



iJRASET

International Journal For Research in
Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 14 **Issue:** IX **Month of publication:** September 2026

DOI: <https://doi.org/10.22214/ijraset.2026.84945>

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Consumer Awareness and Trust on AI-Generated Marketing Messages

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Abstract: *Trust in AI-based marketing systems held by consumers is different from trust created using regular marketing processes. Whereas conventional trust building process relies on brand familiarity, consistency in the provision of products/services, and interaction reliability, trust building in AI-based marketing considers psychological and behavioral issues. These include consumers' understanding of automation in the marketing processes, independence of AI system in decision-making, credibility of results generated by AI, reliability of recommendations made to customers, and the degree to which consumers perceive themselves to be in control. It is, therefore, important for organizations to understand the unique features of consumer trust in order to successfully conduct AI-based marketing activities. The present study aimed to know the association between demographic forces and, consumer awareness and trust on AI-generated marketing messages In Kozhikode district of Kerala. 100 respondents in Kozhikode District were chosen by convenience sampling method and interview schedule was applied in the study to collect primary data. Through Artificial Intelligence (AI), organisations have been able to transform their marketing environment through the creation of personalized, automatic, and real-time marketing messages. The use of AI-generated marketing messages is common in advertisements, product descriptions, marketing emails, social media posts, chatbots, and personalized marketing recommendations. Although these tools have many advantages like efficiency, consistency, personalization, and fast content creation, there are also some disadvantages such as the validity of the messages, transparency, accuracy, privacy, and whether or not the messages were created by humans. These issues can affect the awareness and trust of consumers towards marketing messages.*

Keywords: *Artificial Intelligence, Marketing Messages, Social Media, Privacy.*

I. INTRODUCTION

Rapid developments in the field of Artificial Intelligence (AI) have revolutionized marketing due to their effect on the processes associated with the creation and distribution of personalized marketing communications. Technologies based on AI have started to be used in marketing campaigns involving advertising, product description, promotions, email marketing, social media posts, customer interactions, product recommendation, and chatbots. Marketing communications produced by artificial intelligence systems are capable of analysing huge amounts of consumer data and generating content tailored to the needs of specific consumers. The above qualities allow organizations to optimize processes of communications production and enhance efficiency, personalization, and consistency of their communications while saving time and effort. Thus, AI has become an integral part of the current technological environment in marketing. AI-generated marketing messages mean promotional or informational messages developed with the help of artificial intelligence systems utilizing algorithms, machine learning, natural language processing, generative AI, and other technologies. Unlike conventional marketing communication, in which content is predominantly developed by human marketers, AI-generated messages may be produced, adapted, and distributed automatically based on consumer information and predefined or learned patterns. The increasing use of generative AI has further expanded the ability of organizations to create marketing content rapidly and at scale.

The increase in the use of AI in marketing highlights the importance of consumer awareness. The consumers can get into contact with marketing communication produced through AI without being able to differentiate between what was created by human beings or through AI technology or even both. Consumer awareness can be defined as the understanding of the use of AI in marketing communication, awareness of AI-generated messages, personalization and automation of decision-making, and awareness of the strengths and weaknesses of AI-based marketing communication. Increased consumer awareness can help them make more rational judgments about the marketing messages.

In addition to consumer awareness, consumer trust can also be considered as a major factor for the effectiveness of AI-based marketing communication. Trust can be defined as the perception of reliability, accuracy, credibility, and dependability of AI-generated marketing communication by the consumers. Consumers may develop trust when AI-generated content provides relevant information, consistent recommendations, clear explanations, and dependable interactions. However, concerns regarding inaccurate information, excessive personalization, lack of transparency, privacy, data usage, manipulation, and uncertainty about whether a message has been generated by AI may influence consumers' willingness to trust such communication. Therefore, the adoption of AI in marketing does not automatically guarantee consumer acceptance; rather, organizations need to establish conditions that support confidence and credibility. The present study aimed to know the association between demographic forces and, consumer awareness and trust on AI-generated marketing messages In Kozhikode district of Kerala.

