

The Influence of GenAI-Assistance on Perceptions of Brand-Generated Content in Social Media - A Pilot Study

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Abstract

The study aims to explore the impact of generative artificial intelligence (GenAI) on the perception of brand-generated content (BGC) on social media. With the increasing use of AI in social media content creation, it examines whether social media users can identify AI-generated content and how it affects their perception of credibility and their willingness to interact. Utilizing an experimental design, participants were exposed to traditional Instagram posts created by humans as well as posts created with the assistance of GenAI tools for a fictional brand.

Findings indicate participants could distinguish the AI-generated content, but this recognition did not significantly affect the perceived credibility or interaction with the posts. The results suggest that incorporating GenAI in content creation does not diminish the credibility of BGC, potentially allowing brands to benefit from AI's efficiency without compromising authenticity. Further research with larger, more diverse samples is necessary to generalize these findings and delve deeper into consumer perceptions and behaviors towards content that was created with AI-assistance or completely by AI.

Keywords

Social Media Marketing; AI-Generated Content; Brand-Generated Content (BGC); Perceived Credibility