

# AI-Driven Content and its Effect on Brand Trustworthiness: An Analysis of Consumer Perception in the Indian Market

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**Abstract:** This paper will look at how AI-generated content and virtual influencers affect the perception, trust, and brand credibility of consumers with the digital marketing landscape in India. The study integrates both quantitative and qualitative data to gather the perspectives of 60 active social media users on the subject by means of structured questionnaires and the qualitative data acquired by means of open-ended responses. The paper discusses the perceived authenticity, transparency, emotional attachment and persuasiveness of AI generated influencer content by consumers. The results indicate that AI-based influencers are becoming more prominent and acceptable especially among younger, digitally active consumers. But the level of trust is still moderate with the respondents continuing to doubt the authenticity, emotional depth and credibility in comparison with human influencers. Although AI influencers are valued because of being creative, consistent, scalable and enhancing brand image, they are frequently viewed as less relatable and trustworthy on an emotional level. One of the main conclusions is that the open demonstration of AI influence has a positive impact on consumer trust and brand image. When brands transparently act on the use of AI-generated influencers offer cost-effective and scalable branding opportunities, consumer trust still depends on human-like authenticity and ethical transparency. Thus, in India, brands need to take a middle ground between AI performance and emotional realism, to maintain credibility and consumer connection.

**Keywords:** Artificial Intelligence, Virtual Influencers, Influencer Marketing, Consumer Trust, Brand Credibility, Authenticity.

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## I. INTRODUCTION

The evolution of digital technologies at an accelerated pace has dramatically changed the manner in which organizations engage with consumers, and Artificial Intelligence (AI) is becoming one of the most powerful factors of this change. Over the past few years, AI has become a part and parcel of digital marketing and can help any firm create highly personalized, efficient and data-driven strategies. The emergence of AI-generated content and virtual influencers has become one of the most outstanding changes in this sphere that enables brands to automate the content and attract audiences with innovative and scalable communication strategies. The increasing use of artificial intelligence in marketing communication has however raised grave concerns of consumer perception particularly in terms of trust, authenticity and openness. The ability to evaluate credibility is more convoluted and significant when the consumers are subjected to both human-generated and AI-generated content. In this case, the effect of AI-generated content on how consumers perceive it and its final

consequences on brand credibility is crucial, especially in such a diverse and rapidly expanding digital market as India.

Artificial Intelligence has turned into a radical component of the digital marketing revolution, and has radically altered the way businesses communicate with their target markets. As data volumes grow exponentially, with the development of computing power, organizations are turning to AI to make their marketing more effective, accurate, and personalized. Unlike the ancient marketing strategies that were highly reliant on intuition and prior experiences, AI-based marketing is made up of analyzing data on-the-fly, predictions, and automatic decision-making. Technologies that are important in this change are machine learning, natural language processing (NLP), and complex data analytics. Machine learning algorithms can assist marketers to subjectively analyze bulk data regarding customers, identify behavioral patterns, and foresee future preferences. Similarly, NLP enables the human presence in the interaction with chatbots, virtual assistants, and automated customer service systems, which has a positive impact on the interaction

between users. Moreover, using data analytics tools, companies can monitor the level of interaction with consumers in real-time and constantly refine their strategy. Consequently, AI helps organizations to provide the most relevant content to the right people at the right time, thus boosting the performance of marketing and customer experience.

One of the notable uses of AI in online marketing is the creation of AI-generated content that consists of text, images, videos, and audio generated with the help of sophisticated algorithms. These systems apply machine learning and deep learning algorithms to process massive amounts of data and create content that is very similar to human creativity in tone, style and contextual relevance. A significant benefit of AI-generated content is that it can deliver large amounts of content in a cost-effective manner. This is a typical aspect of marketing in terms of social media content, online marketing, product descriptions, email marketing, and word of mouth. With the help of AI, marketers will be able to tailor content to the unique consumer preferences, their browsing history as well as their previous purchases and this will enhance the level of engagement and campaign effectiveness.

