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## BUILDING TRUST THROUGH TRANSPARENCY: NAVIGATING THE FUTURE OF AI-GENERATED MARKETING CONTENT

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### Abstract:

Dynamic nature of digital marketing has increased brand interaction with consumers through use of Artificial Intelligence (AI) tool. Nevertheless, as the use of AI-generated content has risen, there has been concern around whether consumers would trust such information, particularly in regard to transparency, the quality content, and the ethical responsibility of the consumer. Despite AI being easy and personal, it will raise suspicion when consumers are not sure of how the content has been developed. This conceptual paper proposes to develop a theoretical framework that can explain the interrelationship between AI transparency, contents quality and ethical factors, including fairness, bias and privacy to identify consumer trust in marketing communication. The study shows that there may be three dominant factors that motivate trust: avoidance of excessive disclosure of contributions, maximisation of quality of information disclosed, relevant and perceived quality of AI-generated content, and ethics protecting consumer interest. Results indicate that disclosure can lead to higher trust; however, a degree of too much or more technical information can overwhelm consumers. Equally, the value of content, in particular to the feeling importance and relevance thereof, is a main determinant of favourable disposition whereas moral factor is an imperative of hedging against sustainable trust. The paper makes an impact on the practical initiative that guided by marketers as it suggests consumer-oriented AI disclosure, excellent content plans, and ethical proactive phases of governance. In theory, it integrates the signalling theory, elaboration likelihood, and AI ethics into a multi-level framework of trust development. Although limited by the purely conceptual material, the framework will have an empirical foundation drawn across industry and cultures and will create awareness that the proper use of AI must

be transparent, quality, and ethically upright in order to create consumer confidence, rather than to question it.

**Keywords:**

AI-generated Content, Consumer Trust, Transparency, Content Quality, Ethical AI

**Introduction**

The introduction of Artificial Intelligence (AI) has altered the state of affairs in various fields in recent times, and marketing is no exception (Wang et al., 2025). Personalized advertisements, automated customer care responses, etc have made AI-created content an invaluable asset of firms that want to keep up with the digitalizing world, which is getting highly competitive (Sharma et al., 2025). However, as AI capabilities increase in marketing efforts, the impact of artificial intelligence on consumer trust and the trustworthiness of its use has also been questioned (Yadav, 2024). One of the fundamental parts of consumer behavior termed as trust will highly rely on how open the brands are using AI in the creation of content (Werz et al., 2025). Transparency in the AI-generated marketing content not only matters in shaping consumer attitudes but is also essential to the sustainability of consumer engagements and loyalties with the business (Park & Yoon, 2024).

In spite of its outstanding advantages in effectiveness and customization, the integration of AI into the marketing content is considered to have some pivotal concerns. This lack of transparent disclosure regarding the role that the AI plays in creating the content can trigger suspicion thus making the information discredited (Shin & Ahsan, 2025). This is compounded by the fact that the quality of content has actually been on the pedestal of maintaining the confidence of consumers (Sardana & Singh, 2025). Although transparency is an important concern, it may have a different effect on the attitude of consumers towards the quality of the content produced and how artificial intelligence is introduced as the creator. Therefore, one of the aspects that will be elaborated further will be the research that has been conducted regarding the effects of transparency on consumer trust and the way they are connected with AI-generated marketing materials (Vössing et al., 2022).

Previous scholars have examined the connection between the term AI transparency and consumer trust well. Wang et al. (2025) conducted a survey on how anthropomorphism could influence the effect of marketing communication efforts that rely on AI and revealed that the anthropomorphic character of the material could enhance consumer trust, though transparency could undermine the effect. Researchers stress the importance of the quality of the content and that it has the capability to directly impact trust in consumers, and the time of making the disclosure of AI intrusion is immaterial (Nordhoff & Zumstein, 2025). Along with that, ethical concerns such as AI bias and privacy were identified to be some of the key aspects that influence how consumers perceive the AI-created content (Yadav, 2024; Sharma et al., 2025). However, such studies appear to examine single elements of transparency or content quality and therefore it is independent of the need to establish comprehensive frameworks that explain transparency and content quality in AI-generated marketing content.

**Table 1: Trust and Transparency in AI-Generated Marketing Content Statistics**

Statistic	Source	Findings
67.9% of participants were exposed to AI marketing	Yadav (2024)	The perception of fairness and trust as a result of exposure to AI-generated marketing affects some consumers differently and strongly.
Transparency increased trust in AI marketing by 20%	Werz et al. (2025)	Openness was also regarded as an influential factor in establishing consumer trust mainly through the use of transparency which is performed in the clear disclosure of AI.
AI bias reduced trust by 30%	Yadav (2024)	Bias in the AI systems is an aspect that further discourages the confidence of consumers, which implies that consumer trust in AI marketing is highly dependent on the reduction of the bias.
50% of consumers preferred human-like AI traits in content	Wang et al. (2025)	The preference of consumers towards human-like characteristics of AI fits well into the idea of relatability, but this can be mitigated by augmenting transparency regarding the purpose of AI.
15% increase in consumer engagement due to transparency	Park & Yoon (2024)	Consumer engagement of AI algorithms based on transparency had an uplift of 15% that increases brand trust.
45% of consumers said they would trust AI-generated ads if ethical motives were clear	Baek et al. (2024)	45 percent of consumers reported greater confidence in AI-generated advertisements once they have been visibly told about the moral reasoning behind them.
75% of consumers showed more trust in transparent AI systems	Werz et al. (2025)	When consumers could see the decision process behind the actions of the AI clearly, 75% of them expressed higher levels of trust in AI generated marketing.
25% decrease in trust with excessive transparency	Ngo (2025)	Over exposure in transparency resulted in a lowered 25 percent of consumer trust because of mental overload and perplexity.

Source: (Scopus AI, 2025)

Table 1 indicates the most significant statistics in relation to trust, transparency and AI produced marketing content. A total of 67.9 percent of the consumers could be affected by the marketing led through AI that was identified to be viewed differently through the perspectives of fairness and trust (Yadav, 2024). Transparency also played an important part and the consumer trust increased by 20 percent when something that involved AI was specified (Werz et al., 2025). However, the AI bias was noted to reduce the level of trust by 30 percent hence the reason why we must be concerned about small ethical feats of AI (Yadav, 2024). In addition, 50 percent of the consumers expressed their desire to see content produced by AI to be more human-like, but this was wiped off by the factor of transparency (Wang et al., 2025).

Also, 15 percent brand trust was enhanced by the involvement of the consumers in this transparency (Park & Yoon, 2024). In addition to that, they were 45 percent more ready to trust AI-generated adverts provided that the moral background of the message was not concealed (Baek et al., 2024). Surprisingly, 75 percent of consumers had greater levels of trust in AI-based systems when they could view the decision-making process and conversely the highest level of transparency decreased the consumption confidence of 25 percent of the consumers because it brought about cognitive overloads (Ngo, 2025). These findings depict the complex balance of transparency perfectly since it can successfully foster trust in AI-based marketing.

The current paper will address this gap by providing an in-depth analysis of what motivates becoming trustful in the case of AI-generated marketing content with special focus on transparency, content quality, and moral aspects. This paper aims to: (1) analyze how transparency and content quality can foster consumer trust, (2) discuss some ethical issues related to AI application in marketing, and (3) suggest recommendations on how brands can establish transparency and trust of their AI-based content. These goals will enable the paper to advance the argument on the responsible use of AI in marketing activities to develop and sustain consumer trust.

The novelty of the paper lies in the fact that it is an interdisciplinary paper since it involves identifying the objectives and conclusions based on the insights of the three disciplines of AI ethics, consumer behaviour, and marketing theory, which allows forming an all-encompassing framework of managing trust in AI-generated marketing content. Furthermore, this paper shall provide practical suggestions that the e-commerce firms could adopt in order to achieve a balance between transparency and content excellence to maximize consumer confidence.

