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# Dualism in the Perception of Millennial Mothers: Between the Aesthetics of Artificial Intelligence and the Authenticity of Reality in Baby Milk Advertisements on Social Media

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**Abstract**

**Background**: The development of Artificial Intelligence (AI) technology in the advertising industry has created new visual standards that contrast with reality, especially for sensitive products such as baby milk. Young millennial mothers, as the primary audience on social media, are now faced with two visual extremes that influence their perceptions and beliefs.

**Objective**: This study aims to explore and analyze the construction of young millennial mothers' desires regarding infant formula advertisements by comparing the use of AI technology and reality content on YouTube and Instagram.

**Method**: Using a constructivist paradigm with a qualitative approach, this study involved 11 young millennial mothers as informants through purposive sampling. Data were collected through observation of 10 advertising documents (5 AI-based and 5 reality-based) and in-depth interviews.

**Data analysis:** used the Miles and Huberman interactive model, with data validity tested through source and theory triangulation. Results: Findings indicate a duality of desire among informants. AI-based advertisements are highly sought after for their visual appeal, adorable baby characters, and engaging features that capture attention. Conversely, reality-based advertisements are considered superior at building credibility and trust because they can portray real parenting situations, community connections, and practical information about market accessibility and support for government programs (e.g., breastfeeding support).

**Conclusion**: The ideal desire of young mothers is hybrid advertising that combines modern AI aesthetics without abandoning the authenticity of reality narratives. The implications of this study suggest that marketers balance technological innovation with the integrity of information to sustain consumer loyalty in the digital age. **Further research** should expand the geographical scope and involve cross-generational participation.

**Keywords:** Artificial Intelligence, Reality Advertising, Millennial Mothers

## Introduction

**Background and Issues**. In today's digital age, social media platforms such as Instagram and YouTube have become the primary sources of information for young millennial mothers seeking recommendations

for children's health products, especially infant formula. However, the emergence of Artificial Intelligence (AI) technology in advertising production has created new hyper-realistic visual standards [1]. The problem arises when advertisements for baby milk products, which should ethically prioritize nutritional information and honesty, begin to be dominated by AI visualizations that depict "perfect babies" and imaginary environments [2]. This environment creates a paradox in consumers' minds: on the one hand, they are captivated by the beauty of digital aesthetics, but on the other hand, they begin to doubt the authenticity and relevance of these advertisements to their complex parenting realities.

**Research Gap**. Although much research has been conducted on the effectiveness of social media advertising [3,4,5]. Most previous studies still focus on the influence of influencers or the conventional use of celebrities [6]. There is still a gap in the literature that compares explicitly the psychological responses and meaning constructions of young mothers to the contradiction between AI-generated visuals and reality (organic) visuals in the context of sensitive products such as infant formula. Most AI research in advertising also tends to be technical or focused on industrial cost efficiency [7,8]. However, rarely touches on the constructivist perspective of how the audience (young mothers) negotiates the "truth" behind this artificial beauty.

**Novelty and Research Objectives**. The novelty of this research lies in the direct comparison between two contrasting visual entities, AI and Reality, using a constructivist paradigm to explore the depth of subjective meaning from 11 millennial mothers. This study not only looks at what is preferred but also examines why young mothers feel the need to maintain a foothold in reality amid the onslaught of digital aesthetics. Additionally, the connection between reality advertising, government programs, and market accessibility is a unique point rarely discussed in high-tech advertising studies. This research aims to fill this gap by identifying the desires of young mothers who balance technological advances with the need for authentic information.

## Theoretical Framework

This study is based on the constructivist paradigm, which views reality as neither singular nor objective, but rather as the result of individual mental constructs shaped by experience and social interaction [9]. In this context, young millennial mothers' desire for baby milk advertisements is not viewed as a mechanistic response to visual stimuli, but rather as a process of deep meaning-making. Researchers position young mothers as active subjects who construct the meaning of "ideal advertising" by negotiating two different digital realities: the technological wonders offered by Artificial Intelligence (AI) and the authenticity represented through reality content.

To comprehensively analyze this phenomenon, this theoretical framework was developed by integrating several key perspectives. First, Hyper-reality Theory was used to explain how AI aesthetics can create standards of beauty that transcend reality, thereby captivating informants' visual attention [10]. Second, Source Credibility Theory is applied to analyze why elements of reality remain an anchor of trust in decisions regarding the selection of infant nutrition products. Finally, this entire series of interpretations is placed in the context of Digital Marketing Communication to examine how the dynamics of social media platforms such as Instagram and YouTube shape young mothers' expectations regarding information transparency, market affordability, and alignment with public health narratives.

