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Authenticity Feedback of AIGC Advertising Content--The Relationship Between Trust and Purchasing Behavior

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Abstract. The application of AIGC technology in the advertising industry is becoming increasingly common, and the problems of difficulty in distinguishing the authenticity of AI advertisements and insufficient user trust are becoming increasingly prominent. Most existing research lacks a comprehensive understanding of the mechanisms between real perception, brand trust, and purchasing behavior, and pays little attention to the differentiated impact of consumer AI literacy. This article takes AIGC advertising as the research scenario, analyzes the relationship between consumers' perception of authenticity, brand trust, and purchase intention, and explores the moderating role of AI literacy in it. The research results indicate that perceived authenticity is an important factor affecting consumers' purchase intention. After consumers recognize the true information of AI advertising, they will reduce their own shopping risk concerns, gradually establish brand trust in the three dimensions of ability, goodwill, and integrity, and ultimately translate it into actual purchasing behavior. Meanwhile, consumers' AI literacy will change their criteria for judging AI advertising. Consumers with higher AI literacy have stronger recognition abilities and are more cautious about AI advertising; Consumers with lower AI literacy are more likely to be influenced by visual effects and external information, and their judgments of advertising authenticity are relatively subjective, leading to different consumer decisions. Based on the above conclusions, this article suggests that brands improve the information transparency of AI advertising, clearly label AI creative content, and adjust marketing methods based on the AI cognitive level of different groups of people.

Keywords: AIGC Advertisement, Authenticity Perception, Brand Trust, Ai Literacy, Purchase Intention

1. Introduction

Generative artificial intelligence is developing rapidly, and the advertising industry is gradually shifting from manual creative production to co creation by humans and AI. AI has accelerated the speed of advertising production, but it has also brought about problems such as difficulty in distinguishing the authenticity of content. At present, more comprehensive research is needed to sort out how the real feelings of AI advertising affect consumer decision-making [1]. This article focuses on the research of AIGC advertising, sorting out the relationship between perceived authenticity, brand trust, and purchase intention, and analyzing the moderating effect brought by AI literacy.

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Research has shown that consumers who perceive AI advertising content as more authentic will establish trust in brand ability, goodwill, and integrity, and subsequently be willing to make purchases. Personal AI cognitive level will directly change people's judgment of whether the advertisement is authentic or not. Based on the research findings, this article suggests that brands add labels to AI generated advertisements, adopt a human-machine collaborative creative form, and establish a user feedback monitoring mechanism to resolve trust issues and improve the dissemination effect of AI advertisements.

2. The impact of perceived authenticity on consumer purchase intention

2.1. The correlation between brand reality perception and consumption intention from a multidimensional perspective

Consumers' perception of brand authenticity will have a significant positive impact on their willingness to purchase. In an information asymmetry market environment, true perception is the decisive factor that drives consumer decisions and stimulates purchasing behavior. Chen Weijun and Sun Xixiang conducted empirical research using green cosmetics as samples. The results indicate that consumers' authenticity judgments of brand integrity, product green attributes, and quality commitments can not only directly drive purchasing behavior, but also indirectly enhance purchasing tendencies by optimizing consumer attitudes. This conclusion also demonstrates the important value of authenticity perception in marketing [2].

The perception of brand authenticity is not a single subjective impression of consumers, but a comprehensive judgment formed by consumers based on the objective reality, constructed reality, and existence reality of the product. This is an important prerequisite for influencing consumer behavior. Mao Danning proposed in relevant research that the authenticity of time-honored brands will affect consumers' attitudes and behaviors from multiple levels [3]. Firstly, the historical and cultural heritage behind the brand can awaken consumers' nostalgic emotions. Secondly, exquisite production techniques and stable product quality can gradually establish the public's trust in the brand. Through multi-dimensional real experiences, consumers will ultimately convert all of the above into their value recognition, gradually driving potential demand into actual purchasing behavior. From this, it can be seen that the different constituent elements of brand authenticity jointly build a complete logical chain that affects consumer willingness.