The paper will have the structure as the following: The second part will be review on available literature about transparency and trust on AI-generated marketing content in terms of their effect on consumer behavior, the importance and the ethical issues surrounding them. The section on methodology describes how the process of the conceptual framework development is theoretical and will be focused on the review of peer-reviewed sources but will also be followed by an AI-based review. The discussion talks of the most significant results regarding the transparency of the content quality and trust relationships alongside the conceptual framework put forward by the synthesis based on AI. A conclusion is then presented with strategic implications that marketers need to consider, such as the need to build transparency and ethical AI tool operationalization to foster trust among customers to have sustainable communications.

## **Literature Review**

This literature review explores three interconnected dimensions of trust and transparency in AI-generated marketing content: (1) the impact of transparency and content quality on consumer trust, (2) the ethical challenges of AI-driven marketing, and (3) strategies for fostering transparency and trust in AI-driven content. Each section develops a distinct perspective but remains connected to the central theme of building consumer trust in AI-driven content.

### ***Impact of Transparency and Content Quality on Consumer Trust***

Transparency is very important in shaping consumer perceptions of AI-made marketing content. It has been researched that when the companies inform about the use of AI in the creation of their content, the reactions on the part of the consumer are highly different. The

suspicion element rises among some of the audience especially when they consider that the content is manipulative or of low quality (Nordhoff & Zumstein, 2025). Others are, nevertheless, embracing transparency as they enjoy having a chance to make informed decisions and the clarity created by transparent information regarding the use of AI (Werz et al., 2025). This implies that with transparency there is an increase or decrease in levels of trust relative to a given context.

Transparency is applicable but it is not an adequate practice to build a long-term trust. The quality of the resolution of the content produced is a determinant factor. This is because in cases where the recipients of AI generated content are not fully revealed, their anticipation of trust can be accommodated by producing high quality AI generated content that is precise, salient and moves the recipient emotionally (Yadav, 2024). Conversely, ambiguous, incomplete, and irrelevant disclosure content will lower the confidence that consumers will have in them despite open disclosure. This shows that the ideas of transparency and quality need to be consistent in their marketing strategy with the aim of ensuring that the brands build credibility.

One more dimension is the connection between perceived authenticity and anthropomorphism of AI content. Anthropomorphism or features that give human-like qualities to the AI systems can reinforce the concept of social presence and would build consumer trust. According to research conducted by Wang et al. (2025) on the consumer experience regarding AI involvement, the reactions are usually favourable when generated AI content comes across as likable and identifiable. When consumers are made to emphatically notice the fact that such attributes are machine-driven, the reverse can be the case unless managed in a responsible manner. Therefore, finding the optimal point between the transparency and the human nature is the necessary problem that marketers should encounter.

Altogether, the dynamics of transparency, content quality, and consumer perception reflect how complex the process of AI marketing trust-building can be. To succeed, brands should not depend entirely on disclosure but make sure that the information is attractive, helpful and consumer-centric. With this combination of elements, when done in the right way, AI-generated content can lead to the building of trust and consumer-branded relationships.

### ***Ethical Challenges in AI-Driven Marketing***

Bias in AI systems is one of the most chronic ethical issues applied in AI-driven marketing. Since AI is based on historical data it is prone to being biased in an aspect of prejudice encompassing race, sex and social status. That poses serious ramifications on trust, where biased results may alienate some segments of consumers and decrease the confidence levels that AI-based campaigns are fair and equal (Yadav, 2024). To prevent the risks associated with the above, companies will need to invest in transparent algorithms, diversified datasets in training, and continuous tests and audits in monitoring AI performance and results.

The consumer is also likely to mistrust AI marketing because of the issue of privacy. Personalization done by AI depends on the presence of personal data, which creates concerns about whether or not this data is being collected with consent or is secure and used ethically. When consumers believe their information is not being used with protection or is being communicated with not clearly, they will feel that AI systems are invasive and untrustworthy. Some laws like the General Data Protection Regulation (GDPR) have been introduced to



protect consumer rights yet the companies have to be transparent in their data practices to reward their customers (Chaudhary, 2024; Sardana & Singh, 2025).

Accountability is also a big ethical obstacle. It is frequently hard to ascertain who is to be answerable in cases of damage or misbehavior where AI is concerned because these can be funneled to the self-learning abilities. As an example, when AI produces deceiving advertisement or unrealistically discriminatory or biased advertisement towards certain

categories, it is unclear what or who is at fault and whether those responsible can be identified at all. Lack of accountability in AI can turn this often-heralded technology into an irresponsible and potentially dangerous tool in the hands of consumers (Chaudhary, 2024). In such a way, regulation and management systems are critical to the ethically responsible AI marketing.

Ethical AI should also uphold overarching human morals like fairness, inclusiveness and consumer welfare in addition to legal compliance. Park and Yoon (2024) contend that there is dire need to incorporate ethical design principles in the AI systems in order to protect consumer rights and values in the society. The importance of focusing on equity, inclusivity, and long-term societal impact of AI systems is that brands that show these priorities will actually work to reduce risks and build consumer trust. By doing so, responsibility in the use of AI is put in the forefront in avoiding harm as well as being positive and supportive in marketing.

### ***Strategies for Fostering Transparency and Trust in AI-Driven Content***

Increasing transparency is one of the best mechanisms utilized in developing trust in AI-created marketing. This is not a simple disclosure that involves the use of AI but also convincingly stating how AI is affecting the creation of content using plain and simple language that would be understood easily. Open communication that contains no technical terms and yet, gives value will more easily be received by the consumer in a positive way (Werz et al., 2025). By packaging AI application as a value-addition vs a veiled process, brands can alleviate the suspicion and establish receptiveness.

Good content is equally needed when building trust. Brands need to make sure that AI-generated content is not just correct but that it is personalized as well as emotionally captivating. This is because studies reveal that consumer trust is greatly improved when content is consistent with consumer needs and also when it appeals to them on a one-on-one basis (Yadav, 2024). The continuous enhancement of algorithms and the adaptation of the content depending on the consumer behavior allows the firm to show its activity in the provision of value and relevance.

The other pillar to the trust-building techniques is the implementation of ethics. This needs to take into consideration the significant issues like bias, fairness, and privacy. Monitoring activities such as periodic audit, varied training sets and abidance by data protection laws are essential in ensuring responsible AI (Chaudhary, 2024; Yadav, 2024). In implementing such protective measures, the brands pass across the message that they consider the interests of consumers and are fair in their marketing strategies.

Lastly, a consumer-based connection which involves a two-way interaction promotes accountability and trust. Empowering consumers to give feedback, ask questions and advise how AI-driven systems develop will foster shared responsibility. Haudhary (2024) argues that the sensitivity to the concerns of the consumers does not only improve the level of trust, but

also fosters long-term loyalty. In the long run, good ethical behavior and responsible ways of using AI can help build credibility, making AI indispensable and barely noticed in brand communication (Park & Yoon, 2024).

### ***Summary of Key Studies on Trust and Transparency in AI Marketing***

New research has been focusing on how transparency, content quality, and ethical concerns can impact consumer trust in AI-generated marketing content. Table 2 displays a synthesis of some of the recent studies, summing their main findings, theoretical formation, and its reflection on the conceptual formation of this paper. These works show that disclosure clarity, perceived human-likeness, ethical responsibility, and relevance of AI-generated content are the factors that can shape trust. They also embrace a variety of theoretical perspectives including Cognitive Load Theory, Signalling Theory, and the Elaboration Likelihood Model, which guides the trust-building mechanisms addressed by this research.