### 1. Constructivism Paradigm

In this study, the constructivist paradigm was used as an umbrella concept to understand that the reality of "ideal advertising" is not objective, but instead subjectively constructed by young mothers. Knowledge

and meaning are formed through experience and social interaction. Young mothers construct meaning about the quality of infant formula based on how it is presented in advertisements and how it relates to their real lives [11].

**2. Visual Perception Theory and Digital Aesthetics**

This theory explains why AI-based advertisements are so appealing to informants. Hyper-reality (Jean Baudrillard) states that AI creates visuals that transcend reality (babies that are "too" perfect). Researchers use this concept to explain why young mothers feel entertained and amazed by AI aesthetics even though they know it is a digital simulation. The visual appeal concept explains how elements of color, composition, and the perfection of form in AI technology influence audience attention on social media [12] .

**3. Source Credibility Theory**

This theory serves as the basis for analyzing why Reality ads are more credible [13]. Kredibilitas ditentukan oleh keahlian (expertise) dan kepercayaan (trustworthiness). In your research, reality advertising provides evidence of “honesty” through natural environments and real situations, which increases brand credibility in the eyes of young mothers. This theory reinforces authenticity and trust among the audience. In terms of reliability, the similarity between the models' background in reality advertising and the lives of the informants creates an emotional bond.

**4. Digital Marketing Communication and Social Media**

This concept encompasses the context in which the advertisement is placed (Instagram and YouTube). There is a process of user engagement that responds to the characteristics of social media platforms, which demand content that quickly attracts attention, such as AI. However, it must also provide practical information (such as market location or price in real ads). The characteristics of the millennial generation, who are critical, tech-savvy, yet still seek human values and sustainability in a product versus reality, are spreading to green marketing [14].

**5. Regulation and Advertising Ethics as a Theoretical Supplement**

Relate these findings to advertising standards for sensitive products (formula milk). Focus on the role of advertising in supporting government programs (e.g., breastfeeding education) and on how reality-based advertising is perceived as more in line with ethical norms than AI-generated visualizations, which can sometimes be imaginary [15].

## Methods

**1. This research paradigm and type use a constructivist paradigm with a descriptive qualitative approach.** This paradigm was chosen because the researchers wanted to explore how young mothers construct meaning, experiences, and their subjective realities when interacting with AI-based advertisements and reality.

**2. Informant selection and sampling techniques for this study involved 11 young millennial mothers.** The informant selection technique applied purposive sampling with specific criteria (criterion-based selection) to ensure that the data obtained was rich and relevant. The informant criteria included:

First, young mothers within the millennial generation age range. The selection was based on the assumption that they are digital natives who are very critical of social media content. Second, they have children who consume infant milk, namely formula or growth milk. Third, they actively use selected social media, namely YouTube and Instagram. Fourth, they have been exposed to infant milk product advertisements on these platforms.

**3. The object of this study** is the perceptions of young mothers. Data was obtained by observing 10 advertising documents as research stimuli, which were divided into two main categories. Five AI-based advertisements were selected that predominantly used elements of Artificial Intelligence, including model visualization, background, and digital image processing. Five Reality Ads are characterized by advertisements that emphasize authenticity, use real human models, and feature natural or organic imagery. These advertisements are sourced from YouTube and Instagram.

**4. Data Collection Techniques**

Data were collected through two primary methods to obtain in-depth information: in-depth interviews to explore the feelings, desires, and reasons behind young mothers' preferences for certain types of advertisements. Observations were made of the informants' behavior or responses while watching the advertisements that were the subject of the study.

**5. Data Analysis Techniques**

The collected data were analyzed using Miles and Huberman's Interactive Analysis model, which consists of three simultaneous activities:

**a.** Data Reduction: Summarizing, selecting key points, and focusing on data relevant to young mothers' preferences regarding AI versus Reality advertisements.

**b.** Data Display: Presenting data in the form of brief narratives, charts, or tables to facilitate understanding of relationship patterns.

