

# CONSUMER TRUST IN AI-GENERATED MARKETING CONTENT: THE EFFECTS OF AI DISCLOSURE, BRAND AUTHENTICITY, AND PRIVACY CONCERNS ON CONSUMER DECISION-MAKING

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## ABSTRACT

*This inclusive and evidence-based study scrutinizes the convoluted factors in the realm of digital marketing such as the credibility of the client coupled with the authority to take the decisions in order to encounter marketing material generated by Artificial Intelligence. With the enhanced usage of Artificial Intelligence in the global market, it is vital to understand how digital transparency determines the customers' conduct in the brand's prolonged success. This study follows a quantitative research methodology with an effective and valid 2×2 factorization design. A digital population, with the prominent sample size of 412, carrying the awareness of the advanced world of technology and particularly aware of the usage of Artificial Intelligence in the global world of marketing, is carefully and deliberately selected. This research acts as a buffer for the issues of digital privacy coupled with the customers' cognitive abilities to make decisions and to ensure the authenticity of the brand as well. Privacy apprehensions which are sparked by the disclosure of technology can be shrunk with establishing brand's reliability and authenticity. The findings unveil the enhanced Artificial Intelligence exposure to the customers leaving a negative impact on their minds regarding the authenticity of the online brands, thus leading to the reduced purchase intent. These negative perceptions about digital brands can be reduced by the increase in the authenticity of digital organization. It is revealed by moderate mediation that by improving brands authenticity, customers' inherent perception can be reshaped in the favor of the brand by disregarding the transparency in algorithm.*

**Keywords:** Artificial intelligence disclosure, brand authenticity, consumer trust, privacy concerns, generative marketing, Persuasion Knowledge Model, consumer decision-making.

## 1. Introduction

### 1.1 Background of the Study

The immediate implementation of Artificial Intelligence in the marketing field at the digital spaces is leading towards the manipulation of the e-commerce landscape. All the online brands and the digital companies are marketing themselves under the high pitch of algorithms to attain far more authentic verbal and nonverbal content for the sake of publicity. The unparalleled digital advancements propose functional competence as well as the startling obstacles in shaping the customer's cognitive abilities (Davenport et al., 2020). The evolution of the content from human writing to machine writing greatly disturbed the existing scholarly blueprint which fostered the genuinity so far. The frequent users of social media immediately pick up the non-humanly generated material for the sake of advertisement. This digital advancement compels the masses to analyse the content again in order to put trust in the brand.

The integrity-driven and straight forward algorithms are surrounded by a new paradigm of the technology. To secure the clients genuine perception and to beware them of the intentional deception through the integration of the ethical standards and the global bodies for the regulation in the digital marketing space. Nowadays, a captivating advertisement is devoid of the actual man's creativity, and lacks the emotional depth, thus disturbs the credibility of the organization. As the artificial intelligence authorship effect, this process is freshly embedded in academic literature (Kirk & Givi, 2025). It is evident that the absence of human intentions and emotions lessen the

persuasion effect on the customers to trust the brand and ultimately decrease the purchase rate of the digital organization.

In the realm of literature, to maintain the credibility of a brand, emotional retention is the primary requirement. Brand seems to be trustworthy when it follows the values of ethics for a prolonged period. A compact foundation of a brand acts as a stabilizer for the customers plotting the intrinsic risks coupled with the exploitation of advanced technology. The brand weakens its base when it unveils the digital tools it uses for the sake of advertisement, thus leading to the erosion of the element of trust when compared to its contemporary brands (Morhart et al., 2015). In short, a customer's subjective opinion in making decisions to accept a brand or to reject it, is based on the amalgam of the transparent algorithm coupled with the privacy concerns of clients. The element of authenticity deeply grabs the emotional attention of the consumers to trust the brand on its usage of the automated content creation for the purpose of the advertisement.