Another trend in the field of influencer marketing is virtual influencers, in addition to the content created by AI. Virtual influencers are computer-generated influencers that imitate human influencers on social media. These entities have their personalities, visual identity and communication style, engage audiences that share content, market products, and collaborate with brands. Compared to human influencers, virtual influencers can be entirely controlled by organizations and be more predictable, reputational risk can be minimized, and the message can be more controlled. In addition, they do not have space and time limitations and they can operate 24 hours hence they are highly scalable marketing tools. Despite such advantages, the unnaturalness of virtual influencers raises the question of authenticity and identification with the emotions. Such entities might have their credibility and genuineness doubted, and therefore, skepticism and lack of trust can occur.

The perception of consumers is a very important factor in dictating the success of AI-based marketing communication. It is how individuals interpret, evaluate and respond to marketing messages with their beliefs, experience and anticipation. The notion of consumer perception acquires an additional meaning with the help of AI-generated content, and their audiences may respond to the content differently depending on how tech-savvy they are and how much they trust the automation. Customers view AI-generated content as something novel, effective, and very personalized, and enjoy the fact that it can provide answers in seconds and personalized suggestions. On the other hand, this material can be perceived as impersonal, unnatural and devoid of emotion by some people, introducing the element of authenticity into the picture. The knowledge about technology, the past experience with AI, social values, and social norms are all essential factors, which impact the consumer perception. All these are more crucial in changing the mindsets towards AI-

driven content in the market like India, where trust and communication on relationships is greatly valued.

The degree of brand credibility, which can be described as the degree to which consumers can view a brand as being trustworthy, reliable and able to deliver on its promises, is one of the determinants of consumer behavior. In the digital world where a consumer is very reliant on online information and digital communication, brand credibility has become a concern. The use of AI-generated content and virtual influencers has had a profound impact on the way in which brands establish and maintain credibility. On the one hand, AI can assist the organizations to deliver high-quality and individual communication timely, thus, it can lead to the enhancement of customer satisfaction and brand relationships. On the other hand, the perceived loss of human touch and lack of emotional sensitivity in the AI communication can weaken consumer trust.

The effect of AI on brand credibility is thus two-fold. The perception of AI-generated content as transparent, relevant, and ethically created can build trust and increase brand credibility when it is perceived by consumers as transparent and relevant, as well as ethically created content. The transparent reporting of AI use and regularity of communication are also such practices that can leave positive impressions. On the other hand, when consumers feel that such content is too automated, manipulative, or not authentic, they might develop mistrust and lack trust in the brand. This introduces the importance of organizations to achieve a balance between the effectiveness in technology and the reality of humans. Consequently, despite the fact that AI may be utilized to promote the efficiency of marketing, it has certain issues to do with trust and credibility, and it is crucial to understand the impact of AI on consumer perception in the contemporary digital markets.

#### ➤ *Research Objectives*

The study was conducted with the following objectives:

- To elicit knowledge about the various definitions given by the consumers to AI-generated influencer content in respect to communication and relationship practice.
- To analyze the process of building and developing a perception of brand trust in relation to endorsements made by synthetic or virtual influencers.
- To conduct an investigation into the different ways authenticity is characterized when emotional tone, identity, and messaging are generated by algorithms.
- To study the impact of AI disclosure on people's assessment of ethics, perceived manipulation, and emotional credibility.
- To highlight the cultural, experiential, and technological determinants that shape the consumer's acceptance or rejection of AI branding.

#### ➤ *Research Questions*

- How credible, genuine, and emotionally legitimate is AI-generated content of influencers in the eyes of consumers?

- How do brand trusts come about when promotional messages are conveyed by synthetic or algorithmically-generated influencers?
- What is the brand authenticity rating of consumers as per the identities and content production of the AI-generated influencers?
- What impact does the news of the involvement of AI have on ethical judgments, emotional reactions, and credibility that consumers make?
- What are the individual and contextual influences on acceptance, doubt or resistance to AI-mediated brand communication?

