
Impact of GAI-Generated Marketing Content on Brand Trust and Customer Engagement

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Abstract

The rapid penetration of GAI generated marketing content has transformed the marketing communication for promoting brand. This study empirically evaluates how GAI-generated marketing content impacts the trust of consumers towards the brand. This study investigates the impact of Generative AI-generated marketing content on perceived content quality and examines how perceived content quality subsequently influences brand trust and customer engagement. The survey was done in Delhi and NCR to get responses from the consumers. The framework was developed using the trust transfer theory. This study proposed an integrated framework based on the components GAI generated marketing content, perceived content quality, brand trust, and customer engagement. The interrelationship between the variables was empirically tested using PLS-SEM. This study shows that GAI generated marketing content positively influences the perceived content quality, which assists companies in enhancing their brand trust. The brand trust helps the brand to improve and make the customer engagement more interactive.

Index Terms

GAI Generated Marketing Content, Perceived Content Quality, Brand Trust, Customer Engagement