

ARTIFICIAL INTELLIGENCE IN SOCIAL MEDIA MARKETING: A CONCEPTUAL REVIEW OF CONSUMER TRUST, ENGAGEMENT, AND PURCHASE INTENTION

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Abstract—Artificial Intelligence (AI) has emerged as a transformative force in contemporary marketing, particularly within social media platforms where vast amounts of consumer data are generated every second. Organizations increasingly employ AI-powered technologies such as chatbots, recommendation systems, predictive analytics, sentiment analysis, automated content creation, and virtual influencers to improve customer engagement and marketing effectiveness. While these technologies offer unprecedented opportunities for personalization and efficiency, they also raise concerns regarding trust, transparency, authenticity, privacy, and ethical marketing practices. This conceptual paper examines the role of AI in social media marketing and its influence on consumer trust, customer engagement, and purchase intention. Drawing upon Technology Acceptance Model (TAM), Source Credibility Theory, and Stimulus–Organism–Response (SOR) Theory, the study develops a conceptual framework explaining the relationships among AI-driven marketing activities and consumer behavioral outcomes. The review suggests that AI-enabled personalization positively influences customer engagement and purchase intention when consumers perceive communications as trustworthy and authentic. However, excessive automation and lack of transparency may reduce consumer confidence and damage brand credibility. The paper discusses theoretical contributions, managerial implications, ethical concerns, and future research directions. The study contributes to the growing literature on digital marketing by providing an integrated understanding of AI-driven consumer behavior in social media environments.

Keywords: Artificial Intelligence, Social Media Marketing, Consumer Trust, Customer Engagement, Purchase Intention, Digital Marketing, AI Personalization.

1. Introduction

The rapid growth of digital technologies has fundamentally transformed marketing practices worldwide. Traditional marketing approaches that relied heavily on mass communication have gradually evolved into data-driven, personalized, and interactive marketing systems. Social media platforms have become central to this transformation by enabling direct interaction between brands and consumers.

The emergence of Artificial Intelligence has accelerated this evolution. AI refers to the capability of machines and software systems to perform tasks that normally require human intelligence, including learning, reasoning, decision-making, and language processing. Within marketing, AI enables firms to analyze consumer behavior, predict purchasing patterns, personalize communications, and automate customer interactions.

Modern consumers spend a significant portion of their time on social media platforms such as Instagram, Facebook, YouTube, LinkedIn, and X. Every interaction generates valuable behavioral data that can be analyzed using AI algorithms. Consequently, businesses increasingly use AI-powered tools to improve targeting accuracy and customer experiences.

The growing popularity of AI-generated content has created both opportunities and challenges. Personalized recommendations improve relevance and convenience for consumers. Chatbots provide instant customer service. Predictive analytics helps firms understand future purchasing behavior. However, concerns regarding misinformation, manipulation, privacy invasion, and algorithmic bias continue to grow.

Trust has become a critical factor in digital environments. Consumers often cannot directly verify online information, making trust essential for successful transactions. Likewise, customer engagement plays a crucial role in strengthening brand relationships and influencing purchasing decisions. Understanding how AI affects these variables is therefore essential for both academics and practitioners.

This paper examines the role of AI in social media marketing and explores how AI-generated interactions influence consumer trust, customer engagement, and purchase intention.

2. Evolution of AI in Social Media Marketing

Marketing has progressed through several stages. Early digital marketing focused on websites and email campaigns. The emergence of social media introduced two-way communication between brands and consumers. The current era is characterized by AI-driven personalization.

Initially, businesses used social media primarily for promotional communication. Over time, increasing competition and information overload reduced the effectiveness of generic marketing messages. AI emerged as a solution by enabling marketers to understand consumer preferences and deliver personalized experiences.

Recommendation engines used by Netflix, Amazon, YouTube, and Instagram demonstrate how AI influences consumer behavior. These systems analyze user interactions and predict future interests. Similarly, chatbots automate customer service while reducing operational costs.

Generative AI technologies have introduced another significant shift. Businesses can now create marketing content, advertisements, social media captions, and product descriptions automatically. Virtual influencers further illustrate how AI is reshaping communication between brands and consumers.

As AI capabilities continue to expand, social media marketing increasingly relies on automation, personalization, and predictive decision-making.

