

UNDERSTANDING CONSUMER RESPONSES TO AI-GENERATED ADVERTISING: A SYSTEMATIC REVIEW

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ABSTRACT

The increasing use of Generative Artificial Intelligence (GenAI) in advertising has raised questions regarding consumer responses of authenticity, credibility and trust. The purpose of this paper is to identify factors affecting consumer response to AI advertising, explore the psychological mechanisms underlying these responses, and develop a conceptual framework. Based on the PRISMA 2020 guideline, a systematic literature review of 19 selected studies was conducted using scopus database. Key factors affecting consumer evaluations include AI disclosure, advertising content characteristics, advertising appeal and AI framing, according to the findings. The attitudes of consumers, their purchase intentions and engagement can be explained by relevant psychological mechanisms such as trust, usefulness. The nature of such relationship varies according to the type of product, consumer characteristics and advertising context. Drawing on the Stimulus-Organism-Response (S-O-R) framework, the study integrates these factors into a conceptual model and identifies directions for future research. The findings provide theoretical insights and practical guidance for developing credible, relevant and consumer-oriented AI-generated advertising.

Keywords: AI-generated advertising; consumer responses; psychological mechanisms; systematic literature review; S-O-R framework.

1. INTRODUCTION

Artificial Intelligence (AI) has transformed advertising by improving consumer insight generation, advertisement design, audience targeting, media planning and the measurement of advertising effectiveness (Derya Ercan et al., 2024; Ford et al., 2023). AI enables marketers to analyse consumer data, personalise advertising messages and enhance customer engagement. However, concerns regarding privacy, consumer trust and customer experience remain important in AI-enabled marketing (Suraña-Sánchez & Aramendia-Muneta, 2024). The emergence of Generative Artificial Intelligence (GenAI) has expanded these applications by enabling the creation of textual, visual and multimodal advertising content (Chan, H.-L., & Choi, T.-M. (2025). A systematic review of 104 peer-reviewed studies by Prasanna & Kushwaha (2026), identified perceived usefulness, perceived enjoyment, perceived ease of use, anthropomorphism and perceived risk as important factors in GenAI marketing research. Recent reviews have also highlighted the significance of personalisation, authenticity, transparency, consumer trust and ethical considerations in AI-enabled advertising (Rahman et al., 2026; Sehgal et al., 2026). Despite these technological advancements, consumer responses to AI-generated advertising remain mixed. Creativity, relevance and entertainment may encourage favourable evaluations, whereas concerns regarding authenticity, credibility, manipulation and reduced human involvement may generate scepticism and resistance (Feng, 2025). Previous studies have demonstrated that consumer responses vary according to advertising appeal, AI disclosure and product type (Chen et al., 2024; Li, 2026; Wu et al., 2025). These findings suggest that consumer responses depend not only on the use of AI but also on advertising characteristics, psychological evaluations and contextual conditions. Understanding these responses requires an examination of the psychological mechanisms

connecting advertising characteristics with consumer outcomes. Previous research has investigated trust, advertising credibility, perceived usefulness, affective involvement and self-efficacy (Chen et al., 2024; Li, 2026; Prasanna & Kushwaha, 2026) . The Stimulus-Organism-Response (S-O-R) framework provides a theoretical basis for understanding how advertising attributes shape consumers' internal psychological processes and, in turn, influence their attitudes, intentions to engage, and subsequent behavioural outcomes. Within this perspective, stimuli refer to external cues that influence an individual's internal cognitive or affective states, which subsequently shape behavioural or attitudinal responses. In the present review, AI-generated advertising characteristics are examined as potential stimuli, consumer psychological evaluations as organismic processes, and consumer attitudes and behavioural intentions as responses. Although previous reviews have examined AI advertising, generative AI in marketing and advertising engagement, the reviewed literature addresses consumer-related factors across different research scopes. A more focused synthesis is needed to explain how characteristics of AI-generated advertising relate to consumer psychological evaluations and subsequent consumer responses, and how these relationships vary across product types, consumer characteristics and advertising contexts. The present review addresses this need by organising the available evidence into advertising characteristics, psychological mechanisms, consumer outcomes and contextual conditions. Rather than treating these factors as independent themes, the review integrates them into a conceptual framework informed by the Stimulus-Organism-Response perspective. Accordingly, this study conducts a systematic literature review of research on consumer responses to AI-generated advertising. The review aims to identify the key advertising characteristics associated with consumer responses, examine the psychological mechanisms connecting these characteristics with consumer outcomes, and develop an integrated conceptual framework. The resulting synthesis is intended to clarify relationships reported in previous studies and identify priorities for future empirical research.

