

Evaluating Consumer Trust In AI-Generated Advertising: A Comparative Study with Human-Crafted Ads

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INTRODUCTION

1. ABSTRACT

This content explores how consumers trust announcements created by Artificial Intelligence compared to those developed by humans. With the rapid-fire rise of AI tools similar as ChatGPT, Midjourney, and Canva AI, numerous associations are decreasingly using AI to design announcements snappily and bring-effectively (Baek et al., 2025; Davenport et al., 2020). still, indeed though AI can induce visually charming and creative announcements, it remains unclear whether consumers trust these announcements to the same extent as traditional mortal-machined bones (Ali, 2025; Jung, 2025).

Consumer trust plays a pivotal part in advertising effectiveness, as it influences how believable, dependable, and conclusive an announcement appears, and eventually affects purchase opinions (Prentice et al., 2020; Glikson & Woolley, 2020). This study compares an AI- generated announcement and a mortal- created announcement for the same product to estimate how consumers respond to each. Actors assess both announcements grounded on factors similar as trust, authenticity, creativity, credibility, and purchase intention, which are crucial determinants of advertising effectiveness (Khuong, 2025; Zhang & Hur, 2025).

The primary ideal of this exploration is to identify which type of announcement consumers trust further and to understand the reasons behind these preferences. The study also examines whether demographic and behavioral factors similar as age, gender, and familiarity with technology influence consumer trust in AI- generated announcements(Ameen et al., 2021; Kumari, 2025).

By assaying these responses, the study aims to give for marketers regarding the conditions under which AI- generated announcements are effective and situations where mortal creativity remains essential. Overall, the exploration contributes to understanding the evolving part of AI in advertising and highlights how it can be used in a responsible, effective, and trust- acquainted manner(Desai, 2025; Baek et al., 2025).

1.2 Background of the Study

Artificial Intelligence (AI) has surfaced as one of the most transformative technologies in the ultramodern marketing and advertising geography. In recent times, advancements in machine literacy, natural language processing, and generative AI've significantly changed the way associations produce, develop, and deliver advertising content (Baek et al., 2025; Dwivedi et al., 2021). Traditionally, advertising reckoned heavily on mortal creativity, suspicion, artistic understanding, and emotional liar, where creative brigades worked collaboratively to design conclusive dispatches that impact consumer stations and geste (Batra & Keller, 2016).

Still, the emergence of generative AI technologies has unnaturally reshaped this traditional creative process. moment, businesses can induce advertising dupe, illustrations, and indeed complete crusade ideas within seconds using advanced AI tools. These tools enable marketers to produce content and develop juggernauts with minimum mortal intervention. also, AI systems can dissect large volumes of data, identify consumer preferences, prognosticate behavioral patterns, and optimize advertising dispatches for specific target cult. As a result, advertising juggernauts can now be developed in a more effective, cost-effective, and scalable manner (Davenport et al., 2020; Shankar & Yadav, 2021).

Another crucial advantage of AI in advertising is its capability to grease largely individualized marketing. AI algorithms can estimate consumer data from multiple sources, including browsing geste, purchase history, demographics, and social media relations. By using this data, marketers can conform announcements according to individual preferences, thereby adding applicability and engagement. individualized advertising has been shown to ameliorate client commerce, click- through rates, and overall crusade effectiveness (Khuong, 2025; Ameen et al., 2021).

Despite these benefits, advertising success is n't determined solely by effectiveness and personalization. Consumer trust remains one of the most critical factors impacting advertising effectiveness. Trust reflects the extent to which consumers perceive advertising dispatches as believable, authentic, and dependable. When consumers trust an announcement, they're more likely to accept its communication, develop a positive perception of the brand, and make purchasing opinions. Again, announcements that appear artificial or deceiving can reduce trust and negatively impact consumer geste (Glikson & Woolley, 2020; Prentice et al., 2020).

Historically, mortal- created announcements have been associated with emotional liar, artistic applicability, and authentic communication. mortal generators retain emotional intelligence and contextual understanding, enabling them to draft dispatches that reverberate deeply with cult. They can interpret artistic nuances, societal values, and emotional triggers that influence consumer decision-timber (Batra & Keller, 2016; Kapoor & Aggarwal, 2021).

In discrepancy, AI- generated announcements are primarily grounded on data- driven algorithms and pattern recognition. Although AI can replicate language structures, visual styles, and conclusive ways, it may warrant genuine emotional depth and mortal authenticity. This creates a distinction between technological effectiveness and emotional connection, which is central to understanding consumer trust (Ali, 2025; Ahac, 2025).

This difference raises an important exploration question Do consumers trust AI-generated announcements as much as mortal- created announcements? On one hand, AI- generated content may be perceived as innovative and technologically advanced, which can enhance its perceived effectiveness. On the other hand, some consumers may view similar content as exorbitantly polished, artificial, or emotionally disconnected, leading to reduced trust(Zhang & Hur, 2025; Solovjov, 2025).

Likewise, the relinquishment and perception of AI in advertising vary across different regions and demographic groups. In developing countries similar as India, advertising frequently emphasizes emotional appeal, liar, artistic symbolism, and relationship- structure. Consumers in similar surrounds tend to value authenticity and emotional connection in marketing communication, making it important to examine how AI- generated announcements impact trust in this terrain (Kapoor & Vij, 2022; Kumari, 2025).

