ONE STEP FORWARD, TWO STEPS BACK: AI GENERATED CONTENT VS. PERCEIVED TRUST, AUTHENTICITY AND CREDIBILITY

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Abstract

Background: The article examines the impact of knowledge about AI-generated content on perceived trust, authenticity, and credibility. It is based on the assumption that companies use AI in their marketing communications as a means of optimization and that customers are distrustful of its use, which negatively affects their subjective perception of the value of the marketing concept associated with AI. This situation requires the identification of functional solutions in relation to changes in consumer attitudes.

Objective: For this reason, the aim of this article is to identify which formats and contents of marketing communication using AI are risky in terms of consumer-perceived value

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and, based on these findings, to develop framework recommendations for the practical use of AI in marketing communication.

Methodology: In order to achieve this goal, our own research is being conducted using a survey method. The research was conducted between August and October 2025, with a sample of 485 respondents from the Czech Republic. The results were then statistically analysed using IBM SPSS Statistics software.

Findings: It was confirmed that AI-generated marketing content has a negative effect on perceived trust, authenticity, and credibility when recognized by consumers. At the same time, risky forms and content of marketing communication using AI were identified. It has been found out that 1) there is no statistically significant relationship between the displayed form of AI-powered marketing communications and the level of trust, authenticity, and credibility that consumers have in these communications; 2) from a consumer perspective, the rational content of AI-powered marketing communications has a very high level of impact on trust, authenticity, and credibility (by contrast, the emotional content of these communications was perceived as having a low or very low level of trust, authenticity, and credibility); and 3) there is no statistically significant relationship between the age of consumers and their level of trust, authenticity, and credibility in AI-powered marketing communications.

Practical implications: From a long-term strategic perspective, companies should build so-called AI-ready marketing architectures that enable the effective integration of algorithmic tools while maintaining the integral human dimension of communication.

Limitations: The applicability of these recommendations is determined by several factors, including the technological maturity of the company, the level of digital literacy of the target segments, sector-specific characteristics, and the nature of the competitive environment.

Keywords: AI generated content, trust, authenticity, credibility, consumer literacy, value-based marketing, corporate social responsibility, CSR.

JEL classification: M14, M31, M37

1. Introduction

The dynamic development of AI and its use in marketing practice far exceeds the pace of legislative changes that this technological phenomenon inevitably requires. Despite efforts to create functional codes of conduct for the use of AI in consumer-oriented business

processes, legal regulations on this issue are almost non-existent. In response to the needs of society as a whole, priority is given to regulating particularly socially sensitive areas of AI implementation in marketing activities, such as political marketing practices. In other areas, recommendations are being formulated and enshrined in codes of ethics, but these are only recommendations. The practices of companies vary greatly. On the one hand, companies are aware of the optimization potential of using AI in the creation of marketing content and are making full use of it in an effort to maintain their competitive position. On the other hand, they are beginning to realize the need for a socially responsible approach to this topic, and therefore publicly declare their use of AI and assignement relevant AI-generated content (DeBruyn et al., 2020). However, they are encountering an unexpected market reaction related to the strong presence of the topic of disinformation literacy and a decline in consumer confidence in such assigned communication. All this is happening in an environment where distinguishing between human-generated and AI-generated content requires a certain level of technological and consumer literacy. In other words, the combination of the following facts: 1) the use of AI by companies optimizes marketing processes; 2) there is almost no obligation to disclose information about the use of AI in the generation of marketing content; 3) the average consumer is unable to reliably recognize the extent of AI involvement in marketing content, and 4) socially responsible companies are aware of this fact and, in the interest of maintaining long-term customer relationships, disclose information about AI involvement, a paradoxical effect occurs whereby trust, authenticity, and credibility of these companies declines in favour of companies that use AI but do not disclose this information to consumers. This undermines the atmosphere of trust that has recently been a strong stabilizing factor in relationship-oriented marketing.

The aim of this paper is to identify the formats and content of AI-based marketing communications that are risky in terms of consumer-perceived value and to subsequently develop framework recommendations for the use of AI in marketing communications in order to eliminate negative impacts on the subjectively perceived value of the marketing concept. The basic research assumptions on which the research is based are as follows:

RA 1: The trust, authenticity and credibility are considered as a pillars of sustainable value based marketing concept.

RA 2: The AI inclusion into the marketing content generation has a positive impact on the optimization of marketing management processes.

RA 3: The AI generated marketing content has a negative effect on the perceived trust, authenticity and credibility in case of being recognized by consumers.

