

ROLE OF GENERATIVE ARTIFICIAL INTELLIGENCE IN CONTENT MARKETING: IMPACT ON CONSUMER PERCEPTION AND BRAND INTERACTION

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ABSTRACT

The rapid advancement of generative artificial intelligence (AI) has significantly transformed content marketing by enabling the creation of personalized, scalable, and data-driven marketing content. This study aims to examine the role of generative AI in content marketing and its impact on consumer perception and brand interaction. The research adopts a descriptive and analytical design, using primary data collected from 120 respondents who actively engage with digital platforms. A structured questionnaire based on a five-point Likert scale was employed to measure key constructs, including generative AI content quality, consumer perception, perceived authenticity, trust, and brand interaction. The collected data were analysed using SPSS, applying statistical techniques such as reliability analysis, factor analysis, correlation, and regression. The findings reveal that generative AI-driven content has a significant positive impact on consumer perception and brand interaction. The study also highlights that perceived authenticity plays a crucial role in building consumer trust, which in turn strongly influences brand interaction. Furthermore, consumer perception and trust partially mediate the relationship between AI-generated content and brand interaction. While generative AI enhances marketing efficiency and engagement, concerns related to authenticity and trust remain important considerations. The study contributes to the existing literature by providing empirical evidence on the effectiveness of generative AI in content marketing and offers practical insights for marketers to develop balanced strategies that integrate technological capabilities with human creativity. The findings are particularly relevant for organizations seeking to enhance consumer engagement and build sustainable brand relationships in the evolving digital marketing landscape.

Keywords: Generative AI, Content Marketing, Consumer Perception, Brand Interaction, Consumer Trust

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INTRODUCTION

The growth of digital tech has reshaped marketing, with AI, especially generative AI, playing a pivotal role. It autonomously produces human-like content, shifting from traditional, resource-heavy methods to scalable, personalized strategies. Tools like ChatGPT, Jasper AI, and Copy.ai automate content creation, analyze consumer data, and generate relevant messages. This enables firms to deliver personalized content across digital platforms, boosting engagement and efficiency.

Content marketing, defined as a strategic approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a target audience, has evolved significantly with the integration of generative AI. Traditionally, content creation relied heavily on human creativity, domain

expertise, and iterative development processes. However, generative AI enables real-time content generation, predictive personalization, and adaptive messaging, thereby enhancing both the speed and precision of marketing communication. This transition reflects a broader shift toward algorithmic marketing, where decision-making and content delivery are increasingly driven by data analytics and machine intelligence.

From a theoretical standpoint, the effectiveness of AI-generated content can be analyzed using the Technology Acceptance Theory (TAM) and the Stimulus–Organism–Response (S–O–R) framework. In this context, generative AI content serves as a stimulus that impacts the organism (consumer cognition and perception), which in turn influences behavioral responses like engagement and brand

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interaction. Consumer perception becomes a vital mediating factor, covering aspects such as perceived usefulness, quality, personalization, and authenticity. While AI-generated content may boost perceived relevance and informativeness, issues related to authenticity, transparency, and ethics could undermine consumer trust.

Brand interaction the level of consumer engagement and relationship-building with a brand is another significant outcome shaped by generative AI. Tools like conversational agents and personalized recommendations enable ongoing, real-time exchanges, strengthening consumer-brand bonds. Better interaction not only enhances customer experience but also increases satisfaction, loyalty, and advocacy. Nonetheless, the rise in automation prompts considerations about maintaining a balance between efficiency and emotional connection, which is key to long-term brand relationships.

Despite rapid adoption of generative AI in marketing, research on its impact on consumer perception and brand interaction is limited and fragmented. Studies mainly focus on general AI in marketing or customer analytics, with less attention to generative AI in content marketing. There is also a lack of research in emerging markets like India, where digital adoption is fast, and consumer responses may differ due to cultural, technological, and socio-economic factors. This study aims to explore generative AI's role in content marketing and its effects on consumer perception and brand interaction. By examining AI-generated content quality, authenticity, trust, and engagement, it seeks to understand how generative AI influences consumer attitudes and behaviors. The research advances knowledge by combining theory and empirical evidence and offers practical insights for marketers using generative AI for effective and responsible content strategies.

OBJECTIVES OF THE STUDY

1. To examine the influence of generative AI-driven content on consumer perception, particularly in terms of perceived quality, relevance, and personalization.
2. To analyse the impact of AI-generated content on brand interaction, including consumer engagement, communication, and responsiveness toward brands.
3. To evaluate the role of perceived authenticity and trust in shaping consumer responses to generative AI-based marketing content.
4. To assess the overall effectiveness of generative AI in enhancing consumer-brand relationships within digital marketing environments.

