

A Scoping Review on Consumer's Perception on AI Generated Content

Davyn Gondopratikto

Global Business Marketing Study Program
BINUS Business School Undergraduate Program
Bina Nusantara University
Jakarta, Indonesia
davyn.gondopratikto@binus.ac.id

Widya Granita

Program Lecturer
BINUS Business School Undergraduate Program
Bina Nusantara University
Jakarta, Indonesia
widya.granita@binus.ac.id

Abstract

AI has evolved at such a rapid speed that its adoption in marketing has led to the use of AI-generated content (AIGC). This raises an important question about consumer perception and trust. This scoping review aims to map and synthesize consumers' perceptions of AI-generated content in marketing contexts based on recent research. Guided by the PRISMA-ScR framework and JBI, a systematic search was conducted across ScienceDirect, Scopus, and additional academic sources for studies that were published between 2022 and 2025. From an initial pool of 20,034 studies, only five studies met the inclusion criteria and were included for analysis. Findings indicated that consumers' reception of the former was mixed. While some studies have shown a positive result for AI-generated texts, the same can't be said for AI-generated images. This is due to quality concerns in AI-generated images and the perception of being inauthentic. Additionally, the disclosure of AI use showed mixed results and even showed a negative effect when used for CSR or other social campaigns. A hybrid approach where AI assists human creators in creating content is recommended to reduce negative reactions while still retaining efficiency.

Keywords

AI-Generated Content, PRISMA-ScR, Perception, Marketing Strategy.

1. Introduction

Present day businesses are increasingly leveraging AI use to gain a competitive edge as well as addressing complex challenges. It allowed an increase in efficiency and more data-driven decision making while improving customer experience. In workplaces, AI has been used to automate routine tasks, enhance decision-making processes, and support innovation (Przegalinska et al., 2025). However, those advantages are not unheard of in the marketing sector of businesses (Mthokozisi Hlatshwayo, 2023). AI has allowed the creation of marketing strategies that are more efficient, smart, and data-driven (Kiran, 2021). Through in-depth analysis and smart recommendations, marketing problems can be identified and solved while achieving business goals simultaneously (Helena Louise Panggabean et al., 2023).

A vast amount of consumer data can now be processed and utilized to uncover hidden insights, patterns, and trends, thus completing the big picture. With that, marketers can target the most suitable groups through a more effective targeted strategy. One such example would be in digital marketing strategies (Haleem et al., 2022). Digital marketing itself encompasses multiple lanes such as search engine optimization, social media marketing, email marketing, content marketing, and online advertising. Content marketing aims to capture the customers' interest and direct it towards the company's products or services through the creation of content that captivates and maintains a distinct audience while encouraging profitable customer engagement.

With the speed of AI evolving, it could now produce content such as blog posts, social media updates, product descriptions, and even video scripts that are often indistinguishable from human-created content. (Kshetri et al., 2024). AI-Generated Marketing Content usually includes text, images, videos, and other forms of media designed to engage customers and promote products or services (ADVIENTO et al., 2024).

1.1 Objectives

Between 2022 and 2025, various research has been done on what the consumers' perception and opinions on AI-generated content were. This scoping review aims to identify the research gap that exists by focusing on the consumers' perception of AI-generated content and how it differs between different age segments. With that, the main research question is: What is the consumers' perception of AI-generated Content (AIGC)?

This question would also be explored through several sub-questions

- What are the consumers' perceptions towards AI-generated content that is used for marketing purposes?
- What are the factors that affect the consumers' perception of AI-generated content?

This review adopts a more focused and structured scoping approach rather than a deeper causal modelling. This study was meant to provide a more accessible review with clearer pattern mapping and serve as a foundation for both academic and practical understanding.

2. Literature Review

2.1 AI-Generated Content

AI-Generated Content is a term that refers to content that is generated using advanced algorithms and machine learning techniques by processing large amounts of data, identifying patterns, and generating ideas (Anantrasirichai & Bull, 2022). These contents include texts, images, videos, audio, and other types of multimedia that are created autonomously or semi-autonomously (Dwivedi et al., 2021).

