

Artificial Intelligence in Content Marketing: A Study on AI-Enabled Content Creation and Consumer Interaction

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Abstract

The rapid advancement of digital technologies has significantly transformed content marketing practices, with Artificial Intelligence (AI) emerging as a powerful tool for enhancing content creation and consumer interaction. AI-enabled content marketing facilitates data-driven, personalized, and scalable content delivery, enabling brands to engage consumers more effectively in highly competitive digital environments. Despite growing adoption, empirical evidence examining the impact of AI-enabled content creation on online consumer engagement remains limited, particularly from the consumer perspective in emerging digital markets. The present study aims to examine the impact of AI-enabled content creation on online consumer engagement in digital content marketing. Primary data were collected from 170 respondents in Coimbatore district using a structured questionnaire administered through Google Forms. Descriptive statistics and the Friedman Rank Test were employed to analyze consumer perceptions and identify key drivers of AI-enabled content experiences. The findings reveal that AI-driven personalization, contextual relevance, and timely content delivery significantly enhance online consumer engagement. Among the variables studied, personalized AI-generated content recorded the highest mean score, indicating its strong influence on consumer-brand interaction, while ease of access to AI-recommended content showed relatively lower influence. The Friedman Rank Analysis identified precision of AI-based content recommendations as the most significant driver of consumer engagement, whereas emotional resonance of AI-generated messages ranked lowest, suggesting that consumers prioritize functional efficiency over emotional appeal in AI-driven content environments. The study concludes that AI-enabled content creation plays a crucial role in strengthening consumer interaction by improving relevance, personalization, and responsiveness. The findings provide valuable insights for marketers and content strategists to optimize AI-driven content marketing strategies and contribute to the existing literature on AI and digital consumer engagement.

Keywords: Content Marketing, AI-generated Content, Online Consumer Engagement, Digital Marketing

1. Introduction

The quick development of digital technologies has drastically changed how businesses interact with their customers. Among these advancements, content marketing has become a key strategic instrument for increasing brand recognition, encouraging interaction, and influencing customer choices in digital settings. In contrast to conventional promotional strategies, content marketing places a strong emphasis on producing and disseminating pertinent, worthwhile, and consistent material in order to draw in and keep a target audience. However, it is becoming more difficult for marketers to hold consumers' attention and maintain meaningful connections due to the exponential expansion of digital platforms and content saturation. Because it makes data-driven, tailored, and scalable content creation and delivery possible, artificial intelligence (AI) has emerged as a revolutionary force in content marketing.

Artificial intelligence is the ability of robots and systems to mimic human intelligence via learning, reasoning, and decision-making processes. Artificial intelligence (AI) technologies like machine learning, natural language processing, and predictive analytics are becoming more and more integrated into content production and distribution systems in digital marketing. With the use of these technologies, marketers are able to examine enormous amounts of customer data, spot trends in behavior, and create content that is specific to each person's tastes and consumption situations. Because of this, AI-enabled content marketing is transforming consumer-brand interactions from mass communication to highly interactive and individualized engagement models.

1.1 AI-Enabled Content Creation in Digital Marketing

When compared to manual content creation, AI systems can dynamically adapt content based on real-time consumer data, such as browsing history, search behavior, engagement metrics, and demographic profiles. This capability allows brands to deliver content that is timely, contextually relevant, and in line with individual consumer interests. AI-enabled content creation uses intelligent algorithms to generate, curate, optimize, and recommend digital content across online platforms.

AI-powered tools are increasingly used for content personalization, automated copywriting, visual content generation, recommendation engines, and sentiment analysis. These tools enhance operational efficiency while ensuring consistency and relevance in content delivery. Moreover, AI enables marketers to test and optimize content performance continuously by learning from consumer feedback and engagement patterns. As a result, AI-driven content creation is not merely a technological enhancement but a strategic shift that redefines how content is designed, delivered, and evaluated in digital marketing ecosystems.

1.2 Consumer Interaction in AI-Driven Content Environments

Consumer interaction refers to the cognitive, emotional, and behavioral responses of consumers to digital content, including actions such as viewing, liking, sharing, commenting, and engaging with brand platforms. In AI-enabled content marketing, consumer interaction is shaped by the perceived relevance, personalization, ease of access, and responsiveness of AI-generated content. When consumers encounter

content that aligns closely with their preferences and needs, they are more likely to interact with it, thereby strengthening brand-consumer relationships.