LITERATURE REVIEW

The rise of generative artificial intelligence (AI) has greatly changed content marketing by allowing companies to create scalable, personalized, and data-oriented content. These AI tools support automated content generation while preserving contextual relevance, which boosts marketing efficiency and effectiveness. Recent research shows that organizations using AI-driven content strategies see better targeting accuracy and higher customer engagement (Dwivedi et al., 2023; Huang & Rust, 2021).

A significant amount of research has examined how AI-generated content affects consumer perception. Generative AI improves perceptions of usefulness, informativeness, and personalization key factors influencing attitudes toward digital content. As noted by (Grewal et al., 2021), AI-driven personalization greatly enhances customer experience by providing tailored content that matches individual preferences. Likewise, (Mogaji et al., 2024) found that AI-generated content shapes consumer cognition by influencing perceptions of relevance and value, thereby impacting decision-making. Nonetheless, the effectiveness of AI content has limitations. One major concern, highlighted in the literature, is perceived authenticity. Consumers typically distinguish between human-created and AI-generated content, which can impact trust in the brand. Research by (Brüns & Meißner, 2024) indicates that over-reliance on AI may diminish perceived authenticity, fostering skepticism among consumers. This complements findings from (Longoni et al., 2019), who suggest that consumers often mistrust AI outputs in situations requiring emotional connection and human touch.

Trust plays a vital role in shaping how consumers respond to AI-generated marketing content. Research shows that, while AI boosts efficiency and personalization, it can also raise issues around transparency, data privacy, and ethics. (Ameen et al., 2022) point out that trust is essential for consumer acceptance of AI in marketing, especially when consumers are aware of algorithmic involvement. Additionally, (Puntoni et al., 2021) note that consumer trust in AI depends on perceived fairness, accountability, and explainability.

In brand interactions, generative AI significantly increases consumer engagement. Tools like chatbots, recommendation engines, and automated content platforms enable real-time communication and personalized experiences, strengthening the consumer-brand relationship. (Verhoef et al., 2021) state that digital technologies, including AI, are crucial in enhancing customer experience and engagement across various touchpoints. Similarly, (Lemon & Verhoef, 2016) highlight that interactive, personalized

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experiences are key drivers of customer engagement and brand loyalty in digital spaces.

Despite these developments, there is a noticeable gap in understanding how generative AI impacts consumer perception and brand interaction, especially in emerging markets like India. Most studies focus either on AI adoption or general digital marketing practices, with limited research on the specific role of generative AI in content marketing. Additionally, evidence is scarce on how factors like perceived authenticity and trust influence the link between AI-generated content and consumer behavior.

This study aims to fill this gap by empirically examining how generative AI influences content marketing, consumer perception, and brand interaction. It incorporates concepts like perceived quality, authenticity, trust, and engagement, adding to the expanding research on AI-driven marketing and offering valuable insights into its practical use for marketers.

RESEARCH METHODOLOGY

The present study uses a descriptive and analytical design to explore how generative AI influences content marketing, consumer perception, and brand interaction. It is empirical, based on primary data from respondents engaging with digital platforms and AI-generated marketing. This allows an investigation of the links between AI content, perception, trust, and brand interaction. The target population includes social media users and online shoppers interacting with AI tools like ChatGPT, Jasper AI, and Copy.ai. A sample of 120 respondents was chosen via convenience sampling, suitable for statistical analysis and hypothesis testing.

Data collection involved a structured questionnaire based on a five-point Likert scale, ranging from “strongly disagree” to “strongly agree.” The questionnaire was organized into sections to measure key constructs such as generative AI content quality (including relevance, personalization, and creativity), consumer perception (like usefulness and informativeness), perceived authenticity, consumer trust, and brand interaction (covering engagement and responsiveness). Items were adapted from validated scales used in prior research to guarantee content validity and reliability. To assess reliability, Cronbach’s Alpha was calculated, with values above 0.70 indicating good internal consistency. Additionally, Exploratory Factor Analysis (EFA) was performed to verify the factor structure of the constructs and confirm the variables’ dimensionality. These initial analyses confirmed that the data were appropriate for subsequent statistical analysis.

The collected data were analyzed using the Statistical Package for Social Sciences (SPSS). Descriptive statistics summarized respondents' demographic

profiles and identified general response patterns. Correlation analysis assessed the strength and direction of relationships among variables. Then, multiple regression analysis tested the hypothesized links between generative AI content, consumer perception, trust, and brand interaction. Additionally, mediation analysis was conducted where relevant to explore the indirect effects of perceived authenticity and trust on the relationship between AI-generated content and brand interaction. Overall, the study's methodological framework offers a solid basis for evaluating the impact of generative AI in content marketing. By integrating validated measurement scales with suitable statistical techniques, the study ensures both reliability and validity in examining consumer responses to AI-driven marketing strategies.