## II. LITERATURE REVIEW

Baek, Kim, and Kim (2024), writing in the *International Journal of Advertising*, investigated the effect of disclosing AI-generated content in prosocial advertising on consumer evaluation. The article outlined the importance of AI disclosure in establishing trust, ethicality, and credibility perceptions in the advertising messages. These findings indicated that disclosure had a positive effect on perceived transparency and reinforcing positive consumer attitude towards adverts, which increased brand trustworthiness. The authors came to the conclusion that the advertising effectiveness can be enhanced by ethical disclosure of AI involvement. However, the research was mostly focused on prosocial advertising and did not focus broadly on commercial brand communication and influencer-driven promotional content, which will be extremely important in the Indian online market.

Boudri, Boudri, and Bentalha (2025) investigated the attitude of consumers toward AI-created content in influencer campaigning. The research was based on the responses of the audience to promotions by artificial intelligence-driven influencers and how they influenced the effectiveness of brand communication. The findings revealed that AI-generated content by influencers has the potential to make a piece more creative, more consistent in message, and more efficient in the campaign, yet the ultimate acceptability to consumers largely hinges on the perceived authenticity and disclosure. The researcher came up with the conclusion that the participation of AI disclosure is key in maintaining the trust and credibility in the case of an influencer campaign. There is still a big knowledge gap in perceptions of AI-based virtual influencer credibility by Indian consumers who are the most active in influencer-based social commerce.

Brito (2024), in *From Hype to Reality: The Impact of AI-Generated Content Disclosure in Advertising*, discussed how the disclosure of AI-generated advertising content can influence the consumer perception and trust. The research noted that transparency and credibility tend to increase when consumers are aware of AI engagement and results in more knowledgeable brand judgments. The results indicated that disclosure strategies can be effective in increasing consumer confidence, but they can also decrease perceived authenticity in case of over-reliance on AI. The study is a valuable addition to the discussion of AI transparency in branding, although it does not cover the long-term impact of repeated

exposure to AI-generated brand messages on consumer trust and loyalty in detail.

Eman (2025), Published in the *International Journal of Artificial Intelligence and Emerging Technology*, an empirical study on customer perceptions of AI-generated content and its effect on brand trust in the Egyptian market was carried out. The study determined that perceived authenticity, transparency, and ethical communication have a positive impact on brand credibility and consumer trust using structural equation modeling. The results indicated that AI-generated marketing content can have a prominent influence on brand attitudes when consumers believe it to be reliable and relevant. This study was however unable to cover the entire geographical market like India and therefore there was a massive gap in research on the aspect of consumer perception in the Indian market whereby cultural and digital adoption trends will tend to differ significantly.

Han (2024) tested consumer attitudes towards AI-generated content and how disclaimers influence the formation of perceptions about authenticity, deception and content attributes. The study was done on the effects of disclosure statements on perceived transparency and deceptive impression reduction in online communication. The results showed that disclaimers enhanced consumer trust by enhancing awareness and decreasing uncertainty concerning content source. Meanwhile, overdependence on communication generated by AI evoked doubts regarding the authenticity and emotional bond. Although the research makes a great contribution to the already existing disclosure-based trust mechanisms, it does not provide much insight into the effect of such disclaimers as far as brand credibility and purchase intention on social media marketing settings are concerned.

Labajová (2023), in *The State of AI: Exploring the Perceptions, Credibility, and Trustworthiness of the Users towards AI-Generated Content*, explored the perceptions of the users towards the credibility and trustworthiness of the AI-generated content in the online context. The study provides a significant context to the issue of the role of AI-generated content on the consumer perception in online communication. The results indicated that users valued the efficiency, customization, and novelty of AI-generated content, yet at the same time had apprehensions about authenticity, misinformation, and ethical disclosure. The study concluded that consumer trust mainly hinges on perceived transparency and responsible usage of AI. Nevertheless, the study mainly aimed at the overall attitudes of the users and failed to find out how it directly affected brand credibility in marketing communication particularly in the new consumer markets such as India.

