THE EFFECTIVENESS OF AI-GENERATED ENGLISH TEXTS IN SHAPING BRAND PERCEPTION ON SOCIAL MEDIA

Omar J. Alkhatib
Corresponding Author
Professor of Civil and Structural Engineering, Architectural Engineering Department, United Arab Emirates University
Email: *Omar.alkhatib@uaeu.ac.ae*
Owais Khan
University of Swat
Email: *owaiscs@gmail.com*
Faiza Latif
University of Central Punjab (UCP)
Email: *Faiza19@gmail.com*

Abstract
The growing use of Artificial Intelligence (AI) in digital marketing has dramatically changed the brand communication actions on social media. Artificial Intelligence generated texts of English have emerged as one of these tools and are frequently utilized to write promotions, captions, advertisement and automated engagement with customers. Though these texts are quite efficient and scalable, their insights in the process of brand perception formation are not studied properly, especially concerning authenticity and consumer trust. This paper looks at the efficiency of AI-created texts in English to affect brand perception on social media. Based on the theories of brand communication and authenticity in computer-mediated communication, the research will explore consumer perception of AI-generated language and how it influences the entire brand image and credibility. The study addresses the linguistic and perceptual aspects of AI-generated content and hence it becomes part of the existing research base on AI-driven digital communication and offers insights that can be applied by the brand that needs to retain authentic interaction in an ever-more automated online space.

Keywords
Artificial Intelligence, artificially generated English text, Brand Perception, Authenticity, Social Media Communication.

Introduction

The fast growth of social media has radically changed the essence of the brand communication as it is no longer a one-way communication but an ongoing, interactive, and language-based communication. Social media platforms like Facebook, Instagram, X, and Tik Tok have become key platforms where brands are built, values are communicated, and communication with consumers is carried out. Textual communication is an important aspect in such settings because captions, posts, comments, and responses are often the key elements by which brands can be personality and establish relationships with audiences. The competition to capture the attention of consumers is increasing, brands are increasingly looking at new tools that will allow them to create consistent, engaging and persuasive content at scale.

Artificial Intelligence (AI) has become one of the most significant technologies that influence the contemporary digital marketing practices. The progress in the field of natural language processing has made it possible to create AI systems which can produce human resembling texts in English,

capable of imitating tone, style and context. The texts generated by AI are currently commonly utilized in social media marketing to establish the promotional content, automated replies, personalized adverts, and brand stories. Strategically, AI-generated language enables brands to save money, enhance efficiency, and have a stable online presence (Kaplan and Haenlein, 2019). As a result, AI has been firmly integrated into the communicative structure of the social media branding.

Although these benefits exist, AI-generated English is becoming increasingly popular, which makes one question the effects it has on brand perception. Brand perception can be defined as the general impressions, beliefs, and emotional assessment of a brand that the consumers develop as a result of seeing brand-related messages and experiences multiple times (Keller, 2013). One of the main ways, in which these perceptions are formed, is by use of language, especially with regards to digital environments where non-verbal communication is limited. The tone, logicality and emotional appeal of textual communication play a big role in evaluating the credibility, trustworthiness and authenticity of the brand by consumers.

In the context of social media, where the interaction is informal and the communication is relational, authenticity has become a vital concept in branding today. The consumers demand that brands communicate in the manner that seems true, clear, and human (Audrezet et al., 2018). Sincerity of brands, emotional sincerity and a steady brand voice that resonates with consumer values are related to authenticity in the brand communication. The more brand messages are perceived to be genuine, the more consumers are likely to build trust and emotional attachment resulting in positive brand perception and loyalty.

The application of text generated by AI, however, makes it more difficult to define authenticity in online communication. Regardless of the fact that AI-generated language may be grammatically correct and make sense in context, the consumers will feel that it is like an impersonal, automated, or over-refined language. According to the previous studies, people tend to react differently to messages as soon as they realize that the content is produced by artificial mechanisms instead of humans (Longoni et al., 2019). Such awareness can dip emotional involvement, and it can result in distrust especially in the settings whereby relational intimacy and trust are appreciated. Such perceptions can have a negative impact on brand image in social media branding where audiences usually require relatability and to converse with each other.