**Table 2: Summary of Selected Studies on Trust and Transparency in AI-Generated Marketing Content**

Author(s)	Year	Key Findings	Theoretical Framework
Vössing et al.	2022	Transparency improves trust when AI involvement is clearly disclosed, but excessive detail can cause cognitive overload.	Cognitive Load Theory
Wang et al.	2025	Human-like traits in AI increase trust and purchase intention, but transparency about AI involvement may reduce this effect.	Theory of Anthropomorphism
Yadav	2024	Bias in AI algorithms erodes trust; ethical practices are essential for building trust in AI-driven marketing.	Social Identity Theory
Sardana & Singh	2025	High-quality content, especially when tailored to consumer preferences, increases trust in AI-generated marketing.	Elaboration Likelihood Model (ELM)
Chaudhary	2024	Lack of accountability in AI systems undermines trust; clear attribution is essential for ethical AI use.	Ethical AI Framework
Werz et al.	2025	Transparency signaling positively affects trust and consumer engagement, but it must be communicated clearly.	Signaling Theory
Von Eschenbach	2021	Lack of transparency in AI decision-making leads to mistrust and reluctance to engage with AI-generated content.	Black Box Theory
Kim et al.	2024	Disclosure of AI-generated content impacts consumer perceptions of trust, with ethical motives enhancing engagement.	Social Trust Theory

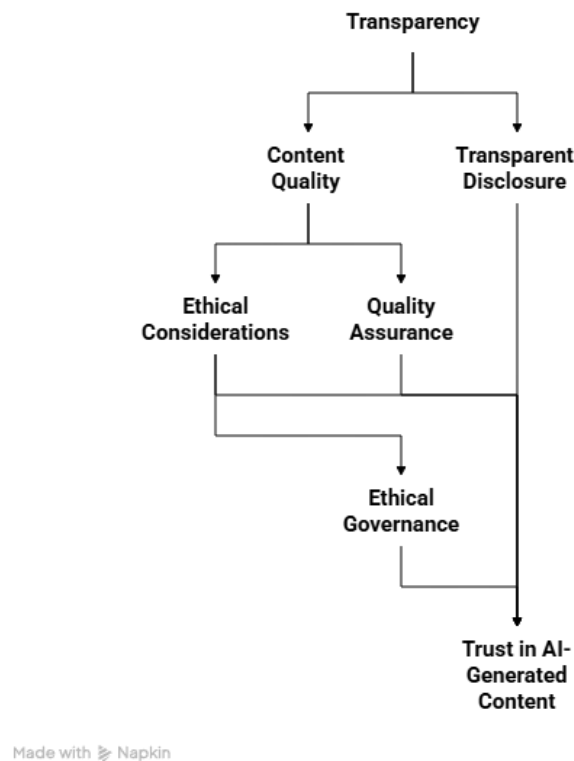
Source: (Scopus AI, 2025)

These papers contribute to the importance of strategic transparency, high content quality, and ethical alignment as the key factors to instilling consumer trust in AI-based marketing. They establish both empirical and theoretical bases on which the conceptual model of this paper is developed.

### Theoretical Framework

The theoretical framework, as shown in Figure 1, will be based on the theories of trust-building, transparency, and ethical use of artificial intelligence (AI) to address responsible utilisation of artificial intelligence (AI) in marketing communications by brands. The framework suggests an integration of the theories of trust, transparency models of communication, and ethical AI concepts to pursue the three aforementioned goals.

### Building Trust in AI-Generated Marketing Content



**Figure 1: Theoretical Framework for Building Trust in AI-generated Marketing Content**

Source: (Napkin AI, 2025)

#### *Transparency and Content Quality as Drivers of Consumer Trust*

Trust theory states that trust can emerge when a person realizes the presence of competence, integrity and benevolence in the part of the information provider (Feng & Kim, 2025). Transparency (or the disclosure of information on the use of AI and data patterns) is a critical prerequisite of confidence with reference to AI-generated content applied in marketing (Wang et al., 2025; Shin & Ahsan, 2025). There is research evidence that AI authorship does not always negatively affect credibility in case the information is of high quality: perceived informativeness, relevance, and emotional appeal could support credibility (Nordhoff & Zumstein, 2025; Saxena & Rishi, 2025).



The level of the content is an intermediary between transparency and trust. Essentially, although the initial perception of a piece of content written by an AI is bound to be a negative one, through the provision of high-quality, culturally authentic, emotionally gripping, and need-focused content, trust can be retained or even increased (Saxena & Rishi, 2025). On the one hand, transparency disclosures are not able to counter a lack of trust in low-quality or generic content. In this context, content quality is positioned as a reinforcing process of transparency with regards to building consumer trust.

### ***Ethical Considerations in AI-Driven Marketing***

The ethical concerns of AI marketing can be classified into four areas that are mentioned in national or global ethical guidelines, including privacy, bias, accountability, and misinformation (Knight, 2025; Nair et al., 2025). The problem of privacy is related to the fact that AI is built on the foundation of vast amounts of information about consumers and behavioral profiling which raises the issue of informed consent and data security (Kaur & Singh, 2024). In the absence of appropriate care, algorithmic bias can restore the unfair practices of discrimination and lead to unfair customer experiences (Su et al., 2023; Rivas & Zhao, 2024). Among the ethical marketing principles and aligned with responsible AI governance models are transparency of the AI decision-making process and liability of harms to it (Hermann, 2022; Rajora et al., 2025). Moreover, the AI-related creation of misleading or manipulative information underlines the need for accuracy, fact-checking, and intent when communicating a brand (Khaled, 2024).

Within the frames, ethical considerations would act as boundary conditions of the trust-transparency relationship. Ethical violations can severely impair trust even in situations where the level of transparency and quality of the content are high, such as in the case of personal data misuse or misinformation.

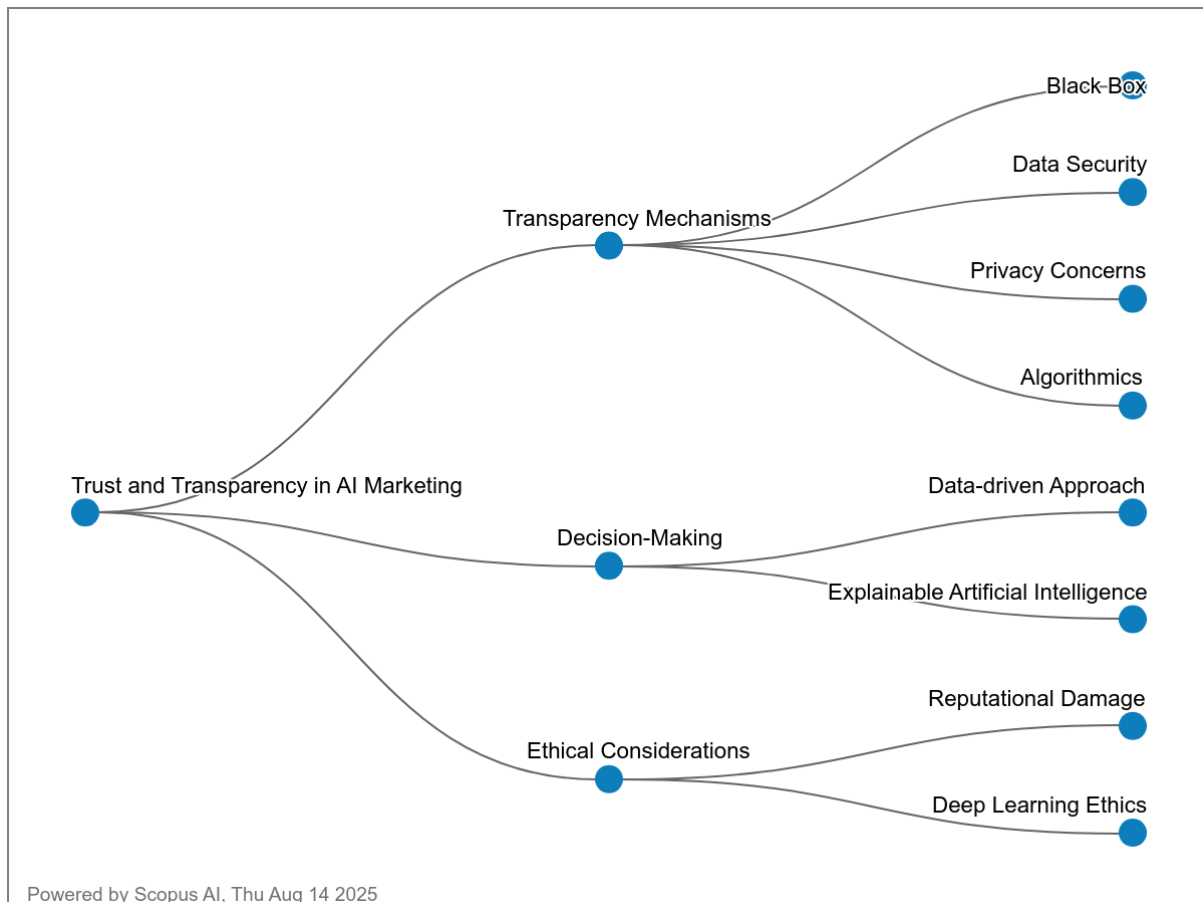
### ***Building Transparency and Trust Through Strategic Recommendations***