### 1.2 Problem statement

This research primarily sheds light on the problem of utilization of chatbots for the marketing process. The brand confronts drastic hurdles to manage their streamline, their productivity and the optimization whilst using generative marketing Artificial Intelligence tools. Although the usage of digital tools enhances the customer's reach but minimizes the client's trust in the prolonged competence. The elevating portrayal of the false content through Artificial Intelligence also puzzles the growth of the novel and the underdeveloped brands and resultantly disturb the foundation of the very brand. Customers become sceptic about the online business when they explore such transparent algorithms. The main purpose of this research is to inspect the ascending strain of customer cognition regarding decision-making strategies. This study explores whether privacy concerns can be minimized through the elevated authenticity of the brand or the trust disparity kept on growing with the advancement of digital literacy. It is vital for a brand to gain the trust of the customer as it is a crucial element in the persistent economical advantage in the advanced digital marketplace. There is still great pressure in attaining the authenticity and the trust on a contemporary basis whilst using automated marketing content in digital brands, which is dealt with in this study.

### 1.3 Objectives

The objectives of the research are:

- To scrutinize the immediate data-driven effect of AI transparency in online marketing material on client's trust in the brand and succeeding intention of the client to purchase
- To evaluate the intermediate privacy concerns emerging out by trust of the clients as well as the authenticity of digital organizations.
- To examine the role of the privacy of data as a buffer amidst the mental connection between consumers' trust on brand and the disclosure of algorithms.

### 1.4 Research Questions

The following are the research questions set for this study:

- To what measures the technical confidentiality apprehensions bridge the analogy amidst the trust of consumers on the brand and algorithm transparency?
- How are the brands' algorithms mistrusted for dealing with Artificial Intelligence in the marketing process leaving the negative impact behind?

- How does the exposure of Artificial Intelligence in digital marketing influence and shapes the consumers' intention to purchase and lay utter trust in the digital brand?

### 1.5 Significance of the Study

This evidence-based study is a combination of the theoretical as well as the practical asset in the advanced regime of digital marketing. As far as theoretical aspects are concerned, the Persuasion Knowledge Model is applied to the emerging and the upgraded technological advancement of Artificial Intelligence. It portrays how the cognition development mechanisms trigger the customer's insecurities and elevate the mistrust regarding the authenticity of the digital brand. Moreover, this research is strengthened with the brand authenticity theory in which the brand is taken not as a stagnant element but as an active variable which minimizes the severe mental effects over the algorithm repugnance. It reflects a vital shift in the paradigm where the brand authenticity is being comprehended in the realm of research in the marketing field.

This study is beneficial for guiding the policymakers, giving directions to the managers in the marketing field, and for mentoring the corporate strategists who are confronting the severe complexities in the realm of digital marketing. The aspect of authenticity is designated as a buffer amidst algorithm transparency and consumers' sceptical approach towards the content generated by Artificial Intelligence in the digital market. Such conforming strategies allow tech-firms to comply with the modern transparency conditions and imminent statutory requirements in the absence of any sacrifice in the brand's performance at commerce, alteration in rates, and with prolonged loyalty of customers. The evidence-based findings successfully shed light on the strategic cruciality of handling human-centred digital organization and sustain a check and balance in the mechanism of the content delivery in the humanized manner.

### 1.6 Delimitations

Quantitative analysis delimits this study up to the online client's feedback coupled with the experimentation phenomenon. The research process lays emphasis in the outcomes of openly labelled content. In addition, the variables are also controlled according to the client's behaviours and the motives in the digital marketing background. This study is limited to the data collected from the survey which is probably vulnerable to the partiality and the confidentiality matters. The experimentation phenomenon may fail to capture the genuine emotional attachment of the customers with the brand. Ultimately, the fractional design undergoes a longitudinal evaluation process in order to scrutinize the alteration of customer's intention about the brand according to the content produced by Artificial Intelligence to market the brand.