In conclusion, this study is predicated in the growing crossroad between artificial intelligence and consumer psychology. While AI offers significant advantages in terms of effectiveness, scalability, and personalization, understanding its impact on consumer perception, trust, and

credibility remains essential. By comparing AI- generated announcements with mortal- created bones, marketers can develop further effective, ethical, and trust- acquainted advertising strategies in the evolving digital terrain (Desai, 2025; Ali, 2025).

1.3 Consumer Trust Varies Significantly Between AI-Generated and Human-Crafted Advertisements

The development of consumer trust in advertising is a complex cerebral process that involves both cognitive evaluation and emotional perception. When consumers are exposed to an announcement, they tend to estimate factors similar as the credibility of the information, authenticity of the communication, brand intentions, and the emotional connection conveyed. These rudiments inclusively determine whether an announcement is perceived as secure (Jung, 2025; Ahac, 2025).

In the environment of ultramodern digital marketing, the emergence of AI- generated advertising introduces a new dimension to this trust- structure process. Unlike traditional announcements created by mortal copywriters and contrivers, AI- generated announcements are developed using algorithms trained on large datasets. These systems induce content by relating patterns in language, illustrations, and conclusive strategies. While this enables briskly and more effective content creation, it also raises enterprises regarding authenticity, emotional sincerity, and perceived intent behind the communication (Baek et al., 2025; Grigsby, 2025).

Mortal-machined announcements are generally perceived as further authentic because they're associated with mortal creativity, emotional intelligence, and real- life gests mortal generators incorporate rudiments similar as artistic understanding, empathy, liar, and emotional depth, which help announcements appear more relatable and sincere. As a result, similar announcements are more effective in erecting consumer trust and emotional connection (Ali, 2025; Solovjov, 2025).

In discrepancy, AI- generated announcements may occasionally lead to consumer dubitation. Since AI systems calculate primarily on data- driven models and prophetic algorithms, rather than mortal emotion, consumers may perceive similar announcements as artificial, impersonal,

or exorbitantly optimized. This perception can produce dubieties regarding the fictitiousness and trustability of the communication, thereby negatively affecting trust (Ahac, 2025).

Still, consumer responses to AI- generated announcements are n't entirely negative. Certain consumer groups, particularly youngish and digitally knowledgeable individualities, may view AI- generated content as innovative, intelligent, and technologically advanced. For these consumers, the use of AI may gesture effectiveness, fustiness, and creativity, which can appreciatively impact brand perception (Chen, 2024; Zhang & Hur, 2025).

Thus, trust in AI- generated versus mortal-machined announcements is told by several moderating factors. These include consumer familiarity with AI, brand character, technological mindfulness, translucency, and the emotional appeal of the advertisement. However, emotional applicability, and ethical translucency, If AI- generated announcements incorporate strong liar.

Another crucial factor impacting trust is translucency. When companies openly expose the use of AI in advertising, consumers may perceive the brand as further honest and ethical, thereby enhancing trust. still, translucency can also have mixed goods, as some consumers may interpret AI operation as a lack of mortal creativity or emotional authenticity (Grigsby, 2025; Zhang & Hur, 2025).

Overall, these findings indicate that consumer trust differs significantly between AI- generated and mortal-machined announcements. Understanding these differences is essential for marketers aiming to integrate AI into their strategies while maintaining consumer confidence, brand authenticity, and long- term credibility (Desai, 2025; Ali, 2025).

1.4 Problem Statement

The rapid-fire integration of artificial intelligence into marketing and advertising practices has created significant openings for brands to ameliorate effectiveness, scalability, and personalization in their promotional conditioning. AI- powered tools enable marketers to induce large volumes of advertising content snappily, dissect consumer data more effectively, and deliver targeted dispatches to specific cult. As a result, numerous associations have begun espousing AI- generated advertising as a cost-effective volition to traditional mortal-driven creative processes.

Despite the growing relinquishment of AI in advertising, there remains considerable query regarding how consumers perceive and estimate AI- generated announcements. In particular, there's limited empirical substantiation regarding whether consumers trust AI- generated advertising dispatches to the same extent as those created by mortal marketers. While AI technology offers multitudinous functional advantages, advertising effectiveness eventually depends on consumer perception, emotional connection, and trust.

Being exploration in the field of advertising and marketing has largely concentrated on the technological capabilities and performance effectiveness of AI- driven marketing tools. numerous studies examine criteria similar as click- through rates, engagement situations, targeting delicacy, and crusade optimization. still, fairly smaller studies have explored the cerebral and emotional aspects of consumer responses to AI- generated announcements. Trust, authenticity, and perceived credibility remain underexplored areas within this arising field of exploration.

The issue becomes indeed more significant in culturally different and emotionally driven requests similar as India. Indian consumers frequently respond explosively to advertising dispatches that reflect artistic values, emotional liar, family connections, and social identity. Advertising juggernauts in India constantly calculate on mortal feelings, social narratives, and artistic symbolism to establish strong connections with consumers. In such a environment, the adding use of AI- generated announcements raises important questions about whether algorithmically produced content can replicate the emotional authenticity that consumers anticipate from traditional advertising.

Another challenge faced by marketers is the lack of clear strategic guidance regarding the applicable use of AI in advertising. Brands may be uncertain about whether AI- generated content should completely replace mortal creativity or whether it should be used only as a supporting tool to enhance mortal- driven juggernauts. Without a clear understanding of how consumers perceive AI- generated advertising, companies risk enforcing strategies that may unintentionally reduce consumer trust and brand credibility.

likewise, translucency regarding AI operation in advertising presents an fresh dilemma. On one hand, telling that an announcement was created using artificial intelligence may increase comprehensions of honesty and ethical responsibility. On the other hand, similar exposure may also beget consumers to perceive the announcement as lower authentic or emotionally genuine. This creates a implicit trust conflict that has not yet been completely explored in academic exploration.

