

## CONSUMER ATTITUDES TO AI CONTENT GENERATION IN SOCIAL MEDIA

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### **Abstract**

The rapid advancement of artificial intelligence (AI) has transformed content generation in social media, prompting both excitement and skepticism among consumers. This study explores consumer attitudes toward AI-generated content, drawing on a comprehensive survey of social media users. The survey, conducted across diverse demographics, examines awareness, perception, trust, and engagement with AI-generated content. The results indicate that while awareness of AI content is high, with 88.3% of respondents recognizing it in their social media feeds, attitudes towards such content remain largely negative. Many users perceive AI-generated content as “inhuman” and “boring,” with significant con-

cerns about authenticity and data privacy. A striking 65% of participants advocate for transparency, urging brands to disclose the use of AI in content creation. Furthermore, trust in AI content is low, with many respondents expressing reluctance to engage with or share AI-generated material, particularly when its origin is disclosed. A case study focusing on Coca-Cola's AI-generated advertisements underscores potential brand impact, revealing that a majority of users failed to identify AI content and would prefer traditional, human-generated ads. The findings suggest that while AI has potential in content marketing, its acceptance hinges on ethical considerations, transparency, and the ability to complement rather than replace human creativity. This study offers valuable insights for marketers navigating the evolving landscape of AI in social media, highlighting the need for strategies that prioritize consumer trust and authenticity.

**Keywords:** AI-generated content, Social media marketing, Content authenticity, Digital trust

## **1. Introduction**

In recent years, artificial intelligence (AI) has transformed the marketing industry, introducing innovative methods for analyzing data, automating processes, and personalizing strategies. AI enables marketers to process vast amounts of data with remarkable accuracy and speed, leading to a deeper understanding of consumer behavior and preferences. This allows companies to deliver highly targeted and personalized advertising, significantly enhancing the effectiveness of their marketing campaigns.

Automation powered by AI optimizes marketing operations by streamlining routine tasks and boosting productivity. Additionally, AI-driven content personalization plays a pivotal role in creating unique user experiences, tailoring dynamic content to individual customer interests and needs. Machine learning algorithms can analyze data from diverse sources – social media, web traffic, in-store purchases, and online platforms – allowing marketers to identify trends and patterns critical for effective strategy development (De Mauro, Sestino, and Bacconi 2022).

AI also revolutionizes real-time marketing campaign adjustments, automatically optimizing budgets, resource allocation, and messaging in response to changing consumer behavior and market conditions, ultimately improving return on investment (ROI) and campaign effectiveness (AI

Khaldy, Al-Obaydi, and Al Shari 2023). However, the most profound impact of AI may be its ability to personalize consumer experiences by analyzing individual behaviors and preferences, resulting in more relevant and engaging content that drives conversions and fosters loyalty (Gao & Liu 2022).

Despite the numerous opportunities which AI offers in marketing, it also presents challenges related to ethics, data security, and transparency. As AI continues to evolve, companies must navigate these complex issues responsibly, ensuring respect for consumer privacy.

This study aims to present the results of an empirical investigation into user attitudes toward the use of AI in social networks to optimize content and enhance user experience. The first section outlines the potential business benefits of AI in social content creation, followed by examples of AI usage in the digital space. The main focus of the study is an in-depth analysis of a survey conducted on consumer attitudes toward AI-generated content.

## **2. Business Benefits of Artificial Intelligence in Social Media Content Creation**

Artificial intelligence (AI) offers multiple business benefits when creating content on social networks. These benefits not only increase the effectiveness of marketing campaigns, but also lead to significant cost savings and increased return on investment (ROI). Let us take a look at some of the key benefits that AI provides in this area.

### **2.1. Cost optimisation**

AI helps companies optimize their costs by automating multiple processes, including automatic content generation, publication scheduling, and campaign performance analysis. This reduces the need for human intervention and associated costs, while increasing the efficiency of marketing activities. For example, automating social media processes can result in significant savings in resources and time, allowing companies to focus on strategic tasks (Harkness et al. 2023).

### **2.2. Content personalisation**

AI allows companies to create personalized content targeted to specific audiences. By analyzing large volumes of data, AI algorithms can identify user preferences and behaviours, enabling the creation of relevant and engaging content. This leads to increased user engagement and increased conversions.

