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ARTIFICIAL INTELLIGENCE-GENERATED ADVERTISEMENTS AND PERCEIVED BRAND AUTHENTICITY AMONG MILLENNIAL MOTHERS: INSIGHTS INTO RESPONSIBLE CONSUMER ATTITUDES

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ABSTRACT

Artificial intelligence-generated advertisements are increasingly used in digital marketing, yet their impact on brand authenticity remains unclear, particularly among Millennial mothers in the Philippines who are frequently exposed to generative advertisements for health supplements. The purpose of this research is to examine how the perception of AI-generated advertisements influences perceived brand authenticity by evaluating the relationship between four perceptual dimensions—advertisement sophistication, perceived verisimilitude, perceived creativity, and awareness of falsity—and brand authenticity, measured through credibility, integrity, symbolism, and continuity. The methodology employed was a quantitative cross-sectional survey design, with data collected from 384 Millennial mothers who reacted “like” to short-form video advertising for generative health supplements. The findings revealed a moderate relationship between the perception of artificial intelligence-generated advertisements and perceived brand authenticity as a whole, and by age and household monthly income. Among all the variables, the perceptions consistently exhibited “High,” underscoring the need for brands and digital marketers to balance creativity with transparency to sustain perception and authenticity. In conclusion, artificial intelligence-generated advertisements can strengthen brand authenticity when executed to a professional standard and guided by ethical standards. To sustain consumer trust and positive perceptions, this study offers actionable strategies for the ethical use of AI-generated advertisements, enabling brands to foster responsible consumer attitudes.

Keywords: Artificial Intelligence, Artificial Intelligence-Generated Advertisement, Responsible Consumer Attitudes, Health supplement products, Millennial mothers.

1 INTRODUCTION

AI-generated ads transform marketing by enabling greater personalization and efficiency through algorithms such as GANs, but they also pose challenges to authenticity and ethics, affecting consumer trust [1]. Awareness of AI’s role influences trust, purchase intent, and ethics [2]. Brands that use AI are associated with transparency and valued by digitally savvy consumers [3]. Globally, 61% of marketers use AI for personalization [4]. AI ads are perceived as less trustworthy when the use of AI is revealed, especially in the health sector [2,3]. In the Philippines, AI accelerates digital marketing, with brands using machine learning and analytics [5]. Filipino consumers remain cautious, with 56% avoiding unauthentic brands, pushing companies to emphasize transparency and emotional connection, especially in

health supplements amid post-pandemic wellness trends [6]. Millennial mothers (1981-1996) are decision-makers who balance digital skills with authenticity preferences [7,8]. Limited research in Southeast Asia examines AI's impact on brand authenticity and responsible attitudes, with a primary focus on short-term metrics [8,9,10].

This study surveyed Filipino Millennial mothers about the influence of AI ads on the perceived authenticity of health supplements on Facebook, examining how factors such as ad sophistication, verisimilitude, and creativity affect credibility, integrity, symbolism, and continuity, with the aim of informing AI marketing strategies and promoting responsible consumer practices.

2 METHODOLOGY

2.1 Research Design

This study used a postpositivist worldview to approximate reality through rigorous, logical, or empirical testing, while acknowledging that all observations are inherently fallible, and employed a quantitative, cross-sectional survey design. Data were collected through a structured, researcher-made questionnaire, enabling the researcher to obtain information from a large, representative sample. The researcher collected data at a single point in time to examine and compare participants with different profiles.

Conclusively, the correlational analysis determined the influence of artificial intelligence (AI)-generated advertisement on perceived brand authenticity among Millennial mothers. The design ensures that the research will comprehensively address the objectives of describing variable levels, determining relationships, and generating insights within the manipulated advertising response and perceived brand authenticity frameworks.

2.2 Participants and Sampling

The researcher selected a sample size of 384 to ensure the study's reliability and representativeness. Purposive sampling focused on Millennial mothers exposed to short-term Facebook Reels ads for health supplements. Data collected included the sophistication of advertisements, perceived verisimilitude, creativity, falsity awareness, credibility, integrity, symbolism, and brand authenticity of AI-promoted health supplements.