2. REVIEW OF LITERATURE

Research on AI in advertising has examined its role in content creation, personalisation, consumer engagement and advertising effectiveness. Previous reviews have also addressed consumer trust, privacy, customer experience and the wider application of generative AI in marketing (Suraña-Sánchez & Aramendia-Muneta, 2024; Chan, H.-L., & Choi, T.-M. (2025); Prasanna & Kushwaha, 2026) . However, the scope of these reviews varies, and findings from general AI marketing research should not automatically be treated as evidence about AI-generated advertising. Recent advances in Generative Artificial Intelligence (GenAI) have broadened the scope of AI-driven advertising by facilitating the production of promotional materials in text, image, and multimodal formats. Chan, H.-L., & Choi, T.-M. (2025) identified consumer applications, adoption and concerns, services, advertising and innovation as major themes in GenAI marketing research, with trust, privacy, authenticity and consumer acceptance receiving considerable attention. Prasanna & Kushwaha (2026), based on a systematic review of 104 peer-reviewed studies, identified perceived usefulness, perceived enjoyment, perceived ease of use, anthropomorphism and perceived risk as important consumer-related factors. Trust, reliance, resistance, purchase intention and behavioural intention were identified as relevant consumer outcomes.

The existing reviews provide a broader understanding of AI applications in marketing and the factors associated with consumer acceptance. The present review adopts a narrower analytical focus by examining consumer responses to AI-generated advertising and synthesising the relationships among advertising characteristics, psychological mechanisms and consumer outcomes. This distinction is important because evidence concerning general AI adoption or

AI-enabled marketing cannot automatically be generalised to consumers' evaluations of AI-generated advertising content.

Research specifically concerning AI-generated advertising indicates that consumer responses may be both favourable and unfavourable. AI-generated advertising can support personalization, creativity, relevance and engagement, while concerns regarding authenticity, deception, emotional manipulation, privacy and reduced human involvement may lead to distrust or AI aversion (Feng, 2025). Consequently, consumer responses cannot be explained solely through the technological capabilities of AI; they are also influenced by how consumers psychologically evaluate AI-generated advertising.

The reviewed literature suggests that consumer responses to AI-generated advertising may develop through cognitive and affective processes. Cognitive evaluations include perceived usefulness, credibility and perceived risk, whereas affective processes include emotional or affective involvement. Trust, authenticity perceptions and perceived manipulation may also help explain why similar advertising characteristics produce different responses. The Stimulus–Organism–Response perspective provides an organising framework for examining these relationships: advertising characteristics may act as stimuli, psychological evaluations may represent organismic processes, and consumer attitudes, engagement intentions and purchase intentions may represent responses. The classification of individual variables should, however, be based on their roles in the original studies rather than assumed to be identical across all studies (Prasanna & Kushwaha, 2026).

Recent reviews have reinforced the importance of consumer engagement, personalization, authenticity, trust, privacy and ethical concerns in GenAI and advertising research (Rahman et al., 2026; Sehgal et al., 2026). However, the growing body of literature presents a need for a more integrated understanding of how these factors interact across the consumer response process. Although existing studies have examined individual advertising characteristics, psychological mechanisms and consumer outcomes, their interrelationships and the contextual conditions shaping these relationships require further synthesis. Methodological and contextual gaps have also been identified, including the need for experimental, longitudinal and cross-cultural research. The research gap addressed by this review concerns the need to synthesise evidence on how AI-generated advertising characteristics relate to consumer psychological processes and outcomes, while accounting for the contextual conditions reported in individual studies. The review therefore organises the literature around three connected questions: which advertising characteristics influence consumer responses, through which psychological mechanisms these responses may develop, and under what conditions the relationships vary. This synthesis provides the basis for the conceptual framework and the identification of directions for future research.

3. RESEARCH OBJECTIVES

1. To identify the key factors influencing consumer responses to AI-generated advertising.
2. To examine the psychological mechanisms through which the characteristics of AI-generated advertising influence consumer responses.
3. To develop an integrated conceptual framework explaining consumer responses to AI-generated advertising and identify directions for future research.