### **2.3. Increasing productivity**

AI systems significantly increase productivity in content creation. They can generate text, images and videos with high speed and accuracy, allowing marketing teams to create and publish content in higher volume and quality. This is particularly useful for campaigns that require regular content updates.

### **2.4. Improving analytics and reporting**

Artificial intelligence provides powerful tools for analysing the effectiveness of marketing campaigns. These tools can track and analyze multiple metrics in real-time, allowing marketers to make informed decisions and optimize their strategies. For example, AI-powered analytics platforms can provide detailed reports on consumer behavior which is essential for improving future campaigns.

### **2.5. Crisis management**

AI can play a key role in crisis management by monitoring social networks for negative comments and potential threats to a company's reputation. Natural language processing algorithms can identify and analyze negative sentiment in real time, allowing communications teams to respond quickly and effectively before problems escalate.

### **2.6. Improve customer interaction**

AI technology can improve customer interactions through automated chatbots and virtual assistants which offer quick and accurate answers to users' questions. This not only improves customer service but also frees up employee time for more complex tasks.

## **3. Examples of using artificial intelligence in the digital space**

We can safely say that artificial intelligence is used every day all around us. In the following pages, we will look at a few examples of its application in fast-moving goods and services.

### **3.1. Take a break with AI KitKat**

In the current dynamic world of advertising, artificial intelligence (AI) is becoming an increasingly important player in the creative process of marketing campaigns. Taking a cue from KitKat's latest project, delivered in collaboration with agency Wunderman Thompson, we see the brand emblematically embrace the principle of "taking a break", entrusting the creation of its new campaign entirely to generative AI in 2023 (VML, n.d.).



**Figure 1:** Screenshot from KitKat Australia & New Zealand YouTube profile  
 Source: “Have AI Break,” VML, n.d., <https://www.vml.com/work/have-ai-break>

KitKat’s initiative involves the development of ad copy where AI is triggered to formulate scenarios which are then turned into visuals. Fun tasks include instructions such as, “Create a KitKat ad speaking the language of Generation Z,” “Create a KitKat ad targeting gamers,” and “Create a KitKat ad reflecting the latest trends.” While the results are not perfect, they represent a good enough start which allows the team to relax while the “fingers that are being carried” are mostly occupied with chocolate (Duong 2023).

Melanie Chen, head of marketing at Nestlé, commented, “We’re committed to creating more opportunities for people to relax, so when Wunderman Thompson suggested we let AI generate our next advertising content, we happily accepted the offer. It’s clear from the results that AI is not yet ready to replace human positions in our industry without serious safeguards.” (Campaign Brief 2023).

This creative experiment highlights the potential of AI for automation in marketing activities, but also highlights the need for human oversight to ensure content quality and compliance. While AI offers opportunities to optimize marketing efforts and reduce operational costs, the creative human element remains indispensable for creating meaningful and emotionally engaging advertising messages.

### 3.2. Mint Mobile’s ChatGPT ad

Ryan Reynolds recently used OpenAI’s ChatGPT to create an ad for Mint Mobile, highlighting the growing role of AI in creative industries. This case is an example of the potential for AI to transform the traditional approach to marketing by offering new, innovative ways to engage audiences (Adams 2023).

The Mint Mobile ad, described by Reynolds as “slightly intimidating but impressive”, was created by ChatGPT with instructions to include a joke and

information related to ongoing promotion. This demonstrates how AI can generate content tailored to specific marketing requirements and maintain brand authenticity.

Implementing AI into marketing strategies offers opportunities to automate creative processes which can increase efficiency and reduce content creation costs. However, there is a risk of limiting creativity when relying exclusively on algorithmically generated content. It is therefore important that marketers remain actively involved in the content creation process, using AI as a tool rather than a substitute for human creativity.

### **3.3. My ad by Shahrukh Khan**

Artificial intelligence (AI) is transforming the marketing industry, introducing innovative approaches to analytics, automation and personalization of communications. An example of this is Cadbury Celebrations' campaign in India, where thanks to AI-generating technologies, local marketers had the opportunity to use a digital avatar of famous actor Shahrukh Khan as their brand ambassador. This campaign showcased an innovative application of AI in marketing which enables personalized presentation for small businesses (D&AD," n.d.).

In response to the economic challenges following the COVID pandemic, Cadbury Celebrations focused on its core values of generosity and community. The strategy aimed to revive a sense of community by encouraging empathy, turning marketing initiatives into an act of generosity.