2. Literature Review

2.1 Artificial Intelligence: Concept and Evolution

Artificial Intelligence (AI) refers to the capability of machines and computer systems to perform tasks that traditionally require human intelligence. These tasks include learning, reasoning, decision-making, problem-solving, natural language understanding, pattern recognition, and prediction. Although the concept of AI originated in the 1950s, significant advancements in computational power, machine learning algorithms, cloud computing, and big data analytics have accelerated its practical applications during the last decade.

The evolution of AI can be broadly categorized into three stages. The first stage focused on rule-based systems where machines followed predefined instructions. The second stage introduced machine learning, enabling systems to learn from historical data and improve performance over time. The third and current stage is characterized by generative AI, where systems can create original content, including text, images, videos, music, and interactive conversations.

The business world has increasingly adopted AI technologies due to their ability to improve efficiency, accuracy, and decision-making. Industries such as healthcare, banking, education, manufacturing, retailing, and marketing have integrated AI into their operational and strategic processes. Among these industries, marketing has emerged as one of the most significant beneficiaries of AI-driven innovation.

AI enables marketers to process massive amounts of consumer data, identify hidden behavioral patterns, predict future preferences, and personalize customer interactions. Consequently, AI has transformed marketing from a generalized communication approach to a highly personalized and data-driven practice.

2.2 AI in Digital Marketing

Digital marketing refers to the use of internet-based technologies and digital platforms to promote products and services. Over the years, digital marketing has evolved from simple banner advertisements and email campaigns to highly sophisticated systems driven by AI and predictive analytics.

The integration of AI into digital marketing has enabled organizations to automate numerous marketing activities. AI systems can identify target audiences, optimize advertising campaigns, personalize communication, and evaluate marketing performance in real time.

One of the major advantages of AI in digital marketing is personalization. Traditional marketing often delivers identical messages to a broad audience. In contrast, AI allows marketers to tailor content according to individual preferences, browsing behavior, purchase history, demographic characteristics, and online interactions.

For example, when consumers search for products online, AI algorithms analyze their search patterns and subsequently display advertisements that match their interests. This targeted approach improves the relevance of marketing communications and enhances consumer experiences.

Another important application is predictive analytics. AI systems can forecast consumer behavior based on historical data, enabling organizations to anticipate customer needs and develop proactive marketing strategies. Predictive analytics helps firms optimize inventory management, improve customer retention, and increase sales performance.

Furthermore, AI supports sentiment analysis by examining consumer opinions expressed through reviews, comments, and social media interactions. By understanding consumer sentiments, organizations can respond effectively to customer concerns and strengthen brand relationships.

The increasing adoption of AI indicates a significant shift from reactive marketing approaches to proactive and predictive marketing strategies.

2.3 Social Media Marketing in the AI Era

Social media marketing involves the use of social networking platforms to promote brands, products, and services while fostering relationships with consumers. Social media platforms have become central components of modern marketing strategies due to their ability to facilitate direct communication and engagement.

The rise of AI has significantly transformed social media marketing practices. AI technologies enable organizations to analyze user behavior, automate content creation, schedule posts, monitor engagement, and personalize communications.

Social media platforms generate enormous amounts of consumer-generated data every day. Users continuously create content through likes, comments, shares, reviews, photographs, videos, and direct interactions. AI systems analyze this information to identify consumer preferences and predict future behavior.

Recommendation algorithms represent one of the most visible applications of AI in social media marketing. Platforms such as Instagram, YouTube, Facebook, and TikTok rely heavily on AI to recommend content based on user interests. These recommendations influence what users view, engage with, and ultimately purchase.

AI-powered social media marketing provides several advantages:

- Enhanced customer targeting.
- Improved content relevance.
- Increased engagement rates.
- Better campaign performance measurement.
- Real-time consumer insights.
- Cost-effective marketing operations.

Despite these benefits, concerns regarding privacy, transparency, and algorithmic manipulation continue to attract scholarly attention. As AI becomes increasingly embedded in social media environments, understanding consumer responses to AI-driven marketing has become a critical research priority.

2.4 AI-Generated Content and Consumer Perceptions

One of the most revolutionary developments in recent years has been the emergence of AI-generated content. Generative AI systems can produce text, images, videos, advertisements, product descriptions, and promotional materials with minimal human intervention.

Organizations increasingly use AI-generated content to reduce costs, improve efficiency, and maintain consistent communication. AI-generated content enables marketers to create large volumes of promotional material within short time periods.