Majerova, Nadanyiova, and Patik (2025), Researched the correlation between AI-generated content and perceived trust, authenticity, and credibility in Intellectual Economics. The article examined the effectiveness and innovation advantages of AI content against the issue of authenticity. The findings indicated that although AI-generated material improves individualization and effectiveness in

communication, consumers are not convinced of the originality and dependability of such material unless it is backed by transparent disclosure procedures. As identified in the study, AI communication, ethical in nature, is critical to maintain brand credibility. Nevertheless, the paper fails to delve into the differing effects of various types of AI content, including posts by influencers, visual advertisements, and branded narrative on the process of trust development.

Nizar, Hasan, and Rafiah (2026), Published in RIGGS: Journal of Artificial Intelligence and Digital Business, was a systematic review that presented a conceptual model of the effect of AI-generated content on consumer perceptions. The study disaggregated the important variables such as transparency, perceived credibility, trust and consumer engagement into a unified framework. The results highlighted that disclosure strategies and ethical principles play a crucial role in increasing the acceptance of AI-generated communication by consumers. This systematic review provides a good conceptual foundation towards your research framework. However, the study is largely theoretical and can be empirically validated in a specific context, i.e., AI-based content of influencers and brand recognition in the Indian market.

Veltman (2025), in Trust in the Machine: Exploring Customer Perceptions of AI-Generated Brand Content on Social Platforms, the authors explored consumer perceptions of AI-generated brand communication on social media. The research was on credibility, personalization, and consumer engagement in social platform ecosystem. The results showed that AI-created brand utterances enhance the consistency and relevance of communication, yet the trust is conditional on the authenticity signals and perceived transparency. The consumer response was ambivalent, as they were appreciating personalization but were skeptical about human touch and sincerity. The study would be a solid contribution to your topic, albeit it remains open to explore the reaction of Indian social media users on AI-generated influencer and branded content within culturally sensitive contexts.

Zhou and Lu (2025), researchers examined the importance of trust in the adoption of AI-generated content by users. The paper has highlighted that the perceived system credibility, reliability, and transparency are key determinants of the acceptance of AI-generated communication by users. The results showed that the level of trust has a greater positive influence on the user readiness to interact with AI-generated content, which directly influences acceptance and further use. The paper offers a good theoretical foundation of trust as the intermediary between the AI content and consumer behavior. Nevertheless, the research primarily dealt with the behavior of technology adoption and failed to directly correlate the trust mechanisms to brand credibility and marketing performance.

### III. RESEARCH METHODOLOGY

#### ➤ *Research Design*

The current study will be based on the mixed-method research design which incorporates both quantitative and

qualitative methods to analyze the role of AI-generated content and virtual influencers in consumer trust and brand credibility in the Indian digital marketing ecosystem.

Consumer responses on consumer trust, perceived authenticity, transparency, and brand credibility are measured using the quantitative component via structured survey questions. The qualitative part assists in deciphering consumer emotions, ethical concerns and attitudes toward AI-generated influencer communication in a deeper way with open-ended questions and thematic knowledge.

#### ➤ *Population of the Study*

The study consists of the following population groups:

- Active digital and social media users.
- Consumers who are already acquainted with AI-generated content and influencer marketing.
- Persons aged 18-60 years.
- Social media users from the Indian digital environment

#### ➤ *Sampling Frame and Sample Size*

- *Consumer Qualitative Sample*
  - ✓ Sampling Technique: Purposive Sampling
  - ✓ Sample Size: 10–15 open-ended qualitative responses
- *Criteria:*
  - ✓ Knowledge of AI content influencers.
  - ✓ Digital brand communication experience.
  - ✓ Knowledge about virtual influencers and AI-based advertising.
- *Consumer Quantitative Sample*
  - ✓ Sampling Technique: Convenience Sampling
  - ✓ Sample Size: 60 respondents
  - ✓ Age Group: 18–60 years

This sample was decided as the right one to learn the perception trends, formation of trust and brand credibility of the Indian market.

