

Exploring The Effect of AI-Written English Content on Brand Image in Social Media Communication

Dr. Shabana Sartaj¹, Dr. Ghullam Saqib Buriro², Dr. Saima Jafri³

¹ Sindh Agriculture University Tandojam. Email: ssartaj@sau.edu.pk

² Professor English, University of Mirpurkhas, Mirpurkhas, Sindh, Pakistan.

³ Assistant Professor, Institute of English Language and Literature, University of Sindh Jamshoro. Email: saimajafri1@gmail.com

DOI: <https://doi.org/10.63163/jpehss.v4i1.1232>

Abstract

Digital expansion of Artificial Intelligence (AI) is a trend that has extremely changed the way brands communicate on social media. One of such trends is the usage of AI-generated English texts, and it is a trend in the production of promotional content, social media captions, advertisements, and automated interactions with customers. Although such content is also efficient and scaled, the extent to which it can affect the brand perception, especially the authenticity and the credibility of the consumer is the question that has not been addressed adequately. In this essay, the AI-generated text on the English language is examined in terms of how it interferes with the brand perception in the social media. It was conducted using the theories of brand communication and authenticity within the context of computer-mediated communication because the authors wanted to explore how the audience influences the perception of AI-generated language and the brand image and credibility, in general. The research results can be applied in the practice of interest in sustaining authentic interactions in a more automated digital environment and being willing to utilize AI as the tool of digital communication overall due to its anxieties about the aspects pertaining to language and consumer attitudes.

Keywords: Artificial Intelligence, AI-generated English content, Brand Perception, Authenticity, Social Media Communication

Introduction

The emergence of social media at its breakneck pace has radically altered the element of communicating on the brand by altering it into a one-way communication process into a continuous interactive and language-driven form of communication. Facebook, Instagram, X and Tik Tok are the platforms that have transformed into the major arenas in which the brands form themselves, express themselves and cooperate with the consumers directly. These environments require textual communication to serve a personality of a brand and build a relationship with a customer base because captions, posts, comments, and responses can become a personality of a brand. With the competition of the consumer mind increasing, the appeal to the innovative tools assisting in the production of consistent, engaging and compelling content on the mass level is gaining more and more popularity among the brands.

Artificial Intelligence (AI) has become one of the innovative elements of the contemporary digital marketing. The progress made in the area of natural language processing has witnessed the AI systems to generate human like English texts that will be able to generate some extent of tones,

style and relevance to the context. The AI content is being applied in the social media marketing actively to generate the promotional content, automatic reaction, customized advertising and brand narrative. The benefits related to this technology that can be gained on the strategic level include the fact that this technology is not expensive, it enhances the productivity and the communication is standardised (Kaplan and Haenlein, 2019). This has rendered AI to be very embraced in the social media branding communication styles.

Although these are the benefits, the emergence of the use of AI-generated text in English was very much concerned about its ability to alter brand perception. Brand perception can be described as set of general perceptions, beliefs and emotional feelings that customers develop about a brand due to the recurring exposure to the messages and experiences of a brand (Keller, 2013). Language is one of the main fields of the development of such perceptions in the digital environment where non-verbal communication is minimal. Among the factors or aspects, which render considerable input to the understanding of the credibility and trustworthiness of a brand in the view of the consumer, there are the tone, its coherence and emotional appeal.

Authenticity has become one of the main principles of modern branding, especially in the framework of the informal and the relationship-based social media conditions. The customers have come to require that the brands should speak like people, in a manner that is authentic visible and human (Audrezet et al., 2018). The genuine brand communication is mostly linked to the sincerity, to the integrity of the emotions, and signature voice that can be related with the values of the consumers. The messages will surely develop an impression of trust, emotional attachment and positive brand image in the viewer once they appear authentic and finally will result in higher consumer loyalty.

