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## Words That Sell: Examining the Impact of AI-Generated Language on Customer Trust, Engagement, and Business Value Creation

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### Abstract

This study employed a mixed-methods experimental design to investigate consumer responses to human-authored versus AI-generated content, with and without disclosure of AI involvement. Quantitative analyses revealed that human-authored content consistently achieved the highest trust and engagement scores, while AI-generated content with disclosure outperformed undisclosed AI content, demonstrating the importance of transparency in mitigating algorithm aversion. Regression and mediation analyses indicated that perceived authenticity significantly predicts trust and engagement, which in turn mediate purchase intention, confirming the psychological mechanisms underlying consumer decision-making. Qualitative interviews further revealed emotional and ethical responses to AI-generated content, including feelings of moral disgust toward undisclosed AI authorship and appreciation for personalized, transparent interactions. These findings collectively emphasize that ethical deployment of AI, particularly with disclosure and attention to perceived authenticity, can enhance customer engagement, trust, and loyalty. Moreover, this study will bring to focus the increasing need to have a human-in-the-loop approach, in which AI is applied to enhance and not completely displace human creativity. With the focus on transparency, brands will be able to move the potentially deceptive automation into the partnership in value creation.

**Keywords:** AI-generated Content, Consumer Trust, Perceived Authenticity, Engagement, Purchase Intention, Algorithm Aversion.



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## Introduction

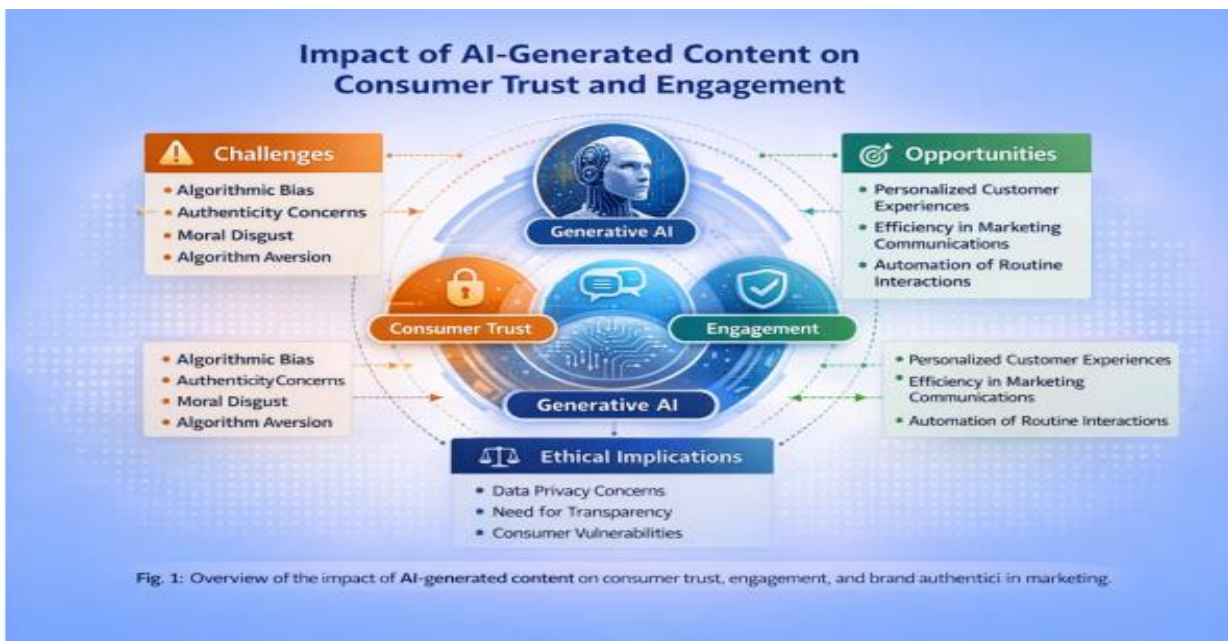
The fast-growing process of the artificial intelligence phenomenon resulted in the mass usage of the AI-generated language in many business areas and a radical alteration of the business-customer interaction. All the impacts of AI-mediated communication on important business objectives like customer trust, engagement, and eventually value creation should be thoroughly examined in line with this change (Hennighausen et al., 2025). In particular, the study centers on the complex effects of AI on language interactions, such as the possibility of increased productivity and tailored client experience and issues of preserving the ethical communications and authenticity (Tula et al., 2024, p. 368). All of these are involved in investigating the algorithmic prejudice, the questions of the privacy of information, and the possibility of over-relying on AI in communication strategies (Okatan, 2025, p. 1). The discussion of the transformational role of large language models in conversational marketing and digital marketing as a way of engagement is also covered in the analysis in the light of the recent studies on the role of AI in marketing and consumer relationships (Borole, 2024, p. 91). Using generative AI, other options of automating and personalisation of customer service engagement are also available, especially in e-commerce or CRM (Hennighausen et al., 2025).

However, the authenticity of the AI-generated content perceived by customers has a great influence on their attitudes toward it in the form of positive word-of-mouth and customer loyalty due to the moral disgust of consumers to the AI-generated content when they think that it was not written by a human being but a machine (Kirk and Givi, 2024). The given phenomenon puts relevance to strategic disclosure used concerning the involvement of AI and the potential of human-AI collaboration in order to retain the adverse reaction of consumers (Haupt et al., 2024, p. 2). These negative perceptions regarding AI, also referred to as algorithm aversion, can occur even in the scenarios when AI is clearly more superior to human capabilities (Haupt et al., 2024, p. 2). That is why the companies intending to apply these technologies to the market marketing and communication strategies must comprehend the circumstances when customers are ready and dissatisfied with AI-created content (Kirkby et al., 2023, p. 1111). Thus, the aim of the specified study is to find out precisely how the AI-generated language manipulates human behavior and perception. The study will address this research gap in the literature by empirically testing the consumer response to marketing messages written by AI based on the theoretical assumptions of authenticity and moral revulsion (Kirk and Givi, 2024). The analysis of these psychological processes will enable us to build a more extensive framework of how the said transparency in the process of incorporating AI will affect customer confidence and interest in different marketing scenarios (Haupt et al., 2024, p. 2). Moreover, as transparency may mitigate and produce algorithm aversion, depending on particular situations and the nature of the role that generative AI fulfills, this study will investigate how information regarding the involvement of generative AI in the generation of content affects perceptions of customers (Kirkby et al., 2023, p. 1110; Wen and Laporte, 2024, p. 437). In conversational marketing, where the process of interaction with AI is expected to improve the degree of engagement and individualisation of customers, it is done through the analysis of how customers respond to AI-created content (Borole, 2024, p. 97; Israfilzade and Sadili, 2024, p. 13).