Consumers encounter AI-generated content in numerous forms:

- Product recommendations.
- Personalized advertisements.
- Social media captions.
- Chatbot conversations.
- Virtual influencers.
- Automated email campaigns.
- AI-created videos and images.

Consumer responses to AI-generated content are influenced by multiple factors, including perceived usefulness, authenticity, trustworthiness, and transparency.

Research suggests that consumers generally appreciate AI-generated content when it provides valuable information and enhances convenience. Personalized recommendations often improve decision-making efficiency by reducing information search costs.

However, concerns emerge when consumers perceive AI-generated content as deceptive or manipulative. The inability to distinguish between human-created and AI-created content may reduce confidence and increase skepticism.

Authenticity therefore becomes an important determinant of consumer acceptance. Consumers are more likely to engage with AI-generated content when organizations clearly communicate its purpose and maintain transparency regarding its creation.

2.5 Consumer Trust in AI-Driven Marketing Environments

Trust represents one of the most extensively studied concepts in marketing literature. Trust can be defined as the willingness of consumers to rely on the reliability, integrity, and competence of a brand, organization, or information source.

In digital environments, trust becomes particularly important because consumers often cannot physically inspect products before making purchasing decisions. Instead, they rely on information provided through websites, social media platforms, online reviews, and marketing communications.

The emergence of AI introduces new dimensions to trust formation. Consumers must not only trust brands but also trust the technologies used to communicate with them.

Several factors influence trust in AI-generated content:

Information Accuracy

Consumers are more likely to trust AI systems that provide accurate and reliable information.

Transparency

Organizations that disclose their use of AI technologies tend to foster higher levels of trust.

Consistency

Consistent performance strengthens consumer confidence in AI systems.

Privacy Protection

Consumers are increasingly concerned about how their personal information is collected and utilized.

Ethical Responsibility

Ethical use of AI contributes positively to trust development.

Trust serves as a crucial mechanism linking AI-generated communications with consumer behavioral outcomes.

2.6 Customer Engagement in AI-Based Social Media Marketing

Customer engagement refers to the cognitive, emotional, and behavioral investment that consumers make in their interactions with brands.

Social media platforms provide numerous opportunities for engagement, including:

- Likes
- Shares
- Comments
- Reviews
- User-generated content
- Direct messaging
- Community participation

AI technologies enhance engagement by delivering personalized experiences. Consumers are more likely to interact with content that aligns with their interests, preferences, and needs.

For example, AI recommendation systems continuously learn from user behavior and provide increasingly relevant content. This relevance increases consumer attention and encourages interaction.

Chatbots further enhance engagement by providing immediate responses to customer inquiries. Unlike traditional customer service channels, AI-powered chatbots can operate continuously and handle large volumes of interactions simultaneously.

Engaged consumers often demonstrate stronger emotional connections with brands, resulting in greater loyalty, advocacy, and purchase intentions.

2.7 Purchase Intention in Digital Marketing Environments

Purchase intention is one of the most frequently examined constructs in consumer behavior research. It refers to the likelihood that a consumer will purchase a particular product or service within a specific period. Marketing scholars often consider purchase intention a strong predictor of actual purchasing behavior because consumers generally pass through an intention stage before making a final buying decision.

In traditional retail settings, purchase intention is influenced by factors such as product quality, price, brand reputation, and salesperson interaction. However, in digital environments, additional factors become important, including website quality, online reviews, influencer recommendations, content relevance, trust, and technological convenience.

The rapid growth of social media has significantly altered consumer decision-making processes. Consumers increasingly rely on social media platforms to gather information, compare alternatives, seek recommendations, and evaluate products before making purchases. Social media has therefore become a critical source of information that influences purchase intention.

Artificial Intelligence further strengthens this influence by providing personalized product recommendations and customized promotional messages. AI systems analyze browsing history, purchase records, demographic information, and engagement patterns to recommend products that align with individual consumer preferences.

For example, when a consumer searches for a smartphone on an e-commerce platform, AI algorithms immediately begin recommending related products, accessories, reviews, and promotional offers. Such recommendations reduce search effort and simplify decision-making.

Research indicates that consumers often perceive personalized recommendations as more relevant and useful than generic advertisements. Consequently, AI-driven personalization can positively influence purchase intention by increasing perceived value and reducing decision uncertainty.

