International Journal of Scientific Research in Engineering and Management (IJSREM)
Volume: 10 Issue: 03 | March - 2026 SJIF Rating: 8.659 ISSN: 2582-3930

Consumer Acceptance of AI-Generated Content in Indian E-Commerce: The Roles of Authenticity, Usefulness, Intelligence, Trust, and Risk

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1. Introduction

The fast expansion of Artificial Intelligence (AI) technologies has profoundly changed the digital economy, especially in e-commerce. One of the most significant phenomena is the emergence of AI-generated content (AIGC), which includes product descriptions, personalized recommendations, advertisements, automated reviews, and chatbot interactions produced by systems. As per Ameen et al. (2021), these technologies allow businesses to handle large amounts of consumer data and create tailored content at scale, increasing operational efficiency and improving customer engagement. AI has moved from predictive analytics to generative systems. This is influencing how firms communicate with consumers and their purchase choices (Hermann & Puntoni, 2024). AI generated content is seen at Amazon and Flipkart. They rely on AI to leverage the added advantage of dynamic product information and personalized user experiences. It is an essential part of all e-commerce sites now.

In competitive online marketplaces, AI content can reduce costs, increase scale, and improve personalization, among other benefits. With AI-driven systems, there is an advantage of being able to access the consumer preferences in real-time. Also, this system generates recommendations that suit individual needs. All of these enhancements facilitate greater convenience and efficiency for decision-making (Davenport et al., 2020). In the present context, perceived usefulness will be critical as the consumer will opt for technology that he/she finds enhances the shopping experience and eases the decision process (Dwivedi et al., 2021). AI-generated content can ease the search and evaluation of products because it can be perceived as relevant and informative. In spite of these advantages, consumers do not always readily accept this. Studies have shown that people may doubt the authenticity and traceability of auto-generated information, especially if they are aware that it is the product of AI rather than humans (Kirk & Givi, 2025). This shows how important it is to assess consumer perception of generative AI within digital interactions.

Trust is another key factor affecting consumer acceptance of AI-generated content in e-commerce. When it comes to online settings where consumers can't see the product or interact with the seller, the credibility of information becomes very important. Trust assures that the source of information will be competent, reliable, accurate, and able to fulfil the consumers' expectations. According to studies, the greater the trust levels, the more consumers become open to consuming platforms and adopting new technologies (Shin, 2021). Yet, perceived risk is equally important beside trust. Perceived risk is users' uncertainty regarding risks or negative consequences associated with technology use or communication through technology. E.g. using a social media applications for communication and information exchange may raise users' concern regarding misinformation, data privacy and bias algorithms. According to (Gursoy et al. 2019) studies, higher perceived risk reduces trust and negatively affects consumer adoption for AI driven systems.

Thus, trust risk balancing determines consumers' acceptance or rejection of AI-generated content, thereby affecting the purchase intention in e-commerce settings.

Including usefulness, trust, and risk, new research shows that perceived authenticity and perceived intelligence influence consumer response to AI-generated content. The term referred to as authenticity describes how consumers perceive something whether it is credible, genuine, and transparent. Intelligence on the other hand means whether consumers perceive AI to be such as understanding their choice and generating relevant information (Gu et al., 2024). Young consumers aged 18–25 who are highly engaged in digital settings and frequently use AI-driven technologies consider these factors important. Despite their open minds to innovations, this demographic has grown more aware of issues such

as fake reviews, digital manipulation, and privacy. India is one of the fastest-growing e-commerce markets across the world. Thus, understanding these perceptions is ever so important. Young consumers' perception and acceptance of AI-generated content is little explored, even though Indian e-commerce platforms are replete with such content. Given this, the present study intends to examine how perceived authenticity, usefulness, intelligence, trust, and risk impacts the acceptance of AI-generated content among Indian youth consumer. The study will contribute to the literature and practice related digital commerce.

2. Literature Review

2.1 Consumer Acceptance of AI-Generated Content in E-Commerce

The e-commerce industry has transformed rapidly thanks to the use of artificial intelligence (AI). It allows for the creation of a content-driven customer experience. Moreover, this is mainly achieved by means of AI-generated content. This includes product descriptions, recommendations, advertisements and automated customer response. These technologies allow companies to provide personalized as well as scalable communication, improving operational efficiency and customer engagement (Ameen et al., 2021). AI's impact on consumer decision making is increasing as it evolves from predictive analytics to generative systems (Hermann & Puntoni, 2024). Although there are benefits, the acceptance of AI by the consumer is still in doubt. Such content can be seen by consumers as effective but impersonal, creating transparency and credibility issues. Studies show that consumers react differently to AI communication than to human communication, especially when they know it is artificial, (Kirk & Givi, 2025). Some consumers are fond of AI and how it makes life easy and convenient. However, others are skeptical due to it not being human. Knowing how consumers accept AI-generated content is essential to businesses that take advantage of AI in marketing.

2.2 Perceived Usefulness and AI Adoption

Perceived usefulness is one of the most important determinants of adoption of technology. It is vital in explaining the acceptance of AI-generated content. The degree to which a person believes using a particular technology is useful in performing a certain job. In e-commerce environments AI-generated content can significantly improve the shopping experience by providing relevant product information personalized recommendations and efficient search results (Davenport et al 2020). Research indicates that consumers are willing to utilize technologies when it simplifies their decision-making and lessens effort. AI-driven recommendation programs help consumers quickly identify the most suitable product. This results in convenience and satisfaction of consumers (Dwivedi et al., 2021). AI generated content, however, depends on accurate, relevant and satisfying user expectations to be effective. If people feel the content is the same over again and irrelevant, its perceived usefulness may decline and so will the acceptance. As a result, perceived usefulness is an important factor in the formation of consumer attitudes toward AI-generated content in e-commerce.

2.3 Trust and Perceived Risk in AI Systems

Trust is critical in consumer behaviour when interaction with products and sellers is not possible in an online context. The reliance on digital information by consumers is quite high. Trust refers to the belief that the platform and its contents are reliable, credible and capable of delivering accurate information (Shin, 2021). Within the idea of automation or employment of AI systems to produce content the trustworthy factor becomes mostly crucial as these consumers… When consumers trust a suggestion or information given by AI, they would want to seek that information while purchasing any product. On the opposite side, perceived risk is a barrier to consumer acceptance. Perceived risk refers to uncertainty around a technology and ways it might negatively affect the users, like invasion of privacy, misinformation and algorithm bias. Research suggests that higher levels of perceived risk can diminish consumer trust and discourage the use of digital technologies (Gursoy et al., 2019). In AI-driven environments, consumers may have fears about manipulation, a feeling of not having control, or the misuse of their personal data, which can dampen their willingness to interact with AI-generated content. As a result, the factors of trust and perceived risk jointly impact consumer acceptance.

2.4 Authenticity and Perceived Intelligence of AI-Generated Content

It affects consumer perceptions of marketing communication. (9 words) The authenticity of a message indicates how genuine, truthful and transparent it is perceived to be. Consumers will more likely interact with content that looks authentic and trustworthy in digital settings. Nonetheless, there are times when AI-generated content is perceived as

artificial and non-human, impacting its authenticity level and further consumer acceptance. Along with authenticity, perceived intelligence of AI systems also has significant influence on consumer attitudes. Perceived intelligence is how consumers see AI systems in understanding their preferences through relevant and context-aware recommendations. According to a research done by Gu et al., 2024, AI systems providing accurate and personalized content are perceived as more intelligent and useful. Still, if the content looks generic or doesn't meet the consumer's expectation, it may lead to a reduction in both perceived intelligence as well as trust. Hence, a balance between authenticity and smartness is critical to enhance consumer acceptance of AI-generated content.

2.5 Challenges in Emerging Markets and Research Gap

The growing economy countries like India face challenges and opportunities for adopting artificial-generated content for e-commerce. The increase in use of the internet, smartphones, and digital payments has hastened the growth of e-commerce sites. Nevertheless, consumers in developing nations often face hurdles such as low digital literacy, data abuse paranoia and lack of know-how with AI. These factors can influence consumers' opinions and acceptance of AI-generated content. In addition, consumer behaviour in emerging markets is shaped by cultural and institutional factors. Consumers are concerned about trust, authenticity and perceived risk can lead to greater skepticism toward automated systems. Previous studies on AI or technology adoption were mostly conducted in developed economies. To the best of our knowledge, the issue of consumer acceptance of AI-generated content in India has not been widely documented. More importantly, a gap of research exists about young consumers aged 18-25 in India surrounding this topic. Moreover, the research often looks at just one of the factors like usefulness or trust, but not all as a whole including authenticity, perceived intelligence and risk.

According to this literature review, there is a need for empirical research to be conducted on the combined effects of perceived authenticity, usefulness, intelligence, trust, and perceived risk on AI-generated content acceptance. This study seeks to fill these gaps to add to the growing body of knowledge on AI adoption in e-commerce and help businesses effectively implement AI-driven strategies.