Based on these research assumptions, with regard to the findings on the current state of development of the issue of consumer perception of specific content and forms of AI involvement in marketing communication in the Czech Republic, hypotheses are subsequently established to fulfil the defined objective of the paper. These hypotheses are derived from the research question RQ: Which formats and contents of marketing communication using AI are risky in terms of consumer-perceived value?

2. Literature review

In recent years, scholarly debates on artificial intelligence in marketing have become closely intertwined with corporate social responsibility, responsible AI governance, and ethical communication, underscoring that transparency regarding AI involvement is not only a managerial choice but also an upcoming societal obligation (Buckley et al., 2025; Fabus et al., 2025). CSR research emphasizes that organizations bear responsibility for reducing information asymmetries and preventing potential techno-ethical harms, particularly in consumer-facing communication, where expectations for fairness, diligence, and moral accountability are high (Cannistra et al., 2022). Within marketing ethics, transparency is increasingly conceptualized as an ethical imperative central to sustaining stakeholder trust and preventing deception—yet paradoxically, empirical evidence shows that AI disclosure may elicit consumer skepticism and reduce perceived authenticity or credibility. These tensions indicate that the societal impacts of AI-mediated communication extend beyond questions of operational efficiency. Building on this perspective, our study addresses how different forms and contents of AI-generated marketing messages shape consumer perceptions of trust, authenticity, and credibility, thereby contributing to the broader discussion on how organizations can balance AI-driven optimization with their ethical and CSR-related responsibilities in communication practices (Aljarah et al., 2025).

Research assumption 1: The trust, authenticity and credibility are considered as a pillars of sustainable value based marketing concept.

Trust, authenticity, and credibility emerge as interdependent foundations in sustainable value-based marketing (Lee, 2025). Papers report that trust underpins consumer engagement and often mediates the link between sustainable marketing initiatives and outcomes such as purchase intention and brand loyalty (Chowdhury, 2024). For example, one study documents a 42% increase in loyalty tied to consistent, authentic communication, while quantitative analyses reveal that trust frequently acts as a mediator between marketing efforts and positive consumer attitudes (Fitriyana, 2025). Studies also describe perceived authenticity as essential for reducing skepticism and countering greenwashing, with authentic narratives strengthening emotional connections and enhancing purchase intentions (Wahyuni & Zulfikar, 2024). Credibility, measured through ethical communication and source trustworthiness, is linked to stakeholder engagement and value co-creation (Lee, 2025). These findings, drawn from diverse geographic contexts and research designs, collectively support the role of these three pillars in driving sustainable marketing performance.

Trust is described as a central pillar of sustainable value based marketing concept (Lee, 2025). As reported in Chowdhury (2024) and Fitriyana (2025), it is characterized as fragile and susceptible to erosion by greenwashing or inconsistent communication. Transparent, ethical, and consistent messaging is repeatedly identified as necessary for building trust, especially among value-driven consumer segments such as Generation Z (Lee, 2025; Fitriyana, 2025). Perceived authenticity is highlighted as a key determinant of trust and purchase

intention (García-Salirrosas & Rondon-Eusebio, 2022; Wahyuni & Zulfikar, 2024). Consistent communication and verifiable claims are identified as essential for maintaining perceived authenticity (Chowdhury, 2024; Fitriyana, 2025). Credibility, often operationalized as source credibility or trustworthiness, is reported as a critical antecedent to consumer attitudes and intentions (Kumar et al., 2022). Ethical communication, transparency, and the absence of greenwashing are described as necessary for sustaining credibility (García-Salirrosas & Rondon-Eusebio, 2022; Chowdhury, 2024).

Research assumption 2: The AI inclusion into the marketing content generation has a positive impact on the optimization of marketing management processes.

The integration of AI into marketing content generation significantly enhances the efficiency and effectiveness of marketing management processes (Ksheri et al., 2024). AI-driven tools automate repetitive and time-consuming tasks, allowing managers to focus on strategic decision-making and creative supervision. Generative models enable large-scale production of personalized, consistent, and high-quality content, thereby accelerating campaign cycles and reducing operational costs. By leveraging machine learning and natural language processing, firms can tailor content to diverse audiences, improving engagement, conversion rates, and customer retention (Kumar et al., 2024). Moreover, AI systems facilitate data-driven decision-making by integrating analytics and performance feedback into content optimization loops, leading to more agile and responsive marketing strategies. Empirical studies indicate that companies adopting AI-based content generation achieve measurable improvements in key performance indicators such as customer acquisition cost, marketing return on investment, and campaign adaptability. Additionally, the automation of workflow management supports better allocation of resources and enhances cross-channel consistency, simplifying coordination across marketing departments (Verma et el., 2021). Despite challenges related to data quality, ethical governance, and integration costs, research consistently confirms that when managed responsibly, AI adoption yields substantial benefits in terms of scalability, responsiveness, and overall process optimization (Madanchian, 2024). Consequently, the inclusion of AI in marketing content generation stands as a pivotal driver for the digital transformation and optimization of marketing management systems (Mariani et al., 2022).