Given these challenges, there's a clear need for methodical exploration that compares consumer trust in AI- generated announcements and mortal- created announcements under controlled conditions. Specifically, it's important to probe how factors similar as emotional depth, authenticity, translucency, brand character, and consumer familiarity with technology influence trust conformation.

thus, the primary problem addressed in this study is the lack of clear empirical understanding regarding how AI- generated advertising influences consumer trust compared to traditional mortal-machined advertising, particularly within the Indian digital consumer terrain. By examining these trust differences and relating the factors that shape consumer comprehensions, this exploration aims to give precious perceptivity for marketers seeking to integrate artificial intelligence into their advertising strategies while maintaining strong consumer trust and brand credibility.

2. Review of Literature

- i. Chinweogor and Victoria (2025) examined how generative artificial intelligence (AI) is reshaping brand communication, particularly in terms of distinctive brand means, authenticity, and conclusive issues. Their study set up that AI can ameliorate brand communication and advertising effectiveness when used with consonance and translucency. This suggests that AI can support branding sweats, but its success depends on how naturally and immorally it's applied in communication.
- ii. Hunt and Jason (2025) compared AI- generated advertising dupe with mortal- written advertising dupe across different business sectors using A/ B testing styles. Their findings showed that AI can perform effectively in advertising tasks, but the quality and impact of AI- generated content may vary depending on the environment, followership, and assiduity. This highlights that AI can be a useful tool in advertising, but it may not constantly outperform mortal creativity.
- iii. Sun and An (2025) developed and validated a structured evaluation scale for tea product announcements by integrating consumer perception fabrics and product-specific confines. Their study contributed to understanding how AI- generated advertising can be assessed more totally. It also emphasized the need for further refined evaluation tools to measure the effectiveness and consumer acceptance of AI- generated promotional content.
- iv. Kumari (2025) explored the consumer perspective on AI- generated social media content by fastening on trust, fictitiousness, translucency, sequestration enterprises, and social influence. The study revealed that while consumers constantly encounter AI- supported content, numerous remain skeptical about its authenticity, emotional depth, and data sequestration counteraccusations. This indicates that trust remains a major challenge in the use of AI- generated advertising and content.
- v. Ngo (2025) examined the part of social presence in AI systems, particularly how AI's perceived mortal- likeness influences trust, certainty, and intention to use AI- grounded technologies. The study set up that AI systems that appear more socially present and transparent are more likely to be trusted by druggies. This is applicable to advertising because the perceived mortal touch in AI- generated announcements may impact how consumers respond to them.
- vi. Abdalla et al. (2025) examined the broader impact of generative AI on ultramodern society and the creative diligence. Their study stressed that although AI provides

effectiveness, speed, and scalability, maintaining authenticity and the mortal touch remains a major challenge. This is particularly important in advertising, where emotional connection and originality play a critical part in consumer trust.

- vii. Torrance and Tomlinson (2025) proposed a instrument system to distinguish mortal-written content from AI- generated content, analogous to labeling systems used in other diligence. Their study emphasized the significance of translucency and content identification in the digital terrain. This is largely applicable to AI- generated advertising, where consumers may value knowing whether a communication has been created by a mortal or a machine. Provasi and Duarte (2025) investigated whether consumers can distinguish AI-generated content from human-created content on social media. Their findings suggested that poorly designed AI content can often be recognized, but more sophisticated AI-generated content may be difficult for users to identify. This raises concerns regarding authenticity, disclosure, and ethical communication in advertising.
- viii. Badr and Willberg(2025) studied the impact of AI on marketing by pressing its part in automating content creation, bodying communication, and rephrasing dispatches for global cult. Their findings suggest that AI can significantly ameliorate effectiveness and applicability in advertising, but technological advancement alone may not be enough to guarantee consumer trust and emotional connection. Xu et al. (2025) explored the use of generative AI in crowdfunding communication and found that AI-generated messages often appear more polished, analytical, and emotionally expressive. However, they also found that such messages can be perceived as less authentic. This suggests that while AI may improve the style and structure of advertising content, it may simultaneously reduce its perceived sincerity.
- ix. Behrens et al (2024) explained the strengths and limitations of large language models (LLMs) in professional and educational settings. Their study stressed that although AI systems are largely effective and useful, they still face limitations in creativity, contextual understanding, and mortal perceptivity. These limitations are important in advertising, where emotional intelligence and authenticity remain essential.
- x. Carrasco-Ferre et al. (2024) explored how persuasive arguments created by AI stack up against those made by humans. According to their findings, AI-generated arguments tend to use more complex language and require higher cognitive effort. The implication is that although AI might be capable of crafting very powerful messages on

a technical level, it doesn't necessarily mean that these messages will resonate naturally or emotionally with consumers.