Using data and AI tools, Cadbury created a host of personalized ads in which Shahrukh Khan promotes purchases from local stores, with each ad tailored to a specific store. The campaign was distributed via YouTube and social platforms such as Meta, reaching over 500 postcodes. Additionally, the NotJustACadburyAd.com platform was developed, allowing users to create and share their own versions of the ads (D&AD," n.d.).

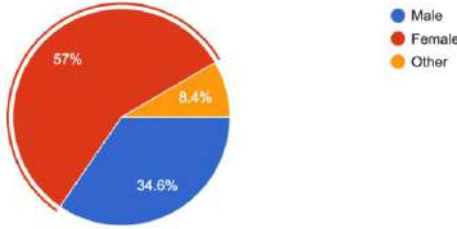
## **4. Empirical user research on AI-generated content**

The survey contains 47 questions which include both open and closed formats. It was created using Google Forms and distributed via social networks, emails and private messages to relevant audiences. Its aim was to explore users' opinions on AI-generated content: how they perceive it, whether they know what it is and whether they can recognise it.

### **4.1. General characteristics of respondents**

The survey collected responses from 106 respondents. Of these, 56% were female, 35% were male and the remaining 9% chose not to indicate their gender.

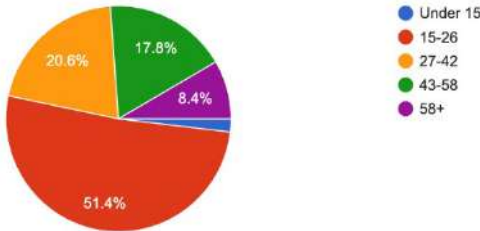
107 responses



**Figure 2:** Gender distribution

The survey was able to cover all age groups, with the largest proportion being Generation Z, which represented 50.9% of respondents and is the current focus of the study due to their significant consumer potential. They are followed by Millennials at 20.8%, Generation X at 17.9%, Baby Boomers at 8.5% and Generation Alpha at 1.9% – in absolute terms this is a two-person sample, making it difficult to draw specific conclusions about this group.

107 responses

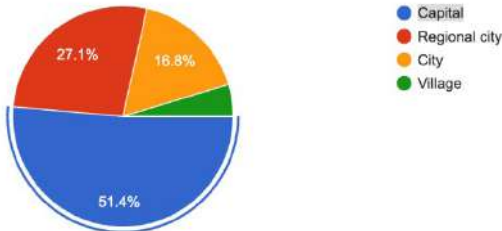


**Figure 3:** Age distribution

Source: Generated by the authors.

More than half of the respondents live in the capital (51.9%), 27.4% are from a large regional city, 16% are from a town and only 4.7% live in rural areas.

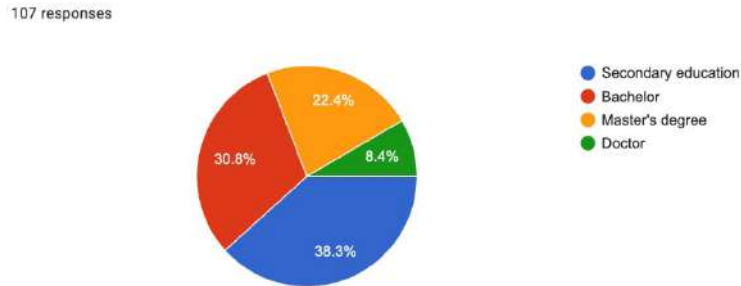
107 responses



**Figure 4:** Place of residence

Source: Generated by the authors.

A significant proportion of respondents have a university degree: 31.1% have a bachelor's degree, 21.7% have a master's degree, and 8.5% have a doctorate. The remaining 38.7% have secondary education.

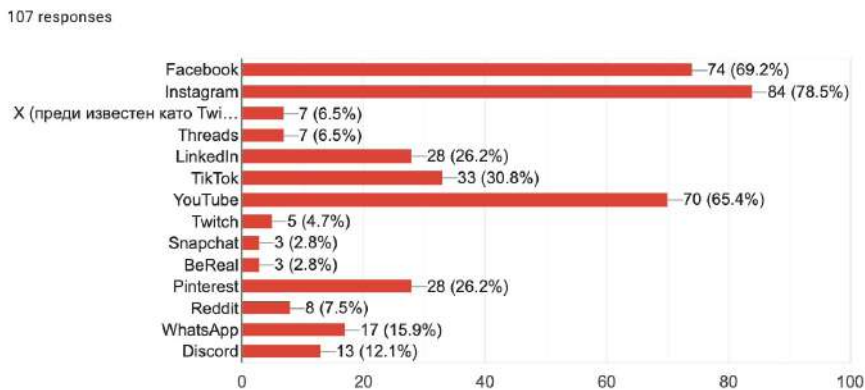


**Figure 5:** Education

Source: Generated by the authors.

