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Consumer Skepticism Toward Artificial Intelligence–Generated Brand Narratives

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Abstract

Artificial intelligence is increasingly involved in the production of advertising copy, social-media communication, product descriptions, corporate stories, and other forms of brand narrative. Although generative technologies can improve the speed, scalability, and consistency of content production, their use raises an important consumer-behavior question: whether knowledge or suspicion of artificial intelligence involvement causes audiences to become more skeptical of branded communication. This study develops a simulation-based analytical framework for examining consumer skepticism across four narrative conditions: human-written and disclosed, artificial intelligence-assisted and disclosed, artificial intelligence-generated and disclosed, and artificial intelligence-generated without explicit disclosure. The conceptual model integrates persuasion knowledge, source credibility, brand authenticity, algorithm aversion, and consumer trust. A synthetic dataset of 480 observations was generated solely for methodological demonstration, with 120 simulated observations assigned to each narrative condition. Consumer skepticism, perceived authenticity, brand trust, and purchase intention were represented on five-point scales.

The simulated results indicate a progressive increase in skepticism as artificial intelligence assumes greater authorship responsibility, with the highest mean skepticism occurring under the artificial intelligence-generated non-disclosure condition. Skepticism was negatively associated with perceived authenticity, brand trust, and purchase intention. The analysis further suggests that disclosure alone does not eliminate consumer resistance; rather, reactions appear to depend on the perceived appropriateness of artificial intelligence involvement, the degree of human creative responsibility, and the authenticity expectations attached to brand storytelling. The paper contributes a transparent conceptual and methodological framework for future empirical investigation while emphasizing that the numerical findings are illustrative rather than evidence obtained from actual consumers. From a managerial perspective, the analysis supports responsible artificial intelligence use in brand communication through meaningful human oversight, transparent authorship practices, and preservation of credible brand voice.

Keywords: artificial intelligence; brand narratives; consumer skepticism; brand authenticity; algorithm aversion; disclosure; consumer trust

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1. Introduction

Artificial intelligence has moved from a primarily analytical role in marketing toward active participation in the creation of consumer-facing communication. Contemporary artificial intelligence systems can produce product descriptions, advertising messages, personalized recommendations, social-media captions, customer-service responses, and extended narratives describing a brand's heritage, values, social purpose, or product experience. This development provides organizations with opportunities to produce content rapidly and at comparatively low marginal cost. Davenport, Guha, Grewal, and Bressgott observed that artificial intelligence was likely to influence multiple stages of marketing activity, including consumer interaction and communication. However, the ability to automate narrative production introduces questions extending beyond operational efficiency. Brand narratives often function as symbolic expressions of organizational identity, history, commitment, and emotional meaning. When consumers discover that such narratives were generated substantially by an artificial system, they may reassess not only the message but also the intentions and authenticity of the organization communicating it.

Consumer skepticism is particularly relevant because branded communication is interpreted within a persuasion environment in which audiences actively evaluate the motives of message senders. Friestad and Wright's persuasion knowledge model explains that consumers develop knowledge concerning persuasive tactics and may activate this knowledge when they perceive an attempt to influence them. Artificial intelligence may introduce a new form of persuasion cue. A message that appears unusually optimized, personalized, emotionally calculated, or linguistically standardized may generate suspicion regarding how and why it was created. Consumers may consequently question whether emotional language represents an authentic organizational commitment or merely an algorithmically assembled attempt to produce a favorable reaction. Skepticism therefore should not be understood simply as rejection of technology. It can represent an evaluative response to perceived manipulation, insufficient transparency, inconsistency between source and message, or uncertainty regarding responsibility for the communication.

The issue becomes more complex when brand storytelling is considered. Consumers frequently evaluate brands using authenticity-related cues concerning sincerity, continuity, credibility, originality, and consistency between stated values and observable behavior. Research by Beverland and Farrelly and later by Morhart and colleagues demonstrates that authenticity is not merely an objective characteristic of a brand but a consumer judgment constructed from available cues. Artificial intelligence-generated narratives may alter these cues. A functional product description generated by software may be considered efficient and unobjectionable, whereas an artificial intelligence-generated founder story, apology, ethical statement, or emotionally intimate message may provoke substantially stronger resistance. The technological source therefore interacts with the symbolic expectations associated with the communication task.

