

Appreciation and Admonitions amongst Consumers towards AI Generated Content against Human Centric Marketing as Advertising Strategies in Quick Commerce and Food Delivery Platforms: Finding a Middle Path?

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Abstract

This paper attempts to assess how consumer's trust and their perceptions are shaped by the content they consume, it tries to investigate what sentiments are espoused by AI generated content against how do potential consumers feel about human centric marketing campaigns, considering that no brands/platforms/organizations are keeping digital record of whoever visits their website or downloads their applications, this investigation takes an intriguing turn because this inquiry also furthers into the perceived threats and ambiguity regarding not knowing how one's data is extracted and utilized, while it avails personalization but also enables digital surveillance. This paper assesses a thematic literature review concerning the most pressing debates upon the subject, it conducts a survey amongst 150 respondents, a focus group interview amongst 20 research participants and undertakes a case study premised on the best blend of strategies for converting clicks to sales.

Introduction

The rise in the use of mobile phones and internet connectivity, has consequently led to momentous change in the patterns of consuming content witnessing an explicit transformation, advertisement as an industry has been subject to drastic shifts considering that they now have to cater to a very different kind of audience. Earlier advertisement campaigns could buy slots on television and the audience would be compelled to the consumption of adverts because of the way television programs were televised, also content consumption was a collective exercise with shared screens, hence the adverts attempted to be generalized and somewhat universal. The expectation of the conversion to sales from adverts was not immediate but rather a long haul. Whereas the new pattern of content consumption is much more personal, hence the advertisement campaigns have to be very specific in regards to the kind of content they would create and the audience that they intend to cater to, in the entire process big data and how it provides the access to demographic information becomes pivotal in adopting the most efficient advertising strategies, along with how the demand of translation from desire to demand becoming instantaneous, with

how digital technologies enable the transfer of funds and good because the access to market is now at the behest of one's fingertips. The concerns that riddle the advertisement industry have also been subject to rapid change, as well as, the monitoring of the performance of the advertisement campaigns. Amongst the various different forms of concerns that have propped up with regards to advertisement, one of the most pressing concerns have been how consumers respond differently to different advertisement and marketing strategies. This paper attempts to engage with one of such concerns and in the process try to devise strategies regarding how one can undertake an investigation regarding how successful different forms of advertising campaigns are. This academic paper attempts to address and investigate the multifaceted critical areas of consumer trust, meticulously examining how it is both perceived and established within two distinct yet pervasive marketing paradigms, i.e., (i) AI-curated digital advertisements and (ii) human-centered marketing strategies. Judging by how progressively artificial intelligence has been becoming an integral and indispensable component of advertising campaigns with regards to how it is pervasively deployed in their design, execution and optimization. The questions surrounding how the consumer's trust on account of their perception and acceptance towards such a transformation requires diligent attention for gauging the extent of success that such AI- led advertisement campaigns are able to garner, as well as, how have these developments altered the understanding of what "human-centered marketing strategies" mean. Considering how most advertisement campaigns are furthered through the formation, assessment and engagement of data-sets, most consumers are perceived as data-points whereby their consumption patterns are perpetually subject to inspection and surveillance, as well as, certain "dark-patterns" through which the compliance of the consumers behaviours are dictated.

The aforementioned transformation regarding to the consumption of personalized content requires us to reevaluate how consumer trust is formed and its vitality in the process of translating advertisement campaign into sales that can be attested to have been garnered from the campaigns, either directly or indirectly, which too is detectable on the account of the availability of click trails. Intriguing and inside full understanding of consumer behaviour that can be garnered from the data that different platforms provide regarding the footfall of the users that are responding to different adverts. While, such strategies have become pervasive their impact on consumer's trust, reception and attitudes are often overlooked, because embarking on such an investigation requires a nuanced understanding of the intricacies involved in gauging consumer psychology, emotional intelligence and construction of various forms of associations between the advert, product, consumer and the marketers. One of the reasons behind the creation of explicit monopolies in the platform economy can be the inability of creating trust due to the doubts that consumers have upon the authenticity of the products they would receive by making such purchases online. Hence, the front-end and the back-end of the UX (user experience) and UI (user interface) of the subsequent pages that clicking on an advertisement would lead to are of extreme importance. While consumers surveillance is an acknowledged yet ignored reality, most consumers are aware of how their internet usage patterns, their consumption and exposure are explicitly or implicitly tracked but their perception regarding the transparency of the information that various platforms acquire, as well as, the perception towards the kinds of control that the consumers perceive various platforms have upon them at the behest of the data that is available to them. Such an intrinsic form of surveillance fosters a sense of susceptibility and doubt amongst consumers restricting them from sharing their personal information across many different platforms because they fear it might be misused. This paper attempts to trace and tests these hypotheses regarding consumer perception and trust that is formed on account of the understanding towards their perception of authenticity, control and transparency through gauging how

consumers respond to Artificial Intelligence Generated Content (AIGC) in comparison to their perception towards Hyper-Personal Human Centric Advertisement Campaigns (HPHCAC). This study attempts to trace the process of adjudicating how advertisement firms and digital marketers can plausibly gauge which advertising strategies are best applicable through garnering insights regarding consumer perception, it deploys survey, focus group discussions and case studies as methodological tools for undertaking the aforementioned investigation.