II. PROBLEM OF THE STUDY

Rapid development of the implementation of artificial intelligence in marketing has dramatically changed the way of how marketing messages are produced and delivered through advertising, social media, product recommendations, emails, chatbots, and other digital tools.

While there are many advantages of AI generated marketing messages, including customization, fastness, consistency, and efficiency, some issues related to the precision, truthfulness, transparency, confidentiality, and trustworthiness of such messages also exist. There is a possibility that customers do not know that marketing messages they get are produced and/or modified using AI technologies. Moreover, while trust towards traditional marketing messages and trust towards AI marketing messages may differ because of reliability of the system, the use of private data, control, and disclosure of the fact that marketing messages are created using AI technologies.

Thus, there is a necessity to research consumer awareness, perception, and trust towards AI-generated marketing messages and factors influencing consumer behavior towards such innovations in marketing.

III. MATERIALS AND METHODS

The growing application of Artificial Intelligence (AI) in marketing has generated increasing academic interest in understanding how consumers perceive, evaluate, and respond to AI-generated marketing communication. In this background, Lefkeli et al. (2024) examined the effect of interacting with AI compared with humans on brand trust and found that consumers could exhibit lower levels of trust when sharing information with AI, particularly when they perceived greater possibilities of information dissemination and exploitation.

The study highlighted the need and importance of privacy perceptions in shaping consumer trust and established that consumers' responses to AI are influenced not only by technological functionality but also by their perceptions of how their information is handled. The findings of Wang et al. (2025) indicated that transparency is an important dimension of AI-based marketing communication; however, subsequent research has shown that the effect of disclosure is not necessarily uniform across consumers and contexts. Le et al. (2026) examined AI role-disclosure transparency in advertising and found that consumers' perceptions of how clearly and informatively AI was involved in the advertising creation process influenced the credibility of the advertising process.

Higher perceived transparency enhanced perceived credibility, which subsequently resulted in more favourable advertising evaluations. The study also found that the effectiveness of disclosure could vary depending on the way the disclosure was presented and whether regulatory compliance signals were present. This indicates that consumer awareness should not be viewed merely as knowledge that AI was used; rather, consumers may also need meaningful information about the role played by AI in creating the marketing message.

The study has made use of both primary data as well as secondary data. The technique used for collecting primary data in the study is that of field survey. In this case, 100 samples have been collected from the Kozhikode district through an interview schedule. The type of research design chosen for this particular research is descriptive research. Descriptive research has been selected as it includes the description of the current state of affairs. In case the population from which a sample is taken is not homogeneous, the technique of convenience sampling is employed to get a representative sample. Multiple Regression analysis was used for further analysis.

