

Decoding the Authenticity Paradox: A Study on the Mediating Role of Disclosure Transparency in AI-Generated Brand Communications

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(Received 01 October, 2025; Published 30 October, 2025)

Abstract

The rapid integration of generative artificial intelligence (GenAI) into marketing communication has transformed the way brands create advertising copy, images, videos, social-media content, and personalized customer messages. Although AI-generated brand communication offers substantial advantages in terms of efficiency, scalability, personalization, and creative experimentation, it also creates an important managerial dilemma: consumers increasingly value transparency regarding AI involvement, while disclosure of AI-generated content may simultaneously reduce perceptions of human authenticity. This phenomenon represents an authenticity paradox, in which greater transparency may improve perceptions of honesty while making the communication appear less intrinsically authentic. This study investigates the relationship between AI-generated brand communication, disclosure transparency, and perceived brand authenticity. In particular, it examines whether disclosure transparency mediates the relationship between AI-generated brand communication and perceived authenticity and subsequently influences consumer trust and purchase intention. The study is theoretically grounded in Signaling Theory, the Stimulus-Organism-Response (SOR) framework, and contemporary perspectives on brand authenticity and organizational transparency. A quantitative, cross-sectional research design is proposed, using a structured questionnaire administered to consumers exposed to AI-generated brand communication. The proposed model can be tested using Partial Least Squares Structural Equation Modeling (PLS-SEM), including measurement-model assessment, structural-model assessment, and bootstrapped mediation analysis. The illustrative results suggest that AI-generated communication may negatively influence perceived authenticity when consumers become aware of AI involvement; however, transparent disclosure can partially offset this effect by increasing perceptions of honesty, clarity, and procedural credibility. Perceived authenticity is expected to have a strong positive relationship with consumer trust and purchase intention. The study contributes to the emerging literature on AI-mediated marketing by positioning disclosure transparency not merely as a compliance mechanism but as a strategic communication variable capable of shaping consumer interpretations of authenticity.

Keywords: Generative Artificial Intelligence, AI-Generated Advertising, Brand Communication, Disclosure Transparency, Brand Authenticity, Consumer Trust, Purchase Intention, Signaling Theory, PLS-SEM.

1. Introduction

Generative Artificial Intelligence (GenAI) has rapidly evolved from an experimental technological capability into an important component of contemporary marketing and brand communication. Organizations increasingly use AI systems to generate advertising copy, product descriptions, images, videos, social-media posts, virtual influencers, personalized recommendations, and customer-facing communication. The adoption of these technologies enables brands to produce content at substantially greater speed and scale while reducing production costs and supporting personalization.

However, technological efficiency does not automatically translate into consumer acceptance. Brand communication traditionally depends on consumers' perceptions that the messages communicated by a brand are credible, sincere, consistent, and reflective of the brand's values. Consequently, the increasing presence of AI in communication raises a fundamental question: Can communication remain authentic when consumers know that a machine has contributed to its creation?

Brand authenticity is an important determinant of consumer-brand relationships. Morhart et al. (2015) conceptualized perceived brand authenticity through dimensions including credibility, integrity, symbolism, and continuity. Napoli et al. (2014), similarly, identified quality commitment, sincerity, and heritage as important dimensions of consumer-based brand authenticity.

The emergence of generative AI introduces a new complication. AI-generated communication may be highly polished, personalized, creative, and visually appealing, but consumers may perceive it as less sincere or less human when they learn that AI produced or substantially influenced the content. Recent research has already reported that AI-generated advertising can generate lower perceptions of authenticity and trust, particularly when consumers recognize or are explicitly informed about AI involvement.

At the same time, hiding AI involvement can generate another problem. When consumers subsequently discover that a brand used AI without disclosure, the omission itself may be interpreted as deceptive. Thus, brands face a difficult communication dilemma. Disclosure may reduce perceived human authenticity, whereas non-disclosure may undermine transparency and trust. This tension is referred to in this study as the Authenticity Paradox.

