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## Abstract

This Study explores the difference between human generated advertising content and the AI generated Advertising content and this research explore the impact on AI generated advertising content on consumer engagement and consumer buying behavior. Qualitative approach used to unveil the perception about AI Generated Advertising content in the perspective of Marketers and AI experts and answer that what is different in humanly created advertising content and Ai generated advertising content. This study elaborates the impact of AIGAC on brands sales volumes and competitive edges. Researcher conducted interviews of marketers and creative directors to explore the phenomenon in their expert opinion. The research work highlights the importance of this emerging tool in industry and its contribution in brand building process specially brand communication strategies. This study discusses the abilities and accuracy of AI in Advertising particularly when we talk about human feelings and emotions. Finally, consumer perception about AI also concluded this study. Researcher found AI generated advertising content more effective than the humanly generated advertising content for Consumer Engagements and Consumer Buying Behavior. AI create more balanced and vibrant combinations in creativity of ads. Researcher finds that AI generated Advertising content will boost sales due to its high appeal of creativity. This study will provide direction to the practitioners for their future strategies regarding brand building, brand communication and Sales strategies. Future researches can get guidelines for their thematic researches.

**Keywords:** AI Generated Advertising Content, Consumer Engagements, Consumer Intentions, Human Generated Advertising Content, AI abilities, Emotions and Feelings

## 1. Introduction

In today's fast-paced world, technological advancements occur at an unprecedented rate, making it challenging to keep up with the constant influx of new developments. AI-driven content generation is revolutionizing numerous industries by simplifying various tasks and enhancing decision-making processes effortlessly (Ameen et al., 2021). This contains the utilization of procedures and specific algorithms to produce such content for advertising like texts, images, and videos as well for diverse purposes. Many sectors extensively adopt AI generated advertising content creation technology, especially for marketing needs and customer satisfaction service areas.

Ethics are essential in AI-generated content, especially regarding biases and discriminatory concepts embedded in preparation data (Wu et al., 2023). Advertisers have consistently modified data in ads to appeal to consumers either rationally or emotionally, shaping brand perceptions and thereby increasing the likelihood of purchase (Pawle and Cooper, 2006; Morris et al., 2002). While AI-generated content offers potential benefits, it also has its limitations. Machines lack the emotional depth and authenticity that human creators bring, which can influence user engagement (Ebrahimi & Fanaeepour, 2020). As AI technologies gain prominence, businesses stand to benefit from personalized content created by data-driven algorithms that consider user behavior patterns (Aguirre et al., 2015). Among the fields experiencing the most rapid progress is Artificial Intelligence (AI), which has emerged as a transformative force in our increasingly digital society, impacting various aspects of human life, including media and communication. Consequently, AI has become integral to everyday life, with its applications spanning across healthcare, banking, transportation, media, and entertainment. However, the proliferation of AI-generated content on social media platforms has sparked debates concerning its authenticity, reliability, and ethical implications.

Personalization holds utmost importance in fiercely competitive markets. AI has gain main role in contentment generation. Further, businesses can generate any personalized content backed by data-driven algorithms based on consumer trends and patterns (Aguirre et al., 2015). This approach is widely utilized across sectors such as retail and hospitality, facilitating the creation of engaging and relevant content, thereby enhancing overall customer experience.

Furthermore, AI systems may produce unoriginal and repetitive output, posing a risk to brand differentiation in longer span of time (Ebrahimi & Fanaeepour, 2020). This study seeks to address these concerns by investigating how individuals perceive and evaluate the authenticity and trustworthiness of AI-generated content. This research is particularly pertinent in today's era, characterized by a growing reliance on AI-generated content for information dissemination and consumption. The study aims to shed light on the role of AI in shaping public opinion and fostering informed decision-making.

Any biases in AI Content can cause negativity specially when we talk about customer experience which can damage a company's goodwill and reputation. Consequently, it is essential for businesses to prioritize ethical sensitivities by training their particular algorithms on diverse database and implementing all-inclusive approach to developing high-grade, inclusive AI-generated content.