However, the idea of Internet communication is a complicated issue with the assistance of AI-written texts. Despite the fact that the text produced by AI is also linguistic and may be grammatically correct and even contextually sufficient, it is also likely to seem detached, over-refined or even deprived of a human touch. The previous study notes that consumers do not react so when they understand that it is not a human but an artificial system, in which the content is generated (Longoni et al., 2019). Such awareness can lead to individuals being cynical and less emotional especially in the world whereby trust and close relations are premium. The perceptions can, therefore, create a negative impression on the brand image as far as the social media is involved where relatability and interaction are of paramount importance.

Meanwhile, the AI-generated content has not been perceived with an unequivocal negative reaction by the consumers. According to some research, in the situations when the messages developed by AI are deemed to be relevant, understandable, and aligned with the brand identity, it may produce a positive effect on consumer attitudes (Davenport et al., 2020). This implies that the feasibility of the AI produced English text is not necessarily with respect to the technical complexity but with respect to how it is to be understood by the audiences. Among the most noticeable factors that can be utilized to determine whether AI-generated language will have a positive or a negative effect on the brand perception, we can single out perceived authenticity, the emotional tone, and the proper context.

English language enjoys a powerful situation in online branding across the globe. The so-called professionalism and the innovation and modernity is also linked with the popularization of the English language as the most popular medium of online communication and marketing. Consequently, AI-crafted text of English is not only the communication tool, but also a symbolic tool that characterizes the brand image and positioning. These materials may produce massive influence on the perception of other consumers of other brands within a multilingual social media space where English is spoken widely. Despite the increased usage of AI-generated language in branding the social media there are already studies, which are focused on how well the technology works, personalized the algorithm, and how fast the social media can be used, in the respects of the engagement rates and the rate of click-through. Little is made aware of the language and perceptual

specifics of AI generated content, specifically about how the consumers identify the authenticity of the content and how this judgment is related to brand perception. Moreover, most of the studies explore AI tools overall without separating the effect of a language, which provides the gap in the study of the communicative effect of the text created by AI. This gap will be addressed by the proposed paper by comparing the performance of artificial intelligences in creating English text in affecting brand perception on social media, specifically authenticity. Neutral in the way it addresses how the consumers interpret the language created by AI and how they can map them to the brand image and credibility, the research work will make a contribution to the current knowledge on the subject of communication mediated by AI in a more informed manner. The consideration of the perceptual implications of AI-generated content should be considered when establishing an online relationship of a brand and continue to use automated solutions since the latter remains a valuable tool.

Research Objectives

- To determine how the AI generated English text influences the perception of the brand in the social media context.
- To determine the impact of the perception of authenticity on consumer response to AI generated brand communication.

Research Questions

- What is the impact of AI text generation on the brand perception of social media?
- How does brand message perceived authenticity affect consumer judgment of AI-based brand messages?

Research Hypotheses

- H 1: The brand perception of social media is strongly affected by the English text that was produced by AI.
- H2: Perceived authenticity of AI generated English text has a profound impact on brand perception.

Literature Review

The Social Media Brand Communication with the help of AI

The introduction of the Artificial Intelligence (AI) into social media marketing has entirely altered the character of the brand-consumer interaction. The use of AI-based text generation tools to create advertisements, captions, promotional messages and automated responses is ever-increasing, as the brands will not go off-line and its presence will expand indefinitely, without restrictions and interferences. Kaplan and Haenlein (2019) also note that AI technologies can help organizations become more efficient in their communication process and enable it to satisfy the needs of the audience on the fly. Likewise, as stated by Davenport, Guha, Grewal, and Bressgott (2020), AI has become a competitive tool of digital branding, which contributes to the congruence of content and enables individual communication in social media websites. Language in the communication dimension has become a key to brand identity communication and values in the social media environment. Textual interaction as indicated by Kietzmann, Hermkens, McCarthy and Silvestre (2011) is required in terms of relationship creation because the brands and consumers are involved in a dialogue interaction at a regular frequency. Nevertheless, the growing popularity of the AI-generated text in English language leads to the question whether this information will ever take the relational and symbolic role that was always attributed only to the human communication

(Huang and Rust, 2021). The identical changes suggest that the effect of AI-generated language on brand impressions among consumers has to be analyzed critically.