According to the literature, the framework presents three synergistic strategic levers to brands, and they include: transparent disclosure, quality assurance, and ethical governance. Transparent disclosure can include an explicit mention of AI contribution to the generation process of the content and making the data usage explainable in a readily comprehensible language (Wang et al., 2025; Feng & Kim, 2025). Quality assurance also implies gradual enhancement of AI systems so that output relevance, aptness in terms of culture, and attractiveness on an emotional scale are not undermined, in terms of the high quality generated by an AI system (Sardana & Singh, 2025). Ethical governance ought to encompass adherence to a prescribed set of formulated regulations that would entail measures of reducing bias, protecting privacy, accountability procedures, and multidisciplinary monitoring (Eid et al., 2024; Hermann, 2022).

By putting these together, the theory supporting the framework is that the trust placed on the machine-generated marketing materials is the highest when both transparency and the quality of the content are high, and when the ethical risks have been reduced proactively. The holistic strategy is also in line with the more recent view that AI marketing can be promoted not only by technical improvement but also by ethical and communicative consistency with customer perception.

### Conceptual Map

Figure 2 below is a conceptual map giving a visual snapshot of significant interconnected issues that envelop the topic of Trust and Transparency in AI Marketing. It describes how the various components contribute to the creation of trust and transparency and a central point that connects the primary areas of interest.



**Figure 2: Conceptual Map of Trust and Transparency in AI Marketing**

Source: (Scopus AI, 2025)

The conceptual map indicates the relationship between these interdependent factors and trust and transparency in marketing of AI-driven initiatives. In its central position, it is possible to observe Trust and Transparency in AI Marketing, which is linked to the need that creates adequate communication between AI systems and consumers. The primary source of this support is the Transparency Mechanisms, which will help to win the trust of the customers by understanding how the AI systems work and how they use the data.

Ethical Considerations are also very useful to instill a sense of trust as they prioritize the ideas of being just and accountable in the deployment of AI. The ethical AI practice can be described as the provision of the principles of ethical use of AI systems, which would reflect the values of the mass population. However, the Black Box issue has its dilemma since the lack of transparency in AI-based decision-making could be harmful to trust, and it is essential to reduce such a transparency gap.

Besides, Data Security and Privacy Concerns are essential to the development of consumer trust as protection of the personal data becomes an important parameter towards the formation of trust in the existence of the AI systems. Another key component of the AI operations in marketing that is reflected on the map is the Algorithmics and Data-driven Approaches, and it is critical to mention that there is a tendency towards complex algorithms and extensive data. The way to ensure that these systems are sound and ethical is to promote transparency.

Also, Explainable Artificial Intelligence (XAI) is related to the ability to make concrete decisions in the area of AI and can be useful in gaining consumer confidence because they can understand the reasons behind the AI decisions. Among the factors through which the consumers come up with the perceptions include, in decision-making in AI, especially its autonomous or semi-autonomous actions, and therefore it is important to provide transparency as a trait of AI systems. Lastly, Reputational Damage and Deep Learning Ethics reminds that the failure to adhere to ethical principles in the AI practice can lead to a loss of reputation for an organization and the loss of consumer trust. All these elements form a coherent model to highlight the moral, ethical, and practical issues of implementing AI marketing tactics in a responsible and consumer-trust context.

### **Linked Concept Path Summary**

To be able to comprehend the trust and transparency processes in AI-driven marketing more fully, it is important to define the key connectivities that influence consumer perceptions focusing on the interdependent work of the transparency mechanisms, decision-making process, and ethical considerations.

### ***Linkages Between Trust and Transparency in AI Marketing: Transparency Mechanisms***

The concepts of trust and transparency in AI marketing are closely related to each other and in the procedures involved in deciding how AI systems are marketed in terms of the useful functions and processes of use. The AI systems' transparency involves the explanation of the process by which decisions are made and conveyed, which involves the data utilized to make the decisions and the algorithm behind the system. It has been determined that truthful and candid disclosure of reliable, explicit, and comprehensible information about the actions of the AI can take one far in engendering trust in consumers. Transparency also assists users to feel more confident in the usage of AI-based models because they already trust their judgment since they know why it has been made (Lee & Cha, 2025). Therefore, the transparent work of AI systems will foster a trusting relationship because the users can easily comprehend the working mechanism and outcomes of the AI-based decision-making.

Transparency is valuable; however, it does not necessarily come down to the matter of providing more information. Excessive transparency can also be perceived as cognitive overload by the user and, apparently, lead to the decreasing AI systems. Ngo (2025) goes further to insinuate that too much transparency is likely to make the decision-making process appear somewhat complicated or paranoid, and this creates a tension in user experiences. The users may also feel awkward with the fact that they constantly have to learn the intricacies of the AI system's functioning. This requires the adaptive models of transparency between the depicted need for clarity and unrepresented capacity, not too detailed to give rise to the creation of trust that would clutter the consumer. Providing the appropriate amount of information to make users trust the information without being confused guarantees that a brand can make the users confident and facilitate the evolution of AI technologies.

The second important aspect of transparency mechanisms is that they contribute to trustworthiness through human-centered explanations. Scharowski et al. (2023) emphasize that providing explanations to the user in a human-readable form, e.g., by providing the importance of features or returning counterfactual explanations, the user would feel more inclined to trust and use the system. Explanations of this sort demystify AI to make it easier to understand among the laymen who may not necessarily understand the inner workings of AI in detail. To give an example, when an AI system can explain why it recommends a particular product based on some of its characteristics, and these characteristics can be said to be relevant to the user, then the perception is that there is a collaboration existing between the system and its user. Such anthropomorphic descriptions mask the need to offer transparency, and, at the same time, they make the way we interact with the AI more natural and comprehensible. However, it is important to note that there was a lack of research conducted with respect to the direct role that the explanations play in inducing user trust, particularly with respect to AI-based marketing material.

Also, psychological theories of trust play an important role in the answer to the question of how transparency mechanisms can govern the actions of users. Alimour et al. (2024) also indicate that the psychological expertise on the creation of AI systems can help increase the confidence of users through promoting clarification, responsiveness, and fairness. Having acquired knowledge regarding the understandings and judgments of AI systems by users, developers will be able to establish their forms of transparency on the emotional and cognitive requirements of the users. Trust is not only associated with technical disclosure, but with the formation of an emotional bond between the individual and the machine. Thus, the mechanisms of transparency should be designed with the understanding of how people can build trust, such as reliability, predictability, and fairness in decision-making based on AI.

