



Generative AI and Brand Equity: Modeling the Impact of Synthesized Content Creation on Consumer Attitudes and Corporate Reputation

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Abstract – Generative Artificial Intelligence (AI) and Large Language Models (LLMs) have emerged as transformative forces in marketing communication, reshaping consumer behaviour, corporate identity, and brand management. While the operational advantages of AI-generated content scalability, speed, and personalisation are well documented, the strategic implications for brand authenticity, consumer trust, and long-term brand equity remain insufficiently theorised. This paper develops a multi-disciplinary conceptual framework drawing on Brand Equity Theory, Consumer Attitude Theory, Signalling Theory, Source Credibility Theory, Authenticity Theory, the Technology Acceptance Model, and Human AI Interaction Theory. Through critical synthesis of these perspectives, the paper examines how corporate adoption of LLM-generated content influences consumer perceptions of authenticity, corporate reputation, and brand equity. Perceived authenticity and consumer trust are identified as key mediating mechanisms, while synthetic detachment a form of psychological distance arising from excessive automation is introduced as a novel construct. A strategic framework and ten theoretical propositions are developed, alongside managerial recommendations and directions for future empirical research.

Keywords - Generative Artificial Intelligence, Large Language Models, AI-Generated Content, Marketing Communication, Brand Equity, Corporate Reputation, Consumer Trust, Hyper-Personalisation, AI Transparency, Synthetic Content Adoption.

I. INTRODUCTION

1. Emergence of Generative AI in Corporate Communication

Generative Artificial Intelligence (AI) and Large Language Models (LLMs) have fundamentally altered how companies communicate and market their products. Unlike earlier automation technologies focused primarily on process efficiency, generative AI systems can produce human-like text, imagery, video, and personalised responses, exhibiting a degree of creativity and conversational facility that approaches human capability. The development of advanced models such as ChatGPT, Gemini, and Claude has accelerated AI integration into corporate communication workflows (Hong et al., 2026). Organisations are increasingly deploying these technologies across content creation, customer service, social media management, email marketing, advertising campaigns, and brand storytelling.

The adoption of generative AI has transformed corporate communication from predominantly human-centred processes to hybrid human-machine systems. AI-powered communications offer substantial benefits scalability, speed, personalisation, and cost reduction enabling organisations to produce targeted content at scale while maintaining message consistency across digital channels (Senyapar, 2024). However, as communication becomes increasingly technology-generated, questions of authenticity, trust, and the sustainability of brand relationships arise with growing urgency.

2. Strategic Integration of LLMs in Marketing Functions

LLMs are being integrated across an expanding range of marketing functions, including customer interaction management, advertising copy creation, personalised recommendation generation, SEO content production, and social media engagement (Makrydakis et al., 2025). These capabilities enable organisations to deliver highly customised consumer experiences at scale, creating competitive advantages in information-dense environments. AI-driven systems leverage consumer preferences and behavioural patterns to generate personalised messages aligned with individual needs (Mohammadkhani et al., 2026). However, over-reliance on synthetic content introduces fresh managerial challenges; machine-generated communications may not be well received by consumers who perceive an absence of emotional honesty or transparency (Ahac, 2025).

3. Authenticity Versus Synthetic Detachment

Brand authenticity characterised by honesty, sincerity, transparency, and values-alignment is a vital driver of customer engagement and brand loyalty. Authentic communication builds credibility and meaningful emotional connections (Patel and Dada, 2025). While LLMs can generate complex and personalised texts, they may also produce communication perceived as cold and impersonal. This phenomenon, termed synthetic detachment, occurs when interactions feel overly robotic and lack the empathetic engagement of human communication (Stefaniia, 2024). Consumers value authenticity and personal connection alongside convenience and personalisation; excessive reliance on non-human-generated content risks diminishing emotional connection and trust. Achieving a genuine and authentic



integration of generative AI while maintaining warmth and emotional resonance is therefore one of the central challenges facing organisations adopting these technologies.