Brand image in the virtual and social media.

Brand perception refers to the general perception of a brand and is a result of cognitive, emotional and experience perception of a consumer. The brand perception theorized is a multidimensional brand perception, conceptualized by Keller (2013) as being founded on the brand associations, perceived quality, and emotional responses. These perceptions are being created and strengthened in social media as a result of constant exposure to brand messages, because of the interactions, and because of storytelling (Ashley and Tuten, 2015). The lingo factors discussed in the tone, clarity and emotion have been found to be critical in the effectiveness of brand communication during online behavior. It is suggested by Mangold and Faulds (2009) that conversational messages and attractive social media messages have a greater opportunity of creating a positive brand assessment. Similarly, Gensler, Volckner, Liu-Thompkins and Wiertz (2013) acknowledge the significance of good communication on the frequent basis as one of the ways of building credibility and trust. The more the AI-generated content in English spreads in popularity, the need to comprehend how the language affects or otherwise impacts brand perceptions.

The conceptualization of the Brand Authenticity.

The concept of authenticity has emerged as one of the most essential in the body of branding, especially when speaking of the digital and social media. According to Napoli, Dickinson, Beverland, and Farrelly (2014), brand authenticity refers to how much a brand is perceived to be authentic and genuine and consistent of the core values of the brand. It has been found that clear communication, emotional integrity, and logical narratives among other things have been found to be vital when it comes to authenticity in the online interaction (Beverland and Farrelly, 2010).

The other aspect that is relevant in the social media setting is authenticity where in the real sense it entails how the consumers would like the brands to relate to them in more human and relatable ways. According to Audrezet, de Kerviler, and Guidry Moulard (2018), authenticity has two dimensions: factual authenticity, which touches on honesty and transparency, and symbolic authenticity that touches the emotional affiliation and shared values. Social media branding is also symbolic because in such a case, the appeal to emotion will be more relevant to consumers than information (Morhart et al., 2015). This poses important issues of whether AI written texts that lack human experience and feeling can be put across in a manner acceptable to convey genuine brand messages.

Money and Authoritative Artificial Intelligence (AI) Text

New issues are introduced to the notion of authenticity in brand communications with the emergence of AI-based language. The text which the AI systems generate can be grammatically proper and appropriate to the situation, yet it might not sound like it was created by a person and can have no emotional value at all. According to Longoni, Bonezzi, and Moreweak (2019), people tend to show disdain towards algorithmic productions specifically when it seems to the problems that should be addressed with the help of intuition or emotions. This tendency can even give rise to the appearance of the perception of the non-validity of the brand messages created by AI.

On the other hand, other researchers state that AI-created content can be seen as a good one as long as it tends to attract the expectations and brand image of the potential audience. The messages generated by AI are relevant, efficient, and useful, and in response to this, the consumers of the AI generated messages respond positively to a study by Luo, Tong, Fang, and Qu (2019). The same authors explain, likewise, that the notion of authenticity depends on the human authorship, though

not only on the perceived earnestness and topicality of the message (Schouten, Janssen, and Verspaget, 2020). The results indicate that AI-generated communication authenticity is culturally oriented and relies on the audience meaning.

Language, English Usage, and Authentic Brand Voice

Language plays a very important role in creating brand perception as well as authenticity. English as the lingua franca of the world is closely related to professionalism, novelty, and modernity in branding in the digital world (Piller, 2018). The use of English in brands is typically faced in the social media as one attempts to reach more people and increase their perceived value. This way the generated English text by AI is not merely a communication, but the depiction of a brand image by symbols. Grammatical correctness is however not linguistic authenticity. According to Coupland (2014), the following aspects define the language use in a real situation pragmatic appropriateness, emotional acuity, and social sensitivity. Such subtleties cannot be as conveyed by the text generated by AI in English that can generate the feeling of inauthenticity. Besides this, the lack of customised and conversational types of interaction as van Dijk (2013) claims, may harm the perceived authenticity and brand image among the users of social media. Consequently, the fact that it is so specific to the quality of the AI-generated text is the capacity to replicate the usage of language by humans.

