VILNIUS UNIVERSITY BUSINESS SCHOOL

DIGITAL MARKETING PROGRAMME

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THE FINAL MASTER'S THESIS (PROJECT)

Title in Lithuanian	Title in English
"Vartotojų suvokimas apie dirbtinio intelekto generuojamą ir žmogaus sukurtą vaizdinę reklamą: lyginamasis tyrimas."	"Consumer Perceptions of Artificial Intelligence-Generated and Human-Generated Visual Advertising: A Comparative Study."

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SUMMARY

VILNIUS UNIVERSITY BUSINESS SCHOOL

Digital Marketing Master's Programme

Rashid, Hameed

Consumer Perceptions of Artificial Intelligence-Generated and Human-Generated Visual Advertising: A Comparative Study

Supervisor – Mikael, Forsström

Master's thesis (project) was prepared in Vilnius in 2025

Scope of Master's thesis (project) – 75 pages.

Number of tables used in the FMTP – 10 pcs.

Number of figures used in the FMTP – 1 pcs.

Number of bibliography and references – 96 pcs.

Brief Description: This research examines the psychological effects of Generative AI on digital-marketing as it pertains to the cosmetic industry. As AI-generated visuals almost same as human work, this study compares the ways in which consumers perceive both formats in terms of four important dimensions: Authenticity, credibility, transparency and trust. The study focuses on the visual nature of perfume advertising to determine if the "human touch" still has a competitive edge in consumer psychology.

Problem, Aim, and Objectives of the FMTP:

The rapid integration of generative artificial intelligence (AI) in digital marketing, especially in visually-driven industries such as the cosmetic industry, has exceeded our comprehension of consumer psychology. While AI provides efficiency, there is a major empirical knowledge gap with respect to whether these machine-generated visuals would be able to preserve the same levels of perceived authenticity, and trust as traditional human made content. The basic issue that is being dealt with is the possible "authenticity deficit" that can occur when consumers are in contact with advertisements created with AI. The primary objective of this thesis is to conduct a comparative study between the consumer's perception of AI-generated and human-produced visual advertisements specifically about issues of authenticity, credibility, transparency, and trust. To do this, the following tasks were established: **1)** to measure and compare the perceived

authenticity; **2)** to determine variations in perceived credibility; **3)** to evaluate differences in perceived transparency; and **4)** to assess levels of brand trust for both advertisement types.

Research methods used in the FMTP: The research methods used in the FMTP employed a **within-subjects experimental design**. Data was collected using an online survey using a sample of **315 participants**.

Used two stimuli: advertisement of artificially generated perfume (Image A) and an advertisement created by a human (Image B). Statistical analysis was conducted with the inclusion of the programs of statistical analysis of data (**SPSS**) and **Cronbach's Alpha** for Reliability and **Paired Samples T-Tests** to compare the mean between the two groups.

Research and results obtained: The results showed that there is a statistically significant preference for human-created content. Specifically:

- **Authenticity**: Human-created ads were perceived to be more authentic.
- **Credibility**: Human made visuals were found to be more believable when they were made with human.
- **Transparency**: People perceived more transparency and honesty on human content.
- **Trust**: Brand trust was much higher for the human-created advertisement compared to the AI-generated version.

Conclusions of the FMTP: The research concludes that whilst AI provides efficiency, it currently faces a "psychological discount" from people who value the perceived effort and realism of human creativity. For marketers, the study would recommend a "human-in-the-loop" approach. Brands must prioritize transparency when using AI to mitigate risks related to trust and credibility.

SANTRAUKA

VILNIAUS UNIVERSITETO VERSLO MOKYKLA

Skaitmeninės rinkodaros magistrantūros studijų programa

Rashid, Hameed

Vartotojų suvokimas apie dirbtinio intelekto generuojamą ir žmogaus sukurtą vaizdinę reklamą: lyginamasis tyrimas

Darbo vadovas – [Mikael, Forsström]

Magistro baigiamasis darbas parengtas Vilniuje, 2025 m.
Magistro baigiamojo darbo apimtis – 75 puslapiai.
Lentelių skaičius – 10 vnt.
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Trumpas aprašymas: Šiame tyrime nagrinėjamas generatyvinio dirbtinio intelekto (DI) psichologinis poveikis skaitmeninei rinkodarai kosmetikos pramonėje. Kadangi DI sukurti vaizdai tampa neatskiriami nuo žmogaus darbo, šiame tyrime lyginama, kaip vartotojai vertina abu formatus pagal keturis pagrindinius aspektus: autentiškumą, patikimumą, skaidrumą ir pasitikėjimą. Tyrime didžiausias dėmesys skiriamas kvepalų reklamos vizualumui, siekiant nustatyti, ar „žmogiškasis prisilietimas" vis dar suteikia konkurencinį pranašumą vartotojų psichologijoje.

Problema, tikslas ir uždaviniai: Sparti generatyvinio dirbtinio intelekto integracija skaitmeninėje rinkodaroje, ypač vizualiniuose sektoriuose, pavyzdžiui, kosmetikos pramonėje, aplenkė mūsų supratimą apie vartotojų psichologiją. Nors DI užtikrina efektyvumą, egzistuoja didelė empirinių žinių spraga: ar šie mašininio generavimo vaizdai gali išlaikyti tokį patį suvokiamo autentiškumo ir pasitikėjimo lygį kaip tradicinis, žmogaus sukurtas turinys. Pagrindinė nagrinėjama problema galimas „autentiškumo deficitas", kylantis vartotojams sąveikaujant su DI sukurta reklama. Pagrindinis šio darbo tikslas – palyginti vartotojų požiūrį į DI sukurtas ir žmogaus sukurtas vaizdines reklamas, vertinant autentiškumą, patikimumą, skaidrumą ir pasitikėjimą. Tikslui pasiekti iškelti šie uždaviniai: **1)** išmatuoti ir palyginti suvokiamą autentiškumą; **2)** nustatyti suvokiamo patikimumo skirtumus; **3)** įvertinti suvokiamo skaidrumo skirtumus; **4)** įvertinti pasitikėjimo prekės ženklu lygį abiejų tipų reklamoms.

Tyrimo metodai: Tyrime naudotas eksperimentinis dizainas (angl. *within-subjects design*). Duomenys surinkti vykdant internetinę 315 suaugusių dalyvių apklausą. Naudoti du stimulai: DI sukurta kvepalų reklama (A vaizdas) ir žmogaus sukurta reklama (B vaizdas). Statistinė analizė atlikta naudojant SPSS programinę įrangą, taikant Kronbacho alfa (angl. *Cronbach's Alpha*) koeficientą patikimumui nustatyti ir porinių imčių t-testą (angl. *Paired Samples T-Test*) vidurkių palyginimui tarp dviejų grupių.

Tyrimas ir gauti rezultatai: Rezultatai parodė statistiškai reikšmingą pirmenybę žmogaus sukurtam turiniui. Tiksliau:

- **Autentiškumas:** Žmogaus sukurtos reklamos suvokiamos kaip autentiškesnės.
- **Patikimumas:** Vartotojai žmogaus sukurtus vaizdus laikė labiau įtikinančiais.
- **Skaidrumas:** Sąžiningumo ir atvirumo suvokimas buvo aukštesnis žmogaus sukurto turinio atveju.
- **Pasitikėjimas:** Pasitikėjimas prekės ženklu buvo gerokai didesnis žmogaus sukurtos reklamos atveju, lyginant su DI sukurtu variantu.

Išvados: Tyrime daroma išvada, kad nors DI siūlo efektyvumą, šiuo metu jis susiduria su vartotojų „psichologine nuolaida" (angl. *psychological discount*), nes vartotojai vertina suvokiamas pastangas ir žmogiškos kūrybos realizmą. Rinkodaros specialistams tyrime siūloma taikyti „žmogaus dalyvavimo" (angl. *human-in-the-loop*) metodą. Prekių ženklai, naudodami DI, privalo teikti pirmenybę skaidrumui, kad sumažintų riziką, susijusią su pasitikėjimu ir patikimumu.

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INTRODUCTION

Generative Artificial Intelligence (GAI) has undergone a paradigm shift in the technological and business realm with Large Language Models (LLM) and proximity service models such as ChatGPT and DALL-E, made by the OpenAI platform, Bing GPT-4, created by Microsoft, and Gemini, made by Google (previously Bard). They have already been capable of producing any content, text, images, a video, sound, and computer code at rapid speed and sophisticated levels of high sophistication and send shockwaves across the academic community, industry, and society as a whole (Toner, 2023). At the heart of LLMs lies the "Generative Pre-trained Transformer" (GPT) architecture, a type of neural network designed to mimic the human brain's language processing by predicting the most likely sequences of words based on massive datasets containing books, articles, internet text, and social media content (Lin et al., 2022; Mearian, 2023). The sophistication of these models is such that they have been perceived as passing the classical Turing Test, long considered a benchmark for machine intelligence. However, questions remain regarding their actual capacity for creativity and originality, with some experts arguing that they are essentially advanced pattern-recognition systems synthesising existing information rather than producing genuinely novel ideas (Biever, 2023; De Cosmo, 2022; Hinton, 2023).

There are several promising ways to use generative AI, but it raises important ethical and practical questions. Most importantly, people are focused on ensuring that marketing content is honest and open because AI now blurs the line between what is made by a machine and by a person, which can cause problems with plagiarism, infringing rights, and tricking customers (Kanont et al., 2024; Cheng, 2024). Besides, when media, advertising, and other creative professionals lose their jobs, a debate arises about how AI could aid human workers in their work. A problem relates to consumer trust in the credibility, truthfulness, and dependability of marketing information. As many internet sites use AI-generated content (visual ads), it is important to see how AI shapes people's view and trust the brand (Michel-Villarreal et al., 2023). We do not yet fully know from research how consumers spot AI-made marketing content, and sharing such information relates to their trust and involvement (Michel et al., 2023; JP Morgan, 2024). Since the scientific area of GAI is rapidly becoming more significant in terms of online marketing, this study focuses on how AI relates to marketing performance, creativity, and brand image. This project aims to assist marketers in closing the gaps between current research, as well as existing gaps that exist between the newly obtained research, and provide them with some beneficial methods on how marketers can cope with GAI and still achieve success in terms of dealing with consumers.

Problem Statement

The main issue that will be discussed in this paper is the deficit of empirical knowledge about how various types of generating advertisements (generative AI (GAI versus visual content created by humans) relate to customer perceptions of authenticity, credibility, transparency, and trust.

Aim of the Study

The purpose of the study is to compare consumer perceptions of authenticity, credibility, transparency, and trust between generative AI visual advertisements and human-created visual advertisements in the cosmetic industry.

Research Questions

1. RQ1: Do consumers perceive differences in authenticity between an AI-generated advertisement and a human-created advertisement?

2. RQ2: Do consumers perceive differences in credibility between an AI-generated advertisement and a human-created advertisement?

3. RQ3: Do consumers have differences in transparency between an AI-generated advertisement and a human-made advertisement?

4. RQ4: Do consumers find a difference in the level of trusting brands using AI-generated versus human-created adverts?

Research Objectives

1. To measure consumers' perceived authenticity of AI-generated versus human-created cosmetic advertisements.

2. To determine variations in perceived credibility between AI-generated advertisements and human-created advertisements.

3. To evaluate how transparency is perceived in AI-generated compared to human-created ads.

4. To compare the levels of trust that consumers have placed in AI-generated and human-generated cosmetic advertising.

1. LITERATURE ANALYSIS

1.1. Generative AI in Marketing

GAI (Generative Artificial Intelligence) is known as one of the most groundbreaking technologies to come out in the past few years, helping multiple sectors with its skill in generating text, pictures, sounds, video, and layout information without human intervention. It can be said that generative AI refers to advanced machine learning systems that generate new outputs by analyzing large datasets (Toner, 2023). Unlike before, generative AI takes ideas from a lot of existing data to create new things, just as humans tend to do (Anantrasirichai & Bull, 2022; Michel-Villarreal et al., 2023). After OpenAI released ChatGPT to the public in November 2022, generative AI has gained interest from across academia, industry, and government, mainly for how it will shape digital marketing. To properly understand what this technology can do for marketing, you must know the important building blocks it is based on. AI is mainly seen as the process of building computer systems to do things that typically need human brainpower such as deciding, understanding patterns, and thinking logically (Han et al., 2022; Ford et al., 2023). To put it another way, generative AI refers to algorithms that can make different kinds of data, ranging from narratives to visual work (Dwivedi et al., 2023). Progress in several related technologies is what makes these capabilities possible:

1. **Natural Language Processing (NLP):** The use of NLP by machines allows people to interact naturally with AI, as the AI can interpret, examine, and make expressions in human language (Ford et al., 2023). NLP aims to produce software that can understand the meaning of what we say and act appropriately, connecting human speech with machines (Toner, 2023).