DATA ANALYSIS AND INTERPRETATION

This section analyzes and interprets data collected on how generative AI impacts content marketing, consumer perception, and brand interaction. Data were analyzed using SPSS with suitable statistical methods. Initially, a reliability analysis was performed to assess data consistency, followed by factor analysis to confirm the constructs. Correlation analysis examined relationships between variables, and regression analysis tested the hypotheses. The findings are displayed in tables with straightforward explanations to clarify the influence of generative AI on consumer behavior and brand engagement.

Reliability Analysis

Table 1: Reliability Statistics

Variable	No. of Items	Cronbach's Alpha
Generative AI Content	5	0.842
Consumer Perception	5	0.865
Perceived Authenticity	4	0.801
Consumer Trust	4	0.823
Brand Interaction	5	0.878

The reliability analysis indicates that all constructs have Cronbach’s Alpha values greater than 0.70, which satisfies the recommended threshold for internal consistency. Among the variables, Brand Interaction shows the highest reliability ($\alpha = 0.878$), followed by Consumer Perception ($\alpha = 0.865$). This confirms that the measurement items are consistent and reliable for further statistical analysis.

Exploratory Factor Analysis (EFA)

Table 2: KMO and Bartlett's Test

Test	Value
KMO Measure	0.846
Bartlett's Test (Sig.)	0.000

The KMO value of 0.846 indicates a high level of sampling adequacy, suggesting that the data are

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suitable for factor analysis. The significance value of Bartlett's Test ($p < 0.001$) confirms that there is sufficient correlation among the variables. Hence, factor analysis is appropriate, and the construct validity of the study is established.

Correlation Analysis

Table 3: Correlation Matrix

Variables	AI Content	Consumer Perception	Trust	Brand Interaction
AI Content	1	0.621**	0.584**	0.602**
Consumer Perception	0.621**	1	0.655**	0.689**
Trust	0.584**	0.655**	1	0.712**
Brand Interaction	0.602**	0.689**	0.712**	1

(** $p < 0.01$)

The correlation results reveal that all variables are positively and significantly related to each other. Generative AI Content has a strong positive relationship with Consumer Perception ($r = 0.621$) and Brand Interaction ($r = 0.602$), indicating that AI-generated content improves consumer evaluation and engagement. Consumer Perception is also strongly correlated with Brand Interaction ($r = 0.689$), suggesting that better perception leads to higher interaction. Trust shows the strongest relationship with Brand Interaction ($r = 0.712$), highlighting its critical role in strengthening consumer-brand relationships.

Regression Analysis

Model 1: AI Content → Consumer Perception

Table 4: Regression Results

Variable	Beta (β)	Sig.
Generative AI Content	0.658	0.000

$R^2 = 0.433$

The regression results indicate that Generative AI Content has a significant positive impact on Consumer Perception ($\beta = 0.658$, $p < 0.001$). The R^2 value of 0.433 shows that 43.3% of the variation in consumer perception is explained by AI-generated content. This suggests that AI-based content significantly enhances how consumers perceive marketing messages.

Model 2: AI Content → Brand Interaction

Table 5: Regression Results

Variable	Beta (β)	Sig.
Generative AI Content	0.602	0.000

$R^2 = 0.362$

Generative AI Content significantly influences Brand Interaction ($\beta = 0.602$, $p < 0.001$). The model explains

36.2% of the variation, indicating that AI-generated content plays an important role in improving consumer engagement and interaction with brands.

Model 3: Consumer Perception → Brand Interaction

Table 6: Regression Results

Variable	Beta (β)	Sig.
Consumer Perception	0.689	0.000

$R^2 = 0.475$

Consumer Perception has a strong and significant effect on Brand Interaction ($\beta = 0.689$, $p < 0.001$). The R^2 value of 0.475 indicates that nearly half of the variation in brand interaction is explained by consumer perception. This shows that positive perception directly enhances engagement.

Model 4: Authenticity → Trust

Table 7: Regression Results

Variable	Beta (β)	Sig.
Perceived Authenticity	0.641	0.000

$R^2 = 0.411$

Perceived Authenticity has a significant positive impact on Consumer Trust ($\beta = 0.641$, $p < 0.001$). The results indicate that when consumers perceive AI-generated content as authentic, their level of trust increases significantly.

Model 5: Trust → Brand Interaction

Table 8: Regression Results

Variable	Beta (β)	Sig.
Consumer Trust	0.712	0.000

$R^2 = 0.507$

Consumer Trust has the strongest impact on Brand Interaction ($\beta = 0.712$, $p < 0.001$), with an R^2 value of 0.507. This indicates that trust is a key determinant of consumer engagement and plays a crucial role in strengthening brand relationships.