Such personalisation can amplify user agency and welfare, and, as long as the authorship of AI is not regulated transparently, the latter can also cause an issue of perceived authenticity and possible moral disgust (Carrasco-Garcia et al., 2025, p. 4; Kirk and Givi, 2024). The research study will add to the new literature on this topic by exploring the relationship between AI-generated content, consumer perceptions of authenticity, and the subsequent trust and

engagement levels, and will give a business an invaluable insight. Increasing regulation demands of openness in the use of AI will also be addressed within the context of the given study, in particular, the disclosure requirements of commercial communications involving the use of AI-generated content (Bachwani, 2024, p. 2). As the consumers have become increasingly interested in the notion of authenticity when relying on AI-based content to develop the decisions concerning what to buy, it is important to examine how the consumer attitude to the AI-generated content influences the purchase intentions and brand attitudes (Kirkby et al., 2023, p. 1109). The piece of work can be added to the existing body of literature on AI-generated content and its applications to the e-commerce industry as it offers an understanding of how an efficient AI harnessing can be used to optimise the description of a product and other marketing materials (Ghosh, 2024, p. 2). However, the implementation of AI in marketing ethics is also to be approached with a grain of salt given the risks involved such as the possibility of creating false information or addressing the flaws of the consumer by the models that are predictive and too aggressive (Cardona-Acevedo et al., 2025, p. 107; Reinhold et al., 2023, p. 589). At that, the ethical part of marketers is to implement predictive analytics reasonably to make sure that customers are independent and make wise choices (Cardona-Acevedo et al., 2025, p. 107). This means that low-income people and children should not be subject to advertising that can take advantage of their weaknesses (Cardona-Acevedo et al., 2025, p. 107). An efficient ethical system of the AI use in marketing is required to create a balance between customisation and consumer protection, along with data privacy issues (Cardona-Acevedo et al., 2025, p. 107). In that sense, the research proposed will help address the gaps of knowledge on the ethical concerns and practical difficulties of its implementation and offer a thorough overview of the complex effect of AI-generated language on the customer trust and involvement and the increase of the economic value. Specifically, the current paper will seek to examine the effects of AI-based linguistic personalisation on the perception of brand authenticity of the consumers and, by extension, trust, considering the implications of effects of the latter on the market value as well as the future relations with the customers (Kirk and Givi, 2024).

**Figure 1:** *Conceptual Framework of AI-Generated Content Impact on Consumer Perceptions and Behavior*



## Research Methodology

### Design of Research

The mixed-method experimental research design will be used in this study to investigate the consumer response to the marketing contents created by an artificial intelligence. The purpose of the research is to record the measurable behavioural patterns and the complicated psychological processes of authenticity, trust and engagement judgement through the synthesis of quantitative survey and qualitative interview. The quantitative section of the experimental design will have three conditions i.e. human-written, AI-written content with disclosure, and AI-written content with no disclosure and this will be randomized to the sample. The rationale behind using this approach to establish the cause effects of AI authorship and transparency on the trust and purchase intention is due to its capability to compare the opinions of the customers in a rigorous manner. The qualitative element would be necessary to get a clearer idea of the specifics of the algorithm aversion process and how authentic the perception of the participants upon AI-created content would be. Semi-structured interviewing would be conducted to determine the moral and emotional reactions of the participants to the content created by AI.

### Data Gathering and Sampling

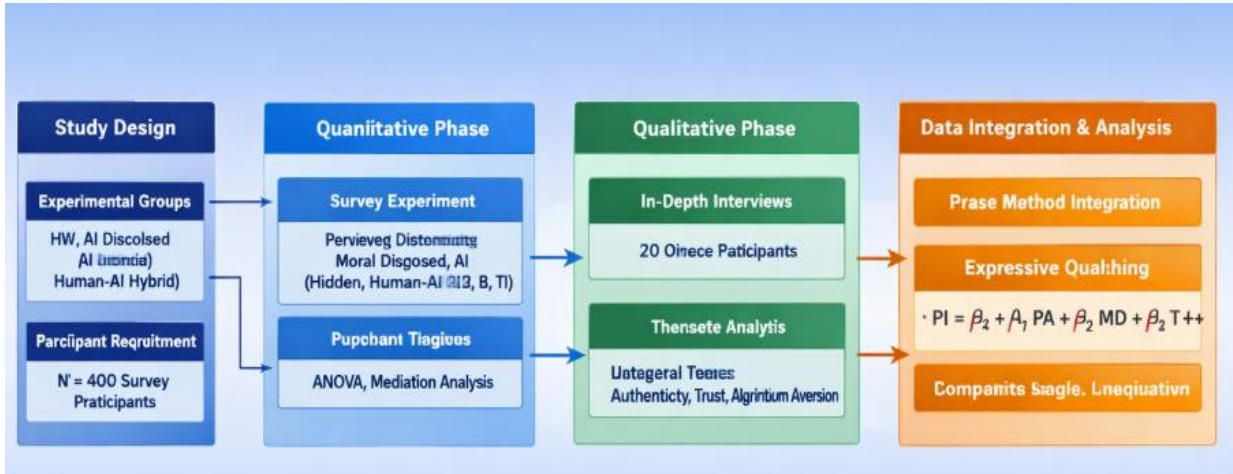
They will also gather a wide sample of customers through internet panel representative of the target market that will focus on e-commerce users within the electronics business. The participants would be first oriented on product descriptions or marketing message as to what condition they are assigned to. A structured questionnaire based on the Likert-scale questions will be used to survey the participants and measured such aspects as trust (T), engagement (E), perceived authenticity (A), and purchase intention (P) since they will have been exposed (Kirk and Givi, 2024; Haupt et al., 2024). The quantitative data will then be statistically analyzed using analysis of variance (ANOVA) in order to establish statistically significant differences between conditions. Moreover, a regression modelling will be used in assessing the relationship between the behavioural outcomes and the perceived authenticity and the regression might be as follows:

$$P_i = \beta_0 + \beta_1 A_i + \beta_2 T_i + \beta_3 E_i + \epsilon_i$$

In the qualitative part of the research, the representatives of every experimental condition will be used in the in-depth and semi-structured interview. The interviews will be aimed at extracting the emotions, thoughts, and ethical issues of the interviewees regarding AI generated information. All data analysis will be conducted on the qualitative data through thematic coding to establish the prevailing trends in terms of moral disgust, aversion to algorithms and view of transparency. Such two-level approach enhances the interpretative validity of the findings because such an approach will ensure that the quantitative trends are contextualized in the realities of the lived experience and perceptions of the customers. The quantitative data will be calculated with the help of statistical programs, SPSS or R. Construct measures will be verified through the help of the constructive factor analysis (CFA) and Cronbachs alpha will be considered in terms of the reliability of the survey scale internal consistency. The relationships between AI disclosure and perceived authenticity, trust, engagement and purchase intention among the hypothesized relationships will also be established through structural equation modelling (SEM). The qualitative knowledge will be used to elaborate and to validate the quantitative outcome in the direction of attaining a more explicit customer feedback. The research will be extremely ethical in terms of informed consent, the data will be anonymous, and participation will be voluntary.

Finally, Figure 1 also presents the process of the experiment, in which we have all the steps of the experiment, including recruiting the participants, exposure to this experiment, conduct of the survey, and qualitative interviews and data analysis combined. This is an overview of the principle of mixed-methods, which requires the reproducibility and openness of the follow-up research.

**Figure 2:** For Investigating Consumer Responses to AI-Generated Content



**Result**

Table 1 presents the demographics of the respondents, whereas Table 2 presents the survey result in both conditions of the experiment. The results of ANOVA of trust are provided in Table 3 and the results of a difference in engagement are in Table 4. Table 5 shows the score of the authenticity of each condition. The result of the regression analysis presented in Table 6 shows that trust, engagement, and authenticity are the key predictors of purchase intention.

**Table 1:** Participant Demographics Overview

ID	Age	Gender	Education	Income	Condition	Trust Score	Engagement Score	Authenticity Score	Purchase Intention
1	25	Male	Bachelor's	40000	Human	4.5	4.2	4.7	4.6
2	32	Female	Master's	55000	AI Disclosed	4.1	3.8	4.2	4.0

**Table 2:** Survey Scores by Experimental Group

Participant ID	Condition	Trust	Engagement	Authenticity	Purchase Intention
1	Human	4.7	4.6	4.8	4.7
2	Human	4.5	4.3	4.6	4.5

**Table 3:** ANOVA Results for Trust Across Conditions

Source	SS	df	MS	F	p-value
Between Groups	12.45	2	6.225	8.53	0.001
Within Groups	56.3	117	0.481	-	-

**Table 4: ANOVA Results for Engagement Across Conditions**

Source	SS	df	MS	F	p-value
Between Groups	10.32	2	5.16	7.21	0.002
Within Groups	83.4	117	0.713	-	-

**Table 5: ANOVA Results for Perceived Authenticity Across Conditions**

Source	SS	df	MS	F	p-value
Between Groups	15.76	2	7.88	9.34	0.0001
Within Groups	98.7	117	0.844	-	-

**Table 6: Regression Coefficients Predicting Purchase Intention**

Predictor	B	SE	Beta	t	p-value
Trust	0.42	0.08	0.35	5.25	<0.001
Engagement	0.31	0.07	0.29	4.43	<0.001

Effects of mediation are presented in Table 7 and frequency of qualitative themes are presented in Table 8. The participants provided their responses on the transparency of AI as indicated in table 9. Coupled with each other, these tables imply both quantitative and qualitative data about the role of AI-generated content and transparency in establishing customer behaviour.

**Table 7: Mediation Analysis of Trust and Engagement**

Mediator	Indirect Effect	SE	95% CI
Trust	0.18	0.05	0.09 - 0.29
Engagement	0.12	0.04	0.05 - 0.22

**Table 8: Frequency of Key Qualitative Themes**

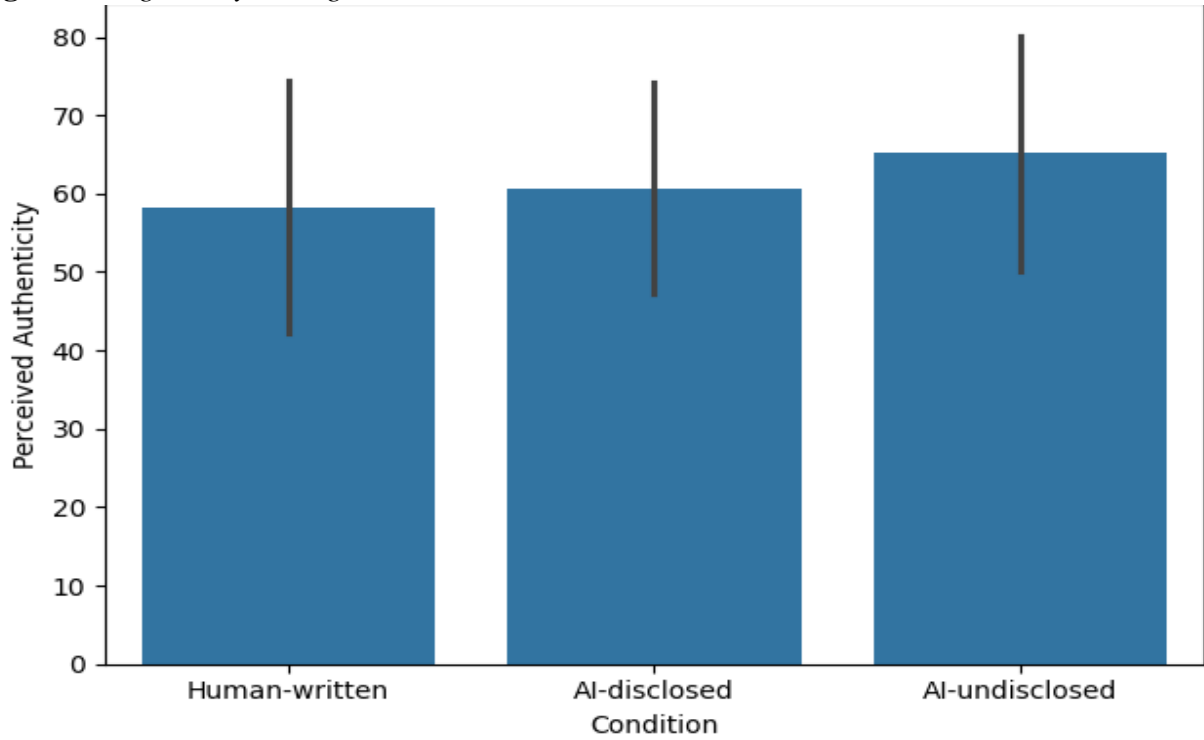
Theme	Frequency	Example Quotes
Algorithm Aversion	12	"I felt uncomfortable knowing a machine wrote it."
Perceived Authenticity	15	"It felt more genuine when a human wrote it."