From a marketer's point of view, AI-Generated content allowed a reduction in time and cost associated with producing content, hence increasing efficiency (Kshetri et al., 2024). From a consumer's point of view, AI-Generated Content can strengthen brand identity and trustworthiness through consistent brand image and voice across channels (Kaplan & Haenlein, 2020).

However, there are potential risks related to using AI-generated content. Quality concern would be the first source of concern. AI may produce a grammatically correct tone, yet cold or feel artificial due to the lack of depth, tone, originality, and cultural relevance. There are risks of misinterpretation as well due to viewers' culture, belief system, and social background (Spohr, 2017). Since AI could only generate based on existing data, outdated data could result in repetitive content being generated over time. This would result in repetitive content that may lead to fatigue from the consumers' side (Israfilzade, 2024) and diminishing value over time (Reisenbichler et al., 2022).

2.2. Consumer Perception

From a communication lens, perception is a process where information is extracted from a unification of an object or phenomenon's individual parts. Perception allows individuals to establish contact with the outside world and learn of an object's attributes in the form of color, surface, shape, and strength (Naydenov et al., 2023).

Consumer perception is a process where products or services are classified through a distinction between multiple items (Arilaha et al., 2021). Perception is also closely tied to decision-making. Perception itself is a process where sensations from stimuli are selected, organized, and interpreted to gain meaning for consumption decision-making (Madichie, 2012).

Previous studies have shown the importance of consumer perception. Along with consumers' trust and attitude, consumers' perception could influence their purchase intention (J. Zhang et al., 2021). Consumer perception also heavily affects brand identification, brand loyalty, and brand associations (H, 2024).

At the time of writing, consumers' perception of AI-generated content has been leaning towards a negative degree. AI-generated content was perceived as low in terms of authenticity (Han et al., 2024). This is due to a perceived distrust that includes a lack of reliability, a lack of professionalism, and potential deceptiveness (Belanche et al., 2025).

2.3 Content Credibility and Trust

In this age, content credibility is more important than ever in digital spaces. Content credibility refers to the level of accuracy and trustworthiness that a consumer would give to information (Flanagin & Metzger, 2007). Digital spaces such as social media are a double-edged sword; they allow information and news to spread faster than ever. Yet it also enables the spread of misinformation faster than ever (Bunker et al., 2022). This would in turn affect credibility, which influences consumer trust and decision making (King & Wang, 2021). The higher the credibility, the better sales a company would achieve. In the context of influencer collaborations, a higher credibility would result in a higher brand trust. This would in turn lead to a better purchase intention (Kemeç & Kaya, 2021).

With the rampant misinformation circulating in digital sources of information, achieving brand trust is more important than ever for companies to gain sales (Cinus et al., 2025). There are various benefits that a company would gain from achieving brand trust. A higher level of brand trust would lead to a higher level of brand commitment from consumers (Shin et al., 2019) and increase revisit intention (Ibrahim & Aljarah, 2018; Nasib et al., 2023; Pramananda et al., 2022; Setyawan et al., 2024).

3. Methods

3.1 Study Design

A scoping review was chosen to address our main research questions. Scoping review aims to map and summarize the existing literature evidence, identify or address knowledge gaps, and inform future research (Tricco et al., 2016). The scoping review done was guided by an updated methodological guidance of scoping reviews by JBI (previously Joanna Briggs Institute), which is based on the Arksey and O'Malley 2005 methodology (Arksey & O'Malley, 2005; Peters et al., 2020; Pollock et al., 2024). The guide entails defining and aligning the questions, developing and aligning the inclusion criteria, searching for evidence, evidence screening, and evidence data extraction. This review was conducted in accordance with the PRISMA Extension for Scoping Reviews (PRISMA-ScR) reporting guidelines and checklist (Tricco et al., 2016).

This review did not conduct a formal methodological quality appraisal as the main research objective was to map existing literature rather than evaluating the rigor of a study.

3.2 Defining and Aligning the Questions

Our research questions were as follows:

- What are the consumers' perceptions towards AI-generated content that is used for marketing?
- What are the factors that affect the consumers' perception of AI-generated content?

3.3 Inclusion Criteria

The Population, Concept, and Context (PCC) framework was employed to identify literature that is relevant to our criteria. This framework improves the process of literature search, selection, and retrieval.