4. Research Methodology

4.1 Research Design

A systematic literature review of existing research on consumer responses to AI-generated advertising was conducted. As per the PRISMA 2020 standards, the review process was performed which provides for the transparent reporting of identification, screening, eligibility assessment and inclusion of studies (Page et al., 2021) .

4.2 Search Strategy

The literature search was conducted using the Scopus database. The search covered publications from 2022 to 2026 and used keywords related to AI-based advertising and consumer responses: "AI advertising" OR "AI-generated advertising" OR "artificial intelligence advertising" OR "AI-enabled advertising" OR "AI-assisted advertising" OR "AI marketing" combined with: disclosure OR transparency OR skepticism OR trust OR authenticity OR credibility OR "persuasion knowledge" OR "perceived manipulative intent" OR "consumer response" OR "consumer attitude" OR "consumer perception." The search initially identified 129 documents. Filters were then applied for Business subject area, journal articles, English language, final publication stage, and publications from 2022-2026, resulting in 30 documents.

4.3 Inclusion and Exclusion Criteria

Studies were included when they:

- (i) focused on advertising involving AI;
- (ii) examined consumers as the unit of analysis;
- (iii) investigated consumer responses or psychological mechanisms; and
- (iv) contributed to at least one research objective.

For our purposes, AI-generated advertising means advertising content created wholly or partly through generative artificial intelligence. Research that evaluates AI-assisted advertising, AI-enabled advertising targeting or placement and broader AI-enabled marketing was reviewed based on its specificity to consumer responses to AI-generated advertising. These categories were not seen as interchangeable; studies were included only if the findings were relevant to the review overall. Studies that exclusively focused on general AI, marketing without the advertising frame, consumer applications, journal documents, documents published in non-English language and those falling outside the scope were excluded.

4.4 Screening and Selection

Following the application of database filters, 30 records were retained for title-and-abstract screening. Of these, 19 articles were retained for full-text eligibility assessment. The full texts were then assessed against the predefined inclusion and exclusion criteria to determine final eligibility. The number of articles excluded at this stage, together with the reasons for exclusion, is reported in the PRISMA flow diagram. Only studies that met the eligibility criteria were included in the final synthesis.

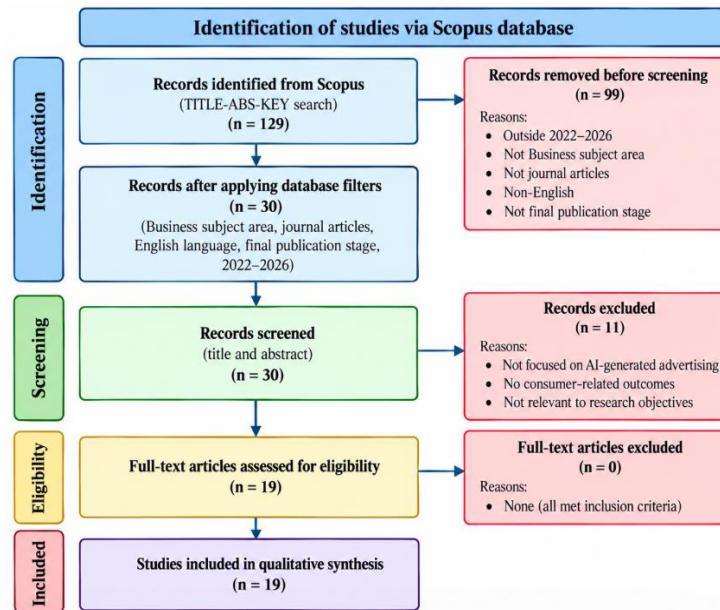


Figure 1. PRISMA 2020 flow diagram of the study-selection process

4.5 Data Analysis

A thematic synthesis was conducted to integrate the findings of the eligible studies. Relevant information was extracted from each study, including its research context, advertising characteristics, consumer-related variables, psychological mechanisms, consumer outcomes and reported contextual conditions. Findings addressing similar concepts were grouped into preliminary categories, which were subsequently organised into broader themes aligned with the research objectives. The relationships reported in the original studies were retained when synthesising the evidence, and differences across products, consumer groups and research contexts were recorded rather than treated as uniform effects. The resulting themes informed the development of the conceptual framework.

