

A Comparative Study of AI-Generated and Human-Generated Advertising Content Preferences in Consumer Purchase Decisions: Evidence from Bangladeshi Private University Students

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Abstract

Despite its increasing use in various mediums, Artificial Intelligence (AI) is still often considered as casual use in different promotional platforms due to lack of clear understanding of users, inefficiency in use of proper commands. This Study had a quantitative research approach using a survey method and Primary data were collected through a structured questionnaire using Google forms from 405 participants who are currently studying in 12 different private universities across Bangladesh. This data collected was analyzed using Microsoft Excel through descriptive statistical techniques such as graphical charts and frequency tables. Our Study shows that the positive effects of using AI was very joyful and the minimal tasks can be done with ease, but whereas the complexity of using it properly was still there. Also lack of emotional attachments and misleading information's presence is there in AI generated Advertising Contents whereas Human generated contents were presented through factual data and had strong emotional connect with the consumers. This study also refers that the customers were still wanted the human touch in the advertisement and it drives the customer to make a purchase decision. Beyond discussing the benefits of using AI in generating advertising content, we elaborate the avenues for further studies. This study expressed the customers' acceptance to the Human generated Advertising Content, but it points out the importance of conducting long term studies and experiments in the positive use of AI integrating through digital marketing.

Keywords: AI-generated Content, Human generated Content, Consumer Behavior, Advertising Effectiveness, Digital Marketing, Purchase Decision, Social Media Advertising

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1.0 Introduction

In the age of digitalization in the modern marketing era, Artificial intelligence (AI) is the newest revolutionary addition (Burrow, 2025). AI is not only capable of

forming advertising strategies, enhance customer experience, eradicates the barrier of cross-cultural communication but also it can actually operate smoothly

and drives better Return on Investment (ROI) Campaign for the organizations (Salesforce, 2026). AI provides assistance in analyzing in consumers data and suggests actionable customized personal marketing which delivers better results than general advertising strategies. Consumers feel more important when they get the experience of personalized marketing and they want to get the attention being part of a crowd (Shobhana Chandra, 2022). It also suggests that through personalization marketing with the assistance of AI, companies were getting 10-15% more revenue than the previously studied data for 5 years. In the context of Bangladesh 79% consumers shopped in online and its one of key emerging marketing in the Asia pacific region (PCMI, 2024). It refers that 60% of Bangladeshi consumers were attracted to different online contents and also made purchase decision on the basis of content engagement and lower price. Studies show that Human generated contents in advertising provided more trust and emotional bonding with the product whereas AI generated contents were more attractive, engaging, creative but it lacks the emotional trust (Allyson T Kate, 2025).

Consumers purchase decision characteristics are sometimes difficult to understand but companies can initiate specific advertisement through customer profiling according to their previous consumption pattern (Ananthakrishnan & Arunachalam, 2022). As the online consumption is higher in Bangladesh, companies tend to advertise their products or service through online rather than the tradition medias to reach the young consumers mostly. Being the most influential and vast customers of online shoppers are private university students but there is a little study regarding their preferences towards different advertising contents. Most of the private universities are located in the Urban Cities and they integrate AI in their learning scope. A better integration of AI can reach them and can influence their purchase decision (Tsuetanova et al., 2025). Pran Foods Limited integrated AI into their advertising content as they made advertising videos, posters to attract the target audiences. However, it did not get that much attention because of less emotional connects from the audiences compare to their human made advertising contents. Exploring this reaction, companies might get better strategies to improve their performance.

As online consumption is increasing day by day in Bangladesh and one of the key customers are the young private university students, companies need to adopt the advertising strategies in fast paced way. To engage with young consumers, companies face challenges in keeping the trust, emotional engagement over the time due to the proper adoption of AI, machine learning (Sharma, 2025). With a particular focus on the online advertisement integration with AI for the young private university students as consumers this study attempts to investigate the

significant impact of AI integrated contents influence on the consumers purchase decision, the lacks of connectivity with the consumers and the future trends.