Existing research on algorithm aversion and algorithm appreciation provides further reason to avoid assuming that consumers either universally reject or universally accept artificial intelligence. Dietvorst, Simmons, and Massey demonstrated that individuals can become reluctant to rely on algorithms after observing them make mistakes, whereas Logg, Minson, and Moore found circumstances in which people place greater weight on algorithmic advice than on human judgment. Castelo, Bos, and

Lehmann further demonstrated that algorithm acceptance is task dependent. These findings imply that responses to artificial intelligence-generated marketing narratives are likely to depend on contextual expectations rather than technology alone. Brand communication involving creativity, empathy, personal identity, heritage, or moral commitment may be interpreted as particularly human-centered and may therefore create stronger sensitivity to artificial authorship.

Against this background, the present study examines how increasing artificial intelligence involvement in brand-narrative production may influence consumer skepticism and related evaluations of authenticity, trust, and purchase intention. Because no original consumer survey or experiment has been supplied for this manuscript, the study is deliberately framed as a simulation-based research article. The simulated observations are used to demonstrate how the proposed conceptual relationships could be tested and interpreted in a future empirical study; they must not be treated as findings from actual respondents. This approach permits transparent methodological development without inventing human-participant evidence. The study therefore contributes by connecting artificial intelligence authorship, disclosure, persuasion knowledge, brand authenticity, and consumer skepticism within a single analytical framework suitable for subsequent experimental validation.

2. Objectives of the Study

2.1 Primary Research Objective

The primary objective is to examine theoretically and through simulation how the degree and transparency of artificial intelligence involvement in brand-narrative creation may influence consumer skepticism. The study distinguishes between fully human-generated communication, artificial intelligence-assisted communication, fully artificial intelligence-generated communication with disclosure, and artificial intelligence-generated communication without explicit disclosure. This distinction recognizes that consumer response may depend not merely on whether artificial intelligence is present, but on how extensively it participates and whether the organization communicates that participation transparently.

A second dimension of the primary objective is to determine whether skepticism should be interpreted as an isolated attitudinal reaction or as part of a broader evaluation process affecting brand authenticity and trust. The analytical model therefore positions skepticism as a response capable of influencing downstream brand judgments. This approach is particularly important for organizations because an efficient content-generation system may create limited value if consumers subsequently interpret the resulting narrative as less sincere, less credible, or excessively engineered.

2.2 Analytical and Managerial Objectives

The study additionally aims to explore the relationship between consumer skepticism and three outcomes: perceived brand authenticity, brand trust, and purchase intention. The simulation tests whether progressively higher skepticism is accompanied by weaker evaluations across these variables. It also considers whether transparent disclosure can reduce suspicion relative to undisclosed artificial intelligence authorship, while recognizing that disclosure may simultaneously make algorithmic involvement more salient.

From a managerial perspective, the objective is not to establish that artificial intelligence-generated communication should be avoided. Instead, the study seeks to identify principles for using artificial intelligence in brand communication without unnecessarily weakening consumer confidence. Particular attention is given to human oversight, the appropriateness of artificial intelligence for different narrative tasks, meaningful disclosure, and the preservation of a coherent brand voice.

3. Review of Literature

3.1 Consumer Skepticism and Persuasion Knowledge

Consumer skepticism toward advertising has traditionally been conceptualized as a tendency to doubt the informational claims or persuasive motives embedded within commercial communication. Obermiller and Spangenberg developed a widely used conceptualization and measurement approach for advertising skepticism, demonstrating that consumers vary in their predisposition to question advertising claims. Later research by Obermiller, Spangenberg, and MacLachlan showed that skepticism can influence attention, evaluations, and responses to advertising. Skepticism is therefore not equivalent to complete disbelief. Rather, it represents a critical orientation in which individuals demand stronger evidence before accepting persuasive claims.