#### 4.2. Use of social networks

The favorite and most used social networks for respondents are Instagram, Facebook and YouTube (over 65% for each of the mentioned).

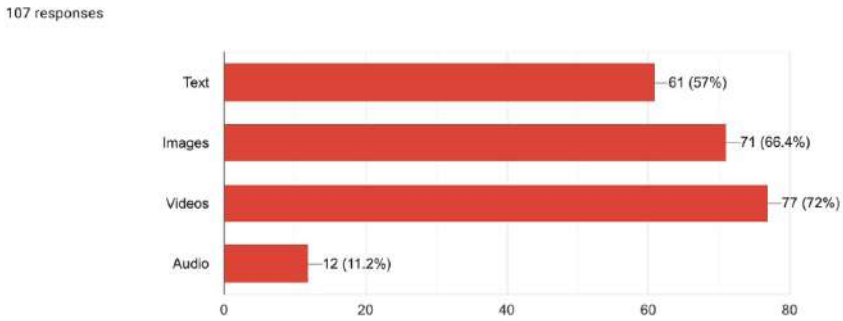


**Figure 6:** Which social networks do you use?

Source: Generated by the authors.

The survey confirmed that 70.8% users use their devices to visit social networks multiple times every day. They do so primarily for entertainment (93.4%), to learn the news (67.9%), and to connect with friends and family (67%).

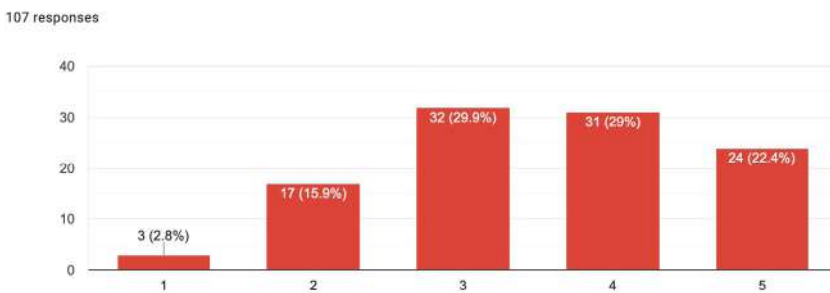
Videos are the most popular type of content to consume, followed by images and text posts, while audio formats remain in last place.



**Figure 7:** What type of content do you prefer?  
 Source: Generated by the authors.

**4.3. Attitude towards AI-generated content**

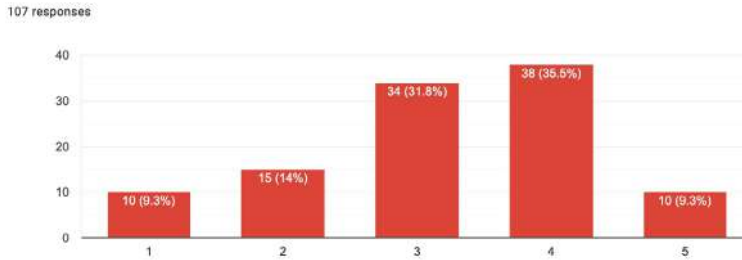
All respondents to the survey had heard of and knew what AI is. Of these, 50.9% thought they were well acquainted with the concept of it at work. 104 out of 106 survey respondents also know that there is artificial intelligence in social networks. 88.3% are sure that they have seen content created by AI on social networks, while nearly 16% could not judge. The latest data is extremely interesting and shows that audiences are watching the users and businesses they follow, trying to figure out if they are using AI.