**c.** Conclusion/Verification: Seeking meaning from the collected data to conclude the informants' desires as a whole [16]

**6. Data Validity Test**

To ensure data quality and objectivity, this study used two triangulation techniques, including source triangulation, which involved comparing interview data from 11 informants to assess consistency in their answers. Theory triangulation is carried out by linking field findings with various theoretical perspectives, namely marketing communication theory, consumer psychology, and visual perception theory, to ensure accurate interpretation.

**Table 1: Comparison of Visual Characteristics and Messages: AI-Based Advertising versus Reality Advertising**

| Dimensions of Comparison | Artificial Intelligence (AI) Based Advertising | Authentic Content Advertising |
|---|---|---|
| Visual Aesthetics | Hyper-realistic and Perfect. Flawless baby skin, symmetrical lighting, and highly saturated (vibrant) color composition. | Natural & Organic. Authentic skin texture, natural lighting, and a color palette that resembles everyday life. |
| Figure Representation | Symbolic. Characters are often a synthesis that represents the "idealism" of a child or a mother. | Relatable. Characters display human expressions, sometimes inclusive of natural imperfections. |
| Room Atmosphere | Futuristic/Imaginary. Backgrounds that often appear too clean or impossible in the real world. | Contextual. Set in familiar home, garden, or public spaces that feel real to the audience. |

| Dimensions of Comparison | Artificial Intelligence (AI) Based Advertising | Authentic Content Advertising |
|---|---|---|
| Message Delivery | Focus on Technology. Emphasizes the sophistication of the formula, molecular efficacy, and future innovations. | Focus on Emotion. Highlights moments of bonding, family warmth, and parenting experiences. |
| Psychological Response | Awe. The visually appealing imagery attracts young mothers. | Empathy (Connection). Young mothers feel "represented" or see themselves reflected in the ad. |
| Potential Risks | Alienation. Considered too fake or creating impossible parenting standards. | Aesthetic Shortcomings. Sometimes considered less "eye-catching" in competitive social media feeds. |

**Source: Research data 2026**

**Result**

The results of research through in-depth interviews and observations of 11 informants show a strong tendency for young millennial mothers to pay more attention to baby milk product advertisements that use Artificial Intelligence (AI) technology. AI-based advertising is dominant in attracting young millennial mothers and exploring digital aesthetics.

**1. Amazing Aesthetic Construction Informants constructed AI-based** advertisements as a new standard in visual beauty in advertising. AI technology is considered capable of creating "perfect" visualizations of babies with adorable, cute, and flawless appearances. Young mothers feel that the visual appearance produced by AI provides a level of visual pleasure that real advertisements cannot consistently achieve. In the constructivist paradigm, informants construct the reality that baby milk advertisements are not just product information, but also a means of visual entertainment that pleases the eye.

**2. Entertainment Effect and Visual Emotional Appeal**

AI-based advertisements were found to entertain informants. Baby characters generated by AI algorithms are often perceived as having more dramatic and adorable expressions than real babies. This creates an instant positive response. Respondents stated that they were more likely to stop scrolling on Instagram or to avoid pressing the skip button on YouTube when they saw artistic, unique AI visuals.

**3. AI as a Representation of the "Ideal Life."**

For young mothers, the clean, futuristic, and aesthetic appearance of AI advertisements serves as an escape or an aspiration from the often exhausting reality of daily parenting. AI ads do not just sell milk; they sell the imagination of perfection. Perfection as a commodity. Respondents noted that the technological sophistication in these ads also positively correlates with their perception of the milk formula's sophistication.

As for real advertisements, although AI advertisements are aesthetically superior, in-depth interviews with 11 informants revealed that real advertisements have an irreplaceable role in terms of functionality and trust.

**1. Authenticity as the Foundation of Trust & Credibility**

Millennial mothers consistently stated that real-life advertisements are far more effective at building trust. The presence of real people and situations without digital manipulation provides validation that the

product is actually used and safe for babies. From a constructivist perspective, young mothers construct the meaning that "visual honesty" in real-life advertisements is a form of producer responsibility for the quality of milk products.

**2. Relevance to Real Life and Natural Environments**

Reality ads are considered superior because they can capture the organic ecosystem of a baby's growth and development. Informants feel more connected when they see babies interacting in their communities (such as at playgrounds or health centers). The real situations shown help young mothers imagine the product in the context of their daily lives, rather than just digital imagination.