3. Research Methodology

This research will adopt a deductive research approach from the established models like Technology Acceptance Model (TAM), trust-risk model, etc. We will study consumer acceptance of AI-generated content in e-commerce. RESEARCH PARADIGM: The research takes place in a positivist paradigm underpinned by an objectivist ontology and empiricist epistemology. It assumes the question of reality that can be measured objectively through observable data (Creswell & Creswell, 2018; Saunders et al., 2019). This approach is specifically suited for the study of the relationship between perceived authenticity, usefulness, intelligence, trust, and perceived risk. Through a quantitative approach, the research seeks to evaluate the prespecified hypothesis, establishes the statistically significant relationship among the constructs, and thus contribute to the validation of the theory and the empirical generalization of AI adoption in digital commerce.

3.1. Research Design

The researcher adopted quantitative research design through the use of a cross-sectional survey method to obtain data from the respondents at only one point in time. This kind of model is used to investigate the possibility of causal relationship between variable and also test theories. (Hair et al., 2019) The study investigates how cognitive and behavioral factors impact one's acceptance of AI-generated content in the context of e-commerce. The key instrument for data collection is a structured questionnaire, which measures constructs through a set of items. The design concurs with the previous research in technology adoption and consumer behaviour, which mainly employed survey-based techniques to test the different hypotheses and validate the theories (Dwivedi et al., 2021). In light of the objective of the study, the quantitative method can offer a reliable analysis as well as testing of hypothesis, all thanks to sophisticated statistical tools such as SEM. The configuration allows the study to yield applicable results for the same in other similar digital commerce contexts.

3.2. Sampling Strategy

The population for the study is Indian consumers, aged group 18-25 years, who have used e-commerce sites like Amazon, Flipkart, Myntra, etc. This group was chosen because they engage with advanced technology regularly and

interact with AI and automated solutions to review, recommend and advertise technology frequently. A non-probability convenience sampling technique will be used to efficiently gather data from respondents meeting the inclusion criteria (Saunders et al., 2019). It is used very often in the analysis of consumer behavior. In particular, it is used to form user groups that are using products in the digital world. The respondents for the SEM study are estimated at 200–300 and is adequate, based on previous literature (Hair et al., 2019). Every possible effort will be made to ensure that the sample is a true representative of diversity in terms of respondents, cities and types of usage. This makes the data more representative while allowing us to continue collecting the data. The sampling strategy will yield insights into consumer perception of AI-generated content, while generating sufficient data for meaningful statistical analysis.

3.3. Data Collection

For this study, primary data is collected with the help of a structured questionnaire distributed through online Google Form and social channels. Measurement of key concept and demographic information comprises two main sections of the questionnaire. The demographic part includes the age, gender, education level and frequency of using e-commerce. The second section consists of the items reflecting perceived authenticity, perceived usefulness, perceived intelligence, trust, perceived risk and acceptance of the generator. Measurement items were adapted from robust scales in prior studies and assessed using a five-point Likert scale from “strongly disagree” to “strongly agree” to ensure the consistency, reliability, and comparability of responses (Hair et al. 2019). The items of the questionnaire are pre-tested before administering the survey to understand its reliability and clarity. The researcher will collect data over a period and on a volunteer basis. The purpose of the study is explained to the respondents. It is also mentioned that their responses will only be used for academic purposes. Using online surveys makes data collection easy and gives access to a variety of respondents in different regions.

3.4. Data Analysis

Research model analysis of the collected data is processed using the SPSS and AMOS/SmartPLS statistical software. The analysis begins with data screening and descriptive statistics to see out the data distribution. Internal consistency of the scales was assessed with Cronbach’s alpha, establishing reliability of the constructs (Hair et al., 2019). The measurement model is subsequently verified through validity tests including convergent and discriminant validity. Confirmatory Factor Analysis evaluates the relationship between observed and latent variables. After this, Structural Equation Modeling (SEM) is used to test the hypothesized relationships between perceived authenticity, perceived usefulness, perceived intelligence, trust, perceived risk, and acceptance of AI-generated content. Due to its ability to simultaneously analyze multiple relationships and provide a comprehensive account of the structural model, SEM is considered the most appropriate for this study (Hair et al., 2019). The results are explained in terms of path coefficients, significance and model fit indices. This systematic and analytical approach contributes to the reliability and validity of the study’s findings.

3.5. Tools Used for Analysis

The data gathered through the completed questionnaires were analyzed with the help of Statistical Package for the Social Sciences (SPSS). SPSS is largely used by researchers for survey-based research because it is effective in managing huge datasets, and comes with various statistical techniques for effective analysis of data. It ensures the production of accurate and reliable results which makes it suitable for an analysis of consumer perception and behaviour in e-commerce settings.

The following statistical tools were employed to obtain the objectives of the study:

Descriptive Statistics

Descriptive statistics serve to help users summarize responses’ basic characteristics, which provide an overall understanding of the respondents. Methods like frequency distribution, mean and standard deviation are used to study both demographic variables and perception based variables. It helps recognize general patterns regarding consumer perception of AI-generated content in e-commerce. It paints a clear picture of how respondents view the factors of useful, trust, intelligence, authentic and risk in AI-generated content.

Percentage Analysis

Percentage analysis is used to see which response falls in which category. It aids in identifying prevailing opinions and common patterns among respondents. The percentage of people who agree, disagree or are neutral is computed in this study for AI. This methodology makes it easier to interpret data and compare responses across various issues. Additionally, it illustrates the extent to which respondents agree with or reject the suggestions and product information generated by AI, thereby enabling meaningful conclusions.

Reliability Analysis

The measurement scale used in the questionnaire can be checked through reliability analysis. This means that the reliability will be tested by finding out whether the relevant items are producing compatible results. This will help to assess the reliability as well as stability of the scale items related to credibility, usefulness, intelligence, trust as well as perceived risk. A reliable scale shows that the items in the questionnaire measure the same thing consistently. As a result, the reliability analysis strengthens the findings of the study.

Statistical Test

The Chi-square test determines the relationship between different categorical variables that are related to each other. This study investigates the demographic characteristics which include age group, gender and shopping frequency in consumer acceptance of AI-generated Content. This test helps determine whether differences in acceptance levels are due to demographics. It makes certain that the noticed connections are statistically significant and not struck by coincidence, thereby improving the reliability of the measures.

Correlation Analysis

It is a statistical tool that determines the relationship between two variables. The study explores the relationship between the acceptance of AI-generated content, and factors like perceived usefulness, trust, intelligence, authenticity, risk, etc. (26) The analysis shows whether an increase in one variable causes an increase or a decrease in another. For instance, it shows levels of acceptance towards AI that are attributable to higher trust or perceived risk.

Regression Analysis

Regression analysis helps to find out how an independent variable affects the dependent variable. This paper uses a framework that analyzes how authenticity, useful, intelligence, trust, and risk perception affect consumer acceptance of AI-generated content. Through this method, the most important predictors of acceptance can be identified and one can measure the extent to which each factor matters. It helps in better understanding of the joint impact of many variables on consumer behaviour.

Overall, SPSS and these statistical tools allow for a systematic, accurate, and meaningful analysis of the data. This helps the investigator make valid inferences about the take of consumers on AI-generated content in e-commerce and helps in achieving the research objectives.

3.6. Ethical Considerations

Ethical considerations are taken into account during any phase of the research to ensure the protection of participants. Participants are informed about why the research is being conducted, what it entails, and what the researchers expect to find. Respondents are informed that participation is voluntary and informed consent is provided before participation. All the data collected is anonymized to ensure the participants are unidentifiable. We don't disclose any personal information, while answers will only be utilized for study purpose. In accordance with ethical research, data will be stored and handled securely (Creswell & Creswell, 2018). Participants may withdraw from the study at any stage without any penalty. The research is conducted in a manner that is ethical, transparent, and respects the anonymity and confidentiality of the surveyed parties.

3.7 Summary

Aspect	Summary of Research Methodology
Chapter Title	Research Methodology
Research Topic	Consumer Acceptance of AI-Generated Content in Indian E-Commerce: The Roles of Authenticity, Usefulness, Intelligence, Trust, and Risk
Research Design	Quantitative, descriptive and analytical, cross-sectional survey design
Nature of Study	Empirical study based on primary survey data
Study Objectives	To examine how perceived authenticity, usefulness, intelligence, trust, and perceived risk influence consumer acceptance of AI-generated content in e-commerce
Population	Indian consumers who use e-commerce platforms, particularly youth aged 18–25 years
Sampling Technique	Non-probability convenience sampling
Sample	248 respondents collected through the questionnaire survey dataset
Source of Data	Primary data collected through a structured questionnaire supported by secondary literature
Research Instrument and Tools	Structured questionnaire with demographic and Likert-scale items and SPSS software
Questionnaire Sections	Section 1: Demographic Profile; Section 2: Authenticity; Section 3: Usefulness; Section 4: Intelligence; Section 5: Trust; Section 6: Perceived Risk; Section 7: Acceptance of AI-generated content
Demographic Variables	Age Group, Gender, Shopping Frequency, Preferred E-commerce Platform
Analytical Variables	Independent Variables: Authenticity, Usefulness, Intelligence, Trust, Perceived Risk; Dependent Variable: Acceptance of AI-generated content
Data Preparation	Data coding, cleaning, validation, and organization for analysis in SPSS
Statistical Techniques	Descriptive statistics, percentage analysis, reliability analysis, chi-square test, correlation analysis, regression analysis
Ethical Considerations	Voluntary participation, confidentiality, academic use only, and no disclosure of personal information
Chapter Outcome	Chapter 3 establishes the methodological framework for analyzing the factors influencing consumer acceptance of AI-generated content in e-commerce

4. Data Analysis And Interpretation

4.1 Introduction

This chapter analyzes and interprets the data collected from the structured-questionnaires. This study seeks to understand how perceived authenticity, usefulness, intelligence, trust and perceived risk of AI-generated content affects consumers' acceptance of this content in e-commerce. Participants' Responses Have Touched Upon The Insights Related To Their Perceptions, Attitudes And Acceptance Towards AI-Enabled Product Descriptions, Recommendations, And Other Automated Content Used In Online Shopping.