**Figure 8:** Are you familiar with the concept of AI?  
 Source: Generated by the authors.

In an open-ended response, users indicated that by AI-generated content, they expect something boring, not relevant, which may not pique their interest. A common definition is “inhuman”, which we take to mean

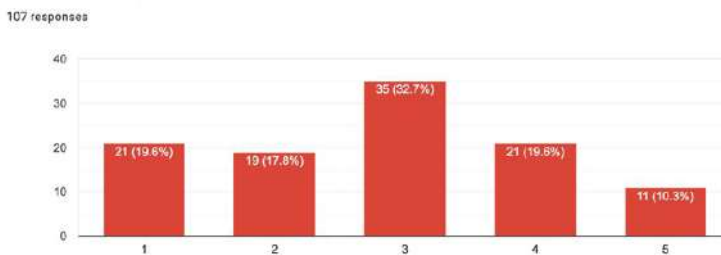
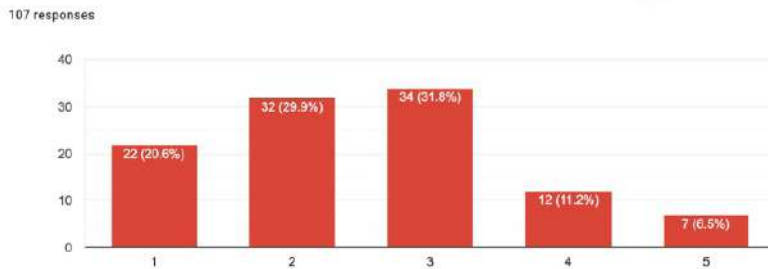
something that does not reflect the essence of the user. That said, a large percentage of users say they can recognize AI-generated content. We were later able to verify this statement in the survey.



**Figure 9:** Can you recognize AI-generated content?

Source: Generated by the authors.

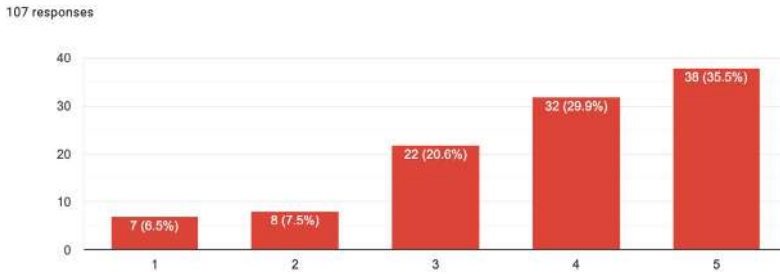
Users report that they do not trust AI-generated content, and a large percentage of users would not even interact with such content if it was clearly labeled that it was AI.



**Figure 10:** Trust in AI-generated content

Source: Generated by the authors.

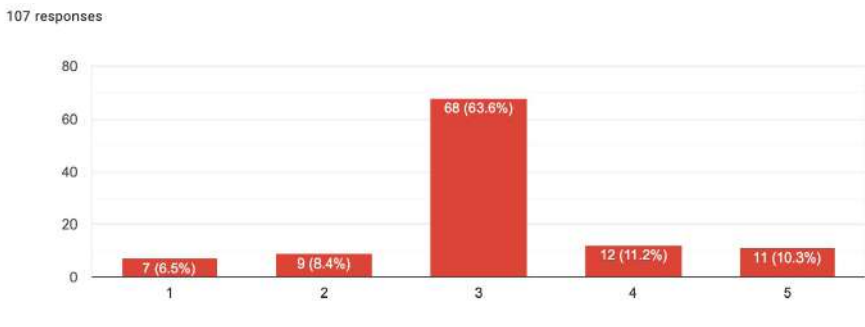
Users say they do not trust AI-generated content, and a large percentage of users would not even interact with such content if it was clearly labeled as AI. 65% also believe that every company should clearly say when content is AI-generated.



**Figure 11:** Informing about AI-generated content  
 Source: Generated by the authors.

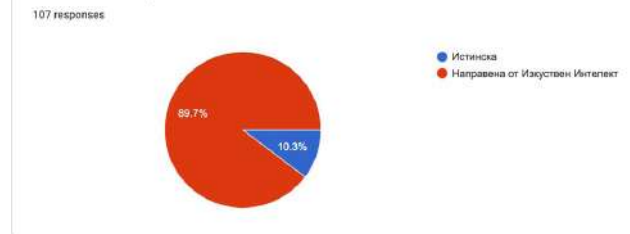
The main concerns related to AI are that authenticity will be lost (71.7%) and personal data will be misused (51.9%).

We asked questions to users related to the brand Coca Cola. In summary, we can say that 66% of users have either not seen or cannot determine whether they have seen Coca Cola content generated using AI. Coca Cola is a global brand which manages to maneuver between the rain drops of negativity surrounding AI. Consumers would not know how to react if they saw the company using AI. However 45% would not disclose if they did know whether AI was involved.