Research assumption 3: The AI generated marketing content has a negative effect on the perceived trust, authenticity and credibility in case of being recognized by consumers.

Studies indicate that consumer evaluations of AI-generated marketing content vary with the degree of human involvement and the clarity of AI disclosure (Kubovics, 2025). In several experimental studies, content produced solely by automated AI systems was rated lower on trust, authenticity, and credibility (Bruns & Meißner, 2024). For example, according to Haupt et al. (2024) disclosed AI in charity advertising was associated with reduced empathy ($\beta = -0.38$, $p < 0.05$), and fully automated AI-generated messages received a credibility deficit (regression coefficient $b = -2.95$, $p < 0.005$). In contrast, content created

with human oversight or through human–AI collaboration was viewed similarly to human-created material, suggesting that human control helps mitigate scepticism (Kubovics, 2025). Other studies noted that although AI content sometimes increased perceptions of innovation or purchase intent, most pointed to mixed behavioral responses and reduced affective engagement compared with human-generated messages (Singh, 2025). Moderating factors such as disclosure, transparency, product context, and consumer demographics shaped these outcomes (Kubovics, 2025). The perception of trust and credibility in case of AI inclusion and recognition by consumers has been rated lower than in case of human created marketing communication outcome in case of studies provided by Sands et al. (2022), Arango et al. (2023), Haupt et al. (2024), Rhee and Lee (2024) Singh (2025) and Chen et al. (2025). On the other hand, Kirkby et al. (2023) have stated that disclosing AI-generated content does not negatively affect consumer-perceived brand authenticity or attitude. Here, they directly analyse the effect of AI on brand authenticity resp. attitude what forms platform for research of the aspect of brand value strength in scope of the prospective impact of AI inclusion into marketing communication on the product perception. Another prospective interpretation of this finding is relevant to the research outcome by Brüns and Meißner (2024) as it has been pointed out above.

Research question: Which formats and contents of marketing communications using AI are risky in terms of consumer-perceived value?

Current professional literature is paying increasing attention to the issue of AI's impact on marketing performance. Considerations about the impact of AI on consumers' subjective perception of the value of marketing concepts are also gradually coming to the fore. However, these are mostly general statements. Murar and Kubovics (2023) examine the possibilities of applying AI in marketing communication, but they only consider the business perspective and do not evaluate the possible risks in terms of potential changes in consumer perception. These are already pointed out by Rozhko et al. (2024) point these out, but only in general terms in terms of the benefits and challenges associated with the use of AI in marketing. These considerations are specified to a certain extent by Bormane and Blaus (2024), according to whom AI in digital marketing communication poses risks related to privacy, data protection, cybersecurity, and psychological manipulation, affecting consumer-perceived value. Similarly, Cernakova and Comova (2024) state that AI-generated content in marketing communication may be risky due to the potential for monotonous, inauthentic, or stereotypical content. Reed et al. (2025) clearly state the negative impact of AI involvement in marketing communication on the value subjectively perceived by consumers. Rae (2024) comes to similar conclusions, stating that informing users about AI use in content creation may damage the relationship between creators and followers, as participants felt more negatively about creators when AI was perceived to be used, but this did not affect content judgments. An analytical approach to incorporating AI into marketing communication is applied by Kubovics (2025), who states that consumers prefer AI-generated marketing content edited or supervised by humans and that transparency

increases acceptance, especially among younger respondents. It has also been found that highly anthropomorphized AI chatbots increase consumer privacy concerns; mechanized chatbots are perceived as more secure (Kim et al., 2024). Especially in the case of emotional appeal, disclosing AI as the creator of advertisements increases consumer avoidance due to mechanistic meta-dehumanization, particularly affecting sincere brands (Gu et al., 2025).