AI-Mediated Communication, Trust by Consumers, Credibility

The brand perception concept presupposes the element of trust as one of the most essential elements and is tightly connected to the authenticity. According to Morgan and Hunt (1994), one of the factors in long term relations between the consumers and the brands is trust. It is here that a sense of trust may be built by consistency, transparency and reliability of communication in the virtual world (Gefen, Karahanna, and Straub, 2003). Applicability of AI in communication can build consumer confidence and destroy it. According to Wirtz et al. (2018), the AI should be capable of enhancing the quality and timeliness of the services, which is why the service provider gains more credibility. Nevertheless, Sundar (2020) indicates that the consumers will not trust the communication when they realize that they are communicating with AI, and the communication seems to be detached or even synthetic. The mentioned two-fold effect justifies the importance of perceived authenticity as a confounding variable in determining the relationship between AI-generated content and brand perception.

Gaps in the Research of the Existing Literature

Regardless of the fact that the academic interest into the phenomenon of AI-driven communication is increasing, there are some gaps in the literature. The section in the current literature dedicated to chatbots and automation of the services is significant as opposed to the portion of AI-created promotion content in branding (Huang and Rust, 2021). Also, authenticity is not a subject of analysis, but, on the contrary, a secondary aspect more often (Audrezet et al., 2018). The perceived authenticity of the AI-generated English text and the brand perception directly on the social media are not empirically researched. Moreover, the majority of the researches have been carried out in the Western framework and, thus, they cannot be extended to other cultures. Sundar (2020) claimed that the research will require being context-specific, which presupposes that cultural differences in attitude to technology and communication are considered. In order to fill these loopholes, the current study views authenticity as a fundamental process that can be affected by AI-based English writing so that it impacts the brand perception in the social media environment. Such an approach will help to learn more about the role of AI mediation of communication and its influences on modern branding.

Methodology

Research Design

The quantitative research design is the research design that will be used in the present study to establish the effect of the AI generated English text on the brand perception, in the social media environment. This is why the quantitative methodology is to be employed because it will be feasible to explore quantifiable relations between the most significant variables, such as AI-generated content, perceived authenticity, and brand perception. The study also attempts to test such relationships in a statistical way and test the hypotheses as well.

The type of a survey design adopted is a cross-sectional survey design whereby the respondents gather the information at a given time. One of the most common fields where this design is applied is the research about social media and branding since it would be possible to measure the consumer attitudes and perceptions (Bryman, 2016; Creswell and Creswell, 2018).

Research Approach

The research design will be based on research philosophy of deduction and adhere to the existing theories of brand perception, authenticity, and communication through AI. Using the data, which are presented in the literature available, some assumptions are drawn and then confirmed through the empirical data. This method will be used to test the theoretical hypotheses, not to mention the effect of the AI-created English text on brand perception (Saunders, Lewis, and Thornhill, 2019).

Population of the Study

The market target is the social media active segment of the Pakistani population who are in regular exposure to brand related information in English language. The communication with these people occurs through Facebook, Instagram, X (previously Twitter), and Tik Tok, where AI-generated text is actively used in advertising, posts on promotion, and communicating with the audience automatically. It is presumed that the target population would be relatively well digitally literate and exhibit adequate rates of exposure to AI-based communication that would allow the latter to assess its nature and the impact on brand perception (Kaplan and Haenlein, 2019; Huang and Rust, 2021).

Sample Size and Sampling Technic.

The research contains 300 respondents which can be deemed as sufficient to carry out such statistical analysis in the form of correlation, regression and Structural Equation Modeling (SEM). It is an adequate sample size, which offers adequate statistical power and increases the value of the outputs.

