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Consumer Perception of Artificial Intelligence-Based Advertising and Its Impact on Purchase Intention: Evidence from an Academic Environment

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ABSTRACT

Artificial Intelligence (AI) is rapidly changing the way businesses create and deliver digital advertisements. While AI makes advertising more personalized and visually engaging, consumers do not always respond to AI-generated content in the same way. This study examines how four dimensions of consumer perception influence purchase intention toward AI-based advertising. Using a quantitative approach, data were collected from 120 members of the academic community at Politeknik Negeri Sriwijaya and analyzed using Smart-PLS. The results indicate that attractiveness, credibility, and trust significantly encourage purchase intention, with trust emerging as the strongest predictor. In contrast, authenticity does not significantly influence consumers' intention to purchase. These findings suggest that digitally literate consumers are becoming more pragmatic, placing greater value on useful, credible, and trustworthy advertising than on whether the content is created by humans or AI. The study extends current knowledge on AI-based advertising and offers practical insights for businesses seeking to develop AI-driven advertising strategies that build consumer trust and strengthen purchase intention.

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Introduction

The rapid advancement of digital technology has significantly transformed marketing practices, particularly with the emergence of Artificial Intelligence (AI) in advertising. AI enables businesses to generate promotional content more efficiently, including text, images, and videos that are visually appealing and highly personalized. This capability allows marketers to deliver more targeted and relevant messages, ultimately enhancing the effectiveness of digital campaigns and

improving consumer engagement (Dwivedi et al., 2021; Paschen et al., 2021). In addition, the development of generative AI has further expanded the role of technology in marketing by enabling the creation of sophisticated advertising content with minimal human involvement. This shift has made it easier for businesses, including small and medium enterprises (SMEs), to compete in digital environments. However, the increasing use of AI-generated content has also raised concerns regarding transparency, authenticity, and

ethical issues in marketing communication (Davenport & Mittal, 2023).

As digital literacy continues to grow, especially among younger consumers, awareness of AI-generated advertising has increased significantly. While AI-generated advertisements are often perceived as creative and engaging, they may also trigger skepticism, particularly in relation to authenticity and trustworthiness (Ameen et al., 2021; Longoni & Cian, 2022).

From a theoretical perspective, consumer perception plays a crucial role in shaping attitudes and influencing behavioral intentions. Perception refers to how individuals interpret and assign meaning to marketing stimuli, which ultimately affects their decision-making process (Kotler & Keller, 2022). In advertising, positive perceptions are likely to enhance consumer responses, whereas negative perceptions may reduce the effectiveness of marketing communication.

Artificial Intelligence has been increasingly adopted across various business sectors in Indonesia. Previous studies have primarily focused on how AI supports organizational development, operational efficiency, digital marketing, and human resource capacity among SMEs. For example, Trihandayani et al. (2025) demonstrated that AI implementation contributes to improving marketing management, customer analytics, and business performance through training and organizational capacity development. However, these studies predominantly examine AI from the business or organizational perspective rather than from the consumer perspective. Consequently, limited attention has been given to how consumers perceive AI-generated advertising and how these perceptions influence their purchase intention.

In addition, existing studies have largely emphasized the implementation and adoption of AI technologies instead of examining consumers' psychological evaluations of AI-generated advertisements, such as perceived attractiveness, credibility, authenticity, and trust. This indicates that the mechanism through which AI-based advertising shapes consumers' purchase intention remains insufficiently understood, particularly in academic environments where young consumers are among the most active users of digital media.

Therefore, this study addresses this gap by shifting the research perspective from organizational AI adoption to consumer perception of AI-based advertising. Specifically, this study investigates how consumers evaluate AI-generated advertisements through the dimensions of attractiveness, credibility, authenticity, and trust, and examines their effects on purchase intention among university students.

Unlike general consumers, university students tend to engage in more analytical information processing when evaluating advertising messages. Their educational background encourages them to assess credibility, authenticity, and trustworthiness before forming purchase intentions.

This study is expected to contribute both theoretically and practically. Theoretically, it enriches the literature on consumer behavior by integrating AI-based advertising with perception-based analysis. Practically, it provides insights for businesses, particularly SMEs, in designing AI-driven advertising strategies that are not only efficient but also capable of building trust and encouraging purchase intention.