Friestad and Wright's persuasion knowledge model provides an important theoretical explanation for this process. Consumers accumulate knowledge about persuasion agents, tactics, and motives and use this knowledge to interpret influence attempts. Campbell and Kirmani subsequently demonstrated that persuasion knowledge can become more influential when consumers have sufficient cognitive capacity and when persuasive intentions are accessible. Artificial intelligence may expand the range of cues capable of activating this knowledge. If consumers believe that a narrative has been algorithmically optimized to trigger emotional responses, they may interpret apparently personal or empathetic language as a persuasion strategy rather than a spontaneous expression of organizational values.

Artificial intelligence-generated narratives can therefore create a distinctive form of skepticism because the perceived author may not possess human experience, emotion, or personal commitment. A consumer encountering an automated sustainability story, for example, may distinguish between the factual truth of the information and the perceived sincerity of the storytelling process. Even accurate content may generate skepticism when its rhetorical structure creates the impression of manufactured authenticity. This distinction makes consumer skepticism particularly relevant to generative artificial intelligence because the quality of the language may improve while uncertainty concerning authorship and intention simultaneously increases.

3.2 Artificial Intelligence, Algorithm Aversion, and Source Evaluation

Research concerning human responses to algorithms demonstrates considerable contextual variation. Dietvorst and colleagues identified algorithm aversion when individuals became reluctant to rely on algorithmic forecasts after observing errors. Subsequent work showed that permitting users even limited control over algorithmic output could reduce this aversion. Logg and colleagues, conversely, documented algorithm appreciation in situations in which people gave greater weight to algorithmic recommendations than to human recommendations. Together, these findings indicate that algorithmic

origin is not inherently positive or negative; consumer evaluations depend on perceived competence, control, transparency, and task suitability.

Castelo, Bos, and Lehmann provided particularly relevant evidence by demonstrating that algorithm aversion is task dependent. Algorithms may receive favorable responses when tasks are perceived as objective, computational, or predictable, but less favorable responses when they involve subjective judgment. This distinction is directly applicable to brand narratives. Artificial intelligence may be perceived as highly appropriate for optimizing grammar, summarizing factual information, or generating standardized product descriptions. It may be viewed as less appropriate when attempting to communicate grief, moral responsibility, organizational heritage, personal experience, or deep emotional identification.

Source credibility research reinforces this reasoning. Hovland and Weiss demonstrated the importance of source credibility in persuasive communication, while later marketing research connected advertising credibility with consumers' evaluations of messages and brands. Artificial intelligence complicates traditional source models because the visible brand, technological system, marketing agency, prompt designer, editor, and organizational decision-maker can all contribute to a single narrative. The consumer may therefore face uncertainty regarding who should be considered the actual author and who is accountable for the claims expressed.

3.3 Brand Authenticity, Disclosure, and Human Agency

Brand authenticity has become an important concept in understanding consumer relationships with organizations. Beverland and Farrelly showed that consumers actively seek cues that help them judge whether marketplace offerings are authentic. Napoli and colleagues developed a consumer-based measure of brand authenticity, while Morhart and colleagues proposed an integrative framework emphasizing credibility, integrity, symbolism, and continuity. These perspectives suggest that authenticity depends substantially on whether consumers perceive a correspondence between what a brand communicates and what it genuinely represents.

Artificial intelligence authorship introduces a potential authenticity tension. A carefully generated message may exhibit stylistic consistency yet lack what consumers interpret as human intentionality. This issue is particularly important because brand narratives often invite audiences to believe that an organization is speaking with a distinctive voice. When the narrative is automatically generated, consumers may question whether that voice represents employees, founders, customers, or merely computationally optimized language. The concern may intensify when the communication makes claims about personal experience, emotional commitment, social responsibility, or ethical values.

Disclosure may moderate this reaction but is unlikely to operate uniformly. Luo and colleagues showed that disclosure of chatbot identity can materially influence consumer behavior, demonstrating that awareness of machine involvement may shape marketplace responses. Disclosure can promote transparency and reduce perceptions of deception, but it can also make artificial intelligence authorship more cognitively salient. Consequently, organizations face a dual challenge: nondisclosure may produce stronger negative reactions if consumers later perceive concealment, while simplistic disclosure may trigger avoidable resistance even when human oversight remains substantial. The more relevant

managerial question is therefore not whether every artificial intelligence interaction should be treated identically, but how authorship responsibility can be communicated accurately and proportionately.

