

Consumer Interactions With AI-Generated Content Across Social Media Platforms

Rocio Alarcon-Lopez
Public University of Navarre
Maria Elena Aramendia Muneta
Universidad P blica de Navarra

Cite as:

Alarcon-Lopez Rocio, Aramendia Muneta Maria Elena (2026), Consumer Interactions With AI-Generated Content Across Social Media Platforms. *Proceedings of the European Marketing Academy*, 55th, (133095)

Paper from the 55th Annual EMAC Conference, Bath, United Kingdom, June 2-5, 2026



Consumer Interactions With AI-Generated Content Across Social Media Platforms

Abstract

With the rise of digitalization and technological progress, online streaming services are increasingly using AI to deliver highly personalized content. As people often share personal information with others, we explore the consequences of sharing AI-generated content on social media. Specifically, we examine the actual sharing behavior of AI-personalized content and how posting such content boosts brand loyalty. Moreover, we identify brand warmth as a key mediating mechanism. Additionally, sharing AI-generated content enhances one's sense of authenticity. Therefore, we recommend that managers provide consumers with personalized AI content and encourage them to share it on social media to elicit more positive consumer reactions. The research highlights the broad relevance of social sharing in strengthening consumer-company relationships, even when the content comes from a non-human, data-driven source. This study advances theoretical discussions at the intersection of AI, digital commerce, communication, and consumer behavior within the digital music industry.

Track: Digital Marketing & Social Media