Literature Review

2.1 Artificial Intelligence in Digital Advertising

Artificial Intelligence (AI) has rapidly transformed the digital marketing landscape. Rather than serving only as a supporting technology, AI is now actively involved in creating advertising content, identifying consumer preferences, and delivering personalized marketing messages. Through technologies such as machine learning, natural language processing, and predictive analytics, businesses can communicate with consumers more efficiently and provide advertisements that better match individual needs and interests (Dwivedi et al., 2021; Paschen et al., 2021).

The emergence of generative AI has further accelerated this transformation. Today, AI can produce advertising copy, promotional images, videos, and even interactive campaigns within minutes. As a result, businesses of various sizes, including small and medium enterprises, are increasingly able to compete in digital markets without requiring extensive marketing resources (Davenport & Mittal, 2023).

Despite these advantages, the growing use of AI in advertising also introduces new challenges. Because advertisements are generated by algorithms rather than humans, consumers may question whether the content is authentic, credible, or trustworthy. Consequently, the success of AI-based advertising depends not only on technological capabilities but also on how consumers perceive and evaluate AI-generated content.

2.2 Consumer Perception in Advertising

Consumer perception refers to the way individuals interpret and evaluate information before making decisions. In advertising, consumers do not simply receive marketing messages; they actively assess whether an advertisement is interesting, believable,

relevant, and trustworthy. These evaluations eventually shape their attitudes and influence their intention to purchase a product or service (Kotler & Keller, 2022).

The increasing use of AI in advertising has made this evaluation process more complex. Unlike conventional advertisements that are entirely produced by human creativity, AI-generated advertisements are created with the assistance of algorithms capable of generating text, images, and videos automatically. Although these technologies offer greater efficiency and personalization, consumers may respond differently because they are aware that AI is involved in the creative process.

To better understand these responses, this study adopts four dimensions of consumer perception that are frequently discussed in advertising and digital marketing research. The first is attractiveness, which reflects how visually appealing and emotionally engaging an advertisement is. The second is credibility, referring to the extent to which consumers believe that the information presented is reliable and convincing. The third is authenticity, which represents consumers' perceptions of whether the advertisement appears genuine and natural rather than artificial or manipulated. Finally, trust reflects consumers' confidence in both the advertisement and the product being promoted. Together, these dimensions provide a comprehensive understanding of how consumers evaluate AI-generated advertising before making purchasing decisions.

2.3 Consumer Responses to AI-Generated Advertising

Previous studies have shown that AI-generated advertising creates both opportunities and challenges for marketers. On one hand, AI enables businesses to produce more personalized and engaging

advertisements that match consumers' preferences, leading to better communication and higher levels of customer engagement (Huang & Rust, 2021). Personalized recommendations, adaptive content, and interactive advertising experiences have become increasingly common as AI technologies continue to evolve.

On the other hand, the use of AI may also trigger skepticism among consumers. Some individuals become less confident when they realize that advertising content has been generated by AI instead of human creativity. This awareness may reduce perceptions of authenticity and trust, particularly when consumers feel that AI-generated messages lack genuine emotions or human understanding (Longoni & Cian, 2022). Similarly, Luo et al. (2022) found that transparency regarding AI involvement can influence consumer evaluations and, in some situations, reduce purchase intention.

These findings suggest that technological sophistication alone is not sufficient to guarantee advertising effectiveness. Ultimately, consumers' psychological evaluations determine whether AI-generated advertisements are accepted and whether they successfully encourage purchasing behavior.

2.4 Purchase Intention in Digital Marketing

Purchase intention refers to an individual's willingness or likelihood to purchase a product after evaluating available information. In marketing research, purchase intention is widely regarded as one of the strongest predictors of actual buying behavior because consumers generally form an intention before making a purchasing decision (Kim & Lennon, 2021).

Within digital environments, purchase intention is influenced by more than product characteristics alone. Consumers also consider

whether advertising messages are relevant, visually appealing, credible, and trustworthy. As digital advertising becomes increasingly personalized through AI, these psychological evaluations become even more important in shaping consumer decisions (Li et al., 2021).

2.5 Research Gap

The rapid adoption of Artificial Intelligence has significantly changed how businesses communicate with consumers through digital advertising. Previous studies have consistently demonstrated that AI improves advertising efficiency by enabling automation, personalization, and real-time consumer analysis (Dwivedi et al., 2021; Paschen et al., 2021). As a result, AI has become an increasingly important tool for creating more targeted and engaging marketing campaigns.