Simultaneously, it is necessary to note that the reaction towards AI-generated texts by consumers is not necessarily negative. According to some of the studies, AI-generated content by being perceived useful, clear and well-commensurate to brand identity, may positively impact consumer attitudes (Davenport et al., 2020). This implies that AI-generated English texts may not only be effective based on the sophistication of technology but also based on their connotation and judgment by the audience. Perceived authenticity, emotional tone and contextual appropriateness are some of the factors that are important in assessing whether AI generated language will promote or damage brand perception.

English language takes a very important place in the global and digital branding. English being the global language of marketing and communication via the internet is also linked to professionalism, innovativeness and modernity. The AI-generated English texts are thus not the mere tools of information, but they are also the symbolic resources that determine the brand image and positioning. In the context of social media, where English is commonly spoken even in

multilingual communities, AI-generated English text might have high-implication with regards to the judgment that brands are subjected to by different audiences.

Although the use of AI-generated language in social media branding is increasingly becoming relevant, the available literature has mostly concentrated on technological effectiveness, algorithmic customization, and such performance indicators as click-through rates and levels of engagement. Little consideration has been paid to the linguistic and perceptual aspects of AI-generated texts and how consumers perceive their authenticity as well as how these perceptions affect the brand perception. Furthermore, most studies explore the AI tools in general without separating the role of language, which creates a gap in comprehending the communicational effects of AI-generated texts.

This paper can fill this gap by discussing how AI-generated English texts can be effective in shaping the brand perception in social media, specifically in regard to authenticity. The study intends to add to a more sophisticated comprehension of AI-mediated communication by investigating the nature of consumer perceptions of AI-generated language and its connection to brand image and credibility. With more and more brands turning to automated solutions to handle the digital communication, the implications of AI-generated texts on perception must be understood to create communication patterns that would be more efficient but also more authentic.

Research Objectives

1. To investigate the impact of artificial intelligence-created English text on brand perception in social media.
2. To examine how perceived authenticity influences the consumer reactions to AI-generated brand messages.

Research Questions

1. What are the effects of AI generated texts as far as brand perception is concerned in social media?
2. How perceived authenticity influences the way AI-generated brand communication is rated by consumers?

Research Hypotheses

H1: Artificial English texts produced by AI have an important impact on brand perception on social media.

H2: Brand perception is also largely impacted by the perceived authenticity of AI-generated English texts.

Literature Review

Artificial Intelligence in Social Media Brand Talk.

Changes in how brands engage consumers have been brought about by the use of Artificial Intelligence (AI) in social media marketing. Textual content: AI-driven systems, which can generate advertisements, captions, and promotional messages and automated replies, allow the brands to have an online presence that is continuous and scalable. Kaplan and Haenlein (2019) state that AI technologies enable organizations to streamline the efficiency of communication and react to the needs of the audience in real-time. On the same note, Davenport, Guha, Grewal, and Bressgott (2020) further hold that AI has turned out to be a strategic tool in the digital branding process through increasing content consistency and personalization in social media platforms.

Communication wise, branding social media depends much on language to pass across brand identity and values. Kietzmann, Hermkens, McCarthy and Silvestre (2011) note that textual

interaction is key to relationship-building within the social media setting whereby brands and consumers interact in dialogic exchanges. The use of AI-generated English texts as a substitute to human-written texts is subject to questioning because there is concern that this new technology can be used to perform relational and symbolic roles on human communication (Huang and Rust, 2021). These advancements make it necessary to pay closer attention to the way AI-generated texts determine the perception of the brand.

Perception of a brand in online and social media.

Brand perception is the general assessment of a brand by the consumer in terms of cognitive, emotional and experience. The conceptualization of brand perception created by Keller (2013) is a multidimensional concept that is influenced by the brand associations, the perceived quality, and emotional reactions. Under social media conditions, brand perception is constantly created and reproduced as a result of repeated exposure of brand messages, contact and stories (Ashley and Tuten, 2015). Brand communication language is very essential in creating these perceptions especially where visual and physical appeals are minimal.

According to research, the digital perception of the brand is highly determined by the tone of the message, its clarity, and the emotional appeal. Mangold and Faulds (2009) state that social media messages that seem to be a conversation and interesting will be more effective in creating positive brand evaluations. On the same note, Gensler, Völckner, Liu-Thompkins, and Wiertz (2013) emphasize that brand communication should be consistent and meaningful in order to boost credibility and trust. The more the AI-generated texts in English dominate, the more it is necessary to comprehend the effects of these texts on brand perception.

The Brand Authenticity Thinking.