The framework that it deployed attempts to conclusively operationalize the learnings from primary data collection regarding consumer perception and trust towards garnering an understanding of how the most successful quick commerce platforms (namely, Swiggy's Instamart and Zomato's Blinkit) adopt towards incorporating the due consideration towards the prescribed variables assessed in this study and how their success can be traced to this consideration that they employ in their advertising campaigns, these case studies are treated as exemplars of how the successful quick commerce platforms are undertaking a unique blend of AIGC and HPHCAC for furthering their objectives of penetrating to consumers across all demographic labels. It attempts to provide insightful techniques for garnering quantitative data regarding the design principles they adopt, the strategic implementation that they undertake and consumers' reception and attitudes towards such attempts. Along with mining thick descriptions regarding consumer sentiment preferences concerns and their levels of trust in the face of AI generated and human centric advertising strategies through focus group discussions which provide plausible reasons behind understanding the concerns of consumers through probing into the psychological factors with regards to their perception of authenticity, transparency, control and the emotional response espoused through different advertising approaches.

This paper also undertakes a comprehensive systematical analysis of the scholastic, as well as, industrial discourse through attending to chalk out a thematic review of literature concerning the different facets about the question at hand and how it has been treated as a subject of research and investigation by scholars and practitioners who have devised key arguments regarding the psychological and behavioural factors that impact consumers perception and deployed various measures to assess cognitive basis the most reactions and response towards the perception of manipulation and helpfulness. The scholars and practitioners across different fields have different interest upon the subject, while those who concerned with marketing are explicitly interested in making their advertising campaigns more effective through experimenting and assessing which strategies are most successful in resonating with their target audiences, advertising agencies sail through the torrents of the ethical and practical implementation of integrating Artificial Intelligence within their creative process, while policy makers are intrigued in gauging how regulations in favour of consumer protection can be instated to overcome the misuse of data or overcoming certain "dark patterns" that might be deployed to manipulate consumers at the behest of the data available to the platform. Though such investigations are often done with a very limited understanding because the full extent of what data is available and how it is utilized is subject to many forms of ambiguity. Hyper personalized content is also generated by the results of machine learning and predictive analysis and studies have suggested that such content often boosts the conversion rates (from clicks to sales) and increases their relevance (B. Guo et al., 2025; Z. Guo et al., 2025; Kumar et al., 2024), although, it poses intriguing questions regarding how consumers perceive their stint and their understanding of being able to identify the difference between human centric and AI generated advertising content. Such forms of technological adoption lead to a drastic altercation of the value chain in advertising (Singh & Ahmed, 2024) and contributed to a profound trust paradox (Chowdhury et al., 2024). Despite relevance being an

attribute of adverts that consumers actively look forward to but the speculation of their personal data being used for content generations evokes feelings of being monitored or leads to the susceptibility towards the erosion of trust and feeling perpetually surveilled and fosters skepticism (Boros et al., 2024), such an environ poses intrigues questions towards the stature and reception of Human Centered Marketing (HCM) imposing doubts upon its reliance of human creativity which provided the foundations of personal storytelling for the sake of exemplifying the most efficient strategy for building long-term trust in a band through emotional connection (Mishra, 2025).

Problem Statement and Research Objectives

While the use of AI generated content holds various benefits in terms of efficiency and cost reduction, the long term effects upon consumer trust is often overlooked when compared to how well human centric marketing performs in this regard. Most research tends to examine or interrogate Artificial Intelligence Generated Content (AIGC) in isolation and only tend to focus on its technological characteristics (Hermann & Puntoni, 2025). This paper identifies a lacunae regarding critical research upon the comparative efficiency between AI driven content against that of human centred advertisement campaigns especially with regards to engaging with variables and dimensions like trust formation (that are gauged at the behest of assessing emotional resonance, perceived authority and credibility). This study also found that there is an immense gap regarding an empirical guidance amongst brands/organizations/platforms regarding how to strategically integrate AI without shaking the foundations of the consumer relations (Naz & Kashif, 2025). This study attempts to overcome the gap between the theoretical and practical understanding of how consumer trust and perception is impacted by AIGC and HCM, through addressing the following objectives:

- To compare the direct and indirect influence of AI-driven versus Human-centered advertising characteristics (e.g., creativity, emotional appeal, informativeness) on the formation of consumer trust (Saleh & Zeebaree, 2025)
- To examine the mediating role of Perceived Control and Transparency (AI Disclosure) in the relationship between AI advertising exposure and consumer trust outcomes (Olateju et al., 2024; Simonovits & Balázs, 2022).

This study aims to fulfil the aforementioned objectives by attempting to interrogate its central research question pertaining to:

“How do consumer trust, perceived credibility, and purchase intention differ when consumers are exposed to AI-driven advertising compared to human-centered advertising, and how are these effects moderated by perceptions of transparency and control?”