The AI-generated format and its impact on consumer-perceived value was examined by Arango et al. (2023). They have found that the use of AI-generated images in charitable giving contexts can negatively impact consumer donation intentions if they are aware the images are not real, suggesting a risk in terms of consumer-perceived value. This work should be considered highly relevant today, as it highlights the need to examine not only the content but also the form in which the content is presented using AI. However, its conclusions need to be critically reviewed in light of changes in consumer literacy and society-wide attitudes toward the use of AI. Research focused on the formal aspects of AI use in marketing communication is also being conducted by Nazrin et al. (2025). They have clearly demonstrated that AI-generated images can enhance visual appeal but may undermine perceived authenticity and affect consumer trust, posing a risk to consumer-perceived value. Lin and Wu (2025) identified a difference in the perception of AI involvement in the case of creative communication formats and in the case of conventional ones. It was found that AI is perceived more positively when involved in communication creativity.

Based on an analysis of the current state of knowledge, all the research assumptions were confirmed and the research question was answered. For the purposes of the research itself, hypotheses were formulated that are aimed at fulfilling its objective. The individual hypotheses are aimed at determining the perception of the influence of consumer knowledge about the incorporation of AI into marketing communication on perceived trust, authenticity, and credibility.

H1: There is a statistically significant relationship between the displayed form of AI-powered marketing communications and the level of trust, authenticity and credibility that consumers have in these communications.

H2: There is a statistically significant relationship between the displayed content of AI-powered marketing communications and the level of trust, authenticity and credibility that consumers have in these communications.

H3: There is a statistically significant relationship between the age of consumers and their level of trust, authenticity and credibility in AI-powered marketing communications.

The above hypotheses reflect the lack of attention paid by the scientific and research community to identifying specific formats and content in the context of their impact on perceived trust, authenticity, and credibility when consumers are informed about the involvement of AI.

3. Methodology

The main objective of the article is to identify which marketing communication formats and content using AI are risky from the perspective of consumers' perceived value, and to develop framework recommendations for using AI in marketing communication based on these findings. To achieve the main objective, the above-mentioned hypotheses 1–3 were established.

For this study, we conducted our own research using a survey. This research was conducted between August and October 2025, with a sample of 485 respondents from the Czech Republic.

To determine the sample size, the base file representing the number of people over the age of 15 was obtained from the demographic statistics of the Czech Statistical Office. Respondents were selected at random from this base file, based on the number of Czech inhabitants over 15 years old (9,218,717), due to their legal working status. Thus, the main presumption of autonomous decision-making in purchasing has been fulfilled. A confidence interval of 5% was determined and a confidence level of 95% was set, thus admitting an error rate of 5%. A sample size of 384 respondents was calculated. A total of 485 people participated in the questionnaire survey, which exceeded the minimum sample size. The results were then analysed statistically using IBM SPSS Statistics software.

Of the total sample (485 respondents), 287 (59.18%) were female and 198 (40.82%) were male. In terms of age distribution, 72 (14.85%) of respondents were Baby Boomers (born 1946–1964), 82 (16.91%) were Generation X (born 1965–1980), 172 (35.46%) were Millennials (born 1981–1996) and 159 (32.78%) were Post-Millennials (born 1997–2010). Based on the frequencies of all socio-demographic categories, it can be concluded that the sample is representative of the wider population, and the data are therefore suitable for further statistical analysis.

The questionnaire aimed to find out the level of trust, authenticity, and credibility that consumers have in AI-powered marketing communications. The questionnaire consisted of three parts. The first part covered the general socio-demographic profile of respondents. The second part focused on the form and content of AI-powered marketing communications and how respondents perceived them. The final part dealt with respondents' preferences regarding AI-powered marketing communications.

Respondents could express their level of trust, authenticity and credibility in AI-powered marketing communications using a 5-point scale, where 1 represented a very low level and 5 represented a very high level.

To evaluate the interdependence of the items in hypotheses 1–3, two-dimensional descriptive statistics were employed. For this, the Pearson's Chi-square test of independence was used. This test is a statistical method used to analyse the relationship between two categorical variables, determining whether the relationship between them is statistically significant (Franke et al., 2011; Zheng and Bentler, 2025). Subsequently, Cramer's V was used to measure the intensity of association between the variables (Lombardi and Hurlbert, 2009; McHugh, 2013).

A significance level of 0.05 was set, corresponding to a 95% confidence interval.

If dependence between the variables is found, it is appropriate to examine the internal structure of the contingency table in more detail. Correspondence analysis was subsequently employed for this purpose. This method is analogous to principal component analysis and factor analysis, but is specifically designed for qualitative variables within contingency tables. It is a multivariate graphical technique that focuses on examining the relationships between categorical variables. When the variables under investigation are categorical, this approach provides an effective means of examining their significant interrelationships (Sourial et al., 2010; Beh and Lombardo, 2025).

4. Results

As mentioned, statistical hypotheses 1–3 were verified using Pearson's Chi-square test of independence.