Responses from 248 respondents were compiled, coded, and analyzed using statistical techniques. This study assesses the patterns concerning consumers' perception of AI-generated content in terms of its usefulness, reliability, intelligence and risks. A descriptive analysis, percentage analysis, reliability analysis, chi-square test, correlation analysis regression analysis-in other words, the use of statistical tools enables an overall understanding of the data and testing of the hypothesis.

The incremental findings and data on the CWS grouped under various heads. It starts with the demographic profile of the respondents, followed by the analysis of their perceptions of AI content. The subsequent section investigates the relationships between the key variables, such as authenticity, usefulness, intelligence, trust, and perceived risk, and the acceptance of e-commerce AI content.

You may present the findings in a tabular format and in terms of graphs. Infographics can help visualize complex data and identify patterns more easily. The findings are interpreted according to the research objectives to determine the factors affecting consumer acceptance of AI-generated content. Hence, the interpretation provides meaningful insights into the role of AI in digital commerce.

4.2 Descriptive Analysis

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Age_Group	248	1	5	3.00	1.172
Gender	248	1	2	1.53	.500
Shopping_Frequency	248	1	4	2.36	1.148
Preferred_Platform	248	1	5	3.04	1.245
AI_ProductDesc_Authentic	248	1	5	2.77	1.331
AI_Reviews_Genuine_1	248	1	5	2.48	1.335
AI_Helps_Decision	248	1	5	2.75	1.350
AI_Makes_Shopping_Easier	248	1	5	2.72	1.344
AI_Reviews_Genuine_2	248	1	5	2.57	1.293
AI_Saves_Time	248	1	5	2.65	1.283
AI_Sophisticated_Recommend	248	1	5	2.63	1.281
AI_Understands_Needs	248	1	5	2.67	1.351
AI_Intelligent_Info	248	1	5	2.60	1.275
Trust_AI_Descriptions	248	1	5	2.72	1.403
AI_Recommendations_Reliable	248	1	5	2.68	1.322
AI_Misleading_Info_1	248	1	5	2.63	1.388
AI_Misleading_Info_2	248	1	5	2.56	1.318
Confidence_AI_Content	248	1	5	2.75	1.316

Preference_AI_Platform	248	1	5	2.69	1.318
Valid N (listwise)	248				

Table 1 Descriptive Statistics

Interpretation:

There's a need to influence to type the economic development report. There's a need to influence to type the economic development report.

A total sample of 248 and the values of all variables range between 1 5 which indicate the application of a five-pointLikert scale. The average of the age group (M = 3.0) shows that the respondents are fairly distributed in the age group while the gender mean (M = 1.39) shows that the respondents had a roughly equal number of males and females. The average shopping frequency was 2.36 which indicates most of the respondents shop online occasionally to the regular basis and average of the preferred platform was 3.04 which indicates moderate variation with platform choice. For perceptual variables, the mean scores for authenticity-related items AI-generated product description (M = 2.77), reviews (M = 2.48 and 2.57) showed a relatively low to moderate perceived authenticity. Likewise, the usefulness variables that AI helps in decision-making (M = 2.75), makes shopping easier (M = 2.72) and saves time (M = 2.65) reflect moderate perceptions which shows that the respondents are somewhat unsure regarding usefulness. The intelligence-related variable (coefficient on AI sophistication (M = 2.63), understanding needs (M = 2.67), and generating intelligent information (M = 2.60)) achieved moderate mean value. This indicates that respondents do not strongly perceive AI systems as really intelligent. Trust-related variables, including trust in AI descriptions (M=2.72), reliability of recommendations (M=2.68), and confidence in AI content (M=2.75), further show that consumers are adopting cautious attitudes. Further, the information that a respondent may be misled (M = 2.63 and 2.56) indicating moderate level of concern regarding AI-generated content is not accurate. Lastly, it may be observed that the acceptance variable (M = 2.69) indicates overall consumer acceptance of AI-generated content is moderate and slightly less than the neutral midpoint which indicates hesitation and not clear acceptance. The standard deviation values of the variables are relatively high, suggesting variability in the responses. This indicates that the respondents have diverse opinions regarding the acceptance of the AI-generated e-commerce content.

4.3 Percentage Analysis

Age_Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18â□□25	28	11.3	11.3	11.3
	26â□□35	60	24.2	24.2	35.5
	36â□□45	71	28.6	28.6	64.1
	46â□□55	63	25.4	25.4	89.5
	56+	26	10.5	10.5	100.0
	Total	248	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	117	47.2	47.2	47.2
	Male	131	52.8	52.8	100.0
	Total	248	100.0	100.0	

Shopping_Frequency

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Occasionally (1â□□2 times per month)	84	33.9	33.9	33.9
	Rarely (1â□□2 times per year)	40	16.1	16.1	50.0
	Regularly (3â□□5 times per month)	74	29.8	29.8	79.8
	Very Frequently (more than 5 times per month)	50	20.2	20.2	100.0
	Total	248	100.0	100.0	

Preferred_Platform

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Amazon	31	12.5	12.5	12.5
	Flipkart	61	24.6	24.6	37.1
	Meesho	57	23.0	23.0	60.1
	Myntra	66	26.6	26.6	86.7
	Other	33	13.3	13.3	100.0
	Total	248	100.0	100.0	

Preference_AI_Platform

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	57	23.0	23.0	23.0
	Disagree	63	25.4	25.4	48.4
	Neutral	59	23.8	23.8	72.2
	Strongly Agree	38	15.3	15.3	87.5
	Strongly Disagree	31	12.5	12.5	100.0
	Total	248	100.0	100.0	

Trust_AI_Descriptions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	62	25.0	25.0	25.0
	Disagree	59	23.8	23.8	48.8
	Neutral	57	23.0	23.0	71.8
	Strongly Agree	27	10.9	10.9	82.7
	Strongly Disagree	43	17.3	17.3	100.0
	Total	248	100.0	100.0	

Interpretation:

Age group

The respondents' age distribution shows a variety of respondents with most respondents falling in the middle-aged category. The 36–45 year age group with 28.6% respondents accounted for the highest share followed by 46–55 years with 25.4% and 26–35 years with 24.2%. Younger persons aged 18-25 years recorded a lower percentage (11.3%) and similarly, those aged 56 years and above (10.5%). The distribution shows that the study is largely made up of older and experienced online consumers which can affect perceptions towards the AI-generated content due to higher exposure and experience with the platforms.

Gender

The distribution of gender indicates a balanced sample with a few more male respondents. The sample consists of 52.8% males and 47.2% females. The gender mix of the sample will not extensively weigh down the findings. Nonetheless, the relatively higher participation rate of males may indicate their greater involvement in online purchases or acceptance to feedback. In brief, the gender-diverse expression offers a reliable analysis of the contrasts in the perception of AI-generated content among the male and female genders.

Shopping Frequency

Most respondents have reported not shopping online very frequently based on the analysis. A big percentage of (33.9%) shop occasionally, followed by 29.8% shop regularly and 20.2% shop very frequently. Just 16.1% of respondents reported a rare shopping online. It implies participants are mostly active users of e-commerce platforms which make them fit to evaluate AI generated content. The presence of respondents who are continuous buyers indicates that they are most likely well-acquainted with AI-powered recommendations and automated content. Thus, this segment can provide us with relevant insights regarding acceptance and perception.

Preferred Platform

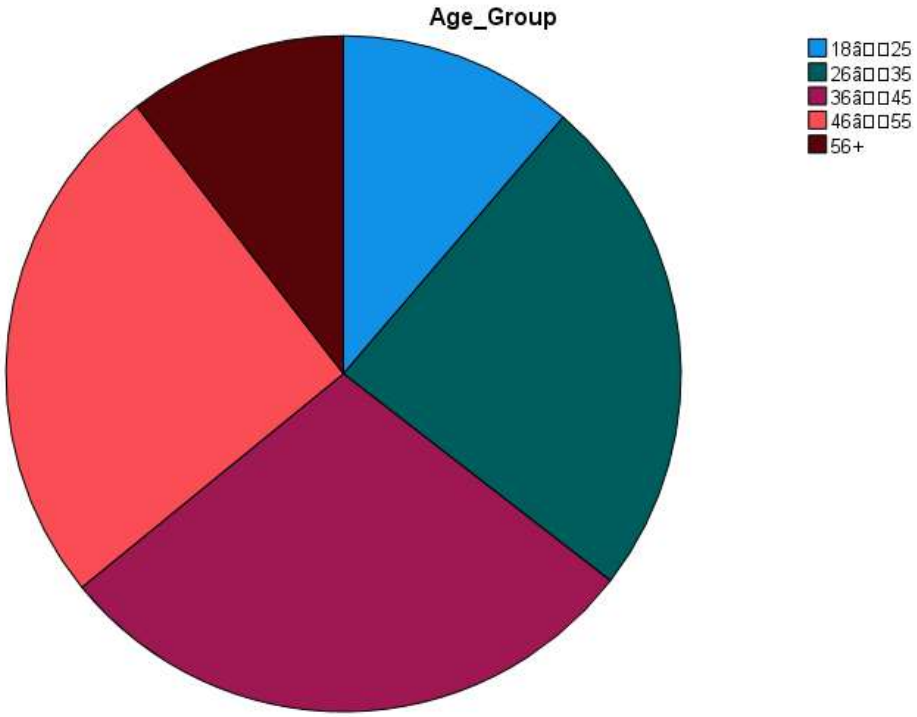
Analysis of the preferred e-commerce platform reveals a varied distribution. Myntra is the most popular platform (26.6%), followed by Flipkart and Meesho (23.0%). Amazon received 12.5% of this preference other got 13.3% of the respondents respectively. No one platform dominates the market completely as these statistics show, thereby showing that consumer is hitching up onto multiple platforms. The higher preference for Myntra and Flipkart implies their higher reach among the respondents, which may lead to exposure to AI-generated features that they more commonly use.