This study is significant because it offers some insightful information regarding the current and future approaches of the young consumers of Bangladeshi private university students to the AI generated advertising content which is beneficial for both academia and the industry stakeholders such as the company, marketers, suppliers, consumers and professional stakeholders. For academia purpose it might be beneficial for the educators to provide real insightful statistics approaches to the learners and it also adds the growing debates on use of AI to the advertising contents. For Industry stakeholders, they can be guided on the proper integration of AI into their marketing approaches or can get some understanding on the potential challenges on AI adoption to their marketing contents.

2.0 Literature Review

Marketers are using and adopting AI tools to create advertising video, posters, online media caption at a large scale to engage with the customers at a lower cost (Buder, 2026). This study of literature provided insights on how human generated contents of advertising attracts and build trust, emotional connect with the targeted audiences. Also, it provides a discussion on how Artificial intelligences integrates to the advertising contents, its engagement with the targeted audiences and the future trends (Zafar & Hussain, (2025). Moreover, it reflects the consumers perception and their attitudes towards the various online contents created by the both Humans and AI technologies.

2.1 AI Generated Contents on Digital Era

There is a revolution created in the digital advertising era as the rise of some fast-paced developed generative AI technologies such as Chat-GPT, Gemini-AI, Dall-E which has transformed the way of creating digital content such as advertising poster, flyers, videos (Tiwari, 2023). It also mentioned that the creation of personalized advertising contents were being more transformative and efficient with the use of AI technology for the marketers (Hunt & Kerr, 2025). The study also shown that Artificial intelligence uses machine learning and advanced algorithms to analyze big customer database and create contents according to each segmented customer profile in short time (Adams, 2026). In addition to, Artificial intelligence generative technology evokes a new content supply paradigm for the creation of a metaverse with the interaction computer and humans which also analyze and predict the future consumers purchase pattern through algorithm (Zhao, 2023). It also suggested that though there is rapid development of this technology eradicates many barriers to reach the targeted consumers, more complex and difficult ethical and governance issue

raised too (Zhao, 2023). It also mentioned that AI will provide efficient digital content, automated and personalized contents and smoother customer experience over the time but it must need to follow the ethical barriers and privacy of the individual consumers (Ke & Fu, 2025).

2.2 Human Generated Contents on Digital Marketing Era

Human design suggests that there is a unique blueprint for each customer and its different from each other's. Human generated contents (HGC) have been the key elements of building consumer trust, generating targeted audiences' loyalty and gradually bringing the higher revenue along with the emotional connect with the consumers (M. Eshaq Stanikzai, 2025). Similarly, it mentioned that it also builds up a sustainable approach with fostering originality of contents which leads to revenue (M. Eshaq Stanikzai, 2025). Human approaches to advertising focus more on the customers' problems and it provides deep attention to it. It understands the need and tries to provide solution accordingly with customization rather than a fixed command. It's important to provide direct communication to the customers by providing necessary detailed information in the digital era too (Park et al., 2024). The study shows if the company can gain the trust of consumers, the consumers not only purchase product or service from them but also, they refer the products to others for consumption (Jia, 2025).

2.3 Comparisons on the AI generated Contents and Human Generated Contents

AI has been moving fast and forward with the advancement of technology (Diwanji et al., 2025). It has advantages in making content creations such as advertising video, posters, social media captions, virtual podcasts etc. in a cost-effective manner (Burrow, 2025). With the advancements of AI anyone can create content in real fast which might help in attracting potential customers (Wen & Laporte, 2025). Artificial intelligence general content has reshaped the content creation models as it eradicates different barriers in distribution, increases visual appeal and developed the paid subscription model too (Allyson T Kate, 2025). The study also mentioned that though it has fostered innovation with less cost and in quick time, still there is lack of creativity. In addition to, it seems monotonous to consume the AI generated contents and sometimes it generates some politically driven message for the drive of big data that has been stored (Allyson T Kate, 2025). The study shows that the quality of AI generated content still falls weaker than the human developed contents in terms of originality, creativity and in in sustainable approach (Ratta et al., 2024). Furthermore, AI can support the process but could not replace the original creative insights of a Graphic designer. Moreover, AI has been facing complex and difficult ethical issues as it can only generate design based on the sample

whereas humans can design without having a sample (Sharma & Lal, 2024). Humans can take inspiration and add their creative inputs to make it more innovative and impactful which AI is lacking of.