4. Brand Equity Risks in AI-Driven Content Ecosystems

Brand equity is built through authentic communication, consistent experience, and emotional connection with consumers. AI content ecosystems introduce new challenges to long-term brand value. AI systems may produce misinformation, biased outputs, or messages that negatively affect consumer perceptions; such errors can propagate rapidly through social media, damaging reputation and eroding consumer trust (Ali, 2025). Increasing automation also risks creating emotional distance between brands and consumers. Rising concerns around transparency, misinformation, privacy, and algorithmic bias have placed corporate AI adoption under intense stakeholder scrutiny (Dong, 2025).

Figure 1. Effect of AI on Brand Preference (Source: Ho and Chow, 2023).

5. Research Gap

Generative AI has attracted substantial research attention, but the literature lacks consistency and depth. Prior studies have focused predominantly on technological capabilities, customer experience enhancement, and short-term behavioural outcomes such as purchase intentions and engagement (MohammadEbrahimzadeh et al., 2025; Patel and Dada, 2025). The strategic implications of LLM adoption for corporate image, perceived authenticity, and sustainable brand equity remain underexplored. Psychological constructs such as emotional attachment, synthetic detachment, and consumer trust have not been adequately examined within LLM branding contexts (Hong et al., 2026). A comprehensive conceptual framework integrating branding, consumer behaviour, and AI perspectives is notably absent from the literature (Makrydakis et al., 2025).

6. Aim and Objectives

This study aims to develop a conceptual framework explaining how corporate adoption of LLM-generated content influences consumer perceptions, corporate image, and long-term brand equity. The specific objectives are: (RO1) to critically review theories explaining brand equity, authenticity, trust, and AI-driven communication; (RO2) to examine how synthesised content affects consumer attitudes and perceptions of authenticity; (RO3) to explore the mechanisms through which AI-generated communication influences corporate reputation and consumer trust; and (RO4) to propose an integrated strategic framework for managing long-term brand equity risks associated with corporate adoption of LLMs and synthetic content.

II. LITERATURE REVIEW

1. Brand Equity Theory

Aaker's (1991) Brand Equity Theory identifies five components of brand equity: brand awareness, brand associations, perceived quality, brand loyalty, and proprietary assets. High brand equity enables premium pricing, customer retention, and sustained market differentiation. In AI-mediated communication contexts, this theoretical lens helps explain how synthetic content may influence consumer perception. While constructive AI interactions can foster brand recall, over-reliance on automation risks diminishing perceived quality and emotional value. Authenticity is critical to consumer perception; positive brand associations depend on meaningful experiences and emotional attachment (Almutairi et al., 2026). LLM-generated communications therefore present a strategic conundrum: AI facilitates personalised, efficient interactions, but consumers may perceive them as lacking warmth and genuine engagement.

2. Consumer Attitude Theory

Consumer Attitude Theory analyses the relationship between consumer attitudes comprising cognitive, affective, and behavioural components and consumer responses to products, services, and brands (Kumar et al., 2023). In the context of generative AI, the cognitive dimension involves beliefs about accuracy and reliability; the affective dimension encompasses emotional responses to AI-generated content; and the behavioural dimension reflects engagement and purchasing intentions. AI-generated content may generate positive responses through convenience, customisation, and efficiency, while simultaneously raising concerns about privacy, manipulation, and emotional disengagement. The affective domain is particularly significant; if consumers perceive AI content as cold or impersonal, negative responses may undermine trust and loyalty (Eickhoff and Zhevak, 2023).

3. Signalling Theory

Signalling Theory (Spence, 2002) addresses how organisations reduce information asymmetry by communicating credible signals to stakeholders. In AI-driven communication, hyper-personalisation creating tailored content through LLMs signals responsiveness and technological sophistication, potentially enriching customer experiences. However, undisclosed AI communication may signal deception, creating perceptions of manipulation. Transparency about AI use functions as a positive signal of legitimacy and trust (Nishant et al., 2024). The theory does not, however, adequately address emotional responses; additional theoretical perspectives are required to explain consumer evaluation of message credibility and authenticity.