2. **Large Language Models (LLMs):** GPT (Generative Pretrained Transformer) and similar LLMs are deep neural networks that have learned from massive sets of text found in books, articles, the internet, and social media. They are able to understand and generate valid text because these models can guess the order of words (Chen et al., 2021). Recent LLMs such as GPT-3 and GPT-4 regularly produce text that appears just like that written by humans (Mearian, 2023).

3. **Transformers:** LLMs include transformers, which process data that follows a sequence and depend on context. They convert different types of input, including things we read, into valuable results such as essays, messages, photos, or recordings (Ford et al., 2023).

4. **Generative Pretrained Transformer (GPT):** GPT models combine the above elements into a family of artificial neural networks trained to generate text, code, or other data types from input prompts. ChatGPT, based on GPT architecture, is a chatbot designed to understand and follow instructions, delivering detailed human-like responses (Dwivedi et al., 2023; Mearian, 2023).

People are cautiously supportive of AI-created marketing content, as studies reveal that being able to tell it was AI-generated does not stop them from interacting, as long as the marketing piece looks genuine and high quality (Dwivedi et al., 2023). There is much research missing on the continuing effects of AI on marketing businesses, the ethics of its output, and the changing attitude of consumers toward AI marketing strategies (Davenport et al. & JP Morgan, 2023). More empirical studies are needed to learn the best methods of working with AI tools, to automate and combine human creativity, as well as to solve legal and social problems of generative AI.

1.2. Role of Digital Agencies: Functions, Content Creation Workflows, and Integration of AI Tools

The markets are becoming more and more web-based, and the consequence has seen more businesses resorting to online marketing as a means of expanding their visibility, and consequently making them viable. Online promotion activities on social networks, search engines, and email are also assisted by the agencies working in the digital sector for the organisation (Kulkarni & Tupsakhare, 2024). The section looks into the core activities of digital agencies and how using generative AI in agencies is percieved to influence consumer trust. Digital agencies are key links between brands and the people they want to reach by offering in-depth knowledge of digital advertising methods. The main things they do are creating strategies, developing creative work, putting campaigns into action, analysing data, and making sure everything is running effectively (Bergdahl et al., 2023). Agencies ensure that brands send out similar messages to consumers by working at various digital points. Most of what agencies do is focused on personalization, which plays a vital role in how consumers percieve and act. Even, it shows that the introduction of personalized ads will give the consumer the feeling that the ad is valuable and, therefore, will shape the attitude towards the brand. With the personalization provided by data, specific information is transmitted to the individuals, hence adding the perceived effectiveness of such a message to the individual. It is more important to note that the principle of personalisation can influence perception of individuals who are not typical consumers of digital environments, meaning that this type of personalized marketing will attract dislike in some of the individuals (Lin & Kim, 2016).

Popper's official information, however, is also counterproductive. It means that an average consumer should have moderately personalized goods, and excessive self-personalizing of goods could be seen as problematic in exploring goods and appear to be less effective, along with making consumers feel uncomfortable (Anantrasirichai & Bull, 2022). Thus, the digital agencies are advised to ensure that they practice a reasonable amount of individuality without breaching privacy or alienating their users. Along with personalized recommendations, the digital agencies are currently relying on recommenders who utilize information to view what a user likes. One of such methods involves applying the utilization of groups sharing issues of reasoning (collaborative filtering), similarity between objects (content-based), and information offered by the customers (knowledge-based suggestions) (Resnick & Varian, 1997; Lu et al., 2015). By recommendations, companies can disseminate marketing messages in such a way that will attract the attention of a customer at the appropriate time. Using these systems in digital agencies enables better perceived effectiveness of the agencies in their marketing processes.

Agency-run social media accounts help brands reach their consumers one-on-one, leading to a loyal community for the brand (Okazaki & Taylor, 2013). Engaging and informative ads work better on social media because people tend to respond to them more positively than to stale ads (Lee & Hong, 2016). Additionally, social media's network function makes it easy for users to create and share ideas, which supports the spread of marketing messages through electronic word of mouth (E-WOM). Agencies often suggest using influential internet users known as influencers to promote products sincerely on their platforms (Leung et al., 2022). Because influencers are seen as real, their involvement in marketing tends to make consumers percieve the brand as more trustworthy and get involved than would happen with traditional ads. Agencies are choosy about the influencers they team up with and add influencer-made content into their overall marketing plans to achieve the most desirable impact. Agencies generally apply search engine marketing (SEM), using, for example, search engine optimization (SEO) and PPC advertising, to increase their clients' visibility and attract the correct audience (Boughton, 2005). SEO makes your site easier to find organically from search engines, but PPC involves purchasing ads to show alongside popular search terms. Because search engine algorithms and user searches are shifting, SEM approaches must be flexible, and teams need the right skills.

In addition, digital agencies rely heavily on Boughton as part of their work process. Although email has been around for a while, it still works well now because it gives businesses the opportunity to communicate personally with different groups of users (Ansari & Mela, 2003). Agency campaigns are designed to engage customers in the long run while converting them by offering them what they like and prefer. Digital agencies are rethinking their workflows because

artificial intelligence tools, especially generative AI, have enabled them to handle more content, better study data, and interact more effectively with customers using automation. AI means agencies can create very good marketing content such as text, images, and videos at amazing speeds and in great numbers, so team members can work on coming up with ideas and crafting strategies (Dwivedi et al., 2023). ChatGPT and Midjourney have made it much easier for people to create content by eliminating many of the usual difficulties and time demands. Text templates, script guides, and design outlines help agencies to quickly advance their advertising campaigns by handling the main initial workloads (Colburn, 2024). Thanks to AI, even agencies or businesses with limited help or budget can compete more successfully in digital markets at low cost. AI systems help agencies by giving them a clear picture of what customers like and dislike so they can improve their marketing strategies. Analysing what people do online and what they buy allows AI to help agencies serve each consumer with personalised marketing, which improves both user experiences and the agency's campaign success (Millet et al., 2023).

However, the issues regarding the AI implementation in the digital agencies are missing. Most of these marketers confirm they are almost drowning in the rate of AI transformation and the technical skills that it requires them to gain to make use of AI in an excellent manner (Fan & Yang, 2023). The use of AI in the contemporary workplace will entail the companies re-training their staff, restructuring the labor unit, and embracing novel principles concerning creativity. Moreover, the agencies are to strive for powerful governing frameworks that may assist them in curbing the issues of privacy, transparency, and appropriate use of AI-produced content (Garante Per La Protezione Dei Dati Personali, 2023).

Despite the reason why the AI can be highly beneficial, apprehensions exist, and it is within its context of use that the digital agencies have experienced. An intense degree of individualization of the ads, as contrasted to the degree of privacy the ads suggest, is a grave issue. Bringing and manipulating data in its raw form are so overwhelming to the business that they might create a level of mistrust and dishearten individuals from being more involved in their apps (Millet et al., 2023). The vagueness and obscurity of the agency data practice need not be there, and guarantee that the personalization does not violate the privacy and safety of the consumers. The companies are also unable to handle AI since a new phenomenon is being presented with frightening speed. Moreover, AI may make repeated findings, one of them, and, in line with it, the brands will also need to prune and narrow the findings provided by AI down to such an extent that they may relate to their brand (Lai, 2023). Another point that should be raised is that AI couples and possible prejudice of algorithms remain uncodified, and the agencies would

have to handle it as both regulations continue to change (Dwivedi et al., 2023). Not dealing with these issues can cause problems for a company's reputation and expose it to legal issues.

Agencies are using various techniques to manage these problems. Ensuring that AI and human judgment coexist means AI is not meant to replace people's creative and intelligent work (Puritt, 2023). Training programs for staff assist marketers in building the technical skills they need to use AI while still managing their marketing strategies. Also, getting technology providers, regulators, and marketing experts to work together is now needed to create responsible AI standards. As generative AI technologies mature, digital agencies will need to continue adapting their strategies, workflows, and governance models to maintain their competitive edge and deliver meaningful marketing outcomes (Adeoye & Jimoh, 2023).

1.3. Content Marketing and AI: Effect on Creativity, Efficiency, Personalisation, and Tone Consistency

Content marketing is now crucial in digital marketing because it focuses on producing and sharing useful, relevant, and ongoing content. It helps gain attention for a business, involve consumers, and encourage profitable customer behavior (Panda & Mishra, 2022). The creative aspect of content marketing is shifting radically through the new forces of artificial intelligence and generative AI, backing up the creative, efficiency, personalized, and tonal usage and management.

1.3.1 Creativity

According to the early adopters of GenAI within their organizations, they argue that their teams are becoming more innovative because the initial content of AI can support new opportunities and enable them to explore different types of content (Deloitte Digital, 2023). Furthermore, the marketers will be able to produce data-based and pictorial products, such as infographics and photos, using GenAI (Hartmann et al., 2023). However, AI and the ability to be creative are inseparable. AI is able to offer significant content; nevertheless, it depends on human intervention to edit the content, present insights, and make the content more authentic. As claimed by the AI users, it is an initial human marketer collaborator that can guide human marketers to concentrate on meaningful decisions and their creative activity (Sonia, 2023). Human versus machine testing of creativity may bring us to the next stages of content marketing development, which is more enhanced and appealing.

1.3.2 Efficiency

GenAI helps content marketers achieve percieved improvements in how efficiently their materials are created. Usually, creating content the old way is time-consuming and can use up many resources, plus you usually need particular writing, design, and multimedia skills for the

best results. A lot of the required work is done by the generative AI, and this makes it less complex and also much faster to create powerful marketing products (Ratajczak et al., 2023). Services in AI can help companies publish tailor-made email send-outs with greater efficiency, turning all of it into different languages and filtering based on specific content to each person, which helps them reach more and make it more relevant, as well as minimizing expenses (Deloitte Digital, 2023). With GenAI, online marketers can optimize their websites and constantly find the most useful keywords to apply to them, make sure that the websites have helpful meta descriptions, and improve the content of search engines in a way that organic visitors can readily turn into easily converted ones (Soni, 2023). As a result of GenAI, marketing groups may respond according to the demand, responding quickly to the market and customer preferences changes. The fact that meaningful and timely content is a huge competitive advantage of businesses today renders it all the more important to jump fast. According to survey findings, CMOs say that almost 70% of them have improved how their teams operate, and as a result, organizations have reported productivity rise and the cost of creating content fall. Because customers expect their online experiences to be highly relevant, personalization is now crucial in successful digital marketing. With GenAI, companies can analyze many customer traits such as their demographics, activity, preferences, and purchase records to create offers and personalized recommendations (Gołąb-Andrzejak, 2023). Banks and stores are showing how GenAI is used to connect with customers offering investing advice closely linked to their risk position and personalizing promotions according to each person's shopping habits (Ratajczak et al., 2023). Because resources are focused where they will bring the greatest returns, satellite TV improves customer loyalty, makes more sales, and brings ROI for its marketing spend.

1.3.3. Personalization

Through GenAI, marketers can deliver personalized content on different platforms and gadgets by utilizing the data uploaded on social networks, web pages, and day-to-day interactions with other clients in order to create uniformity. The personalization of messages via the channels will lead to a higher perceived customer conversion as your messages are likely to be meaningful to the specific individual (Deloitte Digital, 2023). Nevertheless, personalization should be controlled and approached so that it does not make an individual paranoid regarding his privacy. Such massive personalized content can only yield outcomes when it can be valuable and meet the trust of the users, coupled with the ability to comply with the strict data privacy policies (Kamkankaew et al., 2022).

1.3.4 Tone Consistency and Brand Voice

Having a constant tone and message in a brand helps customers trust you and remember you. Because of GenAI, a company can keep its brand voice consistent no matter the channel or kind of content used. When agencies train their AI models on guidelines, past materials, and style manuals, the brand's voice and preferred mood are more likely to be replicated by the AI (Neef et al., 2024). Having a consistent tone results in fewer content revisions, faster review times, and quicker launches of our campaigns. Even so, having a human check the content ensures that it is suitable for the audience and does not damage a brand's reputation because of tone (Soni, 2023).

