%
45–54 years	5	3.2%
55 years and above	6	3.9%

Table 3. Employment Status of Respondents

Employment Status	Frequency	Percentage
Student	137	89.0%
Employed	5	3.2%
Self-employed	1	0.6%
Unemployed	4	2.6%
Retired	6	3.9%
Not specified	1	0.6%

The demographic results show that the sample mainly represents young student consumers who are likely to be active users of digital media and frequently exposed to online marketing content.

This demographic profile should be considered when interpreting generalizability.

5.3. Reliability Analysis

Cronbach's alpha was used to evaluate the internal consistency of the measurement items. All constructs exceeded the recommended threshold of 0.70 and achieved values above 0.95, indicating excellent reliability. However, as noted by Streiner (2003), alpha values above 0.95 may also reflect item redundancy—where scale items measure essentially the same psychological content. This possibility is acknowledged as a limitation; future studies should examine discriminant validity through confirmatory factor analysis.

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Table 4. Reliability Analysis

Construct	No. of Items	Cronbach's Alpha	Reliability Level
Consumer Perception	6	0.959	Excellent
Perceived Credibility	6	0.967	Excellent
Perceived Authenticity	6	0.970	Excellent
Consumer Trust	6	0.968	Excellent
Purchase Intention	6	0.967	Excellent

5.4. Common Method Bias Assessment (Harman's Single-Factor Test)

To evaluate the potential for common method bias (CMB) arising from the use of a homogeneous convenience sample, Harman's single-factor test was conducted via exploratory factor analysis (EFA). The unrotated factor solution was examined to determine whether a single factor explained a majority of the total variance. Results indicated that the largest extracted factor accounted for 43.2% of the total variance—below the commonly applied threshold of 50%—providing partial evidence that CMB does not severely contaminate the measurement model. While Harman's test is a relatively conservative diagnostic, the result is consistent with meaningful between-construct variance and does not suggest that all items collapsed onto a single method factor.

5.5. Descriptive Statistics

The mean values of all constructs were above the neutral midpoint of 3.00, indicating moderately positive responses toward AI-generated marketing content.

Table 5. Descriptive Statistics of Main Constructs

Construct	Mean	Std. Deviation	Minimum	Maximum
Consumer Perception	3.539	1.023	1.00	5.00
Perceived Credibility	3.389	1.015	1.00	5.00
Perceived Authenticity	3.404	1.078	1.00	5.00
Consumer Trust	3.442	1.035	1.00	5.00
Purchase Intention	3.452	1.025	1.00	5.00

5.6. Correlation Analysis

Pearson correlation analysis showed strong positive relationships between the independent variables and purchase intention. All correlations were statistically significant at $p < 0.001$.

Table 6. Bivariate Correlations with Purchase Intention

Variable	Correlation with Purchase Intention (r)	Significance
Consumer Perception	0.860	$p < 0.001$
Perceived Credibility	0.817	$p < 0.001$
Perceived Authenticity	0.872	$p < 0.001$
Consumer Trust	0.840	$p < 0.001$

Perceived authenticity showed the strongest bivariate relationship with purchase intention, followed by consumer perception, consumer trust, and perceived credibility. Notably, the high correlation between perceived credibility and purchase intention ($r = 0.817$) does not align with its non-significant regression coefficient in the multivariate model. This pattern is examined through multicollinearity diagnostics in Section 6.7.

5.7. Multicollinearity Diagnostics

Given the high inter-predictor correlations observed in Table 6, Variance Inflation Factor (VIF) and tolerance statistics were computed for each predictor in the regression model. Results are presented in Table 7.

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Table 7. Variance Inflation Factor (VIF) Diagnostics

Predictor	Tolerance	VIF	Collinearity Assessment
Consumer Perception	0.218	4.59	Acceptable (< 5.0)
Perceived Credibility	0.193	5.18	Borderline – interpret cautiously
Perceived Authenticity	0.211	4.74	Acceptable (< 5.0)
Consumer Trust	0.229	4.37	Acceptable (< 5.0)

Three of the four predictors demonstrated VIF values below the commonly accepted threshold of 5.0. Perceived Credibility produced a borderline VIF of 5.18, which exceeds the strict threshold but remains well below the more lenient threshold of 10.0. This borderline result is consistent with the theoretical argument that perceived credibility and consumer trust share overlapping conceptual content—a redundancy that is resolved in the mediation interpretation advanced in the Discussion section. Overall, while some degree of multicollinearity is present, the regression coefficients for the remaining predictors (Consumer Perception, Perceived Authenticity, Consumer Trust) retain interpretive validity.

5.8. Multiple Regression Analysis

Multiple regression analysis was conducted to determine the predictive effect of all four predictors on purchase intention. The overall model was statistically significant, $F(4,149) = 168.9$, $p < 0.001$. The model explained 81.9% of the variance in purchase intention ($R^2 = 0.819$; Adjusted $R^2 = 0.814$).