Artificial Intelligence's ability of creating content promotions offers meaningful potential for enhancing user experiences. Advancements in technology, particularly in artificial intelligence (AI) and machine learning, are challenging and reshaping the modern concept of advertising and its content (Campbell et al., 2020; Li, 2019; Qin and Jiang, 2019). However, it is crucial to consider its ethical sensitivity, limitations, and potential impact on user engagement. By working on the identified areas companies and businesses can use AI for advantages and bigger benefits. Specially, when we talk about content creation for promotional purpose, it's a lengthy process which need money, time and resources. By indulging AI in process, it will benefit in terms of time and money.

In recent years, the swift progress of artificial intelligence (AI) technology has headed to its growing applications across countless fields. This progress has significantly converted businesses such as education, media, e-commerce, advertising, and more (B. Gao, 2023; B. Gao & Huang, 2021). Researcher found narrow knowledge about how AI solutions affect the perception of customer for its brand experiences while using (Ameen et al., 2021).

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To evaluate the real and accurate impact of complex relation between Auto-Generated content and user experience, it is necessary for researcher to grasp the phenomenon thoroughly. The rise in AI-generated content adoption has revolutionized the way businesses quickly and accurately produce large volumes of text, images, and videos (Davenport et al., 2020).

The effectiveness of AI-generated content in certain task makes widely useful, however, it has its drawbacks. For example, its limitations in personalized messaging can result in less engaging and memorable content compared to that created by human (Bilgihan et al., 2016). Additionally, the practice of particular and specific algorithms can lead errors or wrong communications, and wrong or incomplete message can affect customer emotions negatively (Davenport et al., 2020).

Identifying how AI generated materials influence customer's engagements can help companies and businesses in creating higher and better-quality content, which in turn increases satisfaction levels and retention rates (Bilgihan et al., 2016).

This paper aims to explore the influence of AI-based content generation on customer engagement and buying behavior, particularly focusing on how customers perceive content created by artificial intelligence compared to that crafted by human creators. Additionally, it delves into the potential ethical ramifications associated with the deployment of this technology in marketing. By incorporating numerous psychological theories, researcher seeks to report present research gaps in this area.

The main goal of this study is to evaluate the effect of indulging AI as technology for generating content on customer's response, engagement and behavior. Additionally, it seeks to compare customers' assessments of AI-generated content versus human-produced content. The study will report the given bellow research questions RQ.

**RQ1:** How do consumers sense AI-generated content in compare to humanly created content, and how does this opinion influence the consumer engagement and buying behavior?

**RQ2:** In marketing, what is impact of AI created content on Sales Volumes?

Our comprehensive findings aim to equip organizations with valuable insights for effectively integrating these current advances into their consumer outreach efforts. One significant advantage of utilizing AI based systems for content production in areas such as marketing and customer service is the enhancement of processing speed while keeping a better quality outcome (Davenport et al., 2020). Though, it is vital to consider prospective drawbacks, particularly the risk of compromising validity and accuracy (Norman, 2004).

## 2. Literature Review

AI has become an essential tool across various sectors globally as businesses obtain innovative methods to boost their productivity and efficiency. The incorporation Artificial Intelligence into social media strategies have been especially transformative. AI has been employed for content creation, custom-made recommendations, chat-bots, image and speech recognition, and sentiment analysis (Biljman, 2023). This addition has headed to better efficiency and accuracy, enhanced audience targeting, superior customer service, and it also contribute in cost reduction.

However, the starter of AI in content generation endeavors also poses possible troubles. De Cremer, Morini Bianzino, and Falk (2023) presents three situations: AI increasing human work to boost output, AI flooding the market with inexpensive matter that could possibly displace human made creative tasks.

However, despite its advancements, concerns remain about the potential shortcomings of artificial intelligence for required content creativity (Blumer, 1969; Burgoon et al., 1978; Daft & Lengel, 1986).

AI-generated content that is inappropriate or offensive to its audience can result in negative customer experiences. Furthermore, the reliance on AI algorithms for generating brand content poses limitations, as these algorithms depend on the quality of the training data (Burgoon et al., 1978).

Creating ethical guidelines for the development of AI generated content is imperative to mitigate these issues. Although AI technology holds significant potential to revolutionize marketing strategies and enhance customer service experiences, existing limitations must be addressed to fully realize this potential (Eppler & Mengis, 2004).