#### ➤ *Research Tools*

##### • *Survey Questionnaire:*

Primary data were collected using a structured questionnaire comprising of multiple-choice, Likert scale, as well as objective questions. The questionnaire was concerned with awareness, trust, authenticity, disclosure transparency and brand credibility.

##### • *Open-Ended Questions:*

Some qualitative questions were also added to understand more about the consumer attitude toward the emotional connection, ethical issues, and relatability of AI-generated influencers.

• *Content Interpretation Framework:*

Consumer responses were interpreted using thematic categories such as:

- ✓ Trust perception
- ✓ Emotional credibility
- ✓ Authenticity
- ✓ AI disclosure
- ✓ Brand trust
- ✓ Consumer skepticism

➤ *Rationale of the Study*

The rising popularity of AI-created content and virtual influencers in online marketing has immensely transformed the manner in which brands interact with consumers. Although AI has the following advantages: scaling, consistency, personalization, and innovation, there are some serious concerns related to it, namely, authenticity, emotional trust, ethical transparency, and perceived manipulation.

This study is justified by the need to learn how the Indian consumers perceive AI-generated influencer communication, and how these perceptions influence brand credibility, trust formation and acceptance of AI-based branding strategies. Being among the most rapidly developing digital and social media markets, the given research will be of great value in terms of understanding the impact of AI-driven communication on consumer-brand relations.

**IV. ANALYSIS AND DISCUSSIONS**

Theoretical interpretation of the study is grounded on descriptive statistical interpretation and the thematic qualitative interpretation. The numerical results show that the AI-generated influencer content is well-known among younger and digitally active participants. The innovation and creativity, as well as visual consistency of AI-generated influencers are usually valued by consumers.

Nevertheless, the results also indicate that the levels of trust are moderate since most consumers still doubt the emotional sincerity and genuineness of AI-generated endorsements. Human influencers remain more relatable and emotionally convincing because of real-life experience and better parasocial bond.

The qualitative answers also indicate that open reporting of AI participation has a beneficial positive impact on brand trust and credibility. The consumers are more likely to react positively when the brands are clear about using AI-generated influencers. The discussion points out that the most efficient branding approach is to strike the right balance between efficiency caused by AI and authenticity, and human-like genuineness and ethical transparency, which can enhance long-term relationships with consumers and enhance brand credibility in the Indian market.

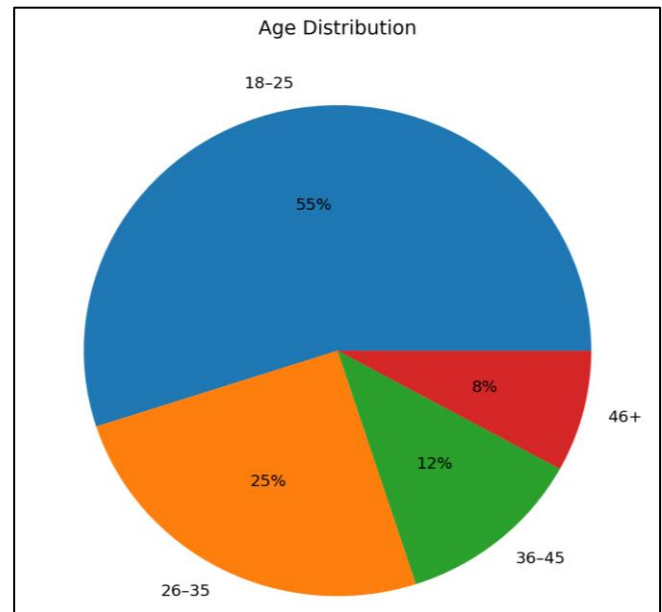


Fig 1 Age Distribution of Respondents, Showing the Proportional Representation of Different Age Categories, where 18-25 from the Largest Segment of the Sample

The majority of respondents belong to younger demographic categories, while a smaller proportion comes from older groups. This indicates that digitally active younger users form the main respondent base of the study and are more exposed to AI-generated influencer content.