5. FINDINGS

The thematic synthesis of the 19 selected studies indicates that consumer responses to AI-generated advertising are shaped by the interaction between AI-related advertising characteristics, consumer perceptions, psychological mechanisms, and contextual conditions. The evidence does not indicate a uniform consumer response to AI-generated advertising. Instead, positive, negative and conditional effects were reported depending on the characteristics of the advertisement, the manner in which AI involvement was presented, consumer characteristics, product type and advertising context.

5.1 Key Factors Influencing Consumer Responses to AI-Generated Advertising

The first research objective was to identify the key factors influencing consumer responses to AI-generated advertising. The reviewed studies identified several factors, including AI disclosure, advertising content characteristics, authenticity, credibility, entertainment, information understandability, human likeness, advertising appeal, AI framing, and responsible brand signals.

AI disclosure

AI disclosure emerged as an important but inconsistent determinant of consumer responses. Bui (2026) found that consumers tend to devalue advertisements that contain an AI component, which ultimately affects purchase intent to a negative level. The negative effect

was weaker among consumers with more favourable attitudes towards AI. Similarly, Kam et al. (2026) found that AI-generated and non-AI-generated images produced comparable levels of blood-donation intention, whereas the presence of an AI disclaimer generated a negative effect. The study associated this response with activation of persuasion knowledge and anthropocentric beliefs. However, disclosure did not produce the same response in the study conducted by (Wu et al., 2025). Their findings showed that the effect depended on what task AI performed. When consumers believed that AI was capable of performing high-complexity tasks, disclosure of AI involvement in ad placement generated greater word-of-mouth intention than disclosure of AI involvement in ad creation. This relationship operated through perceived task objectivity and the machine heuristic (Wu et al., 2025). Thus, AI disclosure should not be treated as an inherently positive or negative factor. Its effect depends on the nature of AI involvement, consumers' beliefs about AI capability and consumer attitudes towards AI.

Advertising content characteristics

Several studies demonstrated that the characteristics of the advertising content itself influence consumer responses. (Nguyen et al., 2026) found that entertainment, message authenticity, information understandability and aesthetic quality positively influenced experiential evaluation in both Vietnam and Australia. However, other characteristics varied across the two countries. In Vietnam, vividness and human likeness were significant, whereas novelty, information diagnosticity and informativeness were not significant. In Australia, novelty was significant, while vividness and human likeness were not significant. Experiential evaluation subsequently had positive relationships with brand reputation, brand loyalty, brand love, brand innovativeness and customer engagement (Nguyen et al., 2026). Jiang et al. (2025) provided a different distinction by separating AI-generated advertisements into relevant advertisements, which emphasised utility, and divergent advertisements, which emphasised novelty and creativity. Relevant advertisements increased product-area attention and perceived usefulness, whereas divergent advertisements increased non-product attention and perceived entertainment (Jiang et al., 2025). The research suggests that consumer reactions rely not merely on whether AI was employed, but rather what the AI advertisement says and how consumers experience that content.

Advertising appeal and AI's social role

Chen et al. (2024) found that the effectiveness of AI-generated advertising depended on the interaction between advertising creator and advertising appeal. AI-created advertisements featuring agentic appeals elicited more positive consumer attitudes toward the advertisements and stronger purchase intentions than human-produced advertisements employing equivalent appeal strategies. In contrast, human-created advertisements performed better when communal appeals were used. The influence of AI-generated agentic advertisements on consumer responses was explained by task-related self-efficacy, whereas social self-efficacy accounted for the effects of human-created communal advertisements (Chen et al., 2024). The same study suggested that having a partner or servant social role could alter those responses. The effectiveness of AI-generated advertisements was contingent on the fit between the AI creator and advertising appeal rather than AI authorship alone (Chen et al., 2024).

AI framing

Weihrauch & Xie (2026) identified another important factor: the way AI superiority is communicated. Their experiments showed that a “better-than-human” framing increased perceived threat to humanity and generated negative consumer responses. The negative effect

was stronger among consumers with higher AI anxiety. A message clarifying that AI was not conscious and that its superiority was restricted to a specific task reduced perceived threat and negative word-of-mouth (Weihrauch & Xie, 2026). This finding indicates that AI framing can influence consumer responses independently of the technical capability of AI.

Taken together, the findings suggest that consumer responses depend on the content and presentation of AI-generated advertising, the way AI involvement is disclosed or framed, and the fit between advertising characteristics and the consumer or product context.