- Population: human and general consumers
- Concept: Perceptions of AI-generated content that are used in marketing, including factors influencing these perceptions
- Context: Marketing areas where AI-generated content is employed (e.g., digital marketing campaigns, social media, advertisements)

With the inclusion, the criteria are set as follows:

- Articles discussing consumers' direct perception of AI-generated content for marketing strategies.
- Articles discussing the factors that affect consumers' perception of AI-generated content.

- Articles that are published between the years 2022 – 2025.

3.4 Searching for Evidence Strategy

To find the targeted literature, a comprehensive literature search of relevant articles was done on Science Direct and Scopus. Our search terms were limited to articles that were published in the last 3 years. The database search terms included “AI”, “Artificial intelligence”, “Generated”, “Content”, “Advertisement”, “Consumer”, and “Perception”. Other digital academic databases, such as Research Gate and University Repositories, were also searched for additional relevant studies.

4. Data Collection

The initial search was done on 17 November 2025. Screening and inclusion procedures were done to select articles. As shown in Figure 1, up to 20,034 articles were identified on that day. After the removal of articles that are duplicates and marked ineligible by automation, 3462 articles were screened based on their title and abstract. The full text of the remaining 49 articles was later read and analyzed manually. Contexts other than marketing fields ($n = 19$), consumer perceptions ($n = 4$), direct evaluation of consumer perceptions ($n = 8$), and AI ($n = 3$) were removed. Thus, only 5 articles were retained for this scoping review.

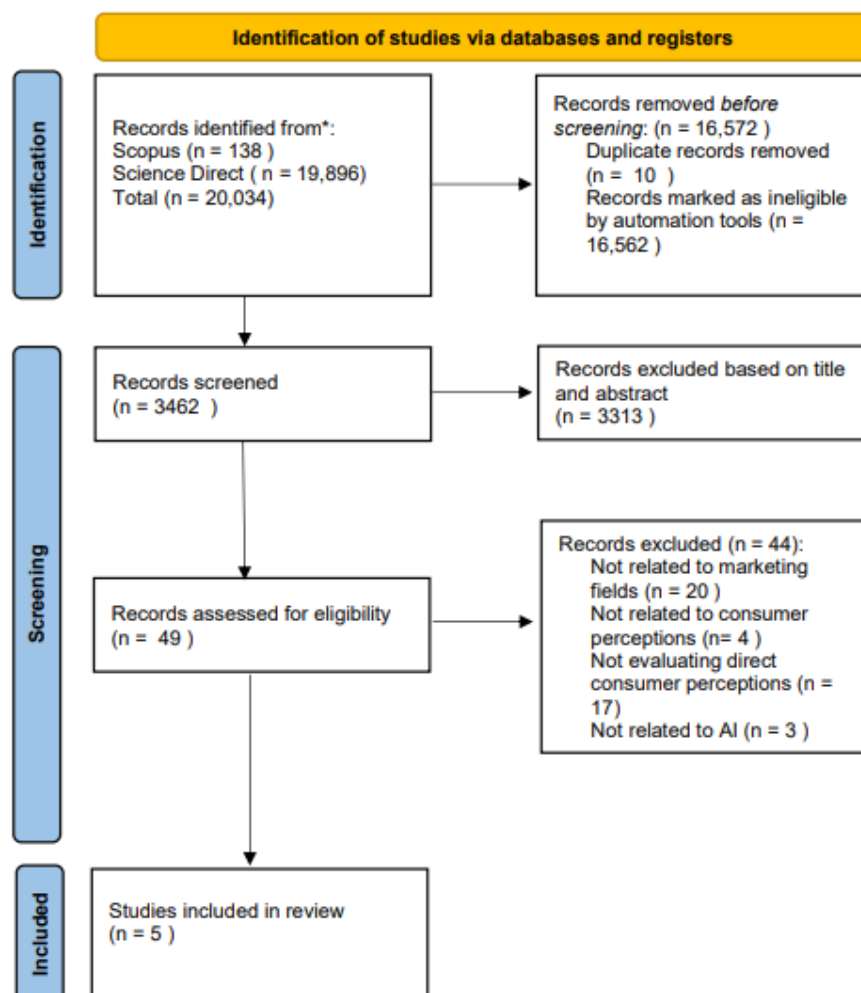


Figure 1. PRIMA-ScR Flow Diagram

4.1 Data Screening

A standardized data extraction sheet was also used to extract data from included studies. The extracted data are as follows: Author, Year of Publication, Aim, Method, Participant Size, and Main Findings.