1.3.5 Challenges and Ethical Considerations

Although GenAI is clearly helpful, using it in content marketing poses a number of challenges. Because industry rules and set guidelines are missing regarding AI content, organizations and marketers often feel unsure about how to use it (Ratajczak et al., 2023). Wrinkles in intellectual property rights, originality of content, and ethical situations also make implementing online courses tricky. The heavy aim to achieve better customer personalization with AI models creates two serious problems: security and data privacy. In the contemporary world setting, companies must be able to comply with data protection legislation, and gain the confidence of their consumers in the upper management due to strict controls and direct talk.

Better still, the high prevalence in the evolution of technologies and the fact that some of the marketing communities have other members who are not competent in utilizing these handy tools is important. The application of AI to work enables its theoretical use only when companies undertake a significant project of re-educating the competencies of their formations and changing the nature of the way in which they operate (Soni, 2023). Such a deficiency of digital marketing controls through oversight might create space where the perceived outcomes of where there should be none, such as hallucinations, can be created and can be misleading, which is unhealthy to the brand image (Deloitte Digital, 2023). It is important to note that the application of AI content will be beneficial and error-free only when there is the presence of people who will govern and regulate the content.

This has significantly improved the industry as early adopters of GenAI in content marketing have shown that it has the potential to optimize the industry by improving the creation of more creative content, providing higher accuracy, eliminating more content, and making the brands outperform (Ratajczak et al., 2023). More and more organizations notice the pluses, so more of them may adopt it by improving how they train people, improving infrastructure, and managing governance. To get the most out of these tools, companies need to do pilot work on

important use cases such as email newsletters, SEO writing, and grouping customers. They give you practical knowledge, help you improve internally, and address risks ahead of large-scale roll-out (Artefact, 2023). Making clear standards for working with data, AI, and ethics will keep people confident and will fulfill compliance requirements. Moreover, when human creativity and   AI results meet in a team environment, content is both genuine and full of emotional value (Gołąb-Andrzejak, 2023). Interest in these two reasons may help them persuade marketers to make advantageous changes to their personalisation process and content of the composition such that they can be competitive in the online arena. When the content marketing is coupled with the generative AI, the business perspective to the notion of how companies view, convey, and improve their marketing discourses is being turned. The characteristics of GenAI such as being innovative in problem solving, faster work, more personalized results, and tones of various brands give good support to the digital marketers (Adeoye and Jimoh, 2024). Nonetheless, the solution lies in adoption in cases where they ethically, privacy and lack of skills have been angled out and human control has been carried out to maintain the true character of the site. Marketers will fail to implement their strategies in the digital era sustainably and effectively without the GenAI technologies, which are gradually becoming more mature (Samo and Highhouse, 2023).

1.4. Consumer Trust and Perceived Authenticity: Psychological Theories and the Impact of Transparency in AI Disclosure

The present technology still re-codes the existing behavior of individuals, and how they make their decisions in associating with the brands. This trend has extended to all four fast-evolving platforms: e-commerce, social media, voice assistants, and the newest generative AI (GenAI) (Katsikeas et al., 2020; Mogaji et al., 2021; Ford et al., 2023). During such days, the tolerability given by people to brands on the internet is associated with the credibility of a brand and the trust that other people give to the brand. The initial section of the review is an examination of some of the main psychological theories related to trust, honesty, and brand perceptions, and then the implications of coming clean on AI in business. In addition, gen AI results for consumers are also studied in the book, and this has raised ethical concerns and guidelines towards maintaining trust in the process when AI permeates most of the consumer activities.

1.4.1 Psychological Foundations of Trust, Authenticity, and Brand Perception

Trust is a complicated trait of the mind, which is brought to the fore in consumer-brand relationships. It entails the impressions of buyers on probity, trustworthiness, and fairness of a brand or service provider (Mayer et al., 1995). Believing in a firm comes after repeated good experiences and makes users less likely to worry during transactions. The way consumers view information security, user privacy, and openness can all be connected to trust in digital

environments. How consumers feel about AI-driven data, content, and interactions makes up their trust toward AI. Because of the "automation bias" effect, people sometimes believe AI outputs too much, so it matters that the AI data being used is accurate and understandable (Mosier & Skitka, 1996).

Authenticity is the indicated honesty and reality of the message of the brand as well as its personality (Beverland & Farrelly, 2010). The consumer values, expectations, and needs are connected and employed to establish emotional attachment and loyalty to the company, as authentic brands are perceived as honest, transparent, and consistent with consumer values (Morhart et al., 2015). Perceived authenticity could only help stand out among rivals in saturated markets, with consumers growing very skeptical in the digital age. Consumers will respond negatively when they perceive that they have been manipulated or deceived, such as through generic or AI-generated material without being informed, and this undermines the trust (Napoli et al., 2014).

Shopping has never been easier for consumers because e-commerce makes it effortless to choose from many products, check costs, and read other users' thoughts online from wherever they are (Katsikeas et al., 2020; Ngarmwongnoi et al., 2020). Therefore, people expect more transparency, customization, and easy communication again. Today, social media makes it easy for people to speak directly with companies, form online communities, and be influenced in their shopping choices (Mogaji et al., 2021; Voramontri & Klieb, 2019). Using voice assistants and smart speakers, people now have an alternate way to find information and purchase products, shaping the usual way people would search the web (Ford et al., 2023). People are now finding it easier to interact with brands because generative AI tools such as ChatGPT, Google's Gemini, and Microsoft Co-Pilot supply better advice, easier support, and personalized ways to browse goods (Dwivedi et al., 2023a). With so much information from datasets, these technologies help consumers choose more wisely.

The content can be presented and refined to the tastes of the customer and hyper-personalized with the help of generative AI, which will change the recommendations given and the content to the customer's preferences (Dwivedi et al., 2023b). This personalization can also be associated with enhanced perceived authenticity, whereby the consumers can feel that the brand understands their needs and may do what they can to present them naturally. However, the issue of ontological representation of AI-generated contents arises conceptually according to the concept of artificial AI: Does the propositions or recommendations that AI gives are considered perceived valid and realistic? To obtain enough qualification of the decisions made, it is also

needed to explain to the consumers directly that AI can create this kind of content, and it can also uphold their faith and overcome the distrust (Sætra, 2023).

Only in the scenario when everything is clear will it be possible to trust AI. There will be the establishment of reciprocal trust since individuals will be more open, as stated by the experts in sociology. Speaking about the API, the description that the brands specify what the AI does and what it cannot do, this contributes to perceptions of people and makes them feel valued. The hiding of significant facts about the company or the creation of a secret may foster the notion that a company would like to become a dictator of the minds and behaviors of people, against the relationship between a consumer and a brand. Besides making recommendations public, organizations should also make clear how the data is used and put procedures in place to avoid bias (Jain et al., 2023).

Generative AI helps consumers get on-the-spot, relevant, and tailored data to guide their moves. More and more, people use AI systems to evaluate what products to buy, read about them, and test them virtually (Sheth et al., 2024). As a result, shoppers feel stronger, more satisfied, and confident when making a purchase. Moreover, AI allows anyone to review products, and the special media they add supports a higher quality of user-generated content. Although these advantages of generative AI are so evident, it is highly harmful:

- **Misinformation:** AI constitutes a misinformed source since it is incapable of coming up with content without being misinformed. As an example, artificial news or photos created by AI have disoriented the market and aggravated the situation with the help of viral content (e.g., in May 2023, the Pentagon explosion hoax). Customers must be skeptical of the AI-generated content, and they are to triangulate information (Mogaji & Jain, 2024).
- **Over-reliance:** Being too responsive to the AI advice will also work to make consumers less open-minded and less free in their thinking and responding to the facts in the world, and thereby become more vulnerable to biased information (Mogaji & Jain, 2024). Demand has been high in the education and digital literacy programs to reverse this trend.

1.4.2 Ethical and Governance Considerations

Ethical issues, which can be considered concerning the responsible use of generative AI, consist in the fact that the definition of accountability of AI-generated outputs needs to be explicitly stated. The matter of accountability, including to whom AI advice can be damaging, who is to blame, the creator, the brand, or the consumer? It is under debate. The shared accountability among users, regulators, and developers is crucial in building trust and AI-related ethical use (Mogaji & Jain, 2024). These policies are irrelevant to the shift in technology, which causes a gap in the governance of consumers that can tear down consumer protection. It must be proactively

moderated to allow the transparency, data privacy, accuracy, and accountability of the contents produced by AI (OECD, 2023; PwC, 2023). This ought to have specific regulations where the disclosure of AI is well mentioned, intervention of bias, and correction of mistakes. It will make it necessary to develop adaptive governance systems that will secure the consumers but enable innovation through the liaison between the federal and long-term care stakeholders. The carryover of cultural bias in the training material can have more influence on the global consumer, on whom the generative AI models are working and interacting. The creation of ethical AIs should be done in inclusively and with a culturally conscious approach and continuously gauge bias in a way that the creation of AI is unbiased and consumers receive equal experiences (Mogaji & Jain, 2024).

1.4.3 Policy Implications and Recommendations

The creators of the policies among the masses should ensure that AI brands and AI corporations will show evidence of AI usage each time they deal with their clients. The fact results in a scenario where individuals may have more trust in the food corporations and make a decision regarding what they are going to buy (Almond, 2023; Saetra, 2023). In a bid to protect the equilibrium of creativity and curb the AI's abuse, creators need the protection they need with the rising number of users of AI to make content (Mogaji & Jain, 2024). The governments and other stakeholders interested must engage in activities to provide consumers with digital education to enable them to understand how to identify fake information and determine the validity of the AI-generated information (Rice et al., 2023). It is also observed that in the AI-centric recommendations, it will be left in the hands of the consumers as regards the fate of their information (Dwivedi et al., 2023b). Sharing these technologies equally can prevent further widening of social gaps. Ensuring marginalized communities' profit from artificial intelligence should be the priority for policymakers (Sharma et al., 2022).

Therefore, Generative AI is making a big difference in consumer-brand relationships, providing companies with new ways to connect and engage with customers. All of this depends on brands keeping consumers trusting them, which is greatly affected by open AI disclosures and responsible AI methods. Use of AI in consumer experiences ought to care for customer security, accuracy, and the elimination of bias. To reach the full potential of generative AI and work with consumers and brand collaborations, policymakers, heads of brands, and developers must build knowledge, clear-cut controls, promote clarity, and openness to all.

1.5.   Gaps in Existing Research

Although generative AI systems are increasingly used to create visual advertising content, most existing research focuses on the organisational advantages of AI—such as efficiency,

automation, and large-scale content production (Soni, 2023; Goalu-Andrzejak, 2023; Deloitte, 2023). Much less is known about how consumers actually perceive AI-generated advertisements compared to traditional human-created ones. Industry reports suggest that AI-designed campaigns are becoming more common, yet empirical evidence is limited regarding whether consumers find AI-generated visuals authentic, credible, or trustworthy (Hartmann, Exner & Domdey, 2023). Existing theories on authenticity, credibility, and brand trust (Beverland & Farrelly, 2010; Napoli et al., 2014) have rarely been applied to AI-generated marketing content, leaving a conceptual gap in understanding how audiences interpret ads created by non-human agents. Meanwhile, the issues of AI-generated image misinformation, manipulation, and the lack of transparency continue to be on the rise (Mogaji & Jain, 2024; Wach et al., 2023). These issues demonstrate the need to examine the issue of whether consumers do or do not see apparent differences in the advertisements of cosmetic products made with the help of AI and by humans. This gap needs to be dealt with since consumer trust is the major factor in the perception of digital advertising, especially in an industry that is extremely visual, such as the cosmetics industry. Thus, this research is devoted to a direct A/B comparison of consumer perceptions, the way individuals assess the authenticity, credibility, transparency, and trustworthiness of AI-generated and human-made advertisements of cosmetics. The research puts the consumer at the centre of analysis, thus offering timely information that would support the marketers, brands, and policymakers in devising transparent, ethical, and user-friendly AI advertising practices.

2. RESEARCH METHODOLOGY

2.1. Purpose of the Study

This research aims to explore the difference in perception of consumers on AI-generated and human-generated visual advertising communication within the digital cosmetics environment. With the emerging trend of using generative AI in marketing practice, it is necessary to know how viewers can assess the psychological attributes of such advertisements, namely authenticity, credibility, transparency and trustworthiness. Instead of causal relationships, the study is aimed at the direct comparison of the consumer perceptions of two kinds of visual messages. The participants are provided with two ads that represent the same cosmetic product, one of which has been created by generative AI and the other one created by a human designer and are then tasked to rate the ad individually. This within-subject technique allows a precise determination of the effect of ad type in creating impressions among consumers without involvement of complex predictive modelling. The aim of the study is consequently to whether there is any significant differences in the perception of AI- and Human-created cosmetic advertisement, and this can inform the transparent, consumer-centred, ethical use of AI in online advertising.