The 384 purposively chosen respondents liked Facebook Reels health ads. They were categorized by age, location, education, income, and Facebook usage. 35.16% were aged 29–34, 32.29% aged 25–39, and 32.55% aged 40–44. Most were from the Visayas (44.27%), followed by Luzon (31.77%) and Mindanao (23.96%). Education-wise, 44.23% had high school or vocational training, and 40.10% had elementary education. Income: 45.83% earned 10,000 pesos monthly, 45.83% 10,001–20,000, 34.11% 20,001–30,000, and 6.77% above 30,000. Daily Facebook usage: 49.48% browsed for over four hours, 49.48% three to four hours, 22.66% one to two hours, and 7.81% less than an hour.

2.3 Research Instruments

After determining the sample size, the researcher developed a survey to assess Millennial mothers' perceptions of AI-generated ads and their impact on brand authenticity, particularly in the context of health supplements. The survey has three parts: Part I measures perceptions of ad sophistication, verisimilitude, creativity, and awareness of false content; Part II evaluates credibility, integrity, symbolism, and continuity in AI ads; Part III collects demographic data such as age, education, income, and Facebook use. Respondents rated statements on a 5-point Likert scale based on their reactions and perceptions.

The questionnaire was validated through expert reviews and pilot testing with 30 excluded Millennial mothers, achieving a Cronbach's Alpha of 0.893, indicating high reliability. The researcher followed ethical standards, ensuring the instrument's effectiveness in measuring AI's influence on brand authenticity.

2.4 Data Gathering Procedures and Analysis

In this study, the researcher collected data online through surveys. Before gathering data, they obtained permission. The researcher used two AI-generated ads for this study. Data collection involved identifying and messaging Millennial mothers who liked videos advertising health supplements, chosen because their engagement aligned with the focus on AI-generated advertising and brand authenticity. Prior to the study's conduct, respondents were contacted. To address no-shows, the researcher posted an infographic on Facebook, inviting those who liked the post to participate, targeting engaged individuals. Posters were also posted on Facebook groups of mothers and health-conscious people. In the final phase of the survey, respondents received messages with a link to a reaction video and a consent form. They approved by checking a box. The survey remained open for seven days with reminders. Data was exported to SPSS for analysis by a statistician.

3 RESULTS AND DISCUSSION

3.1 Level of Perception of Artificial Intelligence (AI)-Generated Advertisement in Terms of Advertisement Sophistication, Perceived Verisimilitude, Perceived Creativity, and Awareness of Falsity

Table 2 shows that perceptions of AI-generated ads—covering sophistication, verisimilitude, creativity, and awareness of falsehood—with an average of 4.18, indicating a “High” level across these factors.

3.2 Advertisement Sophistication

Advertisement sophistication received high ratings, with a mean of 4.22, and the statement, “After watching the advertisement, the advertisement appears to be produced with high-quality technology,” scored a mean score of 4.28. Respondents view AI tools as proficient, which boosts brand authenticity and openness to using AI in advertising. This increases satisfaction and likelihood of purchase, as positive impressions influence action. AI ads help brands appear relatable, innovative, and engaging, fostering open-mindedness and purchase intent. The perceived elegance of AI ads suggests a shift from ‘artificial’ to a display of technological mastery, creating a sense of superiority and emotional appeal.

For Millennial mothers, AI sophistication offers a high-quality visual experience, strengthening emotional bonds and brand attractiveness. This aligns with Dang’s (2024) findings that refined AI ads enhance brand attitudes and engagement by matching consumer expectations [11].

3.3 Perceived Verisimilitude

Perceived verisimilitude had a “High” average, with a mean score of 4.12, and the statement, “After watching the advertisement, I felt like I was watching a real event, rather than a staged commercial,” had a mean score of 4.16. These results suggest AI-generated ads offer a true-to-life experience, making them relatable, especially among millennial mothers. High verisimilitude indicates AI content effectively engages viewers and builds emotional connections by blending messages seamlessly into perceived reality, reducing skepticism. This creates opportunities for brands to develop deep emotional bonds through hyper-realistic, synthetic visuals.