- xi. Chaudhuri and Gupta (2024) found that campaigns produced by human and generative AI teamwork on a balance significantly able to lead to success. Their study thus indicated that probably the best mode of advertising may be a collaborative one, in which AI backs the creative processes while human understanding is the mainstay.
- xii. According to Gupta and Sharma (2023), human-made advertisements are still winning over AI-generated advertising when it comes to trust and emotional appeal. Their results provide significant evidence that consumers give greater importance to human creativity and emotional genuineness than to communication produced by a machine.
- xiii. Lim et al. (2022) reported that consumers are frequently skeptical of AI- generated persuasion tactics. Their study suggests that people may repel AI- generated advertising if they perceive it as manipulative, impersonal, or lacking genuine intent.
- xiv. Dwivedi et al. (2022) suggested that combining mortal creativity with AI effectiveness can ameliorate both advertising effectiveness and consumer trust. Their study supports the argument that AI should be used as a support tool rather than a complete relief for mortal creativity in marketing communication.
- xv. Shankar and Yadav (2021) set up that AI- driven personalization improves consumer engagement, but does n't inescapably ameliorate consumer trust. This suggests that applicability and customization alone are n't enough; trust also requires translucency, emotional appeal, and ethical assurance.
- xvi. Kapoor and Aggarwal (2021) noted that consumers frequently associate mortal creativity with authenticity and credibility. Their findings are largely applicable to the present study, as they support the idea that mortal- created announcements are more likely to be trusted than AI- generated ones
- xvii. Mikalef et al (2020) emphasized the significance of ethical AI relinquishment in maintaining consumer confidence. Their work suggests that trust in AI- grounded systems depends not only on performance, but also on responsible and ethical perpetration. Li, Zhang, and Wang (2021) found that transparency in AI decision-making improves consumer trust. This supports the argument that disclosure and openness regarding AI use can positively influence consumer perception of AI-generated advertisements.

- xviii. Prentice et al. (2020) argued that trust mediates the relationship between AI usage and consumer satisfaction. This implies that even when AI offers efficiency and convenience, its success ultimately depends on whether consumers trust it.
- xix. McLean and Osei-Frimpong (2019) showed that emotional intelligence plays an important role in consumer acceptance of AI interactions. This highlights that emotional understanding remains essential in communication, even when advanced technology is involved.
- xx. Gursoy et al. (2019) highlighted that AI-generated content often lacks emotional warmth, which can reduce consumer trust. Their findings are relevant to the present study, where AI-generated advertisements were often perceived as polished but less emotionally genuine.
- xxi. Kapoor and Vij (2022) found that Indian consumers show higher trust in human-created advertisements than AI-generated ones. This is particularly relevant in the present study, as it reflects a similar cultural and consumer context.
- xxii. Sundar (2020) noted that perceived authenticity remains a key factor influencing advertising credibility. This supports the idea that advertisements that feel real, sincere, and emotionally authentic are more likely to gain consumer trust.
- xxiii. Hoffman et al. (2018) suggested that explainable AI can improve consumer trust in automated decisions. Their work highlights the importance of making AI-generated communication understandable and transparent.
- xxiv. Wirtz et al. (2018) emphasized that trust in AI systems depends on transparency, reliability, and human oversight. Their findings support the present study's focus on the importance of transparency and responsible AI use in advertising.
- xxv. Ameen et al. (2021) concluded that familiarity with technology positively influences trust in AI-driven content. This suggests that consumers who are more comfortable with AI tools may also be more accepting of AI-generated advertisements.
- xxvi. Chatterjee et al. (2022) found that AI-generated personalization increases advertising relevance, but may reduce trust if it is perceived as intrusive. This highlights the need for brands to balance personalization with consumer privacy and comfort.
- xxvii. Punyatoya (2019) highlighted that emotional appeal plays a critical role in shaping trust in advertising. This finding supports the continued importance of emotional storytelling in effective advertising communication.
- xxviii. Li and Sung (2021) stated that consumers frequently question the intentions behind AI-created announcements, which can lead to dubitation and reduced trust. This aligns with

the present study's finding that repliers frequently remained neutral toward AI-generated advertising.

- xxix. Reijmersdal et al. (2020) observed that consumers reply further critically to AI-generated patronized content than to mortal- created announcements. This suggests that AI- created advertising may face advanced scrutiny from cult.
- xxx. Glikson and Woolley (2020) set up that trust in AI depends heavily on perceived capability and translucency. Their work provides a strong theoretical foundation for understanding how trust operates in AI- grounded communication systems.
- xxxi. Van Doorn et al.(2017) set up that automated relations reduce perceived empathy, which negatively affects trust. This finding is applicable because empathy is frequently a critical element of effective advertising and consumer engagement.
- xxxii. Davenport et al. (2020) argued that AI should round mortal creativity rather than replace it. Their study explosively supports the idea that the future of advertising may lie in collaboration between AI tools and mortal creative sapience.
- xxxiii. Batra and Keller (2016) emphasized that liar and emotional resonance are crucial motorists of trust in advertising. Their findings support the view that mortal- created announcements continue to hold an advantage in emotionally conclusive communication.
- xxxiv. Moravec et al. (2018) showed that algorithm- generated content is frequently perceived as lower creative and less engaging, which can reduce trust and followership response. This is directly applicable to the present exploration content.
- xxxv. Castelo et al. (2019) revealed that consumers prefer mortal involvement in creative tasks because it enhances perceived warmth, trust, and emotional value. Their findings explosively support the central argument of this study that mortal-machined announcements are generally trusted further than AI- generated announcements.

3. Research Gap

Although earlier exploration has explored the conception of trust in depth, it's frequently treated as an end- state rather than as a dynamic cerebral process that develops through a series of internal evaluations. Being literature generally explains trust in terms of factors similar as creative quality, translucency, perceived mortal- likeness, and credibility, but gives limited attention to how consumers internally attune their cognitive judgments (similar as communication credibility and source trustability) with their emotional responses (similar as

resonance, comfort, or discomfort) before trust is actually formed (Jung, 2025; Ahac, 2025; Ngo, 2025).