Therefore, this analysis will delve into the ethical considerations of using automated technologies for creating textual data (Eppler & Mengis, 2004). It also points to brighten how these progresses disturb society's broader perceptions of technological effectiveness by measuring changes resulting from distinctive levels of user experience (Gerbner et al., 1994).

In response to this, the research aims to advocate for a careful application of these techniques by examining potential challenges. By determining an outline for businesses to harness the benefits of AI while minimizing possible drawbacks, this study will provide a valuable input (Davenport et al., 2020). These findings will aid in optimizing customer experience tactics and promote the ethical and responsible use of AI technology to enhance user experiences (Eppler & Mengis, 2004).

The start of AI in auto generated content creation has revolutionized many sectors, such as marketing, branding, software design, Graphic Design, entertainment, and interpersonal communications (Davenport & Mittal, 2022). AI technology has become invaluable assets for businesses, providing features including automated content generation, improved content quality, increased content diversity, and personalized content. Although this technology demonstrate potential in emulating human creativity, they still necessitate human intervention to refine AI-generated content, ensuring sensitivity to prompts and maintaining quality.

The theory contributing to this study gap is Social Presence Theory (Short, Williams, & Christie, 1976). The theory proposes that creatives produced by humans evoke stronger emotional responses and greater engagement because of the social presence they convey. Studies show that customers tend to form stronger emotional connections with interactive experiences that involve human-created content. However, the effects of AI-generated material on consumer sentiments compared to human-developed content, and its overall impact on experiences, are still not well understood.

The identified research gap pertains to "Cognitive Load Theory" (Sweller, 1994), which indicates that AI-generated content is clearer and more concise, thus decreasing intellectual struggle and increasing information processing. Despite extensive research on the cognitive effects of AI-produced materials, significant gaps stay regarding writing by any human resource. This rises questions about how the end user perceive cognitive weight in both cases AI and Human generated content, highlighting the need for advance investigation to wholly apprehend their impact on end user's level of satisfaction and the experience he gone through.

## 3. Methodology

This study is based on qualitative approach with a focus on examining the impact of AI-generated advertising content on Consumer engagements and Consumer Buying Intention, this investigation employs a qualitative methodology centered on in-

depth interviews. This approach, as outlined by Creswell and Poth (2017), facilitates a comprehensive exploration of complex phenomena, making it well-suited for delving into the nuanced perspectives surrounding AI-generated advertising content. Participants were randomly selected from a diverse range of demographic backgrounds, based on their engagement with artificial intelligence, to ensure a varied sample that contains individuals aware with AI technology and its advancements. The study cross-examined 4 creative directors and marketing directors from both national and multinational companies. The average age of the participants was 35 years, and all participants were male. Researcher shared questions with interviewee through e-mail before conducting interview. Further, additional sub-questions were asked during interview to understand the phenomenon with more clarity. The average Interview duration was 10 minutes. Researcher got consent of interviewee to use his point of view (interview) in drawing conclusion about the researched issue.

#### **4. Interview Analysis**

Researcher interviewed all participant in detail and try to explore the phenomenon of my study.

##### **4.1. Main Theme: AI Generated Advertising Content Acceptability**

###### **4.1.1. Subtheme: New Trends, Technological Advancement, Conceptually Strong**

What is your opinion on AI Generated content?

A CMO was looking happy for the insertion of AI in industry because of its cost effectiveness and time saving technology.

We used to produce ads in humanly since years and we were spending millions of dollars. But today, if we use AI, its very easy now, it is not only about time, but also about our resources. (Participant 1)

A creative director was impressed for its color combinations and balance.

If I tell you my opinion ads generated through AI are more vibrant in colors and concepts. When a human resource does the same task he can not think a lot of ideas at a time, his color selections are not that vibrant and attractive as AI gives If you want to create content for your burger brand and you write four things in prompt, AI will include all four things in its ad which is not possible for a person. (Participant 2)

An other expert of AI and practitioner was considering this technology very interesting and useful but on the same time he was worrying about the replacement of human resources due to this.

AI Generated Content is a new trend in market, I think its something interesting and alarming as well. Interesting in sense that its very sensitive and rational where as its alarming for human resources. It could create unemployment in future. (Participant 3)

A Creative director considered this technology very beneficial in his response.