4. Source Credibility Theory

Source Credibility Theory (Hovland and Weiss, 1953) posits that communication effectiveness is linked to the trustworthiness, expertise, and attractiveness of the



message source. AI-generated content raises questions about whether machine-produced communication can match the credibility of human-authored content. LLMs, while capable of producing coherent and persuasive messages, lack human emotions, experiences, and social identity; consumers may therefore perceive AI-generated communication as less believable than human-authored equivalents (Khan and Mishra, 2024). Transparency and disclosure are instruments for maintaining credibility and limiting perceptions of manipulation. Source Credibility Theory, however, does not explicitly address authenticity and emotional connection, which are increasingly central to contemporary branding.

5. Authenticity Theory

Drawing on Heidegger's concept of authenticity, Authenticity Theory holds that genuineness, sincerity, and consistency significantly influence consumer perceptions (Agu, 2023). Authentic brands are perceived as trustworthy, transparent, and emotionally engaging, fostering customer satisfaction, loyalty, and positive brand associations. While LLMs can reproduce human-like language, consumers may still perceive a distinction between authentic and synthetic communication. Excessive automation may produce symbolic distance—a psychological gap arising from the absence of perceived emotional sincerity (Stefaniia, 2024). Organisations must therefore balance technological efficiency with authenticity to sustain emotional attachment and long-term brand equity.

6. Technology Acceptance Model

Davis's (1989) Technology Acceptance Model (TAM) describes technology adoption as driven by perceived usefulness and perceived ease of use. In marketing contexts, AI-generated content may benefit from perceived usefulness through convenience, speed, and personalisation (Senyapar, 2024). However, TAM focuses on functional benefits without addressing emotional or ethical dimensions. Consumer acceptance of AI-driven communication requires not only functional utility but also trust, transparency, and authenticity. TAM thus provides a partial but insufficient account of brand relationships and corporate reputation in AI-mediated contexts.

7. Human–AI Interaction Theory

Human–AI Interaction Theory addresses how humans perceive and interact with intelligent systems, recognising that attitudes towards AI are shaped by trust, anthropomorphism, social presence, and emotional expectations (Heyder et al., 2023). As LLMs become increasingly capable of mimicking human interaction styles, interactions may feel conversational and personally engaging. Anthropomorphic characteristics can increase engagement and foster positive experiences. Trust is particularly significant, as consumers seek brands that communicate with warmth and sincerity (Jiang et al., 2024); unmet expectations of human-like emotional

engagement may negatively impact reputation and brand loyalty.

8. Existing AI Marketing Frameworks

Existing AI marketing frameworks emphasise customisation, customer experience, and operational efficiency (Khan and Mishra, 2024; Heyder et al., 2023). Recent frameworks have incorporated algorithm transparency, ethical considerations, and consumer trust. However, most frameworks focus on technological aspects rather than strategic brand implications, with relatively limited attention to the effects of AI content creation on authenticity and brand equity (Senyapar, 2024). Many models also prioritise short-term equity gains—engagement, purchase intention—at the expense of corporate reputation and emotional attachment. New frameworks that integrate brand, psychological, and communicative dimensions with AI adoption are therefore needed.

9. Literature Gap

Prior research has predominantly examined the operational capabilities of generative AI rather than strategic implications for corporate image and brand equity (Khan and Mishra, 2024). Current frameworks inadequately capture consumer experiences of authenticity in AI-mediated communication, and psychological constructs such as synthetic detachment, emotional attachment, and trust remain underexplored within LLM branding contexts (Hong et al., 2026). Existing studies treat technology acceptance and branding as separate concerns, with no comprehensive framework integrating Brand Equity Theory, Consumer Attitude Theory, Signalling Theory, Source Credibility Theory, Authenticity Theory, TAM, and Human–AI Interaction Theory into a unified explanatory model (Nishant et al., 2024).

