

From Personalization to Permission: Consumer Attitudes Toward AI-Generated Social Media Advertisements and Consumer-Brand Interactions

Riddhi Mahesh Kapoor, Monika Chaudhary*

Department of Commerce, JVVU, Jaipur, India

Kapoorriddhi678@gmail.com

*Corresponding Author: Dr. **Monika Chaudhary**, Associate Professor, Department of Commerce, JVVU, Jaipur, India

Article Received on: 18/05/25; Revised on: 22/05/25; Approved for publication: 11/06/25

Keywords:

Artificial intelligence;
AI-generated
advertising; social
media advertising;
consumer attitudes;
personalization-
privacy paradox; trust

How to Cite this Article:

*Kapoor and Chaudhary
From Personalization to
Permission: Consumer
Attitudes Toward AI-Generated
Social Media Advertisements
and Consumer-Brand
Interactions*, Int. J. Sci. Info.
2025; 3(3): 142-151

Abstract

Purpose: Artificial intelligence has moved social media advertising from broad audience segmentation to algorithmic personalization, automated creative generation and real-time campaign optimization. Yet the same practices that make advertising relevant may also create consumer anxiety about surveillance, manipulation and loss of control. This second research paper extends the earlier manuscript on AI-powered advertising effectiveness by focusing specifically on consumer attitudes toward AI-generated advertisements on social media. **Design/methodology/approach:** The paper develops an integrated conceptual and empirical framework grounded in AI marketing literature, personalization-privacy paradox theory, advertising value theory and trust-based consumer-brand interaction research. It proposes a cross-sectional survey of social media users combined with focus-group validation and structural equation modelling. **Findings:** The paper argues that perceived personalization and transparency are likely to strengthen advertising relevance and trust, whereas privacy concern is likely to weaken attitude toward AI-generated advertisements. Trust is positioned as a central mediating mechanism between AI-enabled advertising cues and engagement or brand loyalty intention. **Originality/value:** The study contributes by separating the positive efficiency logic of AI advertising from the consumer-side acceptance logic. It provides a Scopus-style framework for examining when AI-generated social media advertisements become persuasive and when they become intrusive.

1. Introduction

Social media advertising has become a central arena in which brands meet, persuade and retain consumers. Platforms such as Instagram, Facebook, YouTube, LinkedIn and X provide advertisers with access to behavioural traces, interaction histories, demographic indicators and real-time engagement signals. In this environment, artificial intelligence (AI) is no longer limited to back-end analytics; it increasingly shapes the visible advertisement itself through automated audience selection, predictive bidding, sentiment analysis, recommendation engines, conversational agents and generative creative tools. AI-generated advertisements may be textual, visual, audio-visual or interactive, and they can be adapted to a user's context within seconds. The result is a new advertising environment in which consumers often interact with brand messages that have been selected, modified or created by algorithmic systems.

The synopsis for the broader doctoral study identifies four connected concerns: the effectiveness of AI-powered advertising tools, the role of AI-driven content optimization, the improvement of audience targeting and performance metrics, and consumer attitudes toward AI-generated advertisements. The first research paper addressed the first two concerns by explaining how machine learning, natural language processing and predictive analytics improve targeting, engagement and brand loyalty. This second paper deliberately moves the discussion from campaign performance to consumer acceptance. It asks why some consumers welcome AI-generated advertising as relevant and useful, while others interpret the same practice as intrusive, manipulative or ethically doubtful.

This consumer-side focus is necessary because the success of AI advertising cannot be judged only through click-through rates, conversion rates or return on ad spend. A campaign may perform well in the short run while damaging trust in the long run if consumers feel that their data has been used without permission or if AI-generated content conceals its synthetic nature. The contemporary debate around labelling AI-generated content and synthetic advertising demonstrates that transparency has become a strategic as well as regulatory issue. DataReportal reports that global social media user identities had reached 5.79 billion at the start of April 2026, making social platforms a large-scale environment for commercial influence and consumer datafication. At the same time, the European Commission's guidance on AI-generated content transparency under the EU AI Act emphasizes labelling and marking obligations for certain AI-generated outputs, while the Digital Services Act expands the transparency expectations placed on online platforms. These developments show that AI advertising is now situated at the intersection of marketing effectiveness, consumer psychology and governance.