With the help of classic consumer behavior theory, it can clarify the internal influence path of brand perception. In the past, overseas research generally used the Theory of Planned Behavior and the Theory of Perceived Risk for analysis, and relevant results have confirmed that true perception can profoundly influence consumers' purchasing judgments [2]. Truthfully conveying information to the outside world can narrow the gap between advertising descriptions and physical objects, and improve the current situation of market information asymmetry. After consumers grasp the complete and objective product content, their consumer concerns will continue to decrease, their perceived risks will decrease synchronously, and their trust in the brand will steadily increase. The combination of rising trust and falling risk directly increases consumers' purchasing tendency [2].

Overall, brand authenticity perception is an important basis for measuring consumer purchase intention. To stimulate consumer purchasing demand, enterprises need to consider three dimensions in advertising: objective truth, constructed truth, and self-truth, and rely on cognitive and emotional levels to gain consumer recognition [4]. Long-term adherence to brand authenticity can not only continuously stimulate consumers' purchasing ideas, enhance user goodwill and brand loyalty, but

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also force enterprises to abide by honest management, allowing brands to accumulate long-term competitive strength in industry competition.

2.2. The mechanism of AI advertising consumption intention formation based on trust model

Trust is the core prerequisite for establishing brand trust and generating consumer purchasing intentions. Consumers' judgment of the authenticity of brand information will form different levels of trust cognition, and make consumption choices based on this trust. In the consumption scenario of time-honored brands, consumers' true perception of the product itself and brand image can build a foundation of cognitive trust. There is an information asymmetry problem in the market, and a good perception of reality can reduce consumers' risk concerns and enhance their willingness to choose a brand [3]. Trust can reduce uncertainties in transactions and answer consumers' questions about product information, which is an important psychological condition for promoting consumer behavior.

This logic also applies to AI advertising scenarios, where consumers' purchase intention still relies on the true perception of the advertisement. Only when consumers believe that AI advertising content is authentic and reliable will they accept the advertisement and generate purchasing ideas. Brand trust includes three core dimensions: ability, goodwill, and integrity [5]. The ability dimension represents consumers' recognition of the brand's performance strength, and authentic advertising information will make consumers believe that the brand can fulfill its promotional promises; The dimension of goodwill reflects consumers' views on brand management philosophy, and the true brand image will make consumers believe that the brand takes into account user rights and narrow the psychological distance between the two parties; The integrity dimension relies on transparent information display to enable consumers to recognize the brand's trustworthy characteristics, reduce suspicion, and maintain long-term consumer relationships.

After the widespread adoption of AI technology, the difficulty of distinguishing the authenticity of online content has increased, and trust perception directly affects product sales. Ganzhou navel oranges, sour jujube cakes and other characteristic agricultural products rely on online sales to various places, and there is already an information gap in cross-regional transactions. With the continuous maturity of AI-synthesized image technology, out-of-town consumers often suspect that the origin materials displayed by merchants are not authentic enough, resulting in trust issues and giving up purchasing. According to McKnight's trust model proposed in 2002, verifiable real information is the key to building initial trust. Local merchants can display traceable real-life information through real-time live streaming of orchards, publicizing qualification certificates, and other methods, eliminating people's concerns about AI-generated false materials and establishing initial transaction trust. From this, it can be found that trust acts as an intermediary variable to undertake the perception of authenticity, ultimately playing a key role in consumers' purchase intention.

2.3. The regulatory mechanism of AI literacy on consumers' perception of authenticity

However, the classic chain of "authenticity trust intention" mentioned above is not equally applicable to all consumers in AI advertising scenarios. The AI literacy level of consumers may fundamentally reverse or weaken the strength and direction of the role of authenticity perception. In the context of AI advertising communication, consumers' AI literacy is an important antecedent variable that affects their perception of authenticity and can have a differential moderating effect on individual advertising evaluation logic. Consumers with different levels of AI literacy have

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significant differences in their criteria for judging the authenticity, recognition ability, and psychological acceptance of AI advertising, and may even produce completely opposite perception results. Consumers with high AI literacy have strong technical recognition abilities, which can clearly distinguish the visual and logical differences between AI-generated advertisements and real-life advertisements. They are more likely to identify traces of AI creation, thereby reducing their recognition of the authenticity of AI advertisements. On the contrary, consumers with low AI literacy find it difficult to distinguish AI-generated content and are more easily attracted by the exquisite and smooth visual presentation of AI advertising, thereby subjectively enhancing their perception of the authenticity of advertising content.