The study will adopt non-probability convenience design in which the respondents would be chosen in accordance with the availability and willingness to participate in the study. The technique is typical of social media research and consumer perception study because the target population is extensive and the collection of data is not significantly challenging (Etikan, Musa, and Alkassim, 2016; Sekaran and Bougie, 2019).

Data Collection

Instrument

The measurement is conducted with the help of the structured online questionnaire as the basis of data collection; the questionnaire is prepared by using the validated measurement scales used in the previous studies. The questionnaire is going to be split into two broad sections:

The first part will contain the demographic data; this will involve; age, gender, the degree of education and the rate of use of social media.

The second part is a scale of focal constructs of the study; AI-written English text, perceived authenticity and brand perception.

In order to determine attitudes and perceptions, all questions will be rated on a five-point Likert scale (1(Strongly Disagree) 5(Strongly Agree)) that is typically applicable to the social science research (Hair et al., 2019; Malhotra, 2019).

Variables of the Study

The following are the variables in the research:

- Independent Variable: AI created English text.
- Mediator: Spreadsheet integrity.
- Dependent VA: Brand perception.

AI-generated English text is the brand-related text that could be generated on the basis of AI technologies. Perceived authenticity is the degree of perceived authenticity among the consumers that such content is authentic, credible and human. Brand perception is the level of consideration of consumers towards a brand, in regards to its credibility, trustworthiness and emotional attachment (Keller, 2013; Audrezet et al., 2018).

Data Collection Procedure

The questionnaire will be sent to the digital respondents (those who are active in social media and messaging apps) via social media and messaging applications. The subjects are answered the purpose of the study and assured the anonymity and confidentiality.

The respondents will be fully voluntary, and they will be required to guarantee that they post branded content on the social media regularly before filling the survey. This is in order to make certain that the results that will be received will be informed and pertinent especially in matters related to exposure to AI-generated information.

Data Analysis Techniques

The data obtained underwent analysis with the help of SPSS and further analysis with the help of SmartPLS or AMOS. The methods of statistics used are as follows:

- Statistical procedures of describing demographic variables and pattern of response
- The internal consistency of the measurement scale was determined through the reliability analysis (Cronbachs alpha).

Relationship Tests: Correlation Analysis.

Direct effects of AI-generated text and perceived authenticity on brand perception were to be determined with the help of the regression analysis.

In the case where structural equation modeling (SEM) is needed, to test the mediating influence of perceived authenticity.

The analysis indicators will make sure that the research questions and objectives are procedurally and strictly analyzed.

Research Hypotheses

According to the theoretical framework along with the literature review, the following hypotheses will be used in the study:

H1: AI-generated English text would be able to play a significant role in the brand perception on social media.

H2: Authenticity is a significant factor of brand perception on the social media.

Data Analysis and Findings

Characterizations of the Respondents by a panel

In order to examine the connection between the brand perception and the AI-generated English text, 300 active social media users were conducted in Pakistan. Another mediating variable in the relationship which was taken into account during the research was the perceived authenticity. The demographic factor proves that the gender distributions were rather equal 52 percent of the respondents were women, and 48 percent were men. Most of the respondents were in the 20-30 age bracket which qualifies as young adults who are very active on the social network platform which is known as Instagram, Facebook, and X (previously twitter). It implies that it is made up of mostly digital active people who are more likely to be exposed and engage in AI generated content. On education level, 70 percent of the respondents were bachelor degree qualified with the remaining pursuing M degree or had M degree. It is an indicator of the highly-educated population that is able to judge online content. Moreover, the percentage of the respondents who actively use social media on a daily basis is overwhelming which means that they were exposed to the branded communication rather often. This form of interaction makes it appropriate to discuss the appropriateness of the sample to be used to examine the perception of the brand message by AI. In general, the demographic profile can serve the purpose of the study in a reasonable way because these are not only tech-savvy people but also spend certain time online (Bryman, 2016; Creswell and Creswell, 2018).

