

ORIGINAL ARTICLE



MJSSH
Muallim Journal of
Social Science and Humanities

AI-GENERATED MARKETING VIDEOS, CONSUMER TRUST, AND PERCEIVED DECEPTION ON SOCIAL MEDIA: A PRISMA-BASED SYSTEMATIC LITERATURE REVIEW

Nan Li ^{*1}; Yuan Luyao ²; Xie Linjian ³

¹ School of Business and Marketing, Taylor's University Malaysia, Malaysia.

Email: nan.li@sd.taylors.edu.my

² Graduate Business School, UCSI University Malaysia, Malaysia.

Email: 1002161168@ucsiuniversity.edu.my

³ School of International Cooperation, Sichuan Winshare Vocational College, China.

Email: scwxzyxy@sina.com

*Corresponding author

DOI: <https://doi.org/10.33306/mjssh/448>

Abstract

This article reviews how AI-generated marketing videos and related synthetic social media advertising formats influence consumer trust and perceived deception. The review is important because generative AI allows brands to create humanlike voices, virtual endorsers, simulated product scenes and personalized video content at low cost. A PRISMA-guided systematic literature review was conducted using Scopus, Google Scholar, OpenAlex, Crossref and publisher pages. Search terms covered AI-generated advertising, deepfakes, virtual influencers, disclosure, persuasion knowledge, trust, authenticity and deception. After duplicate removal and screening, 58 core studies were synthesized thematically. The literature indicates that consumers do not automatically reject AI-generated marketing videos. However, trust decreases when AI creates ambiguity about source identity, product evidence, commercial intent or data-driven personalization. Disclosure can support trust, but only when it is visible, specific and meaningful. The article integrates AI advertising, virtual influencer, deepfake, disclosure and consumer trust research into a framework for responsible synthetic video marketing.

Keywords: Generative AI, Social Media Marketing, Consumer Trust, Perceived Deception, Virtual Influencers, Disclosure.

This article is licensed under a Creative Commons Attribution-Non Commercial 4.0 International License



Received 11th July 2026, revised 6th August 2026, accepted 28th August 2026

Introduction

Generative artificial intelligence has changed the way marketing content is produced, edited and distributed. In the past, a marketing video normally required human actors, physical product scenes, voice talents and professional editing. At present, brands can use AI tools to create scripts, synthetic voices, avatars, virtual influencers, product demonstrations and different versions of the same video for different consumer groups. This shows that AI is no longer only a back-end analytics tool. It has become part of the visible communication that consumers see on social media platforms (Davenport et al., 2020; Huang & Rust, 2021; Mariani & Dwivedi, 2024).

The issue is important because social media videos are processed in a fast and informal environment. Consumers watch marketing content between entertainment clips, influencer posts, reviews, personal stories and user-generated content. Therefore, they may not always know whether the source is a real person, a paid influencer, a virtual influencer, a brand-controlled avatar or an AI-generated customer. Social media advertising already creates difficulty because commercial content can be embedded into personal and entertaining formats (Boerman et al., 2017; De Veirman et al., 2017; Evans et al., 2017). AI-generated video adds another layer because the visible human cues may also be synthetic.

Marketing videos are persuasive because they use faces, voices, emotions, movement and social proof. When these cues are generated or modified by AI, consumers may still interpret them as signs of real experience. For instance, a synthetic customer can look like a satisfied buyer, a virtual influencer can speak like an independent user, and an AI-generated product scene can look like actual product evidence. Hence, perceived deception may occur even when the advertisement does not contain an obviously false sentence. The total impression of the video can still lead consumers to believe that real human experience or real product performance is being shown (Campbell et al., 2022; Han et al., 2018; Mustak et al., 2023).

Consumer trust is therefore central to this topic. Trust is commonly linked to expectations of ability, benevolence and integrity, and it is also an important condition for digital exchange and online persuasion (Hasan et al., 2021; Mayer et al., 1995; McKnight et al., 2002). In social media marketing, trust is shaped by source credibility, authenticity, disclosure, relationship cues and consumers' ability to recognize persuasive intention (Friestad & Wright, 1994; Ohanian, 1990; Reinikainen et al., 2020; Singh et al., 2020). AI-generated videos complicate these judgments because they allow marketers to reproduce the signs of trust without necessarily providing real human presence or real experience.

Existing studies provide useful insight, but the evidence is fragmented. AI marketing research explains how AI changes marketing practice and customer experience (Ameen et al., 2022; Davenport et al., 2020; Mariani et al., 2022; Puntoni et al., 2021). Virtual influencer research examines authenticity, humanlikeness and trust in synthetic endorsers (Looi & Kahlor, 2024; Mouritzen et al., 2024; Sands et al., 2022). Disclosure research studies whether consumers recognize sponsored or AI-created content (Boerman, 2020; Karagür et al., 2022; van der Bend et al., 2023). Deepfake research discusses the risk that synthetic media can mislead consumers about identity, endorsement or evidence (Campbell et al., 2022; Mustak et al., 2023). These streams are related, but they are often discussed separately.

Therefore, this article conducts a PRISMA-guided systematic literature review on AI-generated marketing videos, consumer trust and perceived deception on social media.

Objectives of the Study

The objectives of this review are:

1. To identify the dominant themes in the literature on AI-generated marketing videos and related synthetic social media advertising.
2. To examine how these formats influence consumer trust and perceived deception.
3. To evaluate the role of disclosure in reducing or increasing trust concerns.
4. To develop a future research agenda for responsible AI-generated video marketing, especially in Asian business contexts.

The review asks four research questions. First, what themes dominate the literature on AI-generated marketing videos and related synthetic social media advertising? Second, how do these formats influence consumer trust and perceived deception? Third, what role does disclosure play in reducing or increasing trust concerns? Fourth, what future research agenda can support responsible AI-generated video marketing, especially in Asian business contexts where social media commerce, influencer marketing and mobile video consumption are growing rapidly (Dwivedi et al., 2021; Joshi et al., 2025; Page et al., 2021).

Literature Review

The first concept supporting this review is consumer trust. Trust can be understood as the willingness to accept vulnerability based on positive expectations about another party's ability, benevolence and integrity (Mayer et al., 1995). In digital markets, trust also depends on the reliability of technology, privacy expectation, institutional protection and confidence in information quality (McKnight et al., 2002). In social media advertising, consumers evaluate not only the brand, but also the source, platform, comments, visual realism and commercial intention behind the message. This is why trust in AI-generated marketing videos cannot be studied only as trust in technology. It also involves trust in the brand's representation of people, evidence and persuasion.