AI enhances consumer interaction by enabling two-way communication and adaptive engagement mechanisms. Through real-time data processing, AI systems can respond to consumer actions, refine content recommendations, and improve engagement outcomes. This interactive capability fosters a sense of personalization and convenience, which plays a critical role in sustaining consumer attention in highly competitive digital environments. However, consumer interaction with AI-generated content is also influenced by factors such as perceived authenticity, trust, and usability, which require systematic examination to understand their impact on engagement levels.

1.3 Relevance of AI in Contemporary Content Marketing

The increasing adoption of AI in content marketing reflects broader changes in consumer behavior and digital consumption patterns. Consumers today expect seamless, relevant, and personalized content experiences across multiple digital platforms. AI enables marketers to meet these expectations by integrating data analytics with automated content strategies. This alignment not only improves engagement metrics but also enhances the overall effectiveness of digital marketing campaigns.

From a strategic perspective, AI-enabled content creation supports informed decision-making by providing insights into consumer preferences and engagement trends. It allows marketers to allocate resources more efficiently, design targeted campaigns, and evaluate performance with greater precision. Despite these advantages, the effectiveness of AI-driven content strategies ultimately depends on how consumers perceive and interact with AI-generated content. Understanding consumer responses is therefore essential for assessing the true value of AI integration in content marketing.

2. Need for the Study

Although existing studies have explored the application of AI in digital marketing, empirical research focusing specifically on AI-enabled content creation and its impact on consumer interaction remains limited, particularly in emerging digital markets. Many studies emphasize technological capabilities or organizational benefits, while comparatively fewer examine consumer engagement outcomes from the user's perspective. Moreover, variations in consumer responses across platforms and content formats highlight the need for a focused investigation into how AI-generated content influences engagement behavior.

This study seeks to address this gap by examining the role of AI-enabled content creation in shaping online consumer interaction in digital content marketing. By analyzing consumer perceptions and engagement responses, the study contributes to a deeper understanding of how AI-driven content strategies influence digital interactions. The findings are expected to offer valuable insights for marketers, content strategists, and researchers seeking to optimize AI-based content marketing practices while enhancing consumer engagement in digital environments.

3. Review of Literature

Hasibuan and Najmudin (2024) had done a study titled "Content Marketing, Customer Engagement on Marketing Performance Mediated by Digital Marketing in Batik MSMEs in Banyumas Regency". The study looked at how customer engagement and content marketing affected marketing performance, with digital marketing acting as a mediating factor. The primary objective was to discover whether digital marketing could lessen the effect of content and engagement on the marketing effectiveness of batik-focused micro, small, and medium-sized enterprises (MSMEs). All 120 Batik MSME owners in Banyumas were surveyed for the study using a structured questionnaire distributed through Google Forms. The results demonstrated that content marketing had no appreciable effect on digital marketing or marketing performance, primarily due to poor content and distribution strategies.

KPW Dilhani Ruwanthika Weerasinghe (2018) conducted a study titled “Impact of Content Marketing Towards the Customer Online Engagement”. The primary objective of this research was to investigate how content marketing influences online customer engagement. The study utilized primary data collected from 75 internet users through structured questionnaires using convenience sampling. Data analysis was made with tools like descriptive analysis, bivariate correlation, and regression analysis. The findings revealed a strong positive correlation ($r = 0.683$) between content marketing and customer online engagement, indicating that as content marketing efforts increase, so does customer engagement online. The study recommends that marketers act like publishers, delivering high-value editorial content and applying the B.E.S.T. model (Behavioural, Essential, Strategic, Targeted) to structure their content strategy. This study confirms that well-crafted content not only informs but emotionally and behaviourally engages the audience, ultimately fostering a stronger brand relationship online.

4. Objective of the Study

To examine the impact of AI-enabled content creation on online consumer engagement in digital content marketing.

5. Research Methodology

Data for the study were collected primarily from a structured questionnaire that was applied to 170 respondents at Coimbatore district, using Google Forms. Secondary data have been collected through journals, websites, etc., and other relevant sources. The time duration was four months September 2025 to November 2025. Simple Random Sampling was utilized in which the district-based sample of 170 respondents was acquired.

6. Analysis and Interpretation

6.1 Descriptive Statistics

The mean scores of the respondents about AI-enabled content creation in digital content marketing were calculated using descriptive statistics. Finding out how AI-generated content affects online consumer engagement in a variety of ways was the main goal of the investigation. Respondents' scores for a series of statements evaluated on a five-point Likert scale were combined to determine these perceptions. The

mean ratings have been assigned as 1 for ‘Highly not satisfied’, 2 for ‘Not satisfied’, 3 for ‘Neutral’, 4 for ‘Satisfied’, and 5 for ‘Highly satisfied’.