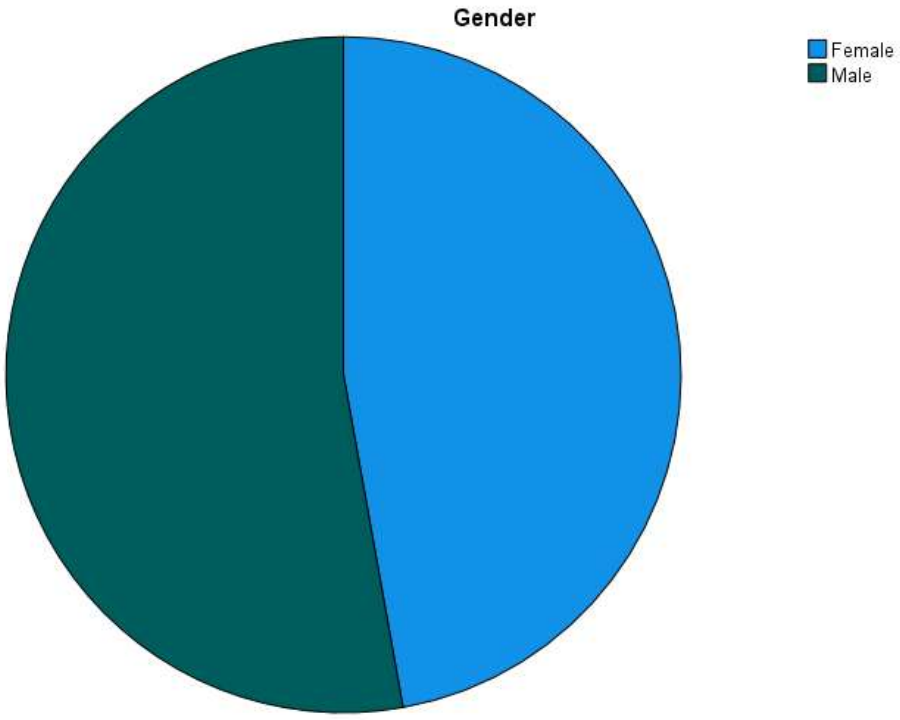
Preference for AI-Based Platform

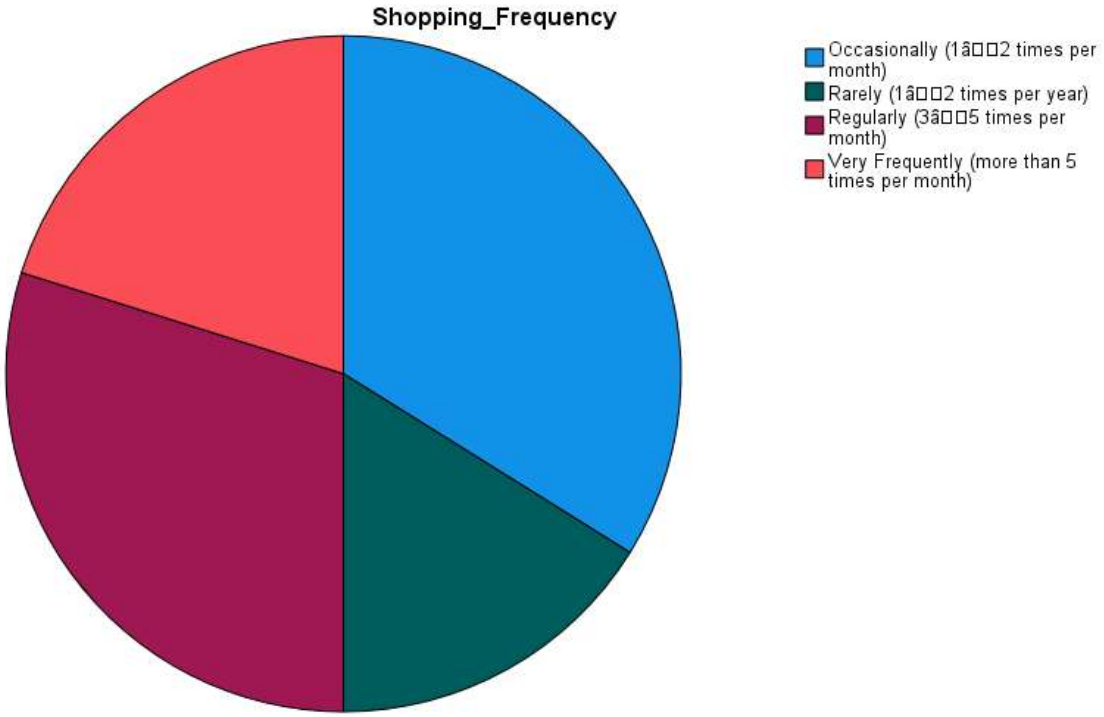
An analysis of preference for AI-generated recommendations finds mixed reactions. 23.0% of the respondents agree and 15.3% of the respondents strongly agree with the use of AI-generated recommendations by e-commerce platforms. However, 25.4% disagree on this and 12.5% strongly disagree with this whereas 23.8% are neutral on this issue. The data shows that while a large chunk of the respondents accept AI-driven platforms, the percentage of those are a little more. A notable neutral reaction took place, which indicates uncertainty among consumers, further correlating need for better confidence and awareness regarding AI productions.