## 2. Literature Review

In the global era, the rapid use of technology and digital devices is elevating, thus leading towards the strong digital literacy where consumers are exposed to transparent algorithms and resultantly aware of uses of Artificial Intelligence in the marketing process digitally. The bodies of the marketing literature available on digital spaces are exceeding with the passage of the time. Such literature underscores the intuitions of consumers, the trust they lay in the brand and their mental responses. At a speedy rate, the algorithm now encourages digital organizations to create customized content, thus altering the latest commercial liaison finances (Zhang & Hur, 2025). In corporate literature, the functional advantages are highly documented; thus, the process of scrutiny is necessarily focused on the realm of synthetic communication. In previous research, the distinguished theme is paradoxical corporate transparency. It is completely acceptable to unveil the artificiality of an advertisement in order to safeguard consumers from manipulation in the

digital market (Ali et al., 2025). In addition, the evidence-based studies continuously avoid the disclosing of artificial advertising content in order to mitigate the perceived marketing value and the corporate authenticity.

The corporate sanction which fosters the mental mechanism is the scarcity of authentic human intentions that are necessary in marketing literature as the Artificial Intelligence authorship effect nowadays (Kirk & Givi, 2025). The existing body of the research elucidates how the human customers hold the notion that those emotional marketing communications which are created by the machinery except of man, leads the consumers to the ethical abhorrence (Kirk & Givi, 2025). Such psychological reactions give birth to societal expectations where communication demands actual human experiences coupled with a broad affective capability. It activates the customers' moral sense where they found it highly unethical and manipulative to observe a brand advertising itself via the content generated by machinery thus transgresses the basic principles of interpersonal communication (Napoli et al., 2014). This linguistic manipulation disturbs the positive behaviour consequences and results in the mitigation of customers loyalty and decreases the consumers engagement due to the lack of face-to-face communication (Bruhn et al., 2012).

Moreover, Algorithm Aversion theory elaborates how human beings are inherited with the element of mistrust during their disclosure towards automated algorithms, especially when they function in the spaces where human emotions and ethical evaluations are strictly required (Dietvorst, Simmons, & Massey, 2015). Customers strongly disregard the true value of communication when they are informed that machines can generate effective marketing content with no mistake. AI generated text is taken as emotionless and unauthentic storytelling (Alm & Gustafsson, 2024). A successful alteration is clearly observed where the intentions of human beings are portrayed by machines, merely induce mental stress among the masses. Previous literature has covered the scrutinization of exposure of Artificial Intelligence coupled with particular context of digital marketing, unveiling that strongly pernicious consequences on the trust of customers are congruent.

Artificial Intelligence disclosure, is prominent in the realm of digital restaurants and the hospitality industry, is explicitly displayed to destabilize the credibility of the brand which in return leaves a prolonged deterioration on the image of corporate brand (Ali et al., 2025). The visual factors involved in marketing are being emphasized by empirical study which openly reflects how the advertisement of the images generated by Artificial Intelligence undermine the brand's reliability by scaling down the perceptions of authenticity, thus promoting the utter genuinity of the theoretical framework in research area of digital marketing (Zhang & Hur, 2025). Kirk and Givi uncovered a structured dual pathway model and drawn-out these findings via comprehensive experimental research (Kirk & Givi, 2025).

Such a convoluted model presupposes a highlight affective market, thus minimizing the mouth interaction coupled with brand loyalty with the help of a distinct parallel mechanism where abrupt minimization in perceived authenticity triggers the customer's ethical concerns and moral disgust. These crucial findings shed light on the notion that transparency in the content generation by Artificial Intelligence is not only responsible for blessing the customers with the mental burden but also strengthens a web of complex negative emotions and activates the analytical response that new brands can steer through cautiously. The literature in academia showcases how the concerns of digital privacy and the finances are intertwined and interdependent to each other. The use of consumers' personal data is highly unethical and leads to social disgust. Privacy concerns the use of secondary data without customers' consent and thus restricting the consumers activity on social

media platforms (Malhotra, Kim, & Agarwal, 2004). For proficient functioning, the automated content creation process in the marketing field is truly dependent on customer's personal data. The uncensored revelation of Artificial Intelligence clearly depicts the scarcity of human authorship in the marketing process. It gives an unavoidable mental reminder for the consumers not to trust the brands which pursue to advertise with the help of Artificial Intelligence.