The second concept is perceived deception. In marketing, deception does not only mean that a direct product claim is false. Deception can also occur when the overall impression of an advertisement creates a misleading belief about source identity, product evidence, endorsement or commercial intent. Native advertising research shows that persuasive messages can be more influential when consumers do not recognize them as advertising (Han et al., 2018). Influencer marketing studies similarly show that sponsored content becomes ethically sensitive when commercial persuasion is hidden inside personal recommendation or entertainment (Evans et al., 2017; Jhavar et al., 2024). AI-generated video extends this issue because consumers may also need to know whether the human-looking source or product scene is synthetic.

The persuasion knowledge model explains why disclosure and recognition matter. Consumers develop knowledge about marketers' motives, tactics and persuasion attempts, and they use this knowledge to cope with marketing messages (Friestad & Wright, 1994). When persuasion knowledge is activated, consumers may become more careful and skeptical. Recent work extends this logic to algorithmic advertising, where consumers differ in their awareness of personalization

and platform influence (Voorveld et al., 2024; Willemsen et al., 2025). In AI-generated video, persuasion knowledge may be activated by labels, unnatural voice, synthetic faces or platform warnings. However, if these cues are hidden, consumers may process the content as human-generated and later feel deceived when the synthetic nature is known.

The third concept is source credibility. Classic endorsement research identifies expertise, trustworthiness and attractiveness as important dimensions of source evaluation (Ohanian, 1990). In social media influencer marketing, credibility is also influenced by authenticity, perceived similarity, parasocial relationships and engagement with followers (Gross & von Wangenheim, 2022; Hughes et al., 2019; Leung et al., 2022; Reinikainen et al., 2020). Virtual influencers create a special case. They can be visually consistent, controllable and novel, but consumers may question whether they can honestly recommend products when they have no real human experience (Batista da Silva Oliveira & Chimenti, 2021; Gerlich, 2023; Kim et al., 2023; Mouritzen et al., 2024; Mrad et al., 2025; Sands et al., 2022).

The fourth concept is disclosure. Studies on sponsored content show that disclosure can increase advertising recognition and persuasion knowledge, but its effect depends on wording, placement, timing and consumer understanding (Amazeen & Wojdyski, 2020; Boerman et al., 2017; Evans et al., 2017; Ikonen et al., 2017; van Reijmersdal & van Dam, 2020). Some disclosures are too vague or too late to help consumers. Other disclosures may create resistance if consumers interpret the label as a signal of manipulation. This means that AI disclosure should not be treated as a small technical label. It should be designed as part of the communication because it affects how consumers interpret the whole video.

The fifth concept is authenticity. Social media marketing often depends on the feeling that the source is genuine, relatable and personally involved. Studies show that authenticity can support credibility and purchase intention, while perceived commercialism can weaken influencer effectiveness (Balaban et al., 2022; Balaban & Szabolics, 2022; Pradhan et al., 2023). Virtual influencer studies suggest that authenticity can be constructed through consistent narrative, transparency and social presence, but it remains fragile because consumers know that the source is designed and controlled (Ju et al., 2024; Koles et al., 2024). Therefore, AI-generated marketing videos may be accepted when they are clearly framed as creative or fictional, but rejected when they pretend to show spontaneous human experience.

From these concepts, the ethical issue is not simply whether AI is used. AI can support creative experimentation, translation, editing and personalization. The concern emerges when AI use changes the beliefs that consumers form about the source, evidence or intention of the message. For example, a synthetic fashion model may be acceptable when the campaign is openly stylized, while a synthetic health testimonial may be problematic because it simulates lived experience. Therefore, responsible AI-generated video marketing requires both creative freedom and careful transparency (Campbell et al., 2022; Cillo & Rubera, 2025; Hermann, 2022).

Methodology

This study used a PRISMA-guided systematic literature review design. PRISMA was selected because it requires researchers to explain how records were identified, screened, excluded and included, rather than presenting the literature as a general narrative (Page et al., 2021). The review is qualitative rather than meta-analytic. A meta-analysis was not suitable because the included

studies use different stimuli, platforms, product categories, theoretical models and outcome variables. Therefore, the purpose is to synthesize themes and mechanisms rather than to calculate a pooled effect size.

The search was conducted on 9 June 2026. The main search sources were Scopus, Google Scholar, OpenAlex, Crossref and publisher pages. Scopus and Google Scholar were used to check discoverability and relevance, while OpenAlex and Crossref were used to verify bibliographic metadata, DOI information, publication year and journal title. Publisher pages were checked when article details needed confirmation. This approach was used because the topic is still emerging and the relevant literature is spread across marketing, advertising, communication, consumer behaviour and information systems journals.

The search strings combined technology terms, marketing terms, trust/deception terms and platform terms. Examples included 'AI-generated advertising consumer trust deception social media', 'deepfake advertising disclosure consumer trust', 'virtual influencer authenticity trust disclosure', 'synthetic media advertising ethics', 'AI disclosure advertising consumer responses', and 'influencer marketing disclosure persuasion knowledge trust'. Studies were included when they addressed AI-generated advertising, synthetic or deepfake advertising, virtual influencers, AI disclosure, influencer disclosure, consumer trust, perceived deception, authenticity or persuasion knowledge in digital advertising.

Studies were excluded when they were purely technical deepfake detection papers, general AI papers without marketing relevance, non-scholarly commentary, records without clear bibliographic metadata, or papers that discussed trust in unrelated contexts without a transferable advertising connection. Earlier foundational work was retained when it supported the conceptual base of the review, especially trust, source credibility, persuasion knowledge and PRISMA reporting. The initial search produced 700 records. After duplicate removal, 443 records were screened, 123 reports were assessed for eligibility, and 58 studies were included in the thematic synthesis.

Table 1
Search Strategy and Eligibility Criteria

Element	Review decision
Review design	PRISMA-guided systematic literature review with qualitative thematic synthesis
Search date	9 June 2026
Search sources	Scopus, Google Scholar, OpenAlex, Crossref and publisher pages
Core search terms	AI-generated advertising, synthetic media, deepfake advertising, virtual influencers, disclosure, trust, authenticity and deception
Inclusion criteria	Studies related to AI-generated or synthetic advertising, social media marketing, virtual influencers, disclosure, persuasion knowledge, trust or perceived deception

Element	Review decision
Exclusion criteria	Technical-only AI/deepfake detection papers, non-marketing AI studies, records without clear metadata and weakly relevant trust studies
Final synthesis	58 studies included in thematic synthesis

Note. Author synthesis based on the PRISMA-guided search process.