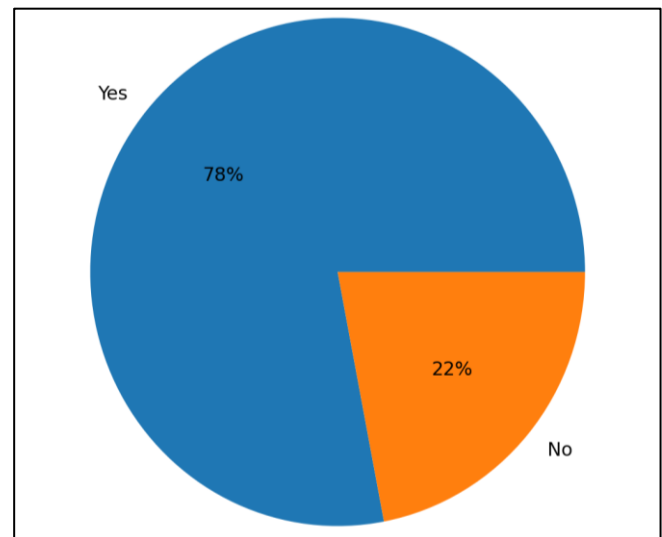


Fig 2 AI Influencer Awareness Among Respondents, Showing that Most Participants were Already Familiar with the AI- Generated Influencers Compared to those who were Not.

The majority of the respondents have heard about AI-generated influencers, with a minor proportion having low awareness. This indicates that the respondents are well-informed about AI-based influencer communication to be able to judge trust and credibility.

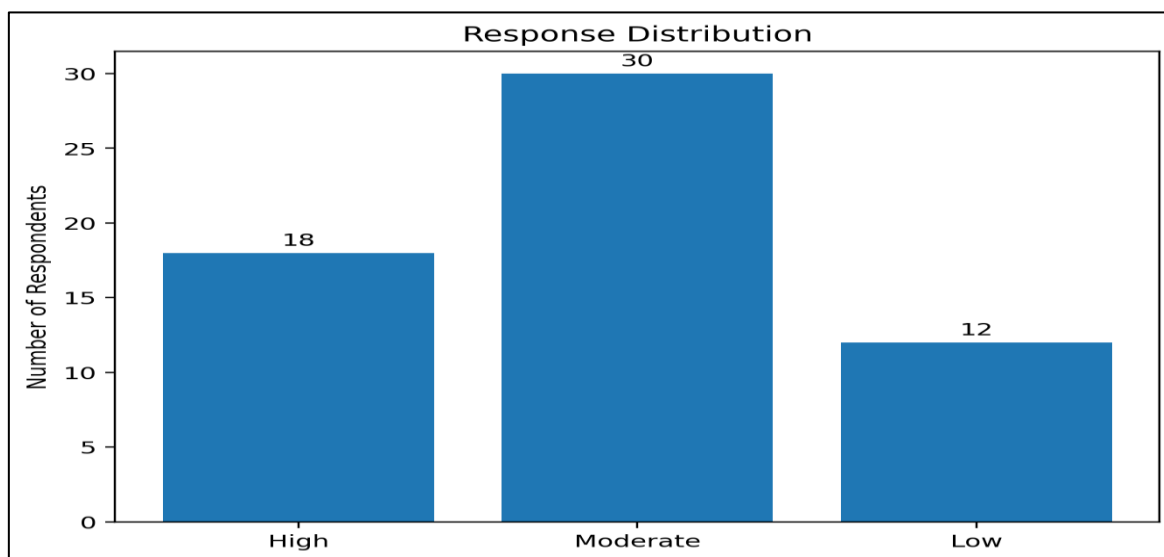


Fig 3 Distribution of Respondent Responses, Showing that Most Participants Reported a Moderate Level, while Comparatively Fewer Respondents Fell into the High and Low Categories

The majority of respondents trust brands that use AI-generated influencers moderately, with a smaller number having high or low trust. This shows that there is trust in AI influencer marketing that remains to be based on authenticity and transparency.