### **2.3 Research Gap**

Regardless of existing bodies of literature evaluating the transparency in algorithms and clients' reliance, yet gaps in evidence-based study are still there. Previous researchers analysed the deferred outcomes of algorithms reported on corporate authenticity. Machine-driven interventions were not considered in conducting prior research on the human-centred context of digital marketing. Also, the study deals with numeric data covering complex amalgam of mental as well as the digital processes. In addition, the existing studies did not support the analysis of privacy concerns of the consumers at digital spaces which is mainly scrutinized in this study where algorithmic transparency is jumbled up with the brand's authenticity under consistency. This comprehensive study fills a void with a compact theoretical framework and elucidates the human psyche where customers' trust can be sustained and retained in an irreversible manner. It explicitly elucidates the psychological condition wherein the algorithm transparency leaves a negative impact on the trust of customers.

## **3. Methodology**

### **3.1 Research design**

To scrutinize the in-depth connection within behavioural variables and psychological variables; this study underscores a quantitative research methodology. The primary variables are altered by the deliberate choice of the researcher. For the whole experimentation phenomenon, a design of  $2 \times 2$  factorization has been integrated in the study. Artificial Intelligence closure is the primary variable which encompasses two sub levels; Disclosed and Undisclosed condition. The second variable is Brand Authority Group, which is carefully selected and deliberately altered, also comprises two sub levels; high authenticity level and low authenticity level. This experimental approach gives space to the strong amalgamation of transparent algorithm and authenticity and helps to explore the effects it leaves on consumers psychology. The rigor, which is required for evaluating the theoretical framework, will be provided by this factorial design of the measurement  $2 \times 2$  and so on.

### **3.2 Population**

For the sake of this research, those personas are strictly required who are active in digital spaces and get in touch with advertising content coupled with relevant marketing material. The selection of population is quite particular according to the demands of the study. The selected set of the population is expected to have adequate awareness of technology in order to understand the confidentiality of digital organizations and the concept of transparent algorithms. A strict check and balance are compulsory in the selection of the population to ensure the accuracy of the collected data. The organized selection of digitally literate participants paves the road for a valid and smooth conduction of the research process.

### **3.3 Sampling**

This study deals with the 412 strong and valid number of human samples that are chosen keeping in mind the high reliability concerns. The numeric size of the sample was calculated by authentic software which is industry standard statistical software. A single process experimentation occurred by  $2 \times 2$  factorial design was assigned to all the participants and provided them with detailed

information to conduct the experimentation. The samples were strictly observed by the researchers whilst they were fulfilling the assigned task. Such a strict procedure of assignments guarantees the equivalent probability of exploring the clickbait graphics stimuli via a whole base of samples. It clearly depicts that no sample is selected on personal bias but on the required potential they carry explicitly, thus mitigating the chances of manipulation amidst the experimentation phenomenon in this research.

### 3.4 Methods of data collection

The data collection process is enveloped in objectivity. It involves a close-ended, structured questionnaire shared with the samples through digital mode of communication. Reliable and utterly controlled measurements are extracted from the collected data, leading to analysis of the client's psyche in the marketing field. In the previous theoretical framework, an extensive multifaceted scale of brand authenticity is established to measure the theoretical models meticulously (Morhart et al., 2015). The brand's reliability can be thoroughly recorded and evaluated with the mentioned scale. In addition, the Internet Users Information Privacy Concerns scale is utilized to precisely calculate the element of privacy at the digital spaces with extensive corroboration (Malhotra, Kim, & Agarwal, 2004). This internationally acclaimed scale captures the critical facets of the psychology of the consumers to control and shape their psyche accordingly. Ultimately, the data is displayed on the Likert scale extending from 1 to 7 indicating the level of agreement and disagreement in ascending order under quantitative research methodology.