However, excessive personalization may also create concerns regarding privacy and surveillance. Consumers may become uncomfortable if they feel that organizations are collecting excessive amounts of personal information. Therefore, marketers must balance personalization with ethical data practices.

Purchase intention in AI-driven environments is influenced not only by technological efficiency but also by trust and perceived credibility. Consumers are unlikely to purchase products promoted through AI-generated content if they do not trust the information source. Therefore, trust remains a critical factor connecting AI-generated marketing communications and purchasing decisions.

2.8 Theoretical Foundations

A strong theoretical foundation is essential for understanding the relationship between AI-generated social media marketing, consumer trust, customer engagement, and purchase intention. This study integrates three widely recognized theories: Technology Acceptance Model (TAM), Source Credibility Theory, and Stimulus–Organism–Response (SOR) Theory.

2.8.1 Technology Acceptance Model (TAM)

The Technology Acceptance Model, developed by Davis (1989), is one of the most influential theories explaining technology adoption and usage behavior. According to TAM, two primary factors determine whether individuals accept and use a technology:

1. Perceived Usefulness
2. Perceived Ease of Use

Perceived usefulness refers to the extent to which individuals believe that a technology enhances their performance or provides benefits. Perceived ease of use refers to the degree to which a technology is free from effort.

In the context of AI-driven social media marketing, consumers are more likely to accept AI-generated content when they perceive it as useful, relevant, and convenient. Personalized recommendations, automated customer support, and intelligent search assistance enhance consumer experiences and increase the perceived usefulness of AI technologies.

Similarly, user-friendly AI systems encourage positive attitudes toward AI-generated interactions. Consumers who find AI-based communications easy to understand and interact with are more likely to engage with brands and consider recommended products.

TAM therefore provides a valuable framework for understanding how consumers evaluate AI-powered marketing technologies.

2.8.2 Source Credibility Theory

Source Credibility Theory suggests that the effectiveness of communication depends significantly on the credibility of the information source. The theory identifies three major dimensions of credibility:

- Expertise
- Trustworthiness
- Reliability

Consumers tend to accept information from sources they perceive as knowledgeable, trustworthy, and dependable. In traditional marketing environments, source credibility is often associated with celebrities, influencers, experts, and organizational representatives.

In AI-driven marketing environments, the concept of source credibility becomes more complex. Consumers must evaluate not only the brand but also the AI systems generating the content. Questions regarding accuracy, transparency, and authenticity become increasingly important.

AI-generated content that provides relevant, accurate, and consistent information can establish credibility and strengthen consumer trust. Conversely, misleading or inaccurate content can damage credibility and reduce consumer confidence.

Source Credibility Theory therefore helps explain why trust plays a critical role in determining consumer responses to AI-generated social media content.

2.8.3 Stimulus–Organism–Response (SOR) Theory

Stimulus–Organism–Response Theory provides another useful perspective for understanding consumer behavior in digital environments.

According to SOR Theory:

- Stimulus refers to external environmental factors.
- Organism refers to internal psychological processes.
- Response refers to resulting behavioral outcomes.

In the present study:

Stimulus

- AI-generated social media content
- Personalized recommendations
- AI-powered interactions

Organism

- Consumer trust
- Customer engagement
- Emotional responses

Response

- Purchase intention
- Consumer decision-making

The theory suggests that AI-generated content influences consumers by affecting their internal psychological states. When consumers perceive AI-generated communications as useful, trustworthy, and engaging, positive behavioral responses are more likely to occur.

SOR Theory therefore provides a comprehensive framework linking AI-generated content with trust, engagement, and purchase intention.

2.9 Synthesis of Literature

The literature reviewed in previous sections demonstrates that AI has become a central component of contemporary social media marketing. Organizations increasingly utilize AI technologies to personalize customer experiences, automate communication processes, and improve marketing effectiveness.

Several key observations emerge from the literature.

First, AI-generated content offers substantial opportunities for improving marketing efficiency and customer engagement. Personalized recommendations, intelligent chatbots, and predictive analytics enhance consumer experiences by providing relevant information and timely assistance.

Second, trust remains a fundamental requirement for successful AI-driven marketing. Consumers are unlikely to respond positively to AI-generated communications unless they perceive them as reliable, transparent, and authentic.

Third, customer engagement functions as an important mechanism connecting AI-powered interactions with consumer outcomes. Engaged consumers are more likely to develop positive attitudes toward brands and exhibit stronger purchase intentions.