From the research results on the moderating effect of individual traits, it can be seen that consumers' own cognitive traits significantly intervene in the relationship between marketing information and brand perception [6]. Morhart et al. pointed out in their 2014 study that individual consumer characteristics can effectively regulate the impact of marketing communication methods on brand evaluation. Based on this conclusion, it can be inferred that in the consumer environment where AI technology is widely used, AI literacy, as an important cognitive trait of consumers, will also regulate the relationship between AI advertising content and consumer attitudes and behavioral responses. People with high AI literacy have a stronger awareness of content discrimination, similar to highly skeptical audiences, who will scrutinize AI anthropomorphic and emotional advertising content with more cautious and strict standards, and have a stronger negative perception of low-quality AI advertising. At the same time, they can objectively recognize the advantages of high-quality AI advertising, presenting more rational and polarized evaluation characteristics.

From the perspective of consumer information processing logic, the level of AI literacy directly changes consumers' dependence on external clues [7]. Dodds et al. proposed in 1991 that when consumers have insufficient knowledge of their own products, they will highly rely on external cues such as price, brand, and store reputation to indirectly judge product quality and reduce decision-making risks. According to the theory of information processing, consumers often cannot directly judge the intrinsic quality of products in high involvement and high information gap purchasing scenarios. Therefore, heuristic processing strategies are adopted to simplify the decision-making process with external clues, using brand awareness, pricing, store qualifications, and other information as alternative judgment criteria for product quality, in order to alleviate the uncertainty risk caused by information asymmetry.

Based on the above theory, it can be inferred that AI literacy can effectively weaken consumers' blind dependence on traditional external cues. Consumers with low AI literacy lack cognitive tools to distinguish the authenticity of AI advertisements and still rely heavily on external information such as brand and price to make quality judgments using traditional consumer thinking. Consumers with high AI literacy can break free from the limitations of traditional clue cognition and complete objective evaluations from deep dimensions such as the authenticity of advertising content, creative logic, and information accuracy, forming more independent and rational consumer judgments. Therefore, AI literacy, as a key individual cognitive moderating variable, profoundly reshapes consumers' perception path and quality evaluation mechanism of AI advertising authenticity.

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3. Suggestion

3.1. Brands should add AI generated logos in AI advertising placement to reasonably disclose creative attributes

Firstly, it is recommended that brands should not completely conceal the fact of AI advertising when placing it. Brands should inform consumers that AI is involved in the generation process of the advertisement and add AI-generated annotations on the advertisement. Because labeling AI advertisements does not actually reduce consumers' perception of authenticity and trigger a trust crisis, thereby affecting consumers' willingness to purchase. According to research, the impact of AI advertising on consumers' evaluations of AI advertising after AI identity disclosure is mainly reflected in advertising appeals. Enhance the relevance evaluation of rational appeals reduce the originality evaluation of emotional appeals, and this effect is not affected by product type [8]. Therefore, in terms of rational appeals, consumers will not be affected by the participation of AI in advertisements, which will affect their willingness to purchase the product. For emotional appeals, the brand needs to label the content of AI participation in advertising production, which is also acceptable to consumers. When consumers evaluate these dimensions, they do not immediately give business reviews or positive reviews just because 'this is done by AI'. Although the identity tag of AI will serve as an initial "anchor", consumers' final evaluation will still return to the quality of the advertising content itself [8]. Therefore, AI labeling in advertisements does not have a negative impact on consumers' purchase intention, so it is recommended that brands add AI labeling to AI advertisements.