### 3.5 Procedure

The entire sample was given an extension, straight and informed consent in which the nature of study was written in a readable and understandable format encapsulated with all required commitments and novel rights as research area. After following the informed consent, participants encountered a brand that is hypothetical but realistic as well. A task was assigned to all the participants, on which the entire research is based. The data extracted from the completed task is converted into an organized body of text. Furthermore, the low and high presupposition of brand reliability is the main narrative over which the text is structured. To attain reliable data from the samples, all the participants are exposed to scenarios of digital marketing experiencing a more realistic digital context of the marketing field. On the basis of tough assignment, the brands were introduced thoroughly by the text generated by Artificial Intelligence tools in order to scrutinize the extraordinarily high and extraordinarily low insights regarding corporate authenticity. The condition of the exceptionally high authenticity is engrossed in already founded and pre-established brands along with their ethical concerns to validate the quality of the product. On the other hand, the condition of remarkably low authenticity is indulged in the temporary profit strategies coupled with the abrupt diffusion.

For the different conditions of disclosure, a couple of different but separate labels are being used. A clear visual and authentic label is used to indicate the disclosed condition where messages are extracted completely from Artificial Intelligence. On the other hand, no such label has been used for the very undisclosed condition. The participants were asked to complete the given assignment in time by following the ethical rules and regulations of the research process. All the participants completed the measurement according to the given instruction regarding the confidentiality of the brand, thus proceeding with the completion of data collection phenomenon.

### 3.6 Methods of analysis

The data which is being collected by quantitative measures is analysed through Python to test the hypothesis and to answer the research questions. Standard deviation and mean measurement are taken to uphold appropriate distribution of collected data. To evaluate manipulation of independent variables over dependent variables of a trusted brand, Variance is being executed. Furthermore, in order to analyse the intricate moderated mediation routes, an Ordinary Least Squares regression in series was conducted imitating the model 7 of Hayes Process in the realm of mathematics. This approach highly aided to compute the brand trust level through the privacy apprehensions. To retain 95% accuracy, this study dealt with the 5000 resamples through self-reliant practice for index of an intervening variable under moderated mediation.

### 3.7 Ethical considerations

This study follows several ethical routes to conduct research. The standards ethics required for conducting valid research are strictly sustained and retained accordingly. In the conduction of the whole research process, not a single element of subjectivity is involved under deliberation. The data is collected strictly with the appropriate consent taken from the participants. The identity of the participants is kept anonymous in this study, and their provided data will be deleted permanently once the researcher will analyse the collected data and deduct the conclusion. The purposes of the research are explicitly portrayed before all the participants in order to maintain transparency in conducting an organized and ethical quantitative research methodology.

### 3.8 Framework

The main theoretical framework applied to this study is Persuasion Knowledge Model, established to thoroughly deal with individuals' personal behaviour (Friestad & Wright, 1994). This theoretical framework elucidates how human beings develop more sophisticated cognitive abilities leading the marketers to utilize persuasive strategies accordingly. The attempt to persuade the customer can leave a negative impression if sensed by the consumers. Consumers quickly pick the use of generative strategies in creating the content for marketing purposes. To elaborate the significant variant with diverse mental responses in an explicit way, Persuasion Knowledge Model is deliberately complemented with Brand Authenticity Theory. The concept of authenticity in literature is a multifaceted construct covering four pillars such as credibility, symbolism, integrity and continuity (Morhart et al., 2015). It illustrates how a corporate brand is loyal to its consumers, to the moral regulations and to itself to operate not only the economical profit but also control other contains as well. A strong authenticity of the brand is operated consistently as a strong cognitive approach that competently mitigate the ambiguity and minimize the fear of risk for the consumers at digital market. In short, the theory used in the study offers a compact base for solving the research problem with evidence-based study and acts as a mediator which reduces the side effects recognized by Persuasion Knowledge Model.

### 4. Data Analysis

In this study, an in-depth and thorough process occurs as a data analysis process in order to evaluate a set of collected data numerically by mathematical intervention. From digital spaces, structured data collected by quantitative research methodology exported raw responses of the survey. The data straining process was conducted to detect undone and inappropriate responses. Any sample with incomplete details on dependent variables were omitted along with preparing their permanent deletion list in order to consider ethics in the study.