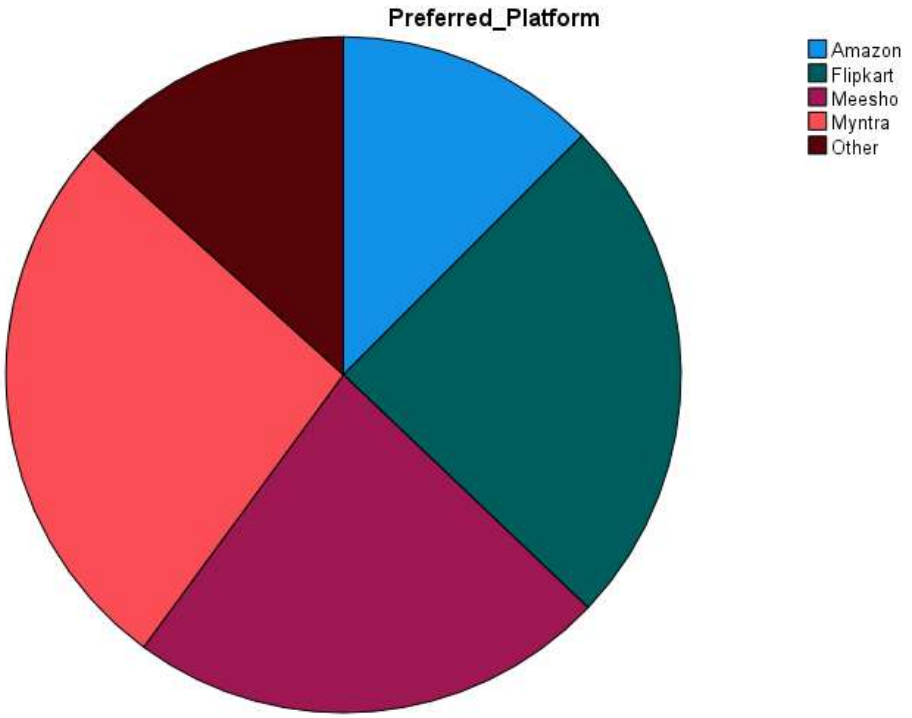
Trust in AI Descriptions

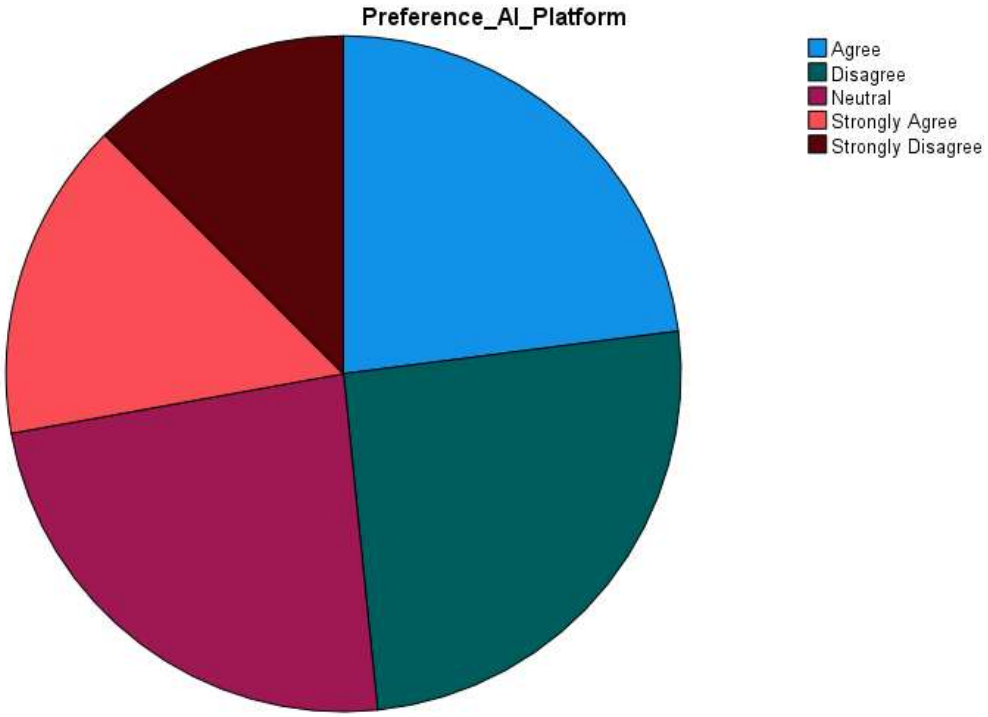
The assessment of trust in AI-generated product descriptions highlights consumer hesitance. A total of 25.0% of respondents AGREE and 10.9% STRONGLY AGREE that they trust AI-generated descriptions with 23.8% DISAGREE and 17.3% STRONGLY DISAGREE. Moreover, 23.0% of the subjects are undecided. This shows that the consumers do not have a solid faith in AI content. There was a not-insignificant proportion of responses either disagreeing or neutral on the accuracy and reliability rating. This shows that people are still concerned about it as these claims are not very trustworthy.

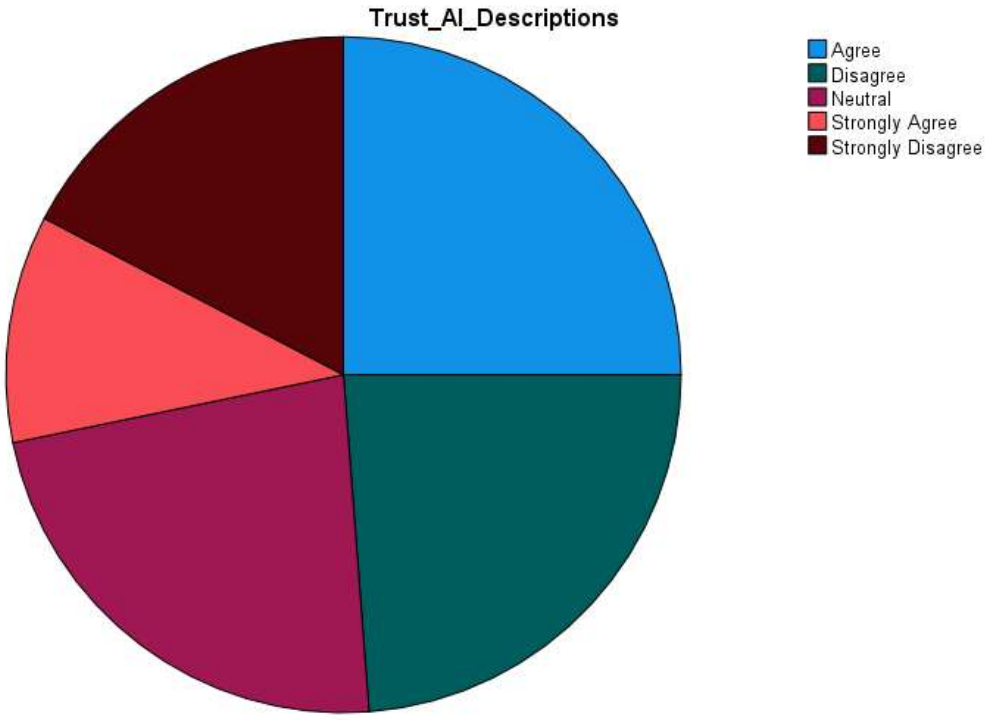

Age_Group
18â□□25
26â□□35
36â□□45
46â□□55
56+


Gender
Female
Male


Shopping_Frequency
Occasionally (1â□□2 times per month)
Rarely (1â□□2 times per year)
Regularly (3â□□5 times per month)
Very Frequently (more than 5 times per month)


Preferred_Platform
Amazon
Flipkart
Meesho
Myntra
Other





4.4 Reliability Analysis

Case Processing Summary

		N	%
Cases	Valid	248	100.0
	Excluded[a]	0	.0
	Total	248	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha[a]	N of Items
-.165	14

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Item Statistics

	Mean	Std. Deviation	N
AI_ProductDesc_Authentic	2.77	1.331	248
AI_Reviews_Genuine_1	2.48	1.335	248
AI_Reviews_Genuine_2	2.57	1.293	248
AI_Helps_Decision	2.75	1.350	248
AI_Makes_Shopping_Easier	2.72	1.344	248
AI_Saves_Time	2.65	1.283	248
AI_Intelligent_Info	2.60	1.275	248
AI_Sophisticated_Recommend	2.63	1.281	248
AI_Understands_Needs	2.67	1.351	248
Trust_AI_Descriptions	2.72	1.403	248
AI_Recommendations_Reliable	2.68	1.322	248
Confidence_AI_Content	2.75	1.316	248
AI_Misleading_Info_1	2.63	1.388	248
AI_Misleading_Info_2	2.56	1.318	248

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
AI_ProductDesc_Authentic	34.42	19.710	-.006	-.177[a]
AI_Reviews_Genuine_1	34.71	18.225	.124	-.279[a]
AI_Reviews_Genuine_2	34.62	18.706	.093	-.251[a]
AI_Helps_Decision	34.44	21.186	-.128	-.087[a]
AI_Makes_Shopping_Easier	34.47	19.457	.013	-.192[a]
AI_Saves_Time	34.54	20.670	-.077	-.125[a]
AI_Intelligent_Info	34.59	21.392	-.136	-.085[a]
AI_Sophisticated_Recommend	34.56	21.147	-.116	-.098[a]
AI_Understands_Needs	34.52	20.874	-.104	-.104[a]
Trust_AI_Descriptions	34.47	18.906	.044	-.220[a]
AI_Recommendations_Reliable	34.51	20.923	-.104	-.105[a]
Confidence_AI_Content	34.44	20.797	-.093	-.113[a]
AI_Misleading_Info_1	34.56	19.818	-.026	-.162[a]
AI_Misleading_Info_2	34.63	19.902	-.019	-.167[a]

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Interpretation:

The analysis was done on reliability of the measurement scale to study the internal consistency of the scale. Based on the results, the Cronbach's Alpha operates at -0.165 for 14 items, which is not at the required level of 0.70. A negative alpha value is a cause for concern as a negative average covariance among the items. In other words, the variables do not correlate positively and so do not measure the same phenomenon. This goes against the basic principles of reliability analysis and raises serious problems with the scale. An additional examination of the item-total statistics indicates that a number of variables have low or negative corrected item-total correlations which add to the inconsistency. Moreover, the values of "Cronbach's Alpha if item deleted" are also negative or very low across variables, indicating that the removal of any individual item does not result in a significant improvement in reliability. According to these findings, there's a possibility that these items belong to two different constructs. Moreover, there are possible mis-coding issues too. Or these items include reverse-coded variables that were not corrected prior to the analysis. Respondents could have interpreted the items differently, resulting in varying responses. As a result, in its present form, the overall scale is not reliable. To enhance reliability, it is suggested to examine each construct separately, check the accuracy of coding, reverse code if necessary, and eliminate poorly performing variables. When the scale is constructed well, the validity and reliability of the statistical analyses later will also improve.