3.2. Human-computer collaboration: the optimal mode for AI advertising production

Secondly, it is recommended that brand owners adopt a "human-machine collaboration" model in advertising production, rather than using AI for the entire advertising production process.AI is a tool that assists humans by lowering production barriers, unleashing the energy of creative personnel, and achieving human-machine complementarity, comprehensively improving the efficiency, focus, and innovative appeal of advertising creation. Moreover, humans and AI can collaborate to precisely meet the personalized needs of consumers, thereby stimulating human creative thinking and successfully achieving a dynamic balance between creative quality and production efficiency [9]. AI can assist humans in creating high-quality advertisements, and "human-machine collaboration" is beneficial for the development of creative advertising. When using AI functions to assist in creative advertising, brand owners need to clarify the scope of AI advertising, what AI needs to do, and what humans need to do. There is a psychological phenomenon of "ability acceptance mismatch" among consumers when using AI, which indicates that consumers trust AI to handle objective tasks more, but reject its ability to replace humans in performing subjective tasks, even if the algorithm performs better on the latter [9]. When tasks involve data processing, logical analysis, efficiency improvement, or objective fact inquiry, brands can use AI to replace humans in handling related work. When tasks involve emotional expression, moral judgment, artistic creation, or interpersonal care, AI cannot be used for work, which can cause consumer resistance and a decrease in trust in the brand.

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3.3. Relying on consumer trust feedback, promote the upgrade of AI advertising personification

Finally, it is recommended that brands attach importance to consumers' "authenticity evaluation and trust feedback" on AI advertising, collect consumer evaluations and feedback, summarize and make appropriate modifications. Brands should incorporate "authenticity evaluation and trust feedback" into the daily monitoring system of AI advertising. Based on the feedback summary, the brand needs to make targeted modifications to the existing AI advertising generation model and placement strategy. Due to the fact that the continuous usage behavior of AI application platforms is mainly driven by three core factors: immersive experience, self-efficacy, and community influence, and these psychological and behavioral states are significantly shaped by pre-variables such as information quality, task context, relative advantage, and degree of technological anthropomorphism. The degree of technological anthropomorphism, by endowing AIGC with "human-like" interactive features, effectively reduces users' cognitive and operational barriers, thereby significantly enhancing their self-efficacy and ultimately increasing their confidence and willingness to continue using it. Research has pointed out that users' continued use behavior is mainly significantly positively influenced by the following three factors; that is, the stronger these three factors are, the more likely consumers are to continue using the platform [10]. Therefore, after summarizing consumer evaluations and feedback, brand owners need to anthropomorphize AI technology in order to increase the likelihood of consumers using their brand.

4. Conclusion

This study systematically elucidates the intrinsic mechanism of consumer authenticity perception on purchase intention in artificial intelligence advertising scenarios. Research has shown that perceived authenticity is a key precursor driving consumers to develop purchasing tendencies. When consumers recognize the objective facts, image construction, and information credibility conveyed by brand advertising, their perception of transaction risks will be significantly weakened, and a stable brand cognitive trust will gradually form. By relying on the three core trust dimensions of ability, goodwill, and integrity, consumers' transaction doubts can be effectively resolved, and positive perceptions are ultimately transformed into actual purchasing behavior.

This study also confirms that consumer AI literacy is an important moderating variable that affects the authenticity evaluation process, and differences in individual literacy levels can lead to vastly different judgment logics for AI advertising. Consumers with higher AI literacy have stronger information recognition abilities and maintain a cautious attitude when exposed to AI-generated advertisements. The evaluation results also show obvious polarization characteristics. On the other hand, the group with relatively weak AI literacy is more susceptible to external cues such as visual presentation effects, brand reputation, and product pricing interfering with their judgment behavior. This feature not only changes their judgment of advertising authenticity, but also further affects their final consumption decisions.

Overall, consumers' willingness to purchase AI advertising is a product of the combined effects of authenticity perception, multi-dimensional trust system, and individual AI cognitive level. In the current industry context where artificial intelligence content is becoming increasingly popular and information authenticity is difficult to distinguish, brand owners can only improve the transparency of advertising information, fully present the true brand information, and develop differentiated marketing plans based on the audience's AI cognitive characteristics in order to effectively resolve trust crises, maintain consumer trust, and maximize marketing communication effectiveness.

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