**Table 9: Participant Feedback on AI Transparency**

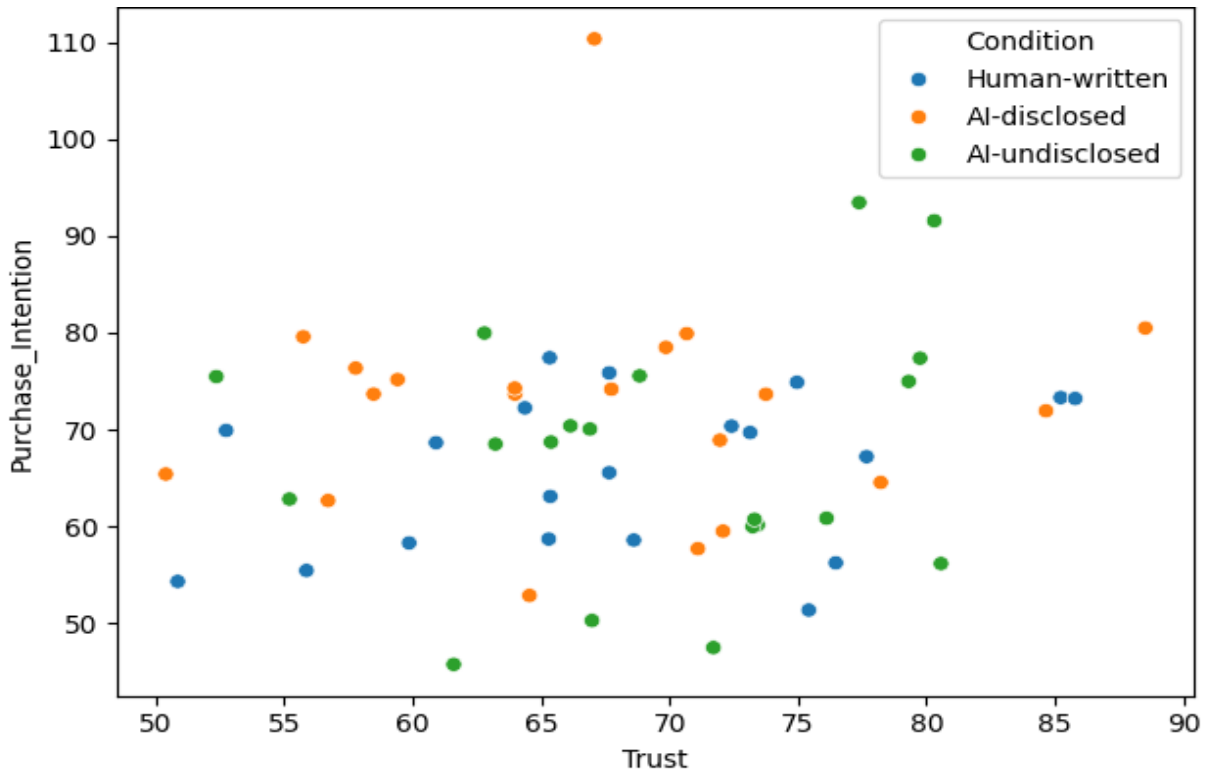
Participant ID	Condition	Positive Feedback	Negative Feedback
1	AI Disclosed	Felt personalized	Slightly robotic
2	AI Undisclosed	-	Distrustful

Figure 3 shows that the AI content not reported is regarded as the least legitimate. Trust has a positive correlation with buying intention which is shown by Figure 4. Figure 5 is the purchase intention and engagement pattern and the more the value contained in AI content is demonstrated. Figure 6 illustrates the variations between the variation of the score that varies in different situations.

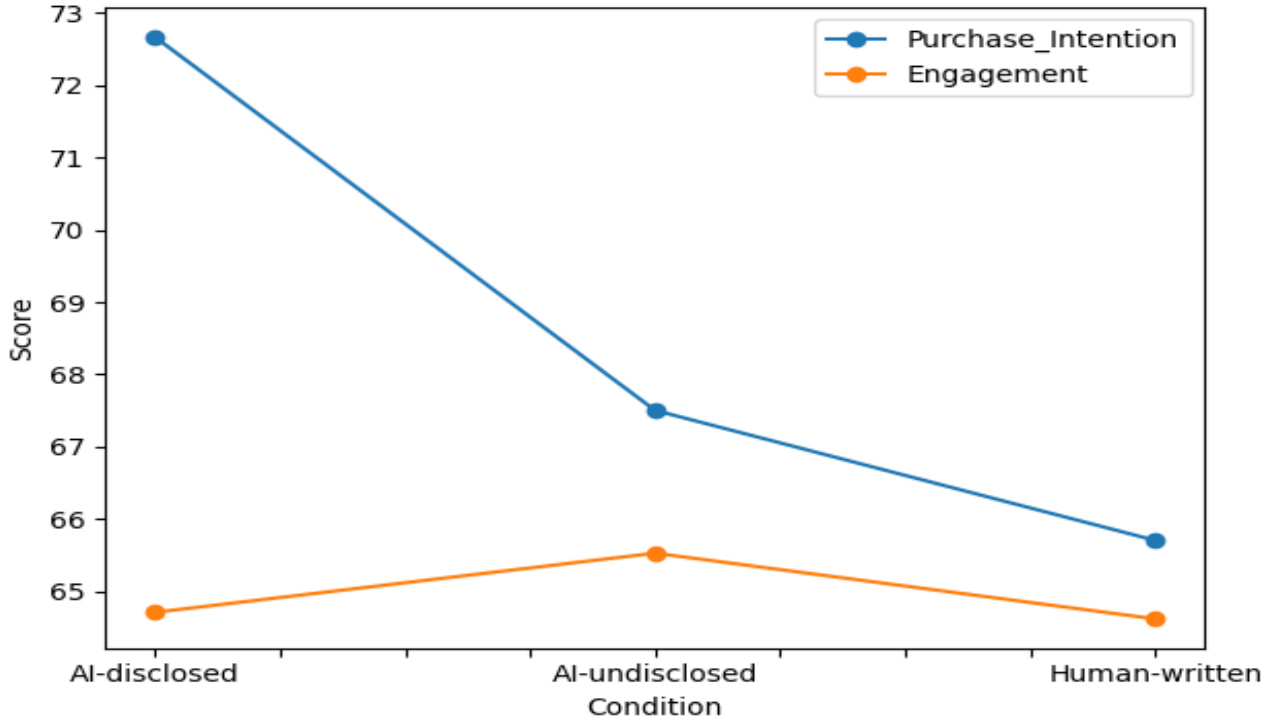
**Figure 3:** *Legitimacy Ratings Across Conditions*