4. Research Methodology

4.1 Research Design and Simulation Logic

The study adopts a simulation-based between-condition design developed for conceptual and methodological demonstration. No actual respondents were recruited, interviewed, observed, or experimentally exposed to brand narratives. Consequently, the numerical values reported in the analysis do not represent real consumer behavior and should not be generalized to any population. The simulated structure is intended to show how an empirical experiment could subsequently be implemented and how relationships derived from the literature could be statistically evaluated.

Four narrative conditions were specified. Condition A represents a human-written narrative with authorship disclosure. Condition B represents a narrative produced through human–artificial intelligence collaboration with disclosure. Condition C represents a fully artificial intelligence-generated narrative accompanied by disclosure. Condition D represents a fully artificial intelligence-generated narrative without explicit source disclosure. A synthetic analytical sample of 480 observations was generated, comprising 120 simulated cases for each condition. This balanced structure was chosen to simplify comparison across experimental groups.

Table 1: Proposed Simulation Design and Construct Operationalization

Component	Operational Specification
Study design	Simulation-based four-condition comparative design
Total synthetic observations	480
Synthetic observations per condition	120
Condition A	Human-written narrative with disclosure
Condition B	AI-assisted narrative with disclosure
Condition C	AI-generated narrative with explicit disclosure
Condition D	AI-generated narrative without explicit disclosure
Primary dependent variable	Consumer skepticism
Secondary outcomes	Perceived authenticity, brand trust, purchase intention
Measurement format	Illustrative five-point scales
Statistical procedures	Descriptive comparison, one-way ANOVA, Pearson correlation

Note: All observations and numerical results in this study are simulated. They are not obtained from consumers, organizations, online platforms, or proprietary datasets.

4.2 Variables and Measurement Framework

Consumer skepticism serves as the primary response construct. In a future empirical implementation, items could be adapted from established advertising-skepticism research while being rewritten to address artificial intelligence-generated brand communication specifically. Participants could indicate whether they regard the narrative as believable, overly engineered, manipulative, sincere, or designed primarily to influence their emotional response. Higher composite values would indicate greater skepticism.

Perceived authenticity, brand trust, and purchase intention operate as secondary outcomes. Authenticity captures whether the communication appears consistent with a genuine organizational identity and values. Brand trust represents confidence that the brand communicates reliably and acts in a manner consistent with its claims. Purchase intention represents a downstream behavioral tendency rather than an actual transaction. Each construct should be validated using appropriate reliability and construct-validity procedures before substantive empirical inference.

An empirical study should also measure relevant control variables. Previous experience with generative artificial intelligence, familiarity with the focal brand, general advertising skepticism, technology readiness, age, education, and perceived task appropriateness may influence responses. Inclusion of these measures would permit researchers to distinguish resistance to artificial intelligence specifically from broader distrust of commercial communication.

4.3 Analytical Procedure and Ethical Position

Synthetic values were generated around predetermined theoretical patterns to illustrate expected directional relationships. Variation was introduced within each simulated group to avoid presenting deterministic outcomes. Descriptive statistics were calculated for each condition, followed by a one-way analysis of variance for consumer skepticism. Pearson correlations were used to illustrate relationships between skepticism and authenticity, trust, and purchase intention.

Because the dataset is wholly synthetic and no identifiable or behavioral data from human participants were collected, this simulation does not constitute human-subject research. Accordingly, no participant consent or institutional ethics approval is claimed. Any future study recruiting human participants should obtain the ethical review, informed consent, privacy safeguards, and data-management arrangements required by the researcher's institution and jurisdiction.

The methodological distinction between simulated evidence and observed evidence is central to the credibility of the study. Statistical significance produced from synthetic observations demonstrates only the mathematical behavior of the proposed model under specified assumptions. It must not be interpreted as proof that real consumers will display identical effects.