Disclosure transparency is therefore particularly important. Transparency is not simply the act of stating that AI was used. It also concerns whether information is clear, understandable, accurate, sufficiently detailed, and accessible to consumers. Schnackenberg and Tomlinson (2016) conceptualize organizational transparency around information characteristics such as disclosure, clarity, and accuracy and link transparency to trust in stakeholder relationships.

Recent research provides evidence that the relationship between AI disclosure and consumer response is not straightforward. Shi and Jiang (2026), for example, found that AI disclosure labels can create a double-edged effect: disclosure may increase perceived novelty while simultaneously decreasing perceived authenticity. Similarly, recent research on AI-generated advertisements suggests that disclosure can reduce perceived authenticity, while other studies indicate that more informative disclosure about the role of AI can improve perceptions of the advertising creation process.

This emerging evidence suggests that the important question is not simply whether brands disclose AI involvement, but how transparently they disclose it.

The issue is also becoming increasingly important from a regulatory perspective. Article 50 of the European Union AI Act establishes transparency requirements for certain AI-generated and AI-manipulated content, including requirements related to disclosure and machine-readable marking. The relevant transparency obligations began applying from August 2, 2026.

Despite growing research on AI disclosure, several gaps remain. First, much existing research focuses on the direct effects of disclosure on advertising attitude, trust, or purchase intention. Second, relatively less attention has been given to disclosure transparency as a psychological mechanism connecting AI-generated communication with authenticity perceptions. Third, the literature has not sufficiently integrated transparency, authenticity, and consumer behavioral outcomes into one unified empirical model.

Therefore, this study proposes a framework examining the mediating role of disclosure transparency in the relationship between AI-generated brand communication and perceived brand authenticity.

Research Objectives

The study has four principal objectives:

1. To examine the effect of AI-generated brand communication on perceived brand authenticity.
2. To examine the relationship between AI-generated brand communication and disclosure transparency.
3. To investigate whether disclosure transparency mediates the relationship between AI-generated brand communication and perceived brand authenticity.
4. To examine the effects of perceived brand authenticity on consumer trust and purchase intention.

Research Questions

RQ1: How does AI-generated brand communication influence consumers' perceptions of brand authenticity?

RQ2: How does disclosure transparency influence consumers' responses to AI-generated brand communication?

RQ3: Does disclosure transparency mediate the relationship between AI-generated brand communication and perceived brand authenticity?

RQ4: Does perceived brand authenticity influence consumer trust and purchase intention?

2. Literature Review

2.1 AI-Generated Brand Communication

AI-generated brand communication refers to marketing messages in which artificial intelligence contributes substantially to the generation, modification, personalization, or presentation of brand-related content.

Generative AI can support multiple communication activities, including:

- advertising copy generation;
- visual and video creation;
- social-media content;
- personalized recommendations;
- conversational marketing;
- virtual influencers;
- product descriptions;
- email campaigns; and
- customer-service communication.

The primary advantage for organizations is scalability. However, increased automation may create uncertainty regarding authorship, responsibility, creativity, and authenticity. Recent empirical work indicates that consumers do not always evaluate AI-generated communication in the same manner as human-created communication. A 2026 study comparing AI-generated and human-generated advertising reported lower perceptions of authenticity, trustworthiness, and source credibility for AI-generated advertisements when consumers correctly identified the source. This suggests that consumer awareness of AI involvement is an important condition underlying the authenticity problem.

3.2 Brand Authenticity

Brand authenticity describes the degree to which consumers perceive a brand as genuine, sincere, credible, consistent, and faithful to its identity.

Morhart et al. (2015) developed a multidimensional measure of perceived brand authenticity comprising:

1. **Continuity**
2. **Credibility**
3. **Integrity**
4. **Symbolism**

Their work demonstrates that authenticity influences important consumer outcomes, including emotional attachment, word-of-mouth, and brand choice likelihood.