**Figure 12:** Brand perception  
 Source: Generated by the authors.

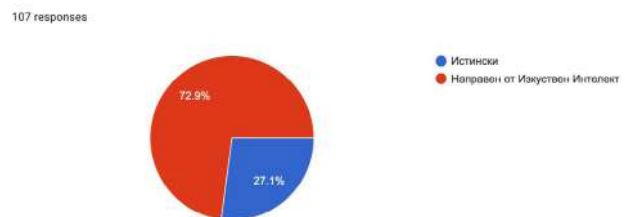
In order to test the audience's knowledge of AI, We staged a series of photos and videos. Some of them were created with AI and others were not. In the following lines we will reproduce the photo and the users' answers, in order to see if they could recognize the real from the fake photos.



**Figure 13:** Genuine or generated with AI?

Source: Bbc Bitesize, 2023. Chart generated by the authors.

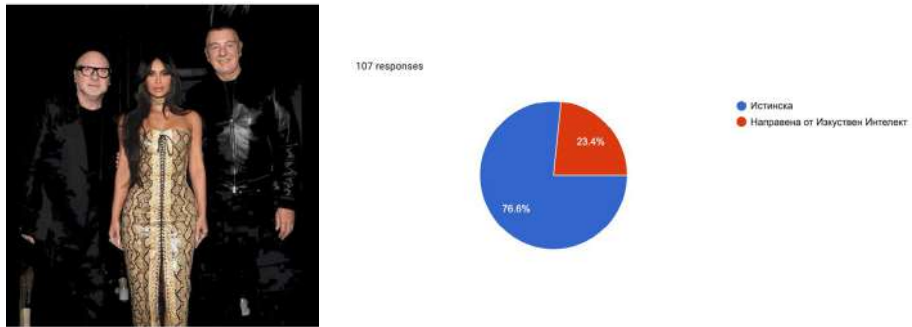
89.6% of users answered this question correctly. This is an AI-generated photo showing Mark Zuckerberg in a pink suit.



**Figure 14:** Genuine or generated with AI?

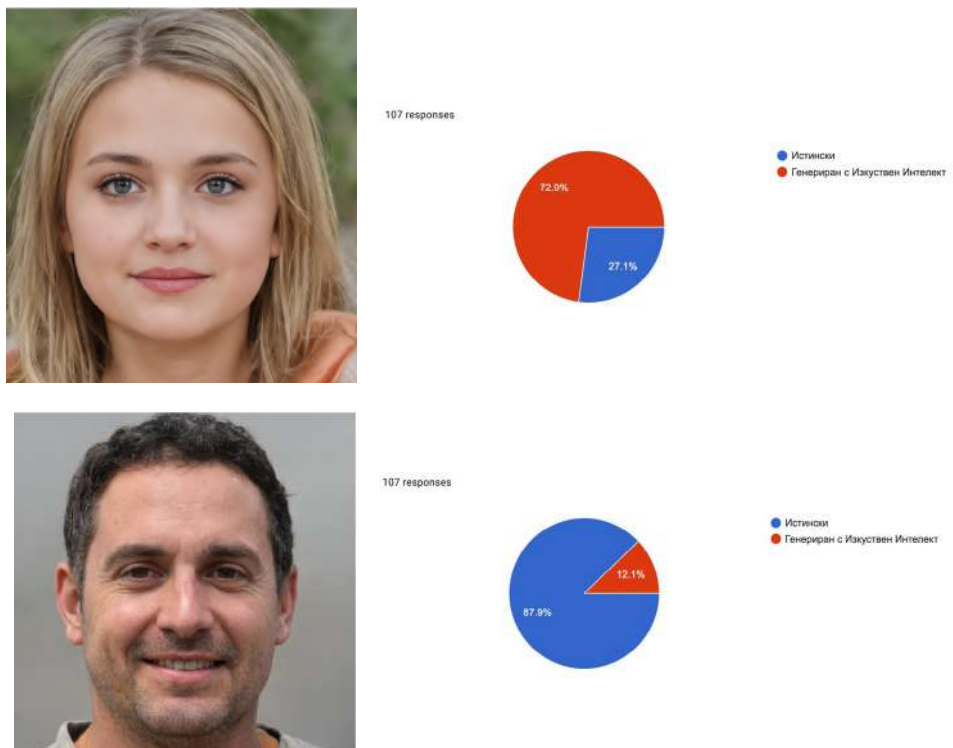
Source: Bbc Bitesize, 2023. Chart generated by the authors.