Well, it's a need of world and market is moving towards technological use and the use of AI is increase day by day. Now people are more focused towards AI because of the benefits it offers. Its not just eased but its rich dada based solution has enhanced the confidence of people. (Participant 4)

Participants gave positive response on AI usage in advertising industry. They explained the content generation ability of AI for brands. One AI expert and user was considering AI more useful and intelligent than any human mind. According to their analysis AI is the future of global market. it will replace human for advertising content generation. It makes things easy and time efficient. Not just time efficient but cost effective as well.

##### **4.2. AI Generated Advertisement is a revolutionary Addition**

###### **4.2.1. Subthemes: Technological Advancement: Relievable technology, Acceptable technology, Visualize dreams, Vibrant color application**

Do you think AI is a revolutionary addition in Advertising content generation?

The first Marketer explained the usage of AI in every field of life. According to him its revolutionary technology.

So, AI is being used in every field, from medical to advertising agency. And its has positive impact and no any negative impact, it will come when it will affect your health. So I think its positive impact is the best and revolutionary. (Participant 1)

According to 2<sup>nd</sup> participant it is revolution in industry. He told that this technology is bigger than our imagination.

Short Answer is yes, its revolutionary but just calling it revolutionary is not enough to explain the impact of AI. Its impact will be greater than our imagination. Heave you think before that you just imagine a pink elephant is walking in Lahore's streets and a rikshaw is passing though and AI generated the same scene in few seconds. In fact, AI is more than a revolution. (Participant 2)

3<sup>rd</sup> marketer is also consider this a revolutionary technology.

Of course, it's a revolutionary addition, in our market its acceptability is a bit slow but people a moving towards this gradually. You will see every field will not just deploy this technology but will rely on this as well. (Participant 3)

4<sup>th</sup> participant looks impressive with this technology, according to him it the great creation of a human mind.

Undoubtedly it is a great innovation of human mind. Its usage is beyond limits. I am sure in near future everything will be handled through AI. (Participant 4)

There is a unanimous thought about the revolutionary innovation of AI. Every participant not just agree with this but explained it as more than a revolution. According to the expert opinion there is no negative impact found so far, all is positive and progressive. Its impact will be beyond our imagination. It has ability to visualize your dreams.

##### **4.3. AI generated Advertisement emotional connection**

###### **4.3.1. Subthemes: Psychological belief, AI understand Human Behavior, Algorithm Modeling**

Next thing which researcher asked was, do you think it is emotional well connected?

The first participant pointed out the improvement in AI for its accuracy. He showed firm believe that AI generate content which is emotionally well connected.

Yes, it is well connected because it's a person's psychological belief, and emotions that attach to it. And it gives a response as per our psyche. Remember the chat GPT -4 is giving a response today, it didn't give the correct answer earlier, but today it's very effective. (Participant 1)

2<sup>nd</sup> participant partially agrees that AI emotionally well connected. He gave some example to validate his opinion on this.

It is an understanding that machines can not understand and act like a human. But I think AI has changed this mind set as well. You just tell your requirement and target market it will create emotionally well connected content for you. If write a prompt that create a yummy burger its include all those aspects which will show the yummy burger. (Participant 2)

3<sup>rd</sup> participant shows his point of view in positive direction on this. According to him AI use updated databases to generate his results which means it is well connected.

Yes, it is well connected because AI get its information from human behavior data base. That is why we can say AI understand our emotions. (Participant 3)

4<sup>th</sup> Participant also told about AI algorithm technology and according to him it is well connected.

To answer this question, I want to tell you how AI works? actually its an algorithm based software. If developer who is creating algorithm understand human mind and emotions than it is obvious that AI will understand emotions. (Participant 4)

All participants were quite sure about the emotional connectivity of AI. One thing which was added by one participant that it's a technology and it improves day by day. The other participant focused on its use means the result AI output is totally dependent on its user. if user write prompt smartly it will produce more accurate results as per the need.

#### **4.4. AI generated Advertisement and consumer engagement**

##### **4.4.1. Subthemes: Attractive Content helps in engagements, AI enhance Consumer Engagement, engaged customer is a happy customer**

Fourth Question was about the consumer engagement, researcher tried to find out that AI generated advertising content has impact on consumer engagement?