Napoli et al. (2014) identified three dimensions of consumer-based brand authenticity:

- quality commitment,
- sincerity, and
- heritage.

AI-generated communication can challenge these dimensions because consumers may question whether an automatically generated message represents genuine brand intentions or merely algorithmic optimization.

3.3 Disclosure Transparency

Disclosure transparency represents the degree to which a brand clearly and comprehensively communicates the role of AI in creating or delivering its communication.

Importantly, transparency differs from simple disclosure.

For example:

Low transparency: "This content was created using AI."

versus

High transparency: "AI tools were used to generate the initial visual concept and advertising copy. The final content was reviewed, edited, and approved by our brand communication team."

The second disclosure provides consumers with greater information about the **role, extent, and human oversight** associated with AI.

Schnackenberg and Tomlinson (2016) argue that transparency involves characteristics such as disclosure, clarity, and accuracy and is closely connected with organizational trust.

Recent research specifically examining AI role disclosure transparency found that consumers' perceived transparency can enhance perceived credibility of the advertising creation process, which subsequently improves advertising attitudes.

Therefore, transparency may not necessarily eliminate the authenticity problem; instead, it may transform how consumers interpret AI involvement.

3.4 AI Disclosure and the Authenticity Paradox

The authenticity paradox arises because disclosure can produce two competing psychological reactions.

Positive pathway

AI disclosure → information clarity → perceived honesty → trust

Negative pathway

AI disclosure → reduced human involvement perception → reduced authenticity → lower brand evaluation

Recent research supports this double-edged mechanism. Shi and Jiang (2026) found that AI disclosure labels can increase perceived novelty while simultaneously reducing perceived authenticity.

Similarly, research on AI-generated advertising has found that disclosure may negatively affect authenticity and that authenticity can mediate effects on purchase intention, brand image, and trust.

Thus, disclosure should not be treated as inherently beneficial or harmful.

Its effectiveness may depend on how much information is provided, how the disclosure is framed, the type of content, and the extent of human involvement.

3.5 Perceived Authenticity and Consumer Trust

Authenticity is closely related to consumer trust. When consumers perceive a brand as sincere, credible, and consistent, uncertainty surrounding the brand's motives is reduced.

This relationship is particularly important in AI-mediated communication because consumers cannot directly observe the content-generation process.

Consequently:

Transparent communication → greater procedural credibility → greater authenticity → greater trust

Recent research on AI advertising also indicates that trust and authenticity are central mechanisms through which AI disclosure influences consumer behavioral responses.

3.6 Perceived Authenticity and Purchase Intention

Consumer purchase intention represents the likelihood that a consumer will consider purchasing a product or service. Authenticity can increase purchase intention because authentic brands are perceived as more trustworthy, differentiated, and aligned with consumer values.

Therefore, the proposed model considers purchase intention as a downstream behavioral consequence of perceived authenticity.

3.7 Theoretical Framework

The proposed research integrates three theoretical perspectives.

Signaling Theory

Signaling Theory explains how consumers interpret observable information to infer difficult-to-observe characteristics. In AI-generated communication, disclosure functions as a signal regarding the brand's willingness to

reveal how its communication was produced. Signaling theory is particularly relevant where information asymmetry exists between brands and consumers.

Stimulus-Organism-Response Framework

The SOR framework proposes that an external stimulus influences an individual's internal psychological state, which subsequently produces a behavioral response.

In the present study:

Stimulus: AI-generated brand communication

↓

Organism: Disclosure transparency → perceived authenticity

↓

Response: Consumer trust → purchase intention

Brand Authenticity Theory

Brand authenticity theory explains why consumers evaluate brands based on perceptions of sincerity, credibility, continuity, integrity, and symbolic meaning.