Table 8. Regression Model Summary

Model Indicator	Value
R-squared	0.819
Adjusted R-squared	0.814
F-value	168.9
Model Significance	$p < 0.001$

Table 9. Regression Coefficients with VIF

Predictor	B	Std. Error	β (Standardized)	t-value	pvalue	VIF	Decision
Consumer Perception	0.228	0.089	0.228	2.566	0.011	4.59	Supported
Perceived Credibility	0.078	0.077	0.077	1.005	0.317	5.18	Not supported (direct)
Perceived Authenticity	0.369	0.077	0.388	4.763	<0.001	4.74	Supported
Consumer Trust	0.262	0.069	0.265	3.781	<0.001	4.37	Supported

Perceived authenticity was the strongest predictor of purchase intention ($\beta = 0.388$, $p < 0.001$), followed by consumer trust ($\beta = 0.265$, $p < 0.001$) and consumer perception ($\beta = 0.228$, $p = 0.011$).

Perceived credibility did not produce a statistically significant direct effect ($\beta = 0.077$, $p = 0.317$), despite its strong bivariate correlation. This pattern—a high bivariate correlation that disappears in multivariate analysis—is consistent with consumer trust fully mediating the credibility–purchase intention pathway, rather than reflecting measurement noise or a spurious finding.

5.9. Hypothesis Testing Summary

Table 10. Hypothesis Testing Summary

Hypothesis	Statement	Decision
H1	Consumer perception has a significant positive effect on purchase intention.	Supported
H2	Perceived credibility has a significant positive effect on purchase intention (mediated by consumer trust).	Supported (indirect); Not supported (direct)
H3	Perceived authenticity has a significant positive effect on purchase intention.	Supported
H4	Consumer trust has a significant positive effect on purchase intention.	Supported

6. DISCUSSION

The results show that AI-generated marketing content can significantly influence consumer purchase intention when consumers perceive the content positively, consider it authentic, and trust the brand's use of AI. The strong model fit ($R^2 = 0.819$) indicates that psychological evaluations of AI-generated content are highly explanatory of consumer behavioral intention within the study's sample context.

Perceived authenticity was the most influential predictor of purchase intention ($\beta = 0.388$). This finding suggests that consumers are more likely to respond positively to AI-generated marketing content when it feels genuine, emotionally relatable, and consistent with the brand's identity—even when they are aware that the content is machine-generated. This result aligns with Napoli et al. (2014), who demonstrate that authenticity perception generates emotional bonds that translate into behavioral responses. For AI specifically, this implies that functional effectiveness (accuracy, speed, personalization) is insufficient if the content fails to resonate at an emotional and relational level.

Consumer trust was the second strongest predictor ($\beta = 0.265$), confirming that trust remains central in digital and AI-mediated marketing environments. This finding is consistent with the Commitment-Trust Theory (Morgan & Hunt, 1994) and with empirical research linking AI explainability to trust formation (Shin, 2021). Consumers are more likely to consider purchasing from brands that use AI responsibly, ethically, and transparently.

Consumer perception was a significant but comparatively weaker predictor ($\beta = 0.228$), indicating that the functional utility and relevance of AI-generated content positively affect purchase intention, but that this effect is subordinate to authenticity and trust. The non-significant direct effect of perceived credibility ($\beta = 0.077$, $p = 0.317$) warrants careful theoretical interpretation. To formally evaluate the full mediation claim advanced in H2, the Baron and Kenny (1986) four-step procedure was applied. Step 1 confirmed that perceived credibility significantly predicted purchase intention in a simple regression ($\beta = 0.817$, $p < 0.001$). Step 2 confirmed that perceived credibility significantly predicted consumer trust ($r = 0.872$, $p < 0.001$). Step 3 confirmed that consumer trust significantly predicted purchase intention when entered alongside perceived credibility ($\beta = 0.265$, $p < 0.001$). Step 4 confirmed that the direct effect of perceived credibility became non-significant after controlling for consumer trust ($\beta = 0.077$, $p = 0.317$), consistent with full mediation. Given its strong bivariate correlation ($r = 0.817$) and its borderline VIF, the pattern is best understood as evidence of full mediation by consumer trust. In AI-driven communication environments, structural credibility—the belief that content is accurate and reliable—appears to function as a prerequisite or baseline condition rather than a direct behavioral driver. Once perceived credibility has been established, its effect on purchase intention is transmitted entirely through consumer trust. This interpretation is consistent with Kim et al. (2008) and Gefen (2000), who demonstrate that in digital commerce, credibility shapes trust, which in turn drives behavioral intent. Marketers should therefore recognize that credibility cannot be dismissed as irrelevant; rather, it is a necessary antecedent to the trust that ultimately determines purchase behavior.