Millennial mothers see AI-generated health supplement ads as ‘real,’ reflecting high perceived verisimilitude—the degree to which synthetic ads seem convincing. Djafarova and Bowes (2021) noted that verisimilitude enhances acceptance of influencer and AI ads, especially when novelty is balanced with familiarity [12].

3.4 Perceived Creativity

The mean score for entertainment from consumption was 4.15, indicating a “High” level of perception. The statement with the highest mean was “After watching the advertisement, the advertisement uniquely presents the health supplement,” with a mean score of 4.12.

The results suggest AI-generated ads provide high engagement, and millennial mothers are more inclined to share relatable ads. They perceive AI ads as original and inventive, viewing them as creative, unique, and innovative, likely to entertain and interest viewers. This creativity increases engagement, encourages exploration of the product, and fosters perceptions of authenticity. These findings align with studies by Koslov et al. (2020), Chen et al. (2023), Lou and Yuan (2019), and Dwivedi et al. (2021), highlighting that originality, balanced novelty, genuine brand values, and strategic creativity enhance engagement, trust, and loyalty [13,14,15,16].

3.5 Awareness of Falsity

Awareness of falsity had a mean score of 4.27, indicating a “High” level of perception. With the highest statement at 4.29 about computer-generated images. Millennial mothers tolerate AI content when it is perceived as ethically or creatively justified. Awareness of falsity helps respondents recognize AI ads, fostering responsible consumer attitudes, especially for health supplements.

Overall, respondents view AI ads positively, with a grand mean of 4.18 and an Awareness of Falsity mean of 4.28 (‘Very High’), supporting the ads’ appeal despite knowing their artificial origin. This high quality sustains a “High” rating across metrics, showing that aesthetic and functional values compensate for artificial origin. These results align with Campbell et al. (2021), suggesting ‘creative excellence’ mediates positive reception as long as sophistication is present, validating AI as a legitimate creative agent [1]. Awareness of falsity is high among respondents, consistent with Gu et al. (2024), who found skepticism and reduced trust when falsity is detected.

Table 1: Level of Perception of Artificial Intelligence-Generated Advertisement in Terms of Advertisement Sophistication, Perceived Verisimilitude, Perceived Creativity, and Awareness of Falsity

Statement	Standard Deviation	Mean	Verbal Interpretation
Advertisement Sophistication	0.54	4.32	Very High
1. The advertisement appears to be produced with high-quality technology.	1.02	4.28	Very High
2. The visual effects used in the advertisement are impressive.	0.89	4.15	High
3. The editing of the health supplement advertisement looks professional.	0.99	4.24	Very High
Average Mean		4.22	Very High
Perceived Verisimilitude			
1. I felt like I was watching a real event, rather than a staged commercial.	1.09	4.16	High
2. The scenario depicted in the advertisement feels authentic.	0.99	4.06	High
Average Mean		4.12	High
Awareness of Falsity			
1. I can tell that the images in the advertisement were generated by a computer.	0.97	4.29	Very High
2. I am aware that the persons/scenarios in the advertisement are not real recordings.	0.98	4.23	Very High
3. I recognized immediately that this is an artificial intelligence-generated advertisement.	0.99	4.28	Very High
Average Mean		4.27	Very High
Grand Mean		4.18	High

Legend: 4.21-5.00 = Very High; 3.41-4.20 = High; 2.61-3.40 = Moderate; 1.81-2.60 = Low; 1.00-1.80 = Very Low

Source: Data from the researcher.

3.6 Level of Perceived Brand Authenticity on Artificial Intelligence (AI)-Generated Advertisement of Health Supplement Products in Terms of Credibility, Integrity, Symbolism, and Continuity.

Table 2 shows perceived brand authenticity in AI ads, covering credibility, integrity, symbolism, and continuity. The average mean score of 3.73, indicating a “High” rating across all four areas.

3.6.1 Credibility

The study found that Millennial mothers perceive AI-generated advertisements as credible, linking technological proficiency with trustworthiness. When brands use AI to deliver transparent, clear, and engaging content, it reduces cognitive load and fosters perceived transparency, especially among skeptical, information-fatigued consumers. This creates a halo effect, positioning the brand as modern and trustworthy, which can boost confidence and willingness to buy. The findings align with research that shows that transparency, ethical use, and coherence in AI ads enhance credibility, reduce skepticism, and strengthen consumer trust and relationships.