In conclusion, building trust through transparency tools in Artificial Intelligence in marketing content should aim at finding an appropriate balance between the level of information shared in order to build trust, but also avoid the risk of imposing too much information and thus cognitive overloading. Transparency ought to make people gain trust by giving them clarity on how the AI systems operate, but too much information can lead to a paradox with adoption being challenging. User-friendly explanations will be more convenient to the users since they will be more familiar. Besides, psychological theories of trust can be used as a valuable supplement to the creation of AI systems that would increase user delight and confidence, building a more trusting and stronger AI-mediated relationship. And, in the end, as the AI technologies continue to evolve, so should the transparency mechanisms that ensure the ethical application thereof and establish trust.

**Table 3: Overview of Research Studies on Trust and Transparency in AI Marketing - Transparency Mechanisms**

Authors	Title	Source title	Year	Cited by
Yu L.; Li Y.	Artificial Intelligence Decision-Making Transparency and Employees' Trust: The Parallel Multiple Mediating Effect of Effectiveness and Discomfort	Behavioral Sciences	2022	53

Authors	Title	Source title	Year	Cited by
Scharowski N.; Perrig S.A.C.; Svab M.; Opwis K.; Brühlmann F. Ngo V.M.	Exploring the effects of human- centered AI explanations on trust and reliance	Frontiers in Computer Science	2023	12
	Balancing AI transparency: Trust, Certainty, and Adoption	Information Development	2025	0
Lee C.; Cha K.	Toward the Dynamic Relationship Between AI Transparency and Trust in AI: A Case Study on ChatGPT	International Journal of Human- Computer Interaction	2025	3
Park K.; Yoon H.Y.	Beyond the code: The impact of AI algorithm transparency signaling on user trust and relational satisfaction	Public Relations Review	2024	15

Source: (Scopus AI, 2025)

Table 3 shows various research on AI transparency and trust in marketing in various environments. The study conducted by Yu and Li (2022) has explored the ways in which transparency in AI decision-making could impact employee trust and has determined the mediating effects that the effectiveness and discomfort have. This paper, published in Behavioral Sciences, has attracted a lot of attention since it has been cited 53 times. Scharowski et al. (2023) have explored how human-centered AI interpretability (i.e. feature importance and counterfactuals) can affect trust and reliance; their article in Frontiers in Computer Science was cited 12 times. On the other hand, Ngo (2025) examined the potential negative correlation between transparency and AI adoption, which states that moderate transparency would result in the development of trust, whereas too much transparency would inhibit adoption. Other studies have not cited the information development article yet. In another study on the effects of transparency and trust of AI, Lee and Cha (2025) observed that transparency and accuracy in the explanation of AI benefited consumer trust in the International Journal of Human-Computer Interaction. This work has been cited 3 times. Finally, Park and Yoon (2024) studied in the Public Relations Review journal the effects of the transparency signalling of AI algorithms on trust and relational satisfaction with the parent company and received 15 references. Overall, it can be argued that the studies indicate a growing interest in getting to know more about ethical and trust implications of AI in the context of marketing, to which transparency appears to be a vital component of consumer trust development and consumer satisfaction across a variety of applications.

### ***Linkages Between Trust and Transparency in AI Marketing: Decision-Making***

The key to that objective of effective human-AI collaboration in the marketing setting is trust and transparency in the AI decision-making. As AI systems continue to enter marketing plans, there is an emergent need to have consumers understand how such systems operate. Transparency of decision-making ensures that the AI mechanisms cannot be conceptualized as black box systems but, instead, as systems of responsibility and comprehensibility. According to Yu and Li (2022), decipherability in AI judgment has a large influence on perceived efficacy and unease of AI systems. When consumers are aware of the way in which decision is made, they are more likely to trust the system, particularly when the decisions are made in a personalized recommendation or advertisement targeting context. However, due to the lack of



transparency, they are likely to lose trust in the AI since users can believe that this tool is making some random and biased decisions that they do not even comprehend.

Also, the concept of reciprocity between transparency, fairness, and trust is critical in the AI decision. The practice of providing descriptions and fairness statements with the AI application will tremendously impact the perceptions of fairness and trust in the users, as highlighted by the team of Angerschmid et al. (2022). The more the users trust the results of the AI systems, the more they should be encouraged to display the processes of the decisions made, as well as how the decision arrived at is fair. It is particularly relevant in marketing because in that case, the consumer loyalty is held on the account of fairness and the unbiased decision-making process. One of the examples is when an AI system personalizes content or advertisement, consumers should be guaranteed that it is not discriminating against a particular group or use of discriminatory actions. The concerns can be mitigated and trust can be improved by having transparency in how fairness is managed as a part of the decision-making processes.

Although the overall effects of transparency in AI decision-making on trust are well-documented, there is less material on the study of a specific sector, i.e., AI marketing decision-making. However, the importance of integrity and openness that is mentioned in the context of general AI can actually be used in marketing decisions. The fact that the marketing system used by AI, and specifically the machine-learning versions of that system, is opaque in its decision-making process, is a potential risk that can demonstrate consumer concern over how personalized content or targeted advertisements is selected. Without a clear communication on such decisions, consumers may perceive that they are being manipulated or marginalized. Therefore, clarifying AI marketing decision-making may be significant to reduce the sense of unease and achieve trust. It can be a big difference in how consumers perceive it on whether it is because of AI-driven marketing or biased marketing.

Further, in addition to the aspects of transparency and fairness, the perceived effectiveness of AI marketing decision-making is a necessary condition in establishing trust. By demonstrating to consumers how AI can be practical and resourceful through recommendation or advertisement, consumers would be useful in instilling trust in the AI system. The openness also helps in this perception as the consumers need to have the knowledge of the motivation and the rationale behind making certain recommendations and how they fit in the interest of consumers or their needs. It is stated that the level of transparency in the AI decision-making process not only influences the level of trust but further enhances the overall user experience, as decisions of the AI can be better associated with what the users anticipate them to be (Yu & Li 2022). In regard to marketing, it means that the AI systems must offer satisfactory explanations on the manner in which they make decisions, which ultimately will promote higher user experiences and effective marketing actions.

In conclusion, trust and transparency in AI marketing decision-making are inseparably utilized and are to be used to instill consumer confidence in the decision-maker. Because AI systems make more risky autonomous decisions about personalized content and targeted advertisement, it is important to make sure such decisions can be explained, be unbiased, and feel efficient. The trust and suppression of discomfort related to consumers can be enhanced through transparency mechanisms, such as the means of knowing how decisions have been made, besides the process involved in making algorithmic decisions, which are fair. With AI-based marketing gaining more ground in development, the adoption of such transparency efforts can

help brands establish a positive relationship with consumers and, therefore, enhance satisfaction, loyalty, and consumer trust in the AI-created content implemented in marketing.