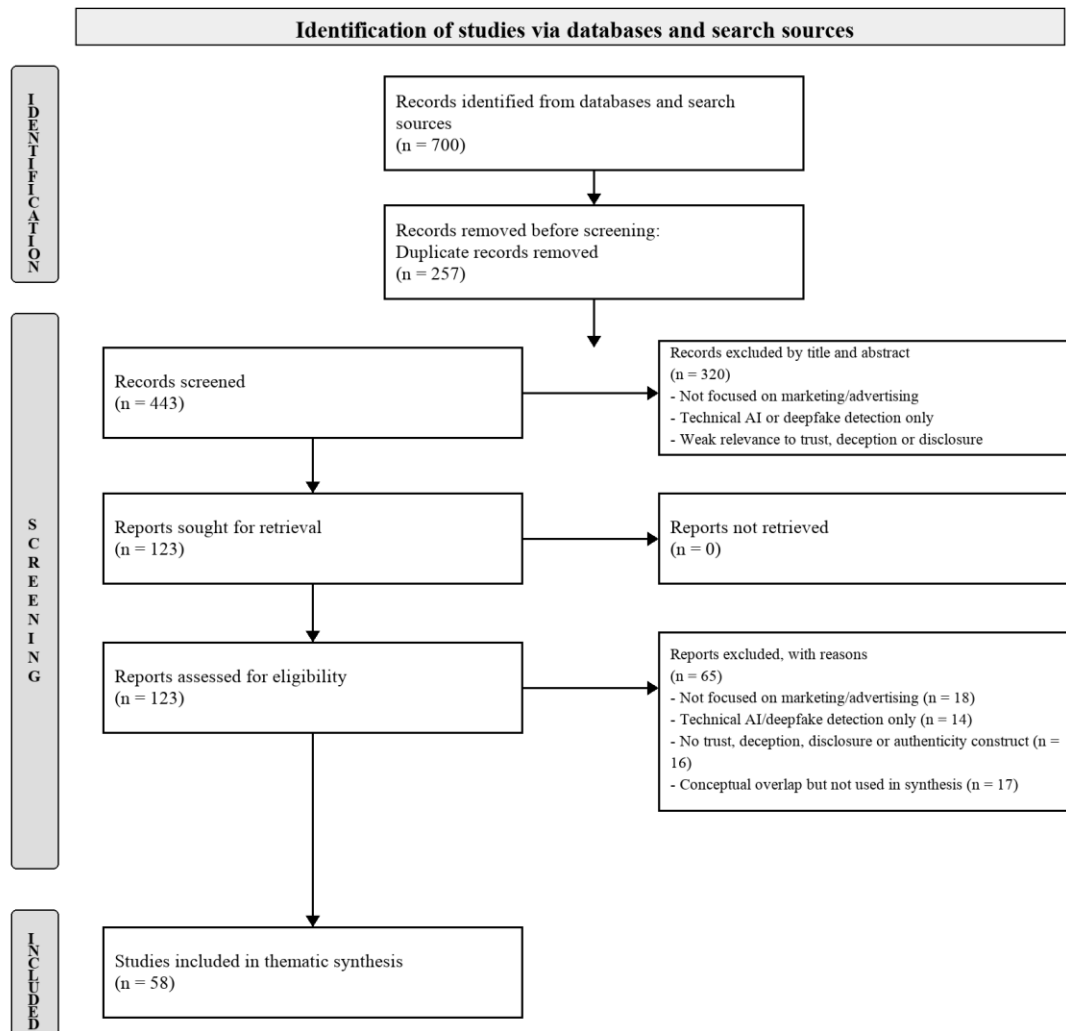


Figure 1. PRISMA 2020-style flow diagram for study selection

Results

The reviewed literature shows strong growth after 2020, especially after generative AI became visible to consumers and marketers. Earlier studies focused mainly on influencer sponsorship disclosure, native advertising recognition and social media persuasion. More recent studies

connect these issues with AI-generated ads, virtual influencers, deepfake advertising and algorithmic persuasion. This indicates that the ethical concern in AI-generated marketing videos is not entirely new. It extends older problems of hidden persuasion, commercial transparency and source credibility into a synthetic media environment (Dwivedi et al., 2023; Mariani & Dwivedi, 2024; Waltenrath, 2024).

The first theme is AI-generated advertising as an innovative but ambiguous marketing tool. AI marketing research argues that AI can transform targeting, customer experience, creativity and service interaction (Davenport et al., 2020; Huang & Rust, 2021). Generative AI further allows marketers to produce many versions of text, image and video content quickly (Banh & Strobel, 2023; Cillo & Rubera, 2025). However, advertising studies show that consumer response depends on whether AI use is visible, relevant and appropriate. AI-generated content may be accepted when it improves creativity or usefulness, but it may also reduce trust when consumers feel that the brand is hiding the production process (Arango et al., 2023; Baek et al., 2026; Jung et al., 2025).

The second theme is virtual influencers and synthetic endorsers. Studies show that virtual influencers are not simply weaker versions of human influencers. They can be novel, visually consistent and controllable for brands (Gerlich, 2023; Looi & Kahlor, 2024; Sands et al., 2022). Some evidence suggests that virtual influencers can work in prosocial or sustainability contexts when warmth, expertise and message fit are managed carefully (Ferraro et al., 2024; Gerrath et al., 2024; Igarashi et al., 2024). However, the same literature shows that consumers question authenticity, human likeness and lived experience (Ju et al., 2024; Koles et al., 2024; Mouritzen et al., 2024). This shows that synthetic sources can attract attention, but attention does not automatically become trust.

The third theme is deepfake and synthetic deception. Deepfake research shows that AI can change who appears to speak, endorse or experience a product (Campbell et al., 2022; Mustak et al., 2023). In marketing videos, this is sensitive because voice, face, movement and emotional expression are strong credibility cues. If a synthetic person looks like a real customer or expert, consumers may infer real experience. Therefore, deception risk is not limited to stolen celebrity identity. It also includes simulated testimonials, artificial product outcomes and fabricated social proof. This issue is important because short-form social media videos can make synthetic scenes appear ordinary and believable.

