I like my ads like my bags. GenAI in Firm-created Content and Consumer Perception.

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Abstract

The use of GenAI in brand marketing advertisements is increasingly frequent and generates different opportunities and new challenges for organizations.

The promotion of GenAI-generated content can influence perceptions of brand authenticity and reactions to ads differently depending on whether the content is created by organizations offering products or services or whether they are heritage-rich or innovative companies.

This study proposes a conceptual model that considers GenAI disclosure, brand authenticity, and reaction to advertisements, with certain moderators such as product versus service and heritage companies versus new companies. The methodology adopted is an online experiment, and the expected results show a preference for GenAI content by new companies, while incumbent companies may experience a reduction in authenticity, perceived quality, and exclusivity that human-generated advertising could help preserve.

The study offers both theoretical and managerial implications, suggesting new insights that can guide digital marketing strategies of managers from different industries in adopting GenAI in content creation.

Keywords: Generative AI (GenAI); Content Creation; Brand Authenticity.

Track: Digital Marketing & Social Media