Despite these advancements, existing research has largely focused on the technological capabilities of AI or its benefits for organizational performance. Many studies discuss how AI enhances marketing efficiency, customer relationship management, and business competitiveness, while relatively little attention has been given to consumers' psychological evaluations of AI-generated advertising. In other words, research has explained what AI can do, but less is known about how consumers actually respond to AI-created advertisements.

Another limitation concerns the way consumer perception has been examined. Previous studies often investigate consumer attitudes toward AI-generated content as a general concept, without simultaneously considering several important perceptual dimensions. In practice, consumers do not evaluate advertisements based on a single impression. Instead, they consider whether an advertisement is visually attractive, credible, authentic, and trustworthy before deciding whether to purchase the promoted product.

Context also remains an important research gap. Most previous studies have been conducted in commercial settings or among general consumers. Comparatively, little research has focused on academic communities, even though university students are among the most active users of AI-powered applications and digital media. Their frequent exposure to emerging technologies may lead them to evaluate AI-generated advertising differently from the broader consumer population.

Therefore, this study seeks to address these gaps by examining how four dimensions of consumer perception—attractiveness, credibility, authenticity, and trust—influence purchase intention toward AI-based advertising within the academic community of Politeknik Negeri Sriwijaya. By focusing on a digitally literate consumer group, this study is expected to provide a deeper understanding of consumer responses to AI-generated advertising in higher education environments.

2.6 Hypothesis Development

2.6.1 Attractiveness and Purchase Intention

The visual appearance of an advertisement is often the first element noticed by consumers. Attractive advertisements are more likely to capture attention, stimulate curiosity, and create positive emotional responses. In digital environments, where consumers are exposed to a large amount of promotional content every day, visual attractiveness becomes even more important in encouraging engagement with advertisements. Previous studies have shown that advertisements with stronger visual appeal are more likely to generate favorable consumer responses and increase purchase intention (Ameen et al., 2021).

H1: Attractiveness has a positive effect on purchase intention.

2.6.2 Credibility and Purchase Intention

Besides attracting attention, advertisements must also be perceived as credible. Consumers tend to evaluate whether the information presented is accurate, reliable, and believable before considering a purchase. In online environments, where misleading information is relatively common, credibility becomes an important factor in reducing uncertainty and strengthening consumer confidence. When consumers perceive an AI-generated advertisement as credible, they are more likely to develop a stronger intention to purchase the advertised product (Kim & Lennon, 2021).

H2: Credibility has a positive effect on purchase intention.

2.6.3 Authenticity and Purchase Intention

As AI becomes increasingly capable of generating realistic advertising content, consumers also pay greater attention to whether advertisements appear genuine and natural. Authenticity reflects the extent to which advertising content is perceived as sincere rather than artificial or overly manipulated. Consumers who perceive advertisements as authentic generally develop more favorable attitudes toward the promoted products. Therefore, authenticity is expected to positively influence purchase intention.

H3: Authenticity has a positive effect on purchase intention.

2.6.4 Trust and Purchase Intention

Trust is widely recognized as one of the strongest determinants of consumer behavior in digital marketing. Consumers are more willing to purchase products when they trust both the advertising message and the brand behind it. This becomes particularly important in AI-generated advertising because consumers may question the reliability of content produced by intelligent algorithms. When AI-generated advertisements are able to

build consumer trust, they are more likely to encourage purchase intention (Kim & Lennon, 2021).

H4: Trust has a positive effect on purchase intention.

Research Methods

This study adopted a quantitative explanatory design to investigate how consumers perceive AI-based advertising and how these perceptions influence their purchase intention. Given the growing use of AI-generated content in digital marketing, this approach was considered appropriate for examining the relationships among the proposed variables.

The study was conducted within the academic community of Politeknik Negeri Sriwijaya, comprising students, lecturers, and administrative staff who regularly use digital media. This group was selected because they are generally familiar with emerging digital technologies and are frequently exposed to AI-powered content across various online platforms. Their experience with digital environments provides an appropriate context for examining responses to AI-generated advertising.

Participants were selected using purposive sampling to ensure that they met the objectives of the research. Respondents were required to (1) actively use social media, (2) have previously encountered AI-generated or digital advertisements, and (3) voluntarily agree to participate in the survey. A total of 120 valid responses were collected. This sample size satisfies the recommended minimum requirement for Partial Least Squares Structural Equation Modeling (PLS-SEM), which is suitable for studies involving multiple latent constructs and relatively moderate sample sizes.

Data were collected through an online questionnaire distributed using Google Forms. All items were measured on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Rather than developing new measures, the questionnaire was adapted from previously validated studies, with minor wording adjustments to better reflect the context of AI-based advertising.