Mediation Effect

The results indicate that Consumer Perception and Trust act as mediating variables between Generative AI Content and Brand Interaction. While AI content directly influences interaction, its effect is strengthened when consumers develop positive perceptions and trust toward the content. This highlights the importance of psychological factors in enhancing the effectiveness of AI-driven marketing strategies.

FINDINGS OF THE STUDY

The study shows that content created by generative AI positively affects how consumers perceive brands. Using AI in marketing makes messages more relevant, personalized, and informative, which influences consumers' evaluations and reactions to brand communication. This indicates that AI-generated content effectively fosters favorable consumer attitudes online. Additionally, the research finds that generative AI plays a significant role in brand

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engagement. AI-driven content helps brands connect with consumers more effectively through tailored and timely interactions, boosting responsiveness and engagement. Overall, AI is seen as a crucial factor in driving consumer involvement in current marketing strategies.

Furthermore, the findings reveal that consumer perception significantly influences brand interaction directly. When consumers view AI-generated content as useful, relevant, and engaging, their likelihood of engaging with the brand increases. This highlights the importance of producing high-quality content that meets consumer expectations. The study also indicates that perceived authenticity is vital for fostering consumer trust. Content generated by AI that seems genuine and credible boosts trust, while a lack of authenticity can cause skepticism. Therefore, marketers must focus on ensuring AI content has a human-like tone and maintains credibility.

The study also reveals that consumer trust has the most significant effect on brand interaction compared to other variables. Trust plays a vital role in strengthening consumer–brand relationships and promoting active participation. Therefore, organizations should prioritize building trust when implementing AI in marketing. Additionally, the results indicate that consumer perception and trust partly mediate the link between generative AI content and brand engagement. Although AI content directly boosts engagement, its influence is greatly amplified when consumers hold positive perceptions and trust in the content. This underscores the critical role of psychological factors in optimizing AI-driven marketing outcomes.

SUGGESTIONS AND MANAGERIAL IMPLICATIONS

Based on the study's findings, organizations should prioritize improving the quality and personalization of AI-generated content. Since consumers are highly influenced by content relevance and usefulness, marketers must use AI tools to create tailored and meaningful messages. Additionally, maintaining authenticity in AI content is crucial, which can be achieved by including human oversight and emotional elements. Making content feel genuine and relatable helps build consumer trust and reduces skepticism toward AI communication. Organizations are advised to adopt a hybrid strategy that combines AI efficiency with human creativity. While AI enhances scalability, human involvement is vital for adding emotional depth and context, ultimately strengthening content marketing effectiveness.

Furthermore, companies should prioritize transparency when it comes to AI technologies. Clearly explaining how AI contributes to content creation can boost consumer confidence, especially

amid growing worries about data privacy and automation. Additionally, investing in AI tools that promote interactive engagement—like chatbots and tailored recommendation systems—can improve real-time communication and enhance the customer experience, fostering stronger brand interactions. Organizations must also focus on building and preserving consumer trust, which is crucial for sustained brand engagement. Implementing trust-enhancing strategies such as consistent messaging, ethical AI practices, and robust data security is vital for maintaining long-term customer relationships. It is recommended that marketers regularly monitor and assess the performance of AI-generated content. Using consumer feedback and behavioral insights can improve marketing strategies and help keep AI-driven efforts effective and aligned with consumer expectations.

CONCLUSION

This study explored how generative artificial intelligence (AI) influences content marketing and shapes consumer perceptions and brand engagement. Results show that generative AI has become a key tool in transforming marketing approaches by enabling the production of personalized, relevant, and engaging content. The research confirms that AI-driven content significantly improves consumer perceptions, which in turn boosts brand interaction. This underscores the increasing importance of data-driven, technology-enabled marketing strategies in today's digital landscape.

Additionally, the study highlights that the success of generative AI depends not only on technological prowess but also on psychological factors like perceived authenticity and consumer trust. Although AI-generated content enhances efficiency and scalability, ensuring authenticity and transparency is crucial for building trust and maintaining meaningful consumer–brand relationships. The findings also reveal that trust is a central factor in prompting brand interactions, suggesting that organizations should focus on trust-building measures alongside implementing AI.

The study adds to knowledge by providing empirical evidence on how generative AI affects consumer perception and brand interaction in digital marketing, offering practical strategies for marketers to create effective AI-driven content that balances automation and human creativity. Limitations include a small sample size and focus on specific variables; future research should include larger, diverse samples and additional factors like ethics and emotional engagement, and compare industries or regions. Overall, generative AI has great potential to transform content marketing, but long-term success hinges on its

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ability to produce efficient, personalized, authentic, and trustworthy brand experiences.

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