5. Analysis

5.1 Comparative Skepticism Across Narrative Conditions

The simulated results indicate that consumer skepticism varied meaningfully across different levels of artificial intelligence involvement and disclosure. The artificial intelligence-assisted disclosed condition

recorded a simulated skepticism value of 2.99, while the fully artificial intelligence-generated disclosed condition reached 3.00. In contrast, the highest simulated value of 4.23 occurred when the narrative was generated entirely by artificial intelligence without explicit disclosure. This pattern supports the conceptual expectation that consumer responses are influenced by both the degree of technological involvement and the transparency surrounding its use. However, the findings do not suggest that disclosure completely eliminates skepticism. Although transparency may reduce concerns associated with concealment, the disclosed artificial intelligence-generated condition remained more skeptical than both human-written and artificial intelligence-assisted communication. This suggests that consumers may continue to question the authenticity, authorship, emotional legitimacy, and appropriateness of narratives even when artificial intelligence involvement is openly communicated. Overall, the simulated pattern highlights that transparency should be understood as an important component of trustworthy artificial intelligence-generated brand communication, but not as a complete solution to consumer skepticism. Organizations may therefore need to combine disclosure with credible authorship practices, appropriate human oversight, authentic storytelling, and clear alignment between the communication task and the capabilities of artificial intelligence.

Table 2: Simulated Consumer Responses Across Brand-Narrative Conditions

Narrative Condition	Skepticism Mean	Perceived Authenticity Mean	Brand Trust Mean	Purchase Intention Mean
Human-written, disclosed	2.37	4.16	4.12	3.93
AI-assisted, disclosed	2.99	3.61	3.65	3.53
AI-generated, disclosed	3.76	3.00	3.05	2.88
AI-generated, undisclosed	4.23	2.44	2.50	2.28

Scale: 1 = low; 5 = high. Source: Author-generated synthetic dataset for methodological illustration only.

5.2 Statistical Pattern of the Simulated Data

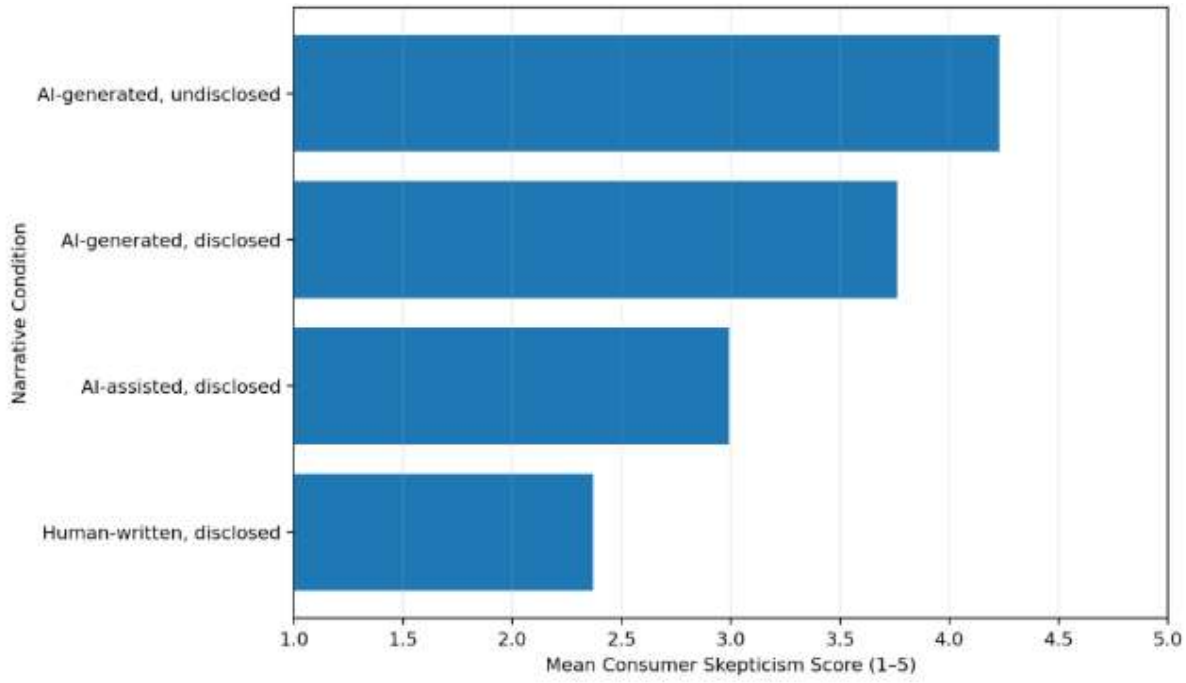
The illustrative one-way analysis of variance produced a substantial between-condition difference in skepticism, $F(3, 476) = 327.27$, $p < .001$. Because the values were generated synthetically around intentionally differentiated condition means, this statistical result should be understood as a model demonstration rather than empirical hypothesis confirmation. Its principal value is to illustrate the form of analysis that could be applied to experimentally collected consumer responses.