Academic research has also shifted toward this intersection. Davenport et al. (2020) argue that AI will transform marketing strategy and consumer behaviour across different task types and intelligence levels. Puntoni et al. (2021) explain that consumer experiences with AI involve not only functional benefits but also psychological costs related to data capture, classification and social interaction. Huang and Rust (2021) show that AI can support mechanical, thinking and feeling tasks in marketing, but the consumer's experience of such support depends on context and trust. In advertising, the same personalization that increases relevance can also trigger the personalization-privacy paradox, where consumers desire tailored content but resist the data collection needed to produce it (Aguirre et al., 2015). Therefore, a second paper that isolates consumer attitude, privacy concern and trust is directly aligned with the research gap stated in the synopsis.

The aim of this paper is to develop a Scopus-style research article examining how consumer attitudes toward AI-generated social media advertisements are formed and how these attitudes affect consumer-brand interactions. The paper advances the following research questions: (RQ1) How do perceived personalization and perceived transparency influence consumer attitudes toward AI-generated advertisements? (RQ2) How does privacy concern affect trust in AI-generated social media advertisements? (RQ3) Does trust mediate the relationship between AI advertising cues and engagement or brand loyalty intention? (RQ4) How can brands design AI advertising strategies that are effective, transparent and consumer-friendly? By answering these questions, the paper provides a theoretically grounded framework that can be tested in the larger doctoral research.

2. Literature Review

AI in marketing refers to the use of computational systems that can learn from data, detect patterns, make predictions, automate decisions and generate or optimize content. In social media advertising, AI is visible in multiple stages of the campaign cycle: identifying audiences, selecting bidding strategies, recommending creative formats, predicting engagement, generating ad copy or images and measuring performance. Mustak et al. (2021) show that research on AI in marketing has expanded rapidly around topics such as automation, big data, machine learning and customer interaction. Loureiro et al. (2021) similarly note that AI research in business has moved beyond technical systems toward ethical, organizational and societal consequences. These insights support the view that AI advertising should be studied as both a technological practice and a consumer experience.

The first body of literature concerns personalization and advertising relevance. Personalized advertising attempts to present consumers with messages that match their interests, location, search patterns, prior purchases or inferred preferences. In AI-enabled settings, personalization becomes more dynamic because machine learning systems can

update audience segments and creative choices continuously. Kannan and Li (2017) identify the customer journey as a key framework for digital marketing, emphasizing the use of data across touchpoints. Huang and Rust (2021) extend this logic by showing how AI can enhance marketing through prediction, segmentation and customer relationship management. In social media environments, the perceived value of an advertisement often depends on whether consumers feel that the message is timely, useful and consistent with their needs.

The second body of literature highlights the darker side of personalization. Aguirre et al. (2015) demonstrate that personalization can improve online advertisement effectiveness, but covert information collection can increase feelings of vulnerability and reduce positive consumer response. This insight is highly relevant to AI-generated social media advertisements because the consumer may not know whether the ad was generated by a human creative team, an AI system, or a hybrid process. The issue becomes more complex when AI creates synthetic visuals, virtual influencers or chatbot-based persuasive content. Puntoni et al. (2021) argue that consumers may experience AI as beneficial when it reduces effort, but they may also experience discomfort when AI classifies them, predicts them or replaces human interaction. Thus, consumer attitude toward AI advertising is shaped by a tension between perceived relevance and perceived surveillance.