2.4 Consumers Perception and attitudes

Consumes perception and attitudes towards the online advertising content has been changed drastically over the years due to the rapid growth of advanced technology. Consumers are more into online shopping rather than on offline shopping as it's very user friendly nowadays (Teepapal, 2024). The study mentioned that AI integrated personalization content influenced the potential customers to make purchases. In addition to, it mentioned that the ethical issues had been there for personalized marketing and it needed to be minimized (Hameed, 2026). It also suggested that customer centric AI could be the game changer in the market as it could change the dynamics of the market (Saha, 2025). Creating accurate informative and entertaining videos with emotional touch can be focused on developing consumer perceptions and attitudes towards a particular brand (Masfer, 2025). In order to build long term consumer attitudes, organizations can focus on innovative sustainable practices by using AI technologies with Humans creative approaches (Garg, 2025).

2.5 Gap Analysis

One specific gap in the research is that the researches focused on the broad market, but there is a gap in targeting the Bangladeshi young customer who are studied in private universities has the influence over online purchase decisions of individual and family member. Previous research did not focus on the particular targeted customer who actually has the thrive and knowledge for AI integrated elements. It would be helpful to conduct more studies to understand how AI integrated advertising contents are influencing the young Bangladeshi consumers, the challenges it is facing and the future trends on integrating AI and ethical issues behind it.

3.0 Objectives of the study

The specific objectives are-

- i. To assess how AI integration in online advertisement is influencing the young consumers studying in Bangladeshi private University for the online consumption compare to the human made advertising contents.
- ii. To identify the Challenges in integrating AI in advertising and gaining the attention of the targeted consumers in this digitalized era of marketing.
- iii. To address the future trends in Online advertising contents to the targeted customers and the sustainability impacts on them.

4.0 Methodology of the Study

For this study, a quantitative, cross sectional research design was employed it provided trends, relationship of the viewpoints of numerical data from a large sample set consistent with the online shopper from 12 different private university students in Bangladesh who experienced the AI integration in the advertising content and also experience the human generated advertising content. Primary data were collected through a structured survey questionnaire via Google forms. Total 25 close ended questions asked and 405 valid responses were gathered for evaluation. Convenience sampling techniques have been used for the data collection as the data collections are mostly on sharing the google forms by emailing the responders. Upon completion of the data responses were exported to Microsoft Excel for data cleaning and analysis through graphical charts, frequency tables etc.

Table 1: Distribution of Respondents by University (n = 405)

Sl.	University Name	Number of Respondents	Percentage (%)
1	North South University	40	9.88
2	BRAC University	38	9.38
3	Independent University, Bangladesh	37	9.14
4	East West University	36	8.89
5	American International University-Bangladesh	35	8.64
6	United International University	34	8.40
7	University of Liberal Arts Bangladesh	33	8.15
8	Daffodil International University	32	7.90
9	City University	31	7.65
10	Ahsanullah University of Science and Technology	30	7.41
11	Bangladesh University	30	7.41
12	Southeast University	29	7.16
Total		405	100.00

Source: Developed by authors

Ethical approval was obtained and all participants were informed about the data collection purpose and the confidentiality of the data. Consent was taken before answers the question ensuring the transparency and ethical compliance according to the ethical research practices.

5.0 Results & Discussion

The results of data studies are shown in the part, with an emphasis on AI integration in the online advertising contents compare to human generated advertising content, the challenges and ethical issues faced on the AI integration and also the future trends and ethical consideration in the online advertising content in this digital era.