Faithfulness has become a key concept in the literature of branding especially in digital and social media contexts. According to Napoli, Dickinson, Beverland, and Farrelly (2014), brand authenticity is the degree at which individuals consider a brand to be authentic, honest, and trustworthy to its principles. Transparent wording, emotional sincerity, and narrative coherence has been found to provide online communication with authenticity (Beverland and Farrelly, 2010). The significance of authenticity is increased by social media sites, where they demand that brands talk and sound like a human being.

According to Audrezet, de Kerviler, and Guidry Moulard (2018), authenticity in branding takes effect, both at the factual and symbolic levels. Whereas factual authenticity emphasizes on honesty and transparency, symbolic authenticity emphasizes on emotional attachment and values. Symbolic authenticity plays an especially important role in social media branding: consumers are looking to find emotional identification, and not necessarily informational details (Morhart et al., 2015). This casts serious doubts on whether texts created by AI and with no human emotion or lived experience can be used to effectively produce authentic brand messages.

AI-generated texts and visual perceived authenticity.

The introduction of AI-generated texts brings new issues to the phenomenon of authenticity in brand communication. Even though AI systems can generate grammatically correct and contextual language, the readers can find such texts unnatural or unemotive. According to Longoni, Bonezzi, and Morevelope (2019), people tend to develop aversion towards algorithms especially in spheres that need subjective interpretation or emotional comprehension. This dislike can cause consumers to doubt the authenticity of the AI generated brand messages.

Simultaneously, certain researchers suggest that AI-generated content can be viewed as genuine in case it matches the expectations of the audience and the brand image. Luo, Tong, Fang, and Qu (2019) discovered that the response of consumers to AI-generated messages is positive in case of its efficiency and relevance. On the same note, Schouten, Janssen, and Verspaget (2020) suggest that authenticity is not necessarily connected to human authorship, but to the perceived sincerity and suitability in the context. These results imply that attributed authenticity to artificial intelligence generated texts is socially constructed and relies on the interpretation of the readers.

Language, English Usage and Authentic Brand Voice.

The language adopted is essential in the process of building brand authenticity and perception. Professionalism, innovation, and modernity in digital branding are largely attributed to English as a global lingua franca (Piller, 2018). English is commonly used by brands on social media to access more people and gain perceived status. The artificial English produced by AI thus serves both as a communication device but also serves as a symbolic representation of a brand identity.

Nevertheless, linguistic authenticity is not limited to grammatical correctness. In reference to Coupland (2014), the use of authentic language implies pragmatic suitability, emotional sensitivity, and adequacy to social context. The English texts that AI can produce might fail to reflect these minor elements of language, resulting in feelings of inauthenticity. van Dijck (2013) remarks that users of social media expect to engage in a conversation and communicate in their personal ways, and the failure to conform may hurt the perception of genuineness and brand image. Therefore, AI-generated texts are effective to the extent that they are able to imitate the use of language by humans.

AI-Mediated Communication, Trust, and Credibility of consumers.

Brand perception is made up of trust, which is strongly associated with authenticity. According to Morgan and Hunt (1994), trust is one of the determinants of long-term consumer-brand relationship. Trust in the digital context is easily established by way of a regular and open communication (Gefen, Karahanna, and Straub, 2003). The generated texts by AI may help establish and build trust or break it, based on consumer perception.

Wirtz et al. (2018) suggest that AI-based communication is capable of enhancing reliability and responsiveness in services which will lead to trust. Nonetheless, as soon as consumers discover that they are communicating with robots, trust levels might decrease when the message is viewed as isolating or unnatural (Sundar, 2020). The two-sidedness also emphasizes the significance of perceived authenticity as an intermediate variable between the AI-generated texts and brand perception.

Existing Literature Research Gaps.

Although there is an increasing interest in AI-mediated communication, there are a few gaps in literature that are present. Most researchers pay attention to chatbots and automation of services instead of the output of AI promotional messages in branding (Huang and Rust, 2021). In addition, authenticity is usually addressed as an auxiliary variable and not as a primary analytical concept (Audrezet et al., 2018). Empirical studies on the direct relationship between the perceived authenticity of AI-generated English texts and the brand perception on social media are limited.

Moreover, a large part of the available literature most is carried out in the Western context wherein the results cannot be generalized to other cultural backgrounds. Sundar (2020) highlights the necessity of studies that are specific to a particular context and consider cultural attitudes to technology and communication. Filling these gaps, the current research places authenticity as a

fundamental process by which the perception of brands on social media depends on AI-generated English texts.