The research model consists of four dimensions of consumer perception—attractiveness, credibility, authenticity, and trust, as independent variables, while purchase intention serves as the dependent variable. Each construct was measured using several indicators adapted from established literature to ensure conceptual consistency and content validity. The operational definitions of the variables are presented in Table 1.

Finally, the collected data were analyzed using SmartPLS. The analysis was carried out in two stages. The first stage assessed the measurement model by examining indicator reliability, convergent validity, discriminant validity, and construct reliability. The second stage evaluated the structural model to test the proposed hypotheses and determine the significance of the relationships among the variables.

Table 1.
Operational Definition of Variables

Variable	Definition	Measurement Indicators
Attractiveness	Consumers' perception that AI-generated advertising is visually appealing and capable of attracting attention.	Attractive appearance, creative design, emotional appeal
Credibility	Consumers' perception that AI-generated advertising	Reliable information, believable claims,

Authenticity	provides reliable and believable information. Consumers' perception that AI-generated advertising appears genuine, natural, and original.	convincing message
	Consumers' confidence in AI-generated advertising and the promoted product. Consumers' willingness to purchase products after viewing AI-generated advertising.	Genuineness, originality, natural presentation
Trust		Trust in advertisement, confidence in information, confidence in product
Purchase Intention		Intention to buy, intention to try, intention to recommend

Source: Primary Data (2026)

Results and Discussion

A total of 120 respondents participated in this study, consisting of students and staff from Politeknik Negeri Sriwijaya. The majority of respondents were female (60%), while male respondents accounted for 40%. In terms of status, most respondents were students (79%), followed by staff (21%).

Regarding social media usage, the majority of respondents reported frequent use (46%) and very frequent use (25%), indicating that respondents are highly exposed to digital advertising. This supports the relevance of the sample in examining consumer perceptions of AI-based advertising.

Table 2.
Respondent Characteristics

Variable	Category	Frequency	Percentage
Gender	Male	48	40%
	Female	72	60%
Status	Student	95	79%

Variable	Category	Frequency	Percentage
Social Media Usage	Staff	25	21%
	Rarely	10	8%
	Occasionally	25	21%
	Frequently	55	46%
	Very Frequently	30	25%

Source: Primary Data (2026)

Descriptive analysis was conducted to examine respondents' perceptions of each variable. The results show that all variables have mean values above 3.9, indicating generally positive perceptions toward AI-based advertising.

Table 3.
Descriptive Statistics

Variable	Mean	Std. Deviation
Attractiveness	4.12	0.65
Credibility	4.08	0.70
Authenticity	3.95	0.72
Trust	4.20	0.60
Purchase Intention	4.15	0.68

Source: Primary Data (2026)

The highest mean value is observed in trust (4.20), indicating that respondents generally have confidence in AI-based advertising. Meanwhile, authenticity has the lowest mean (3.95), suggesting relatively lower perception compared to other variables.

The measurement model was assessed to ensure the validity and reliability of the constructs. The results are presented in Table 4.

Table 4.
Convergent Validity and Reliability

Construct	Indicator	Loading	AVE	Composite Reliability
Attractiveness	ATR1	0.812	0.66	0.90
	ATR2	0.845		

Construct	Indicator	Loading	AVE	Composite Reliability
Credibility	ATR3	0.801	0.69	0.89
	CRD1	0.836		
	CRD2	0.862		
Authenticity	AUT1	0.792	0.63	0.87
	AUT2	0.815		
Trust	TRS1	0.871	0.71	0.91
	TRS2	0.884		
	PI1	0.854		
Purchase Intention	PI2	0.876	0.69	0.92
	PI3	0.821		
	PI4	0.842		

Source: Primary Data (2026)

All indicator loadings exceed 0.70, confirming strong convergent validity. The AVE values are above 0.50, indicating that each construct explains a sufficient portion of variance. Composite reliability values also exceed the recommended threshold of 0.70, demonstrating high internal consistency. These results suggest that the measurement instrument is reliable and valid for analyzing the structural relationships.

Table 5.
Structural Model Results

Relationship	Path Coefficient	t-Statistic	p-Value	Result
Attractiveness - PI	0.22	2.51	0.013	Supported
Credibility - PI	0.27	3.20	0.001	Supported
Authenticity - PI	0.08	1.20	0.230	Not Supported
Trust - PI	0.36	4.40	0.000	Supported

Source: Primary Data (2026)

The results indicate that attractiveness, credibility, and trust have a positive and significant effect on purchase intention. Among these variables, trust shows the strongest influence, highlighting its central role in shaping consumer decisions in AI-based advertising contexts. However,

authenticity does not have a significant effect on purchase intention. This finding suggests that consumers may not prioritize the perceived naturalness of AI-generated advertisements when evaluating products.