Hypothesis 1:

H_0: There is no statistically significant relationship between the displayed form of AI-powered marketing communications and the level of trust, authenticity and credibility that consumers have in these communications.

H_1: There is a statistically significant relationship between the displayed form of AI-powered marketing communications and the level of trust, authenticity and credibility that consumers have in these communications.

A contingency table (Table 1) was created to determine dependence, with frequencies arranged according to both variables.

Table 1. Contingency table.

Displayed form of AI-powered market-ing communications	The level of trust, authenticity and credibility that con-sumers have in AI-powered marketing communications					
	Very high	High	Neutral	Low	Very low	Sum
Verbal audio	15	33	28	23	21	120
Verbal visual	25	36	26	39	24	150
Graphic visual	37	53	39	47	39	215
Sum	77	122	93	109	84	**485**

Source: Authors' own research (2025).

The condition has to apply that at least 80% of the theoretical numbers are greater than 5, and at the same time, any frequency cannot be zero, which is met in our case. The significance level α was determined at 0.05. The results of the statistical hypothesis testing are shown in Table 2.

Table 2. Chi-Square Tests

	Value	**df**	**Asymptotic Significance (2-sided)**
Pearson Chi-Square	4.679[a]	8	0.791
Likelihood Ratio	4.668	8	0.792
N of Valid Cases	485		

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 19.05.
Source: Authors' own research (2025).

Finally, the intensity of the association dependence between the variables by Cramer's V was measured (Table 3).

Table 3. Symmetric Measures

		Value	**Approximate Significance**
Nominal by Nominal	**Phi**	0.098	0.791
	Cramer's V	0.069	0.791
N of Valid Cases		485	

Source: Authors' own research (2025).

Based on the comparison of the significance level and the p-value (asymptotic significance), the null hypothesis (H_0) was accepted. This indicates that there is no statistically significant relationship between the examined variables (the displayed form of AI-powered marketing communications and the level of trust, authenticity and credibility that consumers have in these communications). Similarly, Cramer's V (0.069) indicates that the variables are not dependent on each other.

Hypothesis 2:
H_0: There is no statistically significant relationship between the displayed content of AI-powered marketing communications and the level of trust, authenticity and credibility that consumers have in these communications.
H_1: There is a statistically significant relationship between the displayed content of AI-powered marketing communications and the level of trust, authenticity and credibility that consumers have in these communications.
A contingency table (Table 4) was created to determine dependence, with frequencies arranged according to both variables.

Table 4. Contingency table.

Displayed content of AI-powered marketing communications	The level of trust, authenticity and credibility that consumers have in AI-powered marketing communications					
	Very high	**High**	**Neutral**	**Low**	**Very low**	**Sum**
Emotional content	7	19	28	62	48	164
Rational content	41	38	24	23	8	134
Hybrid emotional-rational content	16	62	55	42	12	187
Sum	64	119	107	127	68	**485**

Source: Authors' own research (2025).

The condition has to apply that at least 80% of the theoretical numbers are greater than 5, and at the same time, any frequency cannot be zero, which is met in our case. The significance level α was determined at 0.05. The results of the statistical hypothesis testing are shown in Table 5.

Table 5. Chi-Square Tests

	Value	**df**	**Asymptotic Significance (2-sided)**
Pearson Chi-Square	123.561[a]	8	0.000
Likelihood Ratio	117.833	8	0.000
N of Valid Cases	485		

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 17,68.

Source: Authors' own research (2025).

Finally, the intensity of the association dependence between the variables by Cramer's V was measured (Table 6).

Table 6. Symmetric Measures

		Value	**Approximate Significance**
Nominal by Nominal	**Phi**	0.505	0.000
	Cramer's V	0.357	0.000
N of Valid Cases		485	

Source: Authors' own research (2025).

Based on the comparison of the significance level and the p-value (asymptotic significance), the null hypothesis (H_0) was rejected and the alternative hypothesis (H_1) was accepted. This indicates that there is a statistically significant relationship between the examined variables (the content of AI-powered marketing communications and the level

of trust, authenticity, and credibility that consumers have in these communications). According to Cramer's V, the intensity of the dependence of the variables indicates a medium dependency (0.357).