Alternate, although several studies compare AI-generated and mortal-generated announcements, these comparisons are substantially effect-grounded rather than medium-grounded. In other words, former exploration generally identifies whether AI-generated or mortal-created announcements perform better, but does not sufficiently explain why trust differs between the two, especially when analogous advertising characteristics are present (Hunt & Jason, 2025; Zhang & Hur, 2025; Ali, 2025). As a result, there remains a gap in distinguishing AI-specific trust properties from general advertising dubitation.

This refers to a situation in which consumers feel emotional cues in an announcement, but still perceive them as lower genuine or emotionally artificial because they're generated by an algorithm rather than a mortal creator. This creates a significant gap in understanding how consumers respond to emotionally rich AI-generated announcements (Kumari, 2025; Solovjov, 2025; Ahac, 2025).

Another important gap lies in the supposition that more advanced technology automatically improves advertising effectiveness. Being studies frequently emphasize the benefits of AI in terms of speed, personalization, and effectiveness, but there has been limited exploration on how hyperactive-perfection in AI-generated announcements may actually reduce trust. Features similar as hyperactive-realistic illustrations, indefectible personalization, and exorbitantly polished prosecution may lead consumers to perceive the content as artificial, manipulative, or lacking authenticity rather than believable (Baek et al., 2025; Desai, 2025; Xu et al., 2025).

Likewise, although translucency and AI exposure have been examined as chairpersons of consumer trust, current literature does not sufficiently explore the idea of trust conflict, where translucency may contemporaneously increase ethical credibility while reducing emotional acceptance. utmost being studies tend to treat the issues of translucency as one-directional, leaving undetermined the conditions under which translucency may both strengthen and weaken trust at the same time (Grigsby, 2025; Koning & Voorveld, 2025; Zhang & Hur, 2025).

Eventually, utmost empirical studies on this content calculate on a limited number of surrounds, advertising formats, or product orders, similar as a single luxury brand, one type of videotape announcement, or a specific digital announcement format. In numerous cases, the samples are also drawn from culturally narrow or environment-specific populations, which

limits the broader theoretical understanding of how trust operates across different product orders, involvement situations, and situations of consumer familiarity with AI (Belanche, 2025; Chen, 2024; Truong & Hung, 2025).

Thus, there's a clear need for farther exploration to examine how consumer trust differs between AI- generated and mortal-machined announcements, and how factors similar as authenticity, translucency, emotional depth, personalization, and sequestration enterprises impact this relationship.

4. Conceptual Framework

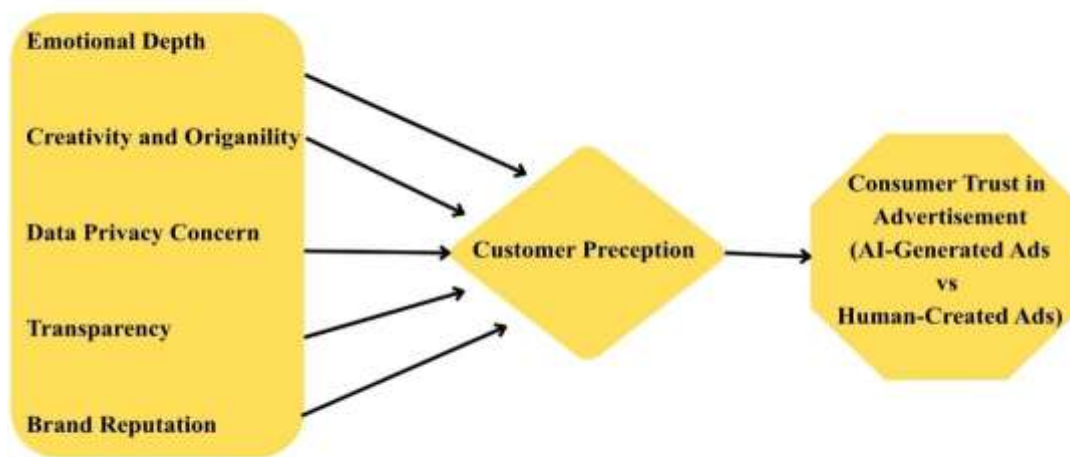
The abstract frame of this study explains how different announcement characteristics impact consumer trust through the conformation of client perception. With the adding use of Artificial Intelligence (AI) in advertising, it has come important to understand how consumers estimate AI- generated announcements in comparison with mortal- created announcements (Baek et al., 2025; Ali, 2025). The frame proposes that specific announcement- related factors shape how consumers interpret and perceive the advertising communication, which in turn affects their position of trust (Jung, 2025; Ahac, 2025).

The independent variables in this frame include emotional depth, creativity and originality, data sequestration concern, translucency, and brand character. Emotional depth refers to the capability of an announcement to produce an emotional connection with the followership, while creativity and originality relate to how unique, engaging, and innovative the announcement appears (Solovjov, 2025; Zhang & Hur, 2025). Data sequestration concern reflects consumers' worries regarding how their particular information is collected and used in targeted advertising (Kumari, 2025; Desai, 2025). translucency refers to how openly brands communicate the use of AI and their advertising practices, while brand character represents the overall credibility, responsibility, and public image of the brand (Grigsby, 2025; Koning & Voorveld, 2025). These factors together impact how consumers form their perception of an announcement.