IV. RESULTS AND DISCUSSIONS

Table 1
Multiple Regression Analysis

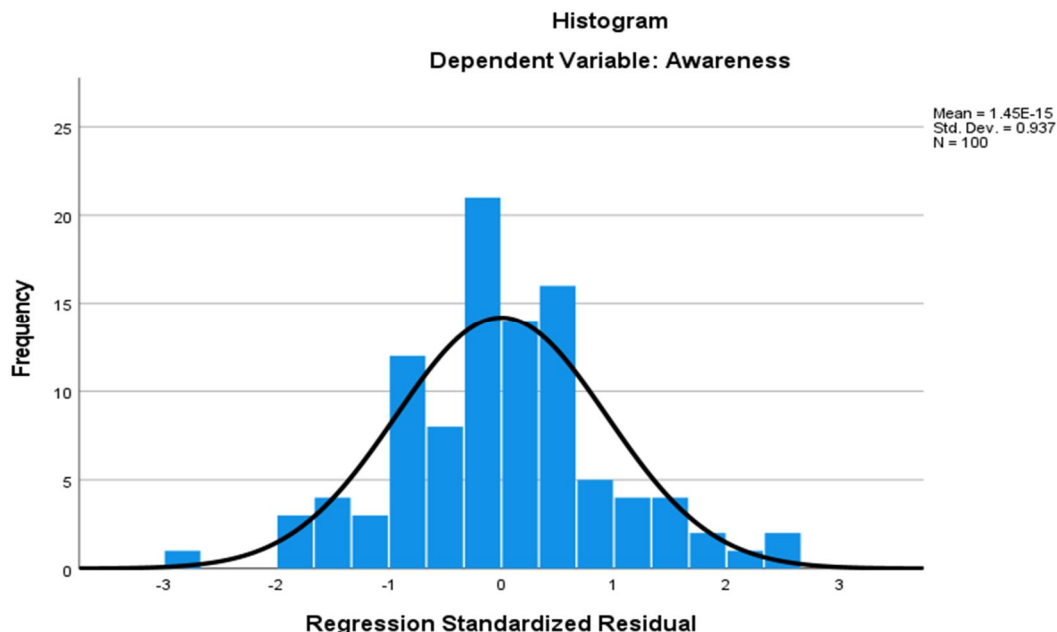
Variables	B	Std. Error	t	Sig.
(Constant)	37.889			
Age	.092	.928	.099	.921
Gender	-3.636	1.647	-2.207	.030**
Marital status	-.630	1.175	-.536	.593
Educational qualification	-8.942	1.895	-4.718	.000*
Occupation	2.762	1.109	2.491	.015**
Size of family	1.717	1.351	1.271	.207
Family type	-.263	.759	-.347	.730
Income level	-1.400	1.085	-1.290	.200
Online shopping frequency	-.150	.979	-.154	.878
Experience in online shopping	3.185	1.077	2.958	.004*
Acceptance of messages	1.008	.963	1.047	.298
Purchased based on messages	1.747	1.118	1.562	.122
R Value	.763	Sig. .000* D.F. -12 (*Significant at 1% level; (**Significant at 5% level)		
R Square	.582			
F Value	10.105			

The Model Summary shows that the multiple correlation coefficient (R) is 0.763, indicating a strong relationship between the selected independent variables and consumer trust in AI-generated marketing messages. The R Square value of 0.582 indicates that 58.2 per cent of the variation in consumer trust is explained by the twelve independent variables included in the regression model. The Adjusted R Square value of 0.525 indicates that, after adjusting for the number of predictors, 52.5 per cent of the variation in consumer trust is explained by the model. The remaining 47.5 per cent of the variation may be attributed to other factors not included in the present study. The standard error of the estimate is 7.183. The ANOVA results indicate that the overall regression model is statistically significant ($F = 10.105$, $p < 0.001$). Since the significance value is less than 0.05, the regression model provides a statistically significant explanation of consumer trust in AI-generated marketing messages. Therefore, the selected independent variables, when considered collectively, significantly influence consumer trust. The individual regression coefficients reveal that gender, educational qualification, occupation, and experience in online shopping have statistically significant effects on consumer trust.

Educational qualification has a significant negative influence on consumer trust ($B = -8.942$, $t = -4.718$, $p < 0.001$). This indicates that educational qualification makes a significant contribution to explaining differences in consumer trust, with the direction of the relationship depending on the numerical coding assigned to the education categories. Gender also has a statistically significant negative influence ($B = -3.636$, $t = -2.207$, $p = 0.030$). Thus, gender significantly contributes to differences in consumer trust, although the interpretation of the positive or negative direction depends on how the gender categories were coded. Occupation has a statistically significant positive influence ($B = 2.762$, $t = 2.491$, $p = 0.015$). This indicates that occupation significantly contributes to variations in consumer trust, with the exact direction depending on the coding of the occupational categories. Experience in online shopping has a significant positive influence on consumer trust ($B = 3.185$, $t = 2.958$, $p = 0.004$). This suggests that respondents with higher levels of online shopping experience tend to have higher predicted trust scores, holding the other variables constant.