By using the Python programming language, the whole data analysis process was conducted skilfully and faultlessly. In order to execute numerical modelling, a Stats model

Scientific Library is being utilized in this study. The numeric hypothesis is evaluated utterly before proceeding towards the statistical deduction. With the help of the Shapiro Wilk test the dependent variable is being evaluated under statistical conjecture. The 412 digits of sample size is sufficient to undergo the tenets of Central Limit Theorem. By using the Levene test, the presumption of variance uniformity among four experimental groups. It unveiled the equity of variances in all experimental groups of the brand's trust coupled with customers' intention to purchase, thus corroborating the usage of a correct testing procedure.

The independent variables are coded under strict conditions to execute accurate regression analysis. To indicate the undisclosed condition, the code of zero was statistically used and the code of one was used for the utterly disclosed condition. On the other hand, the variable of brand authenticity group was coded as zero for indicating low authenticity and coded as one for indicating high authenticity group. The Two-Way Analysis is used to proceed with the rigorous conduction of the variance among the dependent variables and independent variables. The study proceeds towards a moderated mediation framework after the graceful conduction of variance analysis. It involved an analytical series of the Ordinary Least Squares regression model. The primary model of the recession was based upon the independent variables and their statistical engagement. The second model of the regression involves the dependent variable and the mediator variable. The ultimate model of regression calculated the behaviour consequences for the intention of the customer to purchase the product.

To measure the indirect effects in the final hypothesis, the study proceeds with the replication of an advanced and far more authentic statistical framework renowned as Hayes Process Model 7. A number of 5000 resamples randomly assimilates the statistical techniques under this advanced model utilized deliberately for data analysis. This inclusive procedure concludes with an authentic interval of 95% percentage under the moderated mediation's conclusive index.

#### 4.1 Results

Table 1 portrays the comprehensive standard deviations coupled with the means for the variable of Brand Trust, beside the means for ultimate behavioural consequences of Purchase Intention, through four separate experimental conditions deduced by the factorial design.

**Table 1: Cell Means and Standard Deviations**

| Disclosure Status | Authenticity Group | Mean Trust | Std Dev Trust | Mean Purchase Intention |
|-------------------|--------------------|------------|---------------|-------------------------|
| Undisclosed (0)   | Low (0)            | 4.05       | 0.76          | 3.36                    |
| Undisclosed (0)   | High (1)           | 5.98       | 0.71          | 5.28                    |
| Disclosed (1)     | Low (0)            | 2.75       | 0.77          | 2.16                    |
| Disclosed (1)     | High (1)           | 5.62       | 0.70          | 4.79                    |

Table 2 clearly presents the strict mathematical results derived directly from the Two-Way Analysis of Variance conducted specifically on the Brand Trust dependent variable. The F statistics and associated probability values strictly detail the main and interaction effects of the manipulated variables.

**Table 2: ANOVA Table for Brand Trust**

| Source                    | Sum of Squares | df    | F-Statistic | p-value |
|---------------------------|----------------|-------|-------------|---------|
| Disclosure                | 69.56          | 1.0   | 126.93      | < 0.001 |
| Authenticity Group        | 600.16         | 1.0   | 1095.06     | < 0.001 |
| Disclosure x Authenticity | 22.54          | 1.0   | 41.13       | < 0.001 |
| Residual                  | 223.60         | 408.0 | -           | -       |

Table 3 strictly summarizes the first stage of the mediation analysis, specifically detailing the Ordinary Least Squares regression model predicting the mediator variable of Privacy Concerns. The model successfully achieved an adjusted R squared value of 0.444 with an overall F statistic of 110.2 ( $p < 0.001$ ).