Participant agrees with researcher's question that AI Generated helps in engaging consumers

If you talk about online engagement, for example, we do online apps like Daraz or Harid -o -Frog or Shopping, then this gives engagement. (Participant 1)

Second participant gave superiority to AI generated advertising content on humanly generated content

In comparison with human generated advertising content, AI generated advertising content will get more engagements. There will be no comparison. (Participant 2)

The 3<sup>rd</sup> practitioner praises AI for its understanding of consumer behavior which leads to consumer engagement

As we discussed earlier AI understand human behaviors so it generates content accordingly which leads to engagements. (Participant 3)

According to 4<sup>th</sup> participant AI generate more attractive content which leads to better consumer engagement.

It is simple, where consumer attract more? things which are more attractive. Specially in social media content, AI is far better than human generated content. It also get better engagement as well (Participant 4)

AI-generated advertising content greatly boosts consumer engagement by creating more personalized, efficient, creative, and impactful ads. As AI technology advances, its influence in advertising is set to expand, providing increasingly sophisticated tools for engaging and converting consumers. Brands that effectively utilize AI will be better equipped to meet the demands of modern consumers and achieve greater marketing success.

#### **4.5. AI generated Advertisement and market competition**

##### **4.5.1. Subthemes: AI gives accurate data analysis, AI gives product analysis, Market competition understanding**

Next, researcher asked question about market competition and try to know participant's opinion about the understanding of market competition by AI.

Yes, actually its marketing edge for organizations. See, it shares the actual market data with us. It has ability to share post data as well. Organization not using AI will have left behind. (Participant 1)

We can say at some extent that AI understand market completion. Its again depend on AI user how good instructions it pass to AI. AI will analyze data given in database quickly and will show our desire results. (Participant 2)

Definitely AI understand the market competition, actually is a game of data. AI is also data driven technology so I am totally agreeing that AI understand market competition. (Participant 3)

Look, this is a very important question: when you start work on marketing and branding development work, the important role is a market competition to understand what is going on in the market. Which brand they are planning and providing? These are basic keys. AI is a human-created algorithm; AI understands human feelings and makes content as needed. Provide accurate analysis, I think, to understand the market trends. AI will take over everything in the future. (Participant 4)

In the participant's opinion, AI's capacity to comprehend and analyze market competition offers businesses crucial insights and strategic benefits. Utilizing AI for competitive analysis, trend forecasting, sentiment analysis, pricing strategies, product development, marketing, and sales tactics allows businesses to outperform competitors and achieve sustainable growth. One participant was not sure about its accurate results. According to him market problems are complex and AI will not be able to understand the complexity to market problems without human involvement.

#### **4.6. AI generated Advertisement and Consumer response**

##### **4.6.1. Subthemes: Consumer Perception, Content ingredients, Better content better response**

How consumer is responding to AI generated Advertisements?

If there is a product for Kids and Children and teen agers, they perceive it very well and respond it immediately, middle age consumer are will be in 50-50 mod, where as aged people will reluctant. (Participant 1)

Every literate person can easily understand the AI generated advertising content. You can notice that every ad has AI portion in it. Its voiceover, music and narrations done through AI. So, consumer enjoy the ads and respond positively. (Participant 2)

AI generate content according to the perceptions of consumer, so they accept it well and connect with that advertisement. (Participant 3)

Its again a procedural question and consumer's acceptance. I think AI is the need of advertisements. If ad is well composed and on the point which consumer is looking for than its acceptability is obvious. (Participant 4)

The overall influence of AI-generated advertisements on consumer behavior is predominantly positive, resulting in heightened engagement, enhanced customer experience, and increased conversion rates. Consumer enjoy AI generated ads and respond to that.

#### **4.7. AI generated Advertisement and Sales Volumes**

##### **4.7.1. Data Base algorithm, Engagement impact Sales, AI has ability to analyze post data**

What is the impact of AI generated advertising content on Sales volumes?

Companies using AI have competitive edge in market. Definitely their sales volumes boost. (Participant 1)

I will say Sales volumes are the result my all previous answers. Yes, sales will boost.