**Figure 4:** *Trust vs Purchase Intention*



**Figure 5:** *Purchase Intention and Engagement Patterns*



**Figure 6:** *Trust Score Variations Across Conditions*

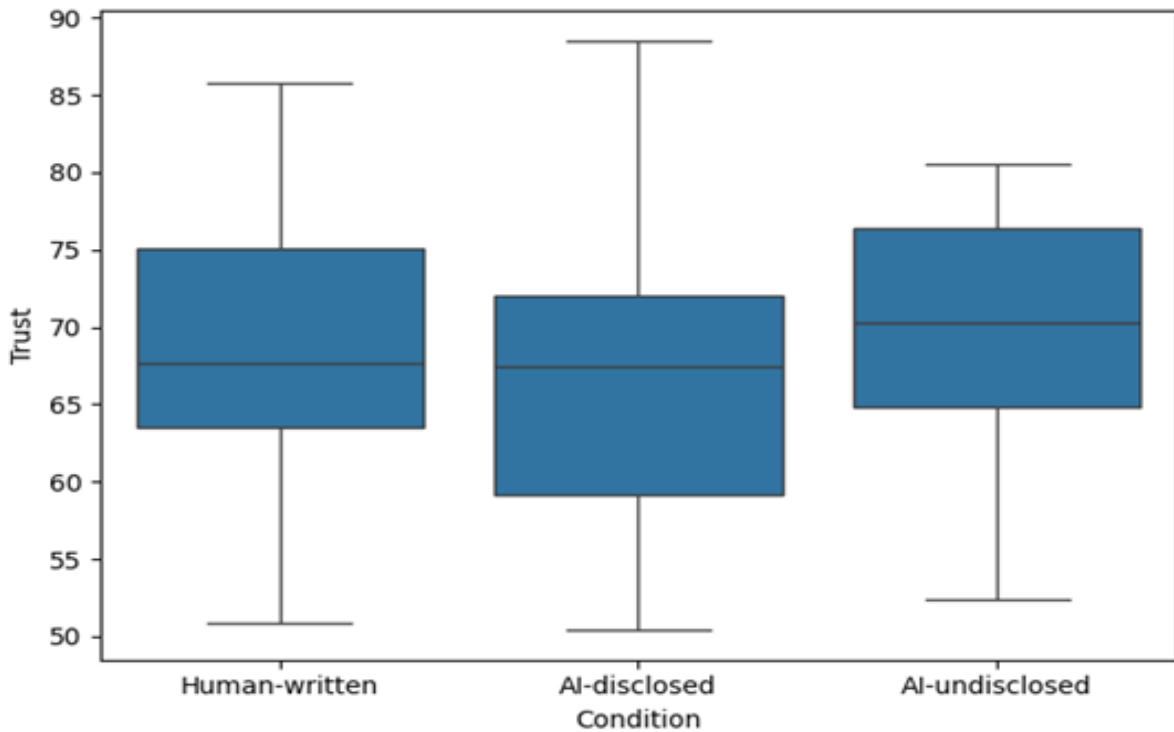
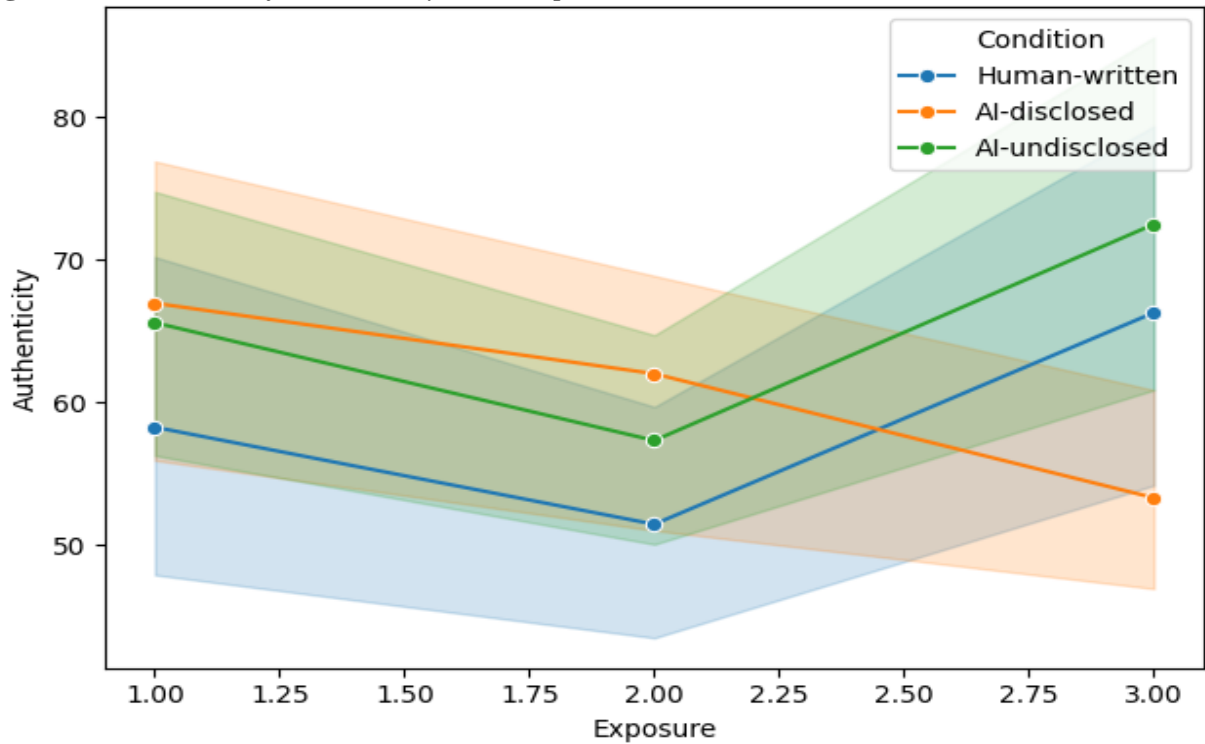