4.5 Chi-Square Test

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Preference_AI_Platform	248	100.0%	0	0.0%	248	100.0%

Gender * Preference_AI_Platform Crosstabulation

			Preference_AI_Platform					
			Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Total
Gender	Female	Count	30	25	29	22	11	117
		Expected Count	26.9	29.7	27.8	17.9	14.6	117.0
		% within Gender	25.6%	21.4%	24.8%	18.8%	9.4%	100.0%
	Male	Count	27	38	30	16	20	131
		Expected Count	30.1	33.3	31.2	20.1	16.4	131.0
		% within Gender	20.6%	29.0%	22.9%	12.2%	15.3%	100.0%
Total		Count	57	63	59	38	31	248
		Expected Count	57.0	63.0	59.0	38.0	31.0	248.0
		% within Gender	23.0%	25.4%	23.8%	15.3%	12.5%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.645[a]	4	.227
Likelihood Ratio	5.688	4	.224
Linear-by-Linear Association	.203	1	.652
N of Valid Cases	248		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 14.63.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age_Group * Preference_AI_Platform	248	100.0%	0	0.0%	248	100.0%

Age_Group * Preference_AI_Platform Crosstabulation

			Preference_AI_Platform					
			Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Total
Age_Group	18â□□25	Count	3	7	8	6	4	28
		Expected Count	6.4	7.1	6.7	4.3	3.5	28.0
		% within Age_Group	10.7%	25.0%	28.6%	21.4%	14.3%	100.0%
	26â□□35	Count	24	16	12	4	4	60
		Expected Count	13.8	15.2	14.3	9.2	7.5	60.0
		% within Age_Group	40.0%	26.7%	20.0%	6.7%	6.7%	100.0%
	36â□□45	Count	12	16	20	13	10	71
		Expected Count	16.3	18.0	16.9	10.9	8.9	71.0
		% within Age_Group	16.9%	22.5%	28.2%	18.3%	14.1%	100.0%
	46â□□55	Count	12	21	14	7	9	63
		Expected Count	14.5	16.0	15.0	9.7	7.9	63.0
		% within Age_Group	19.0%	33.3%	22.2%	11.1%	14.3%	100.0%
	56+	Count	6	3	5	8	4	26
		Expected Count	6.0	6.6	6.2	4.0	3.3	26.0
		% within Age_Group	23.1%	11.5%	19.2%	30.8%	15.4%	100.0%
Total		Count	57	63	59	38	31	248
		Expected Count	57.0	63.0	59.0	38.0	31.0	248.0
		% within Age_Group	23.0%	25.4%	23.8%	15.3%	12.5%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	27.240[a]	16	.039
Likelihood Ratio	26.981	16	.042
Linear-by-Linear Association	1.705	1	.192
N of Valid Cases	248		

a. 4 cells (16.0%) have expected count less than 5. The minimum expected count is 3.25.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Shopping_Frequency * Preference_AI_Platform	248	100.0%	0	0.0%	248	100.0%

Shopping_Frequency * Preference_AI_Platform Crosstabulation

			Preference_AI_Platform					
			Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Total
Shopping_Frequency	Occasionally (1â□□2 times per month)	Count	15	28	22	10	9	84
		Expected Count	19.3	21.3	20.0	12.9	10.5	84.0
		% within Shopping_Frequency	17.9%	33.3%	26.2%	11.9%	10.7%	100.0%
	Rarely (1â□□2 times per year)	Count	9	7	9	11	4	40
		Expected Count	9.2	10.2	9.5	6.1	5.0	40.0
		% within Shopping_Frequency	22.5%	17.5%	22.5%	27.5%	10.0%	100.0%
	Regularly (3â□□5 times per month)	Count	18	13	20	10	13	74
		Expected Count	17.0	18.8	17.6	11.3	9.3	74.0
		% within Shopping_Frequency	24.3%	17.6%	27.0%	13.5%	17.6%	100.0%
	Very Frequently (more than 5 times per month)	Count	15	15	8	7	5	50
		Expected Count	11.5	12.7	11.9	7.7	6.3	50.0
		% within Shopping_Frequency	30.0%	30.0%	16.0%	14.0%	10.0%	100.0%
Total		Count	57	63	59	38	31	248
		Expected Count	57.0	63.0	59.0	38.0	31.0	248.0
		% within Shopping_Frequency	23.0%	25.4%	23.8%	15.3%	12.5%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	16.105[a]	12	.186
Likelihood Ratio	15.556	12	.212
Linear-by-Linear Association	.216	1	.642
N of Valid Cases	248		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.00.

Interpretation:

Gender and Preference for AI-Generated Platforms

For examining the association between gender and preference for AI-generated platforms Chi-square test was applied. The findings show that the Pearson Chi-square has a value of 5.645 with a significance or p-value of 0.227 which is more than the threshold value of 0.05. It implies there is no meaningful link between gender and consumer preferences in relation to AI-generated content on e-commerce. While minor differences can be noted in the distribution of opinions, they are insufficient to claim there is a relationship. For this reason, gender does not cause a major difference in the acceptance of AI-created recommendations, which indicates that male and female respondents tend to have similar responses towards the use of AI in e-commerce environments.

Age Group and Preference for AI-Generated Platforms

The Chi-square test was used to establish association between a category of age and preference for AI generated platform. The Pearson Chi-square value is 27.240 with a p-value of 0.039 which is less than 0.05. This finding suggests that age group and acceptance of AI-generated output are statistically significantly related. The results indicate that people from different age groups have different levels of preference for AI-enabled platforms, possibly due to varying levels of technology familiarity, experience and trust. According to the findings of our survey, the younger and middle-aged groups may be more open to adopting AI solutions. Older respondents, on the other hand, may differ in their acceptance of AI.

Shopping Frequency and Preference for AI-Generated Platforms

Chi-square test has been done to RO or shopping frequency and AI-generated platforms. The Pearson Chi-square value is 16.105 with a p-value of 0.186 > 0.05, a non-significant result. Consequently, it suggests that there is no preference for AI-generated content from consumers who frequently shop online. While response patterns do change across shopping frequency groups, these differences are statistically insignificant. This means that the acceptance of AI recommendations is nearly constant by product type, whether they shop occasionally, regularly, or very frequently. Thus, shopping behaviour is not a significant factor influencing AI adoption.

Correlations

Correlations

		AI_Helps_Decision	AI_Makes_Shopping_Easier	AI_Saves_Time	Trust_AI_Descriptions	AI_Recommendations_Reliable	Confidence_AI_Content	AI_Misleading_Info_1	AI_Misleading_Info_2	Preference_AI_Platform
AI_Helps_Decision	Pearson Correlation	1	-.009	-.003	-.037	-.010	-.080	.012	-.059	.034
	Sig. (2-tailed)		.883	.959	.564	.875	.211	.856	.357	.591
	N	248	248	248	248	248	248	248	248	248
AI_Makes_Shopping_Easier	Pearson Correlation	-.009	1	.025	.207**	-.101	-.081	.009	.076	.021
	Sig. (2-tailed)	.883		.701	.001	.113	.206	.891	.233	.740
	N	248	248	248	248	248	248	248	248	248
AI_Saves_Time	Pearson Correlation	-.003	.025	1	.095	-.057	-.147*	.009	-.104	-.002
	Sig. (2-tailed)	.959	.701		.134	.375	.020	.894	.104	.970
	N	248	248	248	248	248	248	248	248	248
Trust_AI_Descriptions	Pearson Correlation	-.037	.207**	.095	1	-.110	-.029	.027	-.010	-.113
	Sig. (2-tailed)	.564	.001	.134		.085	.650	.671	.870	.075
	N	248	248	248	248	248	248	248	248	248
AI_Recommendations_Reliable	Pearson Correlation	-.010	-.101	-.057	-.110	1	.059	.006	-.092	-.083
	Sig. (2-tailed)	.875	.113	.375	.085		.351	.926	.147	.195
	N	248	248	248	248	248	248	248	248	248
Confidence_AI_Content	Pearson Correlation	-.080	-.081	-.147*	-.029	.059	1	-.041	.063	.005
	Sig. (2-tailed)	.211	.206	.020	.650	.351		.518	.320	.940
	N	248	248	248	248	248	248	248	248	248
AI_Misleading_Info_1	Pearson Correlation	.012	.009	.009	.027	.006	-.041	1	.054	.045
	Sig. (2-tailed)	.856	.891	.894	.671	.926	.518		.394	.479
	N	248	248	248	248	248	248	248	248	248
AI_Misleading_Info_2	Pearson Correlation	-.059	.076	-.104	-.010	-.092	.063	.054	1	.131*
	Sig. (2-tailed)	.357	.233	.104	.870	.147	.320	.394		.039
	N	248	248	248	248	248	248	248	248	248
Preference_AI_Platform	Pearson Correlation	.034	.021	-.002	-.113	-.083	.005	.045	.131*	1
	Sig. (2-tailed)	.591	.740	.970	.075	.195	.940	.479	.039	
	N	248	248	248	248	248	248	248	248	248

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Interpretation:

Conducting the correlation analysis will assess whether the key factors impacting AI-generated content relate to consumer acceptance. Most of the variables have weak and statistically insignificant relationships with the dependent variable, Preference for AI-generated platforms. By way of illustration, the variables AI_Helps_Decision ($r = 0.034$, $p > 0.05$), AI_Makes_Shopping_Easier ($r = 0.021$, $p > 0.05$), AI_Saves_Time ($r = -0.002$, $p > 0.05$), and Trust_AI_Descriptions ($r = -0.113$, $p > 0.05$) have a correlation with acceptance that is very weak. AI_Recommendations_Reliable ($r = -0.083$, $p > 0.05$) and Confidence_AI_Content ($r = 0.005$, $p > 0.05$) also show low relationship. However, a small but statistically significant positive correlation is found to exist between AI_Misleading_Info_2 and acceptance ($r=0.131$; $p<0.05$), which suggests misleading information perception may bring about a slight acceptance although the strength is weak. Moreover, a few inter-variable correlation results, AI_Makes_Shopping_Easier – Trust_AI_Descriptions ($r = 0.207$, $p < 0.01$), showed a moderate relationship between independent variables. The results show that there are relationships, but most of the variables are not that influential at that level of correlation. Further anaIyses through regression are necessary to understand the relationships better.