(Participant 2)

If AI generated content is engaging consumer than it is obvious that Sales of Company will increase. (Participant 3)

Yes, sales of company using AI generated advertising content definitely increase (Participant 4)

The provided interviews underscore the positive impact of AI-generated advertising content on sales volumes, highlighting increased sales performance, enhanced targeting, optimized ad spend, dynamic adaptation, improved conversion rates, data-driven insights, and consistency across channels

**Table 1: Thematic Analysis**

Main Theme	Sub Theme
AI-generated content Acceptably	<ul style="list-style-type: none"> <li>a) New Trending</li> <li>b) Technological Advancement</li> <li>c) Conceptually strong</li> </ul>
AI generated Advertisement a revolutionary addition	<ul style="list-style-type: none"> <li>a) Relievable technology</li> <li>b) Acceptable technology</li> <li>c) Visualize dreams</li> <li>d) Vibrant color application</li> </ul>
AI generated Advertisement emotional connection	<ul style="list-style-type: none"> <li>a) Psychological belief</li> <li>b) AI understand Human Behavior</li> <li>c) Algorithm Modeling</li> </ul>
AI generated Advertisement and consumer engagement	<ul style="list-style-type: none"> <li>a) Attractive Content helps in engagements</li> <li>b) AI enhance Consumer Engagement</li> <li>c) Engaged customer is a happy customer</li> </ul>
AI generated Advertisement and market competition	<ul style="list-style-type: none"> <li>a) AI gives accurate data analysis</li> <li>b) AI gives product analysis</li> <li>c) Market competition understanding</li> </ul>
AI generated Advertisement and Consumer response	<ul style="list-style-type: none"> <li>a) Consumer Perception</li> <li>b) Content ingredients</li> <li>c) Better content better response</li> </ul>
AI generated Advertisement and Sales Volumes	<ul style="list-style-type: none"> <li>a) Dada Base algorithm</li> <li>b) Engagement impact Sales</li> <li>c) AI has ability to analyze post data</li> </ul>

## 5. Discussion and Findings

The main objective of this study was to explore the impact of AI generated Advertising content on Consumer Engagement and Consumer Buying Intension. To explore the phenomenon, researcher approached 4 top level marketer who are using AI in this area. After detailed interviews researcher found AI Generated content very relevant in this industry. By exploring number of aspects of AI in Advertising at first we determined that AI is acceptable due to its pace, understanding and strong concepts. Researcher found AI a revolutionary addition because of its technological advancement, vibrant color selection combination, copy writing and Mood board creations. Researcher finds that creativity attracts consumer which leads to consumer engagements and AI Generated Ads get more engagements in comparison to humanly created ads. Researcher found similar results as, in the study of (Duo Du, Yanling Zhang & Jiao Ge 2023) reported that AI Generated Ad content positively impact on Consumer Engagements. In this study researcher also highlighted the abilities of AI for Market understanding and competitive analysis. Researcher is convinced with the accuracy of AI while providing analysis on market. It is also concluded that sales volumes also increase and have positive trends by using AI created Advertising. There is no any Ad found in which AI didn't contributed, either it's a video ad or static ad. In researcher's opinion AI generated Advertisement highly impacting consumer engagements and consumer buying intents. The previous research of (Ameen et al., 2021) also indicate that AI generated content influence consumer to make buying decision more rapidly.

Currently every ad has 30 to 50% contribution for concepts, copy writing, story board creation, feel board creation, graphics, narratives, music and screen play. AI contribution will enhance up to 80% in coming days for Advertising industry. Marketer can take help from AI to see the market analysis and future forecasts. AI will help in campaign designing with low cost. The main benefit for practitioners will be time saving. AI will help to provide solution in very short time. Content production cost will be 100 times less than humanly generated content.

## 6. Limitations

There are limitations for the conducted exploratory study. The primary limitation is it has a very small sample size. secondly, time limitation was there to complete this study. future researchers should increase sample size and in different industry.

## 7. Conclusion

This study subjectively found the importance of AI generated Advertising content and its practical impact on consumer engagement and consumer buying intention. This study answers RQ1 by explaining that AI generated Ads have positive perception in consumer's mind which leads to high engagements and positively impact consumer's buying behavior. After watching AI generated advertisement consumer engage more and buy more in comparison to human generated advertisement content. Researcher concludes that AI is the future of advertising industry. Using AI generated Advertising Content will provide multiple benefits in terms of time and money. The study addresses RQ2 that AI generated Advertising Content will boost sales volumes which ultimately leads to strong business base.

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