2.2. Conceptual Framework

Figure 1
Conceptual Model of the Study
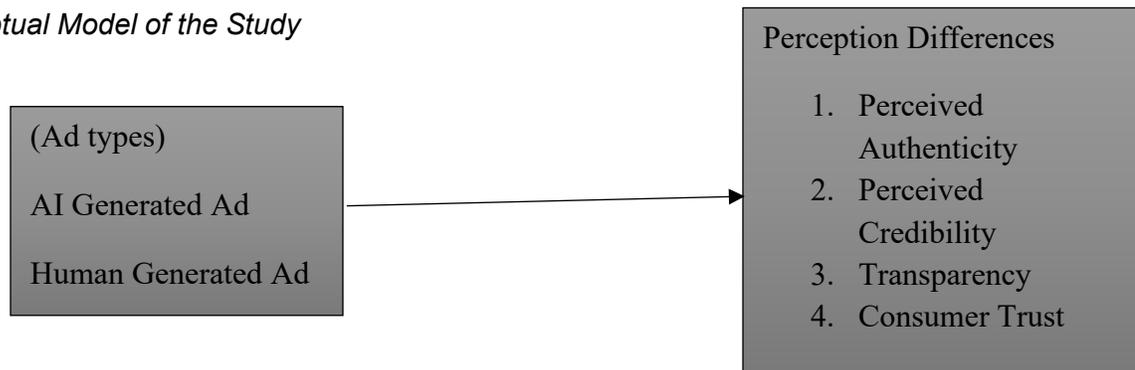
(Source: Author's own work)

This research focuses on the perception of the difference between two types of cosmetic ads, one designed by artificial intelligence (AI) and the second one designed by a human. The study presupposes four psychological aspects that are regularly addressed in the digital advertising literature perceived authenticity, perceived credibility, transparency and consumer trust (Dwivedi et al. 2023; Saetra 2023; Jain et al 2023). Such constructs are particularly applicable in the current

context of the newly developed AI-generated media, where the issues of emotional realism, transparency, and reliability still riddle consumer attitudes.

It was designed as a within-subjects experiment, i.e. every subject (individual) was shown in both advertisements, an AI-generated (Image A) and a human-generated (Image B) that were randomly presented to them. The participants rated each advert individually using the same 5-point Likert scale items modified to reflect existing instruments of authenticity, credibility, transparency as well as trust (Morhart et al., 2015; Hair et al., 2019). This design made it possible to perfect a direct and controlled comparison of perceptions since all the subjects rated both ads under comparable conditions. There are two model: Ad Type and (AI vs. Human) Perception Score (authenticity, credibility, transparency and trust). The objective is to find out whether there are any differences between the ads types in terms of perception.. To answer this purpose, the paired-sample t-test was used to compare the ratings under both constructs of psychology in the two forms of advertisement. This method suits well in determining differences in perceptions without coming up with such complicated assertions as causal statements.

2.3. Research Design

This research was based on a within-subjects experimental research design built into a quantitative and cross-sectional web-based survey to examine how consumers perceive two categories of cosmetic advertisements, one developed by artificial intelligence (AI) and the other by a human designer. All the subjects were shown two visual adverts of the same fictional perfume brand: Image A (AI-generated) and Image B (human-generated). The two photographs were meant to be structurally, thematically, and product-wise similar images, so that the one deliberate aspect of dissimilarity was the creation mode. The order in which the participants were shown the ads was randomized in order to minimize order bias.

After presentation of each advertisement, the participants rated the advertisement by one of the four dimensions of perceptions usually mentioned in advertising studies: perceived authenticity, perceived credibility, transparency and consumer trust. These measures were based on previous validated scales on digital advertising and consumer behavior literature (e.g., Morhart et al, 2015; Dwivedi et al., 2023), and were conceptually consistent and reliable measures. Since each of the subjects rated both of the ads in identical conditions, the design provided the opportunity to directly compare the differences in the perception between AI-generated and human-created contents. The evaluations were followed by a short manipulation check, which made sure that the participants were able to differentiate the ads and properly define the advertisement that seemed to be AI-generated and the one that seemed to be created by a

person. This made comparative results to show actual differences in perceptions and not misperception of the stimuli.

2.4.   Sampling and Size of the Population

Table 1
Sampling Measurement

No.	Author(s)	Type of Questionnaire	Sampling Technique	No. of Respondents
1.	Ali et al. (2023)	Online Survey	Random Sampling	496
2.	Ansone et al. (2025)	Online Questionnaire	Purposive Sampling	13
3.	Brüns & Meißner, (2024)	Online Survey	Random Sampling	190
4.	Huh et al. (2025)	Survey	Not Specified	130
5.	Han & Co, (2025)	Experimental	Not Specified	708
6.	Al Adwan et al. (2024)	Questionnaire	Convenience Sampling	300
7.	Vo & Nguyen, (2024)	Experiment	Not Specified	369
	Total			315

(Source: Ali et al. (2023); Ansone et al. (2025); Brüns & Meißner, (2024); Huh et al. (2025); Han & Co, (2025); Al Adwan et al. (2024).

2.5.   Data Collection and Measurement

The research design used in this study was a quantitative research design that employed the online survey as a structured instrument of data collection. This was aimed at comparing the perception of consumers regarding two forms of cosmetic advertisements, one generated by an artificial intelligence (AI) system and the other generated by a human designer, regarding authenticity, credibility, transparency, and trust. The choice of these perceptual dimensions is based on the fact that they were selected as the core elements in the assessment of the perceived effectiveness of visual advertising in the digital marketing of cosmetics. The questionnaire was divided into four sections, namely demographics, exposure to AI-generated advertising, human created advertisements with their four groups of perception questions (authenticity, credibility, transparency, and trust) and manipulation check questions, that were answered individually with respect to a given advertisement. The participants were presented with two visual ads of a

fictitious perfume brand, Image A (AI-generated) and Image B (human-designed). In order to prevent bias in orders, the advertisements were shown in a randomized order to the respondent. Following the observation of both photos, the participants rated the picture with the same 5-point Likert-scale items (1 = Strongly Disagree to 5 = Strongly Agree), and it was possible to compare the perceptions of the two types of ads directly. The pictures were chosen in such a way that they could appear as actual cosmetic marketing pictures so that there would be no misunderstanding of authenticity, and similarity in the pictures of the two conditions. The two adverts were also carefully unbranded so that perceptions would not be affected by previous brand associations so that the research will only look at differences because of the way the adverts were made. Adult consumers in general males and females aged 20-45 above, in particular, were included in the target population as one of the primary consumers of the cosmetic advertisement and might be considered the group with experience of digital marketing and AI-generated content. The convenience sampling was used to recruit the participants via an online Google Forms link that was disseminated on all social media. This method has facilitated the effective collection of data and ensured consistency in the view experience and opinion of the participants. The data that came out of this gave a strong foundation for the differences in evaluations of authenticity, credibility, transparency, and trust between the AI-generated advertisement and the human-created advertisement.

Table 2
Measuring Constructs of the Study

Construct	Sample Items	Source	Scale Type
Perceived Authenticity	1. This content feels genuine and sincere. 2. The content appears real and natural. 3. This advertisement does not feel artificial or fake. 4. The advertisement reflects honesty and authenticity.	Sidali et al, (2021)	5-point Likert (1–5)

Continuation of Table 2

Construct	Sample Items	Source	Scale Type
Perceived Transparency	1. The advertisement is transparent in terms of the way information is displayed. 2. There is nothing in this advertisement that makes it seem secretive or deceptive. 3. The ad has clear and understandable communication. 4. I believe that the advertisement is sincere in what it depicts	Ali et al. (2024)	5-point Likert (1–5)
Perceived Credibility	1.The information in this ad appears accurate. 2.I believe this advertisement is trustworthy. 3.The message in this advertisement seems reliable. 4.This advertisement appears credible.	Ohanian, (1990); Chakraborty et al. (2024)	5-point Likert (1–5)
Consumer Trust	1. I believe the message displayed in this advertisement. 2. I am confident about the information that this ad offers. 3. This advertisement appears to be in the best interest of the consumer. 4. I am able to trust the message conveyed by this advertisement.	Ali et al. (2024)	5-point Likert (1–5)

(Source: Sidali et al, 2021; Ali et al., 2024) Ohanian, (1990; Chakraborty et al. (2024).

2.6.   Data Analysis Procedure

To conduct a data analysis of the given study, SPSS was used, and a series of steps aligned with the systematic guidelines provided to guarantee accuracy and validity in the process of comparing the perceptions regarding AI-generated and human-created cosmetic advertisements. Cleaning of the dataset was initially done by eliminating unfinished or invalid answers, and thereafter, the descriptive statistics were generated to describe the demographics of the respondents and their overall awareness of digital advertising. The preliminary analyses offered background information about the nature of respondents, which is critical in explaining perception differences between AI and human advertisement ratings.

A manipulation check was carried out to ensure that the participants could correctly identify the advertisements created by AI and those created by humans. The responses to these check items of manipulation were decided on frequencies and cross-tabulations. This validation was needed to ensure that the manipulation experiment was successful and that their difference in perception with the two kinds of adverts is attributed to the contents of the ad creation technique and not to confusion and misidentification. The, Cronbach-based, reliability analyses were invented. The variables of each construct were calculated separately in the instance of the AI produced ad and the ad produced by human beings. It is through these reliability tests that it became ensured that sufficient internal consistency existed in the multi-item scales used in the measurement of each construct, which ensured that the perceptual scores of each ad had sufficient validity.

Paired-samples t-tests were the main tests to use in this study, as they enabled the making of direct comparisons between the AI and the human-created advertisements on the four dependent variables. Individual paired-samples t-tests were performed on perceived authenticity, perceived credibility, transparency and trust. The within-subjects design was suited to this statistical method to compare the two sets of scores given by the same participants in the experimental conditions. The t-tests tested the existence of any significant differences in the perceptions of the participants based on whether the advertisement was designed by AI or a human designer. Each paired comparison presented results on the effect sizes (Cohen d) in addition to the significance testing to establish the importance and practical usefulness of any differences that were observed. These effect sizes provided further information to the p-values in that they showed how the differences between the two types of ads are small, medium, and significant in the real-life perspective.

2.7.   Ethical Considerations

This research has adhered to the acceptable ethical principles of research on human subjects. Each respondent was supplied with an information sheet before the survey stating the purpose of the study, the kind of advertisement comparison task, and how their responses would be used. The informed consent was to be given electronically by the participants at the beginning of the questionnaire, and they were reminded that participation was voluntary. They were at liberty to drop out of the survey anywhere without giving a reason, and no repercussions whatsoever. No personal data was gathered, and all the participants were entirely anonymous. Strict confidentiality was ensured in all responses, and they were only used during academic research. The individual risk was low in the survey, as the participants were asked to watch two cosmetic advertisements and give their perceptions. The research carried out met the ethical guidelines and principles of research integrity as set by Vilnius University.

2.8.   Research Design Considerations

This study adopted a cross-sectional research design based on self-reported consumer perceptions. As such, the analyses identify perceived differences and associations between AI-generated and human-created advertisements at a single point in time. The findings do not establish causal relationships but reflect participants' subjective evaluations of authenticity, credibility, transparency, and trust.

3.   RESULTS

This chapter describes the results of the data analysis undertaken to compare consumer perceptions of cosmetic advertisements created by AI and by humans. Following the research design, all findings are comparative and structured around the 4 perceptual constructs measured in the study: Authenticity, credibility, transparency, and consumer trust. Reliability analyses, Demographic characteristics, of respondents, Descriptive statistics, and paired-sample t-tests are presented to determine whether there are meaningful perceptual differences between the two advertisement types. The chapter also contains discussions corresponding to each research question (RQ1-RQ4), interpreting the statistical findings in relation to the existing study on the topic of AI-created content and digital advertising.

Table 3
Reliability Statistics for Perceived Authenticity, Credibility, Transparency, and Consumer Trust

Variable	Cronbach's Alpha	No. of Items	Interpretation
Perceived Authenticity	.821	4	Good internal consistency
Perceived Credibility	.810	4	Good internal consistency
Perceived Transparency	.840	4	Good internal consistency
Consumer Trust	.880	4	Excellent internal consistency

(Source: Author's own work)

The reliability test of the AI-generated advert has found good to high internal consistency between the measured constructs. The perceived authenticity (.821), the perceived credibility (.810), and perceived transparency (.840) are in the acceptable range, indicating that the items demonstrate good internal consistency in measuring their respective constructs. . There was high reliability in consumer trust (.880), which indicates that four items show high reliability in measuring the perceptions of AI and human advertisements.