Methodology

Research Design

The research design of this paper is a quantitative one to discuss how AI-generated English texts help to create the necessary brand perception on social media. The quantitative approach would suit since the research will examine measurable associations among constructs, including AI-generated texts, perceived authenticity and brand perception, and will attempt to statistically test the associations between them. The survey is designed in a cross-sectional, which means that data since the respondents is gathered at one moment in time. The cross-sectional survey is commonly employed in the social media and branding studies to rapidly reveal the consumer attitude and perception (Bryman, 2016; Creswell and Creswell, 2018).

Research Approach

The research is directed by the deductive research approach based on the existing theories of brand perception, authenticity, and communication mediated by AI. Based on the previous literature, the hypotheses are developed and tested using the survey data. By doing so, the study also allows to confirm the theoretical propositions and offers the empirical data on the impact of AI-generated English texts on brand perception (Saunders, Lewis, and Thornhill, 2019).

Population of the Study

The target group comprises active social media users in Pakistan that are exposed to branded content that is written in English frequently. These consumers communicate with applications like Facebook, Instagram, X (Twitter), and Tik Tok, where robots generate texts, which find more and more applications in promotional messages, advertisements, and automated communication with customers. The population is supposedly digitally literate, and it is reasonable to believe it has been exposed to AI-driven content enough to judge its authenticity and influence on brand perception (Kaplan and Haenlein, 2019; Huang and Rust, 2021).

Sample Size and Method of Sampling.

A sample population of 300 respondents is utilized in this research, and it is believed to be sufficient to carry out statistical tests such as correlation analysis, regression analysis, and structural equation modeling (SEM). By setting the sample at 300, the methodology will be rigorous, there will be adequate statistical power, and the results will be reliable. The sampling method is a non-probability convenience method where the respondents are selected depending on the availability and the desire to be involved. The convenience sampling methodology is common in social media and research of consumer perceptions because the target population is dispersed, and it is possible to collect data (Etikan, Musa, and Alkassim, 2016; Sekaran and Bougie, 2019).

Data Collection Instrument

The structured online questionnaire is used to gather the data based on the validated measurement scales conducted in previous studies. The questionnaire will be divided into two parts. The former part will gather demographic data, considering age, gender, education, and frequency of use of social media. The second part will be used to assess the primary constructs of the research: AI-generated texts in English, perceived authenticity, and brand perception. The rating of all items is assigned to a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree), which is suitable to describe the attitude and perception of respondents in social science studies (Hair, Black, Babin, and Anderson, 2019; Malhotra, 2019).

Variables of the Study

The variables in the study are as follows:

- Independent Variable: AI-written English texts.
- Mediator variable: Perceived authenticity.
- Dependent Variable: Brand perception.

The AI-generated English texts are operationalized as AI generated content relating to a brand that is created with AI tools. Perceived authenticity is used to indicate how much the respondents trust such texts to be authentic, honest and humanly like writings. Brand perception defines the overall assessment of a brand by the consumers in terms of credibility, trust and emotional appeal (Keller, 2013; Audrezet, de Kerveler, and Guidry Moulard, 2018).

Data Collection Procedure

The questionnaire will be distributed through the social media and messaging applications to address the digitally active respondents. The participants are told what the purpose of the study is, and the secrecy and anonymity are guaranteed. The respondents are recruited on a voluntary basis, and they also affirm that they frequently engage with branded content on the social media before filling the questionnaire. This will only allow those who are conversant with the AI generated information to give answers that are pertinent to the purpose of the research.

Data Analysis Techniques

Data are processed with the help of SPSS and in case of necessity, SmartPLS or AMOS. Statistical methods that are used include the following:

1. Descriptive statistics to describe demographic variables and patterns of responses.
2. Cronbachs alpha is used to evaluate the internal consistency of the measurement scales by reliability analysis.
3. Correlation analysis to investigate the variables relationships.
4. Regression analysis to show the direct effects between AI-generated texts, perceived authenticity, and brand perception.
5. Testing mediation effects of perceived authenticity by optional Structural Equation Modeling (SEM).

Such analytical processes imply a rigorous and systematic test of the research objectives and hypotheses.

Research Hypotheses

In accordance with the literature review and theoretical framework, the hypothesis of the study suggests the following:

H1: AI-generated texts in English impose a strong impact on social media brand perception.