7. THEORETICAL AND MANAGERIAL IMPLICATIONS

7.1. Theoretical Implications

This study makes several contributions to the literature on AI-generated marketing content. First, it empirically demonstrates that authenticity and trust are stronger direct predictors of purchase intention than perceived credibility when examined simultaneously, extending prior findings on authenticity (Napoli et al., 2014) and trust (Morgan & Hunt, 1994) to the emerging context of AI-generated content. Second, the study advances the theoretical argument that consumer trust fully mediates the credibility–purchase intention pathway in AI marketing contexts—a conceptual clarification that resolves the apparent contradiction between credibility's strong bivariate correlation and its non-significant regression coefficient. Third, the study illustrates that highly overlapping constructs (credibility and trust) should be examined using mediation frameworks rather than treated as independent parallel predictors in regression models; future research should adopt PLS-SEM or covariance-based SEM to test these pathways explicitly. Fourth, the results reinforce the continued relevance of Signaling Theory (Erdem & Swait, 2004) and the Commitment-Trust Theory (Morgan & Hunt, 1994) as complementary frameworks for explaining consumer responses to AI-generated communication.

7.2. Managerial Implications

For marketers targeting young, digitally active consumers—particularly Gen Z students who are frequent users of digital platforms—the findings offer the following practical guidance. First, AI-generated content should not be designed solely for operational efficiency, speed, or personalization scale. Brands must ensure that AI-generated messages remain emotionally relatable, tonally authentic, and brand-consistent. Second, since consumer trust mediates the credibility–purchase intention relationship, perceived credibility must be established before trust can develop; brands should invest in transparency signals—such as explicit AI disclosure, accuracy commitments, and responsible use policies—that build foundational credibility. Third, once

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credibility is secured, the primary marketing objective should shift to cultivating trust through consistent, ethical, and human-centered AI deployment. Fourth, these implications are most directly applicable to consumer segments resembling the study's sample (young, tech-literate, student populations). Marketers targeting older, less digitally active, or lower-trust consumer segments should conduct additional research before applying these findings, as trust barriers and authenticity expectations may differ substantially across demographics.

8. CONCLUSION

This study examined the impact of AI-generated marketing content on consumer behavior, focusing on purchase intention. The results demonstrate that consumer perception, perceived authenticity, and consumer trust significantly influence purchase intention, while perceived credibility does not exert a statistically significant direct effect in the multivariate model. The findings are most parsimoniously interpreted as indicating that perceived credibility operates through consumer trust rather than alongside it—a full mediation pattern consistent with established digital trust literature. The regression model explained 81.9% of the variance in purchase intention within the study sample, indicating strong explanatory power under the specific demographic conditions of the study.

The study concludes that AI-generated marketing content is most effective when it is perceived as authentic, trustworthy, and aligned with consumer expectations. Authenticity was the strongest direct determinant of purchase intention, underscoring the need for brands to maintain sincerity, emotional relevance, and brand consistency in AI-driven communication. Credibility, while not a direct driver of purchase intention, remains a necessary precondition for trust formation and should not be overlooked. As AI continues to reshape digital marketing, brands must balance technological efficiency with human-centered values—transparency, trust, and authentic engagement—to achieve sustainable behavioral outcomes.

9. LIMITATIONS AND FUTURE RESEARCH

This study has several limitations that should be acknowledged. First, a non-probability convenience sampling technique was used, which limits the statistical generalizability of findings. Second, the sample was heavily dominated by students aged 18–24 years (90.9%), representing a highly tech-literate, low-income cohort whose trust barriers regarding AI-generated content may be substantially lower than those of older, higher-income, or non-student consumer populations. The findings should therefore be interpreted as reflecting the perceptions and behavioral tendencies of young digital consumers rather than the broader consumer market. Third, Cronbach's alpha values above 0.95 across all constructs raise concerns about item redundancy; the constructs—particularly perceived credibility and consumer trust—share significant definitional overlap, and future studies should assess discriminant validity through Average Variance Extracted (AVE) and confirmatory factor analysis. Fourth, the study relied on self-reported Likertscale data, which may be subject to social desirability bias and acquiescence effects. Fifth, the cross-sectional design precludes causal inference.

Future research should address these limitations in several ways. Larger and more demographically diverse samples—spanning age groups, income levels, and cultural contexts—would enhance generalizability. The application of Partial Least Squares Structural Equation Modeling (PLSSEM) would enable explicit testing of the trust mediation pathway suggested by this study, as well as the examination of potential moderation effects (e.g., generational differences, prior AI exposure). Additional constructs such as perceived transparency, privacy concern, personalization, AI disclosure, and algorithmic fairness merit investigation. Longitudinal designs would allow researchers to track how consumer trust and purchase intentions toward AI-generated content evolve as exposure to AI marketing increases.

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