5.2 Psychological Mechanisms Underlying Consumer Responses

The second research objective was to examine the psychological mechanisms through which the characteristics of AI-generated advertising influence consumer responses. The reviewed studies identified several mechanisms, including affective involvement, advertising credibility, trust, perceived usefulness, perceived entertainment, information usefulness, self-efficacy, AI attitude, perceived threat to humanity and experiential evaluation.

Affective involvement

Li (2026) provides direct evidence for an affective mechanism. AI-generated advertisements produced more favourable evaluations than human-generated advertisements, and this effect was mediated by affective involvement. Consumers experienced greater emotional engagement with AI-generated advertisements. The relationship was statistically significant in the context of utilitarian products, whereas no statistically significant effect was observed for hedonic products (Li, 2026). Therefore, affective involvement can be identified as a psychological mechanism, while product type operates as a boundary condition.

Credibility and trust

Advertising credibility emerged repeatedly as an important mechanism. Bui (2026) found that advertising credibility mediated the negative effect of AI disclosure on advertising value and purchase intention. Keng et al. (2025) reported that product trust was shaped by brand awareness and perceived quality, whereas trust in AI avatars was associated with social endorsement cues, human-like characteristics, and the quality of user interactions. Both AI-avatar trust and product trust subsequently increased purchase intention. Thus, trust functioned as a psychological mechanism connecting AI-related characteristics with purchase intention (Keng et al., 2025).

Perceived usefulness and perceived entertainment

Jiang et al. (2025) identified two distinct cognitive mechanisms. Relevant AI-generated advertising increased perceived usefulness, which subsequently increased purchase intention. Divergent AI-generated advertising increased perceived entertainment, which subsequently improved advertising attitude. Product involvement moderated these mechanisms: high involvement strengthened the usefulness pathway, whereas low involvement strengthened the entertainment pathway (Jiang et al., 2025).

Information usefulness and AI literacy

Liu et al. (2025) found that AI literacy positively influenced information adoption and purchase intention. Information usefulness mediated the relationships between video quality, source credibility and AI literacy and information adoption. Information adoption subsequently influenced purchase intention (Liu et al., 2025). This finding is important because it indicates that consumer AI literacy is not merely a background characteristic; it can influence the way consumers process and adopt information contained in AI-generated advertising.

AI attitude and engagement

Tran et al. (2026) found that AI advertising credibility and content quality significantly influenced attitudes towards AI-generated CSR advertising, while attitude towards AI strongly influenced engagement intention. AI attitude also mediated the effects of credibility, content quality and emotional appeal on engagement intention (Tran et al., 2026).

Perceived threat to humanity

A negative psychological mechanism was identified by Weihrauch & Xie (2026). The “better-than-human” framing increased perceived threat to humanity, which subsequently produced negative brand-related responses. The mechanism was stronger among consumers with higher AI anxiety (Weihrauch & Xie, 2026). Thus, the reviewed literature indicates that psychological mechanisms can operate in both positive and negative directions. The reviewed studies indicate that psychological mechanisms may operate through cognitive evaluations, affective involvement, trust-related judgments and perceptions of threat. These mechanisms should not be assumed to operate in the same way across all forms of AI-generated advertising. Their roles and directions depend on the relationships examined in the original studies and the conditions under which those relationships were tested.

5.3 Consumer Responses to AI-Generated Advertising

The reviewed studies identified several consumer outcomes, including advertising attitude, advertising value, purchase intention, word-of-mouth intention, information adoption, engagement intention, brand credibility, brand attitude, brand reputation, brand loyalty and brand love. Positive responses were reported by (Li, 2026), where AI-generated advertising produced more favourable advertising attitudes, particularly for utilitarian products. Nguyen et al. (2026) found that experiential evaluation positively influenced brand reputation, brand loyalty, brand love, brand innovativeness and customer engagement. Yang (2025), using 10,378 YouTube comments, found that consumers generally responded positively to generative AI-powered advertisements. The advertisements were frequently described as entertaining, exciting, original and relevant, and the AI-powered advertisements in the sample generally demonstrated higher perceived creativity and verisimilitude than comparable human-created advertisements. At the same time, consumer comments revealed concerns about job replacement, trust, copyright and authenticity (Yang, 2025). Negative responses were also clearly documented. Bui (2026) reported lower advertising value and purchase intentions following AI disclosure. Sands et al. (2026) found that AI-generated advertisements reduced brand credibility and brand attitude compared with non-AI-generated advertisements. Perceived leadership for the greater good buffered these negative effects and improved purchase intention through brand credibility and brand attitude (Sands et al., 2026). Bachnik et al. (2025) found that Generation Z generally viewed traditional advertising more favourably than AI-generated advertising, particularly in relation to emotional engagement and credibility. AI-generated advertising was associated with skepticism regarding creativity, authenticity and trustworthiness, although its technological potential, attractiveness and informational value were recognised (Bachnik et al., 2025). Hence, the evidence supports a dual nature of consumer response: AI-generated advertising can generate favourable responses when consumers perceive value, creativity, authenticity or relevance, but it can generate adverse responses when AI involvement raises concerns about credibility, authenticity, manipulation, threat or trust.