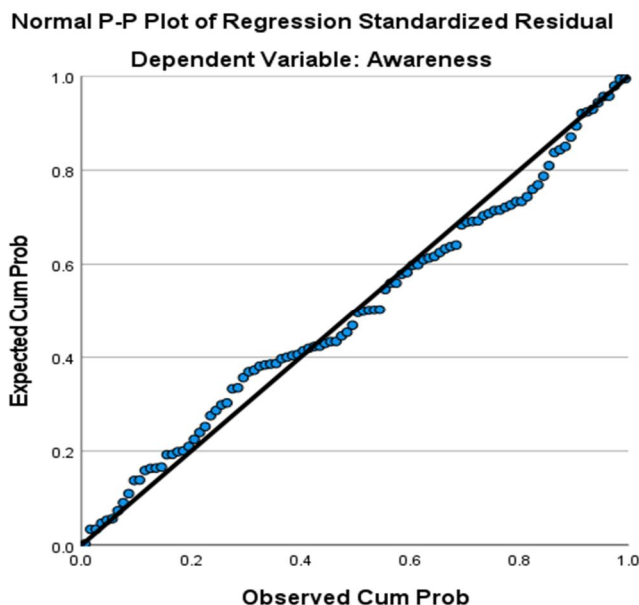
The variables age ($p = 0.921$), marital status ($p = 0.593$), family size ($p = 0.207$), family type ($p = 0.730$), income level ($p = 0.200$), online shopping frequency ($p = 0.878$), acceptance of messages ($p = 0.298$), and purchased based on messages ($p = 0.122$) do not have statistically significant individual effects on consumer trust at the 5 per cent significance level.

Chart 1



A histogram of the standardized residuals from the regression was analyzed to determine the normality of the regression model residuals. The residuals' distribution is bell-shaped and centered on zero, with the frequencies observed conforming to the imposed normal curve. The mean value of the standardized residuals is close to zero ($1.45E-15$), with a standard deviation of 0.937 based on 100 observations. While there are some variations at the tails of the distribution, the general shape suggests that the distribution is normally distributed. Therefore, the normality assumption of the regression model is well fulfilled.

Chart 2



The Normal P-P Plot of Regression Standardized Residuals has been analyzed in order to determine whether the assumption of normality is fulfilled in the regression model. It has been observed that the points in the plot fall almost on the diagonal reference line with just some small deviations at some parts of the plot. This means that the standardized residuals have an approximate normal distribution. Therefore, the assumption of normality needed for performing multiple regression analysis has been fulfilled.

The regression model demonstrates that the selected consumer demographic and behavioural characteristics collectively explain a substantial proportion (58.2%) of the variation in consumer trust towards AI-generated marketing messages. Among the individual predictors, gender, educational qualification, occupation, and experience in online shopping are significant predictors, whereas age, marital status, family size, family type, income level, online shopping frequency, acceptance of messages, and purchase based on messages are not statistically significant predictors.