4.2 Discussion

The findings of this study provide important insights into how consumers evaluate AI-generated advertising and how such evaluations influence purchase intention.

First, the significant effect of attractiveness indicates that visually appealing and creative advertisements play an important role in capturing consumer attention. This finding is consistent with prior studies suggesting that engaging digital content enhances consumer responses and emotional engagement (Ameen et al., 2021). Recent research also confirms that AI-generated advertising can improve consumer engagement through visually immersive and interactive experiences, which in turn positively influence purchase behavior (Madhukumar, 2025).

Second, the positive influence of credibility reinforces the importance of reliable and convincing information in shaping consumer decisions. This finding aligns with Kim and Lennon (2021), who highlight that information quality significantly affects purchase intention in online environments. More recent studies also emphasize that AI-driven marketing effectiveness depends on how well advertising content aligns with consumer expectations and perceived value (Guo, 2025).

Third, trust emerges as the most influential factor affecting purchase intention. This result supports previous findings that trust plays a central role in technology-based marketing (Huang & Rust, 2021). Recent studies further strengthen this argument by showing that trust, security, and perceived usefulness are

key determinants of consumer behavior in AI-driven environments (Wang, 2025).

An interesting finding is that authenticity did not significantly influence purchase intention. This result differs from earlier studies suggesting that authenticity enhances consumer trust and purchase decisions (Longoni & Cian, 2022). However, the finding may reflect changing consumer behavior in today's digital environment. Members of the academic community are regularly exposed to AI-generated content through social media, educational platforms, and various digital applications. Consequently, they may no longer evaluate advertisements primarily based on whether the content is produced by humans or AI.

A possible explanation is that modern digital consumers have become more pragmatic in evaluating advertising. Instead of focusing on the origin of the content, they tend to evaluate whether the advertisement provides useful information, presents the product attractively, and can be trusted. In other words, functional value appears to be more important than production origin. As long as an advertisement is informative, visually appealing, and trustworthy, consumers may remain willing to consider purchasing the advertised product, regardless of whether the content was created by humans or artificial intelligence. This interpretation is consistent with recent studies suggesting that increasing familiarity with AI-generated content has gradually reduced consumers' sensitivity toward authenticity, while trust and perceived usefulness continue to play more influential roles in shaping behavioral intentions (Sidra & Wagan, 2025; Wang, 2025).

Overall, these findings suggest that the effectiveness of AI-based advertising depends less on whether the content appears entirely human-generated and more on whether it successfully delivers value to consumers. For

the respondents in this study, attractiveness helped capture attention, credibility strengthened confidence in the information provided, and trust became the primary factor encouraging purchase intention. Authenticity, meanwhile, appeared to function as a complementary attribute rather than a direct determinant of purchasing decisions.

Conclusions and Suggestions

This study examined how four dimensions of consumer perception influence purchase intention toward AI-based advertising. The findings indicate that attractiveness, credibility, and trust positively and significantly affect purchase intention, with trust emerging as the strongest predictor. These results suggest that although visually appealing advertisements are effective in attracting consumer attention, purchasing decisions are influenced more by consumers' confidence in the advertising message and the promoted product.

Interestingly, authenticity was not found to have a significant effect on purchase intention. This finding suggests that digitally literate consumers have become more pragmatic in evaluating AI-generated advertising. Rather than focusing on whether advertising content is created by humans or artificial intelligence, they appear to place greater importance on whether the advertisement is informative, credible, and trustworthy. Overall, the findings demonstrate that the effectiveness of AI-based advertising depends more on consumers' psychological evaluations than on the technological sophistication of AI itself. This study extends the existing literature by showing that, within an academic environment, trust and credibility play a more decisive role than authenticity in shaping purchase intention toward AI-generated advertising.

From a practical perspective, businesses should focus on developing AI-generated advertisements that deliver accurate information, maintain credibility, and strengthen consumer trust rather than relying solely on visually attractive content. Future research is encouraged to examine additional factors, such as perceived usefulness, transparency, or AI disclosure, and to investigate different consumer segments and product categories to better understand how responses to AI-generated advertising may vary across contexts.

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