Table 1: Demographic Characteristics of the Respondents (n=300)

Variable	Category	Frequency	Percentage (%)
Gender	Male	144	48
	Female	156	52
Age	18–20	52	17
	21–30	183	61
	31–40	43	14
	41+	22	8
Education Level	Bachelor's Degree	210	70
	Master's/Pursuing	90	30
Social Media Use	Daily	235	78
	Few times a week	50	17
	Rarely	15	5

Reliability and Descriptive Statistics

Cronbach alpha was used to test the measurement scales to establish the consistency of the measurements scales before they were subjected to inferential tests. The findings reveal that all the constructs are very high with a value of 0.88, 0.85 and 0.91 as the results of AI generated English text, perceived authenticity and brand perception respectively. The coefficients are all greater than the required value of 0.70 which indicates that the measuring tools are reliable (Nunnally and Bernstein, 1994).

The descriptive statistics also allow understanding the rating of the respondents to the main variables. The result of the analysis with respect to the mean (3.78) of the score (SD = 0.62) revealed an average positive rating of the participants regarding the AI-generated English text. The average score of the perceived authenticity was 3.64 (SD 0.71), which implied that the perception of the authenticity of AI-generated content was quite positive. In the same way, brand perception was slightly higher in terms of mean, 3.82 (SD = 0.65), and it can be inferred that the overall opinion towards brands created with the help of communication produced by AI was quite positive.

It means that the respondents will have a positive attitude toward AI-generated content but will have moderate attitudes towards its authenticity.

Table 2: Descriptive Statistics and Study Construct Reliability.

Variable	Mean	SD	Cronbach's α
AI-Generated English Texts	3.78	0.62	0.88
Perceived Authenticity	3.64	0.71	0.85
Brand Perception	3.82	0.65	0.91

Correlation Analysis

The correlation was used to examine the correlations among AI generated English text, perceived authenticity and brand perception. The results also show that the AI-generated English content is strongly positively correlated with brand perception ($r = 0.52$, $p < 0.01$), which implies that the better the AI-generated content, the better the brand perception.

Along the same line, the perceived authenticity had a good positive association with brand perception ($r = 0.56$, $p < 0.01$) and this raises the big role of authenticity in shaping consumer attitudes in brand. This means that a perceived content, which is of authentic features, enhances brand evaluation in general. Further, AI-generated English text was correlated with perceived authenticity in a positive way ($r = 0.48$, $p < 0.01$), meaning that highly written AI-generated text is more likely to be perceived as an authentic text by consumers.

Overall, these findings provide tentative empirical support to the hypotheses advanced, and demonstrate that the variables of the study have a positive and significantly related relationship.

Table 3: Correlation Matrix

Variable	1	2	3
1. AI-Generated English Texts	1		
2. Perceived Authenticity	0.48**	1	
3. Brand Perception	0.52**	0.56**	1

Note: ** $p < 0.01$

Direct Effect Regression Analysis

A multiple regression analysis was carried out as a method of testing the hypotheses of the research. The first model assumed the brand perception as a dependent variable where AI-generated English texts influenced it. The model was also found to be significant ($F(1, 298) = 91.32$, $p < 0.001$), and it has been found to explain 23 percent of the brand perception ($R^2 = 0.23$). The regression coefficient ($= 0.48$, $p < 0.001$) indicated that there was a good positive correlation hence proving Hypothesis 1.

In the second model, the perceived authenticity was the independent variable which predicted brand perception. This model was also statistically significant ($F(1, 298) = 98.75$, $p < 0.001$) to explain a quarter of the variance in brand perception ($R^2 = 0.25$). The Hypothesis 2 was supported by the positive and significant impact illustrated by the regression coefficient (0.50 , $p < 0.001$). Overall, the results show that AI-generated content is positively correlated with the brand perception in case its perception is viewed as natural and authentic.