The fourth theme is disclosure. Disclosure research shows that labels can increase advertising recognition, but the effect is not uniform (Boerman, 2020; Boerman et al., 2017; Evans et al., 2017). Consumers respond differently depending on whether the disclosure is clear, early, specific and easy to understand. For AI-generated video, the label 'created with AI' may not be enough because it does not explain which part of the video is synthetic. Consumers may want to know whether the person, voice, background, testimonial, product result or recommendation was generated. Hence, disclosure should be material and specific, especially when AI affects the consumer's interpretation of evidence or source credibility (van der Bend et al., 2023; van Reijmersdal & van Dam, 2020).

The fifth theme is consumer trust and resistance. Trust can be supported when AI use is transparent, useful and consistent with the product context. However, resistance may occur when consumers perceive manipulation, hidden commercial intent or false intimacy. Studies on influencer avoidance and deceptive influencer practices show that consumers can respond

negatively when they believe the source is overly commercial or misleading (Ekinici et al., 2025; Pradhan et al., 2023). In AI-generated videos, this resistance may be stronger if consumers feel that a brand has used synthetic human cues to imitate friendship, expertise or personal experience without giving enough information.

A further pattern is that consumers do not evaluate all synthetic sources in the same way. Studies on virtual influencers show that perceived similarity, social presence, privacy concern, diversity cues and humanlikeness can change consumer response (Ameen et al., 2024; Davlembayeva et al., 2025; Ferraro et al., 2024; Kim & Wang, 2023; Stein et al., 2024). This indicates that AI-generated video should not be judged only by whether the source is human or non-human. Consumers also consider whether the source fits the product, whether the campaign is transparent, and whether the synthetic character creates a believable but honest communication setting.

Overall, the findings show a trust-deception tension. AI-generated marketing videos can support creative efficiency and personalized communication, but these benefits create ethical risk when consumers cannot determine what is real, who is speaking or whether the experience shown actually occurred. Therefore, the literature does not support the simple claim that AI-generated content is always unethical. Rather, ethicality depends on transparency, claim accuracy, source representation, product risk and respect for consumer autonomy (Campbell et al., 2022; Hermann, 2022; Mustak et al., 2023).

Table 2

Thematic Synthesis of the Included Literature

Theme	Representative studies	Synthesis	Implication
AI-generated advertising	Arango et al. (2023); Baek et al. (2026); Jung et al. (2025)	Consumers evaluate AI ads through trust, humanness, usefulness and appropriateness.	AI labels should explain meaningful AI involvement.
Virtual influencers	Looi and Kahlor (2024); Mouritzen et al. (2024); Sands et al. (2022)	Synthetic endorsers can attract attention but authenticity remains fragile.	Virtual sources should not imply real lived product experience.
Synthetic deception	Campbell et al. (2022); Mustak et al. (2023)	AI can simulate identity, endorsement and evidence.	High-risk synthetic claims need stronger review and disclosure.
Disclosure	Boerman et al. (2017); Evans et al. (2017); van der Bend et al. (2023)	Disclosure works when it is visible, specific and understandable.	Generic AI labels may be insufficient.

Theme	Representative studies	Synthesis	Implication
Trust and resistance	Mayer et al. (1995); Pradhan et al. (2023); Waltenrath (2024)	Trust depends on source clarity, authenticity and consumer persuasion knowledge.	Brands should avoid hidden persuasion and false intimacy.

Note. Author synthesis of the reviewed literature.

Conclusion and Recommendation

The synthesis suggests that consumer trust in AI-generated marketing videos is shaped by two judgments. First, consumers judge whether the content is useful, entertaining and relevant. Second, they judge whether the content is honest about its source and evidence. These judgments can move in different directions. A video can be creative and enjoyable, but still be distrusted if consumers believe that the human source or product experience has been fabricated. This explains why AI-generated marketing video should be evaluated through both innovation value and ethical communication (Friestad & Wright, 1994; Mayer et al., 1995; Ohanian, 1990).

Perceived deception is useful because it captures more than factual accuracy. In synthetic video marketing, deception can be representational. A video may mislead consumers by making a virtual person appear to be a real customer, by making a simulated scene appear to be observed evidence, or by hiding the commercial purpose behind an entertainment format. This is consistent with native advertising and influencer disclosure research, where persuasion becomes more sensitive when consumers cannot recognize the advertisement or the sponsor (Evans et al., 2017; Han et al., 2018; Jhawar et al., 2024).

Disclosure should therefore not be treated as a simple yes-or-no variable. If disclosure reduces ambiguity, it can support trust. However, if disclosure only states that AI was used without explaining the material AI element, it may create more uncertainty. For instance, a label that says 'AI-generated' may make consumers wonder whether the person, voice, product demonstration or testimonial is synthetic. This suggests that AI disclosure should be specific enough to answer the consumer's likely question. The more humanlike or evidence-like the synthetic element is, the stronger the disclosure should be (Boerman et al., 2017; Karagür et al., 2022; Qiu et al., 2025).

The proposed framework in Figure 2 summarizes the main pathway. AI-generated video cues can create four types of ambiguity: source ambiguity, evidence ambiguity, commercial intent ambiguity and data/algorithm ambiguity. These ambiguities influence consumer interpretation through persuasion knowledge, perceived authenticity, source credibility and perceived risk. When source, evidence and intent are clear, trust is more likely. When synthetic cues imply false human experience or hidden persuasion, perceived deception is more likely. Boundary conditions such as product risk, disclosure quality, human likeness, AI literacy and platform context shape the strength of these outcomes (Ameen et al., 2024; Liyanaarachchi et al., 2024; Voorveld et al., 2024).

The framework also shows why product category matters. AI-generated video may be more acceptable in fashion, entertainment, gaming and low-risk consumer goods because consumers may interpret the content as stylized creativity. However, the same practice may be more problematic in health, finance, education, charity or sustainability marketing because consumers rely more heavily on trust and evidence. A synthetic patient, investor, student or charity beneficiary can create a stronger deception risk than a synthetic fashion model. Hence, firms should use a risk-based approach rather than applying the same AI policy to all marketing videos (Gerrath et al., 2024; Hermann, 2022).

The findings also extend source credibility theory. In traditional endorsement, source credibility is attached to the perceived expertise, trustworthiness and attractiveness of a person (Ohanian, 1990). In AI-generated marketing videos, credibility also depends on the brand's governance of synthetic representation. Consumers may ask whether the brand has used AI honestly, whether the synthetic source is clearly identified, and whether the message implies experience that cannot exist. Therefore, credibility is not only a characteristic of the endorser. It is also a characteristic of the brand's disclosure and accountability.