**3. Alignment with Government Programs and Breastfeeding Education**

An important finding shows that reality ads are considered more credible in conveying the message that formula milk is a supplement to breast milk. Informants consider reality ads to be more capable of communicating government recommendations ethically than AI ads, which tend to be fantastical.

**4. Marketing and advertising aspects; Purchasing Power and Accessibility**

Reality ads provide practical information for young mothers, such as realistic depictions of packaging on shelves at nearby stores and supermarkets. They also provide an overview of product affordability (purchasing power) appropriate to their social environment.

Millennial mothers consistently state that reality advertising is far more effective at building trust. The presence of real people and situations without digital manipulation provides validation that the product is actually used and safe for babies. From a constructivist perspective, young mothers construct the meaning that visual honesty in reality advertising is a form of producer responsibility for the quality of milk products.

Advertising is considered superior because it can capture the natural ecosystem of infant growth and development. Informants feel more connected when they see babies interacting in their community (such as at a playground or health center). The real situations shown help young mothers imagine the product in the context of their daily lives, rather than just digital imagination. Key findings show that reality advertising is considered more credible in conveying the message about the position of formula milk as a supplement to breast milk. Informants consider reality advertising to be more capable of communicating government recommendations ethically than AI advertising, which tends to be fantastical.

From the perspectives of purchasing power and market accessibility, reality advertising provides practical information for young mothers, such as visual packaging that looks real on store shelves and an overview of product affordability (purchasing power) appropriate to their social environment.

In-depth interviews also found that babies' physiological vulnerability was a significant factor underlying the informants' preference for reality advertising. Safety Over Aesthetics: Young mothers perceived baby milk as a high-involvement product because it is directly related to babies' digestive systems and health, which are still sensitive. Reality advertisements that show the texture of the milk, the proper way to serve it, and genuine baby reactions after drinking it foster a sense of psychological security. Product Suitability: Informants expressed concern about potential side effects (such as allergies or digestive disorders). AI visualizations that are "too perfect" sometimes actually trigger suspicion that the product is covering up the clinical reality. Conversely, realistic advertisements that depict natural environments and other medical/mother communities are considered better at answering the question: "Is this product really suitable and safe for my baby?"

Further research findings show that the presence of public figures or young celebrity mothers with a bright image (Smart Celebrity) in reality advertisements is a strong determinant of informants' trust [17].

Informants construct young celebrity mothers not merely as the face of advertising, but as product "curators." Because these celebrities are known to be intelligent and selective in choosing nutrition for their children, informants feel safer following their choices [18]. There is a personification of trust. Compared to anonymous AI models, real celebrities bring their reputation to the product. Informants stated that they trust products that dare to "stake" the big name of a smart celebrity in the real world. Millennial mothers share a similar role with these celebrities: fellow mothers striving to provide the best for their babies. This creates a more emotional and more profound sense of trust [19].

**Table 2: Comparison of Characteristics and Perceptions of Young Mothers towards AI Advertising Versus Reality Advertising**

| Comparison Dimensions | Artificial Intelligence (AI)-Based Advertising | Authentic Content Advertising |
|---|---|---|
| Key Attractions | Aesthetics & Entertainment. Visually "perfect" and eye-catching. | Credibility & Trust. Honesty of information and relevant real situations. |
| Baby Visualization | Hyper-realistic. Babies appear very cute, clean, and flawlessly adorable (aspirational). | Natural. Babies appear as they are, showing organic human expressions and interactions. |
| Key Figures (Ambassadors) | Anonymous/Synthetic. Machine-generated characters with no reputation in the real world. | Smart Celebrity Ambassador. A wise young mother who assures reputation and authority. |
| Product Safety | Questionable. Visuals that are too perfect raise concerns about risks to babies. | Guaranteed. Trusted to be safe because it shows evidence of real use on sensitive babies. |
| Environmental Context | Imaginary/Futuristic. Spotless backgrounds, often unrealistic. | Social & Community. Shows a natural environment, health clinics, and baby social interactions. |
| Practical Information | Abstract. Focus on the sophistication of the formula and product technology. | Pragmatic. Demonstrates market availability, purchasing power, and alignment with government programs. |
| Psychological Response | Awe. Mom was entertained and intrigued by the unique content. | Empathy & Safety. Mothers feel emotionally represented and rationally assured. |