Table 4 Direct Effect Regression Analysis

Predictor	β	t-value	p-value	R^2
AI-Generated English Texts	0.48	9.55	<0.001	0.23
Perceived Authenticity	0.50	9.94	<0.001	0.25

Mediation Analysis

A mediation analysis of SmartPLS that bootstrapped was done to ascertain the mediating effect of the perceived authenticity. Based on the results, there is some mediation between the AI-generated English texts and brand perception through which perceived authenticity mediates the relationship between them. Specifically, the perceived authenticity was a major effect of AI-generated texts (indirectly, 0.31 p-value < 0.001), which had a strong impact on brand perception (0.17 p-value < 0.01).

These results indicate that in spite of the fact that AI-based content has a direct impact on brand perception, a significant part of the activity is implemented via the perceived content authenticity. This highlights the importance of the authenticity as a tool that can enhance the power of AI-based communication to make a difference to consumer judgments in relation to brands.

Table 5: Perceived Authenticity Mediation Analysis

Relationship	Direct Effect (β)	Indirect Effect (β)	p-value
AI-Generated English Texts → Brand Perception	0.31	0.17	<0.01

Overall Findings

Overall, the results are a nice representation of every supposed assumption. It was also found out that there was high positive influence of AI produced English texts in brand perception and perceived authenticity improved the relationship. The frequent results of the descriptive, correlation, and regression test confirm the constructive role of the high-quality and authentic AI-generated content in brand attitude towards the consumer on the social media.

In addition, the perceived authenticity is also one of the most crucial channels that the mediation analysis has identified, where the AI-generated texts can enhance brand perception. These findings offer both theoretical and practical implications on the digital marketing strategies particularly in Pakistan.

Discussion

The findings of the present study are a good signifier of the fact that AI-generated English messages can influence the brand perception in the social media considerably and perceived authenticity is one of the principal mediators. The initial hypothesis, which tested the direct effect of AI generated English texts on the brand perception, was proved. The results of the regression analysis received as the quality, coherent, and contextually relevant information generated by AI, in its turn, are significantly and positively related to the consumer ratings of the brands (= 0.48, = 0.001). The given finding is related to the current literature recognizing the applicability of automation and AI-driven content to online marketing, and, more precisely, the communicative aspect related to the process of communicating with the consumer and shaping its vision in the most efficient manner possible (Huang and Rust, 2021; Kaplan and Haenlein, 2019).

It also supported the hypothesis that the perceived authenticity is also useful in modifying the brand perception. As it has been found, the correlation is positive (= -0.50, p <).

Perceived rating of the brand image was perceived between the content viewed as authentically genuine and content based on human beings and the perception rating as a whole (-0.001). The latter can be justified by the fact that the research indicates that authenticity results in trust, credibility, and a certain number of emotional connections with consumers online (Audrezet, de Kerveler, and Guidry Moulard, 2018; Longoni et al., 2019). The perceived authenticity is also apparently the determinant variable to how the audience will respond to the AI-mediated messages

by placing the thought process in the context of the nation of Pakistan, where consumers of the social media are increasingly becoming accessible to AI-mediated messages.

Besides that, it was revealed in the mediation analysis that AI-generated English texts and brand perception are mediated in part by the perceived authenticity. It demonstrates that even though the perception of the brand is influenced by the AI-generated content, positively, not all of its effects are executed through the perception of the authenticity of consumer. In real life, it signifies that a brand will be unable to create the content by the assistance of AI, they just must ensure that the message that they provided is authentic, rational and conveys brand values. The partial mediation also provides theoretical information on the literature on the digital marketing by creating a fact where the very concept of authenticity is an instrumental process whereby the information given by the AI can be transformed to positive consumer behavior.