The findings further extend persuasion knowledge. Consumers are not only asking whether a message is trying to persuade them. They are also asking how the message was produced and whether the visible evidence is real. This additional layer changes the consumer's coping task. If consumers do not know that a video is synthetic, their persuasion knowledge may not be activated. If disclosure activates suspicion without enough explanation, the advertisement may be evaluated negatively even if the product claim is accurate. Therefore, future research should examine disclosure meaning, not only disclosure presence (Rahmani, 2023; Voorveld et al., 2024).

Future research should test realistic short-form videos rather than relying only on written scenarios or static images. AI-generated video includes movement, voice, music, facial expression and editing style. These features may influence trust differently from static content. Experiments can manipulate source type, disclosure wording, disclosure timing, product risk and humanlikeness. Qualitative studies can also examine how consumers explain their trust, suspicion or discomfort after watching synthetic video advertisements. This will help the field move closer to real platform experience (Baek et al., 2026; Barta et al., 2023; Jung et al., 2025).

Future research should also consider Asia more directly. Many Asian markets have high social media use, mobile commerce growth and strong influencer economies. At the same time, Asian consumers are not homogeneous. Cultural norms around authority, celebrity, technology, privacy and advertising disclosure may shape how consumers interpret AI-generated marketing videos. Comparative studies across Asian countries can therefore explain whether trust and deception judgments differ by market, platform and product category. This is important because global AI marketing tools may be deployed locally without enough understanding of consumer interpretation in specific Asian contexts (Dwivedi et al., 2021; Joshi et al., 2025).

Another point is that the platform environment influences consumer interpretation. Social media advertising is shaped by algorithms, creator monetization rules, sharing practices, comment sections and platform labels. A disclosure that is clear on a brand-owned webpage may become less visible when the same video is reposted, clipped, shared without captions or consumed on mute. Therefore, marketers need to consider how disclosure travels with the video across the platform environment, not only how it appears in the first upload (Araujo et al., 2020; van der Goot et al., 2021; Voorveld, 2019; Voorveld et al., 2024).

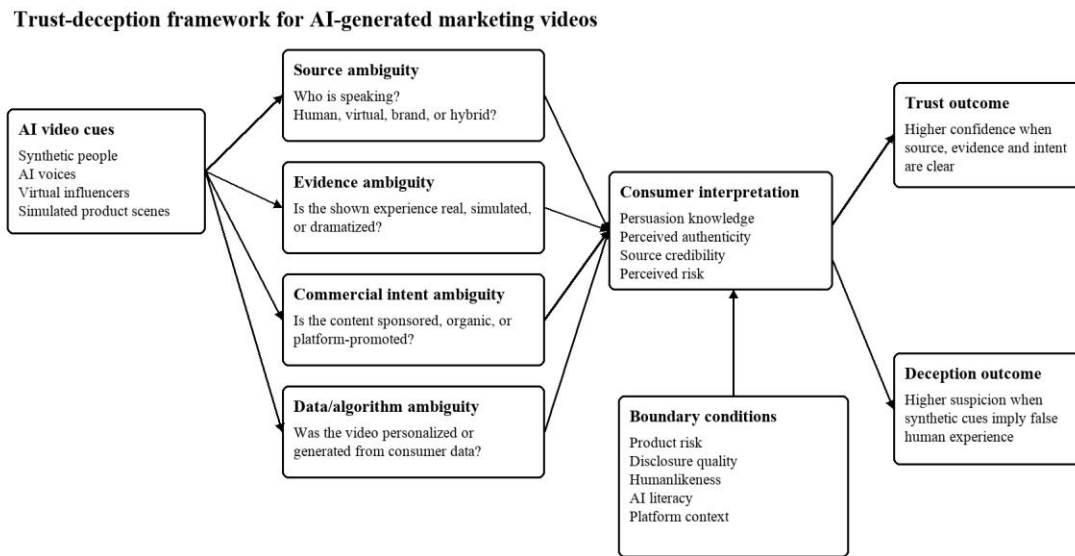


Figure 2. Trust-deception framework for AI-generated marketing videos

Table 3

Future Research Agenda

Research area	Suggested question	Recommended method
Disclosure design	Which AI disclosure wording and placement best reduces perceived deception?	Experiment using short-form social media video stimuli
Synthetic source credibility	When do consumers trust virtual influencers or AI avatars?	Human versus virtual source comparison across product categories
Product risk	Does AI disclosure expectation increase for high-risk products?	Scenario experiment and consumer survey
Asian platform context	How do Asian consumers interpret AI-generated influencer videos?	Cross-country qualitative and quantitative study

Research area	Suggested question	Recommended method
Long-term trust	Does repeated exposure to synthetic marketing reduce brand or platform trust?	Longitudinal panel design

Note. Author synthesis.

The findings have several implications for business practice. First, firms should treat AI-generated marketing videos as a trust-sensitive communication tool, not only as a low-cost content production tool. Many Asian markets have active social media commerce, livestream selling, influencer marketing and mobile-first consumer behaviour. In this environment, consumers may make fast judgments based on short videos, creator cues and peer signals. If brands use AI-generated people, voices or product scenes without clear explanation, consumers may later feel that the brand has hidden important information. Therefore, transparency should be designed before the campaign is published, not added only after complaints arise.

Second, Asian businesses should use risk-based disclosure. For low-risk creative uses such as background editing, language translation or visual enhancement, a simple label may be sufficient depending on platform rules. For higher-risk uses such as virtual experts, synthetic testimonials, cloned voices, simulated product results or AI-generated customer stories, stronger disclosure is needed. The disclosure should explain what is synthetic and why it matters. A label such as 'AI-generated video' may be too general. A clearer label may state that the spokesperson is virtual, the product scene is simulated, or the voice is AI-generated. This helps consumers understand the message before they rely on it.