H2: Brand perception on social media is influenced by perceived authenticity significantly.

Figure 1: Conceptual Framework Diagram.
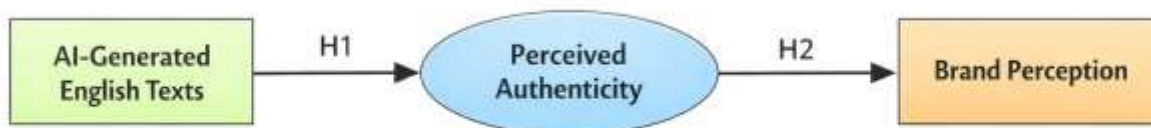
Data Analysis and Findings

1. The Demographic Characteristics of the Respondents.

To explore the relationship between AI-generated English texts and brand perception, the researchers used 300 active social media users in Pakistan to obtain data on the effectiveness of the AI-generated texts and the mediating variable was perceived authenticity. The population analysis revealed that there were equal genders of 52% and 48% women and men respectively. Most of the respondents (61) were under 20 and 30 years old and this constitutes the population of young adults who are very active on these social media sites including Instagram, Facebook, and X (Twitter). In terms of education, 70 percent of the participants had a bachelors degree with the rest of the respondents having a masters degree pursuing or finished. The bulk of the respondents mentioned that they interact with social media content on a daily basis, which implies that the sample was appropriate to test AI-generated brand communications (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

2. Reliability and Descriptive Statistics

The internal consistency of the measurement scales was determined by using the Cronbach alpha before the inferential analysis. The AI-generated English texts scale showed a high reliability (= 0.88), perceived authenticity (= 0.85), and brand perception (= 0.91) which was much higher than the recommended 0.70 (Nunnally and Bernstein, 1994). The descriptive statistics showed that respondents rated AI-generated English texts as a positive one on average with the mean of 3.78 (SD = 0.62). The mean perceived authenticity was 3.64 (SD = 0.71), and brand perception was slightly higher, namely 3.82 (SD = 0.65) as the overall perception of the brands was rather positive, which communicated the information via AI-generated content.

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

3. Correlation Analysis

The correlation analysis was done to determine the relationship between AI-generated English texts, perceived authenticity, and brand perception. The relationship between AI-generated English content and brand perception ($r = 0.52$, $p < 0.01$) was significantly positive meaning that the better the quality of the AI-generated content, the better the perception of a brand. Brand perception was also positively related to perceived authenticity ($r = 0.56$, $p < 0.01$), which underlines the effectiveness of the reality in boosting the consumer judgment. Moreover, AI-generated English texts were strongly associated with perceived authenticity ($r = 0.48$, $p = 0.01$), this may indicate that high quality AI-generated texts have a high chance of being perceived as genuine. These results give at least some initial evidence of the hypotheses put forward and depict the relationships between the study variables which are interconnected.

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: **$p < 0.01$

4. Regression Analysis and Testing Hypothesis.

To test the research hypothesis, multiple regression analysis was done. The first regression model predicted the brand perception with the use of AI-generated English texts. It was statistically significant ($F(1, 298) = 91.32$, $p < 0.001$), and the texts generated by AI described 23 percent of the difference in brand perception ($R^2 = 0.23$). The regression coefficient was 0.48 ($p < 0.001$) which showed a significant positive effect hence proved Hypothesis 1.

In the second model, the perceived authenticity was factored in as a predictor of the brand perception. It was also a significant model ($F(1, 298) = 98.75$, $p < 0.001$) with perceived authenticity contributing a quarter of the perceived brand perception ($R^2 = 0.25$). The regression coefficient was 0.50 ($p < 0.001$) which was in favour of Hypothesis 2. The findings show that if AI-generated texts are viewed as natural, they promote consumer judgment of the brand.

Table 4

Direct Effect Regression Analysis.

Predictor	β	t-value	p-value	R²
AI-Generated English Texts	0.48	9.55	<0.001	0.23
Perceived Authenticity	0.50	9.94	<0.001	0.25

5. Mediation Analysis

In order to understand the mediating effect of perceived authenticity, mediation analysis was performed based on bootstrapping in SmartPLS. The findings showed that the perceived authenticity mediates the connection between the AI-generated English texts and the brand perception partially. The perceived authenticity that was indirectly influenced by AI-generated texts (0.31, $p < 0.001$) had a direct impact on brand perception (0.17, $p < 0.01$). These results suggest that, although the direct impact of AI-generated texts on brand perception is obvious, a significant part of it works via the perceived credibility of the content. This highlights the

significance of the authenticity as a process that enhances the influence of AI-mediated communication on brand assessment.

