Marketing in the Age of Generative AI: Consumer Trust and Synthetic Content

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Abstract

The digital marketing environment is transformed with an integration of GenAI tools such as ChatGPT, Gemini AI, DALL-E, and synthesia, which are used for designing marketing content, creating videos and images, etc. Most of the companies are using AI tools for creating the advertisements and chatbot videos, and these are building the consumer trust. This research paper assesses how various content types, like visual, text, or influencer, and cultural contexts affect trust dynamics and the usage of AI tools by the company for their brand promotion to gain consumer trust.

Keywords: Generative AI, AI-generated content, consumer trust, digital marketing, artificial intelligence in marketing

1. Introduction

Over the past decade, artificial intelligence, large language models, text-to-image and image-to-video conversion systems, and virtual influencers have become main drivers of business marketing innovation. The majority of the marketing departments of different industries around the world, like FMCG, IT, manufacturing, pharma, and product-based companies, are embracing GenAI tools to increase efficiency and creative scale, from AI-generated virtual influencers to automated ad content and product photography. However, the rise of AI synthetic content has raised an urgent and complex question: Are consumers able to genuinely trust non-human-generated content?. In recent years, it has become a major issue for the big brands, as consumer skepticism grows equally with AI growth. In order to increase personalised digital engagement, big brands like Meta, Coca-Cola, and Balmain are using AI tools, and with these tools they are generating visuals and avatars. Although most of the customers are preferring GenAI in their purchasing experiences. They are more likely to be drawn towards the AI-generated content and trust the content because of its openness, genuineness, attractiveness, and more applications.

2. Theoretical Framework and Literature Review

Trust plays an important role in determining consumer engagement and brand loyalty as digital technologies continue to change the marketing landscape.

Trust theory (by Mayer, Davis, and Schoorman, 1995) explains the eagerness of a single individual to be subjected to the behaviour of another, irrespective of that other party's potential for monitoring, on the assumption that the other will carry out a certain action that is important to the trustor.

Technology Acceptance Model (by Davis, 1998) explains two factors, i.e., Perceived Usefulness and Perceived Ease of Use. Consumers are more likely to trust and adopt artificial intelligence products if

they feel that they are practical and simple to use, such as chatbots, virtual assistants, or customised recommendations.

3. Research Methodology

Need of the Study :

The rapid advancement of generative AI tools in marketing such as chatbots and automated product descriptions to AI-generated influencers and artificially produced movies, has created issues on how consumers or customers will react and respond to that kind of content.

Research Objectives :

- To assess the degree of trust among consumers in marketing content generated by AI.
- To examine how shoppers interpret fake advertisements for authenticity.
- To analyse how transparency and openness improve consumer trust.

Survey Instrument Design :

A structured questionnaire was designed that includes demographics, age, awareness of AI-generated content, trust perception, authenticity and transparency.

Research design :

This study used a structured survey and descriptive research approach to examine consumers view and trust towards marketing content created by artificial intelligence. In order to gather the data from a wide range of digital consumers on their mindsets, perceptions, and behavioural preferences towards synthetic marketing content, a survey-based approach was chosen.
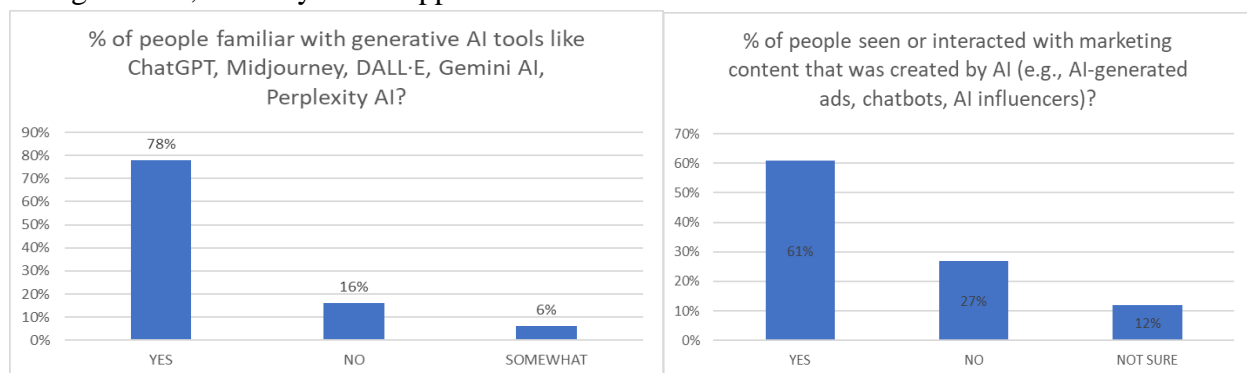
From the above data, which was collected through a survey, we know that the majority of the consumers know more about the GenAI techniques and GenAI-generated marketing content. This shapes the perceptions of authenticity and trust in the brand.