III. CORPORATE ADOPTION OF LARGE LANGUAGE MODELS

1. Evolution of Generative AI in Marketing

AI applications in marketing have evolved rapidly over the past decade, from predictive analysis, recommendation systems, and customer segmentation towards content generation and communication (Deveau et al., 2023). The emergence of GPT, Gemini, Claude, and other foundation models has transformed marketing activities globally. Unlike conventional rule-based AI systems, LLMs produce contextually relevant, human-like content and are deployed across email marketing, product descriptions, advertising, customer service, and social media communication. Growth in generative AI adoption has been driven by advances in computing power, expanded training datasets, and increasing demand for personalised customer experiences (Israfilzade and Sadili, 2024). Generative AI has become a crucial strategic asset in digital transformation.



2. LLMs and Automated Content Creation

LLMs have fundamentally altered content creation processes. Traditional content development required substantial time, creativity, and human expertise; LLMs can generate blogs, social media posts, promotional content, product descriptions, marketing emails, and chatbot responses at scale and at speed (Moore et al., 2023). These capabilities confer efficiency and scalability advantages, enabling businesses to expand customer interaction without proportional increases in content creation costs. Automated content creation also enables brand consistency across channels, as AI can generate content aligned with brand guidelines and communication objectives (Hadzhikoleva et al., 2024). However, concerns have arisen about originality and authenticity when automation is heavily relied upon. Consumers seek authentic and emotionally engaging brand interactions; overly generic or repetitive content can diminish emotional engagement and create impressions of impersonality (Bevilacqua et al., 2025).

3. Hyper-Personalisation

One of the most significant benefits of generative AI is hyper-personalisation the creation of content tailored to individual customer preferences, behaviours, and contexts (Valdez Mendia and Flores-Cuautle, 2022). AI systems draw on customer intelligence to develop messages resonating with specific interests and concerns, producing outstanding customer experiences and boosting engagement (Mohiuddin, 2024). Tailored product recommendations, customised advertising, and individual communications increase relevance and satisfaction, enhancing purchasing propensity and customer loyalty. However, hyper-personalisation also raises privacy and manipulation concerns. Extensive segmentation may cause anxiety if consumers perceive AI-generated messages as intrusive or overly prescriptive (Bozkurt et al., 2025). Personalisation strategies must therefore be implemented with transparency and in compliance with consumer data protection obligations.

4. Human Versus AI Communication

Distinctions between human and machine communication have become increasingly significant as AI-generated content proliferates. Human communication is traditionally associated with empathy, creativity, emotional intelligence, and authenticity attributes that build consumer trust and emotional attachment to brands (Brandizzi, 2023). AI communication, by contrast, offers efficiency, uniformity, and scalability; LLMs produce consistent, brand-aligned content and enable 24/7 customer engagement. However, computer-generated communication lacks genuine emotion and lived experience. Consumers may experience a sense of artificiality arising from the gap between human and algorithmic communication styles; AI-generated content may not always capture the emotional depth and empathy of human writing (Oritsegbemi, 2023). Excessive automation risks inducing synthetic detachment,

necessitating a hybrid model in which AI complements rather than replaces human interaction.

5. Transparency and Disclosure

Transparency is a critical element in building consumer trust around AI-generated communication. As awareness of generative AI grows, consumers increasingly expect organisations to disclose their use of synthetic content, minimising risks of perceived deception (El Ali et al., 2024). Open disclosure of AI-generated content functions as a credibility signal, building trust and supporting corporate legitimacy (Wulf and Seizov, 2024). Conversely, undisclosed synthetic content raises ethical and accuracy concerns; if consumers discover hidden AI communication, loss of trust and reputational damage may follow (Morosoli et al., 2025). Concerns about algorithmic bias, misinformation, and hallucinated outputs heighten the importance of responsible AI governance. Transparency should therefore be embedded as a central component of AI marketing strategy.

6. Synthetic Content Adoption Matrix

A Synthetic Content Adoption Matrix provides strategic guidance for corporate AI communication implementation. Activities are categorised on two axes: emotional sensitivity and automation suitability (He and Fang, 2024). Activities with low emotional sensitivity and high automation suitability product descriptions, informational content are appropriate for widespread AI deployment. Emotionally demanding tasks crisis communication, storytelling, relationship management require substantial human involvement (Ghiurău and Popescu, 2024). Hybrid approaches, combining AI-composed initial content with human expert review and tailoring, offer the capacity to reap automation benefits without sacrificing authenticity or trust. The matrix suggests that effective AI deployment requires attention not only to technological capability but also to the emotional and reputational dimensions of synthetic communication (Leibowicz and Cardona, 2024).