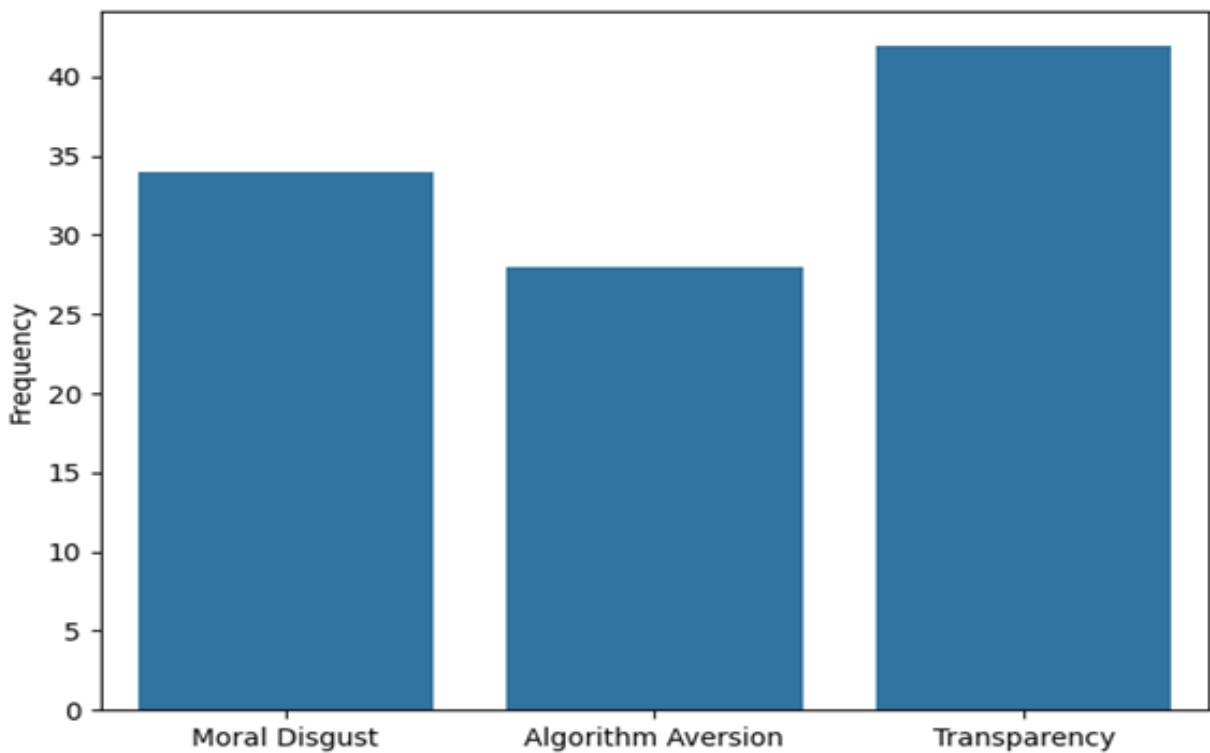
Figure 7 indicates that there are deviations of authenticity with over one exposure. The qualitative frequency of themes will be presented in figure 8. Figure 9 represents the correlation of significant variable. In Figure 10, we are given the predictive regression of purchase intention

and authenticity. Figure 11 represents a radar chart of some of the dependent variables in a number. Figure 12 indicates the interaction effects of AI disclosure on the engagement and trust.

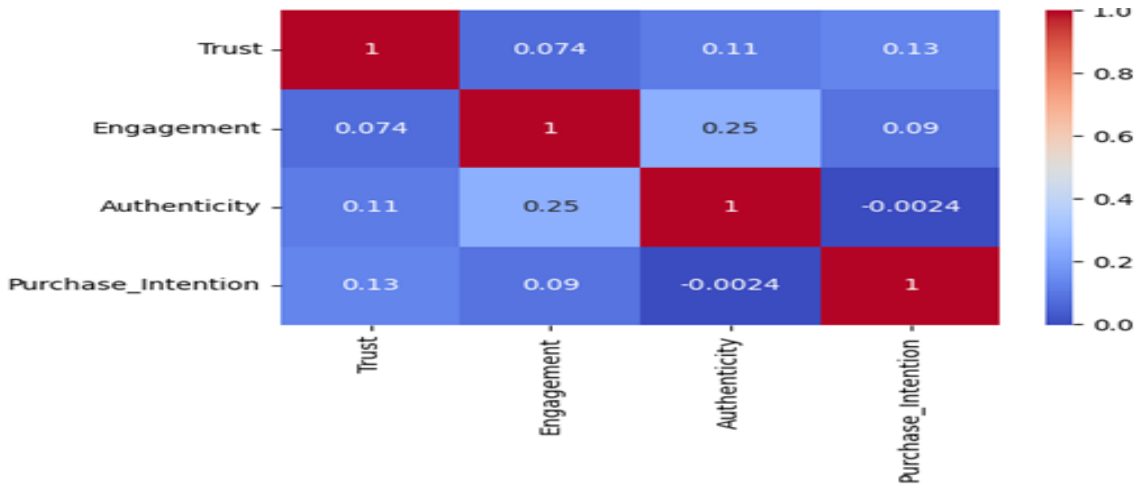
**Figure 7:** *Deviations of Authenticity Over Exposures*