5. Results and Discussion

5.1 Main Findings

Table 1. Finding Results

Author	Year	Aim	Method	Sample	Main finding
Hartmann et al.	2025	Explore How AI-generated marketing imagery perceived compared to human-made images across a broad range of real-world marketing applications	Quantitative study; 7-point likert scales	10 Participants	DALL-E 3, Midjourney v6, Firefly 2, Imagen 2, Imagine, Stable Diffusion XL Turbo, and Realistic Vision were prompted to generate images. The research findings showed that each Generative AI had their advantages of their own. AI-generated text can be perceived as "more human than human". However, on the other hand, AI-generated marketing imagery is prone to be unfavorable due to visual imperfections such as excessive saturation.
Brüns & Meißner	2024	To investigate user reactions to creative GenAI content.	Quantitative study; 7-point likert scales	118 participants	While consumers tend to struggle in distinguishing human and GenAI content (specifically images), but they do consider brands that use GenAI content as less authentic than brand that do not.
Wen & Laporte	2025	To evaluate the effectiveness of Large Language Models in their application in marketing content creation and understand how the generated content resonates with consumers.	Quantitative study; 7-point likert scales	205 participants	This research explored consumers' perception in text reviews generated with ChatGPT. In branded contents, it was found that the capabilities of generative AI and human copywriters for branded content creation are equal. In unbranded content, it was found that generative AI might surpass several human copywriters.
L. Zhang & Hur	2025	To investigate consumer responses to AI-generated versus human-made images across commercial and public service advertising contexts.	Quantitative study; 7-point likert scales	134 Participants	This research explored consumers' perception of images generated by DALL-E 3, Midjourney v6, and Dream Up. Under a disclosed condition, consumers tend to favor human made images than AI-generated. There's even a display of a more negative attitudes toward AI-generated images. Under a non-disclosed condition, consumers cannot discern the creator of the image.
Jung et al.	2025	To develop and test a theoretical framework that explains how perceived artificial creativity influences consumer purchase intentions based on ai	Quantitative study; 7-point likert scales	461 participants	ChatGPT-3.5, Midjourney, and Studio DID were utilized to generate luxury brand advertisements. The research found that the higher a user perceives artificial creativity, the higher the trust. The level of trust they had with generative AI itself plays a role on trust level. When human-like qualities are

		quality and advertising attributes			recognized, users tend to rate them more positively.
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5.2 Discussion

As shown in Table 1, Multiple AI tools such as DALL-E 3, Midjourney, ChatGPT, etc. were utilized for this research and the review findings found different perceptions for different types of AI-generated content. AI-generated texts are generally perceived more positively than AI-generated images. AI-generated texts even had the potential of surpassing human copywriters (Wen & Laporte, 2025). Research has even found that AI-generated texts are considered to feel more human than texts written by human copywriters (Hartmann et al., 2025). The reason for this was that texts written by AI tools are so similar to human-written language, yet cues that are usually used to determine whether a text was written by a human or AI are considered unreliable or even misleading (Jakesch et al., 2023)

However, despite the positive reception, the same can't be said for AI-generated images. The former tends to be more unfavored (L. Zhang & Hur, 2025) and even perceived as inauthentic (Brüns & Meißner, 2024). AI-generated images tend to have some imperfections in them, such as excessive saturations, which may give them away for some (Hartmann et al., 2025). Another reason why AI-generated images aren't perceived as highly is due to the level of perceived artificial creativity from the consumers' point of view. Perceived artificial creativity itself refers to the degree perceived of how creative AI is, and this has an influence on how consumers perceive AI-generated images (Jung et al., 2025).