The third stream concerns trust and transparency. Trust is the consumer's willingness to rely on a brand or system under conditions of uncertainty. In AI advertising, uncertainty arises from algorithmic opacity, data collection practices and the authenticity of generated content. Transparency means that consumers receive meaningful information about whether AI has been used, how their data is processed and what choices they have. The European Commission's 2026 code of practice on AI-generated content transparency explicitly connects labelling and marking practices with risks of deception and manipulation. Reuters has also reported industry debate over whether AI-generated advertisements should be treated as deepfake content under EU transparency rules. These developments suggest that transparency is not a peripheral compliance issue; it can shape perceived honesty and brand credibility.

The fourth stream concerns consumer-brand interaction. Social media advertising differs from traditional advertising because consumers can react, comment, share, save, click, message or publicly criticize the brand. AI may enhance these interactions through personalization, chatbots, dynamic videos and automated responses. However, interaction also increases exposure to reputational risk. If an AI-generated advertisement appears deceptive, inaccurate, biased or emotionally manipulative, consumers may not merely ignore it; they may express distrust publicly. Longoni and Cian (2022) show that consumers' acceptance of AI advice differs across utilitarian and hedonic contexts, suggesting that product category and emotional value can moderate AI advertising responses. For instance, consumers may be more willing to accept AI-generated product recommendations for routine purchases than for luxury, identity-related or emotionally symbolic products.

Recent studies on AI-generated advertisements add further nuance. Gu (2024) explores consumer acceptance of AI-generated advertisements and links acceptance to perceived intelligence and psychological reactions. Zhang (2025) examines how generative AI advertisement images affect consumer attitudes and indicates that the effectiveness of AI-generated visuals depends on boundary conditions rather than on novelty alone. Sohn et al. (2025) show that the presence of AI versus human service agents can shape privacy concerns, strengthening the argument that the perceived source of a commercial interaction matters. Taken together, the literature indicates that AI-generated social media advertisements cannot be evaluated only through technical quality; they must be evaluated through consumer perceptions of relevance, authenticity, privacy, control and trust.

3. Conceptual Framework and Hypotheses

The proposed framework is built on the personalization-privacy paradox and trust-based consumer-brand interaction theory. It assumes that consumers respond to AI-generated social media advertisements through two simultaneous evaluations. The first is a benefit evaluation: the advertisement may save search time, present relevant products, increase convenience and provide personalized value. The second is a risk evaluation: the advertisement may indicate hidden tracking, algorithmic manipulation, synthetic content or excessive brand surveillance. The balance between these two evaluations shapes attitude toward the advertisement and subsequent willingness to engage with the brand.

Perceived personalization is expected to increase perceived advertising relevance because consumers usually respond more positively to messages that match their needs. However, personalization does not automatically create trust. If consumers recognize that the ad is personalized but cannot understand how their data were collected, personalization may increase privacy concern. Therefore, the framework separates the relevance pathway from the privacy-risk pathway. This distinction is important for Scopus-level contribution because it prevents the study from making the simplistic claim that personalization is always positive. Instead, it treats personalization as a double-edged capability whose effect depends on transparency and trust.

Transparency is proposed as a positive antecedent of trust. When brands disclose that an advertisement is AI-generated or AI-assisted, consumers may perceive the brand as more honest, especially if the disclosure is simple and useful rather than legalistic. Transparency can also reduce the uncertainty created by generative AI content. However, disclosure may not always increase persuasion; in some cases it can remind consumers that the message is machine-created and reduce perceptions of authenticity. This paper therefore treats transparency as a trust-building mechanism whose effects should be tested empirically rather than assumed.

Privacy concern is proposed as a negative antecedent of trust and attitude. Consumers who believe that AI advertising requires excessive tracking are likely to feel vulnerable and less willing to engage. The privacy concern may be stronger among users who are highly aware of data-driven advertising practices or those who have previously experienced unwanted tracking. AI literacy is therefore introduced as a moderator. Consumers with higher AI literacy may understand personalization better and may distinguish between helpful customization and manipulative targeting. Conversely, greater literacy may also make users more sensitive to hidden profiling. This dual possibility makes AI literacy an important future testing variable.