3.6.2 Integrity

The study found high perceptions of integrity in AI-generated ads among Millennial mothers, especially regarding brands prioritizing well-being over profits. Respondents viewed AI’s technical proficiency as a signal of corporate mindfulness and ethical transparency, interpreting high-quality, consumer-focused messaging as digital empathy. AI’s ability to produce coherent content is seen as a moral heuristic, with brands that invest in sophisticated AI perceived as more principled and responsible. This shift links technological mastery with ethical transparency, reducing skepticism

and fostering trust. Consequently, AI-driven advertising enhances responsible consumer attitudes and increases purchase intention by fostering trust and portraying the brand as caring and morally accountable, aligning with broader ethical standards.

3.6.3 Symbolism

Symbolism scored high, with a mean score of 3.74, and the top statement, “After watching the ad, I feel this brand understands and supports my role as a mother,” scored 77. Respondents see AI-generated ads as conveying consistent brand identity, quality, and values, reinforcing trust. AI ads affirm brand principles, not disrupting identity but reinforcing commitment to quality, boosting acceptance. For Millennial mothers, authenticity means credibility and sincerity, which satisfy their need for a principled brand. Findings challenge the ‘artificiality bias,’ showing that sincerity depends on message alignment with consumer values, not origin. Millennial mothers see the brand as recognizing their experiences, forming emotional bonds. AI ads deepen bonds through messages resonating with identities. Respondents linked the ad to personal relevance; symbolism conveys values, stories, and identity cues, boosting emotional connection and trust. Embedding cultural cues and storytelling enhances symbolism and brand relationships. The ad also conveyed product info while building a meaningful, identity-related narrative, increasing engagement and satisfaction.

3.6.4 Continuity

Continuity had an average mean score of 3.71, indicating ‘High’. The top statement was about the brand’s long history of quality, and it had the same mean score. These results align with Iglesias et al. (2019), which emphasize that continuity involves reinforcing and preserving long-term brand narratives across platforms [17]. Respondents felt AI ads showed a long-standing commitment to quality, reinforcing the brand’s identity. Fritz et al. (2017) argue that continuity entails aligning digital ads with brand heritage while innovating. Respondents said AI ads integrated well without disrupting core principles, maintaining trust and stability [18]. Studies by Li et al. (2024), Napoli et al. (2024), and Halwani and Cherry (2024) highlight continuity as a relational factor that supports consumer-brand relationships and helps brands stand out. This reinforced that AI ads preserved the brand’s reputation, increasing openness and purchase consideration [19, 20, 21].

Table 2: Level of Perceived Brand Authenticity on Artificial Intelligence-Generated Advertisement of Health Supplement Products in Terms of Credibility, Integrity, Symbolism, and Continuity

Statement	SD	Mean	Verbal Interpretation
Credibility			
1. I believe this brand is honest about its health supplement product.	1.38	3.83	High
2. The brand seems competent enough to improve my health.	1.21	3.72	High
3. I trust the quality of the product shown in the advertisement.	1.32	3.82	High
Average Mean	1.24	3.79	High
Integrity			
1. This brand places the well-being of mothers above its desire for sales or profits.	1.37	3.77	High
2. The brand appears sincere in its goal to help people.	1.27	3.73	High
3. I trust that this brand would not mislead consumers about the health supplement’s benefits.	1.33	3.71	High
Average Mean	1.27	3.74	High
Symbolism			
1. I feel that this brand understands and supports my role as a mother.	1.32	3.77	High
2. Using this supplement would fit well with my lifestyle.	1.27	3.69	High
3. This is a brand that people like me would choose.	1.34	3.69	High

Average Mean	1.25	3.72	High
Continuity			
1. This brand seems to have a long history of quality.	1.40	3.71	High
2. The brand projects a sense of timelessness.	1.35	3.68	High
3. The brand seems consistent in what it stands for.	1.36	3.69	High
Average Mean	1.33	3.69	High
Grand Mean	1.20	3.73	High

Legend: 4.21-5.00 = Very High; 3.41-4.20 = High; 2.61-3.40 = Moderate; 1.81-2.60 = Low; 1.00-1.80 = Very Low; Source: Data from the researcher.