**Table 3: Mediator Model (Privacy Concerns) Summary**

| Predictor          | Coefficient | Std. Error | t-value | p-value | 95% CI Lower | 95% CI Upper |
|--------------------|-------------|------------|---------|---------|--------------|--------------|
| Intercept          | 2.71        | 0.08       | 32.18   | < 0.001 | 2.54         | 2.87         |
| Disclosure         | 1.33        | 0.12       | 11.07   | < 0.001 | 1.09         | 1.56         |
| Authenticity Group | -0.87       | 0.12       | -7.20   | < 0.001 | -1.11        | -0.63        |
| Disclosure x Auth  | -0.42       | 0.17       | -2.49   | 0.013   | -0.75        | -0.08        |

Table 4 comprehensively displays the dual results for the Brand Trust regression model and the final Purchase Intention regression model. The Brand Trust model achieved an adjusted R squared of 0.792 ( $F = 393.3$ ,  $p < 0.001$ ). The Purchase Intention model achieved an adjusted R squared of 0.848 ( $F = 573.2$ ,  $p < 0.001$ ).

**Table 4: Dependent Variable Models Summary**

| Model       | Predictor          | Coefficient | Std. Error | t-value | p-value |
|-------------|--------------------|-------------|------------|---------|---------|
| Brand Trust | Intercept          | 5.03        | 0.12       | 40.55   | < 0.001 |
| Brand Trust | Disclosure         | -0.81       | 0.10       | -7.56   | < 0.001 |
| Brand Trust | Authenticity Group | 1.61        | 0.10       | 15.93   | < 0.001 |
| Brand Trust | Disclosure x Auth  | 0.78        | 0.13       | 5.86    | < 0.001 |

|                     |                           |       |      |       |         |
|---------------------|---------------------------|-------|------|-------|---------|
| <b>Brand Trust</b>  | <b>Privacy Concerns</b>   | -0.36 | 0.03 | -9.33 | < 0.001 |
| <b>Purchase Int</b> | <b>Intercept</b>          | 0.87  | 0.22 | 3.86  | < 0.001 |
| <b>Purchase Int</b> | <b>Brand Trust</b>        | 0.73  | 0.04 | 18.06 | < 0.001 |
| <b>Purchase Int</b> | <b>Privacy Concerns</b>   | -0.17 | 0.03 | -4.84 | < 0.001 |
| <b>Purchase Int</b> | <b>Disclosure</b>         | -0.03 | 0.07 | -0.55 | 0.578   |
| <b>Purchase Int</b> | <b>Authenticity Group</b> | 0.30  | 0.10 | 2.87  | 0.004   |

Table 5 strictly elaborates the particular statistical outputs generated by the 5000 resample bootstrapping procedure, precisely displaying the calculated conditional indirect effects coupled with the highly critical index of moderated mediation.

**Table 5: Conditional Indirect Effects**

| <b>Authenticity Group</b>           | <b>Mean Effect</b> | <b>Standard Error</b> | <b>95% Lower CI</b> | <b>95% Upper CI</b> |
|-------------------------------------|--------------------|-----------------------|---------------------|---------------------|
| <b>Low Authenticity (0)</b>         | -0.4833            | 0.0710                | -0.6293             | -0.3492             |
| <b>High Authenticity (1)</b>        | -0.3309            | 0.0546                | -0.4442             | -0.2302             |
| <b>Index of Moderated Mediation</b> | 0.1524             | 0.0645                | 0.0344              | 0.2869              |

## 4.2 Discussion

Implementation of the Persuasion Knowledge Model coupled with Brand Authenticity Theory in order to execute a thorough statistical data analysis. In the answer to the first research question, the evaluated set of data validate that artificial intelligence involvement in shaping public cognition affects the element of trust on brand in a negative manner. The particular finding provides evidence-based support to depict the presence of AI authorship in previous literature which shape consumer psychology (Kirk & Givi, 2025). With the application of theory, it is revealed that machine generated content fosters the sense of mistrust and notion of having low genuine humans intentionally. In order to decode the marketing content generated by Artificial Intelligence, it is observed that the consumers are devoid of authentic cognitive capacities to grab the very commercial information thus, leading to the behavioural mistrust. The addition of new technology as a marketing strategy is taken as an utter deception by the customer which actually weakens the connection between an organization and its consumers.