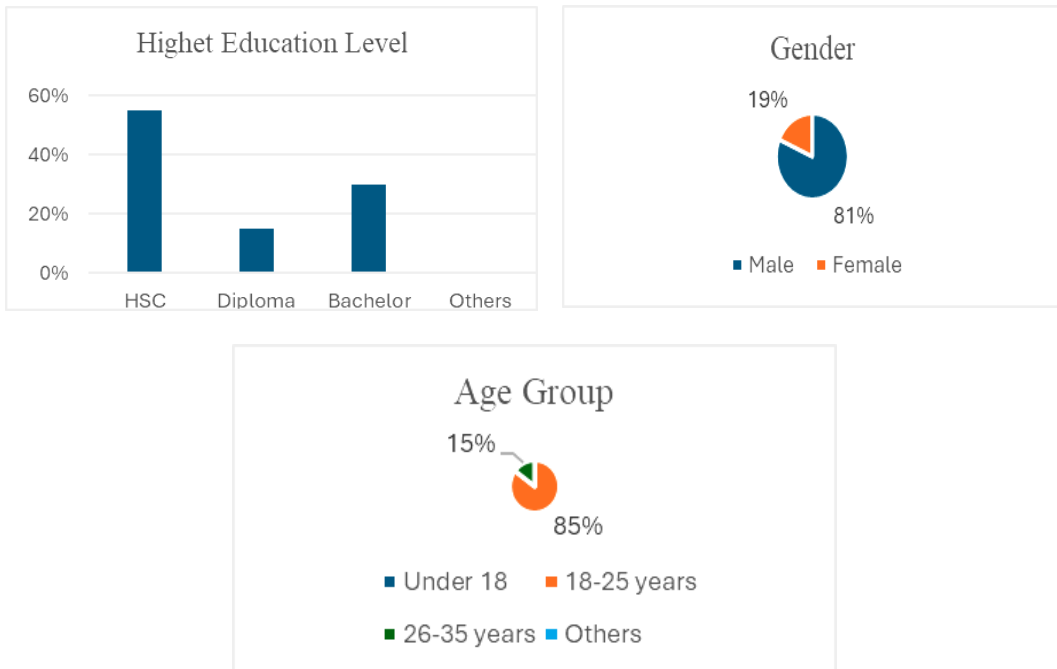
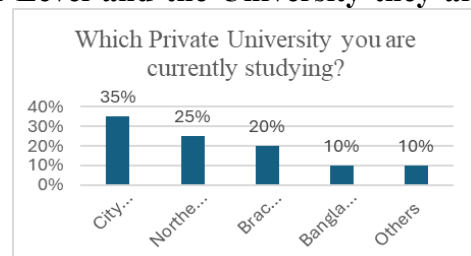


Figure 1: Gender and Age Group of the Respondents (*Source: Developed by authors*)

Among the 405 respondents 328 were male students which is 81% of the total participants and 77 students are female which is 19% of the total participants were the female students of 12 different private universities of Bangladesh. Then, among the total participants 344 (85%) were aged between 18 years to 25 years and 61 (15%) participants were aged between 26 to 35 years.

Figure 2: Responders Highest Education Level and the University they are Studying (*Source: Developed by authors*)



Among the total responders 222 (55%) students were HSC passed and 61 (15%) were diploma holder and currently studying bachelors in the universities and 122 (30%) students were passed the bachelors in different subjects and enrolled in master's program in different private universities. Also, among the total participants 142 (35%) students were from City University, 102 (25%) student from Northern University, 81 (20%) students were from BRAC University, 40 (10%) students were from Bangladesh University and rest 40 (10%) were from Green University, Uttara University and World University of Bangladesh. The sample data were collected from diversified universities.



Figure 3: AI generated Contents familiarity and encounter it Online (Source: Developed by authors)

From the analysis of Figure 3- it showed that consumers are very familiar with the concept of AI generated content as 288 students (71%) were very familiar with the concepts of AI content and 117 students (29%) were somewhat familiar with the AI content. There were no one who was not familiar with the concept of AI. So, it showed that most respondents were familiar with the concept of AI generated content. Moreover, among them 211 (52%) students encountered AI generated content through online, 133 (33%) were occasionally encountered with AI generated content and 61 (15%) students were rarely encountered it through online. It also shown that almost every respondent had been encountered the AI generated content through online.