4. Synthetic Content in Marketing :

Synthetic content has emerged as an effective tool for modern marketing strategies due to the broad adoption of GenAI technologies. Photos, text, movies, virtual avatars, and chatbots, as well as other media developed by artificial intelligence, have been considered to be examples of synthetic content. In the context of digital marketing, each of these models satisfies a particular function by permitting firms to engage with their consumers over customised, flexible, and often extremely personalised experiences.
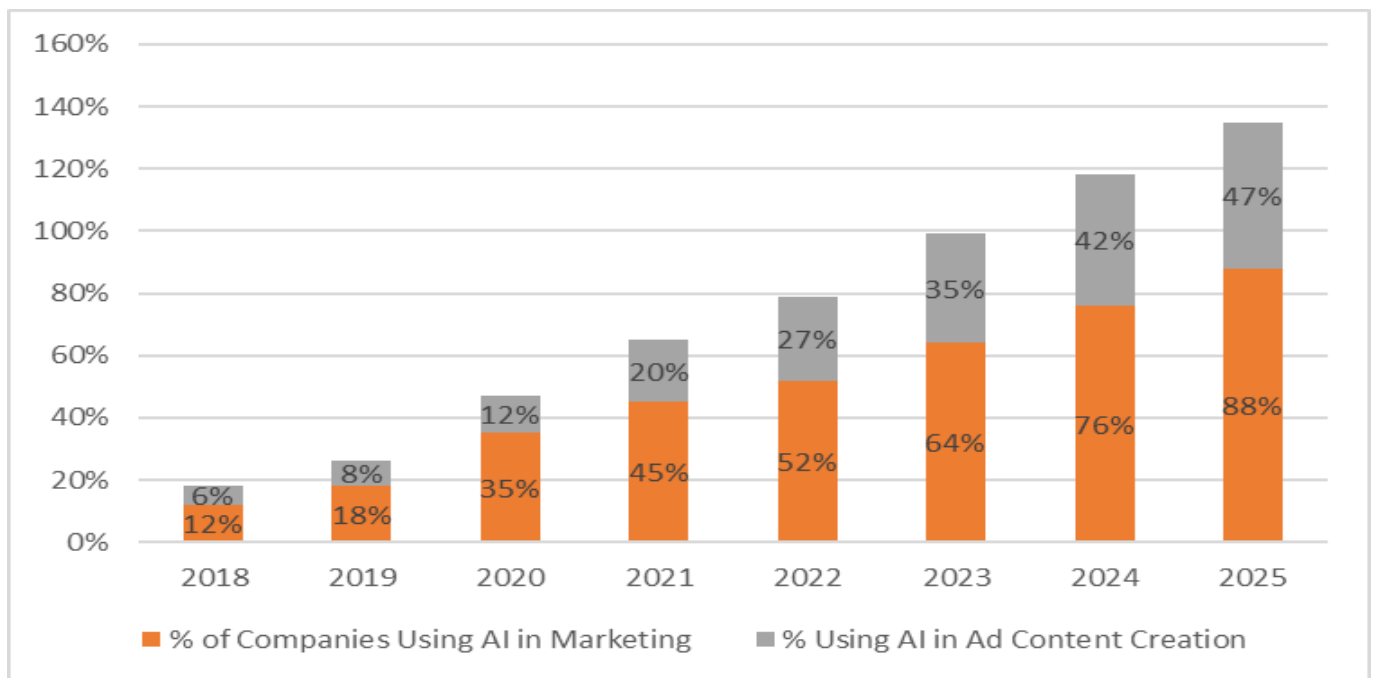
5. Consumer Trust in the Age of AI :

In the age of AI-driven marketing, many consumers value AI's efficiency and customisation. In a survey, individuals expressed a greater belief in businesses that disclosed the usage of AI in advertising. People who encountered undisclosed AI-generated content felt deceived and hesitant to proceed with the purchase. This survey clearly demonstrated that transparency plays a key role in industries like healthcare, e-commerce, and finance, where customer action is significantly influenced by authenticity.

6. Conclusion :

This study focused on how consumer trust in digital marketing and generative AI technologies are evolving together. The study's evaluation of the growth of synthetic content from avatars and chatbots to AI-generated images and text highlights the potential and ethical challenges. This is also pointing out that transparency, authenticity, and trust are crucial factors in determining how people react to marketing content produced by AI.

7. Author's Biography :

My name is Allu Eswararao Naidu. Currently, I am pursuing an MBA at University of Hyderabad. I have worked with a couple of companies as a business analyst and market research analyst.

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