Trust is positioned as the central mediator connecting AI advertising cues to consumer-brand outcomes. When consumers trust AI-generated advertisements, they are more likely to evaluate the ad favourably, interact with it and extend positive feelings to the brand. When trust is weak, even a creative or relevant AI-generated advertisement may fail to produce loyalty. The framework therefore links trust to attitude toward AI-generated advertisements, engagement intention and brand loyalty intention. Figure 1 presents the proposed conceptual model, and Table 3 summarizes the hypotheses.

4. Methodology

This paper proposes a quantitative-dominant mixed-method research design. The quantitative component would test the hypothesized relationships among perceived personalization, transparency, privacy concern, trust, consumer attitude, engagement intention and brand loyalty intention. The qualitative component would validate and enrich the statistical findings through focus-group discussions with active social media users. This design is consistent with the broader methodology in the synopsis, which recommends surveys, focus groups, sentiment analysis and interviews to understand AI advertising from both consumer and professional perspectives.

The target population would consist of social media users aged 18 years and above who have been exposed to advertisements on platforms such as Instagram, Facebook, YouTube, LinkedIn and X during the previous month. A sample of approximately 500 respondents would be suitable for structural equation modelling because it allows stable estimation of measurement and structural paths. A non-probability purposive and convenience sampling strategy may be used at the initial doctoral stage, although future journal submission would benefit from quota sampling across age, gender, platform use and online shopping frequency. Screening questions should confirm that respondents understand the difference between ordinary social media content and sponsored advertising.

The questionnaire would use a five-point Likert scale ranging from strongly disagree to strongly agree. Perceived personalization may be measured through items such as, “The advertisement matches my interests” and “The advertisement seems tailored to my online behaviour.” Transparency may be measured through clarity of AI disclosure and perceived honesty of data-use explanations. Privacy concern may include discomfort with tracking, concern about personal data and perceived loss of control. Trust may include perceived reliability, honesty and benevolence of the brand’s AI advertising practices. Consumer attitude may capture favourability toward AI-generated ads, while

engagement intention may capture willingness to click, comment, share, save or seek more information. Brand loyalty intention may capture willingness to revisit, recommend or purchase from the brand.

Data analysis would be conducted in SPSS and AMOS or SmartPLS. Descriptive statistics would profile the sample and summarize the central tendencies of the constructs. Reliability would be tested using Cronbach's alpha and composite reliability. Validity would be evaluated using exploratory factor analysis, confirmatory factor analysis, average variance extracted and discriminant validity criteria. Hypotheses would be tested through structural equation modelling. Mediation analysis would determine whether trust transmits the effects of personalization, transparency and privacy concern to attitude and engagement intention. Moderation analysis would test whether AI literacy changes the strength of the relationship between privacy concern and trust.

The qualitative component would involve three or four focus groups with six to eight participants each. Participants would be shown examples of AI-assisted advertisements, AI-generated visuals and transparent versus non-transparent disclosure statements. The discussion would explore whether consumers consider these ads useful, manipulative, creative, fake, trustworthy or privacy-invasive. Thematic analysis would identify recurring patterns such as convenience, creepiness, curiosity, disclosure preference, brand responsibility and platform accountability. These themes would help interpret the quantitative findings and provide practical recommendations for marketers.

Ethical safeguards are essential. Respondents should be informed that the study is academic, voluntary and anonymous. No behavioural tracking or hidden personalization should be used during data collection. If advertising examples are shown, participants should be told whether the content is AI-generated or AI-assisted. The study should avoid collecting sensitive personal data unless necessary and approved. These precautions align with the paper's own argument: research on AI advertising must model the transparency and consent practices it recommends to industry.