Due to the dependence between the variables, further analysis of the internal structure of the contingency tables was warranted through correspondence analysis. This analysis was conducted using IBM SPSS Statistics, and the results are presented in Figure 1.
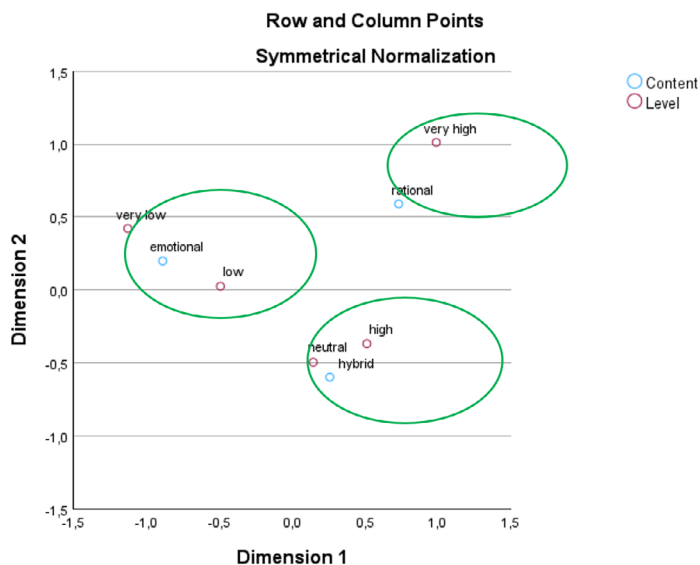

Figure 1. Correspondence analysis – Hypothesis 2
Source: Authors' own research (2025).

The research findings determined that, from a consumer perspective, the rational content of AI-powered marketing communications has a very high level of impact on trust, authenticity and credibility. By contrast, the emotional content of these communications was perceived as having a low or very low level of trust, authenticity and credibility. Finally, consumers marked the hybrid emotional-rational content of displayed AI-powered marketing communications as having a neutral or high level of trust, authenticity and credibility.

Hypothesis 3:

H_0: There is no statistically significant relationship between the age of consumers and their level of trust, authenticity and credibility in AI-powered marketing communications.

H_1: There is a statistically significant relationship between the age of consumers and their level of trust, authenticity and credibility in AI-powered marketing communications.

A contingency table (Table 7) was created to determine dependence, with frequencies arranged according to both variables.

Table 7. Contingency table.

Generation	The level of trust, authenticity and credibility that consumers have in AI-powered marketing communications					
	Very high	High	Neutral	Low	Very low	Sum
Post-Millennials	25	39	35	40	20	159
Millennials	28	53	30	38	23	172
Generation X	16	21	21	15	9	82
Baby Boomers	7	16	20	18	11	72
Sum	76	129	106	111	63	**485**

Source: Authors' own research (2025).

The condition has to apply that at least 80% of the theoretical numbers are greater than 5, and at the same time, any frequency cannot be zero, which is met in our case. The significance level α was determined at 0.05. The results of the statistical hypothesis testing are shown in Table 8.

Table 8. Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.500[a]	12	0.660
Likelihood Ratio	9.717	12	0.641
N of Valid Cases	485		

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 9.35.
Source: Authors' own research (2025).

Finally, the intensity of the association dependence between the variables by Cramer's V was measured (Table 9).

Table 9. Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	**Phi**	0.140	0.660
	Cramer's V	0.081	0.660
N of Valid Cases		485	

Source: Authors' own research (2025).

Based on the comparison of the significance level and the p-value (asymptotic significance), the null hypothesis (H_0) was accepted. This indicates that there is no statistically significant relationship between the examined variables (the age of consumers and their

level of trust, authenticity and credibility in AI-powered marketing communications). Similarly, Cramer's V (0.081) indicates that the variables are not dependent on each other.

5. Discussion

These findings are significant in terms of analytical research into the extent of AI involvement in marketing communication and the prospective impact of this involvement on consumer-perceived trust, authenticity, and credibility. Current literature lacks research that comprehensively examines the impact of AI integration into marketing communication at the level of selected forms and content, all with a view to identifying specifics relevant to individual consumer generations. Moreover, most research focuses on assessing AI-generated content, and insufficient attention is paid to specific formats. In the case of the first hypothesis, it was found that there is no statistically significant relationship between the displayed form of AI-powered marketing communications and the level of trust, authenticity, and credibility that consumers have in these communications. This means that regardless of whether the image or text communication material was generated using AI, the effect of AI involvement in marketing communication is identical in terms of consumer-perceived trust, authenticity, and credibility. It is therefore not possible to consider a higher or lower degree of tolerance for the use of AI depending on the form chosen, as stated by Arango et al. (2023), Nazrin et al. (2025), and Lin and Wu (2025). In the case of the second hypothesis, it was found that from a consumer perspective, the rational content of AI-powered marketing communications has a very high level of impact on trust, authenticity, and credibility. By contrast, the emotional content of these communications was perceived as having a low or very low level of trust, authenticity, and credibility. Finally, consumers marked the hybrid emotional-rational content of displayed AI-powered marketing communications as having a neutral or high level of trust, authenticity, and credibility. These findings fully confirm the results of the study by Gu et al. (2025), according to which, especially in the case of emotional content, disclosing AI as the creator of advertisements increases consumer avoidance due to mechanistic meta-dehumanization, particularly affecting sincere brands. In the case of the third hypothesis, it was found that there is no statistically significant relationship between the age of consumers and their level of trust, authenticity, and credibility in AI-powered marketing communications. This fact opens up space for revising approaches that assume a priori better perception of the integration of AI into marketing communications aimed at younger generations of consumers. Traditionally, the assumption of higher technological and consumer literacy among younger generations creates the illusion of wider application of AI in marketing concepts, which, in light of the presented findings, may lead to damage to the subjectively perceived value of brands applying such an approach. The individual findings presented, which are based on our own research, are fundamentally at odds with the current state of knowledge in the field, where Kubovics (2025) states that AI-generated marketing content