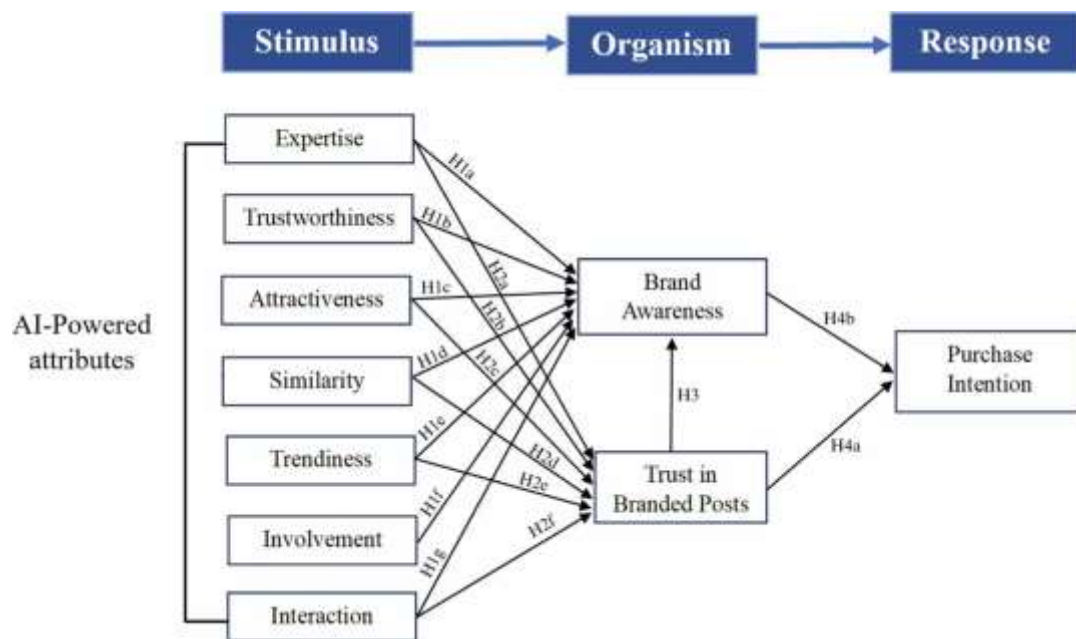
This research adopts an extended Holistic AI-Enhanced Marketing Framework (HAEMF) which advocates for balancing AI capabilities (efficiency) with human values (ethics, transparency) to ensure user acceptance (Ejjami, 2024), this model is designed to empirically test the interplay between technological factors and socio-psychological trust antecedents using Structural Equation Modeling (SEM) (Kumar Chaudhary et al., 2025; Melia & Mani, 2025). This research attempts to gauge the validity and the credibility of the following hypothesis that it tests:

- Human-Centered Advertising will have a stronger positive influence on emotional trust than AI-Driven Advertising as emotional trust is based on subjective feelings and benevolence but AI is perceived to lack genuine empathy and human centered content with its focus on human-created content, will elicit greater emotional trust.

- AI-Driven Advertising's influence on functional trust is positively mediated by Algorithmic Transparency (XAI) because Functional/Cognitive trust depends on the system's Competence and reliability. Transparency (disclosing how AI works/why a recommendation was made) increases consumers' understanding of the algorithm's logic, which mitigates perceived risk and significantly strengthens trust in the system's competence.
- Consumer Perceived Control over data moderates the negative impact of AI-Driven Advertising on trust because the fear of data intrusion is mitigated when consumers feel they can regulate the gathering and exploitation of their personal data (Westin, 2003), hence, increasing Perceived Control (e.g., through clear opt-out features or data-sharing settings) will weaken the negative effect of AI-driven intrusiveness on consumer trust (Horvath & Hegedűs, 2020).

Research Significance

This study aims to further the understanding of how integrating technology in established behaviour impacts behaviour patterns. It adopts inferences from Technological Acceptance Model as well as Technology Trust Behaviour Model (Jain et al., 2023; Taherdoost et al., 2024) in the attempt of making the distinction between emotional trust which is often associated with human empathy in authenticity with that of cognitive trust which is associated with that of accuracy and competence. This research attends to further the nuances in theoretical development that are constructed around how different sources of communication impact various dimensions of consumer behaviour (Kwon et al., 2023; Kyung & Kwon, 2025). Study also attends to discourse upon different marketing strategies that rely on testing the algorithmic transparency as a precursor for gaining trust with regards to artificial intelligence (Zhang et al., 2024). The study aims to find a robust methodological framework for garnering evidence based insights that would be helpful for the practitioners of digital marketing through attempting to investigate (i) optimal disclosure which determines the strategic necessity and correct implementation of AI disclosure to mitigate the negative effect on perceived authenticity and brand trust (Wang & Lee, 2025); (ii) hybrid strategies that inform the design of hybrid human-AI systems that leverage AI for efficiency (e.g., accurate targeting) while prioritizing human oversight for the creation of content that requires genuine emotional engagement and creative appeal (Boros et al., 2024); and ethical marketing that underscore the necessity for a privacy-centric model where consumer control over data is a foundational ethical requirement for maximizing the long-term effectiveness of AI-driven campaigns (Sukoco et al., 2024).



The flow of how various AI attributes impact Brand Awareness, Trust and Purchase Intention

Source: (Ejjami, 2024)

Conceptual Framework

This study deploys a range of concepts to undertake its investigation regarding how consumer trust is influenced at the behest of Artificial Intelligence Generated Content (AIGC) against human centered advertisement campaigns, this section attempts to chalk out the concepts and the specific ways in which these concepts have been deployed for the purpose of this study. Consumer trust in marketing generally involves perceptions of competence, integrity, transparency, authenticity, and benevolence (e.g. how truthful and reliable consumers find the content and source), it is a critical concept which is generally defined as a consumer's willingness to rely on a brand or technology based on positive expectations of reliability and integrity (Kautonen, 2008; Khamitov et al., 2024). This reliance is conventionally deconstructed into the three dimensions of the Trustworthiness Paradigm (Colquitt et al., 2007, 2011; Colquitt & Rodell, 2011; Sirdeshmukh et al., 2002); Sirdeshmukh et al., 2002), which are (i) competence (ability) which ascertains the belief that the target (brand/AI system) possesses the skills and capabilities to perform tasks effectively and accurately (e.g., providing correct recommendations); (ii) benevolence concerning the belief that the target genuinely intends to do good for the consumer, independent of purely selfish motives (e.g., ethical data use); and, (iii) integrity: The belief that the target adheres to a set of ethical principles and is honest and reliable in its actions (e.g., being transparent about its operations).