As far as the second research question is concerned, privacy concerning digital data is extremely acute as evaluated by statistical regression. Public exposure to algorithms minimizes the effort to advertise organizations in the digital market. It fosters mental perception about monitoring unreviewed data available at digital spaces. To appropriately use this digital system, it is required to harvest data that is invisible in nature. In addition, the high privacy concerns enhance the customers trust in the brand and faster the customers' engagement in intent to purchase. The elevated anxiety of customers regarding misuse of their data nullifies the customers' appeal of the organizations. It is clearly depicted that there is a direct relation in customers' intention to purchase and the algorithm disclosure. It elucidates how digital transparency hits the sales directly as it destroys the client's trust and elevates the privacy concerns. Not only the presence of AI affects

the purchase rate but also the customers psychology shaped by straight algorithms. Moreover, the evaluation of variance coupled with mediation elucidates the powerful cognitive effect on the perception of brand's reliability (Morhart et al., 2015). The brands with low quality of marketing confront unreliability concerns from the consumers and the brands with high quality of marketing enjoy the consumers' trust in the brand or organization in the digital market. The already existing digital bodies with a strong foundation of authenticity face different client's responses towards automated content.

The third research question is concerned about the role of the authenticity of already existing digital brands in shaping the consumers immediate psychology, which is quite considerable towards the genuine contribution in this study in the realm of theory as well as practice. According to the preliminary evaluation of variance, prominent effects of numeric interaction are clearly observed and thus integrated with the moderate mediation where the significant index is derived from bootstrapping method which unquestionably elaborates that authenticity of brand operates as a strong cognitive buffer (Morhart et al., 2015). Less authentic existing brands endure badly with irreparable loss of the trust of consumers and the scarcity of consumer's intent to purchase on algorithm disclosure.

It reflects how highly authentic existing brands relish the trust of customers and possess the high consumers intend to purchase. Also, the brand with high authenticity benefits from the flexibility of the consumer's psyche towards trusting the brand in the digital market. The consistency in communication, moral integrity and the base of corporate authenticity to shape the way consumers perceive the usage of marketing content generated by the help of digital tools like automation by Artificial Intelligence. The customers that already trust the authenticity of an organization are totally comfortable with the use of automated marketing materials of that vary organization. Except for taking this practice as manipulation, such consumers wholeheartedly accept the induction of Artificial Intelligence in the process of advertisement. Such reconciliation with digital brands often leads to evoking the apprehension of privacy in the mind of consumers. Already existing corporate authenticity serves as a buffer to let the brands comfortably utilize the automated content for marketing purposes without being afflicted from the economical downfall and penalties in the realm of digital marketing.

#### **4.3 Recommendations**

On the basis of the evidence-based study, digital organizations should avoid usage of generative strategies in digital marketing. Those brands who lack existing foundational strength should ensure the immediate security to consumer personal information to retain the brand's prolonged reliability. Such newly founded brands should underscore humanized marketing strategies and genuine communication to lay a long-term edifice of consumers' trust in the relevant brand. It is crucial for the organizations to ensure a transparent and well-structured discourse. Except for choosing a machine generated marketing material, brands should try to publish persuasive content in order to grab the authentic audience and to increase the purchase rate respectively. The founders and owners of digital markets must comprehend the efficiency of the content to attract the quality of audience instead of the elevated futile quantity. The fine audience will enhance the purchase rate and thus uplift the brand simultaneously. Brands must scrutinize their touchpoints to sustain integrity and sales consistency.

#### **5. Conclusion**

To ensure the authenticity of algorithms and transparent notions regarding brands, this study follows a thorough investigation process. The findings didn't support the usage of AI in the product

advertisement process. It is revealed that in the realm of marketing, the utilization of Artificial Intelligence led clients towards the notion of lack of authenticity in the very product and clients were insecure to trust the product marketed by AI. The organizations with already existing corporate authenticity take advantage in the form of consumer trust and reliability even after experiencing brands generating the marketing content by Artificial Intelligence. It activates the customer's intuitions not to count on the vary brand. Thus, the legitimacy and the credibility of the brand require a piece of crystal-clear humanized marketing content in order to retain human consumers. It is, thus, suggested to the brand-owners to prefer the utilization of Artificial Intelligence carefully by sustaining the consistent trust of the customers in the digital brand.

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