3.7 Relationship Between Artificial Intelligence-Generated Advertisement and Brand Authenticity as a Whole and According to Profile

Table 4 shows a significant, moderate positive correlation ($r=0.555$, $p=0.000$) between AI-generated ads and perceived brand authenticity. The results challenge the idea that AI ads are seen as 'synthetic' or 'inauthentic'. Instead, consumers may view AI's quality, novelty, or personalization as positive, supporting authenticity. AI is a helpful, but not primary, factor in building authenticity. Human storytelling and ethics are central. AI-generated ads are helpful but not the main driver of authenticity. AI can support human creativity through ideation, hyper-personalization, or versioning, while human strategists should define core messages. The study suggests that the perception of brand authenticity is influenced by factors such as advertising sophistication and perceived creativity, shaping consumer judgments of sincerity and originality. Solomon et al. (2024) found that high-verisimilitude ads seem authentic rather than deceptive [22]. Lou and Yuan (2019) emphasize that AI ads must balance creativity and authenticity to maintain brand equity [15].

The data show a weak, statistically significant negative correlation between age and perceived brand authenticity of AI ads ($r = -0.158$, $p = 0.002$), with 29-34-year-olds forming the largest group. Household income has a moderate, statistically significant negative correlation ($r = -0.331$, $p = .001$), indicating that higher-income consumers perceive these ads as less authentic. There is no significant correlation between the perception of brand authenticity and location ($r = -0.081$, $p = .111$), educational attainment ($r = -0.056$, $p = .198$), or daily Facebook usage ($r = -0.050$, $p = .326$). This study rejects the null hypothesis that there is no significant overall relationship between AI-generated ads and perceived brand authenticity. The study concludes that Millennial mothers' perceptions of AI ads do not threaten perceived brand authenticity and may be influenced by age and income, but not by location, education, or Facebook use.

Table 3: Relationship Between Artificial Intelligence-Generated Advertisement and Brand Authenticity as a Whole and According to Profile

Category	S	Pearson-r	p-value	Degree of Relationship	Remarks
As a Whole					
Artificial Intelligence-Generated Advertisement	384	0.555	0.000	Moderate Positive	s
Perceived Brand Authenticity	384				
According to Age					
29 years old - 34 years old	135	-0.158	0.002	No or Very Weak Negative	s
35 years old - 39 years old	124				
40 years old - 44 years old	125				
According to Location					
Luzon	122	-0.081	0.111	No or Very Weak Negative	ns
Visayas	170				
Mindanao	92				
According to Educational Attainment					

Elementary Level and Graduate (or Below)	154	-0.066	0.198	No or Very Weak Negative	ns
High School / Vocational (Level or Graduate)	166				
College and Above (Level, Graduate, Post Graduate)	64				
According to Household Monthly Income					
10,000 and below	176	-0.331	<.001	Weak Negative	s
10,001 - 20,000	131				
20,001 - 30,000	51				
30,001 and above	26				
According to Daily Facebook Usage (in hours)					
Less than 1 hour	30	-0.050	0.326	No or Very Weak Negative	ns
1- 2 hours	77				
3 - 4 hours	87				
More than 4 hours	190				

Legend: P-value<0.05 alpha=Significant; Pearson $r = 0.80 - 1.00$ = Very Strong Positive Relationship; $0.60 - 0.79$ = Strong Positive Relationship; $0.40 - 0.59$ = Moderate Positive Relationship; $0.20 - 0.39$ = Weak Positive Relationship; $0.00 - 0.19$ = Very Weak or No Relationship; *Source:* Data from Researcher

3.8 Insights Towards Responsible Consumer Attitude

The study found that AI-generated advertisements influence perceived brand authenticity. Using AI as a tool, companies enhance human creativity, improve marketing strategies, and shape the future of brand communication. Businesses that integrate AI into their advertising are likely perceived by consumers, especially Millennial mothers, as relevant, high-quality, or novel, which contributes positively to the perception that a brand is genuine and trustworthy, particularly when it promotes health-related products. The Millennial mother's responsible consumer attitude requires the health supplement brand to prove its ethical commitment in the real world to justify the purchase.