varies with the degree of human involvement and the clarity of AI disclosure. Similarly, Brüns and Meißner (2024) point out that content produced solely by automated AI systems was rated lower on trust, authenticity, and credibility. Also, AI inclusion and recognition by consumers has been rated lower than in the case of human-created marketing communication outcomes in studies provided by Sands et al. (2022), Arango et al. (2023), Haupt et al. (2024), Rhee and Lee (2024) Singh (2025) and Chen et al. (2025). On the other hand, the results of our own research confirm the conclusions formulated by Kirkby et al. (2023). They have stated that disclosing AI-generated communication does not negatively affect consumer-perceived brand authenticity or attitude. These conclusions complement the research conducted by Kubovics (2025), according to which demographic factors moderate the relationship between the displayed form of AI-powered marketing communications and the level of trust, authenticity, and credibility that consumers have in these communications. In the context of the issue under investigation, it is also necessary to draw attention to studies that take an analytical approach to the specifics of the perception of forms and content created using AI across consumer segments. Nesterenko and Olefirenko (2023) have stated that AI-created advertising videos are perceived differently by consumers compared to human-created ones, with significant differences in perception related to gender. Similarly, Neyazi et al. (2023) point out the need to take into account national specifics of consumer perception of the incorporation of AI into marketing communications. The need to apply an individual approach to AI in marketing with regard to its impact on consumer perception is also noted by Cholewa-Wiktor et al. (2025), who examine the relationship between content type and consumer perception in the context of a specific industry. They find that educational formats are preferred over advertising for AI acceptance in healthcare. The research confirms the existence of possible risks of incorporating AI into marketing communication in terms of potential changes in consumer perception, as already pointed out by Rozhko et al. (2024), Bormane and Blaus (2024), Cernakova and Comova (2024), and Reed et al. (2025). However, the individual conclusions that follow from it shift further research in a different direction than before. The assumption of a relationship between the chosen form of marketing communication or the generational affiliation of the consumer and the impact of AI application on consumer-perceived trust, authenticity, and credibility is refuted. Moreover, the importance of the content of marketing communication demonstrably and transparently generated with the involvement of AI is confirmed.

6. Practical implications

From the perspective of managerial applicability, it is thus possible to formulate the following conclusions with an immediate impact on the effectiveness of marketing management: 1) regardless of the chosen form of marketing communication, the impact of AI involvement on the value subjectively perceived by consumers is negative; 2) it is necessary to take a selective approach to the involvement of AI in the case of emotionally or rationally