IV. CONSUMER ATTITUDES TOWARD AI-GENERATED CONTENT

1. Perceived Authenticity

Authenticity is among the most critical factors influencing consumer reactions to brands. Authentic brands perceived as honest, heartfelt, and transparent generate positive brand perception, trust, and loyalty. Traditionally, authenticity has been associated with human creativity, storytelling, and value-consistent communication. Increasingly, consumers prioritise sincerity and authentic interactions, and algorithmically generated brand narratives risk being perceived as artificial and emotionally empty, potentially damaging emotional bonds and brand attachment (Du et al., 2023). Consumer perceptions of how communications are generated by humans or machines influence evaluations of corporate credibility and integrity.



2. Consumer Trust

Trust is fundamental to consumer–brand relationships, reducing uncertainty and building the confidence underpinning long-term loyalty. In AI-driven interaction contexts, trust is shaped by perceived reliability, transparency, and integrity of AI systems. Consumers who believe AI-generated content is accurate and helpful tend to hold positive attitudes toward brands using AI (Du et al., 2023). However, misinformation, algorithmic bias, privacy concerns, and lack of disclosure erode confidence. Some consumers fear that AI systems prioritise efficiency over genuine emotion, potentially influencing purchasing decisions (Labajová, 2023). Transparency about AI use is an effective trust-building mechanism; organisations combining human expertise with AI capabilities are more likely to retain credibility and consumer trust (Zhang and Hur, 2025).

3. Emotional Attachment

Emotional attachment the affective bonds consumers develop with brands through shared values, identities, and lifestyles is a key driver of loyalty, advocacy, and long-term brand equity. Human communication through storytelling, empathetic engagement, and shared experiences has historically been central to emotional attachment formation (Baek et al., 2026). While AI systems can simulate empathy and personal responses, they do not experience genuine emotions or lived human experience. Consumers receiving AI-generated communications may interpret them as lacking depth, leading to reduced emotional involvement and weakened brand relationships. Hybrid communication models that bridge human and computational interaction offer the potential to maintain emotional engagement while capturing automation efficiency (Ghiurău and Popescu, 2024).

4. Perceived Manipulation and Synthetic Detachment

Consumers may perceive AI-generated communication as manipulative when strategies appear designed to exploit emotional responses or simulate outcomes unethically. Hyper-personalised advertising and predictive recommendations can raise privacy and autonomy concerns, fuelling scepticism toward AI-generated interactions (Ratta et al., 2024). Synthetic detachment the emotional separateness consumers experience when communication feels excessively automated and insincere is a closely related construct. Machine-generated communication may appear cold, mechanical, and impersonal, impeding emotional relationship formation (Ghiurău and Popescu, 2024). Synthetic detachment ultimately undermines trust, emotional engagement, and brand loyalty. Brands must therefore balance personalisation and automation while preserving human elements to avoid triggering perceptions of manipulation and alienation (Zhang and Hur, 2025).

5. Scepticism and AI Fatigue

Consumer scepticism doubting the credibility, intentions, and trustworthiness of marketing messages has intensified with growing awareness of AI-generated content. High-profile incidents involving misinformation, fake reviews, deepfakes, and biased outputs have contributed to generalised scepticism about synthetic communication (Mohammadi and Jafari, 2024). A related phenomenon AI fatigue occurs when consumers experience frustration and disconnection from the accumulation of AI-generated emails, chat messages, and interactions (Patel and Dada, 2025). Frequent automated interactions may diminish novelty and reduce emotional engagement, prompting a desire to return to human-mediated experience. Organisations that over-rely on synthetic communication risk creating communication environments that consumers experience as dull and impersonal (Ali, 2025).