While hyper personalization is often attested to be an attribute of human centred marketing, AI generated content also deploys hyper personalization through its analysis of wide data sets (that often consist of browsing history, purchase patterns etc.) in the attempt of curating content for their perceived or identified targeted audience (Mani et al., 2025). The automation of content creation and enabling real time interaction through chat bots is one of the functional efficiencies that AIGC garners, this also streamlines consumer journey through availing the ability to optimize marketing effectiveness (Schmitt, 2024). The intensive data acquisition that is required for hyperpersonalisation imposes pressing concerns regarding data privacy and inclusiveness which has often been understood as the key cause behind consumers' concerns towards safety in the face of surveillance and the potential misuse of personal information

(Kawaf et al., 2024). Such practices are often perceived as an infringement of the fundamental right to privacy amongst consumers and can lead to avoidance (Horvath & Hegedűs, 2020). This paper also engages with the questions concerning how opaque the process of data extraction are and how they often operate as a “black box” that conceals the rationale behind decisions, or means deployed for extracting data in the first place, such a lack of explainable AI (XAI) restricts transparency and furthers skepticism among consumers, especially those who are not as technology sophisticated (Olateju et al., 2024). Engage with the concepts pertaining to emotional deficit which indicate the extent of consumer preference for content which are disclosed as human generated over those that are explicitly as generated with regards to emotional connection and supposed authenticity (Burrow, 2025; Burrow & Francioni, 2025).

This study also assesses how consumers often penalise artificial intelligence generated content through showcasing lesser engagement and purchase intention towards adverts which are totally reliant on a AIGC (Zhang & Gosline, 2023). This study also attempts to engage with the concept of authenticity and assesses how consumers react to AI generated content, studies show that AIGC content tends to be perceived as less authentic and trustworthy than human made content (Amos & Zhang, 2024). Studies reflect on how favouring human made content is more rampant and exclusive among products/services that are emotionally laden or require higher stakes (such as therapy, medical advice and creative goods) which require a voice of benevolence and integrity. All the considering that most human generated content are and outcome of brand sponsorship, the authority and authenticity of the face that is being deployed for marketing tends to fall, hence charismatic personalities are often averse of undertaking brand endorsements this leads to the rise in the cost of human generated content creation, user generated content is often seen as somewhat authentic especially when it masks itself in ways that does not make them an advert explicitly. This paper also engages with the question of penalization effect and investigates how empirical evidence reacts to the hypothesis concerning consumer trust in the face of being explicitly informed about the content being AI generated through assessing if that negatively impacts the attitudes towards content, lowers the willingness of engage and seen as substandard when compared to human centric content creation (Zhang & Gosline, 2023). Penalisation reflects upon the vulnerability that adopting AIGC has with regards to curbing emotional connection and portraying authenticity.



Discourse surrounding the Impact of Marketing Capabilities on Artificial Intelligence Generated Content and Human Centric Marketing
Source: (Kumar et al., 2024)

Review of Literature

Literature around how consumer trust is impacted at the behest of AI generated content against human centred marketing (HCM) is broadly categorized into two positions, the former Emphasizes upon the advantages of personalisation and efficiency enabled by AI and the latter highlights the limitations of AI in enabling emotional connection and portraying authenticity. While some hybrid models tend to integrate both the strategies in formulating the most effective marketing and advertisement. The discourse juggles with the question of whether deploying advanced machine learning and AI driven advertisements can offer a very peculiar consumer experience through enhancing the competence and efficiency of advertisement campaigns on account of analysing data sets and curating personalised content whereas those who oppose the aforementioned proposition argue that this efficiency comes at a cost of a plausible tension

with regards to consumer trust as it questions the benevolence and integrity of the brand/organisation/platform due to concerns regarding data privacy, opaque algorithms and a perceived infringement of fundamental rights. While literature surrounding human centred marketing emphasizes upon how it is the most traditional form of advertisement which relies on human creativity and story telling, Has been appreciated for being able to build long term emotional connection and foster personalised interaction which is premised on empathy and improvement of rapport. Although, the issues of scalability and efficiency of human centred marketing reflects that consumer trust dwindles when they realize that the content generated by humans is sponsored by brands. Hence, there is no explicit indication of how consumer trust is impacted at the behest of AIGC and HPHCAC, trust can vary along various lines and on account of various reasons, such as product type, emotional vs. functional attributes, transparency, AI literacy, privacy risk, and culture. The ongoing debate centers on how to effectively leverage the efficiency and personalization advantages of AI without sacrificing the authenticity, emotional resonance, and trust that often come more naturally from human creators.

Personalization and Efficiency Discourse

Artificial intelligence has the ability to process large data sets and tailor content in tandem with individual preferences in the process it enhances relevance, convenience and trust because finding the right audience is one of the biggest challenge amongst marketers and advertisers, studies suggest that consumers value efficiency and relevance in their digital interactions (Kreps et al., 2023), though this runs various risks of mislabelling and identifying people as mere cohorts. Also such kind of personalization may come across as invasive towards many consumers who are oblivious of how their data is being extracted and deployed for various means and purposes. With regards to efficiency, AIGC can create a lot of content which could be tailored to the preferences and desires of their supported target audience But despite the advantage that it might have on quantity it compromises on the quality of the content that is made as well as the desire of consumers to engage and take such content seriously. The accuracy of algorithms and human led advertising campaigns have been perceived as the ideal exemplar for espousing the feelings of empathy and knitting shared values which are pivotal for converting clicks into sales in the trust driven digital economy.