5. Analytical Discussion

The proposed framework expects that perceived personalization will have a positive relationship with perceived relevance. This expectation is consistent with digital marketing theory because personalization reduces the mismatch between consumer needs and brand communication. In social media feeds where users face information overload, relevance becomes a critical filter for attention. However, the relationship between personalization and consumer attitude is unlikely to be purely direct. A highly personalized advertisement may be appreciated when it feels helpful, but resisted when it feels too accurate, unexpected or based on sensitive inference. Therefore, brands should not assume that more personalization is always better. The strategic question is not how much personalization can be technologically achieved, but how much personalization consumers interpret as legitimate.

Transparency is expected to strengthen trust, especially when it is practical and understandable. A short disclosure such as "This advertisement was created with AI assistance" may be more useful than a vague legal statement. Yet disclosure must be paired with value explanation. Consumers may be more accepting if they know that AI was used to improve product relevance, reduce irrelevant ads or provide quicker support. If disclosure only announces machine involvement without explaining consumer benefit or control, it may create suspicion rather than trust. Therefore, transparency should be treated as communication design, not just compliance wording.

Privacy concern is likely to be the strongest barrier to favourable attitude. The personalization-privacy paradox suggests that consumers may click personalized ads while still disliking the perceived surveillance behind them. This gap between behaviour and attitude is important for advertisers. A campaign can generate clicks but still erode brand trust if the consumer later reflects on the extent of tracking involved. In AI-generated advertising, the risk is amplified because generative tools can make the ad appear more human, emotionally sensitive or personally intimate. When consumers feel that the brand knows too much, the advertisement may shift from relevance to creepiness.

Trust is expected to mediate the connection between AI advertising cues and consumer-brand outcomes. This means that personalization, transparency and privacy safeguards influence engagement partly because they shape whether consumers trust the brand's AI use. Trust can convert relevance into positive attitude. Without trust, relevance may be reinterpreted as manipulation. Similarly, transparency may not directly produce purchase intention, but it can create

a fairer psychological environment in which consumers are willing to consider the brand message. This argument contributes to literature by positioning trust as the bridge between AI capability and brand relationship quality.

AI literacy may produce mixed effects. Consumers with higher AI literacy may understand why ads are personalized and may not overreact to every instance of data use. They may also appreciate AI-assisted convenience and dynamic content optimization. On the other hand, AI-literate consumers may be more aware of algorithmic profiling, synthetic media risks and platform-level data sharing. Therefore, AI literacy may either reduce or intensify privacy concern depending on whether the brand provides control and explanation. This suggests that future empirical testing should not treat digital literacy as automatically positive; it should examine how literacy interacts with transparency quality.

From a managerial perspective, the framework suggests that brands should design AI-generated advertisements around permission, not only prediction. Prediction asks what the algorithm can infer; permission asks what the consumer would consider fair, useful and acceptable. AI advertising strategies should therefore include clear disclosure, privacy-sensitive data practices, human oversight, content authenticity checks and options for consumer control. Brands should avoid using AI-generated testimonials, virtual influencers or synthetic product demonstrations in ways that blur the line between real experience and constructed persuasion. Social media users may tolerate AI-assisted creativity, but they are less likely to tolerate deception.

The discussion also has regulatory relevance. The EU AI Act's transparency obligations for AI-generated content and the DSA's online platform transparency requirements indicate that regulators increasingly view digital advertising as a field of public accountability. Even outside the European Union, these regulations influence global platform practices and consumer expectations. For brands operating across markets such as India, Europe and North America, voluntary transparency may become a competitive advantage. A brand that explains its AI use clearly may differentiate itself from competitors that use opaque personalization.