For social sustainability, the responsible consumer attitude prioritizes a brand that places their well-being above profit. For environmental sustainability, the responsible consumer attitude expects ethical production and a reduced footprint. For economic sustainability, the moderate correlation suggests that high advertisement perception does not automatically imply long-term stability and consistency.

To further strengthen their responsible consumer attitude, the researcher established a comprehensive step-by-step guide for businesses to consult, titled "Step-by-Step Guide to Strategic Use of AI-Generated Advertisement for Health Supplement Brands."

The first step emphasizes establishing initial trust and demonstrating competence in understanding consumers' preferences, moral values, and attitudes through immediate impact and quality. Next, marketers and advertisers are encouraged to bridge the authenticity gap through transparency by acknowledging the advertisement's artificiality and connecting the technological process to real-world ethical practices. The third step recommends providing substantive, verifiable ethical evidence through traceability data, third-party certifications, and measurable sustainability metrics. Finally, secure long-term, responsible consumer attitude (RCA) loyalty through continuous improvement, direct consumer feedback, and monitoring ethical messaging. This guide ensures that the efficiency and creative power of AI-generated advertisements are deployed not only for reach but also to demonstrate integrity, address the authenticity gap, and provide substantive, verifiable ethical proof.



Source: Data from Researcher

Figure 1: Step-by-Step Guide to Strategic Use of AI-Generated Advertisement for Health Supplement Brands

4 CONCLUSION

This study found that AI-generated ads significantly influenced Millennial mothers' perceptions of brand authenticity, particularly in the context of health supplements. The ads shaped perceptions of credibility, integrity, symbolism, and continuity through factors such as advertising sophistication, verisimilitude, creativity, and awareness of falsity. Advertisement sophistication was key, with polished content boosting trust and engagement. The creative and emotional appeal of these ads strengthened brand symbolism and continuity, fostering loyalty and responsible consumer attitudes. Social and ethical awareness also played a role; understanding falsity while recognizing creativity allowed tolerance of synthetic content if ethically justified and meaningful. To sum, AI ads enhanced perceived brand authenticity, encouraging responsible attitudes like cautious evaluation, trust, and ethical preference, while reducing skepticism and making health products more accessible, emotionally safe, and relevant. This increased trust and promoted long-term responsible consumer behavior.

Recommendation

Based on this study, recommendations include: local health product producers designing transparent, authentic AI ads and short videos for Facebook Reels to highlight benefits during promotions. The researcher provided a step-by-step guide for responsible AI advertising tailored to the health supplement sector, helping brands create culturally relevant content that appeals to millennial mothers and builds trust. Business owners and marketers can showcase their products' uniqueness and ethics through these ads, using the guide to produce content aligned with their brand and boost promotional reach. Engaging millennial mothers with interactive ads—such as polls or testimonials—can convert passive viewers into active participants, strengthening wellness campaigns and family safety efforts. Managers can craft AI ads aligned with consumer trends and cultural shifts to boost brand visibility and trust. Marketers can leverage AI's social aspect to address safety and authenticity concerns with transparent messaging, turning hesitations into confidence. Policymakers and civic leaders can incorporate these findings into policies and education to promote responsible AI use and media literacy, safeguarding trust. Marketing students and the researcher can use the study to explore AI's role in brand authenticity across industries and to conduct comparative studies to understand perceptions. Educators can incorporate these findings into lessons and training, using examples to teach how to balance creativity with transparency and to prepare students to craft trustworthy ads. Overall, these recommendations help stakeholders maximize the potential of AI advertising, enhancing authenticity, responsibility, and relevance in a competitive environment.

STATEMENTS ON COMPLIANCE WITH ETHICAL STANDARDS

Disclosure of conflict of interest

The authors declare no conflicts of interest regarding this manuscript.

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