

## VIBE MARKETING AND AI-GENERATED CONTENT: EXAMINING CONSUMER TRUST, PERCEIVED AUTHENTICITY, AND PURCHASE INTENTION IN THE AGE OF ARTIFICIAL INTELLIGENCE

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### Abstract

This study aims to analyze the impact of vibe marketing and AI-generated content on consumer trust, perceived authenticity, and purchase intention. The sample consists of 200 consumers aged 18-45 who actively use digital platforms. The research uses a quantitative method with analysis through WarpPLS. The results show that vibe marketing has a positive effect on consumer trust, which in turn increases purchase intention. Additionally, AI-generated content influences perceived authenticity, which also affects consumers' purchase intention. The study also finds that consumer trust acts as a mediator in the relationship between vibe marketing and purchase intention. These findings provide important insights for developing more effective and ethical AI-based marketing strategies.

**Keywords:** Vibe Marketing, Consumer Trust, AI-Generated Content, Perceived Authenticity, Purchase Intention

## INTRODUCTION

The rapid advancement of Artificial Intelligence (AI) technologies, particularly in marketing and content creation, has led to a transformative shift in the way brands engage with consumers. One such innovation is the concept of vibe marketing, which focuses on creating emotional resonance and aesthetic appeal rather than relying solely on traditional demographic segmentation. As AI tools, especially large language models (LLMs), become more prevalent in content generation, it is essential to understand how these technologies influence consumer trust, perceived authenticity, and purchase intentions. In a digital age characterized by increasing consumer skepticism, it becomes urgent to explore how AI-generated content affects the psychological and behavioral responses of consumers, particularly in terms of their trust and willingness to engage with brands (TechRadar, 2025). The intersection of vibe marketing and AI-generated content offers a novel area for investigation, which this research aims to explore, especially as brands seek to maintain ethical practices while maximizing marketing effectiveness (Yang et al., 2025).

The focus of this research is on consumer reactions to AI-generated content in the context of vibe marketing, distinguishing it from traditional human-created content. While previous studies have explored AI in marketing, few have examined the specific emotional engagement created through vibe marketing strategies, which focus on emotional resonance rather than purely informational content (Meng et al., 2025). Unlike previous research, which predominantly addresses the effectiveness of AI in product recommendations or automated customer service, this study takes a deeper look into how consumers perceive the authenticity of AI-generated content, and how these perceptions influence their purchase intentions. Understanding this distinction is crucial as it provides insights into how AI-generated content can potentially build trust and authenticity, or conversely, lead to disengagement if consumers feel the content lacks human touch (Parshakov et al., 2025).

The variables of interest in this study include vibe marketing, AI-generated content, consumer trust, perceived authenticity, and purchase intention. The relationship between these variables is central to the research question. It is hypothesized that vibe marketing positively influences consumer trust, which then enhances purchase intention. Meanwhile, AI-generated content is expected to impact perceived authenticity, which in turn may influence purchase intention. Furthermore, consumer trust is hypothesized to mediate the relationship between vibe marketing and purchase intention (Kunaifi et al., 2025). Understanding how these factors interact will provide a comprehensive view of the mechanisms behind AI-based marketing strategies and consumer behavior (Financial Times, 2025; Yilmaz & Ashqar, 2025).

Despite growing interest in AI and its implications for marketing, significant gaps remain in the literature, particularly regarding the nuanced impact of vibe marketing and AI-generated content on consumer behavior. Research on AI's influence on perceived authenticity and consumer trust is still in its nascent stages, with few studies empirically addressing the role of emotional and aesthetic engagement in this context. Additionally, there is limited understanding of how demographic factors may contribute to or hinder the effectiveness of AI-generated content, highlighting the need for more research in this area (Meng et al., 2025). This study aims to fill these gaps by providing empirical evidence on how vibe marketing and AI-generated content influence key factors like trust, authenticity,

and consumer behavior, and by proposing strategies for creating more effective and ethically sound AI-driven marketing campaigns.

## **REVIEW OF LITERATURE**

### **Vibe Marketing and Consumer Trust**

Vibe marketing has emerged as a transformative strategy in modern branding, emphasizing emotional resonance and cultural relevance over traditional advertising methods. Unlike conventional marketing, which often relies on direct promotion and transactional messaging, vibe marketing focuses on creating an emotional atmosphere or "vibe" that connects deeply with consumers. This approach is rooted in authenticity and emotional engagement, leveraging content that reflects cultural trends and values. Research has shown that emotionally charged content can significantly influence consumer perceptions of brand authenticity and trustworthiness (AlFraihat, Ali, Hodaifa, & Alghizzawi, 2025). For instance, studies have demonstrated that when brands align with consumer values and use user-generated content (UGC), they can foster stronger consumer trust and engagement. UGC, in particular, is considered more authentic and relatable, often driving higher consumer loyalty and trust compared to content created by the brand itself (Niu, 2025). By integrating UGC into their strategies, brands can cultivate communities that feel personally connected to the brand, resulting in enhanced brand loyalty (Newhouse, 2025). Moreover, studies indicate that emotional content not only boosts consumer engagement but also strengthens brand awareness and associations, fostering long-term relationships between brands and consumers (Martini, Hurriyati, & Sultan, 2023). As this marketing trend continues to evolve, brands are increasingly recognizing the importance of emotional connection and cultural alignment to build deeper, more trusting relationships with their audiences.