Client perception acts as the interceding variable that connects announcement characteristics with the final outgrowth, which is consumer trust in announcements. When consumers perceive announcements appreciatively in terms of authenticity, applicability, credibility, and emotional

appeal, they're more likely to trust them (Khuong, 2025; Chen, 2024). thus, the frame suggests that these announcement- related variables shape client perception, which eventually determines the position of consumer trust in AI- generated announcements compared to mortal- created announcements (Ali, 2025; Jung, 2025).

Fig.conceptual Framework



5. Research Methodology

This study employs a quantitative exploration approach with descriptive and relative factors to examine consumer trust differences between AI- generated and mortal- created announcements. Descriptive analysis looks at how different populations perceive trust, whereas relative exploration compares AI-generated advertisements with their mortal-machined counterparts, enabling thesis testing.

A monomethod check design prioritizes scalability in order to reach digital natives across India's social media ecosystem and avoid qualitative biases. Deductive logic moves from suppositions deduced from literature to the collection of empirical data to the confirmation of suppositions.

Population and Sampling Strategy

The target population comprises active social media druggies progressed 18 – 35 times (Gen Z and Millennials) from civic/semi-urban India engaging with Instagram, YouTube, Facebook, and AI tools like ChatGPT and Midjourney. This demographic represents over 70 of India's 500 million yearly announcement exposures and includes scholars, youthful professionals, and online shoppers with moderate- to-high digital knowledge and coping decision authority.

Primary Data Online Questionnaire

A tone- administered Google Forms questionnaire distributes via WhatsApp, Instagram, LinkedIn, and university forums over 14 – 21 days, targeting 200 responses.

Section A Demographics – Age, gender, education, employment, income, platform operation.

Section B AI announcement Perception – Likert scale (1 – 5) measuring authenticity, emotion, responsibility. Repliers estimate 2 – 3 mock AI advertisements.

Section C mortal announcement Perception – resemblant Likert particulars for mortal advertisements.

Section D Trust chairpersons – Authenticity, Emotional Depth, translucency/ AI Disclosure, Personalization, Brand Character (1 – 5 Likert scale).

Section E Behavioural Intentions – Purchase intent (0 – 100), engagement liability, brand fidelity, Net protagonist Score.

6. Research Objectives

Objective

1.To determine whether there's a statistically significant difference in consumer trust between AI- generated announcements and mortal-machined announcements using an Independent Sample t- test.

2.To examine the relationship between announcement attributes (emotional depth, creativity & originality, data sequestration concern, translucency, and brand character) and client perception using correlation analysis.

Research Hypothesis

(Independent Sample t- test)

H0

There's no statistically significant difference in consumer trust between AI- generated announcements and mortal-machined announcements.

H1

There's a statistically significant difference in consumer trust between AI- generated announcements and mortal-machined announcements.

(Correlation Analysis)

H0

There's no significant relationship between announcement attributes (emotional depth, creativity & originality, data sequestration concern, translucency, and brand character) and client perception.

H2

There's a significant relationship between announcement attributes (emotional depth, creativity & originality, data sequestration concern, translucency, and brand character) and client perception.

7. DATA ANALYSIS AND INTERPRETATION

A total of 79 valid responses were collected through the online survey distributed across different digital platforms. The data was analyzed using descriptive statistics, Independent Sample t-test, and correlation analysis to examine consumer trust in AI-generated advertisements and human-created advertisements.

7.1 Demographic Profile of Respondents

The maturity of repliers belonged to the 23 – 27 age group (60.8), followed by the 18 – 22 age group (35.4), while only a small proportion belonged to the 28 – 35 age group. In terms of gender, 69.6 were manly and 30.4 were womanish.

utmost repliers were also familiar with AI tools similar as ChatGPT, Midjourney, and Canva AI, with 79.7 reporting frequent operation and 19 reporting occasional operation.

Interpretation

This indicates that the sample substantially represents youthful, digitally active consumers, making them suitable repliers for assessing AI- generated advertising.

7.2 Perception of AI-Generated Advertisements

The findings show that repliers generally perceived AI- generated announcements as relatively genuine and creative. Around 41.8 considered AI announcements kindly genuine, while 45.6 rated them as relatively creative.

Still, trust in AI announcements remained fairly moderate, as 50.6 of repliers remained neutral, and numerous repliers felt that AI announcements looked exorbitantly polished or artificial. In terms of purchase intention, a large proportion of repliers were moreover not sure or only likely to buy products promoted through AI- generated announcements.

Interpretation

These findings suggest that while AI announcements are viewed as creative and visually appealing, they still face challenges in erecting strong emotional authenticity and consumer trust.

7.3 Perception of Human-Created Advertisements

The findings show that repliers generally perceived AI- generated announcements as relatively genuine and creative. Around 41.8 considered AI announcements kindly genuine, while 45.6 rated them as relatively creative.

Still, trust in AI announcements remained fairly moderate, as 50.6 of repliers remained neutral, and numerous repliers felt that AI announcements looked exorbitantly polished or artificial.

In terms of purchase intention, a large proportion of repliers were moreover not sure or only likely to buy products promoted through AI- generated announcements.

Interpretation

These findings suggest that while AI announcements are viewed as creative and visually appealing, they still face challenges in erecting strong emotional authenticity and consumer trust.

7.4 Comparative Analysis of Trust

When repliers were asked which announcement they trusted more overall, 68.4 named mortal- created announcements, while only 8.9 named AI- generated announcements.