Table 4

Descriptive Statistics for Perceptual Variables (AI-Generated Advertisement)

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Perceived Authenticity (Image A)	315	4.00	20.00	13.5619	3.65187
Perceived Credibility (Image A)	315	4.00	20.00	13.4381	3.18813
Perceived Transparency (Image A)	315	4.00	19.00	13.7079	3.20486
Consumer Trust (Image A)	315	4.00	20.00	14.1333	3.59334

(Source: Author's own work)

Descriptive statistics were calculated for consumer perceptions of AI-generated cosmetic advertisements (Image A) across four constructs: perceived authenticity, perceived credibility, perceived transparency, and consumer trust. For perceived authenticity, scores ranged from 4.00 to 20.00, with a mean of 13.56 (SD = 3.65), indicating moderate perceptions of authenticity. Perceived credibility ranged from 4.00 to 20.00, with a mean of 13.44 (SD = 3.19), reflecting moderate credibility ratings. Perceived transparency scores ranged from 4.00 to 19.00, with a mean of 13.71 (SD = 3.20), suggesting moderate transparency perceptions. Consumer trust ratings ranged from 4.00 to 20.00, with a mean of 14.13 (SD = 3.59), showing slightly higher levels of trust compared to other constructs. Overall, the results indicate that AI-generated advertisements were perceived moderately positively across these dimensions, with comparatively lower mean scores for perceived authenticity and perceived credibility.

Table 5

Descriptive Statistics for Perceptual Variables (Human-Generated Advertisement)

Variables	N	Minimum	Maximum	Mean	Std. Deviation
Perceived Authenticity Image B	315	6.00	20.00	15.6413	3.71195
Perceived Credibility Image B	315	4.00	20.00	15.1206	3.64832
Perceived Transparency Image B	315	4.00	20.00	15.1302	4.07871
Consumer Trust Image B	315	4.00	20.00	15.8095	3.44593
Valid N (listwise)	315				

(Source: Author's own work)

The participants were 315 in the analysis. Table 5 contains the descriptive statistics of four major constructs related to the human-made advertisements (Image B): Perceived Authenticity, Perceived Credibility, Perceived Transparency, and Consumer Trust. The mean of Perceived Authenticity rated by the participants was 15.64 (SD = 3.71) and the highest rating of 20 was met. Credibility was slightly lower in perceived Credibility, with the mean score of 15.12 (SD =3.65), and a (4-20) range. In this fashion, the score of Perceived Transparency was 15.13 (SD = 4.08), with the corresponding range (4-20). Consumer Trust had the highest average, which was 15.81 (SD=3.45), and had a range of (4 to 20). These outcomes indicate that participants generally rated the human-created advertisement more positively across all measured perceptual dimensions, with relatively higher mean scores and moderate variability

Table 6
Frequencies of Consent, Gender, Age, and Awareness of AI Advertising

Variable	Category	Frequency	Percent
Consent	Yes	315	100.0
Gender	Male	167	53.0
	Female	148	47.0
Age	18–24	76	24.1
	25–29	74	23.5
	30–34	63	20.0
	35–39	61	19.4
	40 and Above	41	13.0
AI Awareness	Yes	214	67.9
	Somewhat	80	25.4
	No	21	6.7

(Source: Author's own work)

A total of 315 participants were used as the sample in the study, and they all agreed to participate in the survey. Among such participants, 53.0% (n = 167) were males, and 47.0% (n = 148) were females, which is a fairly even gender balance. The age structure demonstrated that the age range (18-24) was 24.1% (n= 76), the age range (25-29) was 23.5% (n= 74), the age range (30- 34) was 20%, and the age range (35-39) was 19.4%, with 13.0% as 40 and above years of age. As to pre-advertising awareness of AI, most respondents said they were aware, and 67.9% (n = 214) said they were aware of AI advertising, 25.4% (n = 80) said they knew part of it, and 6.7% (n = 21) said they had never heard about AI advertising. These findings indicate that the majority of participants were somehow familiar with the AI-based advertisement activities, which may be associated with differences in how participants perceived AI-generated and human-created advertisements.

Table 7
Paired Sample t-Test Results for Perceived Authenticity (AI-Generated vs. Human-Created Advertisement)

		Paired Differences							
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
					Lower	Upper			
Pair 1	Perceived Authenticity Image A Perceived Authenticity Image B	-2.0794	4.75884	0.26813	-2.60692	-1.55181	-7.755	314	0

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Perceived Authenticity ImageA (AI-Generated Advertisement)	13.5619	315	3.65187	0.20576
	Perceived Authenticity ImageB (Human-Created Advertisement)	15.6413	315	3.71195	0.20914

(Source: Author's own work)

A paired sample t-test was used to determine the perceived authenticity of AI-generated and human-created adverts. Findings showed that the participants evaluated the advertisements created by humans (M = 15.64, SD = 3.71) as much more authentic compared to advertisements created by AI (M = 13.56, SD = 3.65). This difference was found to be statistically significant, t (314) = -7.76, p <.001, and the mean difference was -2.08 (95% CI = -2.61, -1.55). The correlation between the two matched scores was small and significant (r =.165, p =.003), indicating a weak but statistically significant association between participants' authenticity ratings of AI-generated and human-created advertisements.

Table 8
Paired Sample t-Test Results for Perceived Credibility (AI-Generated vs. Human-Created Advertisement)

Paired Samples Test									
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Perceived Credibility ImageA (AI-Generated Advertisement) - Perceived Credibility ImageB (Human-Created Advertisement)	-1.6825	4.8756	0.27471	-2.22304	-1.14204	-6.125	314	.000
Paired Samples Statistics									
		Mean	N	Std. Deviation	Std. Error Mean				
Pair 1	Perceived Credibility ImageA (AI-Generated Advertisement)	13.4381	315	3.18813	.17963				
	Perceived Credibility ImageB (Human-Created Advertisement)	15.1206	315	3.64832	.20556				

(Source: Author's own work)

To determine the perceived credibility of an advertisement by AI and human-made advertisement, a paired-samples t-test was carried out. Human-generated advertisements (M = 15.12, SD = 3.65) were rated by the participants much more credible than AI-generated advertisements (M = 13.44, SD = 3.19). The statistical significance of this difference was also found to be significant, $t(314) = -6.13$, $p < .001$, and the mean difference between them was -1.68 (-2.22, -1.14). The paired scores were not examined, which means that the ratings of credibility of the participants towards AI-generated ads did not systematically correlate with their ratings of credibility of human-generated ads. These results indicate that human-created cosmetic advertisements received higher perceived credibility ratings than AI-generated advertisements.

Table 9
Paired Sample t-Test Results for Perceived Transparency (AI-Generated vs. Human-Created Advertisement)

Paired Samples Test								
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Perceived Transparency Image A (AI-Generated Advertisement) - Perceived Transparency ImageB (Human-Created Advertisement)	-1.4222	3.27062	0.18428	-1.7848	-1.0597	-7.718	314	0

Paired Samples Statistics		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Perceived Transparency ImageA (AI-Generated Advertisement)	13.7079	315	3.20486	.18057
	Perceived Transparency ImageB (Human-Created Advertisement)	15.1302	315	4.07871	.22981

(Source: Author's own work)

A paired-samples t-test was done to test the differences in perception of transparency between AI-generated and human-created ads. The participants rated a human-made ad (M = 15.13, SD = 4.08) to be much more transparent compared to an AI-made ad (M = 13.71, SD = 3.20). The statistical significance of the difference was found to be t(314) = -7.72, p <.001, with a difference mean of -1.42 (95% CI = -1.78, -1.06). The paired scores were not examined (r =.620, p =.001), which served as an indicator that there was a positive correlation between the transparency of the participants towards AI- and human-generated advertisements. These findings indicate that human-created cosmetic advertisements were perceived as more transparent than AI-generated advertisements.

Table 10
Paired Sample t-Test Results for Consumer Trust (AI-Generated vs. Human-Created Advertisement)

Paired Samples Test								
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Consumer Trust ImageA (AI-Generated Advertisement) - Consumer Trust ImageB (Human-Created Advertisement)	-1.67619	4.62511	0.26060	-2.18892	-1.16346	-6.432	314	0.00

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Consumer Trust ImageA (AI-Generated Advertisement)	14.1333	315	3.59334	.20246
	Consumer Trust ImageB (Human-Created Advertisement)	15.8095	315	3.44593	.19416

(Source: Author's own work)

A paired-samples t-test was conducted to compare consumer trust for AI-generated and human-created advertisements. Participants rated human-created advertisements (M = 15.81, SD = 3.45) as significantly more trustworthy than AI-generated advertisements (M = 14.13, SD = 3.59). The difference was statistically significant, t (314) = -6.43, p < .001, with a mean difference of -1.68 (95% CI (-2.19, -1.16). The correlation between the paired scores was low but significant (r = .137, p = .015), indicating a small positive association between trust ratings across the two types of advertisements. These findings indicate that human-created cosmetic advertisements received higher consumer trust ratings than AI-generated advertisements..

3.1.   Discussion

RQ1: Perceived Authenticity of AI-Generated versus Human-Created Advertisements

The results of the paired-sample t-test show that there is a statistically significant difference between the consumer perceptions of the authenticity of AI-generated (Image A) and human-created (Image B) cosmetic advertisements. The advertisements created by humans scored higher in perceived authenticity (M = 15.64, SD = 3.71) than those created by AI (M = 13.56, SD = 3.65), and the difference between the two is statistically significant, t (314) = -7.755, p <.001. These results suggest that the participants perceived human-generated advertisements to be more real compared to those created by generative AI, which once again makes the human role in marketing content creation important. Such results are in line with the previous studies that highlight the significance of the creativity and intervention of the human being in the construction of perceived authenticity. As Sonia (2023) notes, AI-created material gives a rough draft that will motivate the marketer. However, it is the human touch that will make the content sound and feel genuine and authentic: editing, contextualizing, and personalizing it. Even though AI is capable of producing structurally coherent and aesthetically pleasing content, it lacks a subtle interpretation of human feelings, cultural nuances, and sensual narration that led to the sense of authenticity (Beverland & Farrelly, 2010; Morhart et al., 2015). It is important to highlight the fact that AI cannot produce content that is seen as emotionally authentic, despite its high efficiency and scalability (Deloitte Digital, 2023; Hartmann et al., 2023).

The outcome also helps to prove the conceptual argument that perceived authenticity is strongly connected with human values and experiences. At the same time as authenticity in advertising is a manifestation of the correctness of the content, the correspondence of this information to the values of this brand and expectations of the consumer (Sidali et al., 2021; Morhart et al., 2015). These nuanced brand signals, emotional appeals and narratives can be added by human designers and are not easily replicated by AI models, even at the level of computational competence. These variations seem to be perceived by the consumers as evidenced by the better authenticity ratings of human-created advertisements. This is in line with the argument by Napoli et al. (2014), who asserted that perceived authenticity highly depends on the consumer feeling that the content is carefully designed by a well-informed and understanding human being as opposed to an intelligent machine.

Interestingly, though, AI-generated advertisements rated lower on perceived authenticity, but they scored moderately (M = 13.56), which proves that AI content does not seem to be completely inauthentic. This can possibly be attributed to the increased exposure and

acquaintance of consumers with AI-generated materials in marketing. 67.9% of the participants in the survey indicated that they were aware of AI advertising, and 25.4% were partially aware. This knowledge, presumably, will have a potential influence as the consumers will be better informed about AI content, will be less skeptical about it, and will be more willing to recognize AI-generated messaging as a legitimate effort at marketing communication (Dwivedi et al., 2023b; Gołąb-Andrzejak, 2023). Nonetheless, in spite of this moderate acceptance, the difference between AI-generated and human-generated advertisements emphasizes the fact that familiarity does not fully replace the inspired authenticity of human-generated rather than AI-generated advertisements.

The findings are also indicative of the general psychological theories of trust and authenticity. As Mayer et al. (1995) and Beverland and Farrelly (2010) indicate, trust and authenticity are the two inseparable concepts; perceived authenticity is a direct cause of trust in the brand among the consumers. In this aspect, AI-generated content can do rather poorly since, although it has all technical skills, it might seem that it has been created mechanically and deprived of the human element of the content and the personal connection that human inventors strive to instill in it. Furthermore, AI content will cause fears of artificiality or manipulation and can lower the emotional attachment to the brand. According to the research conducted by Saetra (2023), AI-related transparency is essential to ensure consumer trust and authenticity perception. In the absence of explicit disclosure or any human qualities of storytelling, the AI-generated ads do not necessarily reach the point of authenticity to engage consumers fully.