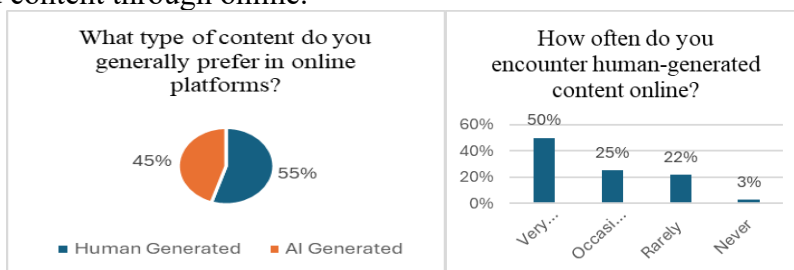


Figure 4: Contents preference in Online and encounter with Human Generated Content (Source: Developed by authors)

From the Figure-4, studies show that 223 respondents (55%) generally prefer Human generated content in online platforms. Whereas 182 (45%) respondents were generally preferring Artificial Intelligence (AI) generated content online. It showed that more respondents generally preferred Human generated content rather than the AI generated contents. Also, when they were asked about the encounter with the human generated content online, 202 (50%) of them still encountered human generated content very often, 101 (25%) were occasionally encountered, 89 (22%) of them rarely encountered and 13 (3%) were never encountered it currently. It referred that human generated contents were also been encountered by the most of the respondents.

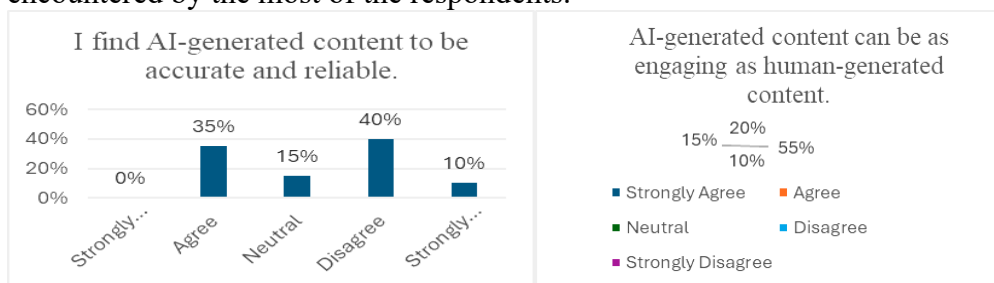


Figure 5: Accuracy, Reliable and Engagement of AI generated content (Source: Developed by authors)

From the Figure 5- studies shown that 141 (35%) of the respondents found that AI generated contents were accurate and reliable, 162 (40%) of the respondent disagreed with it, 61 (15%) were neutral with the response and 41 (10%) were strongly disagreed with the statement. It referred that mostly the contents of AI generated were not accurate and reliable. From the engagement perspective, 222 (55%) were strongly agreed that AI generative contents (AIGC) engaged like human generated contents (HGC), 41 (10%) agreed on that, 60 (15%) were neutral on the opinion and 62 (20%) disagreed and they thought AI generated contents were not engaged as much human developed contents. The study shown that though AI generative contents could be engaging but it did not ensure accuracy and reliability as like human generated content.

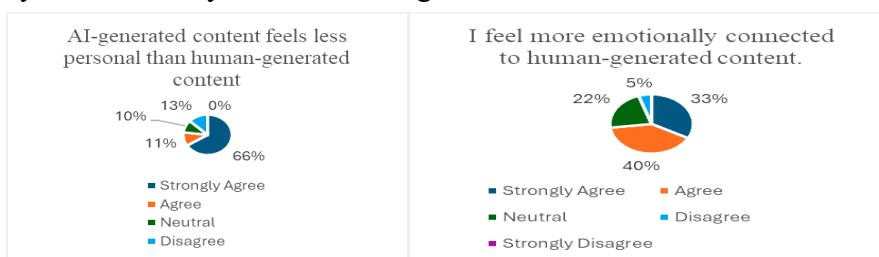


Figure 6: Personal & Emotional Connects of AIGC & HGC (Source: Developed by authors)

From Figure 6- it shown that 267 (66%) of the total respondents strongly agreed that they felt less personal connects with the AIGC, 45 (11%) agrees on that too and 41 (10%) were neutral on the opinion and 52 (13%) disagreed and they felt the personal connect. So, it reflected that more consumers were felt less personal connection with the online advertisement created by AI. Moreover, from the perspective of emotional connect with the HGC, it shown that 134 (33%) were strongly felt emotional connect with it and 162 (40%) agrees with the opinion of emotional connection, 89 (22%) were neutral in the matter and 20 (5%) disagreed as they thought they did not feel emotional connect with the HGC. From both the studies it shown that the respondents felt less personal connect with the AIGC and more emotional connect with the HGC.