5.3 Implication

Despite the different perceptions toward different types of AI-generated content, AI should be utilized to assist human creativity in content creation as opposed to replacing them. A study has shown that doing so may help in reducing the negative impact on brand authenticity while retaining the efficiency benefits, yet at the same time retaining the human touch that AI may not be able to replicate (Brüns & Meißner, 2024).

Brands may also disclose whether the content is AI-generated or not; however, results across multiple studies appear to be mixed. It may benefit the brand by being perceived as a brand that is transparent, ethical, and authentic (Kirkby et al., 2023), yet it may hurt consumer attitude and behaviors, brand attitude, and brand loyalty (Brüns & Meißner, 2024).

Other researchers have even found a negative impact in disclosing AI when it is used for CSR or socially related campaigns. Research has found a negative impact on the perceptions of ad credibility, attitudes, and donation intentions (Baek et al., 2026). While another research has indicated perceptions of insincerity from the use of AI (Aljarah et al., 2024).

At the time of writing, current literature suggests that organizations may utilize generative AI as a tool to enhance efficiency while still retaining human oversight to preserve authenticity and trust.

5.4 Limitation and Proposed Improvements

This review highlights the varying perceptions of different types of AI-generated content. However, there are limitations to this study. This study was done to map the breadth and patterns of existing literature, as opposed to evaluating the methodological rigor; no formal quality appraisal was included. This study focused more on the consumer perception aspect rather than organizational implementation, which may limit managerial applicability. The studies included do not delve into the consumers' perception of other types of AI-generated content, such as video or audio. This study did not explore the differences in content generated by different AI tools (ChatGPT, DALL-E 3, Midjourney, etc.) that could be perceived differently by consumers. It is also worth noting that the limited number of studies included and the use of English for the study and keyword selection may have resulted in the exclusion of relevant studies. Consequently, the findings in this study should be interpreted as a structured evidence overview as opposed to a definitive causal conclusion.

Future research is recommended to further investigate other topics such as consumers' perception toward other types of AI-generated content, differences in perception on content generated by different AI tools, a more definitive best

practice for use of AI-generated content, effective marketing strategies that balance the use of AI while still retaining human creativity, and how the use of AI-generated content in marketing could affect brand positioning.

6. Conclusion

This scoping review reveals the consumers' perception of AI-generated content that is used for marketing purposes and factors influencing those perceptions. Although the studies included were limited, they still provide insights into how AI-generated content was perceived.

Findings indicated that consumers' reception towards the former was mixed. While some studies have shown a positive result for AI-generated texts, the same can't be said for AI-generated images. This is due to quality concerns in AI-generated images and the perception of being inauthentic. Additionally, disclosure of AI use showed mixed results as well, depending on the context and aim. Some studies showed a positive effect on brand image, yet other studies indicated a negative impact on consumer and brand-related attitude, especially when used for CSR or other social campaigns. Current literature suggests utilizing AI tools to enhance efficiency, but human oversight should be retained to preserve authenticity and trust.

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Biographies

Davyn Gondopratikto is an undergraduate student at Binus University, majoring in Global Business Marketing. Davyn was involved in multiple non-academic activities, such as being a freshman leader in the 2023 first-year program for Binusian 2027 whose role was to mentor and foster new freshman, serving as the project manager for a community development event that was held by Binus Mandarin Club in 2024, and took on multiple roles in Binus Mandarin Club as a staff in the public relations division and in the art and design division throughout 2023 and 2024. His research interests included Marketing strategy, consumer behavior, and technology & innovation management.

Widya Granita is a Lecturer at BINUS University, Jakarta. Bachelor's degree from Padjadjaran University with a major in Soil and Water Engineering, a master's degree from Telkom University with a major in marketing management, and a PhD from Mercu Buana University, majoring in Management Science. Widya has worked as a specialist in the Reengineering Technology Directorate, Digital Business Transformation for the Telco industry, and Regulatory Management at a mobile network operator for over 30 years, and as a lecturer at International University Liason Indonesia in Jakarta for five years, a guest lecturer in the University of Indonesia, Swiss German University, and Telkom University. Her research interests include consumer behavior, mobile-data services, adoption diffusion, use diffusion, and Telco business and technology transformation.