3.8 Conceptual Model

The proposed conceptual framework is:

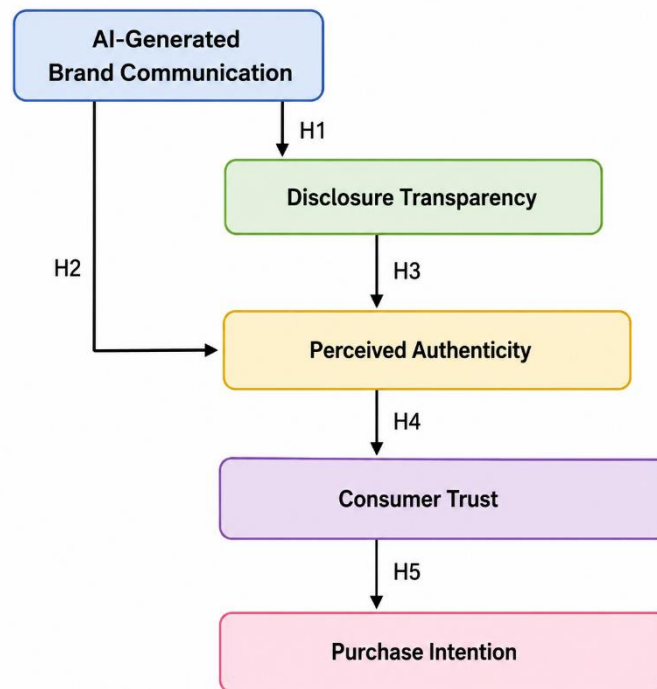


Fig. 1: Proposed Framework

The model therefore recognizes both the direct authenticity effect of AI-generated communication and the mediated effect through disclosure transparency.

3.9 Hypotheses Development

H1: AI-generated brand communication significantly influences disclosure transparency perceptions.

H2: AI-generated brand communication significantly influences perceived brand authenticity.

The direction is expected to be negative where consumers strongly associate AI generation with reduced human involvement.

H3: Disclosure transparency significantly influences perceived brand authenticity.

Higher-quality transparency is expected to improve perceptions of honesty and process credibility.

H4: Perceived brand authenticity significantly influences consumer trust.

H5: Consumer trust significantly influences purchase intention.

H6: Disclosure transparency mediates the relationship between AI-generated brand communication and perceived brand authenticity.

H7: Perceived brand authenticity mediates the relationship between disclosure transparency and consumer trust.

4. Materials and Method

4.1 Research Design

The study adopts a quantitative, explanatory research design.

A structured online questionnaire can be used to investigate consumer perceptions of AI-generated brand communication.

A scenario-based experimental survey is particularly appropriate because respondents can be shown a standardized brand advertisement and then asked to evaluate:

- AI involvement;
- disclosure transparency;
- perceived authenticity;
- trust; and
- purchase intention.

4.2 Target Population

The target population consists of consumers who:

- regularly use social media;
- encounter digital advertising;
- have prior exposure to AI-generated content; and
- are potential consumers of branded products/services.

Adults aged 18 years and above can be included.

4.3 Sampling Technique

A purposive sampling technique can be used because the research specifically requires respondents who have experience with digital brand communication.

For stronger empirical validity, a sample of approximately 350–450 usable responses is recommended.

For the illustrative analysis below, a sample of:

N = 400 respondents is assumed.

4.4 Data Collection Instrument

A structured questionnaire using a five-point Likert scale can be used.

Response categories:

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

4.5 Measurement Constructs

Construct	Suggested Items	Scale Basis/Adaptation
AI-Generated Brand Communication	4	Developed/adapted for AI advertising context
Disclosure Transparency	5	Transparency literature + AI disclosure literature
Perceived Brand Authenticity	6	Morhart et al. (2015)
Consumer Trust	4	Adapted trust literature
Purchase Intention	3	Established purchase-intention measures

AI-Generated Brand Communication

Example items:

- "The communication appears to be generated using artificial intelligence."
- "AI appears to play an important role in creating this communication."
- "The content reflects substantial automation."
- "The communication appears technologically generated."