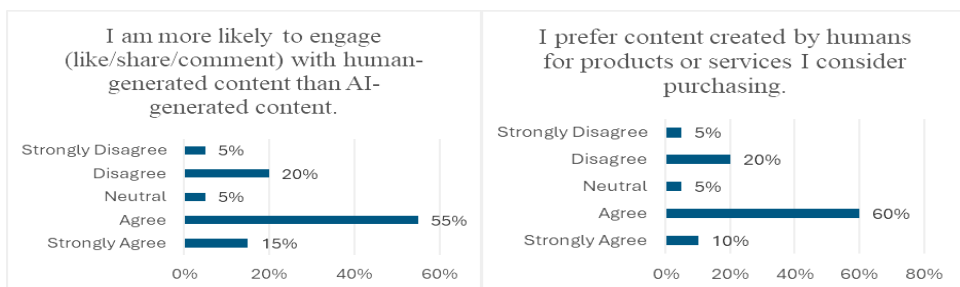


Figure 7: Engagement and Influence in purchase decision (Source: Developed by authors)

From the figure 7, it is shown that among the respondents 222 (55%) of them engaged more on HGC rather than the AIGC, 61 (15%) strongly agreed on the opinion, 20 (5%) respondents were neutral with it. Whereas 82 (20%) of the total respondents were less engaged in the HGC and 20 (5%) strongly disagreed with the opinion. This study reflected that most of the customers were engaged with the HGC rather than the AIGC. From the purchase decisions influenced by HGC, it shown that 41 (10%) consumers strongly agreed that they preferred online contents created by Humans and 243 (60%) agreed on that too. 20 (5%) of the respondents were neutral on the opinion and 81 (20%) were disagreed on the opinion and 20 (5%) strongly opposed the statement. The study reflected that the consumers were driven through human generated content for the purchase decision compare to AI generated contents.

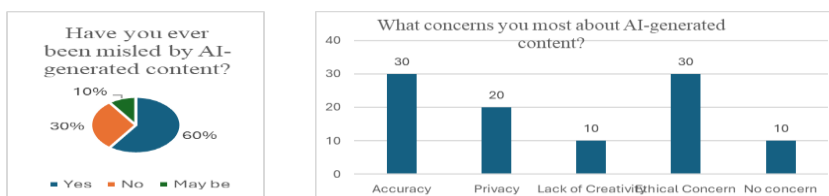
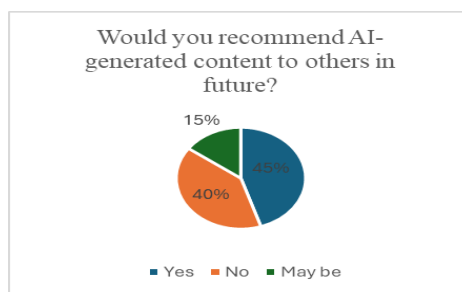
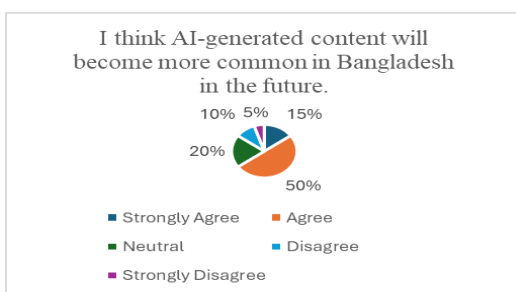


Figure 8: Fraudulent and Ethical Concerns of AIGC (Source: Developed by authors)

From Figure- 8, it shown that 243 (60%) of the respondents had been misled by the AI generative contents, 121 (30%) were neutral on the opinion and 41 (10%) perhaps misled by it

but they had not a sure opinion about it. The study shows that most of the consumers had been misled by the AIGC. Furthermore, from the perspective of concerns of AIGC, it shown that 121 (30%) of them had ethical concerns of the contents, 121 (30%) had the concern on accuracy of the contents, 81 (20%) raised about privacy concerns, 41 (10%) had been felt lack of creativity was there and 41 (10%) had no concern about it.