5.4 Moderating and Contextual Conditions

Consumer reactions to AI-generated advertisements appear to be shaped by a combination of product-related attributes, consumers' pre-existing attitudes, individual characteristics, and the specific circumstances in which the advertisements are presented. These factors do not perform identical roles across studies; some moderate specific relationships, whereas others act as predictors or provide contextual explanations for differences in consumer responses. The influence of product category was found to vary across consumption contexts, as affective involvement significantly mediated the positive impact of AI-generated advertising for utilitarian products, whereas this effect was not statistically significant for hedonic products (Li, 2026). Product involvement moderated the cognitive pathways identified by (Jiang et al., 2025). The moderating influence of product involvement differed across consumer responses: greater involvement reinforced the effect of perceived usefulness on purchase intention, whereas lower involvement enhanced the influence of perceived entertainment on attitudes towards advertising. The impact of disclosing AI involvement in advertising was found to depend on consumers' pre-existing perceptions and attitudes towards artificial intelligence. Bui (2026) found that consumers with more favourable attitudes towards AI experienced weaker negative effects of disclosure on advertising value and purchase intention. Similarly, AI anxiety strengthened the negative effects of *better-than-human* framing, as reported by (Weihrauch & Xie, 2026). These findings suggest that consumers' pre-existing attitudes and concerns about AI may influence their responses to AI-related advertising cues. AI literacy was associated with information adoption and purchase intention in (Liu et al., 2025). Information usefulness mediated the relationships involving AI literacy and information adoption, indicating that AI literacy may influence how consumers evaluate and adopt information presented in AI-generated advertising. However, based on the relationships reported in this study, AI literacy should be treated as a predictor rather than automatically classified as a moderator. Customer innovativeness and cultural context were also relevant in (Nguyen et al., 2026). The relationships between advertising characteristics and experiential evaluation differed between Vietnam and Australia, while customer innovativeness moderated selected brand-related outcomes. These findings indicate that consumer responses may vary across cultural settings and according to individual characteristics. Advertising appeal represented another boundary condition in (Chen et al., 2024). AI-generated advertisements were more effective when agentic appeals were used, whereas human-created advertisements performed better with communal appeals. Task self-efficacy and social self-efficacy helped explain these differences, highlighting the importance of the fit between advertising appeal and the perceived characteristics of the content creator.

Taken together, the findings indicate that consumer responses to AI-generated advertising are conditional rather than universal. Product type, product involvement, consumer attitudes towards AI, AI anxiety, customer innovativeness and cultural context may influence particular relationships, while AI literacy may function as a predictor of consumer responses. These distinctions are important for developing a conceptual framework that reflects the roles reported in individual studies rather than assigning all contextual factors a common moderating function.

5.5 Integrated Conceptual Framework

The conceptual framework integrates relationships within the studies reviewed and organised according to the Stimulus-Organism-Response perspective. The stimulus element is the attribute of AI-generated advertisement; this includes AI disclosure, content characteristics, advertising appeal and AI framing. The consumer cognitive and affective evaluations are understood as perceived usefulness, credibility, trust, affective involvement and the perceived

threat to humanity. The outcome in the response component consists of consumer outcomes such as advertising attitude, purchase intention, engagement intention and word-of-mouth intention. The original studies supported the use of product type, product involvement, consumer attitudes towards AI, AI anxiety, AI literacy, customer innovativeness and cultural context as contextual conditions. The framework is a collation of the relationships that have been reported, not a claim that all pathways have been shown to exist in all contexts.