Table 6: Hypotheses Testing Summary

Hypothesis	Relationship Tested	Result	Significance (p-value)	Supported/Not Supported
H1	AI-generated English texts → Brand Perception	Significant	<0.001	Supported
H2	Perceived Authenticity → Brand Perception	Significant	<0.001	Supported

Conclusion

The authors of this paper have already demonstrated that the impact of the AI-generated content on the English language causes a powerful impact on the brand perception in the context of social media, and the perceived authenticity is an incomplete intermediary. In line with the findings, the quality of message formed by AI and its logic are positively related to the perception of the brand by the consumer despite its appearance of authenticity and truth. Another contribution to the literature in digital marketing is that authenticity is one of the fundamental mechanic in the process of AI-influenced content to generate a perception in the consumers. According to it, the question of whether AI has been useful in the branding process or the naturalness and reality of the message being relayed is not solely the role of automation. Overall, the results show that the topic of strategic use of AI tools to marketing of social media is topical. This will especially be true in the case of the digitally active Pakistani populations in which AI-generated communication must be presented at an alarming rate.

References

- Audrezet, A., de Kerviler, G., & Guidry Moulard, J. (2018). Authenticity under threat: When social media influencers need to go beyond self-presentation. *Journal of Business Research*, 96, 37–45.
- Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology & Marketing*, 32(1), 15–27.
- Beverland, M. B., & Farrelly, F. J. (2010). The quest for authenticity in consumption: Consumers' purposive choice of authentic cues to shape experienced outcomes. *Journal of Consumer Research*, 36(5), 838–856.
- Bryman, A. (2016). *Social research methods* (5th ed.). Oxford University Press.
- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE.
- Davenport, T., Guha, A., Grewal, D., & Bressgott, T. (2020). How artificial intelligence will change the future of marketing. *Journal of the Academy of Marketing Science*, 48, 24–42.

- Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1–4.
- Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in online shopping: An integrated model. *MIS Quarterly*, 27(1), 51–90.
- Gensler, S., Völckner, F., Liu-Thompkins, Y., & Wiertz, C. (2013). Managing brands in the social media environment. *Journal of Interactive Marketing*, 27(4), 242–256.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis* (8th ed.). Cengage.
- Huang, M.-H., & Rust, R. T. (2021). Artificial intelligence in service. *Journal of Service Research*, 24(1), 3–22.
- Kaplan, A., & Haenlein, M. (2019). Siri, Siri, in my hand: Who's the fairest in the land? On the interpretations, illustrations, and implications of artificial intelligence. *Business Horizons*, 62(1), 15–25.
- Keller, K. L. (2013). *Strategic brand management: Building, measuring, and managing brand equity* (4th ed.). Pearson.
- Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons*, 54(3), 241–251.
- Longoni, C., Bonezzi, A., & Morewedge, C. K. (2019). Resistance to artificial intelligence. *Journal of Consumer Research*, 46(4), 629–650.
- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365.
- Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20–38.
- Morhart, F. M., Malär, L., Guèvremont, A., Girardin, F., & Grohmann, B. (2015). Brand authenticity: An integrative framework and measurement scale. *Journal of Consumer Psychology*, 25(2), 200–218.
- Napoli, J., Dickinson, S., Beverland, M. B., & Farrelly, F. (2014). Measuring consumer-based brand authenticity. *Journal of Business Research*, 67(6), 1090–1098.
- Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric theory* (3rd ed.). McGraw-Hill.
- Piller, I. (2018). Branding languages: The global structural and political forces shaping language choice in brand communication. In A. Trosborg (Ed.), *Handbook of pragmatics* (Vol. 11). De Gruyter Mouton.
- Saunders, M., Lewis, P., & Thornhill, A. (2019). *Research methods for business students* (8th ed.). Pearson.
- Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. influencer endorsements in advertising: The role of identification, credibility, and perceived authenticity. *Journal of Advertising Research*, 60(3), 1–15.
- Sekaran, U., & Bougie, R. (2019). *Research methods for business: A skill-building approach* (7th ed.). Wiley.
- Sundar, S. S. (2020). *Trust and technology in digital environments*. Routledge.
- van Dijck, J. (2013). *The culture of connectivity: A critical history of social media*. Oxford University Press.
- Wirtz, J., Patterson, P. G., Kunz, W. H., Gruber, T., Oliva, T. A., Krämer, F., & Berger, P. D. (2018). Brave new world: Service robots in the frontline. *Journal of Service Management*, 29(5), 907–931.