On a practical level, these findings have substantial implications for marketers and digital agencies. Although AI applications are efficient, scalable, and cost-effective in content creation (Ratajczak et al., 2023; Soni, 2023), they cannot substitute the human element in the realisation of the authentic brand communication. Messaging must be optimized, the content must be adjusted to the brand values, and the emotional appeal should be made, which is why marketers are encouraged to use AI to make first drafts, personalize based on the data, and design visuals without losing human control. The synthetic efficiency and human authenticity combined may thus present the best solution, where marketers can exploit the opportunities of both and reduce the flaws.

In addition, the research points out that more consumer education and transparency are required. Some of the reasons why participants can view AI-generated content as less authentic are a poor understanding of how AI functions or the unavailability of information about its application in marketing (Jain et al., 2023; Mogaji and Jain, 2024). The credibility and perceived authenticity could be improved by being clear on the role of AI with human editorial control over

the search results. As an example, the agencies can state that AI created the original creative idea, but it was edited and revised by human designers in order to be of good quality and relevant. This practice falls within the ethical and governance issues of AI application in marketing (OECD, 2023; PwC, 2023), both strengthening the trust of consumers and their perceived credibility.

RQ2: Perceived Credibility of AI-Generated versus Human-Created Advertisements

Based on the results of the paired-sample t-test, it is clear that the consumer perceptions of the credibility of AI-generated (Image A) and human-created (Image B) cosmetic ads differ significantly. Advertisements created by humans were higher rated on perceived credibility (M = 15.12, SD = 3.65) than advertisements created by AI (M = 13.44, SD = 3.19), t(314) = -6.125, p < .001. This shows that the participants found human-generated content to be more plausible than AI-generated content; hence, even with the rise in technology, human elements are still important in setting consumer trust in the advertisement messages. Such results are consistent with previous studies that propose that the relevance of human authorship may be critical to increasing perceptions of credibility. Credibility in advertising is the perception of the accuracy, reliability, and trustworthiness of a message (Chakraborty et al., 2024; Morhart et al., 2015). Human designers can create content with contextual hints, linguistic accuracy, and brand-consistent messages, enhancing the sense of trustworthiness. On the other hand, although AI can create visually engaging and grammatically sound content and often knows how to communicate content contextually and culturally, it is not always able to perceive the nuances that reinforce credibility (Dwivedi et al., 2023b; Saetra, 2023). This observation confirms the idea that credibility depends not just on correctness of the content, but also on the perceived deliberateness and professionalism of the content-things that humans are more well-posed to show.

The fact that the credibility rating is much higher in one of the instances can be attributed to the effect of emotional realism and human relatability in advertisements. Consumers are also sensitive to indicators of authenticity and expertise, which may not be so for AI-generated content communicate to some extent with conviction. The advertisements made by human can incorporate the narrative, brand identity, and also small visual details that can be used to show authority and reliability (Beverland & Farrelly, 2010; Sidali et al. 2021) and the high quality of visuals generated by AI can sound robot like or distant, which despite its unintentionality can decrease perceived credibility. This findings aligned with the Napoli et al. (2014) and Morhart et al. (2015), who point out that consumers tend to attribute credibility to the perceived human effort, intent and expertise of communicating.

Interestingly, the credibilty of artificial intelligence content in advertisements was lower in terms of credibility, but the scores were not insignificant (M = 13.44). This implies a medium-sized acceptance rate, which was probably affected by the growing exposure to AI-produced marketing content. In this research, the vast majority (67.9%) of the participants said that they were aware of AI advertising, and another 25.4% expressed that they were partially aware of it. Such exposure can make the perceptions less intense, because when consumers are used to being exposed to AI-generated content, they might not think that it is less believable, especially when it is visually professional and contextually relevant (Dwivedi et al., 2023a; Gołąb-Andrzejak, 2023). However, familiarity does not entirely make up for the lack of human elements that increase credibility, which is shown by the statistically significant differences in the ratings.

The results also find support in theoretical approaches towards the concepts of trust and credibility. Both Mayer et al. (1995) and Saetra (2023) assume that credibility is a significant antecedent of consumer trust and that perceived human involvement increases trustworthiness. Whenever the adverts are seen as machine-enhanced and human handwork is not evident, the customers may doubt the authenticity of the message or view it as being too automated. Advertisements made by humans, in their turn, are indicators of a careful approach, knowledge, and responsibility, which have a positive impact on the perception of credibility and trust. The mechanism is a psychological factor that can be utilized to explain the need to have a higher credibility score of human-generated advertisements noticed during the study.

In practical terms, these results highlight the necessity of integrating both (human and AI) in digital marketing. AI-generated content is efficient, has high scalability, and offers personalization prospects (Ratajczak et al., 2023; Soni, 2023), yet the marketer will have to integrate human verification to enhance credibility. Human verification may be applied to correct AI outputs, refining them, ensuring the factual accuracy, compatibility of messages with brand values, and adding emotional and cultural indicators that cannot be created by AI. The two-fold strategy allows taking advantage of AI advantages without sacrificing the psychological and perceptual aspects, which determine the consumer decision-making.

Moreover, the result demonstrates the importance of disclosure in the process of AI-based advertising. According to the previous literature, open disclosure of the involvement of AI, coupled with an indication of human control, can have a positive impact on the perception of credibility (Ali et al., 2024; Jain et al., 2023). As an example, a notification of an image made by the AI which is filtered and controlled by professional designers can decrease the levels of skepticism and lead to a higher idea of reliability. Assuming the ethical principles of using AI for marketing (OECD,

2023; PwC, 2023), this transparency can strengthen credibility and overcome possible fears about being deceived or artificial.

RQ3: Perceived Transparency of AI-Generated advertisement vs Human-made Advertisements

The results of this experiment show that there is a significant variation in the perceived transparency of advertisements based on artificial intelligence (Image A) and human-based (Image B) cosmetics. Paired-sample t-tests revealed that the advertisements prepared by humans were more transparent (M = 15.13, SD = 4.08) as opposed to the samples prepared by AI (M = 13.71, SD = 3.20), t (314) = -7.718, p <.001. This finding shows that participants projected more openness, honesty, and clarity to messages prepared by human designers than those prepared by AI, which continues to show consumer distrust of machine-generated information. Transparency in advertising means how much consumers think that the brand talks to them openly, honestly, and without maneuvers (Ali et al., 2024; Sidali et al., 2021). Perceived transparency in the case of AI-generated advertisement problem is not only affected by the content used but also by the perceived human contribution in the process. Although created by AI, such images might look more refined and presentable, they might seem robotic, of autopilot quality, or unattached to human control. This can give the illusion of the brand involving technology to substitute human judgments, which is what can diminish the openness and transparency perception (Dwivedi et al., 2023; Saetra, 2023). On the other hand, human created advertisements have intentionality, editorial control, and accountability, and these are essential indicators of transparency. The findings affirm the opinion that perceived human involvement is still among the critical elements in assessing the honesty and forthrightness of brand communication.

The variations in the transparency perception may also be put into context of consumer trust and ethical marketing. Consumers have a tendency to expect that the brands should offer understandable, factual information regarding the goods and the manner in which advertisements are prepared (Jain et al.,2023). Although AI-generated content does not have any human intervention on it, its appearance could raise the issue of authenticity and covert automation, resulting in the perception of opaceness. Past studies propose that the threat can be reduced by the brands that position their statements as the intervention of AI and, at the same time, ensure it is clear that people are also in charge (Ali et al., 2024; PwC, 2023). Without these kinds of disclosures, consumers can believe that AI-generated content is not automated in any way, which makes it less trustworthy and less transparent.

Further, the findings suggest wider debates of ethical and psychological concerns of generative AI in marketing. The efficiency and scalability of AI content creation raises the issue of accountability and the transparency of brand intentions. The human designers can introduce transparency indicators including context-specific explanations, unified brand values, and familiar imagery that can help to promote clarity and consumer confidence (Beverland & Farrelly, 2010; Morhart et al., 2015). Thus this fact is indicated in the fact that human created advertisements have better transparency scores, which means that people do not become apathetic, or passive, to put it with qualitative and human-centered aspects of communication.

The familiarity of the participants with the AI-generated content may have a partial impact on the perceptions but the reduced transparency scores. People in the study were familiar with AI Advertising (67.9%), and another 25.4% were in some way aware of it. Although exposure to it earlier can mitigate the initial skepticism, it does not cancel the perception that the intuition of human oversight is a factor that makes it open and generate ethical communication. This is consistent with the report of Dwivedi et al. (2023a), who state that digitally literate consumers remain highly skeptical of AI-generated content, especially when it comes to determining the credibility and reliability of the brand message.

These perceptions can be explained by the psychological mechanism, which is signaling theory and human heuristic in information processing. The obvious participation of humans is a promise of responsibility and selective editing to the eyes of consumers. Messages created by AI, even despite technical complexity, might not have these physical cues, which causes consumers to doubt the openness of the communication of the brand (Sætra, 2023; Napoli et al., 2014). Therefore, AI advertising transparency will be concerned not only with disclosure of facts, but also with an indication of the responsible and human-managed production processes.

Practically, these results present the importance of ensuring that human control is incorporated into AI-based advertising by marketers. Human editing of AI-generated images, integrating AI creativity and human narration, and the open display of AI involvement are some of the strategies that can be used to overcome the perception gap. In such a way, the brands can take advantage of the opportunities AI offers, namely, speed, personalization and cost efficiency, without losing the credibility and transparency of consumer perceptions (Ratajczak et al., 2023; Gołąb-Andrzejak, 2023).

RQ4: Consumer Trust toward AI-Generated versus Human-Created Advertisements

The findings of the current study also suggest that there is an significant difference in consumer trust regarding an advertisement of AI-generated (Image A) and human-generated

(Image B) cosmetics. The use of paired-sample t-tests showed that advertisements by humans were considered more trustworthy (M = 15.81, SD = 3.45) as compared to AI-created advertisements (M = 14.13, SD = 3.59), t (314) = -6.432, p <.001. This result implies that even as AI continues to be more widely used in marketing, consumers continue to trust brands more when an advertisement is designed or edited by humans, which is why human factor remains significant in the development of consumer trust.

Digital marketing is a crucial component of consumer trust that describes the degree of confidence held by consumers about sincerity, trustworthiness, and consideration of the consumer interests of a certain brand (Ali et al., 2024; Morhart et al., 2015). Trust was evaluated in this research as the aspect of the overall evaluation of psychological perceptions, such as authenticity, credibility, and transparency. The trust ratings of the AI-generated ads are lower, which means that AI can create visually pleasing and technically accurate ads, but the lack of human touch may cause the sense of detachment, impersonality, or even manipulation, making the consumer less convinced of the brand. This is correlated with the past literature that highlights that human supervision and narration of advertisement is an important indicator of trustfulness and moral intent (Dwivedi et al., 2023; Saetra, 2023).

The results can be viewed in the perspective of human heuristic and signaling theory. Consumers are likely to use human presence/ input as an unofficial indicator that the advertisement has been ethically created and thoughtfully developed. Advertisements built by humans are seen as judgment in action, responsibility, and ethical principles, which are crucial in instilling confidence (Beverland and Farrelly, 2010; Napoli et al., 2014). On the contrary, AI-generated content, despite its innovation, can be viewed as completely automated and without human control as evidence of reliability and responsibility. Although AI content may be perfect in its presentation, there is a perception that it is a machine that can lead to a decrease in the degree of trust in the message and its faithfulness.

The results are also consistent with the most recent studies on the application of AI in marketing that targets consumers. Research by Dwivedi et al. (2023) and Jain et al. (2023) indicate that AI-generated content has the potential to cause ambivalence in users: on the one hand, it is perceived as technologically innovative and creative, on the other hand, it does not necessarily include any human-related cues, which are likely to result in the formation of emotions and a sense of trust. In the same way Ali et al. (2024) mention that the negative perceptions can be reduced by transparency and clear disclosure of the involvement of AI, which is not enough to address the perceived lack of human judgment. This supports the conclusion that the notion of

trust is a multidimensional concept, which is affected by both the quality and attractiveness of the content as well as the perception of human responsibility and moral regulation.