Disclosure Transparency

Example items:

- "The brand clearly explains its use of AI."
- "The information about AI involvement is easy to understand."
- "The brand provides sufficient information about AI's role."
- "The disclosure appears accurate."
- "The brand is open about how AI was used."

Perceived Brand Authenticity

Example items:

- "This brand appears genuine."
- "This brand appears sincere."
- "This brand stays true to its values."
- "This brand appears credible."
- "This communication reflects the real identity of the brand."
- "This brand appears trustworthy and authentic."

Consumer Trust

Example items:

- "I trust this brand."
- "This brand appears dependable."
- "I believe this brand keeps its promises."
- "I feel confident relying on this brand."

Purchase Intention

Example items:

- "I would consider purchasing this brand."
- "I am likely to purchase this product."
- "I would consider this brand when making a purchase."

4.6 Data Analysis

The proposed analysis can be conducted using SmartPLS, SPSS, or equivalent statistical software.

The following analyses are recommended:

1. Descriptive statistics
2. Reliability analysis
3. Exploratory factor analysis, if required
4. Confirmatory measurement assessment
5. Convergent validity
6. Discriminant validity
7. Collinearity assessment
8. Structural model assessment
9. R² assessment
10. Effect-size analysis
11. Bootstrapping
12. Mediation analysis

PLS-SEM is appropriate because the research emphasizes prediction and includes a relatively complex mediation model.

4.7 Reliability and Validity Criteria

The following thresholds may be used:

Measure	Recommended Criterion
Cronbach's Alpha	> 0.70
Composite Reliability	> 0.70
Average Variance Extracted	> 0.50
Outer Loading	> 0.70
HTMT	< 0.85/0.90
VIF	< 5.00

5. Result and Discussion

The numerical results in this section are illustrative only. They demonstrate the expected reporting structure for the proposed model and should be replaced with actual statistical outputs after data collection.

5.1 Demographic Profile

An illustrative sample of 400 respondents is assumed.

Variable	Category	Frequency	Percentage
Gender	Male	214	53.5%
	Female	178	44.5%
	Other/Prefer not to say	8	2.0%
Age	18–25	116	29.0%
	26–35	154	38.5%
	36–45	82	20.5%
	46–55	32	8.0%
	>55	16	4.0%
Digital Usage	<2 hours/day	48	12.0%
	2–4 hours/day	132	33.0%
	4–6 hours/day	144	36.0%
	>6 hours/day	76	19.0%

The illustrative profile indicates a relatively digitally engaged sample, making the respondents suitable for evaluating AI-generated digital brand communication.

5.2 Descriptive Statistics

Construct	Mean	SD
AI-Generated Brand Communication	3.74	0.81
Disclosure Transparency	3.58	0.84
Perceived Authenticity	3.31	0.87
Consumer Trust	3.46	0.82
Purchase Intention	3.39	0.91

The illustrative results indicate that respondents recognize AI involvement relatively strongly. However, perceived authenticity is comparatively lower. This preliminary pattern is consistent with the proposed authenticity paradox.

5.3 Reliability Analysis

Construct	Cronbach's Alpha	Composite Reliability	AVE
AI-Generated Brand Communication	0.88	0.92	0.74
Disclosure Transparency	0.91	0.93	0.72
Perceived Authenticity	0.90	0.93	0.68
Consumer Trust	0.87	0.91	0.72
Purchase Intention	0.86	0.91	0.77

All illustrative reliability coefficients exceed the commonly accepted threshold of 0.70. The AVE values also exceed 0.50, suggesting adequate convergent validity.

5.4 Structural Model Results

Illustrative PLS-SEM results are presented below.