Simulated skepticism was strongly and negatively associated with perceived authenticity ($r = -.855$), brand trust ($r = -.857$), and purchase intention ($r = -.804$). The consistency of these relationships illustrates the theoretical possibility that skepticism can function as a broader relational mechanism rather than merely a reaction to message style. When consumers question the authenticity or persuasive intent of an artificial intelligence-generated narrative, their evaluation of the brand itself may weaken.

5.3 Graphical Interpretation

The graphical comparison reinforces the progressive increase in skepticism across the four narrative conditions. The movement from human authorship toward complete artificial intelligence generation is associated with increasingly unfavorable simulated evaluations, while the largest skepticism score occurs under the non-disclosure condition.

Graph 1: Simulated Consumer Skepticism Across Brand-Narrative Conditions



Key Finding: Simulated skepticism rises from 2.37 under disclosed human authorship to 4.23 under undisclosed artificial intelligence-generated authorship.

The graph should not be interpreted as demonstrating an inevitable linear relationship in real markets. Consumers may respond differently depending on product category, prior artificial intelligence experience, brand reputation, perceived usefulness, narrative purpose, and disclosure wording. Instead, the visualization represents a testable theoretical expectation that can be evaluated through controlled experiments using authentic consumer samples.

A particularly important implication is the distinction between AI assistance and AI substitution. The relatively moderate score associated with disclosed artificial intelligence assistance suggests that consumers may be more accepting when technology is presented as supporting human creativity rather

than replacing it. Future empirical studies should therefore measure perceived human agency directly rather than treating artificial intelligence use as a simple binary variable.

6. Discussion

6.1 Artificial Intelligence Authorship as a Persuasion Cue

The results can be interpreted through persuasion knowledge theory. When consumers perceive that a sophisticated generative system has produced a narrative, they may infer that the communication has been deliberately optimized to influence attention and emotion. This inference may activate persuasion knowledge and encourage closer scrutiny. The resulting skepticism does not necessarily indicate hostility toward artificial intelligence itself. Instead, it may reflect increased awareness that technologically mediated communication can be designed at scale, personalized rapidly, and adjusted using behavioral data.

This interpretation extends traditional advertising skepticism into an environment where the identity of the persuasive agent is increasingly ambiguous. In conventional communication, consumers generally assume that advertising represents the organization, agency, or spokesperson responsible for the message. Generative artificial intelligence complicates this assumption because language may be generated by a model, prompted by a marketer, edited by another employee, approved by management, and subsequently personalized by an automated delivery system. Responsibility is distributed even though consumers continue to encounter a single coherent brand voice.

The simulated reduction in trust accompanying increased skepticism is therefore theoretically plausible. If consumers cannot determine whether a message represents an authentic organizational position or automated rhetorical optimization, uncertainty concerning authorship can expand into uncertainty concerning the brand itself. Organizations using generative artificial intelligence should consequently consider authorship governance part of brand governance rather than merely a technical content-production decision.

6.2 Authenticity, Human Agency, and Narrative Appropriateness

The simulated findings also reinforce the importance of perceived authenticity. Brand narratives often derive value from the assumption that they communicate meaningful organizational experiences, beliefs, or commitments. Artificial intelligence can reproduce linguistic patterns associated with sincerity, empathy, enthusiasm, and vulnerability, but consumers may distinguish between the presence of these linguistic signals and the human experiences they conventionally represent.