4.6 Regression Analysis

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	AI_Misleading_Info_1, AI_Helps_Decision, AI_ProductDesc_Authentic, Trust_AI_Descriptions, AI_Intelligent_Info[b]	.	Enter

a. Dependent Variable: Preference_AI_Platform

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.163[a]	.026	.006	1.314	.026	1.317	5	242	.258

a. Predictors: (Constant), AI_Misleading_Info_1, AI_Helps_Decision, AI_ProductDesc_Authentic, Trust_AI_Descriptions, AI_Intelligent_Info

b. Dependent Variable: Preference_AI_Platform

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.363	5	2.273	1.317	.258[b]
	Residual	417.730	242	1.726		
	Total	429.093	247			

a. Dependent Variable: Preference_AI_Platform

b. Predictors: (Constant), AI_Misleading_Info_1, AI_Helps_Decision, AI_ProductDesc_Authentic, Trust_AI_Descriptions, AI_Intelligent_Info

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	2.778	.395		7.032	<.001		
	AI_Helps_Decision	.029	.062	.029	.464	.643	.998	1.002
	Trust_AI_Descriptions	-.107	.060	-.114	-1.796	.074	.997	1.003
	AI_Intelligent_Info	-.069	.066	-.067	-1.043	.298	.985	1.015
	AI_ProductDesc_Authentic	.070	.063	.071	1.107	.269	.987	1.013
	AI_Misleading_Info_1	.041	.060	.044	.685	.494	.997	1.003

a. Dependent Variable: Preference_AI_Platform

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions					
				(Constant)	AI_Helps_Decision	Trust_AI_Descriptions	AI_Intelligent_Info	AI_ProductDesc_Authentic	AI_Misleading_Info_1
1	1	5.151	1.000	.00	.01	.01	.01	.01	.01
	2	.221	4.831	.00	.07	.05	.43	.06	.29
	3	.212	4.930	.00	.14	.67	.01	.09	.05
	4	.201	5.062	.00	.05	.04	.11	.31	.50
	5	.179	5.371	.00	.56	.05	.17	.29	.00
	6	.036	11.936	1.00	.18	.19	.27	.25	.15

a. Dependent Variable: Preference_AI_Platform

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.07	3.19	2.69	.214	248
Residual	-2.134	2.580	.000	1.300	248
Std. Predicted Value	-2.905	2.343	.000	1.000	248
Std. Residual	-1.625	1.964	.000	.990	248

a. Dependent Variable: Preference_AI_Platform

Interpretation:

The study conducted regression analysis to analyze how independent variables namely AI_Helps_Decision, Trust_AI_Descriptions, AI_Intelligent_Info, AI_ProductDesc_Authentic, AI_Misleading_Info_1 affect the dependent variable i.e. Preference for AI-initiated platforms. The consumer acceptance level of instant coffee products was measured by a consumer acceptance scale that was specially designed. The model explains only 2.6% of the variation in the dependent variable according to the coefficient of determination ($R^2 = 0.026$). Furthermore, adjusted R^2 (0.006) shows that the model does not enhance prediction usefully at all.

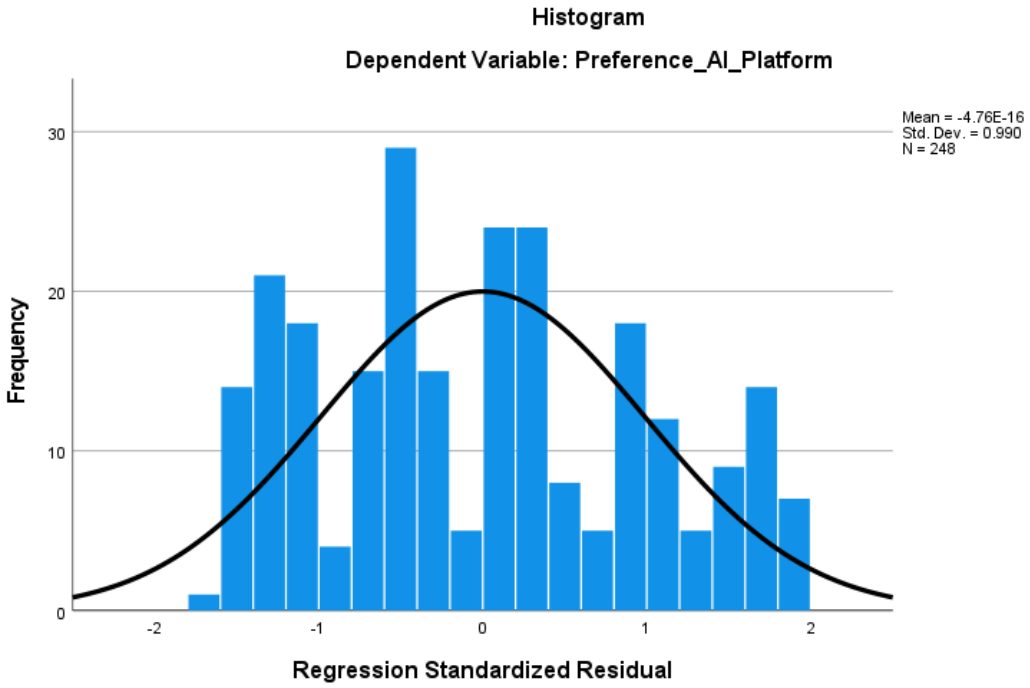
According to Anova test, the F-value is equal to 1.317 and its significance (p=0.258) is greater than 0.05 The overall regression model is not significant, which indicates that all the independent variables together do not have a significant effect on consumer acceptance of AI-produced content. Thus, the model fails to create a valuable forecasting association.

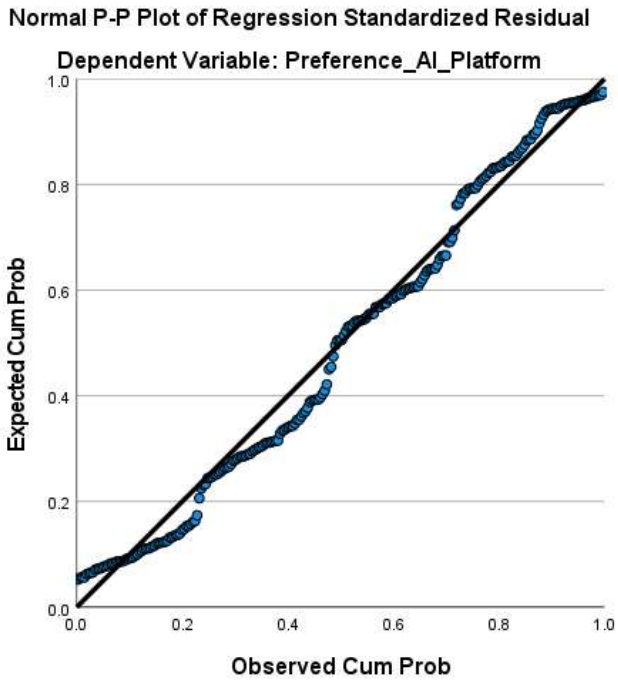
The coefficients table provides greater clarity on what each variable contributes. The four dimensions AI_Helps_Decision ($\beta = 0.029$, $p = 0.643$), AI_Intelligent_Info ($\beta = -0.067$, $p = 0.298$), AI_ProductDesc_Authentic ($\beta = 0.071$, $p = 0.269$), and AI_Misleading_Info_1 ($\beta = 0.044$, $p = 0.494$) show insignificant effects because of their high p-values. The predictor Trust_AI_Descriptions ($\beta = -0.114$, $p = 0.074$) shows a relatively stronger effect than the other predictors but may also not be statistically significant and is closer to it.