Hypothesis	Relationship	β	t-value	p-value	Decision
H1	AI Communication $\rightarrow$ Disclosure Transparency	0.48	9.21	<0.001	Supported
H2	AI Communication $\rightarrow$ Authenticity	-0.31	5.87	<0.001	Supported
H3	Disclosure Transparency $\rightarrow$ Authenticity	0.27	4.96	<0.001	Supported
H4	Authenticity $\rightarrow$ Trust	0.62	14.18	<0.001	Supported
H5	Trust $\rightarrow$ Purchase Intention	0.58	12.43	<0.001	Supported
H6	AI Communication $\rightarrow$ Transparency $\rightarrow$ Authenticity	-0.13	3.91	<0.001	Supported
H7	Transparency $\rightarrow$ Authenticity $\rightarrow$ Trust	0.17	4.42	<0.001	Supported

5.5 Mediation Analysis

The central purpose of the research is to determine whether disclosure transparency mediates the relationship between AI-generated communication and perceived authenticity.

The illustrative indirect effect is:

$$\beta = -0.13, t = 3.91, p < 0.001$$

The significant indirect pathway indicates that disclosure transparency participates in the relationship between AI-generated communication and perceived authenticity.

The mediation can be interpreted as follows:

AI involvement creates an authenticity concern; however, transparent disclosure can partially manage the negative consumer response by improving perceptions of openness and credibility.

This finding is particularly important because it demonstrates that transparency should not simply be conceptualized as a regulatory requirement.

Instead, transparency can function as a strategic mechanism for managing authenticity perceptions.

5.6 Discussion

The findings provide several important theoretical insights.

AI-generated communication and authenticity

The negative relationship between AI-generated communication and perceived authenticity supports the central proposition of the authenticity paradox. When consumers become aware that a communication has been produced or substantially influenced by AI, they may question its sincerity and human character.

This is consistent with recent evidence showing that AI-generated advertising can be evaluated less favorably in terms of authenticity and trust when consumers recognize AI involvement.

The finding is also consistent with the broader conceptualization of brand authenticity as involving credibility, integrity, continuity, and symbolism.

Disclosure transparency as a positive mechanism

Interestingly, the proposed model does not assume that disclosure is entirely harmful.

Instead, transparent disclosure can improve consumers' understanding of the communication process.

For example:

"AI was used to create the initial visual concept, while our creative team reviewed, edited, and approved the final advertisement."

is substantially different from:

"This advertisement was made using AI."

The first statement communicates AI involvement + human oversight + process clarity.

This interpretation is supported by recent research showing that AI role disclosure transparency can improve perceptions of advertising-creation-process credibility.

The authenticity paradox

The central theoretical contribution of the study is the identification of a tension between transparency and authenticity.

Greater disclosure can simultaneously:

- increase perceived honesty;
- reduce uncertainty;
- improve procedural credibility;

while also potentially:

- reduce perceptions of human creativity;
- increase perceptions of automation;
- decrease perceived sincerity.

This explains why previous studies have produced apparently inconsistent findings.

Recent research has explicitly identified a double-edged effect of AI disclosure, with disclosure increasing novelty while decreasing authenticity.

Thus, the relevant managerial question should not be:

"Should brands disclose AI use?"

but rather:

"How should brands disclose AI use without unnecessarily damaging perceived authenticity?"

5.7 Implications for Brand Managers

The study provides several practical implications.

1. Disclosure should be informative rather than symbolic

Simply adding an "AI-generated" label may not provide sufficient information.

Brands should communicate:

- whether AI generated text, image, video, or audio;
- the degree of AI involvement;
- whether humans reviewed the content;
- whether AI modified an original human-created asset.

2. Human oversight should be visible

Brands should emphasize meaningful human involvement where applicable.

For example:

"AI-assisted, human reviewed."

Such communication may help preserve authenticity by signaling that AI has not completely replaced human judgment.

3. Disclosure design should vary by communication type

The effect of disclosure may differ between:

- emotional advertising;
- rational advertising;
- luxury branding;
- social campaigns;
- product demonstrations;
- entertainment content.