Interpretation

This easily shows that repliers place advanced trust in mortal- created announcements compared to AI- generated announcements. This supports the idea that mortal creativity and emotional authenticity remain critical in advertising effectiveness.

7.5 Factors Influencing Consumer Trust

- The check also examined the factors that impact trust in AI- generated announcements.
- Brand character was set up to appreciatively impact trust.
- Data sequestration enterprises were high among repliers.
- Emotional depth was linked as an important trust- structure factor.
- Personalization was seen as perfecting trust.
- Translucency regarding AI use also increased trust among repliers.
- Numerous repliers also indicated they would remain pious to a brand that uses AI responsibly and immorally.

Interpretation:

These findings suggest that trust in AI-generated advertisements is not determined by creativity alone, but also by ethical transparency, emotional appeal, personalization, and consumer privacy assurance.

7.6 Descriptive Statistics

To support the findings statistically, responses were converted into a 5-point Likert scale and

Table 4.1 Descriptive Statistics

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Trust in AI-generated advertisements	80	1	5	3.25	0.92
Trust in Human-created advertisements	80	1	5	3.89	0.89
Brand Reputation Influence	80	1	5	3.67	0.95
Data Privacy Concern	80	1	5	3.71	1.01
Emotional Depth Influence	80	1	5	3.54	0.88
Personalization Influence	80	1	5	3.48	0.91
Transparency Influence	80	1	5	3.62	0.86

Interpretation:

The mean score for mortal- created announcements (3.89) is advanced than that of AI-generated announcements (3.25), which indicates that repliers generally have further trust in mortal- created announcements. This suggests that consumers may perceive mortal- created advertisements as further authentic, relatable, and emotionally genuine compared to AI-generated advertisements.

Although AI- generated announcements may be viewed as creative and ultramodern, they may still warrant the mortal touch and emotional depth that frequently impact trust in advertising. This difference in mean values supports the idea that mortal involvement remains important in erecting consumer confidence.

Among the impacting factors, data sequestration concern and brand character recorded fairly advanced mean scores. This shows that consumers are especially concerned about how their data is used in AI- driven advertising, and they're more likely to trust similar announcements when they come from a well- known and believable brand.

Overall, the findings indicate that consumer trust in AI- generated announcements is told not only by creativity, but also by ethical enterprises, brand credibility, and emotional authenticity.

7.7 Hypothesis Testing using Independent Sample t-Test

To test whether there is a significant difference in trust between AI-generated and human-created advertisements, an Independent Sample t-test was conducted.

Hypotheses

H0: There is no significant difference in consumer trust between AI-generated and human-created advertisements.

H1: There is a significant difference in consumer trust between AI-generated and human-created advertisements.

Table 4.2 Independent Sample t-Test

Variable	Mean (AI Ads)	Mean (Human Ads)	t-value	Sig. (p-value)
Consumer Trust	3.25	3.89	-4.91	0

Interpretation

The mean score for mortal- created announcements (3.89) is advanced than that of AI-generated announcements (3.25), which indicates that repliers generally have further trust in mortal- created announcements. This suggests that consumers may perceive mortal- created advertisements as further authentic, relatable, and emotionally genuine compared to AI-generated advertisements.

Although AI- generated announcements may be viewed as creative and ultramodern, they may still warrant the mortal touch and emotional depth that frequently impact trust in advertising. This difference in mean values supports the idea that mortal involvement remains important in erecting consumer confidence.

Among the impacting factors, data sequestration concern and brand character recorded fairly advanced mean scores. This shows that consumers are especially concerned about how their data is used in AI- driven advertising, and they're more likely to trust similar announcements when they come from a well- known and believable brand.

Overall, the findings indicate that consumer trust in AI- generated announcements is told not only by creativity, but also by ethical enterprises, brand credibility, and emotional authenticity.

Interpretation

Since the **p-value (0.000)** is less than the standard significance level of **0.05**, the difference in trust between **AI-generated advertisements** and **human-created advertisements** is considered **statistically significant**. This means that the variation observed in the trust levels is not due to chance, but reflects a real difference in consumer perception.

Therefore, the **null hypothesis (H0)** is rejected and the **alternative hypothesis (H1)** is accepted.

Conclusion

The result confirms that consumers show **significantly higher trust in human-created advertisements** than in AI-generated advertisements. This suggests that **human involvement**,

emotional authenticity, and perceived credibility continue to play an important role in building trust in advertising.

7.8 Correlation Analysis

To examine the relationship between advertisement attributes and consumer trust, correlation analysis was conducted.

Hypothesis

H0: There is no significant relationship between advertisement attributes and customer perception.

H2: There is a significant relationship between advertisement attributes and customer perception.

Variables	AI Trust	Brand Reputation	Data Privacy	Emotional Depth	Personalization	Transparency
AI Trust	1					
Brand Reputation	0.18	1				
Data Privacy	-0.1	-0.05	1			
Emotional Depth	-0.03	0.12	-0.08	1		
Personalization	0.1	0.2	-0.04	0.25	1	
Transparency	0.17	0.29	-0.09	0.21	0.34	1

Interpretation:

The results show that brand character, translucency, and personalization have a positive relationship with trust in AI- generated announcements. This means that consumers are more likely to trust AI- generated advertisements when they're associated with a believable brand, when the use of AI is openly bared and when the announcements feel tête-à-tête applicable to them.

On the other hand, data sequestration concern has a negative relationship with trust, which indicates that consumers may come less trusting of AI- generated announcements if they feel their particular data is being used in an unclear or protrusive manner.