6. Theoretical Contributions

This paper makes three theoretical contributions. First, it extends AI advertising research by shifting attention from campaign effectiveness to consumer acceptance. Prior work often emphasizes targeting precision, engagement rates and conversion metrics. This study argues that these outcomes are incomplete unless they are connected to trust, privacy concern and attitude. Second, the paper integrates the personalization-privacy paradox with AI-generated content. Earlier personalization research focused mainly on targeted online advertisements, whereas contemporary AI advertising can also generate the message, image, influencer or conversation. Third, the framework identifies trust as a mediating mechanism and AI literacy as a potential moderator, thereby offering a more testable model for future empirical research.

The paper also clarifies the difference between personalization and perceived relevance. Personalization is a technological or strategic process; relevance is a consumer perception. A brand may personalize extensively, but the consumer may still perceive the ad as irrelevant, invasive or inaccurate. By separating these constructs, the framework avoids technological determinism and respects the interpretive role of consumers in advertising outcomes. This distinction is important for consumer-brand interaction research because relationships are not built by algorithms alone; they are built through consumer interpretations of brand behaviour.

7. Practical Implications

For marketers, the main implication is to balance relevance with respect. AI should be used to reduce irrelevant advertising, improve product discovery and support timely communication, but not to create the impression of hidden surveillance. Social media managers should test consumer reactions not only to creative quality but also to disclosure wording, perceived authenticity and data-use comfort. A/B testing should include trust indicators, not merely clicks and conversions. If a transparent version of an AI-generated ad performs slightly lower in immediate clicks but protects long-term brand trust, it may be strategically superior.

For brand managers, AI-generated advertising should be placed under governance rather than delegated fully to automated systems. Human review remains important for checking factual accuracy, cultural sensitivity, bias,

unrealistic imagery and misleading emotional cues. Brands should maintain records of AI-assisted creative production and avoid presenting synthetic content as authentic consumer experience. In influencer marketing, any use of virtual influencers, digital twins or AI-generated testimonials should be disclosed in plain language.

For platform managers, the findings suggest the need for clearer user controls and ad explanations. Users should be able to understand why they are seeing an ad, whether AI was used and how to adjust personalization preferences. Platform-level transparency can reduce the burden on individual brands and create a more trustworthy advertising ecosystem. For policymakers, the study reinforces the importance of consumer-oriented AI disclosure standards that are understandable, consistent and enforceable without overwhelming users with excessive labels.

8. Limitations and Future Research

This paper is primarily a conceptual and methodology-oriented second manuscript based on the doctoral synopsis and the earlier research paper. Its propositions require empirical testing through primary data before being submitted as a final results-based journal article. Future research should test the framework across product categories because attitudes toward AI-generated advertisements may differ for utilitarian, hedonic, luxury, health, financial and educational products. Cross-cultural research is also needed because privacy expectations and AI acceptance may differ across markets.

Future studies should also compare different disclosure formats. For example, researchers can test whether a simple label, a detailed explanation or an interactive “why am I seeing this?” notice produces stronger trust. Experimental research can compare human-created, AI-assisted and fully AI-generated advertisements while controlling for creative quality. Longitudinal research can examine whether repeated exposure to AI-generated ads normalizes acceptance or increases fatigue and distrust. Finally, platform data and sentiment analysis can be combined with survey data to compare stated attitudes with actual engagement behaviour.

9. Conclusion

AI-generated social media advertising offers brands unprecedented capacity to personalize, optimize and scale persuasive communication. However, consumer-brand interaction is not determined by technology alone. Consumers evaluate AI-generated advertisements through the lenses of relevance, transparency, privacy, authenticity and trust. This paper argues that the future of AI advertising depends on the movement from personalization to permission. Personalization can attract attention, but permission and trust sustain relationships.