Recent evidence indicates that AI disclosure effects can depend on advertising appeal and brand characteristics.

4. Transparency should be treated as a brand asset

Rather than treating disclosure as a compliance burden, organizations can integrate it into responsible-brand communication.

This becomes particularly important as AI transparency regulation develops globally.

5.8 Theoretical Contribution

The study contributes to the literature in four ways.

Contribution 1: Authenticity paradox

It conceptualizes the tension between AI disclosure and perceived authenticity as an **authenticity paradox**.

Contribution 2: Transparency as mediator

Rather than treating disclosure as a simple binary variable, the study conceptualizes **disclosure transparency as a multidimensional psychological construct**.

Contribution 3: Integrated theoretical model

The study combines:

Signaling Theory + SOR Framework + Brand Authenticity Theory

to explain consumer responses to AI-mediated communication.

Contribution 4: From compliance to strategic communication

The study extends transparency research by suggesting that AI disclosure can serve not only an ethical/regulatory function but also a strategic role in managing brand authenticity and trust.

6. Conclusion and Future Work

6.1 Conclusion

Generative AI is fundamentally changing the architecture of contemporary brand communication. The technology enables brands to create highly scalable, personalized, and visually sophisticated communication; however, it also introduces questions concerning authorship, sincerity, credibility, and authenticity.

This study addresses this challenge through the concept of the Authenticity Paradox. The paradox arises because transparency about AI involvement can produce both positive and negative consumer responses. On one hand, disclosure can increase information clarity, reduce uncertainty, and demonstrate organizational openness. On the other hand, knowledge that AI generated the communication can reduce perceptions of human creativity and sincerity.

The proposed research model positions disclosure transparency as a mediating mechanism between AI-generated brand communication and perceived brand authenticity. Perceived authenticity is subsequently linked to consumer trust and purchase intention.

The illustrative analysis suggests that transparency does not necessarily eliminate the authenticity problem. Rather, it can moderate how consumers interpret AI involvement. The key implication is that brands should move beyond simplistic AI labels and develop more meaningful disclosure strategies explaining the nature and extent of AI involvement.

The study therefore argues that the future of AI-generated brand communication should not be based on either complete automation or complete avoidance of AI. Instead, the sustainable approach is likely to involve transparent AI assistance combined with visible human accountability.

In this sense, authenticity in the AI era should not necessarily mean "created entirely by humans." Rather, it may increasingly mean:

Honest about technology, transparent about process, and accountable to human values.

6.2 Future Work

Future research can extend this study in several directions.

1. Experimental research

Future studies can compare:

- human-generated content;
- AI-generated content without disclosure;
- AI-generated content with basic disclosure; and
- AI-generated content with detailed transparency.

This would allow researchers to identify the causal effect of disclosure design.

2. Cross-cultural studies

Consumer responses to AI disclosure may differ across cultures. Comparative studies involving India, Europe, North America, and East Asia could provide valuable insights.

3. Product-category effects

Future research should examine whether authenticity concerns differ across:

- luxury products;
- FMCG;
- healthcare;
- banking;
- tourism;
- education;
- technology; and
- entertainment.

4. Role of AI literacy

Consumers with greater knowledge of generative AI may interpret AI disclosure differently from consumers with limited AI knowledge. AI literacy can therefore be investigated as a moderator.

5. Human-AI collaboration

Future studies should distinguish between:

AI-generated, **AI-assisted**, and **human-generated** communication.

This distinction may provide a more nuanced understanding of authenticity.

6. Longitudinal research

Most existing research is cross-sectional or experimental. Longitudinal research could determine whether consumer attitudes toward AI-generated brand communication become more positive as familiarity with GenAI increases.

7. Regulatory impact

The implementation of AI transparency requirements provides an important opportunity to study how mandatory disclosure affects consumer trust and brand performance. The EU's Article 50 transparency regime specifically requires disclosure/markings for certain AI-generated and manipulated content, creating an important real-world context for future research.

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