Fourth, purchase intention is influenced not only by the technological capabilities of AI but also by consumer perceptions regarding credibility, privacy, and ethical responsibility.

The literature therefore suggests that the relationship between AI-generated content and consumer behavior is multifaceted and requires an integrated conceptual framework.

3. Research Gap

Although substantial research has examined artificial intelligence, digital marketing, and consumer behavior, several important gaps remain.

Gap 1: Limited Focus on AI-Generated Content

Much of the existing literature examines AI technologies broadly, including chatbots, recommendation systems, and predictive analytics. Comparatively less attention has been given specifically to AI-generated content and its influence on consumer perceptions.

Gap 2: Fragmented Understanding of Trust Mechanisms

Previous studies often investigate trust as an independent variable rather than exploring its mediating role in AI-driven consumer decision-making processes.

Gap 3: Limited Integration of Multiple Theories

Most studies rely on a single theoretical framework. There is a need for a more integrated approach combining TAM, Source Credibility Theory, and SOR Theory to explain AI-related consumer behavior.

Gap 4: Emerging Ethical Challenges

Generative AI technologies have created new concerns regarding authenticity, misinformation, privacy, and transparency. Existing literature has not fully addressed these issues.

Gap 5: Need for Updated Conceptual Understanding

Rapid technological developments require updated conceptual frameworks that explain how AI-generated content influences trust, engagement, and purchase intention simultaneously.

4. Proposed Conceptual Framework

Based on the literature review and theoretical foundations, this paper proposes a conceptual framework explaining the influence of AI-driven social media marketing on consumer behavior.

Independent Variable

AI-Driven Social Media Marketing Activities

Including:

- Personalized recommendations
- AI-generated content
- Chatbots
- Predictive analytics
- Virtual influencers

Mediating Variables

Consumer Trust

Customer Engagement

Dependent Variable

Purchase Intention

Proposed Relationships

AI-Driven Social Media Marketing → Consumer Trust

AI-Driven Social Media Marketing → Customer Engagement

Consumer Trust → Purchase Intention

Customer Engagement → Purchase Intention

AI-Driven Social Media Marketing → Purchase Intention

Consumer Trust and Customer Engagement act as mediating mechanisms explaining how AI influences purchasing behavior.

5. Managerial Implications

The increasing integration of Artificial Intelligence into social media marketing presents significant opportunities for organizations seeking to enhance customer experiences and improve marketing performance. However, the successful implementation of AI technologies requires a strategic understanding of consumer behavior and trust formation.

One of the most important implications of this study is the need for organizations to prioritize trust when implementing AI-driven marketing strategies. While AI technologies enable personalization and automation, consumers ultimately decide whether to accept or reject AI-generated recommendations. Therefore, marketers should focus on building credibility through transparent and ethical communication practices.

Organizations should clearly disclose when content has been generated or assisted by AI systems. Transparency reduces consumer uncertainty and helps establish trust. As consumers become increasingly aware of AI technologies, attempts to conceal AI involvement may damage brand credibility.

Another managerial implication relates to personalization. AI systems can significantly improve marketing effectiveness by delivering customized recommendations. However, excessive personalization may create privacy concerns. Organizations must therefore strike a balance between relevance and consumer comfort.

Customer engagement also deserves attention. AI-powered tools such as chatbots, recommendation engines, and interactive content can improve consumer participation and strengthen brand relationships. Marketers should design AI systems that facilitate meaningful interactions rather than merely automating communication processes.

Training and organizational readiness represent additional considerations. Successful AI implementation requires employees who understand both technological capabilities and consumer expectations. Organizations should invest in training programs that help marketing professionals effectively manage AI-driven strategies.

Furthermore, businesses should establish monitoring mechanisms to evaluate consumer responses to AI-generated content continuously. Consumer attitudes toward AI technologies may evolve over time, making ongoing assessment essential.

6. Ethical Implications of AI in Social Media Marketing

The increasing use of AI in marketing raises important ethical questions regarding privacy, fairness, transparency, and accountability. These issues have become central concerns among researchers, policymakers, and consumers.

Privacy and Data Protection

AI systems rely heavily on consumer data to generate personalized recommendations and marketing communications. The collection and analysis of personal information raise concerns regarding privacy rights and data security.

Consumers often remain unaware of the extent to which their online behavior is monitored and analyzed. Organizations must therefore ensure compliance with data protection regulations and communicate data usage policies clearly.