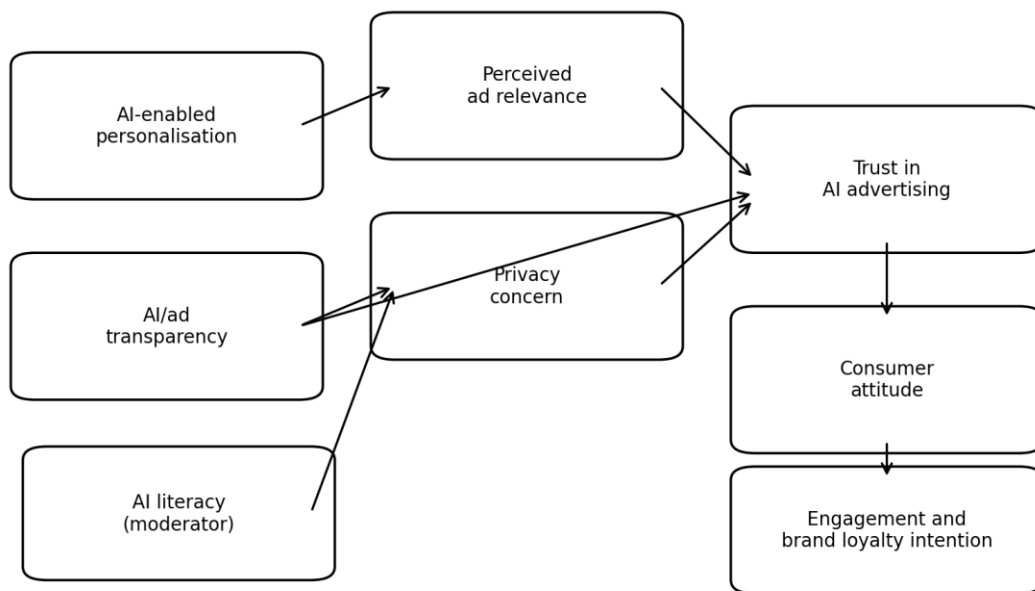
The proposed framework shows that perceived personalization and transparency may improve ad relevance and trust, while privacy concern may weaken favourable attitudes. Trust mediates the path from AI advertising practices to engagement and loyalty intention. AI literacy may further shape how consumers interpret both personalization benefits and privacy risks. For researchers, the paper provides a clear model for empirical testing. For marketers, it offers a practical warning: AI should not merely make advertisements smarter; it should make brand communication more responsible, transparent and consumer-friendly.

Table 2. Key Constructs and Operational Definitions

Construct	Operational meaning	Sample indicator	Expected direction
Perceived personalization	Extent to which the ad appears tailored to user needs and behaviour	This ad matches my interests	Positive via relevance
Transparency	Clarity about AI use and data practices	The brand clearly explains AI use	Positive via trust
Privacy concern	Fear of excessive tracking or loss of control	This ad makes me uncomfortable about data use	Negative

Trust in AI advertising	Confidence that AI ad practices are reliable and fair	I trust this brand's use of AI in advertising	Positive mediator
Attitude toward AI ads	Overall favourable or unfavourable evaluation	I like AI-generated ads when they are relevant	Positive outcome
Engagement intention	Willingness to click, comment, share or save	I would interact with this ad	Positive outcome
Brand loyalty intention	Willingness to revisit, recommend or purchase	I would consider this brand again	Positive outcome

Figure 1. Proposed Conceptual Framework



Note. The framework shows the expected pathways from AI-enabled personalization and transparency to relevance, trust, consumer attitude, engagement and loyalty, with privacy concern as a risk pathway and AI literacy as a potential moderator.

Table 3. Hypothesis Development Summary

Hypothesis	Statement	Theoretical logic
H1	Perceived personalization positively influences perceived ad relevance.	Relevant content creates advertising value and reduces information overload.
H2	Perceived personalization positively influences privacy concern when consumers infer hidden tracking.	Personalization-privacy paradox.
H3	Transparency positively influences trust in AI-generated social media advertisements.	Disclosure reduces uncertainty and signals fairness.