**Source: Research Data 2026**

The findings of this study reveal complex dynamics in the perceptions of young millennial mothers as they negotiate two different visual poles of advertising on social media. Fundamentally, the informants' desires are not singular but fragmented between the satisfaction of aesthetic needs and the need for certainty about information. On the one hand, Artificial Intelligence (AI) technology has successfully redefined standards of beauty and digital entertainment, capable of capturing attention in a crowded social media ecosystem. However, elements of reality remain the primary instrument for validating product credibility and practical parenting functions. This phenomenon shows that, even though technology can

simulate perfection, young mothers still consider authentic experiences and real social contexts as the main compass for making decisions about children's nutrition products. The following discussion section will further analyze how this dualism of desires interacts through the lens of digital aesthetics theory, source credibility, and social reality.

The findings also reveal that young mothers are highly interested in AI-based advertisements due to **aesthetic factors and the visual perfection** of babies, indicating a shift in digital media consumption. From a constructivist perspective, millennial mothers, as digital natives, have constructed beauty as entertainment. A digital aesthetic dialectic is occurring. The use of AI creates what is known as **hyper-reality**, where the visuals produced feel more real than the originals and are highly satisfying to the eye. The adorable babies in AI advertisements are not merely objects of sale, but aspirational symbols. However, researchers see a potential risk that AI standards of perfection can create psychological pressure on young mothers if they compare their messy parenting reality with the "perfection" displayed by the technology.

Although AI wins in terms of visual attention, reality ads still win in terms of trust. This discussion is interesting because it shows that with sensitive products such as baby milk, consumers need more than just entertainment; they need to build trust. Young mothers use reality ads as a social navigation tool. The presence of a **natural environment**, a baby community, and a connection to government programs (breastfeeding support) shows that young mothers are very rational when it comes to health matters. They consider reality advertising to be a reflection of corporate social responsibility. Here, credibility is built through relatability, the extent to which mothers can see themselves in the advertisement.

Other research results reveal internal negotiations within the informants. They want advertisements that are beautiful but not manipulative. The informants' desire for information on purchasing power and market location in reality advertising shows that economic factors remain a crucial basis for decision-making. This confirms that AI technology in advertising children's products cannot stand alone without **a foundation of reality**. There is **a need for transparency**; young mothers want to know that, behind the visual sophistication of AI, there are real products that are easy to find in nearby supermarkets and recognized by health authorities (the government).

Theoretically, these findings expand our understanding of consumer behavior in the AI era. Marketing is no longer just a matter of choosing between technology and humans, but instead of creating harmony between the two. The constructivist paradigm in this study confirms that young mothers are not passive. They are critical curators: they enjoy the beauty of AI but consciously seek validation in reality-based content. Therefore, future marketing strategies must be **transparent and hybrid**, using AI to attract attention in crowded social media while leveraging reality to build brand loyalty and trust. Although AI ads are aesthetically superior, in-depth interviews with 11 informants revealed that reality ads have an irreplaceable role in terms of functionality and trust.

**Discussion**

This discussion section aims to interpret field findings by integrating communication theory with the social realities faced by young millennial mothers. Based on the research results, it is clear that the audience does not view AI technology and reality content as mutually exclusive, but rather as two instruments that fulfill different psychological and practical needs. This phenomenon creates a space for identity negotiation, where young mothers strive to balance their admiration for digital innovation with their responsibility for

their children's nutritional safety. Using a constructivist paradigm lens, the debate between artificial aesthetics and genuine authenticity will be dissected through the following four main pillars of discussion:

**1. The Dialectics of Digital Aesthetics**

The finding that young mothers are highly interested in AI-based advertisements because of the aesthetic and visual appeal of perfect babies suggests a shift in digital media consumption. From a constructivist perspective, millennial mothers as digital natives have constructed beauty as a form of escapism. The use of AI creates what is known as hyper-reality, where the visuals produced feel "more real than the original" and are highly satisfying to the eye. The "adorable" babies in AI advertisements are not merely objects of sale, but aspirational symbols. However, researchers see a potential risk that AI standards of perfection can create psychological pressure on young mothers when they compare their messy parenting reality with the "perfection" displayed by the technology [20].