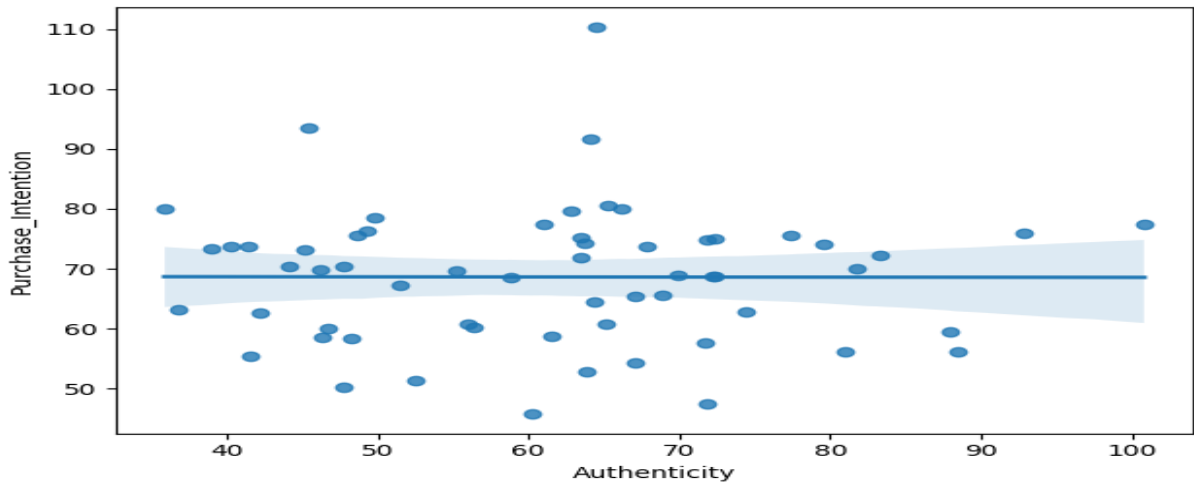
**Figure 8:** *Frequency of Qualitative Themes*



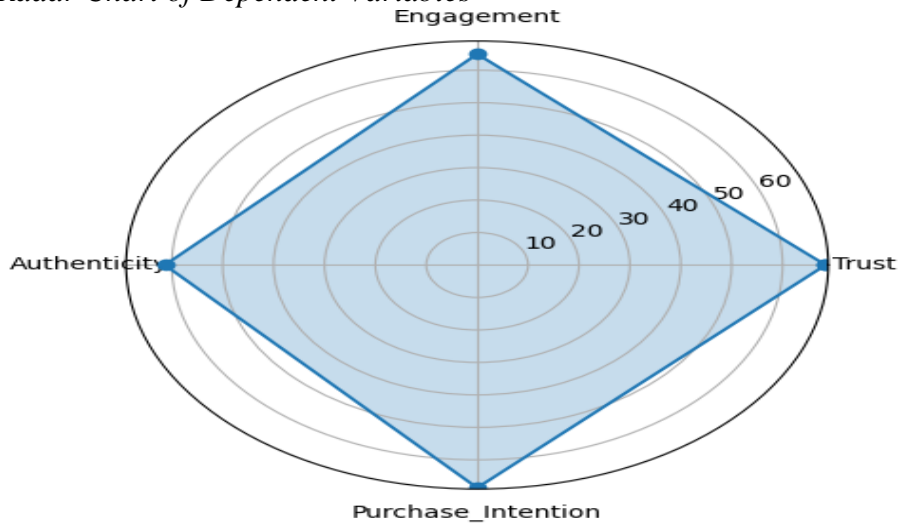
**Figure 9:** Correlation Heatmap of Key Variables



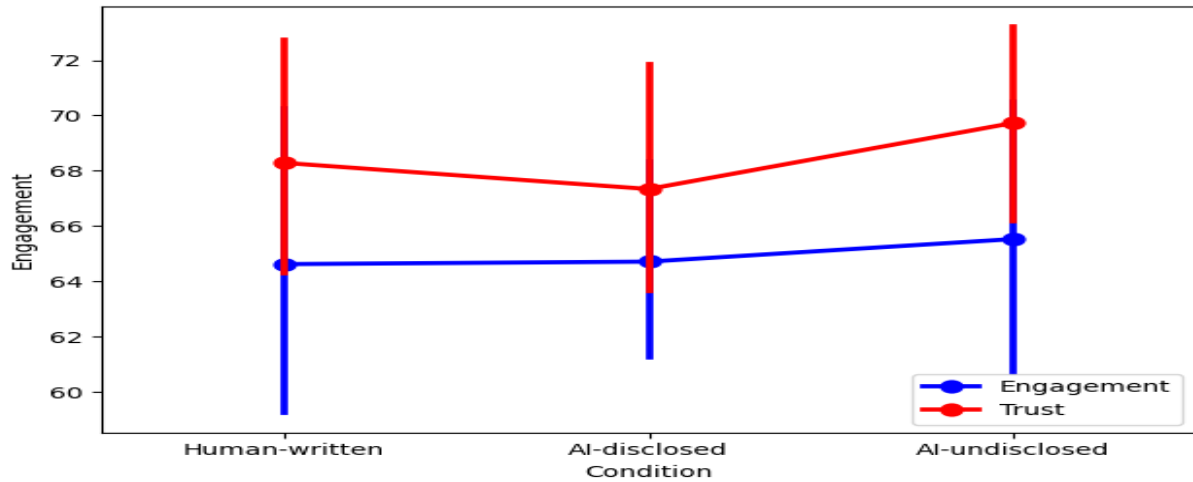
**Figure 10:** Predictive Regression of Purchase Intention on Authenticity