H4	Privacy concern negatively influences trust in AI-generated social media advertisements.	Perceived surveillance reduces willingness to rely on the brand.
H5	Trust positively influences attitude toward AI-generated advertisements.	Trust converts algorithmic relevance into acceptable persuasion.
H6	Attitude positively influences engagement and brand loyalty intention.	Favourable ad evaluation supports interaction and relationship outcomes.
H7	AI literacy moderates the relationship between privacy concern and trust.	Knowledge can either reduce misunderstanding or increase sensitivity to profiling.

References

- Aguirre, E., Mahr, D., Grewal, D., de Ruyter, K., & Wetzels, M. (2015). Unraveling the personalization paradox: The effect of information collection and trust-building strategies on online advertisement effectiveness. *Journal of Retailing*, 91(1), 34-49. <https://doi.org/10.1016/j.jretai.2014.09.005>
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: Strategy, implementation and practice*. Pearson.
- DataReportal. (2026). *Global social media statistics*. DataReportal.
- Davenport, T. H., Guha, A., Grewal, D., & Bressgott, T. (2020). How artificial intelligence will change the future of marketing. *Journal of the Academy of Marketing Science*, 48, 24-42. <https://doi.org/10.1007/s11747-019-00696-0>
- European Commission. (2026). *Code of practice on transparency of AI-generated content*. Directorate-General for Communications Networks, Content and Technology.
- European Commission. (2026). *The Digital Services Act: Shaping Europe's digital future*. European Commission.
- Gu, C. (2024). Exploring consumer acceptance of AI-generated advertisements. *Journal of Theoretical and Applied Electronic Commerce Research*, 19(3), 108.
- Huang, M.-H., & Rust, R. T. (2021). A strategic framework for artificial intelligence in marketing. *Journal of the Academy of Marketing Science*, 49, 30-50. <https://doi.org/10.1007/s11747-020-00749-9>
- Kannan, P. K., & Li, H. A. (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, 34(1), 22-45. <https://doi.org/10.1016/j.ijresmar.2016.11.006>
- Kietzmann, J., Paschen, J., & Treen, E. (2018). Artificial intelligence in advertising: How marketers can leverage AI along the consumer journey. *Journal of Advertising Research*, 58(3), 263-267.
- Longoni, C., & Cian, L. (2022). Artificial intelligence in utilitarian vs. hedonic contexts: The word-of-machine effect. *Journal of Marketing*, 86(1), 91-108. <https://doi.org/10.1177/0022242920957347>
- Loureiro, S. M. C., Guerreiro, J., & Tussyadiah, I. (2021). Artificial intelligence in business: State of the art and future research agenda. *Journal of Business Research*, 129, 911-926.
- Mariani, M. M., Perez-Vega, R., & Wirtz, J. (2022). AI in marketing, consumer research and psychology: A systematic literature review and research agenda. *Psychology & Marketing*, 39(4), 755-776.
- Mustak, M., Salminen, J., Plé, L., & Wirtz, J. (2021). Artificial intelligence in marketing: Topic modeling, scientometric analysis, and research agenda. *Journal of Business Research*, 124, 389-404.
- Puntoni, S., Reczek, R. W., Giesler, M., & Botti, S. (2021). Consumers and artificial intelligence: An experiential perspective. *Journal of Marketing*, 85(1), 131-151. <https://doi.org/10.1177/0022242920953847>
- Reuters. (2026). AI-generated ads should be exempt from EU transparency rules, retail association says. Reuters Legal.
- Sohn, S., Labrecque, L., Siemon, D., & Morana, S. (2025). Artificial intelligence versus human service agents: How their presence shapes consumer information privacy concerns. *Journal of Retailing*, 101(2), 263-278. <https://doi.org/10.1016/j.jretai.2025.03.003>

- Tuten, T. L., & Solomon, M. R. (2017). Social media marketing. Sage.
- Zhang, L. (2025). The impact of generative AI images on consumer attitudes toward advertising. *Administrative Sciences*, 15(10), 395.
- Zuboff, S. (2019). The age of surveillance capitalism. *PublicAffairs*.