**2. Authenticity as the Foundation of Trust**

Although AI wins in terms of visual attention, reality advertising still wins in terms of trust. This discussion is interesting because it shows that with sensitive products such as baby milk, consumers need more than just to be "entertained"; they need to be convinced. Young mothers use reality advertising as a social navigation tool. The presence of natural environments, baby communities, and connections to government programs (such as breastfeeding support) shows that young mothers are very rational when it comes to health matters. They view reality advertising as a reflection of corporate social responsibility. Here, credibility is built through **relatability** to the extent that mothers can see themselves in the advertisement [21].

**3. Negotiating Desires between Aesthetics and Practical Information**

The study's results reveal internal negotiations among the informants. They want advertisements that are beautiful but not deceptive. The informants' desire for information on purchasing power and market location in reality advertisements shows that economic factors remain a crucial basis for decision-making. This insight confirms that AI technology in advertising children's products cannot stand alone without the pillar of reality. There is a need for transparency, so young mothers know that, behind the visual sophistication of AI, there are real products that are easy to find in nearby supermarkets and recognized by health authorities (the government) [22].

**4. Implications for Future Marketing Communications**

Theoretically, these findings expand our understanding of consumer behavior in the AI era. Marketing is no longer just a matter of choosing between technology and humans, but instead of creating harmony between the two. The constructivist paradigm in this study confirms that young mothers are not passive. They are critical curators: they enjoy the beauty of AI but consciously seek validation in reality-based content. Therefore, future marketing strategies must be transparent and hybrid, using AI to attract attention in crowded social media while leveraging reality to build brand loyalty and trust [23].

The finding that young mothers admire the aesthetics of AI advertisements but still need realistic advertisements can be explained through Festinger's Social Comparison Theory. In the Upward Comparison analogy, AI-based advertisements present **perfect, hyper-realistic** visualizations of babies and parenting practices. For millennial mothers, these visuals serve as aspirational standards. However, this study found limitations in this comparison; when AI visuals become too perfect (imaginary), informants tend to dissociate because these standards are considered unattainable in their real parenting lives. Meanwhile, from **a psychological perspective**, young mothers enjoy the beauty of AI-generated visuals for entertainment. However, they consciously recognize that this perfection is the result of

algorithms, not real-life standards. This prevents negative impacts on self-esteem because they distinguish between "digital art" (AI) and "life standards" (reality) [24].

From **the perspective of Source Credibility Theory**, reality advertising remains the winner in terms of trust. Source Credibility Theory (Hovland et al.) states that persuasion is highly dependent on two dimensions: **Expertise and Trustworthiness. Authenticity as Trustworthiness** in reality advertising, the presence of a natural environment, community, and real human interaction is considered a more honest source of information. Young mothers believe that people who actually use the product have greater credibility than AI-generated digital characters. In the Social and Legal Context review, the results of this study helped build trust because reality advertising synergized messages with government programs and market accessibility. This enlightenment increased the **Expertise dimension** of the brand in the eyes of young mothers, as the brand was seen as understanding health regulations (related to breastfeeding) and consumer economic needs (market location and purchasing power) [25].

## Conclusion

Advertisements on social media are based on two complementary dimensions: **digital aesthetics and functional authenticity**. Through a constructivist paradigm, it was found that young mothers do not view advertisements as a single entity, but rather as the result of a negotiation between visual appeal and the need for trust.

Artificial Intelligence (AI) technology has set new standards in advertising aesthetics. Young mothers want AI-based advertisements because of their hyper-realistic, entertaining visual capabilities and their depiction of adorable babies, which are effective at capturing attention (eye-catching) amid the dense flow of information. This study concludes that millennial mothers' preferences for baby formula on social media. In this case, the appeal of AI as a visual stimulus

On the other hand, reality-based advertisements remain the primary preference for building trust. Young mothers want depictions of real situations that are relevant to everyday life, natural social environments, and practical information on market accessibility and alignment with government health programs (e.g., breastfeeding support). The ideal for young millennial mothers is hybrid advertisements. They crave content with high aesthetic quality, akin to AI-generated work, yet grounded in honest, human narratives accountable to reality.

**The practical implications** of this research for infant formula manufacturers and creative practitioners are that AI should focus on supporting aesthetic elements without eliminating real human figures or real social contexts. Transparency in the use of AI technology is important to maintain brand integrity in the eyes of critical millennial consumers.

**Further research is recommended** to expand the geographical scope and involve cross-generational participants (such as Generation Z) to examine whether there is a shift in the value of authenticity as AI technology becomes more widespread.

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