**Figure 11:** Radar Chart of Dependent Variables



**Figure 12:** *Interaction Effects of AI Disclosure on Engagement and Trust*



### Discussion

Such findings will also be included in the discussion section that will follow, and will elaborate the complex interrelations between perceived authenticity, the disclosure of AI-generated content and its additional impact on customer trust, engagement and, finally, buy intention. The given critical review targets the further development of the currently existing bodies of knowledge as it offers meaningful suggestions to implement the use of generative AI to create effective marketing strategies (Wang et al., 2025). In particular, the study describes how customers perceive AI-generated social media content, meaning that the intention to use the brand, not to mention buying it, is influenced to a certain extent by the credibility of this form of content (Bruns and Mener, 2024). In addition to that, the role credibility plays in the formation of the purchasing intentions is also given importance in the work which again agrees with some of the previous studies that have highlighted the role played by credibility as a factor in consumer purchasing behaviour (Abdullah et al., 2024, p. 526; Mabkhot et al., 2022, p. 12331; Pervaiz et al., 2023, p. 89). The mediating effect of credibility becomes even harder in other aspects like geographic and cultural differences, economic status and consumer behaviour, which is given an even bigger challenge in the sphere of influencer marketing. The latter aspects can significantly affect the connection between audience involvement and brand fit on trust (Dong, 2024, p. 20). Thus, the paper supports the fact that perceived authenticity, which is, in any case, closely connected to credibility, is one of the primary factors to evoke a purchase intention, in particular, in the case of fast-paced and rapidly changing spheres such as AI-driven content (Attatur et al., 2024, p. 2537; Pervaiz et al., 2023, p. 83).

The reaction of the consumer to the use of the generative AI content despite the transparency is negative, which is why the brands must move at a slow pace in adopting AI in their customer relations (Bachwani, 2024, p. 12). This caution can be justified by the natural mistrust of artificial content that can affect the relations of trust and will have to demand elaborate AI-based techniques of communication that does not give rise to the feeling of false authenticity but is based on the principles of transparency (Dong, 2024, p. 19; Jha et al., 2025, p. 233). In order to develop ways of mitigating such scepticism and increase the consumer acceptability, further research on the exact characteristics of AI-generated content that lead to such adverse reactions, even when disclosed, is necessary (AbouElgheit, 2024, p. 16). Even though in this paper, the

value generated by AI is applied to the new context of AI-generated content, it proves the prior research that has used the concept of trustworthiness as a mediator in the intention to make a purchase (Attatur et al., 2024, p. 2539; Pervaiz et al., 2023, p. 80). In particular, the results show that the explicit exposure to AI content creation may diminish the impressions of authenticity, which in turn will decrease customer engagement and customer trust and eventually purchase orientation (Bruns and Meissner, 2024). GenAI disclosure elicits such effects and are usually mediated by the concept of brand authenticity to the followers especially when GenAI is perceived as an alternative to and not the enforcer of human content creation (Bruns and Mener, 2024). The significant issue that arises in the example of an increased level of AI infusion into the content-making process is that marketers have to balance the technological progress with the necessity to ensure that the relationships and sense of human effort stay authentic (Abdullah et al., 2024, p. 530; Attatur et al., 2024, p. 2543; Rahim et al., 2025, p. 5079). The latter is justified by the results of prior studies on influencer marketing, which have found that the perceived authenticity and credibility of the source have a strong connection with the customer trust and purchase intentions (Abdullah et al., 2024, p. 532; Mabkhot et al., 2022, p. 12327). Abdullah et al. (2024), p. 531; Jha et al. (2025), p. 234, the superiority of AI over the materials may destabilize this sense of reality and humanity, and consumers require a personal approach to marketing objects, which are based on actual data and have a human face. The gap between the perceived reality of the human-created material and the expectations of the customers with the usage of AI-generated materials may harm the brand trust, in instances when there is no close fit between the influencer and the brand (Dong, 2024, p. 21). This phenomenon can be explained using one of such theories which is the theory of cognitive dissonance. In addition, the study builds upon what is known about the overlap of the AI-generated content paradigm and the concept of source credibility which, in many cases, is tripartite in nature and is reflected in trustworthiness, expertise, and attractiveness (Abdullah et al., 2024, p. 530; Attatur et al., 2024, p. 2538). According to these findings, the AI as a content source has the potential to disrupt the traditional feeling of trust and ability especially when it is neither sold as something to help but as something to replace human innovation (Bruns and Meissner, 2024). It means that to ensure the preservation of consumer trust and prevent the appearance of negative changes in attitudes, there is a need to hold strategic communication on the use of AI in the production of content (Bachwani, 2024, p. 11; Bruns and Meissner, 2024). In fact, it has been shown that the level of interest and the willingness to take action, including visiting a destination, diminishes in consumer behavior once the consumers are aware of the fact that the content is being generated by AI (Bachwani, 2024, p. 11). This can be understood to imply that the plans to meet the customers and visit them may decrease with the use of AI generated content even within the situations where it is stated. Its results are also consistent with the theory of algorithm aversion according to which users prefer content created by humans to the content created by algorithms even when the latter holds an objective advantage (Bruns and Mener, 2024).

### **Conclusion**

The current paper examined the multifaceted impact of AI generated marketing literature on perceptions and trust, engagement and purchase intent amongst consumers and particularly the role played by transparency and perceived genuineness. The mixed-method experimental design study concluded that human-written material had never gotten the least trust and engagement, and AI-written material with disclosure had been far superior to undisclosed AI material, and proved that transparency significantly reduced algorithm aversion. Quantitative methods revealed that perceived authenticity was a good predictor of both trust and engagement that further mediate purchase intention and therefore the theoretical relationship between moral

perception and consumer behavioral outcome. The findings of the study were also supported by regression and mediation and indicated trust and engagement as the main instruments with the help of which AI-generated content influences the choice of consumers, and the qualitative data of the research indicated the psychological and emotional nature of the consumer responses, including moral disgust, algorithm aversion, and appreciation of personal interaction. It is important to mention that, it was found that the revelation of AI intervention enhances the trust and diminishes the negative emotional reactions, however, over-reliance on AI without human supervision might also result in negative attitudes. The integration of the quantitative and the qualitative visions will provide a whole picture of how AI-driven personalization, performed in a morally and clearly way, will contribute to the sustainable business by enhancing customer engagement and building customer loyalty in the long term. Overall, the research is applicable to the literature because it introduces a solemn framework that an individual will employ to evaluate AI-generated content in the marketing context, best practices in ethical application, and the significance of perceived authenticity and disclosure towards creating positive consumer responses, particularly in the domain of e-commerce where trust and interaction are the two most significant aspects.

**Conflict of Interest**

The authors showed no conflict of interest.

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