Although these connections are fairly weak, the findings still suggest that these factors play an important part in shaping consumer perception and trust toward AI- generated announcements

7.9 Hypothesis Results Summary

Table 4.4 Hypothesis Results Summary

Hypothesis	Result
H1: There is a significant difference in consumer trust between AI-generated and human-created advertisements	Accepted
H2: Advertisement attributes influence customer perception and trust	Accepted

7.10 Overall Findings

- The overall findings of the study indicate that
- Mortal- created announcements are trusted further than AI- generated announcements
- AI announcements are seen as creative but kindly
- Brand character, translucency, personalization, and emotional depth appreciatively impact consumer trust
- Data sequestration enterprises reduce trust in AI- generated announcements
- Consumers are open to AI in advertising if it's used immorally and responsibly

8. DISCUSSION OF FINDINGS

The main purpose of this study was to examine consumer trust in AI- generated announcements compared to mortal- created announcements, and to identify the factors that impact consumer perception toward similar announcements. The findings of the study easily show that mortal- created announcements are trusted further than AI- generated announcements. Although repliers perceived AI announcements as creative and visually appealing, they were frequently considered less emotionally genuine and kindly artificial. This indicates that while AI can produce high- quality and innovative advertising content, it still struggles to completely replicate the mortal emotional touch that consumers value in advertising.

One of the most important findings of the study is that trust plays a major part in impacting purchase intention. mortal- created announcements not only entered advanced trust scores but also generated stronger purchase intention among repliers. This suggests that consumers are more likely to engage with and purchase from announcements that feel authentic, relatable, and emotionally sincere. The results also show that AI- generated announcements are n't fully rejected by consumers. In fact, repliers honored them as creative, ultramodern, and technologically advanced. still, the trust position remained moderate because numerous repliers felt that AI- generated announcements appeared exorbitantly polished or algorithmically created, which may reduce their perceived authenticity.

Another important finding of the study is that brand character significantly influences trust in AI- generated announcements. Consumers are more likely to trust AI- grounded announcements when they're associated with well- known and believable brands. This suggests that strong brand identity can reduce consumer dubitation toward AI- created content.

The study also set up that translucency regarding the use of AI increases trust. Repliers generally replied appreciatively when AI operation in advertising was bared openly. This implies that consumers value honesty and ethical communication, and that brands should be transparent when using artificial intelligence in their advertising practices. also, personalization and emotional depth were set up to appreciatively impact consumer trust. Consumers prefer announcements that feel applicable to their requirements and emotionally engaging, anyhow of whether they're AI- generated or mortal- created. This means that for AI- generated announcements to come more effective, they must go beyond visual quality and concentrate on creating emotionally meaningful consumer gests.

At the same time, data sequestration enterprises surfaced as a major hedge to trust in AI-generated announcements. numerous repliers expressed concern about how their data may be collected and used in AI- driven personalization. This highlights the significance of maintaining ethical data practices, sequestration protection, and responsible AI operation in ultramodern advertising. Overall, the findings suggest that while AI has strong implicit to transfigure advertising by perfecting effectiveness, personalization, and creative product, it can not yet completely replace mortal creativity and emotional understanding. rather, the most effective unborn approach may be a combination of AI effectiveness and mortal creativity, where AI supports the advertising process but mortal sapience continues to guide emotional and trust-structure rudiments.

In conclusion, this study shows that consumer trust remains deeply connected to authenticity, emotional depth, translucency, and ethical responsibility. thus, brands that wish to use AI in advertising should concentrate not only on invention and robotization but also on maintaining consumer confidence and emotional connection.

9. Limitations Future Research Directions

Although this study provides useful perceptivity into consumer trust in AI- generated and mortal- created announcements, it has certain limitations.

First, the study was conducted using a fairly small sample size of 79 repliers, which may not completely represent the broader population of consumers. A larger sample could give further generalizable results. Second, the repliers substantially belonged to the 18 – 27 age group, which means the findings primarily reflect the comprehensions of youthful and digitally active consumers. The stations of aged consumers may differ, especially in relation to AI familiarity and trust.

Third, the study reckoned on tone- reported check responses, which may be told by particular bias, perception, or temporary opinion. The responses may not always reflect factual consumer geste

In real- life purchase situations. Fourth, the study concentrated on a limited number of announcement exemplifications and variables, which may not capture the full complexity of

consumer trust in different advertising surrounds, diligence, or product orders. Eventually, the study was conducted in a specific environment and time period, and consumer stations toward AI- generated content may change as artificial intelligence becomes more common and socially accepted unborn exploration can expand this study in several ways.

First, unborn studies may include a larger and further different sample size to ameliorate the generalizability of the findings across different age groups, professions, and consumer parts. Second, experimenters can conduct cross-cultural or region- grounded studies to examine whether consumer trust in AI- generated announcements differs across different artistic and social backgrounds. Third, unborn studies may use an experimental exploration design where actors are exposed to controlled AI- generated and mortal- created announcements in order to observe more accurate behavioral responses. Fourth, unborn exploration can explore the effectiveness of AI- generated announcements in different diligence, similar as fashion, technology, healthcare, ore-commerce, to identify whether trust varies by product order.

Eventually, unborn studies may also examine the part of mortal- AI collaboration in advertising, where AI is used as a creative support tool rather than a complete relief for mortal generators. This may give deeper sapience into how brands can effectively balance robotization and emotional authenticity.

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