oriented content, and 3) AI and its involvement in marketing communication influence consumers' subjective perception of trust, authenticity, and credibility regardless of their generational affiliation. Based on empirical findings, it is possible to formulate a set of recommendations for marketing management that reflect the current implications of integrating artificial intelligence into marketing communication creation processes. As a first step, it is necessary to systematically assess the degree of algorithmic participation in content generation, as the explicit identification of AI as a creative agent demonstrably reduces the subjective perceived value of the message by consumers, regardless of the media format or channel used. Given the different response patterns of recipients, it also seems crucial to strictly differentiate between emotionally and rationally oriented content, as emotionally oriented messages show significantly higher sensitivity to perceptions of inauthenticity and machine stylization. For these reasons, it is advisable to implement internal normative frameworks that determine not only the level of transparency in the use of AI, but also the strategic mode of its communication, in order to minimize the negative impact on the attributes of trust, authenticity, and credibility. Since the identified effects are not modified by generational cohorts, it is recommended to introduce universal rules determining the scope and form of AI-generated inputs. A hybrid production model, in which AI acts as an idea accelerator or editing tool, while final editing and value-creating decisions remain the responsibility of human experts, appears to be the optimal approach. This approach mitigates reputational risks while maintaining the productivity of creative processes. Equally important is the introduction of robust mechanisms for continuously testing the reactions of target segments to different levels of AI involvement and the development of internal control protocols to ensure consistency of output in terms of tone, value anchoring, and factual accuracy. Content formats with high emotional or ethical-normative sensitivity should be determined primarily by human creative activity, as these types of communication carry the highest risk of eroding long-term trust. This also implies the need to establish ethical principles that reflect the responsible use of AI in marketing operations. Another strategic prerequisite is the development of specific competencies in marketing teams that will enable professionals to work effectively with generative models, critically validate their outputs, and identify content or interpretation disparities in a timely manner. AI can be an effective tool for rationally tuned messages, but only under conditions of strict validation of accuracy, relevance, and terminological coherence. In areas with a high degree of communication personalization, AI should be kept in a predominantly supportive role so as not to weaken the interpersonal dimension of interaction and blur the distinctive voice of the brand. Marketing management should continuously monitor the dynamics of consumer attitudes toward AI technologies and regularly reassess the extent of AI involvement in individual aspects of marketing communication. It is strategically important to identify those parts of the communication ecosystem where algorithmic participation reduces loyalty, authenticity, or trust, and to implement enhanced human control there. It is equally relevant to incorporate systematic collection of user feedback, which will make it possible to distinguish between types of AI-generated content that are received neutrally, positively,

or negatively, and to optimize its use on that basis. From a long-term strategic perspective, companies should build so-called AI-ready marketing architectures that enable the effective integration of algorithmic tools while maintaining the integral human dimension of communication. This is a key determinant for maintaining credibility, authenticity, and reputational stability in an environment characterized by a high degree of technological dynamism.

7. Limitations

In terms of the framework conditions for the applicability of the research, it is important to emphasize that the applicability of these recommendations is determined by several factors, including the technological maturity of the company, the level of digital literacy of the target segments, sector-specific characteristics, and the nature of the competitive environment. The findings are most valid in contexts where there is frequent contact between the brand and the consumer through digital channels, where there is high transparency of creative processes, and where the perception of authenticity is a key element of value. In more traditional industries or segments with lower digital exposure, the intensity of the identified effects may vary slightly, but their direction remains consistent.

The issue of future legislative regulation of mandatory disclosure of information about the use of AI in the creation of marketing communications requires special attention. If implemented, the practical relevance of the research results will increase significantly, as transparent disclosure of AI-generated content will become an automated standard rather than an optional strategy. This will eliminate the possibility of circumventing negative effects through selective consumer information, and organizations will have to adopt more sophisticated approaches to minimize reputational risks. At the same time, consumers can be expected to gradually become accustomed to this transparency, shifting their interpretive framework and reducing their sensitivity to the very fact of AI use. However, in the early stages of legislative implementation, there may be a temporary increase in negative reactions, underscoring the need for more intensive brand management, precise value curation, and consistent ethical anchoring of communication.

8. Conclusion

The article examined the impact of knowledge about AI-generated content on perceived trust, authenticity, and credibility. Its aim was to identify which formats and content of AI-based marketing communication are risky in terms of consumer-perceived value and, based on these findings, to develop framework recommendations for the use of AI in marketing communication. To achieve this goal, the author conducted their own research using a survey method. The research was conducted between August and October 2025,

with a sample of 485 respondents from the Czech Republic. The results were then statistically analysed using IBM SPSS Statistics software. It was confirmed that AI-generated marketing content has a negative effect on perceived trust, authenticity, and credibility when recognized by consumers. At the same time, it was found that 1) there is no statistically significant relationship between the displayed form of AI-powered marketing communications and the level of trust, authenticity, and credibility that consumers have in these communications; 2) from a consumer perspective, the rational content of AI-powered marketing communications has a very high level of impact on trust, authenticity, and credibility (by contrast, the emotional content of these communications was perceived as having a low or very low level of trust, authenticity, and credibility); and 3) there is no statistically significant relationship between the age of consumers and their level of trust, authenticity, and credibility in AI-powered marketing communications. Based on these findings, recommendations for marketing management practice were subsequently formulated, aimed at building a so-called AI-ready marketing architecture that enables the effective integration of algorithmic tools while maintaining the integral human dimension of communication. At the same time, the framework conditions for the applicability of the research results were identified and conclusions were formulated regarding the expected impact of the prospective legislative obligation to publish information about the usage of AI.

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