These findings are further contextualized in the present study in terms of demographic analysis. The vast majority (67.9) of those interviewed knew AI advertising, and only 25.4% of them were somewhat familiar. Participants might have been sensitized about the AI technology, which could have increased the differences in the perceptions of the trust on AI-created ads compared to those created by humans. This suggests that both cognitive and emotional reactions of the consumers to the contents of AI are influenced not only by the visual and textual characteristics of the commercial but also by the awareness of the production process behind it (Vo & Nguyen, 2024; Huh et al., 2025). Practically speaking, the results have great implications on marketers in the cosmetic and wider digital advertisement industries. Even as AI has apparent benefits with respect to speed, scalability and cost efficiencies, human touch is paramount to consumer confidence. The trust can be maintained, and AI efficiency can be utilized through strategies that combine AI creativity with human curation, i.e. editorial review, quality control, or narrative framing (Ratajczak et al., 2023; Gołąb-Andrzejak, 2023). Moreover, openness in communication regarding the use of AI, e.g., the disclosing of information or the use of the message: co-created by AI and humans could help build trust since it shows a sense of accountability and ethical responsibility.

In addition, the research adds to the current ethical debate of AI in marketing. Trust is not only a functional phenomenon but a phenomenon that is closely related to ethical perception. Consumers have become very sensitive to ethical practices in advertising such as honesty, fairness and accountability. The involved role of human control in AI-based campaigns indicates that the brand is concerned with such points, which strengthens credibility (Sætra, 2023; Dwivedi et al., 2023). As such, marketers, who solely use AI-generated content, are at risk of losing credibility when consumers believe that the company is focusing on robots as opposed to responsibility.

CONCLUSIONS, IMPLICATIONS, AND FUTURE RESEARCH SUGGESTIONS

The main objective of the study was to investigate the perceptions of consumers to AI generated versus human generated cosmetic advertisements, in particular, four psychological constructs were studied, which are perceived authenticity, perceived credibility, perceived transparency, and consumer trust. This research conducted a within-subjects experimental design where 315 subjects viewed two visually similar adverts of a fake perfume brand where one was made by artificial intelligence (AI) and the other by a human designer. The respondents rated the two types of advertisements on proven scales in a 5-point Likert format, which enabled making a direct comparison of the two forms of advertisement. The results provide some essential information about AI and digital advertising that influences the perceptions of consumers.

To begin with, on the perceived authenticity, the findings revealed that those created by humans were always rated higher than the AI-created advertisement. The participants saw content created by humans in order to be more real, which proved their closer correspondence to the values of the brand. Statistically significant difference proved based on paired sample t-tests where human-created advertisement had more mean value (M=15.64) than an AI-created advertisement (M = 13.56). Such findings indicate that being authentic continues to be associated by consumers with human touch, probably because it is believed that human designers will use judgment, ethical consideration and emotional intelligence in the construction of messages. This result is consistent with the literature already established that emphasizes the role of human cues to incorporate authenticity, even in the most digitalized marketing setting (Dwivedi et al., 2023; Sidali et al., 2021).

Second, regarding perceived credibility, the participants perceived the advertisements made by people as more credible than AI-made ones, with the means of 15.12 and 13.44 correspondingly. The difference between the two was found to be statistically significant, which means that consumers rely on human-created advertisements to pass correct and credible information. These results correspond with the theoretical assumption that human involvement is one of the signals of credibility as human beings are assumed to be responsible to the accuracy and integrity of the content. Such a result is also corroborated by the research that focuses on the fact that AI-produced content, even though technologically superior, might not be perceived as trustworthy enough as it is automated and seems unmonitored (Chakraborty et al., 2024; Jain et al., 2023).

Third, on perceived transparency,advertisements created by humans were rated more positively as compared to AI-created advertisements. The findings demonstrated that the difference between the two categories of advertisements was significant (M = 15.13 in the case

of human-created and M = 13.71 in the case of AI-generated). Transparency is the understanding of the consumers of openness and candid communication such as the origin of the contents. The reduced transparency of AI-generated advertisements can be explained by the lack of trust of people in the fully automated products and the possibility of manipulations and biases, which can be hidden, which is why the role of disclosure and clarity in digital marketing can hardly be overestimated (Ali et al., 2024; Saetra, 2023).

Lastly, consumer trust also had the same trend. Advertisements that had been created by people were viewed as much more reliable (M = 15.81) than advertisements created by AI (M = 14.13). Trust is a multidimensional concept, and it involves trust in the honesty, reliability and interest of the brand to the consumer. The results indicate that, despite AI being an efficient engine of generating visually attractive content, human regulations are necessary to ensure trust. These findings support the earlier research that emphasizes the ethical and psychological aspects of AI in marketing where automation might not meet the expectations of the consumers in terms of accountability, sincerity, and responsibility on its own. (Dwivedi et al., 2023; Ali et al., 2024). Conclusively, the findings are all pointing in the same direction, i.e. human generated advertisements beat AI generated advertisements on all four psychological constructs. Although AI in cost, efficiency, and scalability has a lot of benefits, the human factor seems to be an important factor that plays crucial role in perception of the consumer. Human touch in advertisement has still remained important to consumers who attribute it with authenticity, credibility, transparency and trustworthiness. The results indicate that AI can be a helpful instrument in the marketing process, yet it cannot entirely substitute human decision-making and moral control in case the aim is to promote positive psychological impressions in the consumers.

Implications

The findings of this study carry important theoretical, practical, and ethical implications for marketing, digital communication, and AI integration in advertising.

Theoretical Implications

On the theoretical level, the study is valuable to the growing body of literature on AI in marketing as it proves that the visual quality of the ads, rather than their perceived source of origin, alone affects how consumers perceive them. Although the use of AI in creative purposes has been investigated previously, this work points to the fact that such psychological variables as authenticity, credibility, transparency, and trust are sensitive to the fact that the source of the advertisement is a human or an AI (Dwivedi et al., 2023; Saetra, 2023). This evidence elaborates theories of human heuristics in decision-making, signaling, and formation of trust to indicate that

the human presence is a mental and emotional indicator to consumers to respond to marketing messages.

Also, the research supports multidimensionality of trust and perception in advertising. It implies that these constructs cannot be used interchangeably, and variations of authenticity, credibility, transparency, and trust can be felt by consumers even when the product and visual content do not change. It adds to the scholarly cognizance of the collaboration of AI and humans in the field of marketing and highlights the necessity of the subtle theoretical frameworks that will incorporate psychological perceptions and technological innovation.

Practical Implications

To the marketing practitioners, the findings can offer practical knowledge on how AI can be strategically integrated into advertising campaigns. First, although AI may be applied to the efficiency of production, the diversity of the content, and the fast experimentation, the human aspect should be at the core of creating advertisements which need the establishment of trust, authority, and genuineness. A compromise of having AI do simple design work, with humans maintaining the quality of the content, the story framing, and the ethical appropriateness could be the most efficient and psychological way.

Second, it is essential to be transparent in making use of AI. Though AI-created content can be used to increase creative work, direct communication of AI usage can assist in the management of consumer distrust. It is particularly applicable in industries such as cosmetics where brand ethics and authenticity are closely associated with consumer loyalty and trust (Ali et al., 2024; Morhart et al., 2015). To enhance ethical transparency and storytelling, brand names can consider both AI innovation and storytelling, including calling the content as the work of the AI and the human or showing human control.

Third, the results show how the AI marketing strategies should be adjusted to demographic awareness. Respondents in this research was moderate to highly aware of AI advertising (67.9% aware, 25.4% somewhat aware), meaning that the marketing messages have to consider both the knowledge and attitude of consumers in regard to AI. The more digitally literate brands might have to be more emphasized on ethical disclosure and human engagement to preserve trust and credibility.

Ethical Implications

The study brings out the ethical aspect of marketers to exercise the responsibility of balancing technology efficiency and consumer trust. The AI presents unprecedented opportunities, yet the excessive use of automation without human supervision might seem manipulative or dishonest. The ethical use of AI in advertisement involves transparency,

responsibility and protection of consumer interests, which are in line with the existing discussions on AI ethics in marketing (Saetra, 2023; Dwivedi et al., 2023). Responsibly integrated brands can also have a lower operational cost and increase the reputational trust of consumers.

Research Suggestions in the Future

The research has provided some guidelines that future research should take to learn more about the changing role of AI in marketing:

Delving Industry Variations: In this work, the cosmetics industry that is very visual and emotional was considered. The future studies may be focused on comparing AI-generated and human-created advertising in other industries, including the technology industry, health care, or finance, as to whether sector-specific perceptions affect the trust, authenticity, and credibility.

The investigation of Longitudinal Effects: The current study used a cross-sectional design. A longitudinal study may be used to assess the difference in consumer perceptions concerning repeated exposure to AI-generated content. Probably, the experience with AI advertising can be used to decrease skepticism or change the dynamics of trust.

Analyzing Cultural and Demographic Differences: It is possible that the attitude of consumers towards AI and human-made content can be different in cultures, age, and even technological literacy. Comparative research might give information on how different groups of people perceive AI participation and change their trust and credibility ratings based on this information.

Combination of Emotional and Cognitive Measures: Future research would benefit from the use of psychophysiological or neuroimaging measure unconscious reactions to AI generated content, providing greater information about emotional and cognitive processing that led to trust and authenticity perceptions.

Effect of AI Disclosure and Hybrid Approach: With experimental research providing a choice, it can be tested how the effects of different levels AI disclosure and co-creation (human + AI) can be consumer perceptions. This type of research would come in handy in establishing the best compromise between the effectiveness of automation vs the human factor in guaranteeing trust and credibility.

Discovery of Other Psychological Constructs: This research study was focused on authenticity, credibility, transparency, and trust, but other constructs, including perceived

creativity, emotional involvement, attachment to brand, and purchasing intention, might be prepared for more elaborate impression of impact of AI Advertising.

Effects of Artificial Intelligence Personalization: As AI-based marketing in the form of personalization continues to increase, a study might help investigate the differences in the effects of personalized AI generated advertisement on perception in consumer group as compared to generic AI material. This would show whether personalization would reduce the issue trust or had higher marketing standards.

Final Remarks

To conclude, this research presents strong evidence that Advertising with artificial intelligence is inferior to human-generated advertisements in terms of perceived authenticity, credibility, transparency and trust from the consumer. Such results found that the role of human touch digital advertising remains significant, especially in such industries as cosmetics, where honesty and moral consideration play a crucial role. Although the advantages of AI on the operational side are great, an AI and human hybrid can be the most critical in ensuring the trust of consumers and the ethical standards of marketing.

The theoretical input illustrates that psychological perceptions are also sensitive to the content that would support the model of human heuristics, signalling during development of trust. In practice, marketers are advised to adopt AI in a responsible manner by being transparent, accountable, and exercising human judgment to create a favorable image of the company to consumers. Lastly, the research offers a variety of future research possibilities such as cross-industry comparison, longitudinal research, cultural and demographic analysis, as well as research on hybrid AI-human content strategies. Overall, the proposed study highlights that marketing technological innovation has to be balanced with human-oriented ethical and psychological factors to attain a long-term consumer trust and brand success.

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APPENDIX

Appendix 1

Consumer Perceptions of AI-Generated vs.

Human-Created Advertisements

Informed Consent

My name is Rashid, and I am a Master's student in Digital Marketing and conducting research on Consumer Perceptions of AI-Generated vs Human-Created Advertising: A Comparative Study. By agreeing to participate in this study, you give your consent to participate in research that will be used for academic purposes only. Participation is entirely voluntary, and you may withdraw from this study at any time without penalty. It is expected to take about 5-7 minutes and will cover questions regarding interaction with generative advertisement. All answers will be kept confidential and anonymous and used only for academic purposes.

Section 1— Demographics

1. Age
   - ☐ 18–24
   - ☐ 25–29
   - ☐ 30–34
   - ☐ 35-39
   - ☐ 40 and Above

2. Gender
   - ☐ Male
   - ☐ Female
   - ☐ Non-binary / Prefer not to say

3. Occupation
   - ☐ Student
   - ☐ Employed Full-time
   - ☐ Employed Part-time
   - ☐ Self-employed
   - ☐ Unemployed

    o ☐ Other

4. Do you know the artificial intelligence advertising?
☐ Yes ☐ No

5. Are you familiar with the term AI-generated marketing content?
☐ Yes ☐ No

Section 2 — Introduction & Consent

Thank you for participating in this study. You will be shown an advertisement for perfume which is created using artificial intelligence (AI) tools. Please view the image carefully. Afterward, you'll be asked to share your impressions and perceptions about the ad. Your responses will help us understand how the type of ad creation make perception and trust.