Table 1
Consumer Perceptions towards AI-generated marketing content

Consumer Perceptions		N	Minimum	Maximum	Mean	Std. Deviation
AI-generated content matches my interests.		170	1	5	3.6143	1.03262
AI-enabled content makes me engage more with online brand content.		170	1	5	4.1476	.58500
Personalized AI content increases my interaction with brands.		170	1	5	4.4238	.77802
AI-generated content reaches me at the right time.		170	1	5	4.3238	.87806
AI-recommended content is easy to access.		170	1	5	3.4429	.88533
AI-generated content reflects my preferences and online behaviour.		170	1	5	3.5238	1.15825
AI-generated content is visually appealing.		170	1	5	4.0476	.58500
AI-driven content encourages me to like, share, or comment on posts.		170	1	5	3.6810	1.02976

Source: Primary data

From Table 1, the highest mean score (4.4238) is found Personalized AI content increases my interaction with brands.with a standard deviation of .77802 and the lowest mean score(3.4429) is found for the factor AI-recommended content is easy to access with a std deviation of .88533

6.2 Friedman Rank Analysis

The Friedman Rank Test identified **content relevance** as the most influential driver of consumer engagement, followed by **accuracy of information**, **visual attractiveness**, and **consistency across platforms**. Factors such as emotional appeal and perceived human touch ranked lower, indicating that while AI excels in functional content delivery, emotional engagement remains an area for improvement.

Table 2
Key Drivers of AI-Enabled Consumer Content Experiences

Key Drivers of AI-Enabled Consumer Content Experiences	Mean Rank	Rank
Precision of AI-based content recommendations	2.31	1
Contextual relevance of AI-generated content	3.02	2
Ease of accessing AI-recommended content	3.74	3
Responsiveness of AI systems to consumer feedback	4.26	4
Timeliness of AI-driven content delivery	5.21	5
Visual appeal of AI-generated marketing content	5.89	6
Frequency of AI-mediated content interactions	6.78	7
Consistency of AI content across digital platforms	7.61	8
Consumer perception of data privacy and security	8.12	9
Emotional resonance of AI-generated messages	8.34	10

Source: Primary Data

With the lowest mean rank (2.31), indicating its highest priority among consumers, the Precision of AI-based content recommendations emerged as the most significant driver of AI-enabled consumer content experiences, according to the mean rank study. This emphasizes how crucial precise and tailored information distribution is to creating positive user experiences on AI-enabled platforms. On the other hand, emotional resonance of AI-generated communications received the highest mean rank (8.34), making it the study's least significant driver. This implies that when assessing AI-enabled content experiences, consumers give functional and performance-oriented features more weight than the emotional appeal of AI-generated material.

7. Conclusion

The present study examined the role of Artificial Intelligence in content marketing with specific reference to AI-enabled content creation and its influence on consumer interaction in digital marketing environments. The findings of the study indicate that AI-driven content creation has a significant impact on online consumer engagement by enhancing personalization, contextual relevance, ease of access, and responsiveness. Consumers tend to engage more actively with digital content when AI systems deliver accurate and relevant recommendations aligned with their preferences and online behavior. The results further suggest that functional and performance-oriented aspects of AI-enabled content creation play a more prominent role in shaping consumer interaction than emotional or aesthetic attributes.

Overall, the study establishes that AI-enabled content creation is not merely a technological innovation but a strategic tool that strengthens consumer-brand interaction in digital platforms. By enabling data-driven content personalization and adaptive engagement mechanisms, AI contributes to improved consumer experiences and sustained engagement. The study thus adds empirical evidence to the growing

body of literature on AI in digital marketing and highlights the importance of aligning AI capabilities with consumer engagement objectives.

8. Scope for Future Research

Despite its contributions, the study presents several opportunities for future research. Future studies may extend the scope by examining sector-specific applications of AI-enabled content marketing, such as FMCG, e-commerce, fintech, or service industries, to understand contextual variations in consumer engagement. Comparative studies across different social media platforms may also provide deeper insights into platform-specific consumer responses to AI-generated content.

Further research can incorporate advanced analytical techniques such as Structural Equation Modeling (SEM) to examine causal relationships between AI-enabled content dimensions and consumer engagement outcomes. Longitudinal studies could explore how consumer interaction with AI-generated content evolves over time. Additionally, future research may integrate psychological constructs such as trust, perceived authenticity, and privacy concerns to provide a more comprehensive understanding of consumer responses to AI-driven content marketing.

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