Here again we have a correct answer, which is however less convincing. This is again an AI-generated video of Tom Cruise doing magic tricks.



**Figure 15:** Genuine or generated with AI?  
 Source: Bbc Bitesize, 2023. Chart generated by the authors.

This photo of Kim Kardashian is completely real, as respondents to our poll pointed out.

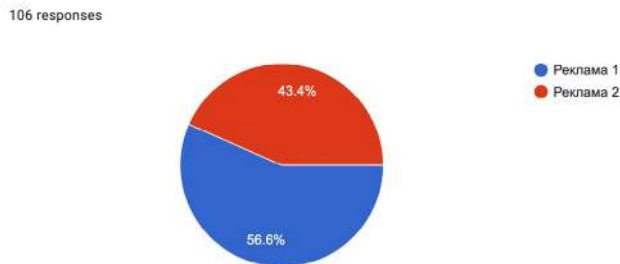


**Figure 16:** Genuine or generated with AI?  
 Source: Which Face Is Real?, n.d.. Chart generated by the authors.

These are randomly generated images of faces created with artificial intelligence. Although users recognize the female face, 87.7% of them are confused and indicate that the male face is real.

At the conclusion of our survey, we added two Coca-Cola ads. One is the ad created by artificial intelligence which we shared in the previous pages, while the other is a classic ad which launches Coca-Cola's "true happiness" platform. This is an ad from 2006 which did not use artificial intelligence.

In "Masterpiece" – the first ad where AI was used – 78.1% of consumers recognized that AI was used, while in the second ad where it was not used – 41.9% guessed that it was. Although the audience was able to identify when AI was used and when it was not, we have to note the small difference in the second ad. Consumers said they liked the new ad with AI better.



**Figure 17:** Which ad do you like more?

Source: Generated by the authors.

To summarise, we are still a long way from consumers being fooled when it comes to AI-created content. On average  $\frac{1}{4}$  of them make a mistake when they have to look and guess. It is important to say that in real-world conditions when they are not as observant, they are much more likely to make a mistake when looking at the data.

## Conclusion

The survey, conducted across diverse demographics, examines awareness, perception, trust, and engagement with AI-generated content. The results indicate that while awareness of AI content is high, with 88.3% of respondents recognizing it in their social media feeds, attitudes towards such content remain largely negative. Many users perceive AI-generated content as "inhuman" and "boring," with significant concerns about authenticity and data privacy. A striking 65% of participants advocate for transparency, urging brands to disclose the use of AI in content creation. Furthermore, trust in AI content is low, with many respondents expressing reluctance to

engage with or share AI-generated material, particularly when its origin is disclosed. A case study focusing on Coca-Cola's AI-generated advertisements underscores the potential brand impact, revealing that a majority of users failed to identify the AI content and would prefer traditional, human-generated ads.

The findings suggest that while AI has potential in content marketing, its acceptance hinges on ethical considerations, transparency, and the ability to complement rather than replace human creativity. This study offers valuable insights for marketers navigating the evolving landscape of AI in social media, highlighting the need for strategies that prioritize consumer trust and authenticity.

In conclusion, this study confirms the significant impact of artificial intelligence on social media marketing. AI tools and technologies present new opportunities to optimize content and personalize marketing messages, which are crucial for enhancing user engagement and which strengthen the connection between brands and their audiences. By successfully mimicking the human creative process, AI not only boosts productivity through task automation and big data analysis but also fosters greater creativity in personalized and dynamic marketing campaigns.

As social media marketing evolves, it is essential for companies to continue investing in AI while adhering to ethical standards and legal frameworks which protect user data and privacy. Transparency about AI use, coupled with educating consumers on its benefits and risks, is vital for building trust and increasing acceptance of these technologies. In order to facilitate broader adoption, companies should focus on implementing AI in mainstream, user-friendly applications, making it accessible for professionals navigating this complex landscape.

The growth and innovation in AI technologies offer marketers substantial opportunities to refine their strategies and produce more engaging content. However, with these opportunities comes the responsibility to use AI in a manner that respects and enriches the human experience, ensuring that technological advancements complement, rather than overshadow, the authenticity of human interaction.

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