

Consumer Perceptions of AI-Generated Marketing Content in Luxury Fashion Brands: The Role of Trust and Authenticity in Shaping Purchase Intentions

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Declaration

As the author of this paper, I declare that this thesis presented for the degree of Master of Business Administration is an original report of my research and has been written by me. Due references have been provided on all supporting literatures and resources. I also confirm that this work has not been submitted for any other degree or professional qualification.

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Abstract

This study examined how consumers perceived AI-generated marketing content in the luxury fashion sector, focusing on the role of perceived brand authenticity and consumer trust in shaping purchase intention. As artificial intelligence became increasingly capable of producing marketing content, luxury brands faced a tension between the efficiency these tools offered and the authenticity, heritage, and exclusivity on which their value depended. Although earlier research had identified authenticity and trust as important influences on consumer responses, it remained unclear whether they formed the mechanism that linked the perception of AI-generated content to purchase intention, particularly within luxury fashion and in markets that had not previously been studied. To address this gap, the study adopted the Stimulus-Organism-Response framework, in which AI-generated content acted as the stimulus, perceived authenticity and consumer trust represented the internal states, and purchase intention formed the response. A quantitative, cross-sectional online survey was conducted with 134 luxury fashion consumers, who viewed an AI-generated luxury image that was disclosed as AI-generated and rated their perceptions on five-point Likert scales. The data were analysed using descriptive statistics, reliability analysis, correlation, regression, and mediation analysis. All four hypotheses were supported. The perception of the AI-generated content significantly and positively influenced perceived brand authenticity, perceived authenticity in turn predicted consumer trust, and trust emerged as the strongest predictor of purchase intention. The effect of content perception on purchase intention was fully mediated by authenticity and trust, meaning that it operated entirely through these two internal states rather than directly, and the final model explained a large share of the variance in purchase intention. A further comparison showed that, although consumers who recognised the content as AI-generated rated its visual quality no lower than those who did not, they rated the brand significantly lower on authenticity, trust, and purchase intention. In addition, most respondents were unable to tell that the content had been generated by AI, and the majority held positive attitudes toward luxury brands using AI in their marketing. The study concluded that attractive AI-generated content alone did not persuade luxury consumers; instead, it shaped their intention to buy only when it first made the brand feel authentic and trustworthy.

The main contribution of the research was to demonstrate, within a single integrated model and in a previously unexamined consumer context, that perceived authenticity and consumer trust constituted the primary mechanism through which AI-generated content influenced purchase intention. These findings extended the understanding of consumer responses to AI in luxury marketing and offered luxury fashion brands clear guidance on where the risks and opportunities of AI-generated content actually lay.

Keywords: Artificial Intelligence, AI-Generated Content, Luxury Fashion, Brand Authenticity, Consumer Trust, Purchase Intention