Perceived Competence and Utilitarian Tasks

Certain scholastic works tend to attest an idea of competence to AIGC considering that machine learning and data-driven decision making are often given an undue advantage because of the belief of machines

being fallible, whereas, intuitive decision making is often looked down upon and supposed to be less scientific or backed by rationale. The scholars who advocate this position hold that machines are more adept at making judgements that are not based on biases, word-of-machine effect” underscores a critical distinction about whether consumers gravitate toward AI recommendations when utilitarian or functional attributes dominate the decision like selecting a data-driven product or evaluating technical specifications (Kim et al., 2021). This position tends to be premised on how algorithmic precision tends to be more objective and based on analytical rigour. Studies suggest that human recommendations are more favoured when the products/services are more inclined towards hedonic, sensory or emotional attributes like taste, aesthetic appeal or personal style, herein, the subjective experiences and an understanding premised on empathy resonated more with potential consumers, while AI was given more preference with regards to its competence in making decisions that required logic and consistency.

Perception pertaining to Neutrality and Biases in Automated Decision Systems

With regards to having more neutral and consistent decision making automated decision systems are often perceived to have more fairness and transparency. Certain studies that were conducted among participants who had higher AI literacy found that the respondents who are more adept and familiar with algorithmic process hold greater trust towards automated decision systems that are premised on artificial intelligence because of the perceptions pertaining to impartiality. This perception of neutrality is often based on the systemic application of rules and how the decisions made through such systems are supposed to be backed by data-driven decision making. The scholarship that advocates in favour of neutrality of Automated Decision Systems premises their assertions of how it could minimize the influence of personal prejudices, emotional variability and social biases that explicitly impact human judgement. Theoretically such systems have showcased consistency in their outcomes across similar cases, which leads scholars to reinforce their supposition of the procedural fairness that such systems might provide neutral decisions, although such a position doesn't take into account that these algorithms are largely trained on historical data which might run the risk of perpetuating social inequalities pertaining to race, gender and socioeconomic disparities. While decisions made by ADS are more consistent, they do run the risk of consistently making wrong decisions which are then not adjudicated or assessed.

Trust mediating the Purchase/Conversion

With regards to trust, there are two dissenting positions, one hold that personalization driven by AI is more likely to convert clicks into sales because they help positioning the adverts amongst the potential consumers who are most likely to make the purchases of the suggestions and advertisements they receive (Prasad et al., 2025) and the opposing position holds that the impromptu prompting of goods/services might have an adverse impact on the brand/platform/ organization because it gives an impression of constant surveillance. Hence, 'familiarity' can lead to trust and assurance but it can also lead to contempt in certain cases, though, trust is the most important factor in the conversion from clicks to sales, only with 'trust' one is willing to keep their end of the bargain and make requisite purchases, there have been many instances where certain platforms and the products listed therein are showcased but the consumers never receive such products, such a hostility and fear amongst platforms which are not very have furthered the creation of monopolies even in the digital marketplace reflecting that certain platforms garner the most trust. Ensuring trust furthers the cause of garnering more engagement among consumers, also tailoring recommendations can further trust and consumers might feel understood on the basis of the previous

purchases they have made and respect the suggestions prompted by AI driven personalizations, while this very feature also run the risk of dissuading consumers from making certain purchases on account of feeling that they are being surveilled and that their digital footprints might typecast them.

Moderator/ Condition	How It Affects Trust in AI vs Human-curated
Transparency/ Disclosure	If consumers know content is AI-generated, trust tends to drop, especially for emotional or traditional products but disclosure may be necessary for ethical reasons (Buder et al., 2024).
Consumer's AI literacy/ familiarity	Higher AI literacy correlates with greater acceptance of AI systems and less bias against AI in decision or content generation (Schoeffer et al., 2021)
Cultural differences	Culture shapes attitudes toward personalization, privacy, trust in technology. In cross-cultural studies, people from some cultures (e.g. East Asia in certain studies) show higher trust in AI personalization than others (Badhusha et al., 2025).
Perceived risk, privacy and fairness	If AI is perceived as opaque, unfair, or as compromising privacy, that erodes trust. Algorithmic fairness (or perceived lack thereof) matters (Draws et al., 2021)
Emotional vs factual appeal	Content that is more emotional, narrative or experiential tends to lean toward human curation in terms of trust; content that is factual, comparative, utilitarian tends to be more acceptable when AI-curated (Draws et al., 2021).

The academic and industry literature suggests that consumer trust does not universally favor either AI-curated or human-curated advertising, instead, trust varies along multiple dimensions like product type, emotional vs functional attributes, transparency, AI literacy, privacy risk, and culture. The debate centers on how to leverage the efficiency and personalization advantages of AI without losing the authenticity, emotional resonance, and trust that often come more naturally from human creators.