**Table 4: Overview of Research Studies on Trust and Transparency in AI Marketing - Decision-Making**

Authors	Title	Source title	Year	Cited by
Kovari A.	AI for Decision Support: Balancing Accuracy, Transparency, and Trust Across Sectors	Information (Switzerland)	2024	4
Yu L.; Li Y.	Artificial Intelligence Decision-Making Transparency and Employees' Trust: The Parallel Multiple Mediating Effect of Effectiveness and Discomfort	Behavioral Sciences	2022	53
Angerschmid A.; Zhou J.; Theuermann K.; Chen F.; Holzinger A.	Fairness and Explanation in AI-Informed Decision Making	Machine Learning and Knowledge Extraction	2022	114
Sakshi S.; Vallabhaneni N.; Mamilla R.; Paneer P.; Venkatesan M.	Explainable AI and Its Usefulness in the Business World	Explainable, Interpretable, and Transparent AI Systems	2024	0
Jonelid G.; Karl R.; Alkhaled L.; Mokayed H.	Bridging Perspectives: Enhancing Trustworthy AI Through Transparency, Reliability, and Safety	IEEE International Conference on Industrial Engineering and Engineering Management	2024	0
Montealegre-López N.	Exploring the role of trust in AI-driven decision-making: a systematic literature review	Management Review Quarterly	2025	0
Kovari A.	AI for Decision Support: Balancing Accuracy, Transparency, and Trust Across Sectors	Information (Switzerland)	2024	4

Source: (Scopus AI, 2025)

Table 4 provides an overview of the research studies that investigate the subject of trust and transparency in AI-based decision-making in any context. Kovari (2024) has addressed the need to find a balance between accuracy, transparency, and trust in decision support systems and has been cited 4 times. The article by Yu and Li (2022) is focused on the influence of AI decision-making transparency on employee trust, which takes into account the mediating effect of effectiveness and discomfort, and this article has been cited 53 times. Angerschmid et al.

(2022) also contributed to the line of knowledge regarding fairness and explanation of AI-supported judgements, and several of its mentions were cited 114 times. Explainable AI in business was also analyzed by Sakshi et al. (2024), who did not reference this article, published in Explainable, Interpretable, and Transparent AI Systems. Another article by Jonelid et al. (2024) stated the importance of transparency, reliability, and safety as methods of forming trustworthy AI, yet it has not been referred to in any other sources. The importance of trust in AI-based decision making has also been addressed by Montealegre-Lpez (2025) though his work has not been cited either. These works draw the reader to the existing shifts regarding the equilibrium between precision, credibility, and disclosure in AI decision making, some of which have been widely cited in the scholarly community, and some that have not been cited at all. They emphasize the importance of explainability and fairness as the ways of building trust into AI systems and transforming them to be transparent and responsible.

### ***Linkages Between Trust and Transparency in AI Marketing: Ethical Considerations***

Ethics is an important factor in consumer trust and the maintenance of this trust in AI marketing. The success of AI-based marketing approaches, which is always directly connected to consumer trust, the sense of fairness, and ethicality, has always been established. Yadav (2024) found that the degree of exposure to the experience of AI marketing was 67.9 percent of the surveyed and there was a very strong correlation between the perception of AI unfairness and unethicity and the belief that AI marketing was a trustworthy hub. The question of transparency is also important in that respect because people tend to trust AI systems more when they feel that these systems are being used in a fair way without having an agenda. At that, there is a need to draw up transparent ethical regulations in the framework of AI marketing to establish trust. Ethical transparency is relevant in the sense that without such a level of transparency, even the most technologically advanced systems enabled by AI can be faced with a certain level of distrust that inevitably will undermine its potential to effectively communicate with consumers.

Ethical concerns raised by artificial intelligence in marketing present a catalogue of concerns that must be addressed to ensure the rights of consumers are not abused and to establish confidence. The primary concerns, which are quite central, are about privacy, utilization of the data and potential manipulation. Nair et al. (2025) argue that, on the one hand, AI can be extremely promising when it comes to consumer interrelationships and tailored marketing; on the other, it is harmful when it comes to information manipulation and deceiving consumers. An illustration is the demands of AI systems to use personal data without proper authorization or to make decisions based on partial and prejudiced data, which is consumer exploitation and, therefore, leads to the loss of consumer trust. Marketers must achieve a balance between seizing the potential of AI to stimulate the business on the one hand and manifesting awareness to patronize and uphold the rights of customers to freedom and privacy on the other. Ethical AI will therefore have to prioritize consumer control and data safety in AI marketing to ensure the trust in AI marketing is built.

Whereas the aspect of accountability in AI decision-making is more stressed in the civilian field of healthcare, its relevance in the marketing context is desirable to the same extent. Sirbu and Mercioni (2024) believe that the key concerns of such an industry as healthcare can be transparency and accountability because they need to ensure that their systems implemented with AI align with the ethical guidelines and principles. The same applies to marketing: AI systems are to be accountable with regard to their decisions and actions. As an example, when AI-enabled recommendation system inadvertently ends up recommending harmful products or

products that convey wrong information, systems of transparency and accountability must be provided, so that the issue can be fixed. The consumers must be persuaded that, in marketing, AI systems will not commit any breach of special ethical lines and the decisions made by the system will not contradict their interests and principles.

The most burning ethical concern about AI marketing is emerging to be the phenomenon called AI washing: the deliberate misrepresentation of the AI functionality to gain a competitive advantage. Haridasan et al. (2025) also think about the negative effects AI washing may have by severely decreasing consumer trust. When companies overstate the capabilities of their AI-based marketing solutions, customers would feel short-changed when they realize that the systems are not as effective as the company had stated. Such overestimation of the AI capabilities is harmful not only to the credibility of the individual brands but to a wider issue of credibility in the application of AI in marketing. Honest dialogue about the actual strength of the AI tools, along with the ethical declarations of its limits, could be the step that would help to mitigate this issue and create a more secure connection with the consumer.

Finally, the principles of trustworthy AIs rely on the idea of transparency, reliability, and safety. According to Jonelid et al (2024), in order to create long-term trust, AI systems must be designed using these concepts. To ensure that AI is acceptable to consumers, they must understand that the system is not only transparent in its functionality, and they also feel secure to use it. In terms of marketing, this means that the AI-generated content has to be consistent, free of any malicious bias, and developed to protect the privacy of the consumers. By applying a holistic approach and including transparency as a component of reliability and safety issues, marketers will be in a position to come up with AI systems that will be trusted by consumers and thus will maximize the efficiency of any marketing campaign that utilizes AI.

**Table 5: Overview of Research Studies on Trust and Transparency in AI Marketing - Ethical Considerations**

Authors	Title	Source title	Year	Cited by
Yadav S.J.	AI bias and fairness: Ethical considerations in service marketing strategies	Integrating AI-Driven Technologies Into Service Marketing	2024	3
Haridasan A.C.; Xavier N.; Krishnan M.A.N.; Glorindal G.	AI Washing in Marketing: Feasibility, Viability, and Ethical Constraints	Strategic Blueprints for AI-Driven Marketing in the Digital Era	2025	0
Nair A.J.; Manohar S.; Mittal A.; Patwa N.	AI marketing and ethical considerations in consumer engagement	AI Marketing and Ethical Considerations in Consumer Engagement	2025	0
Sirbu C.L.; Mercioni M.A.	Fostering Trust in AI-Driven Healthcare: A Brief Review of Ethical and Practical Considerations	2024 16th International Symposium on Electronics and Telecommunications, ISETC 2024 - Conference Proceedings	2024	3

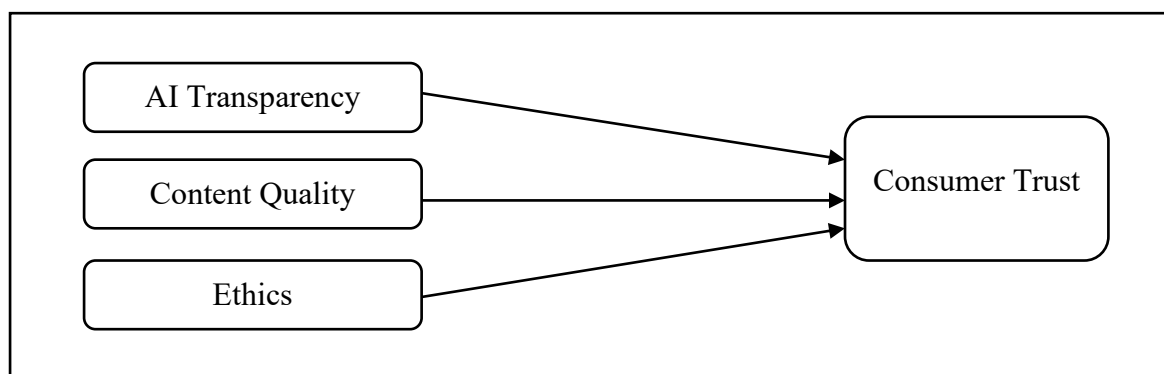
Source: (Scopus AI, 2025)