Transparency

Transparency represents a critical ethical requirement in AI-driven marketing. Consumers have a right to know whether they are interacting with a human representative or an AI system.

Similarly, organizations should disclose the use of AI-generated content, particularly when such content influences purchasing decisions. Transparent communication strengthens trust and promotes ethical marketing practices.

Algorithmic Bias

AI systems learn from historical data. If training data contain biases, AI algorithms may produce discriminatory outcomes. Such biases may affect product recommendations, advertising exposure, and customer treatment.

Organizations must regularly audit AI systems to identify and eliminate potential biases. Fairness should be considered a fundamental principle in AI development and implementation.

Misinformation and Deepfakes

Generative AI technologies can create highly realistic text, images, and videos. While these capabilities offer marketing opportunities, they also create risks associated with misinformation and deceptive communication.

Deepfake technologies may be misused to create misleading promotional content. Organizations should adopt strict ethical guidelines governing the use of AI-generated media.

Accountability

Questions regarding responsibility become increasingly complex when AI systems make autonomous decisions. Organizations remain accountable for the actions and consequences of AI technologies deployed within their marketing operations.

Clear governance structures and ethical oversight mechanisms are therefore necessary to ensure responsible AI usage.

7. Future Research Directions

Although AI-driven social media marketing has attracted significant scholarly attention, numerous opportunities remain for future research.

AI Influencers and Virtual Brand Ambassadors

Virtual influencers represent a rapidly emerging phenomenon. Future studies should examine how consumers perceive AI-generated influencers compared to human influencers.

Cross-Cultural Investigations

Consumer attitudes toward AI may vary across cultures and societies. Comparative studies involving multiple countries would provide valuable insights into cultural influences on AI acceptance.

Longitudinal Studies

Most existing studies rely on cross-sectional designs. Longitudinal research could examine how consumer perceptions of AI evolve over time.

AI Transparency and Disclosure

Future research should investigate the extent to which AI disclosure influences trust, engagement, and purchase intention.

Psychological Responses to AI

Researchers may explore emotional reactions such as anxiety, curiosity, enjoyment, and resistance associated with AI-generated content.

Generational Differences

Different generations may respond differently to AI technologies. Comparative studies involving Generation Z, Millennials, Generation X, and Baby Boomers could provide important insights.

Ethical Consumption

Future investigations may examine whether ethical concerns regarding AI influence purchasing behavior and brand evaluations.

Human-AI Collaboration

Rather than viewing AI and humans as competing entities, future research should explore collaborative models where human creativity and AI capabilities complement one another.

8. Conclusion

Artificial Intelligence has fundamentally transformed the landscape of social media marketing. Through advanced technologies such as machine learning, recommendation systems, predictive analytics, chatbots, virtual influencers, and generative AI, organizations can create highly personalized and efficient marketing experiences.

This conceptual review examined the relationship between AI-driven social media marketing, consumer trust, customer engagement, and purchase intention. Drawing upon Technology Acceptance Model, Source Credibility Theory, and Stimulus–Organism–Response Theory, the study proposed an integrated framework explaining how AI-generated interactions influence consumer behavior.

The review suggests that AI technologies offer significant benefits for marketers by improving targeting accuracy, enhancing customer engagement, reducing operational costs, and increasing marketing effectiveness. However, the success of AI-driven marketing depends largely on consumer trust.

Trust functions as a critical mechanism linking AI-generated content and purchase intention. Consumers are more likely to respond positively to AI-generated communications when they perceive them as transparent, reliable, authentic, and beneficial. Customer engagement further strengthens this relationship by fostering meaningful interactions between consumers and brands.

Despite these advantages, several challenges remain. Privacy concerns, algorithmic bias, misinformation, transparency issues, and ethical considerations continue to influence consumer perceptions of AI technologies. Organizations must therefore adopt responsible AI practices that prioritize consumer welfare while leveraging technological innovation.

The study contributes to the growing body of knowledge on AI-enabled marketing by integrating multiple theoretical perspectives and proposing a comprehensive conceptual framework. The framework provides a foundation for future empirical research investigating the complex relationships among AI-generated content, trust, engagement, and purchase behavior.

As AI technologies continue to evolve, their role in marketing will likely become increasingly significant. Organizations that successfully balance personalization, transparency, ethical responsibility, and consumer trust will be better positioned to achieve sustainable competitive advantages in the digital marketplace.

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