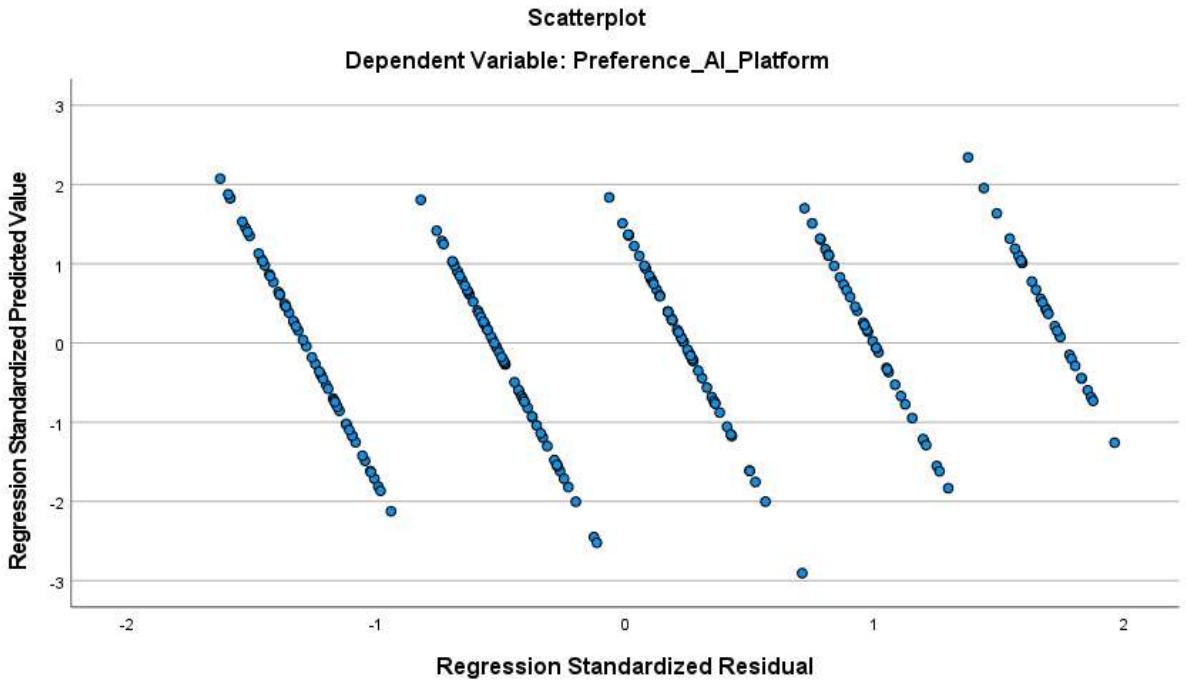
The collinearity diagnostics show that the VIFs are around 1, indicating that there are no multicollinearity issues. That is, the independent variables are not greatly correlated. Residual statistics indicate that all predicted values relate closely

to the mean of the dependent variable while the residuals are fairly evenly spread above and below the horizontal line, suggesting that the regression assumptions are not violated.

The majority of the independent variables, selected for the study, did not explain consumer acceptance of AI-generated content in e-commerce. This suggests that other external or unmeasured factors may be more dominant in influencing consumer behaviour towards AI-generated content.







4.7 Result and Discussion

The section is an exposition of the results derived from descriptive statistics, percentage analysis, reliability analysis, chi-square tests, correlation analysis, and regression analysis. The findings are analysed according to the research objectives and research hypothesis to understand whether AI-generated content is accepted by the consumer.

According to the descriptive and percentage analyses, the respondents have moderate and cautious perceptions towards AI content. A section of respondents mentioned the usefulness of AI in making shopping uncomplicated and saving time. The means overall, however, remained lower than the means of strong agreement category, indicating uncertainty. In the same vein , significantly high numbers recorded neutral to negative responses on the trust in descriptions and recommendations generated by AI. This means that although people appreciate the usefulness of AI, its authenticity and reliability are a concern in users' minds.

The reliability analysis actually found a serious limitation with the measurement scale as shown by a negative Cronbach's Alpha (-0.165) . This suggests that the items are inconsistent with one another, meaning that the variables may not tap into a single quality. Poor coding, such as including more than one construct in one test or the existence of reverse-coded items can generate inconsistent test results. There is a need for improved scale refinement and construction separation in future studies.

The chi-square test threw up mixed results. According to a study done on Gender and acceptance, The relationship between these two variables was statistically insignificant, which implies that both the Male and Female respondents have almost the same attitude towards the adoption of AI. Shopping frequency also did not have a significant impact on acceptance, meaning that even frequent online shoppers do not most likely accept AI content. Nevertheless, a strong relationship was found between age group and acceptance. Younger and middle-aged consumers have a higher acceptance of AI technologies than older ones, as per this finding.

The correlation analysis indicates that many of the independent variables - usefulness, trust, intelligence, authenticity - are weak and statistically insignificant in nature. No one thing strongly affects the acceptance of any one thing on its own. A slight but meaningful relationship was seen for perceived misleading information, suggesting risk perceptions may have a weak effect on acceptance.

The regression analysis shed more light on the interaction of the two variables. The model showed very low explanatory power ($R^2 = 0.026$) so only 2.6% of consumer acceptance can be explained by selected variables. Moreover, the model was statistically insignificant ($p = 0.258$) meaning accepted independent variables did not have a joint effect on

acceptance. In the case of the variables analyzed, trust had a stronger (though not significant) impact which means it might be an essential factor.

In conclusion, consumers still seem to be developing acceptance towards AI-generated content, according to the findings. AI delivers obvious benefits in terms of efficiency and convenience. However, trust, authenticity, and risk issues limit the acceptance of AI. Consumer behavior towards AI-generated content is challenging. This is particularly because there is weak relationship between variables and weak regression results. Nazar, Noor, and Mansoor (2022) add that possibly extra variables are involved. The research indicates that AI-generated content is being utilized by e-commerce platforms; however, consumers are not yet consistent or strong in accepting it. E-commerce platforms must ensure transparency, enhance trust, and content authenticity of AI apps to improve consumer confidence levels and increase adoption as evident from the results.

5. Theoretical Implications

The theoretical expansion of technology acceptance is provided by the extension of Technology Acceptance Model (TAM) and trust-risk models through this study in the context of AI-generated content. Traditional models suggest perceived usefulness is a main driver of acceptance (Davis, 1989; Venkatesh & Davis, 2000). However, the current study finds usefulness alone does not significantly drive consumer acceptance suggesting TAM is limited in explaining AI-based interactions. Moreover, while previous studies emphasize the importance of trust and perceived risk in online environments (Gefen et al. 2003; Pavlou 2003), our investigation demonstrates that these factors exert weak or insignificant influence, which indicates a shift in consumers' views towards AI-generated content. Results also highlight the need to include new constructs like perceived authenticity and perceived intelligence, which are more important in an AI context. In this sense, the study calls to widen the theoretical framework so that it includes dimensions specific to AI, such as algorithmic transparency and content credibility, to better account for consumer conduct in contemporary digital commerce settings (Hermann & Puntoni, 2024; Gu et al., 2024).

6. Practical Implications

This study offers various practical implications for e-commerce platforms and digital marketers in designing, implementing and using AI-generated content. Considering the average acceptance and trust issues, organizations must improve the credibility, transparency and accuracy of the information generated by Artificial Intelligence. Letting consumers know when AI is used and making the text of product descriptions and recommendations trustworthy can foster consumer trust and lessen skepticism. Furthermore, by increasing the usefulness and personalization of AI-generated choices, user experience and engagement could be improved. The positive influence of personalized systems on consumer behaviour is well known (Ameen et al., 2021). Platforms must take action against the perceived risk, especially false information, through verification processes and supervision. Strengthening trust through continuous and accurate content delivery is a means of acceptance enhancement (Gefen et al., 2003). E-commerce organizations must try to strike a balance between efficiency and trust and authenticity for maximum efficacy of content powered by AI.

7. Conclusions

The objective of the study was to examine consumer acceptance of AI-generated content in the e-commerce goods sector, based on authenticity, usefulness, intelligence, trust and perceived risk. The research shows that consumers are aware of the advantages of AI-created content such as convenience and efficiency but overall acceptance remains moderate. According to descriptive and percentage analysis, respondents did not either strongly agree or reject AI-based generated and the opinion of respondents reflected an uncertain opinion. The reliability analysis revealed some issue with the scales indicating a need for better measurement designs. Moreover, the results of the chi-square indicate that acceptance can be affected by demographic factors including age, while the consumer's gender as well as shopping frequency do not have an impact. The correlation and regression analysis results showed weak and statistically insignificant relationships regarding the selected independent variables and acceptance. Thus, it can be concluded that they don't explain AI-generated content consumer adoption. The consumer behavior in this context is impure which means that there are many other factors such as awareness; digital literacy; past experience; perceived control over AI etc. at work. All in all, the

study finds that while the use of AI-generated content is on the rise on e-commerce platforms, acceptance remains a work in progress. Businesses must concentrate on trust, authenticity, and transparency while dealing with risks and reliability to increase adoption. This study adds to the knowledge of AI usage in electronic commerce and indicates more research for understanding consumer acceptance of other determinants.

8. Limitations & future agenda

This research offers insights into consumer acceptance of AI-generated content in e-commerce, yet it is not without limitations that provide further research directions. To begin the study uses a non-probability convenience sampling technique, which may limit the study findings' generalisability beyond the selected sample (Saunders et al., 2019). Even though the target population was Indian youth of 18-25 years, the dataset comprised respondents from other age groups too, which could have caused the shift. To add to this, the research is mainly dependent on self-reported data. This may lead to response bias and impacts the actual consumer behavior in reality (Podsakoff et al., 2003). In third place, the reliability analysis revealed internal consistency errors indicating measurement scales that need fine-tuning to offer greater accuracy. The researched study has a cross-sectional design which is one of the limitations since it would only capture perceptions at one point in time and not whether consumer attitudes change as the AI technologies evolve (Creswell & Creswell, 2018).

Future studies must use probability sampling techniques and a larger sample to enhance external validity due to these limitations. Longitudinal studies are possible to examine the changing consumer acceptance of AI-generated content over time. In addition, future research should develop better measurement items and integrate other factors, such as digital literacy, perceived control, transparency and ethical concerns which may explain consumer behavior more fully (Dwivedi et al., 2021; Hermann & Puntoni, 2024). The findings of surveys can also be supplemented with experimental research designs and behavioral data collection. To sum up, expanding the scope of the research will aid in achieving a more complete understanding of AI adoption in e-commerce.

9. References

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