Table 5 provides an overview of the research studies focused on the ethical aspects in AI marketing with references to the aspect of trust and its transparency. The ethical issue concerning AI in marketing has been represented by Yadav (2024) with references to three sources, the need to eliminate bias and fairness in service marketing strategies. The article by Haridasan et al. (2025) is an example of the research on the aspect of AI washing in the sphere of marketing that examined its feasibility, viability, and ethical constraints and was not cited in any publications yet, which demonstrates its limited academic scope. The article by Nair et al. (2025) offers an ethical dimension of AI marketing and discusses how it may influence consumer participation, but the research has not been cited yet, which implies that it should be paid more attention to. Sirbu and Mercioni (2024) summarized ethical and practical considerations to facilitate trust in AI-driven healthcare, and three sources were referred to in the article, and the entire issue related to the ethical use of AI was discussed. All these studies point out that the research on ethical aspects of AI in marketing has been growing and with a wide variety in the level of its mention.

### Conceptual Framework Development

The conceptual framework of the study is founded on the literature on AI transparency, quality of content, and ethical marketing. Relationships involving disclosure, consumer perception, and trust were arranged into core theoretical models, including Signalling Theory, the Elaboration Likelihood Model, and Cognitive Load Theory. As an example, signalling theory can explain how disclosure of AI involvement can help build trust, whereas cognitive load theory can be used to show how too much detail can be dangerous. The quality of content can be of paramount importance in influencing the central or peripheral processing pathways used by consumers.

This framework implies that transparency and content quality are interdependent: transparency will only generate trust depending on whether the content is also perceived to be of high quality, and vice versa. Beyond that, ethics, in the form of fairness, privacy, bias mitigation, and accountability, is a direct driver of trust, determining whether consumers see AI use as credible and responsible. The suggested model can guide future empirical research and assist marketers in the development of AI-enabled strategies that are transparent, ethical, and consumer-friendly.



**Figure 3: Proposed Conceptual Framework**

Source: (Scopus AI, 2025)



As shown in Figure 3, AI transparency, content quality, and ethics are three separate factors enhancing consumer trust in AI-generated marketing content. Transparency, content quality, and ethics refer to the clarity and fair disclosure of AI involvement and the quality and relevancy of the content and emotional appeals, as well as fairness, accountability, bias mitigation, and data privacy. Collectively, these dimensions offer a comprehensive underpinning of how organisations can engage AI responsibly and generate and maintain consumer trust.

### **Methodology**

The theoretical and literature-based methodology presented in this conceptual paper aims to examine the interconnection between transparency, content quality, and consumer trust in AI-generated marketing content. The methodology consists of the following elements:

#### ***Sources of Data***

The information in this paper was retrieved through peer-reviewed journals, academic conferences, and industry reports involving artificial intelligence in marketing, consumer behavior, transparency, and ethical practices of AI. The main databases that were used in the literature search were Scopus AI and Consensus.app. The focus on relevance to the topic, credibility, and recent AI-generated marketing developments were the criteria of inclusion.

#### ***Data Management***

ChatGPT and Scopus AI were used to collect, organize, and synthesize all of the selected literature to aid thematic extraction and literature mapping. ChatGPT was utilised to aid in the reviewing, summarizing, and cross-source comparison of the key findings with the aim of ensuring consistency in their interpretation. Articles were placed and categorized under frequent themes which included:

- Transparency in AI-generated content,
- Content quality and consumer perception,
- Trust formation mechanisms,
- Ethical concerns such as bias, privacy, and accountability.

The thematic categories allowed a systematic comprehension of the way in which the literature to date has conceptualized the relationship between AI-generated content and consumer trust.

#### ***Technique of Analysis***

In the study, conceptual content analysis was used to study the interaction of key constructs, namely transparency, quality of content, and trust in the literature. The process entailed:

- Thematic coding to identify patterns and relationships.
- Comparative analysis of theoretical frameworks such as Signalling Theory, Elaboration Likelihood Model, and Ethical AI Frameworks.
- Synthesis of insights to construct a conceptual model of trust in AI-generated marketing.

One of the main instruments in this process was Scopus AI which could identify regularities in the current research and create conceptual maps demonstrating the connections between constructs. These maps played an essential role in finding the correlations between consumer actions, decision-making processes, and perceived interaction value. Thereby, they contributed

to the refinement of the focus on how the transparency of AI disclosure and content quality interact in shaping consumer trust. Past research supports the idea that transparency builds consumer trust (Zhou & Lu, 2024; Vössing et al., 2022), but also warns about the possibility of cognitive overload due to excessive transparency, which will necessitate a careful balance in communication (Zerilli et al., 2022).

### Research Process Flow

The conceptual analysis adhered to the process displayed in Figure 3 below.



**Figure 3: Methodology for Trust and Transparency in AI-Generated Marketing Content Study**

Source: (Napkin AI, 2025)

The flow of the research process that was followed in this study is outlined in a structured six-step process that informed the conceptual analysis. It started with a detailed literature search, including peer-reviewed literature on databases like Scopus AI and Consensus. This move helped to incorporate pertinent studies on transparency, trust, ethical concerns, and quality of content in AI-generated marketing. The second step was the relevance filtering, during which the studies were screened according to their relevance to the research objectives, especially those studies that addressed AI transparency and consumer perceptions. The third step involved

thematic identification, whereby the literature that had been selected was classified and coded into main themes that included transparency mechanisms, formation of consumer trust, content quality, and AI ethics.

The fourth step involved relationship mapping based on the concept mapping feature available in Scopus AI and served to visually identify the key relationships between consumer actions, AI decision-making, and trust. This process of mapping played a role in refining the focus of the analysis. The fifth step entailed framework development, during which the knowledge gained through the literature review was synthesized into a conceptual framework that demonstrates the relationship between the topics of AI transparency, content quality, and consumer trust. Lastly, the sixth step involved the formulation of strategies, in which the study suggested viable guidelines to marketers on how to incorporate an ethical, transparent, and consumer-centered AI-generated content strategy. This methodology led to the creation of a sound and broad conceptual framework.

### **Key Findings and Thematic Insights**

The theoretical review of the current body of literature demonstrates that there are a number of overlapping themes regarding the importance of AI in marketing, and some of them are transparency, quality of content, and consumer trust. Through the overview of various studies, four major themes were identified, and they all help to explain how consumers react to AI-generated content and which factors contribute to the fact that trust is either supported or diminished.

On the one hand, transparency of the uses of AI-generated content is at the focus of the development of consumer attitudes. The research reveals that honesty in reporting the use of AI when it comes to creating marketing content is more likely to increase consumer trust, especially when it comes with explainability (Zhou & Lu, 2024; Vössing et al., 2022). Nevertheless, transparency can become too much and result in information saturation or a lack of credibility, so it is paramount to have a healthy middle ground (Zerilli et al., 2022).

Secondly, the quality of the content is a pillar in developing consumer trust. Whether the content is made by people or by AI, what matters is that it makes sense, evokes emotions, is useful, and personalized to capture attention and make people believe what is being said (Sardana & Singh, 2025; Shin & Ahsan, 2025).