6. Moderating Variables

Consumer responses to AI-generated content are moderated by several individual and situational variables. Age moderates technology acceptance; younger consumers are generally more accepting of AI technologies, while older consumers may exhibit greater scepticism (Valdez Mendia and Flores-Cuautle, 2022). Digital literacy shapes capacity to identify synthetic content and evaluate its implications (Hadzhikoleva et al., 2024). Brand familiarity moderates authenticity perceptions; established brands with strong positive reputations provide a buffer of goodwill that reduces negative reactions to AI communication (Morosoli et al., 2025). Product involvement determines the level of trust and emotional engagement consumers expect; high-involvement decisions in health care, finance, or luxury goods may necessitate human engagement rather than automated communication (Moore et al., 2023). Cultural backgrounds and prior AI experiences also shape attitudes toward AI-based communication.

V. PROPOSED STRATEGIC FRAMEWORK

As LLMs become integral to marketing and communication strategies, organisations face both opportunities and challenges in maintaining positive customer relationships. This paper proposes a strategic framework explaining how LLM adoption influences brand equity, built on concepts from Brand Equity Theory, Consumer Attitude Theory, Source Credibility Theory, Signalling Theory, Authenticity Theory, TAM, and Human–AI Interaction Theory. The framework adopts an Input–Mediator–Outcome perspective, recognising that AI-generated communication impacts brand equity through psychological mediators including authenticity perceptions, trust, emotional engagement, and synthetic detachment (Khan and Mishra, 2024).



1. Framework Components

Inputs

The first stage of the framework concerns organisational variables shaping AI communication. Corporate LLM adoption reflects the extent of AI integration into marketing and customer communication processes. Content quality encompasses the accuracy, relevance, consistency, and usefulness of AI-generated messages (Moore et al., 2023). Transparency reflects organisational openness about AI use, minimising uncertainty and reducing potential deception. Personalisation refers to the ability of AI systems to adjust content based on individual preferences and behaviour (Ghiurău and Popescu, 2024). Disclosure specifically concerns whether consumers are informed when content is AI-generated, fostering ethical communication and building trustworthiness.

Mediators

Four psychological and emotional channels mediate the relationship between AI communication inputs and brand outcomes. Perceived authenticity reflects the extent to which consumers regard communication as genuine, sincere, and emotionally resonant a prerequisite for trust and emotional connection. Consumer trust is built on reliability, integrity, and perceived benevolent intent on the part of both organisations and AI systems (Israfilzade and Sadili, 2024). Emotional engagement refers to consumers' sense of connectivity with brands, driving attachment and loyalty. Perceived synthetic detachment is the experience of psychological distance from communication felt to be excessively automated and lacking human involvement.

Outcomes

Framework outcomes include corporate image the overall impression consumers form of the organisation; brand loyalty consumer commitment to maintaining brand attachment; brand associations the ideas, beliefs, and meanings attached to a brand (Almutairi et al., 2026); perceived quality consumer assessments of product and service superiority; and corporate reputation stakeholders' overall assessment of organisational behaviour. Together, these outcomes determine whether organisations gain or erode brand equity over time.

2. Propositions Development

Ten propositions are formulated from the theoretical and conceptual framework:

- P1: Corporate adoption of LLMs is positively associated with perceived content quality and personalisation.
- P2: Content quality is positively related to perceived authenticity.
- P3: Transparency and disclosure of AI-generated communication positively influence consumer trust.
- P4: Personalisation positively influences emotional attachment to brands.
- P5: Perceived authenticity is a positive antecedent of consumer trust.
- P6: Consumer trust positively enhances corporate reputation and perceived quality.

- P7: Positive emotional engagement positively influences brand loyalty and brand associations.
- P8: Excessive automation in AI-generated communication produces synthetic detachment.
- P9: Synthetic detachment negatively influences trust, emotional engagement, and corporate image.
- P10: Authenticity, trust, emotional engagement, and synthetic detachment collectively determine whether AI-generated communication builds or erodes brand equity.