➤ *Qualitative Analysis*

The data obtained through the open-ended questions in the questionnaire in Section C were analyzed using thematic analysis to obtain more in-depth knowledge about consumer

perception of AI-generated influencers. Coded and thoroughly examined, the responses were clustered into recurrent themes that were based on similar patterns, attitudes, and emotional responses voiced by the respondents.

The qualitative data primarily reflect the perception of innovation, authenticity issues, entertainment value, relatability, and trust by transparency. The two theme tables below provide a summary of the key trends that developed out of respondent opinions and trust comparisons.

Table 1 Themes Emerging from Consumer Opinions

Theme	Description	Example Insight from Respondents
<b>Innovation and Technological Advancement</b>	AI influencers are seen as a modern and innovative marketing strategy.	<i>“AI influencers show how technology is transforming marketing.”</i>
<b>Artificiality Concerns</b>	Some respondents feel AI influencers lack real emotions and authenticity.	<i>“AI influencers feel scripted and less genuine.”</i>
<b>Entertainment Value</b>	AI influencers are perceived as creative and visually engaging.	<i>“They are interesting and futuristic but sometimes unrealistic.”</i>

Table 1 demonstrates that the participants tend to think that AI-generated influencers are mostly innovative, creative, and technologically advanced. In the meantime, there were some other concerns of artificiality and unauthenticity raised.

It means that, despite the appreciation of AI influencers due to their entertaining and futuristic quality, there is a problem of emotional realism.

Table 2 Themes in Trust Comparison

Theme	Description	Example Insight
<b>Human influencers seen as more relatable</b>	Consumers feel human influencers share real-life experiences and emotions.	<i>“Human influencers feel more relatable and genuine.”</i>
<b>AI influencers viewed as less authentic</b>	Many respondents believe AI lacks emotional connection and realism.	<i>“AI influencers don’t have real experiences.”</i>
<b>Trust dependent on transparency</b>	Some respondents trust AI influencers when brands clearly disclose their artificial nature.	<i>“If brands clearly state that the influencer is AI, it feels more honest.”</i>

Table 2 implies that human influencers are more likely to be relatable and trustworthy since they have real life and emotional connection with the respondents. Nevertheless, the results also indicate that being transparent in revealing AI-

generated content may help to enhance trust and decrease the level of skepticism among consumers.

### ➤ Interpretation of Qualitative Findings

The qualitative data show that the respondents are fond of AI-generated influencers since they are innovative, creative, and futuristic. Nonetheless, the problems of artificiality, lack of emotional nuance, and authenticity are still salient. Human influencers remain to be more relatable and reliable due to their real-life experience and being more emotionally connected. At the same time, the respondents also mentioned that a clear reporting of AI-created content positively influences the development of trust and a decrease in skepticism, and transparency is a crucial component of maintaining brand credibility.

## V. FINDINGS

- The study found out that most of the participants are aware of the concept of AI-generated influencers and virtual brand communication, and this fact implies that AI-based influencer marketing is now visible among the consumers, who actively use the digital world.
- Among the observations was the fact that the respondents are most likely to have moderate trust in the brands that employ AI-generated influencers, which means that innovation, as such, is not sufficient to establish a strong credibility.
- The results indicate that human influencers are still seen as more relatable, authentic, and emotionally trustworthy than AI-created influencers due to their real-life experience and personal narratives.
- The study shows that open reporting of AI-generated content positively influences consumer trust and brand credibility, reducing mistrust, and increasing ethical attitudes towards the brand.
- The qualitative data demonstrate that consumers appreciate AI influencers because they are creative, future facing, consistent in visual and can be utilized to obtain brand exposure and reach.
- One of the most significant results of the study is that the primary factor of long-term consumer trust is authenticity and the most effective branding policy is to create a balance between AI-driven efficiency and human-like emotional authenticity and open communication.
- The research also concludes that within the Indian online market, customers react favorably to novelty yet they emphasize more on emotional attachment and relational communication, so cultural relatability and perceived authenticity become crucial in maintaining brand credibility.