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

In general, the results prove each of the hypotheses. AI generated English text has a strong positive impact on brand perception and the felt authenticity further reinforces the relationship. The descriptive, correlation, and regression analyses always show a positive effect of high-quality and authentic AI-generated content on consumer attitudes toward brands on social media. The mediation analysis shows that the perceived authenticity is a vital pathway where AI-generated texts increase brand assessment and it provides both theoretical and practical implication on digital marketing plans in Pakistan.

Discussion

The results of this research are a clear indication that AI-generated English messages have a strong impact on brand perception in the social media, with perceived authenticity being one of the main mediating factors. The first hypothesis that was testing the direct impact of AI-generated English texts on brand perception was confirmed. The regression analysis results demonstrated that there is a highly positive correlation (= 0.48, = 0.001) between high-quality, coherent, and contextually relevant content produced by AI and consumer ratings of brands. This finding is consistent with the existing body of work that acknowledges the value of automation and AI-powered content in digital marketing, especially when it comes to communicating with the consumer and influencing their perception in the most effective way possible (Huang and Rust, 2021; Kaplan and Haenlein, 2019).

The second hypothesis, which also supported the effect of perceived authenticity on brand perception, was also supported. It was found that there is a strong positive correlation (= -0.50, p -0.001) between the content perceived to be authentic and human-based and the general perceived rating of brand image. The latter results are supported by research that shows that authenticity leads to trust, credibility, and more emotional bonds with consumers on the Internet (Audrezet, de Kerveler, and Guidry Moulard, 2018; Longoni et al., 2019). When thinking in the context of Pakistan where social media users become more and more exposed to AI-mediated messages, perceived authenticity also seems to be a decisive variable influencing the way the audience will react to AI-created messages.

Further, mediation analysis showed that perceived authenticity mediates the association between AI-generated English texts and brand perception partially. This shows that although AI-generated content positively influences the perception of the brand directly, a part of its influence does it through the perception of authenticity of the consumer. Practically, it implies that a brand should not depend on AI to produce the content, they need to make sure that message communicated is genuine, logical, and matches brand values. The partial mediation also offers theoretic information concerning the literature on digital marketing by affirming the fact that the notion of authenticity is a crucial process through which AI-generated information can be converted into desirable consumer behavior.

The results are further made contextual through demographic analysis. The sample size and population that was mostly made of young and digitally literate users of social media in Pakistan implies that the AI-generated content might be particularly effective in reaching this demographic. The reliability of the measurement instruments in the study is also supported by the fact that the Cronbach alpha values of all the constructs are more than 0.85 and the findings are strong and reliable.

All in all, the research establishes that AI-generated English texts are useful in influencing the perception of the brands, in situations where they are perceived to be authentic. The practical implications of these findings are significant: a marketer needs to be more concerned with the perceived authenticity of the AI-generated content through the use of natural language, consistency with brand identity, and relevant context. These kinds of strategies are bound to increase consumer confidence and enhance brand performance, which will be efficient and effective in online marketing campaigns.

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

Note: The mediation analysis shows that the perceived authenticity mediates the effect of AI-generated English texts on brand perception to some extent.

Conclusion

The present study proves that brand perception on the social media is greatly affected by the AI-generated English texts, where perceived authenticity serves as a partial mediator. The result shows that quality and coherent AI content could improve the process of consumers judging a brand, especially when they view such messages as authentic and reliable. The research adds value to the literature on digital marketing by validating that the authenticity is an essential process by which AI-based content influences consumer perception. Generally, the findings highlight the need to consider the application of AI tools in social media branding processes, especially among digitally savvy customers in Pakistan.

Recommendations

According to the results, perceived authenticity is suggested as a top priority to be followed by the marketer when creating AI-generated content. Brands must make sure that automated messages are written in a natural, human manner, aligned with brand values and that the messages have a contextual relationship with target audience. Also, the feedback on the audience reaction to the posts created with the help of AI can be maintained regularly, which will allow to optimize the content strategies and to get more involvement. Organizations will be able to use automation along with a combination of emphasis on authenticity to strengthen brand perceptions and enhance relationships with social media users.

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