Third, there is the issue of fairness, bias, and privacy, in which ethical concerns play a very strong role in the perception of consumers related to AI. Consumers will be more willing to trust AI content when they believe it to be fair, not misusing the data, and without manipulative intent (Yadav, 2024; Park & Yoon, 2024).

Lastly, the theme of trust mechanisms discusses how emotion and cognition-related factors like perceived honesty, openness, and reliability can affect consumer reactions to AI disclosures. The way these mechanisms are balanced is through the process of anthropomorphizing the AI or framing it in the communication process (Werz et al., 2025; Wang et al., 2025).

These themes are the building blocks of the conceptual framework established in the present study that link AI transparency and quality of content to long-term trust and consumer loyalty. These major themes and studies that support them are summarized in Table 6.

**Table 6. Summary of Key Findings from Literature**

Theme	Main Insight	Key Studies
AI Transparency	Enhances trust, but over-disclosure may cause cognitive overload.	Zhou & Lu (2024), Vössing et al. (2022), Zerilli et al. (2022)
Content Quality	Essential for trust and message credibility.	Sardana & Singh (2025), Shin & Ahsan (2025)
Ethical Considerations	Consumers are sensitive to bias and privacy issues in AI content.	Yadav (2024), Park & Yoon (2024)
Consumer Trust Mechanisms	Trust is driven by perceived openness and emotional resonance in content.	Werz et al. (2025), Wang et al. (2025)

Source: (Consensus, 2025)

### **Managerial and Theoretical Implications**

The proposed study will provide practical information to the marketers and a theoretical contribution to scholars working on the boundary of artificial intelligence, marketing communication and consumer trust.

#### ***Managerial Implications***

From a managerial perspective, the results show that consumer confidence in marketing generated by AI requires more than efficiency in technology. Organizations should incorporate transparency, quality, and ethics into their communication forms in such a manner that it is practical and audience-friendly.

To begin with, the disclosure of the participation of AI must be understandable yet brief. Rather than burying consumers with technical information, simple and clear statements like “This message was generated with AI assistance” can be used to indicate openness without making communication too difficult to understand (Werz et al., 2025).

Second, the quality of content should be the main focus. It does not matter whether the messages are written by people or AI since consumers will judge the messages based on how clear, relevant, and emotional they are (Sardana & Singh, 2025). These investments in AI systems must thus be directed at personalizing, being culturally sensitive and aligned with contexts, so that content is perceived as valuable and trustworthy.

Third, marketing practices should have ethical governance. Marketers need to overcome the potential threat of algorithmic bias, abuse of consumer data, and unclear decision-making because ethical violations can undermine trust even faster than technical malfunctions (Yadav, 2024; Chaudhary, 2024). Taking proactive steps, like auditing algorithms, protecting data privacy and ensuring accountability, can make consumers more confident and protect brands.

Taken collectively, these implications mean that marketers should have a three-pronged approach, including (1) clear disclosure of AI use, (2) ensuring high-quality, consumer-centric content, and (3) ethical oversight. Such a strategy not only maintains trust but also makes AI-enabled marketing a plausible and ethically reasonable innovation in competitive digital markets.

### ***Theoretical Implications***

Theoretically, this study advances the emerging literature on trust in AI-mediated marketing, as it incorporates the concept of transparency, content quality, and ethics into one coherent framework.

First, it builds on Signalling Theory by making AI disclosure a type of transparency signalling. By openly declaring AI engagement, the brands will convey authenticity and responsibility, which will be perceived by consumers as a sign of trust (Vössing et al., 2022; Werz et al., 2025).

Second, it complements the Elaboration Likelihood Model (ELM) by demonstrating that the quality of the content influences the channel by which consumers process AI-generated messages (central or peripheral route). Relevant, high-quality content helps create deeper engagement and increase trust, whereas low-quality content negates the credibility even in cases when disclosure is provided (Sardana & Singh, 2025; Wang et al., 2025).

Lastly, the study incorporates ethical factors into the models of trust formation, and the results of the study suggest that fairness, privacy, bias mitigation, and accountability are the immediate determinants of consumer trust (Yadav, 2024; Chaudhary, 2024). Ethics can therefore be seen as not only boundary conditions, but as a key element in long-term confidence in AI-mediated communication.

Integrating these viewpoints, the paper proposes a multi-dimensional theoretical model of AI-generated marketing trust, which can be used to conduct an empirical examination in the future across industries and cultures.

### **Suggestions for Future Research**

Despite the fact that this conceptual study has served a good foundation, there are a number of directions that can be pursued in the future. Second, empirical validation is required to test the effect of the different levels of AI disclosure (minimal, moderate, detailed) on consumer trust and attitudes in diverse platforms, including social media, e-commerce, and email marketing. Previous studies indicate that disclosure is a mixed effect as it can increase credibility or it can raise suspicion; therefore, emphasizing the necessity to conduct experimental and survey-based research (Wang et al., 2025; Vössing et al., 2022).

Second, there is a need to investigate the personal differences as moderators of trust in AI-enabled marketing. As an example, consumer skepticism, prior experience with AI, and the privacy factor can affect the perception of transparency (Kim et al., 2024). Future research would be able to quantify the impact of these characteristics on enhancing or diminishing the value of the disclosure and ethical communication strategies. On the same note, cross-cultural differences might help to understand how transparency and ethical expectations vary across the world, as different norms and regulatory procedures may exist (Von Eschenbach, 2021).

Third, longitudinal research is necessary to learn how consumer trust can change with repeated exposure to AI-generated content. Trust is a dynamic process: although the high quality and transparent communication may increase the level of confidence in the very beginning, the repeated exposure to the low quality or ethically dubious performance could diminish it as time



goes by (Sardana & Singh, 2025). Longitudinal studies would enable the researchers to identify these changes more precisely.

Lastly, future studies should aim at coming up with viable models that encompass transparency, ethics, and the content quality in the marketing strategies. This can be in the form of standardized AI disclosure or guidelines on ethical AI governance or a mix of both human and AI contributions (Chaudhary, 2024; Kim et al., 2024). These endeavors could not only help to reinforce the theoretical knowledge but also create practical recommendations that could be used by the practitioners who need to find a balance between technological advancements and consumer confidence.

### **Conclusion**

This conceptual paper has investigated the relationships between transparency, quality of content, and ethics as factors that influence consumer trust in AI-generated marketing content. The analysis shows that although transparency is key, it has to be disseminated in a balanced and consumer-friendly manner. The quality of content becomes the most important determinant and either builds or destroys credibility in AI disclosure. Ethical protection, such as fairness, privacy protection, and accountability, are also of paramount importance, as trust can easily be broken by a consumer feeling that bias or data misuse has occurred.

To practice, the study offers clear advice: brands need to use simple disclosure techniques, produce good-quality and customized content, and engage in active ethical governance. The combination of these measures allows marketers to develop credibility and maintain trust with consumers in an AI-filled comms environment that is becoming more prevalent.

Theoretically, the study also provides a multi-dimensional model that links signalling theory, the elaboration likelihood model, and ethical AI perceptions. By combining these aspects, it enlarges the current concepts of building trust and establishes a framework within which empirical studies can be conducted in the future across industries and across cultures.

Despite its conceptual limitations, the framework offers a guide to testing the influence of various degrees of disclosure, differences in the quality of disclosure content, and ethical framing on trust. Further investigation is needed to confirm these dynamics with experimentation, surveys, and cross-cultural studies, and also through longitudinal designs to capture changes in trust over time with repeated exposure to AI-driven content.

In summary, this paper has highlighted that the viability of AI marketing in the long run will not only depend on technical innovation but also on the capacity of a brand to communicate in a clear, responsible, and ethically upright manner.

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