Finally, businesses should invest in AI literacy for marketing teams and consumers. Marketing teams need clear policies on disclosure, consent, claim substantiation and synthetic representation. Consumers also need understandable platform labels and brand-level explanations. In the long run, responsible AI-generated video marketing may become a competitive advantage. Brands that are transparent and accountable can still enjoy creative efficiency, but they are less likely to damage consumer trust. Hence, the best use of AI in Asian business is not simply to produce more content, but to produce persuasive content that consumers can understand, evaluate and trust. For managers, the implication is also operational. AI video governance should be included in campaign briefing, agency contracts and approval checklists. The checklist can ask whether the video uses synthetic people, whether consent is required, whether the product result is simulated, whether the disclosure appears on screen, and whether the message may mislead vulnerable consumers. This turns ethical AI use from a general principle into a practical marketing control that Asian firms can apply across campaigns.

References:

- Amazeen, M. A., & Wojdyski, B. W. (2020). The effects of disclosure format on native advertising recognition and audience perceptions of legacy and online news publishers. *Journalism*, 21(12), 1965-1984. <https://doi.org/10.1177/1464884918754829>
- Ameen, N., Cheah, J. H., Ali, F., El-Manstrly, D., & Kulyciute, R. (2024). Risk, trust, and the roles of human versus virtual influencers. *Journal of Travel Research*, 63(6), 1370-1394. <https://doi.org/10.1177/00472875231190601>

- Ameen, N., Sharma, G. D., Tarba, S., Rao, A., & Chopra, R. (2022). Toward advancing theory on creativity in marketing and artificial intelligence. *Psychology & Marketing*, 39(9), 1802-1825. <https://doi.org/10.1002/mar.21699>
- Arango, L., Singaraju, S. P., & Niininen, O. (2023). Consumer responses to AI-generated charitable giving ads. *Journal of Advertising*, 52(4), 486-503. <https://doi.org/10.1080/00913367.2023.2183285>
- Araujo, T., Copulsky, J. R., Hayes, J. L., Kim, S. J., & Srivastava, J. (2020). From purchasing exposure to fostering engagement: Brand–consumer experiences in the emerging computational advertising landscape. *Journal of Advertising*, 49(4), 428-445. <https://doi.org/10.1080/00913367.2020.1795756>
- Baek, T. H., Kim, J., & Kim, J. H. (2026). Effect of disclosing AI-generated content on prosocial advertising evaluation. *International Journal of Advertising*, 45(1), 171-192. <https://doi.org/10.1080/02650487.2024.2401319>
- Balaban, D. C., & Szabolcs, J. (2022). A proposed model of self-perceived authenticity of social media influencers. *Media and Communication*, 10(1), 235-246. <https://doi.org/10.17645/mac.v10i1.4765>
- Balaban, D. C., Mucundorfeanu, M., & Naderer, B. (2022). The role of trustworthiness in social media influencer advertising: Investigating users’ appreciation of advertising transparency and its effects. *Communications*, 47(3), 395-421. <https://doi.org/10.1515/commun-2020-0053>
- Banh, L., & Strobel, G. (2023). Generative artificial intelligence. *Electronic Markets*, 33(1), Article 63. <https://doi.org/10.1007/s12525-023-00680-1>
- Barta, S., Belanche, D., Fernández, A., & Flavián, M. (2023). Influencer marketing on TikTok: The effectiveness of humor and followers’ hedonic experience. *Journal of Retailing and Consumer Services*, 70, Article 103149. <https://doi.org/10.1016/j.jretconser.2022.103149>
- Batista da Silva Oliveira, A., & Chimenti, P. (2021). “Humanized robots”: A proposition of categories to understand virtual influencers. *Australasian Journal of Information Systems*, 25. <https://doi.org/10.3127/ajis.v25i0.3223>
- Boerman, S. C. (2020). The effects of the standardized Instagram disclosure for micro- and meso-influencers. *Computers in Human Behavior*, 103, 199-207. <https://doi.org/10.1016/j.chb.2019.09.015>
- Boerman, S. C., Willemsen, L. M., & van der Aa, E. P. (2017). “This post is sponsored”: Effects of sponsorship disclosure on persuasion knowledge and electronic word of mouth in the context of Facebook. *Journal of Interactive Marketing*, 38(1), 82-92. <https://doi.org/10.1016/j.intmar.2016.12.002>
- Campbell, C., Plangger, K., Sands, S., Kietzmann, J., & Bates, K. (2022). How deepfakes and artificial intelligence could reshape the advertising industry. *Journal of Advertising Research*, 62(3), 241-251. <https://doi.org/10.2501/jar-2022-017>
- Cillo, P., & Rubera, G. (2025). Generative AI in innovation and marketing processes: A roadmap of research opportunities. *Journal of the Academy of Marketing Science*, 53(3), 684-701. <https://doi.org/10.1007/s11747-024-01044-7>
- Davenport, T., Guha, A., Grewal, D., & Bressgott, T. (2020). How artificial intelligence will change the future of marketing. *Journal of the Academy of Marketing Science*, 48(1), 24-42. <https://doi.org/10.1007/s11747-019-00696-0>
- Davlembayeva, D., Chari, S., & Papagiannidis, S. (2025). Virtual influencers in consumer behaviour: A social influence theory perspective. *British Journal of Management*, 36(1), 202-222. <https://doi.org/10.1111/1467-8551.12839>

- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798-828. <https://doi.org/10.1080/02650487.2017.1348035>
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, Article 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Dwivedi, Y. K., Kshetri, N., Hughes, L., Slade, E. L., Jeyaraj, A., Kar, A. K., Baabdullah, A. M., Koohang, A., Raghavan, V., Ahuja, M., Albanna, H., Albashrawi, M. A., Al-Busaidi, A. S., Balakrishnan, J., Barlette, Y., Basu, S., Bose, I., Brooks, L., Buhalis, D., ... Wright, R. (2023). Opinion paper: “So what if ChatGPT wrote it?” Multidisciplinary perspectives on opportunities, challenges and implications of generative conversational AI for research, practice and policy. *International Journal of Information Management*, 71, Article 102642. <https://doi.org/10.1016/j.ijinfomgt.2023.102642>
- Ekinci, Y., Dam, S., & Buckle, G. (2025). The dark side of social media influencers: A research agenda for analysing deceptive practices and regulatory challenges. *Psychology & Marketing*, 42(4), 1201-1214. <https://doi.org/10.1002/mar.22173>
- Evans, N. J., Phua, J., Lim, J., & Jun, H. (2017). Disclosing Instagram influencer advertising: The effects of disclosure language on advertising recognition, attitudes, and behavioral intent. *Journal of Interactive Advertising*, 17(2), 138-149. <https://doi.org/10.1080/15252019.2017.1366885>
- Ferraro, C., Sands, S., Zubcevic-Basic, N., & Campbell, C. (2024). Diversity in the digital age: How consumers respond to diverse virtual influencers. *International Journal of Advertising*, 43(8), 1342-1365. <https://doi.org/10.1080/02650487.2023.2300927>
- Friestad, M., & Wright, P. (1994). The persuasion knowledge model: How people cope with persuasion attempts. *Journal of Consumer Research*, 21(1), 1-31. <https://doi.org/10.1086/209380>
- Gerlich, M. (2023). The power of virtual influencers: Impact on consumer behaviour and attitudes in the age of AI. *Administrative Sciences*, 13(8), Article 178. <https://doi.org/10.3390/admsci13080178>
- Gerrath, M. H., Olya, H., Shah, Z., & Li, H. (2024). Virtual influencers and pro-environmental causes: The roles of message warmth and trust in experts. *Journal of Business Research*, 175, Article 114520. <https://doi.org/10.1016/j.jbusres.2024.114520>
- Gross, J., & von Wangenheim, F. (2022). Influencer marketing on Instagram: Empirical research on social media engagement with sponsored posts. *Journal of Interactive Advertising*, 22(3), 289-310. <https://doi.org/10.1080/15252019.2022.2123724>
- Han, J., Drumwright, M., & Goo, W. (2018). Native advertising: Is deception an asset or a liability? *Journal of Media Ethics*, 33(3), 102-119. <https://doi.org/10.1080/23736992.2018.1477048>
- Hasan, R., Shams, R., & Rahman, M. (2021). Consumer trust and perceived risk for voice-controlled artificial intelligence: The case of Siri. *Journal of Business Research*, 131, 591-597. <https://doi.org/10.1016/j.jbusres.2020.12.012>
- Hermann, E. (2022). Leveraging artificial intelligence in marketing for social good—An ethical perspective. *Journal of Business Ethics*, 179(1), 43-61. <https://doi.org/10.1007/s10551-021-04843-y>

- Huang, M. H., & Rust, R. T. (2021). A strategic framework for artificial intelligence in marketing. *Journal of the Academy of Marketing Science*, 49(1), 30-50. <https://doi.org/10.1007/s11747-020-00749-9>
- Hughes, C., Swaminathan, V., & Brooks, G. (2019). Driving brand engagement through online social influencers: An empirical investigation of sponsored blogging campaigns. *Journal of Marketing*, 83(5), 78-96. <https://doi.org/10.1177/0022242919854374>
- Igarashi, R., Bhounik, K., & Thompson, J. (2024). Investigating the effectiveness of virtual influencers in prosocial marketing. *Psychology & Marketing*, 41(9), 2121-2135. <https://doi.org/10.1002/mar.22031>
- Ilkonen, P., Luoma-aho, V., & Bowen, S. A. (2017). Transparency for sponsored content: Analysing codes of ethics in public relations, marketing, advertising and journalism. *International Journal of Strategic Communication*, 11(2), 165-178. <https://doi.org/10.1080/1553118x.2016.1252917>
- Jhawar, A., Varshney, S., & Kumar, P. (2024). Sponsorship disclosure on social media: Literature review and future research agenda. *Management Review Quarterly*, 74(3), 1589-1617. <https://doi.org/10.1007/s11301-023-00342-8>
- Joshi, Y., Lim, W. M., Jagani, K., & Kumar, S. (2025). Social media influencer marketing: Foundations, trends, and ways forward. *Electronic Commerce Research*, 25(2), 1199-1253. <https://doi.org/10.1007/s10660-023-09719-z>
- Ju, N., Kim, T., & Im, H. (2024). Fake human but real influencer: The interplay of authenticity and humanlikeness in virtual influencer communication? *Fashion and Textiles*, 11(1), Article 16. <https://doi.org/10.1186/s40691-024-00380-0>
- Jung, T., Koghut, M., Lee, E., & Kwon, O. (2025). Artificial creativity in luxury advertising: How trust and perceived humanness drive consumer response to AI-generated content. *Journal of Retailing and Consumer Services*, 87, Article 104403. <https://doi.org/10.1016/j.jretconser.2025.104403>
- Karagür, Z., Becker, J. M., Klein, K., & Edeling, A. (2022). How, why, and when disclosure type matters for influencer marketing. *International Journal of Research in Marketing*, 39(2), 313-335. <https://doi.org/10.1016/j.ijresmar.2021.09.006>
- Kim, D., & Wang, Z. (2023). The ethics of virtuality: Navigating the complexities of human-like virtual influencers in the social media marketing realm. *Frontiers in Communication*, 8, Article 1205610. <https://doi.org/10.3389/fcomm.2023.1205610>
- Kim, E. A., Kim, D., E, Z., & Shoenberger, H. (2023). The next hype in social media advertising: Examining virtual influencers' brand endorsement effectiveness. *Frontiers in Psychology*, 14, Article 1089051. <https://doi.org/10.3389/fpsyg.2023.1089051>
- Koles, B., Audrezet, A., Moulard, J. G., Ameen, N., & McKenna, B. (2024). The authentic virtual influencer: Authenticity manifestations in the metaverse. *Journal of Business Research*, 170, Article 114325. <https://doi.org/10.1016/j.jbusres.2023.114325>
- Leung, F. F., Gu, F. F., Li, Y., Zhang, J. Z., & Palmatier, R. W. (2022). Influencer marketing effectiveness. *Journal of Marketing*, 86(6), 93-115. <https://doi.org/10.1177/00222429221102889>
- Liyanaarachchi, G., Mifsud, M., & Viglia, G. (2024). Virtual influencers and data privacy: Introducing the multi-privacy paradox. *Journal of Business Research*, 176, Article 114584. <https://doi.org/10.1016/j.jbusres.2024.114584>
- Looi, J., & Kahlor, L. A. (2024). Artificial intelligence in influencer marketing: A mixed-method comparison of human and virtual influencers on Instagram. *Journal of Interactive Advertising*, 24(2), 107-126. <https://doi.org/10.1080/15252019.2024.2313721>