3. Moderating Effects

The relationships within the framework are moderated by several variables. Age moderates AI acceptance; younger, digitally native consumers may exhibit more favourable interpretations of AI-generated communications than older consumers. Digital literacy affects the capacity to understand disclosure practices and identify synthetic content (Jiang et al., 2024). Brand familiarity acts as a resilience factor; the negative effects of AI adoption may be attenuated for established brands with strong reputations. Product involvement mediates consumer expectations of human engagement; high-involvement decisions may require greater human interaction than low-involvement products (Heyder et al., 2023). Cultural background and prior AI experience further shape attitudes toward AI communication.

4. Strategic Recommendations

Organisations should adopt hybrid communication models that leverage human creativity and AI capabilities. AI is designed to augment human effort, not replace it; human oversight ensures authenticity, emotional connection, and ethical standards (Baek et al., 2026).

Transparent communication of AI use should be embedded throughout communication strategies. Disclosure of synthetic content builds trust and supports corporate legitimacy.

Human involvement must be maintained in emotionally sensitive interactions, including crisis management, brand storytelling, and relationship-building activities (MohammadEbrahimzadeh et al., 2025).

Organisations should avoid over-automation; AI should be deployed judiciously for efficiency and personalisation rather than as a replacement for emotional engagement.

Responsible AI governance frameworks addressing privacy concerns, algorithmic bias, and misinformation are essential for long-term reputation management and sustainable brand equity.

5. Framework Illustration

Figure 2. Strategic Framework: LLM Adoption, Mediating Mechanisms, and Brand Equity Outcomes (Source: Author).



VI. CONCLUSION

1. Major Findings

This paper analysed the strategic impacts of LLM-generated content creation on consumer attitudes, corporate image, and brand equity. The findings suggest that AI-driven communication offers substantial potential for personalisation, efficiency, and content scalability. However, significant challenges concerning authenticity, trust, emotional engagement, and synthetic detachment must be addressed. The ultimate impact of AI-generated communication on brand equity is mediated by consumer perceptions rather than technical capabilities. Perceived authenticity and consumer trust are key mechanisms through which synthetic content influences corporate image and reputation (Jiang et al., 2024). Over-automation can produce psychological distance, reducing emotional attachment and loyalty. Transparency and responsible AI use are critical to trust-building and maintaining positive brand relationships.

2. Theoretical Contributions

This study advances the literature by integrating multiple theoretical perspectives into a single explanatory construct relating generative AI to brand equity. Prior research has focused predominantly on technology adoption and immediate outcomes; this paper introduces synthetic detachment as a key construct in the AI-brand equity relationship (Otomiewor, 2026). The proposed framework builds upon Brand Equity Theory and Human-AI Interaction Theory to illustrate how psychological processes shape corporate reputation and consumer interactions in AI-mediated contexts.

3. Managerial Implications

Effective use of AI demands more than technological deployment; building and maintaining trust and emotional connection are critical to long-term brand success. Hybrid communication models combining human expertise with AI tools are expected to yield the most sustainable outcomes. AI-generated content must align with brand values and maintain transparency in disclosure (Heyder et al., 2023). The human element must remain central to emotionally sensitive communication strategies. Responsible AI governance investments strengthen stakeholder confidence and improve corporate reputation.

4. AI Governance Recommendations

Organisations require comprehensive AI governance policies encompassing transparency, accountability, fairness, and ethical use. Disclosure of AI use in communications should be institutionalised across communication channels (Moore et al., 2023). Data privacy protection and consumer consent must be maintained as central concerns. Employee training programmes should ensure responsible deployment of generative AI technologies. Embedding ethical considerations into AI strategy helps minimise brand risks and fosters long-term stakeholder trust.

5. Future Research Directions

The conceptual framework proposed in this paper requires empirical testing. Quantitative investigations using structural equation modelling could examine relationships between authenticity, trust, synthetic detachment, and brand equity (Morosoli et al., 2025). Cross-cultural research is needed to establish whether consumer reactions to AI-generated communication vary across cultural contexts. Longitudinal studies could illuminate how perceptions evolve with growing AI prevalence. Future research could also explore sector-specific differences and the implications of multimodal AI and autonomous agent technologies for corporate reputation and consumer relationships.

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