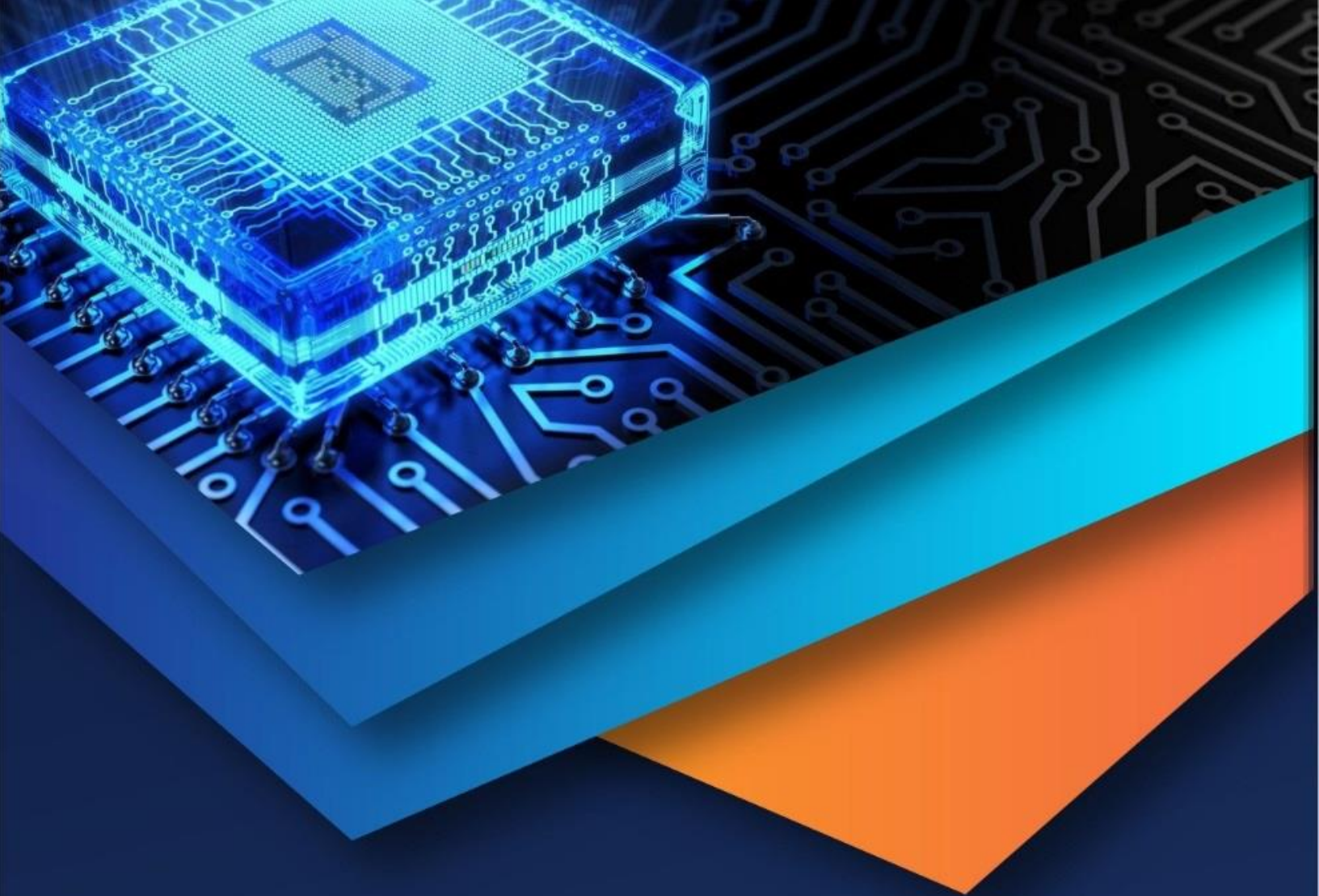
V. RECOMMENDATIONS AND CONCLUSION

AI generated messages are currently utilized for making product recommendations, personalized advertisements, promotional communication, product descriptions, and customer interaction online. However, although the use of such technologies can contribute to more efficient, consistent, and accurate marketing communication, the awareness of consumers about such technologies is a critical issue. Businesses should disclose whether the marketing content is AI generated or assisted to some extent. This disclosure will enable consumers to know the origin of the message and be able to make an informed choice. Despite the efficiency of AI in creating marketing messages, human intervention should be considered to detect mistakes, irrelevant content, inflated claims and communications that might harm consumer confidence. AI-generated marketing messages should be well-vetted prior to publication. Businesses should confirm that the product descriptions, price, offers, specifications among other content provided are truthful and do not contain misleading information.

Marketers should carry out awareness campaigns on how AI is being used in marketing communications through social media, websites, advertisements and consumer education initiatives. Organizations utilizing AI for personalized marketing communications should provide a detailed explanation of how consumers' data are collected, analyzed and utilized. Privacy and data protection measures should be considered to instill consumer confidence. The messages from AI should be relevant recommendations without getting overly personalized. Consumers should have control over their personalized marketing communications. Therefore, it is essential that organisations concentrate their attention on using AI for marketing communications in an open, precise, accountable and consumer-centred way. Human supervision, accurate information, protection of privacy, and proper disclosure of AI-created material may help in creating a credible AI-assisted marketing environment.

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