From the Figure 9- the study shown that 202 (50%) respondents were agreed and 61(15%) strongly agreed on the opinion of AIGC content will be more common in Bangladesh. Among all the respondents ,81 (20%) was neutral on the opinion and 41 (10%) disagreed on that opinion and 20 (5%) strongly disagreed on the opinion. The study reflects that most of the consumers thought AIGC will be more common in near future. From the perspective of future recommendation of AIGC; 183 (45%) of total respondents recommend them about AIGC ,60 (15%) were neutral on the recommendation and 162 (40%) of the responded not recommended the AI generated contents. It reflects that irrespective many concerns, more consumers wanted to recommended AIGC for the customers for future purchase.

From the overall analysis, it reflected that the consumers were attracted to the AI generated contents as they had the exposure through online, still they prefer human generated contents. They provide better engagements to the HGC, they felt more personal and emotional connect to the HGC and they were more reliable and given more trust to the HGC compare to the AIGC in the Bangladeshi market's context. The students of private university's had some ethical concerns as they were also misled by the AIGC. Despite that the respondents thought AIGC will be more common in Bangladesh in near future and most of them were recommended AIGC to others for future purchase.

6.0 Recommendation

As the study found that the exposure and interest found on the consumers perception, there should be proper training on the proper application and adoption of AI in Bangladeshi brands advertising contents. Before creating an AIGC, marketers must need to understand the demographics of targeted customer, their preferences and ethical compliances behind it as the targeted audiences (Private University students) already had the exposure and knowledge of AI. The study shows that the consumers wanted to interact more with the AIGC if the issues discussed were fixed and they would recommend the contents also for the future consumption. Further studies can be including with the public university student's behavior towards the AIGC and HGC. Also, qualitative approaches can also be more effective for in depth analysis of the targeted consumers. Moreover, further studies can be occurred wit same targeted group of customers in others countries for setting the benchmarks and insightful comparisons.

7.0 Conclusion

The research infers that AI technology had been transformed the digital market rapidly and for this technology advertising evolved in a boarder way. It enhances the technology adoption in the advertising content, it eradicates a lot barrier to reach the targeted potential customer, it can react very fast and also the content creation is real smooth compare to human generated contents. In addition to the cost of creating content with the support of AI is lesser than the traditional methods. However, in the context of Bangladeshi market the young private university students still preferred human generated contents over the AI generated content as AIGC lacks in building trust, reliability, accuracy and less personalization in the contents. They thought the advertising contents made through AI by Bangladeshi organizations failed to create the engagement through their contents as some of them were misleading too. They also addressed the ethical and privacy concerns also the AI developed contents on the market. Moreover, these issues needed to be fixed along with advancements of AI technology. They more AI advancements will grow, the minimization of fraudulent, ethical concerns needed to be there. More training and enforcements of ethical approaches and policies might minimize the underlined issues. Overall, while the advancements of AI integration are there for the market, the challenges need to be addressed and should be deal with maximum effort for the future growth and resilience of the market in the digital era.

Limitation of the Study

The quantitative insights of this study cannot be generalized; the findings are limited from 12 private university students only which is less than the overall

private universities of Bangladesh. Also, the data were collected through the online Google which limits the ability to get the non-verbal clues and also there might be selection bias in selecting the respondents. Moreover, due to the specific contextual research, the study might not be applicable for other demographical consumers or national settings as it strictly focused on the students of private universities in Bangladesh.

Authors' Declaration

We declare that the submitted manuscript is our original work and has not been published, nor is it under consideration for publication elsewhere. All sources have been appropriately cited, and the work is free from plagiarism, falsification, and fabrication. Any use of Artificial Intelligence (AI) tools in preparing this manuscript has been transparently disclosed, and full responsibility for the content rests with the authors.

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