This distinction is likely to be especially consequential for emotionally sensitive communication. A consumer may have little concern about artificial intelligence generating routine descriptions of product dimensions, availability, or technical characteristics. The same consumer may react negatively if an automated system generates a founder's personal memories, a response to a social tragedy, an apology for organizational misconduct, or a statement expressing moral concern. Castelo and colleagues' task-dependence perspective provides a useful explanation: consumer acceptance of algorithms varies according to whether the activity is understood as appropriately computational or intrinsically human.

Human involvement may therefore serve as an authenticity-preserving mechanism. Artificial intelligence-assisted communication allows organizations to benefit from technological efficiency while

retaining human judgment over factual accuracy, emotional tone, cultural context, and organizational meaning. The simulated difference between the artificial intelligence-assisted and fully artificial intelligence-generated conditions illustrates why future research should distinguish the extent of artificial intelligence involvement rather than classify all technology-supported content under a single category.

6.3 Disclosure and Responsible Brand Communication

Disclosure creates an important but nuanced governance challenge. The higher skepticism simulated for undisclosed artificial intelligence generation indicates the potential risk associated with perceived concealment. If consumers discover artificial intelligence involvement after initially assuming human authorship, the negative response may arise not simply from machine-generated content but from a perceived violation of transparency expectations. Trust may be especially vulnerable when the undisclosed narrative contains emotional or autobiographical claims.

Nevertheless, the disclosed artificial intelligence-generated condition also displayed relatively high skepticism. Disclosure is therefore not a universal solution. Simply attaching a statement that content was produced by artificial intelligence may protect transparency while simultaneously increasing attention to machine authorship. Organizations need disclosure approaches that accurately describe the division of responsibility. A statement indicating that artificial intelligence assisted drafting while qualified staff reviewed and approved the final communication may convey substantially different information from a statement suggesting full autonomous generation.

Responsible practice consequently requires more than a standardized label. Brands should establish internal governance specifying which narrative categories may involve generative systems, what forms of human review are mandatory, how factual claims are verified, when disclosure is appropriate, and who remains accountable for final publication. The objective should be traceable responsibility rather than technological novelty.

7. Conclusion

Artificial intelligence has expanded the technical possibilities of brand communication, but its value cannot be evaluated solely through content-production speed, cost reduction, or linguistic quality. Brand narratives perform relational and symbolic functions that depend heavily on perceived sincerity, credibility, and continuity between organizational identity and communication. When consumers perceive artificial intelligence as replacing rather than supporting human authorship, these qualities may become more difficult to establish.

The simulation developed in this study illustrates a theoretically coherent pattern in which skepticism increases as artificial intelligence assumes greater control over narrative production. The highest simulated skepticism occurs when artificial intelligence-generated authorship is not explicitly disclosed, while human-written communication produces the lowest skepticism. Artificial intelligence-assisted communication occupies an intermediate position, suggesting that human–machine collaboration may be evaluated differently from complete automation. These numerical results are illustrative rather than empirical and therefore require validation with actual consumer samples.

The analysis further suggests that skepticism can have consequences extending beyond immediate message evaluation. Higher simulated skepticism corresponds with lower authenticity perceptions, weaker brand trust, and reduced purchase intention. For marketers, this implies that artificial intelligence governance should be integrated with broader brand-management principles. Generative systems may provide substantial assistance in drafting, translation, adaptation, ideation, and content variation, but human responsibility remains particularly important when communication involves identity, values, emotional experience, social responsibility, apology, or other authenticity-sensitive narratives.

Future empirical research should test these relationships using randomized experiments across product categories, cultural contexts, disclosure formats, and levels of artificial intelligence familiarity. Researchers should additionally investigate whether consumer reactions change when artificial intelligence assists identifiable human creators, when consumers voluntarily request personalized artificial intelligence content, or when brands explain the human review process behind automated communication. The central question is therefore not whether artificial intelligence belongs in brand storytelling, but how organizations can use it without weakening the credibility and human meaning upon which persuasive brand relationships depend.

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