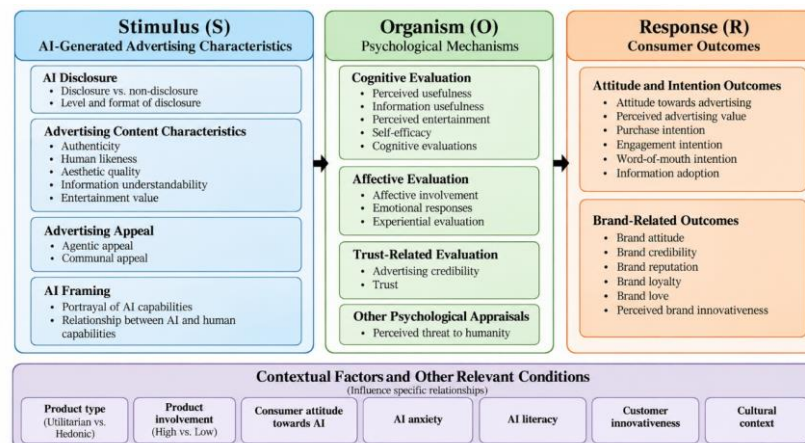


Figure 2. Conceptual framework of consumer responses to AI-generated advertising

6. THEORETICAL AND PRACTICAL IMPLICATIONS

The current study adds to existing knowledge on consumer reactions to AI-created advertisements by presenting a common conceptual framework that incorporates advertising features, psychological processes, consumer outcomes and contextual conditions. The study extends the insight of S-O-R by shed light on how the characteristics of advertisement elicits responses through the cognitive and affective processes. The study's contribution organizes the reviewed evidence in a connected S-O-R framework while remaining sensitive to contextual variation reported within different studies. The framework sheds light on how consumer response differs as a function of trust, perceived usefulness, affective involvement, AI attitude and perceived threat to humanity. Based on the results, marketers must primarily focus on the relevance, authenticity, credibility and quality of the AI-generated advertising as opposed to technological capabilities. The disclosure of AI usage should be managed carefully as its effects may vary according to consumers' attitudes, the nature of AI use and perceptions of credibility. When creating AI-generated advertising content, advertisers must keep the typology of the brands in mind. By tackling privacy issues, manipulation challenges, and authenticity concerns, marketers can enhance consumer trust and boost ad effectiveness.

7. FUTURE RESEARCH DIRECTIONS

More research should be conducted to investigate the connection between AI advertisement characteristic and consumer responses through psychological mechanisms. This study proposes conducting experimental studies to explore how AI disclosure, advertising appeal, content authenticity, and AI framing may influence consumer attitudes and purchase intentions. Longitudinal studies could examine whether consumer trust and responses vary with repeated exposure to AI-generated ads. Cross-cultural research can also be conducted to understand how consumer evaluations are affected. Future research may investigate the moderating effect of AI related anxiety, AI literacy, consumer attitude towards AI, type of product and level of involvement with the product. Additionally, consumer responses themselves, such as scepticism, perceived manipulation and resistance should be considered.

Conducting research across various product categories, consumer groups and advertising platforms, will enable us to better understand the relationships and refine the conceptual framework. Future research can also differentiate between advertising where the creative content is handed to an AI, where the content is assisted by AI, and where the process is targeted or placed with AI. These AI participations may generate differing consumer perceptions and therefore should not automatically be considered equivalent. The framework should be cross-validated through studies that manipulate product categorization and differ in cultural settings and levels of consumer AI literacy in order to examine its boundary conditions.

CONCLUSION

A synthetic literature review and thematic synthesis of 19 selected studies were made to assess consumer reaction towards AI-generated advertising. The study shows that advertising characteristics, consumer perception, psychological mechanisms and situational conditions shape these responses. The disclosure of AI, content features, advert appeal and AI framing effect consumer evaluations. Trust, perceived usefulness, affective involvement and AI attitude are the explanations of subsequent responses mechanisms. The study reveals that consumer reactions to AI-generated advertisements are likely to vary significantly in terms of their favourability which may be pleasing, displeasing or conditionally pleasing based on the characteristics of the advertising, psychological assessments and contextual conditions. By synthesizing the information reviewed in this study using a conceptual framework, this study organizes the relationships among advertising stimuli, consumer psychological processes, and consumer outcomes. The framework provides the basis for testing empirically in future work. Furthermore, the findings should be viewed relative to the scope of the search strategy and the studies included in the review.

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