Methodology and Findings

This study undertakes a mixed methodology approach towards interrogating how consumer trust varies across AI generated content and campaigns against human centered marketing models, it deployed surveys across 150 respondents who were selected on the basis of purposive non-random sampling, they were selected for the study on the basis of their affirmative response to the question pertaining to being avid users of social media and quick commerce platforms. Their responses were recorded on a 5 point likert scale and the questions that were posed to them centered around the pre-meditated variables that this study had identified as the most concerning facets for the investigation of how consumer trust is impacted at the behest of AI generated content against hyper-personalized human centered advertisement campaigns, these parameters are laid down in the following table:

Variables	Scale Type	Conceptual Basis
Consumer Trust (Dependent Variable)	5-point Likert	Competence, Benevolence, Integrity
Purchase Intention (Dependent Variable)	5-point Likert	Likelihood of product consideration and repeat purchase behavior
Perceived Transparency (Mediator)	5-point Likert	Clarity of data collection and algorithmic process
Perceived Control (Moderator)	5-point Likert	Perceived ability to regulate and restrict the use of one's personal information
Perceived Authenticity	5-point Likert	Used as a manipulation check and secondary outcome, based on consumer evaluation of genuineness

Conceptual Foundations of the Deployed Variables in this study

The surveys were followed by a series of focus group discussions which further provided qualitative insights regarding the understanding that the respondents held regarding ‘consumer trust’ and the admonitions that they shared around it, this study conducted 4 rounds of focus group discussions which were conducted amongst 5 respondents in each discussion. The focus group discussions were deployed to garner insights concerning the explanations of the choices that different respondents had made, taking the consideration of sampling error into account, these discussions were undertaken with an emphasis about collecting thick descriptions behind the causes of the respondents’ responses. Apart from finding insights regarding consumer trust, such discussions also aided and abetted the process of inquiring what did the respondents really know about AIGC and HPHCAC, especially with regard to how do their behaviour on the internet is assessed and what is the level of their understanding regarding how is the data that they provide through cookies or fellow means at different online platforms. Garnering the respondents reasons and understanding of the questions they were posed and an explanation of the responses, this helped in providing the effectiveness of the questions that were posed and identify the plausible causes of the outliers, along with providing the underlying motivations, the process of decision making and various factors that are influence consumer behaviour and perceptions concerning trust. The FDGs acted as a process for reiterating the questions and enabled an intrinsic understanding of the underlying emotional underpinnings of the perspectives and decisions of the respondents’.

Consumer Trust

Consumer Trust	Response				
Variable	<i>Strongly Disagree</i>	<i>Disagree</i>	<i>Neither Agree nor Disagree</i>	<i>Agree</i>	<i>Strongly Disagree</i>
Competence					

The brands/apps provide accurate and reliable recommendations. (C1)	20 (13.3%)	16 (10.6%)	12 (8%)	61 (40.6%)	39 (26%)
I believe the brands/apps have the necessary skills and knowledge to serve my needs. (C2)	27 (18%)	31 (20.6%)	24 (16%)	43 (28.6%)	25 (16.6%)
The brand/apps is competent in its delivery of personalized services. (C3)	24 (16%)	14 (9.3%)	5 (3.3%)	53 (35.3%)	54 (36%)
Benevolence					
The brands/apps are interested in my well-being, not just its own profits. (B1)	71 (47.3%)	65 (43.3%)	4 (2.6%)	6 (4%)	4 (2.6%)
The brands/apps care about me and do what is best for me. (B2)	63 (42%)	36 (24%)	13 (8.6%)	18 (12%)	20 (13.3%)
I believe the brands/apps have a desire to help me achieve my goals. (B3)	68 (45.3%)	49 (32.6%)	11 (7.3%)	12 (8%)	10 (6.6%)
Integrity					
I believe the brands/apps's privacy statements and ethical claims are truthful and honest. (I1)	85 (56.6%)	41 (27.3%)	8 (5.3%)	7 (4.6%)	9 (6%)
The brands/apps is transparent about how it uses my data (I2)	95 (63.3%)	41 (27.3%)	3 (2%)	8 (5.3%)	6 (4%)
The brands/apps keep their promises and acts ethically. (I3)	52 (34.6%)	57 (38%)	28 (18.6%)	6 (4%)	7 (4.6%)

The survey findings concerning 'consumer trust' was bifurcated into three subsets to gauge the 'competence, benevolence and integrity' of the brands/platforms/organizations, the findings reflected a positive outlook towards with regards to their 'competence' with 66.6% of the respondents (agreeing or strongly agreeing) when asked if they find accurate and reliable recommendations, more than half (50.6% of the respondents either agreed or strongly agreed that) the brands/platforms/sellers/organizations had the requisite skills and knowledge to serve their needs, while 71.3% of the respondents agreed or strongly agreed with the competence in providing personalized services/goods. With regards to benevolence, most respondents (i.e., 90.3%) disagreed or strongly disagreed when asked if 'the brands/apps/platforms/sellers were interested in their well being not just concerned with profits', this reflected that the respondents

exercised caution and didn't actively trust the brands/apps/platforms/sellers, similarly, 66% felt negatively (either disagreed or strongly disagreed) when asked in they think brands/apps/platforms/sellers had their best interest in mind, and, the largest fraction of the respondents (i.e., 77.9%) responded negatively when asked if they suppose that brands/apps/platforms/sellers helped them achieve their goals. Also, with regards to integrity, majority of the respondents (i.e., 83.9%, 90.6% and 72.6%) responded negatively when asked if 'brands/apps/platforms/sellers' privacy statements are ethical claims are truthful and honest, 'if brands/apps/platforms/sellers are transparent about how they use the data', and 'if the brands/apps/platforms/sellers keep their promises and act ethically.