## VI. CONCLUSION

The present study reviewed the perceptions of consumers about the AI-based influencer content and their influence on brand credibility in online marketing. As artificial intelligence evolves into an extremely fast technology and is being actively implemented into social media, AI-based influencers have become a new marketing tool. The findings reveal that AI influencer marketing is becoming more noticeable and acceptable, particularly among the young and tech-savvy customers. A significant

percentage of respondents already knew about AI influencers and said they often see such content on social networks, such as Instagram and YouTube, as the use of AI-driven marketing approaches becomes increasingly relevant to the digital landscape.

In the meantime, the study shows that consumers have an average trust in AI-generated influencers. Even though the respondents acknowledge the innovative, scalable, and visually sophisticated character of AI influencers, the issues of authenticity, emotional credibility, and relatability are still crucial. Human influencers will be more beneficial in terms of credibility and emotional resonance because of their access to the real-life experiences, personal stories, and relatable interactions, which are valued by both consumers and brands. Nevertheless, AI influencers are considered to be less authentic and rather staged, which may reduce the level of emotional engagement and loyalty to the brands in the long-term.

The other significant study finding is that transparency plays a crucial role in influencing consumer perception and trust. The results evidently show that open reporting about AI-created content has a positive influence on consumer trust and brand reputation. When the influencer is clearly disclosed to be an artificial brand, it will decrease the level of skepticism and enhance the ethical views. However, lack of disclosure may have a negative influence on trust and cast doubt on authenticity. The qualitative results also prove this idea as they show that consumers attach importance to AI influencers because of their innovative, futuristic, and visual creativity, but, simultaneously, consider them quite artificial and emotionless.

Overall, the study concludes that AI-generated influencer marketing has immense potential of innovativeness, scalability, and digital interaction, but its effectiveness is basically predetermined by how the consumers perceive the sense of authenticity, transparency, and credibility. The AIs influencers can potentially take the place of the human influencers in the digital marketing, yet they will not be in a position to completely replace the human influencers as far as emotional trust and relatability are concerned. Therefore, a hybrid model with AI efficiency and the human touch of authentic stories and emotional appeal is the most appropriate to brands. Such a balanced strategy can do wonders in making the brand credible and trusted by consumers in such an unstable Indian digital market.

## VII. LIMITATIONS OF THE STUDY

- **Small Sample Size and External Validity:** The sample size of 60 respondents is relatively small and might limit the statistical power of the results and their transferability to the rest of the population.
- **Sampling Bias:** Convenience sampling causes the sample to be less representative since the sample was not randomly selected but based on the convenience of the respondents.
- **Demographic Concentration:** The results can be biased to the impressions of younger and more tech-savvy

consumers, not necessarily representing older and less knowledgeable users.

- Self-Reported Data Limit: The data collection was conducted with the aid of an online questionnaire which means that the answers were made with references to the honesty, memory and personal subjective interpretation of the respondents which may introduce bias in the answers.
- Cross-Sectional Scope: The study only captures consumer perceptions at a particular period in time and thus fails to capture how attitudes change as AI technologies keep on changing.
- Lack of Statistical Descriptive: The analysis is mostly based on the descriptive statistics, whereas more advanced statistics like correlation analysis or regression analysis were not utilized.
- Subjectivity in perceptions: The responses of the consumers are on a subjective basis of their personal opinions, tastes and previous experiences which can differ greatly with different people.
- Small number of variables addressed: The paper primarily addresses variables like trust, authenticity, transparency, credibility and skepticism and may not cover other pertinent psychological or cultural aspects.
- Time-Sensitive Results: Due to the rapid development of AI technology, consumer perceptions can also vary over time, and the results are time-specific to the current time frame.
- Context-Specific Location: The analysis is restricted to a particular digital and geographical location, which can influence the applicability of the results to any other market or region

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