- Mariani, M. M., Perez-Vega, R., & Wirtz, J. (2022). AI in marketing, consumer research and psychology: A systematic literature review and research agenda. *Psychology & Marketing*, 39(4), 755-776. <https://doi.org/10.1002/mar.21619>
- Mariani, M., & Dwivedi, Y. K. (2024). Generative artificial intelligence in innovation management: A preview of future research developments. *Journal of Business Research*, 175, Article 114542. <https://doi.org/10.1016/j.jbusres.2024.114542>
- Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An integrative model of organizational trust. *Academy of Management Review*, 20(3), 709-734. <https://doi.org/10.2307/258792>
- McKnight, D. H., Choudhury, V., & Kacmar, C. (2002). Developing and validating trust measures for e-commerce: An integrative typology. *Information Systems Research*, 13(3), 334-359. <https://doi.org/10.1287/isre.13.3.334.81>
- Mouritzen, S. L. T., Penttinen, V., & Pedersen, S. (2024). Virtual influencer marketing: The good, the bad and the unreal. *European Journal of Marketing*, 58(2), 410-440. <https://doi.org/10.1108/ejm-12-2022-0915>
- Mrad, M., Ramadan, Z., Tóth, Z., Nasr, L., & Karimi, S. (2025). Virtual influencers versus real connections: Exploring the phenomenon of virtual influencers. *Journal of Advertising*, 54(1), 1-19. <https://doi.org/10.1080/00913367.2024.2393711>
- Mustak, M., Salminen, J., Mäntymäki, M., Rahman, A., & Dwivedi, Y. K. (2023). Deepfakes: Deceptions, mitigations, and opportunities. *Journal of Business Research*, 154, Article 113368. <https://doi.org/10.1016/j.jbusres.2022.113368>
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39-52. <https://doi.org/10.1080/00913367.1990.10673191>
- Page, M. J., McKenzie, J. E., Bossuyt, P. M., Boutron, I., Hoffmann, T. C., Mulrow, C. D., Shamseer, L., Tetzlaff, J. M., Akl, E. A., Brennan, S. E., Chou, R., Glanville, J., Grimshaw, J. M., Hróbjartsson, A., Lalu, M. M., Li, T., Loder, E. W., Mayo-Wilson, E., McDonald, S., ... Moher, D. (2021). The PRISMA 2020 statement: An updated guideline for reporting systematic reviews. *BMJ*, 372, Article n71. <https://doi.org/10.1136/bmj.n71>
- Pradhan, D., Kuanr, A., Anupurba Pahi, S., & Akram, M. S. (2023). Influencer marketing: When and why Gen Z consumers avoid influencers and endorsed brands. *Psychology & Marketing*, 40(1), 27-47. <https://doi.org/10.1002/mar.21749>
- Puntoni, S., Reczek, R. W., Giesler, M., & Botti, S. (2021). Consumers and artificial intelligence: An experiential perspective. *Journal of Marketing*, 85(1), 131-151. <https://doi.org/10.1177/0022242920953847>
- Qiu, X., Wang, Y., Zeng, Y., & Cong, R. (2025). Artificial intelligence disclosure in cause-related marketing: A persuasion knowledge perspective. *Journal of Theoretical and Applied Electronic Commerce Research*, 20(3), Article 193. <https://doi.org/10.3390/jtaer20030193>
- Rahmani, V. (2023). Persuasion knowledge framework: Toward a comprehensive model of consumers' persuasion knowledge. *AMS Review*, 13(1-2), 12-33. <https://doi.org/10.1007/s13162-023-00254-6>
- Reinikainen, H., Munnukka, J., Maity, D., & Luoma-aho, V. (2020). 'You really are a great big sister' – Parasocial relationships, credibility, and the moderating role of audience comments in influencer marketing. *Journal of Marketing Management*, 36(3-4), 279-298. <https://doi.org/10.1080/0267257x.2019.1708781>
- Sands, S., Campbell, C. L., Plangger, K., & Ferraro, C. (2022). Unreal influence: Leveraging AI in influencer marketing. *European Journal of Marketing*, 56(6), 1721-1747. <https://doi.org/10.1108/ejm-12-2019-0949>

- Singh, J., Crisafulli, B., Quamina, L. T., & Xue, M. T. (2020). ‘To trust or not to trust’: The impact of social media influencers on the reputation of corporate brands in crisis. *Journal of Business Research*, 119, 464-480. <https://doi.org/10.1016/j.jbusres.2020.03.039>
- Stein, J.-P., Breves, P. L., & Anders, N. (2024). Parasocial interactions with real and virtual influencers: The role of perceived similarity and human-likeness. *New Media & Society*, 26(6), 3433-3453. <https://doi.org/10.1177/14614448221102900>
- van der Bend, D. L., Gijsman, N., Bucher, T., Shrewsbury, V. A., van Trijp, H., & van Kleef, E. (2023). Can I @handle it? The effects of sponsorship disclosure in TikTok influencer marketing videos with different product integration levels on adolescents’ persuasion knowledge and brand outcomes. *Computers in Human Behavior*, 144, Article 107723. <https://doi.org/10.1016/j.chb.2023.107723>
- van der Goot, M. J., van Reijmersdal, E. A., & Zandbergen, S. K. (2021). Sponsorship disclosures in online sponsored content: Practitioners’ considerations. *Journal of Media Ethics*, 36(3), 154-169. <https://doi.org/10.1080/23736992.2021.1935962>
- van Reijmersdal, E. A., & van Dam, S. (2020). How age and disclosures of sponsored influencer videos affect adolescents’ knowledge of persuasion and persuasion. *Journal of Youth and Adolescence*, 49(7), 1531-1544. <https://doi.org/10.1007/s10964-019-01191-z>
- Voorveld, H. A. (2019). Brand communication in social media: A research agenda. *Journal of Advertising*, 48(1), 14-26. <https://doi.org/10.1080/00913367.2019.1588808>
- Voorveld, H. A. M., Meppelink, C. S., & Boerman, S. C. (2024). Consumers’ persuasion knowledge of algorithms in social media advertising: Identifying consumer groups based on awareness, appropriateness, and coping ability. *International Journal of Advertising*, 43(6), 960-986. <https://doi.org/10.1080/02650487.2023.2264045>
- Waltenrath, A. (2024). Consumers’ ambiguous perceptions of advertising disclosures in influencer marketing: Disentangling the effects on current and future social media engagement. *Electronic Markets*, 34(1), Article 8. <https://doi.org/10.1007/s12525-023-00679-8>
- Willemsen, L. M., Withuis, I., Brom, M., & Boerman, S. C. (2025). How does persuasion knowledge differ between humanlike virtual influencers and human influencers? *International Journal of Advertising*, 44(1), 109-130. <https://doi.org/10.1080/02650487.2024.2431440>