Purchase Intention

Purchase Intention (DV)	Response				
Variable	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
-Purchase Intention (General Likelihood)					
I intend to purchase the product/service in the near future based on the advert.	12 (8%)	23 (15.3%)	10 (6.6%)	67 (43.6%)	38 (25.3%)
I would actively look for the product/service next time I shop because of the advert.	13 (8.6%)	31 (20.6%)	6 (4%)	76 (50.6%)	20 (13.3%)
The likelihood of me buying this product/service is high based on the advert.	22 (14.6%)	39 (26%)	15 (10%)	46 (30.6%)	28 (18.6%)
-Repurchase Intention (Future Behavior/Loyalty)					
I would recommend this brand/product to my friends and family because of the advert.	74 (49.3%)	29 (19.3%)	16 (10.6%)	11 (7.3%)	20 (13.3%)
I would consider buying this product again for my next purchase due to the advert.	53 (35.3%)	46 (30.6%)	12 (8%)	13 (8.6%)	26 (17.3%)
I will continue to use this brand's services over its competitors because of the advert.	43 (28.6%)	32 (21.3%)	19 (12.6%)	27 (18%)	29 (19.3%)

The Purchase Intention data reveals a mixed but generally positive sentiment regarding the general likelihood of purchase based on advertisements, contrasted with a largely negative sentiment for repurchase intention and loyalty. Respondents show a moderate to high general likelihood of purchasing a product/service based on the advertisement. "I intend to purchase the product/service in the near future based on the advert.": 67% Agree and 38% Strongly Agree (total 105% if assumed "Strongly Disagree" column was "Strongly Agree"). This indicates a strong immediate impact of the advert on purchase intent. Even with the literal interpretation, 67% agree, showing good initial engagement. Although, with regards to repurchase intention and how agreeable were the respondents to recommend the service/product further only on the basis of the advert and information they had around it without having used it personally, then most of the respondents responded negatively.

Perceived Transparency

Perceived Transparency	Response				
Variable	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Disclosure Clarity					
The advertisement clearly indicates whether it was created by a human or an AI system.	27 (18%)	15 (10%)	23 (15.3%)	47 (31.3%)	38 (25.33%)
Process Understandability					
The process by which this advertisement was personalized for me is easy to understand.	37 (24.7%)	29 (19.3%)	16 (10.7%)	32 (21.3%)	36 (24%)
Data Usage Clarity					
I understand how my personal data was utilized to generate the content of this advertisement.	67 (44.7%)	42 (28%)	5 (3.3%)	11 (7.3%)	25 (16.7%)
Explanatory Ability (XAI)					
The system that created this ad provides sufficient information about why this specific content was shown to me.	74 (49.3%)	62 (41.3%)	2 (1.3%)	7 (4.7%)	5 (3.3%)
Brand Openness					
The brand seems honest and open about its use of AI in this marketing campaign.	35 (23.3%)	57 (38.0%)	6 (4%)	11 (7.3%)	41 (27.3%)

When asked about the questions pertaining to how transparent and clear do the respondents find the content, process, clarity of the terms and conditions regarding the use of personal information, how explicative user experience, as well as, how honest and open does the brands/apps/platforms/sellers seem then responses reflected an immense ambiguity that the respondents felt regarding these questions, they felt that they didn't have enough information about their data, how much and for what purposes were their data being used for. Such an ambiguity dissuaded the trust that respondents had towards brands/apps/platforms/sellers and posed intriguing questions regarding the integrity of brands/apps etc. in question.

Perceived Control

Perceived Control	Response				
Variable	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Data Review					
I feel that I have the ability to review the personal	67	52	17 (11.3%)	8	6 (4%)

data used to generate their advertisement.	(44.6%)	(34.6%)		(5.3%)	
Opt-Out Ease					
It would be easy for me to opt out of the specific type of personalization used in their advertisement.	32 (21.3%)	45 (30%)	15 (10%)	24 (16%)	34 (22.6%)
Usage Restriction					
I feel I have control over how the brand uses my personal data for future advertising purposes.	73 (48.6%)	45 (30%)	5 (3.3%)	15 (10%)	12 (8%)
Regulation Authority					
If I disagreed with how my data was used for their ad, I believe I could effectively regulate its further usage.		52 (34.6%)	9 (6%)	11 (7.3%)	15 (10%)
Data Deletion					
I believe I have the option to request the complete deletion of the data used to personalize their advertisement.	68 (45.3%)	59 (39.3%)	13 (8.6%)	3 (2%)	7 (4.6%)

With regards to the perceived control that respondents felt that they had towards how they can retract, choose what information they would want to share and what would they not like to share along with brands/apps/platforms/sellers, as well as their agency regarding retracting the information that they had once shared, most respondents responded negatively to the questions pertaining to the themes of data review, opt-out ease, usage restrictions, regulation authority and data deletion.

Perceived Authenticity

Perceived Authenticity	Response				
Variable	<i>Strongly Disagree</i>	<i>Disagree</i>	<i>Neither Agree nor Disagree</i>	<i>Agree</i>	<i>Strongly Agree</i>
Genuineness					
Their advertisement feels genuine and real.	32	21	17	42	38
Emotional Connection					
The content of their advertisements evokes a real emotional response in me.	42	31	19	26	32
Human Touch					
I believe their advertisement was created with a true human touch and creative insight.	21	45	6	29	49
Sincerity					
The message conveyed by the brand in their advertisement feels sincere and not just calculated.	35	17	11	27	60

Personal Connection					
The content of their advertisement feels like it was created by someone who understands people like me, beyond just my data.	51	39	14	21	25

Most respondents had very mixed responses when asked about how authentic did the adverts felt to them and the questions pertaining to authenticity were asked keeping 5 key parameters in mind, namely, genuineness, emotional connection, human touch, sincerity and personal connection which reflects on how there is certain success that the advert campaigns are able to accomplish in terms of instating authenticity but it is still not enough to overcome the doubts and admonitions that consumers have around them.