Image A (AI-Generated Advertisement)

Perceived Authenticity

1. This content feels genuine and sincere.
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

1. The content appears real and natural.
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

2. This advertisement does not feel artificial or fake.
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

3. The advertisement reflects honesty and authenticity.
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

Perceived Credibility

1. The information in this ad appears accurate
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

2. I believe this advertisement is trustworthy
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

3. The message appears in this advertisement seems reliable.
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

4. The advertisement appears credible.
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

Perceived Transparency

1. The advertisement is transparent in terms of the way information is displayed.
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

2. There is nothing in this advertisement that makes it seem secretive or deceptive.
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree.

3. The ad has clear and understandable communication.
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

4. I believe that the advertisement is sincere in what it depicts.
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

Consumer Trust

1. I believe the message displayed in this advertisement.
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

2. I am confident about the information that this ad offers.
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

3. This advertisement appears to be in the best interest of the consumer.
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

4. I am able to trust the message conveyed by this advertisement.

☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

Section 3 — Introduction & Consent

Thank you for participating in this study. You will be shown an advertisement for perfume which is created by a professional human designer. Please view the image carefully. Afterward, you'll be asked to share your impressions and perceptions about the ad. Your responses will help us understand how the type of ad creation make consumer perception and trust.

Image B (Human-Created Advertisement)

Perceived Authenticity

1.   This content feels genuine and sincere.

☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

 2.   The content appears real and natural.
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

 3.   This advertisement does not feel artificial or fake.
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

4. The advertisement reflects honesty and authenticity.
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

Perceived Credibility

1. The information in this ad appears accurate
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

2. I believe this advertisement is trustworthy
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

3. The message appears in this advertisement seems reliable.
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

4. The advertisement appears credible.
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

Perceived Transparency

1. The advertisement is transparent in terms of the way information is displayed.
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

2. There is nothing in this advertisement that makes it seem secretive or deceptive.
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree.

3. The ad has clear and understandable communication.
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

4. I believe that the advertisement is sincere in what it depicts.
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

Consumer Trust

1. I believe the message displayed in this advertisement.
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

2. I am confident about the information that this ad offers.
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

3. This advertisement appears to be in the best interest of the consumer.
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

4. I am able to trust the message conveyed by this advertisement.
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

Section 4 — Manipulation Check

1. I was aware that Image A had been generated by AI.
  ☐ Yes ☐ No

2. I was aware that image B had been generated by Human.
  ☐ Yes ☐ No

3. I was able to distinctly perceive the differences between the two visual advertisement.
☐ Yes ☐ No

ANNEX

Annex 1

Summary

Paired Sample t-Test Results for Perceived Authenticity (AI-Generated vs. Human-Created Advertisement)

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Perceived Authenticity ImageA (AI-Generated Advertisement)	13.5619	315	3.65187	.20576
	Perceived Authenticity ImageB (Human-Created Advertisement)	15.6413	315	3.71195	.20914

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Perceived Authenticity ImageA (AI-Generated Advertisement) & Perceived Authenticity ImageB (Human-Created Advertisement)	315	.165	.003

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Perceived Authenticity ImageA (AI-Generated Advertisement) - Perceived Authenticity ImageB (Human-Created Advertisement)	-2.07937	4.75884	.26813	-2.60692	-1.55181	-7.755	314	.000

Paired Sample t-Test Results for Perceived Credibility (AI-Generated vs. Human-Created Advertisement)

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Perceived Credibility ImageA (AI-Generated Advertisement)	13.4381	315	3.18813	.17963
	Perceived Credibility ImageB (Human-Created Advertisement)	15.1206	315	3.64832	.20556

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Perceived Credibility ImageA (AI-Generated Advertisement) & Perceived Credibility ImageB (Human-Created Advertisement)	315	-.013	.821

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Perceived Credibility ImageA (AI-Generated Advertisement) - Perceived Credibility ImageB (Human-Created Advertisement)	-1.68254	4.87560	.27471	-2.22304	-1.14204	-6.125	314	.000

Paired Sample t-Test Results for Perceived Transparency (AI-Generated vs. Human-Created Advertisement)

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Perceived Transparency ImageA (AI-Generated Advertisement)	13.7079	315	3.20486	.18057
	Perceived Transparency ImageB (Human-Created Advertisement)	15.1302	315	4.07871	.22981

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Perceived Transparency ImageA (AI-Generated Advertisement) & Perceived Transparency ImageB (Human-Created Advertisement)	315	.620	.000

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Perceived Transparency ImageA (AI-Generated Advertisement) - Perceived Transparency ImageB (Human-Created Advertisement)	-1.42222	3.27062	.18428	-1.78480	-1.05965	-7.718	314	.000

Paired Sample t-Test Results for Consumer Trust (AI-Generated vs. Human-Created Advertisement)

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Consumer Trust ImageA (AI-Generated Advertisement)	14.1333	315	3.59334	.20246
	Consumer Trust ImageB (Human-Created Advertisement)	15.8095	315	3.44593	.19416

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Consumer Trust ImageA (AI-Generated Advertisement) & Consumer Trust ImageB (Human-Created Advertisement)	315	.137	.015

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Consumer Trust ImageA (AI-Generated Advertisement) - Consumer Trust ImageB (Human-Created Advertisement)	-1.67619	4.62511	.26060	-2.18892	-1.16346	-6.432	314	.000

Descriptive Statistics for Perceptual Variables (AI-Generated Advertisement)

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Perceived Authenticity ImageA (AI-Generated Advertisement)	315	4.00	20.00	13.5619	3.65187
Perceived Credibility ImageA (AI-Generated Advertisement)	315	4.00	20.00	13.4381	3.18813
Perceived Transparency ImageA (AI-Generated Advertisement)	315	4.00	19.00	13.7079	3.20486
Consumer Trust ImageA (AI-Generated Advertisement)	315	4.00	20.00	14.1333	3.59334

Descriptive Statistics for Perceptual Variables (Human-Generated Advertisement)

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Perceived Authenticity ImageB (Human-Created Advertisement)	315	6.00	20.00	15.6413	3.71195
Perceived Credibility ImageB (Human-Created Advertisement)	315	4.00	20.00	15.1206	3.64832
Perceived Transparency ImageB (Human-Created Advertisement)	315	4.00	20.00	15.1302	4.07871
Consumer Trust ImageB (Human-Created Advertisement)	315	4.00	20.00	15.8095	3.44593
Valid N (listwise)	315				

Annex 2

Output1 ai vs Human 05-12-2025.spv [Document2] - IBM SPSS Statistics Viewer

File   Edit   View   Data   Transform   Insert   Format   Analyze   Direct Marketing   Graphs   Utilities   Add-ons   Window   Help

[DataSet1] C:\Users\Rameez\Desktop\rashid\analysis\Impact on Marketing Content and Consumer Trust FINAL 1-12-2025.sav

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Perceived Authenticity ImageA (AI-Generated Advertisement)	13.5619	315	3.65187	.20576
	Perceived Authenticity ImageB (Human-Created Advertisement)	15.6413	315	3.71195	.20914

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Perceived Authenticity ImageA (AI-Generated Advertisement) & Perceived Authenticity ImageB (Human-Created Advertisement)	315	.165	.003

Paired Samples Test

		Paired Differences							
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	Sig. (2-tailed)
Pair 1	Perceived Authenticity ImageA (AI-Generated Advertisement) - Perceived Authenticity ImageB (Human-Created Advertisement)	-2.07937	4.75884	.26813	-2.60692	-1.55181	-7.755	314	.000

Output1 ai vs Human 05-12-2025.spv [Document2] - IBM SPSS Statistics Viewer

File   Edit   View   Data   Transform   Insert   Format   Analyze   Direct Marketing   Graphs   Utilities   Add-ons   Window   Help

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Perceived Credibility ImageA (AI-Generated Advertisement)	13.4381	315	3.18813	.17963
	Perceived Credibility ImageB (Human-Created Advertisement)	15.1206	315	3.64832	.20556

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Perceived Credibility ImageA (AI-Generated Advertisement) & Perceived Credibility ImageB (Human-Created Advertisement)	315	-.013	.821

Paired Samples Test

		Paired Differences							
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	Sig. (2-tailed)
Pair 1	Perceived Credibility ImageA (AI-Generated Advertisement) - Perceived Credibility ImageB (Human-Created Advertisement)	-1.68254	4.87560	.27471	-2.22304	-1.14204	-6.125	314	.000

T-TEST PAIRS=PTImageA WITH PTImageB (PAIRED)

Output1 ai vs Human 05-12-2025.spv [Document2] - IBM SPSS Statistics Viewer

File Edit View Data Transform Insert Format Analyze Direct Marketing Graphs Utilities Add-ons Window Help

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Perceived Transparency ImageA (AI-Generated Advertisement)	13.7079	315	3.20486	.18057
	Perceived Transparency ImageB (Human-Created Advertisement)	15.1302	315	4.07871	.22981

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Perceived Transparency ImageA (AI-Generated Advertisement) & Perceived Transparency ImageB (Human-Created Advertisement)	315	.620	.000

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper			
Pair 1	Perceived Transparency ImageA (AI-Generated Advertisement) - Perceived Transparency ImageB (Human-Created Advertisement)	-1.42222	3.27062	.18428	-1.78480	-1.05965	-7.718	314	.000

Output1 ai vs Human 05-12-2025.spv [Document2] - IBM SPSS Statistics Viewer

File Edit View Data Transform Insert Format Analyze Direct Marketing Graphs Utilities Add-ons Window Help

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Consumer Trust ImageA (AI-Generated Advertisement)	14.1333	315	3.59334	.20246
	Consumer Trust ImageB (Human-Created Advertisement)	15.8095	315	3.44593	.19416

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Consumer Trust ImageA (AI-Generated Advertisement) & Consumer Trust ImageB (Human-Created Advertisement)	315	.137	.015

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper			
Pair 1	Consumer Trust ImageA (AI-Generated Advertisement) - Consumer Trust ImageB (Human-Created Advertisement)	-1.67619	4.62511	.26060	-2.18892	-1.16346	-6.432	314	.000

FREQUENCIES VARIABLES=Consent

Output1 ai vs Human 05-12-2025.spv [Document2] - IBM SPSS Statistics Viewer

File   Edit   View   Data   Transform   Insert   Format   Analyze   Direct Marketing   Graphs   Utilities   Add-ons   Window   Help

```
/STATISTICS=MEAN STDDEV MIN MAX.
```

Descriptives

[DataSet1] C:\Users\Rameez\Desktop\rashid\analysis\Impact on Marketing Content and Consumer Trust FINAL 1-12-202

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Perceived Authenticity ImageA (AI-Generated Advertisement)	315	4.00	20.00	13.5619	3.65187
Perceived Credibility ImageA (AI-Generated Advertisement)	315	4.00	20.00	13.4381	3.18813
Perceived Transparency ImageA (AI-Generated Advertisement)	315	4.00	19.00	13.7079	3.20486
Consumer Trust ImageA (AI-Generated Advertisement)	315	4.00	20.00	14.1333	3.59334
Valid N (listwise)	315				

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DESCRIPTIVES VARIABLES=PAImageB PCImageB PTImageB CTImageB
  /STATISTICS=MEAN STDDEV MIN MAX.
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Descriptives

[DataSet1] C:\Users\Rameez\Desktop\rashid\analysis\Impact on Marketing Content and Consumer Trust FINAL 1-12-202

Output1 ai vs Human 05-12-2025.spv [Document2] - IBM SPSS Statistics Viewer

File   Edit   View   Data   Transform   Insert   Format   Analyze   Direct Marketing   Graphs   Utilities   Add-ons   Window   Help

```
/STATISTICS=MEAN STDDEV MIN MAX.
```

Descriptives

[DataSet1] C:\Users\Rameez\Desktop\rashid\analysis\Impact on Marketing Content and Consumer Trust FINAL 1-12-2025.sav

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Perceived Authenticity ImageB (Human-Created Advertisement)	315	6.00	20.00	15.6413	3.71195
Perceived Credibility ImageB (Human-Created Advertisement)	315	4.00	20.00	15.1206	3.64832
Perceived Transparency ImageB (Human-Created Advertisement)	315	4.00	20.00	15.1302	4.07871
Consumer Trust ImageB (Human-Created Advertisement)	315	4.00	20.00	15.8095	3.44593
Valid N (listwise)	315				

```
FREQUENCIES VARIABLES=Consent Gender Age Knowledge
  /ORDER=ANALYSIS.
```

Frequencies

[DataSet1] C:\Users\Rameez\Desktop\rashid\analysis\Impact on Marketing Content and Consumer Trust FINAL 1-12-2025.sav