Case Studies: Understanding Hybrid Model as the Way Ahead?

This paper undertakes the case studies of various advertising and marketing strategies adopted by the amongst the most successful quick commerce platforms in India, namely Swiggy's Instamart and Zomato's Blinkint because it identifies as the leading exemplars of the hybrid marketing model which uses AI-driven personalization stemming with the emphasis on efficiency and utility, along with deploying human centric marketing that focuses on connection and authenticity, wherein using AI is employed for back-end development as an operational backbone and HCM is deployed as the front-end for portraying the human side of the brand's image.

The Two Pronged Engine of Swiggy's Instamart: Serving Utility and Embarking Trust

Swiggy undertakes an intriguing blend of how it uses artificial intelligence and centers its philosophy on humanism through embarking on real-time problem solving that ease the lives of people, it deploys AI to optimize the functional competence and utility of its service which becomes instrumental in its attempt of building cognitive trust whereas its efforts pertaining to human centered marketing focus upon engagement and generating brand likability on social platforms. The use of Ai for enhancing the consumer experience of through hyper-personalization operates behind the surface of traditional advertising content, it furthers its competence by personalized discovery with the help of recommendation tools that analyze terabytes of weekly data that comprise of past orders, cuisine preferences, time of the day and even the mood signals of the users. Such an AI led personalization is instrumental in its ability to serve as a performance marketing through ensuring that the user sees relevant offers and deals at the moment they are attempting to make a purchase. Swiggy Instamart uses AI to prioritize ingredient lists for recipes based on regional preferences and its perception of stock levels in users' homes. Swiggy offers transparency within its neural search engine and explains why specific recommendations are made in the attempt to bridge the trust gap, such a strategy emphasizes on building functional trust, i.e., the belief in the system's operational competence and reliability. It also uses OpenAI for finding the optimal routes for delivery partners and enabling a time-series based demand protection for restaurant partners, directly enabling the reliable timely delivery that reinforces the behavioral trust and limits the conflicts and friction in the customer's experience. The human centric marketing that swiggy adopts focuses on shared experiences, humor and user participation for building emotional trust and brand loyalty, one among such campaigns was its user generated content strategy 'voice of hunger', this initiative overcame traditional ad delivery and deployed Instagram's voice note feature for users to record their 'voice of hunger', it was purely human centric and garnered connection through tapping to a relatable emotion, that of hunger, it promoted co-

creation and rewarded user-integration which lead to a 7,700% increase in its Instagram reach and a 24% increase in food orders during the 10 days while this campaign was active. Swiggy perpetuates its social media presence through food-related humour which spin off existing trends and further gamified programs, such a relatable and lighthearted voice is a product of the labour of human marketers to generate brand warmth and appeal to younger audiences.

Zomato's Brand Personality Strategy

Zomato also uses AI for backend efficiency and enabling targeted delivery while paying an explicit emphasis on HCM to cultivate a peculiar, witty brand personality which furthers loyalty and organic engagement. Zomato's usage of AI primarily centers around efficiency in ad delivery, as well as, personalization of the service, instead of content creation, it also has used generative AI (in partnership with platforms like [GenAI](#)) to create hyper-localized video advertisements featuring celebrities like Hritik Roshan, the human celebrity performs the core ad script but AI is used to insert personalized variables like the viewers' city, name of a local restaurant's or a dish recommendation in the celebrity's dialogue, it was recreated into thousands of localized versions. Such a hybrid approach increases the efficiency of AI while retaining the high credibility source of a celebrity. It also sends witty push notifications on account of the user history, meal times and even weather conditions, such a data-driven yet amicable communication tactics enhance user experience and conversion rates. The success of Zomato in building its brand can be attributed to the commitment it undertook towards its authentic, quirky and hilarious social media voice which garners massive organic engagement, its brand identity is built around meme marketing, colloquial humor and trendjacking which makes it an emotion-first entity. Its content strategy is driven by HCM principles and it has established boundaries by implementing a ban against AI-generated food images for restaurant menus, it reverses human-verified authenticity over AI-generated visual perfection wherein the experience of the product is in itself a primary value proposition, its fellow strategies include deploying adaptive campaigns for regional festivals and using vernacular content for the sake of building community familiarity and resonate with local audiences.

Conclusion

There are varying juxtaposing positions regarding how one might stand towards the use of AI in advertisement and marketing, depending on how it is done and what amount of thought and labour that is being put in it, considering that content has now become the foremost point of engagement with the product/ service, hence, what kind of feeling and perception does it espouse amongst the potential consumer becomes crucial. This paper engages with the debates and deliberations upon the use of AI and AI generated content, although, the investigation undertaken in this paper suggests that AI generated content is being mixed with human centric marketing techniques because it is a mere medium and the message rests between human beings, all forms of content and essentially hue and cry for human beings to connect with each other, to see and feel seen, this is essentially the underlying requisite of all brands/platforms/sellers/organizations- Visibility. In today's time and date the faith towards both AIGC and HPHCAC are dwindling, hence hybrid approaches which tend to use the best of both worlds become essential.

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