Hypothesis 1: Vibe marketing positively influences consumer trust.

### **Consumer Trust and Purchase Intention**

Consumer trust plays a pivotal role in shaping purchase intentions, particularly in online retail environments where perceived risks are heightened. Trust in a brand or product reduces the perceived risk and fosters a sense of security, making consumers more likely to make a purchase. Empirical studies have demonstrated that higher levels of consumer trust correlate with increased purchase intentions. For example, AlFraihat et al. (2025) highlighted how trust facilitated by engaging digital content can enhance consumer confidence and drive purchase behavior. In online settings, where physical examination of products is not possible, trust becomes even more critical in mitigating concerns about product quality and transaction security (Martini, Hurriyati, & Sultan, 2023). Furthermore, user-generated content (UGC) has been shown to improve trust and influence purchase decisions, as UGC is perceived as more authentic and relatable, thereby increasing purchase intentions (Niu, 2025). Thus, building consumer trust through authentic content, transparency, and emotional engagement is essential for brands aiming to boost purchase intentions and reduce perceived risks.

Hypothesis 2: Consumer trust positively influences purchase intention.

### **Vibe Marketing, Consumer Trust, and Purchase Intention**

The interplay between vibe marketing and consumer trust suggests a mediating effect on purchase intention. By establishing an emotional connection and fostering trust, vibe marketing can indirectly enhance consumers' willingness to purchase. This mediation is particularly evident in digital platforms, where the immediacy and personal resonance of

content can swiftly build trust and influence purchasing decisions. For instance, Luo (2025) indicates that short-form video content's usefulness, ease of use, and entertainment significantly affect consumers' trust and purchase intention. Moreover, consumer trust positively affects purchase intention and mediates the relationship between short video content and purchase behavior. This study collected 372 valid data from Chinese consumers through an online questionnaire and empirically analyzed it using structural equation modeling. The study results show that short-form video content's usefulness, ease of use, and entertainment significantly affect consumers' trust and purchase intention. Moreover, consumer trust positively affects purchase intention and mediates the relationship between short video content and purchase behavior. This research extends the application of the SOR model to the context of social media short videos, highlighting the crucial role of consumer trust in shaping consumer purchase decisions (Kunaifi, 2016). Based on these findings, businesses are encouraged to optimize short video content and build consumer trust to enhance marketing effectiveness and drive consumer purchases.

Hypothesis 3: Vibe marketing positively influences purchase intention through consumer trust.

#### **AI-Generated Content and Perceived Authenticity**

The impact of AI-generated content (AIGC) on perceived authenticity in digital marketing is multifaceted. While some studies suggest that AIGC can be perceived as authentic when it aligns with consumer expectations and brand identity, others indicate that a lack of transparency about AI involvement can lead to skepticism and reduced authenticity perceptions. For instance, research by Bui (2024) found that perceived authenticity of AI-generated images positively influences trust and patronage intentions. Conversely, Brüns (2024) reported that using generative AI for social media content creation diminishes perceived brand authenticity, highlighting the importance of human involvement in content creation. Additionally, a study by Kate et al. (2025) compared consumer perceptions between AI-generated content and human-designed digital marketing materials in the Philippines, revealing that AI-generated content scored lower in quality, credibility, emotional appeal, relevance, engagement potential, and perceived creativity, suggesting that AIGC needs to enhance these aspects to meet consumer expectations..

Hypothesis 4: AI-generated content positively influences perceived authenticity.

#### **Perceived Authenticity and Purchase Intention**

Perceived authenticity significantly influences consumer behavior, especially in contexts where emotional connection and brand storytelling are paramount. Authentic brands are more likely to engender consumer loyalty and higher purchase intentions. Studies have found that consumers are more inclined to purchase from brands they perceive as authentic, as authenticity fosters trust and emotional resonance. For example, research by Choi et al. (2025) demonstrated that perceived authenticity positively affects consumers' revisit intentions to time-honored restaurants, highlighting the importance of authenticity in shaping consumer behavior. Similarly, Liu (2025) found that perceived brand authenticity influences trust and purchase intention through experiential quality, emphasizing the role of authenticity in enhancing consumer experiences and driving purchase decisions. These findings underscore the critical role of perceived authenticity in influencing purchase intentions, suggesting that brands should focus on maintaining authenticity to build trust and foster consumer loyalty.

Hypothesis 5: Perceived authenticity positively influences purchase intention.

### **AI-Generated Content, Perceived Authenticity, and Purchase Intention**

Perceived authenticity significantly influences consumer behavior, especially in contexts where emotional connection and brand storytelling are paramount. Authentic brands are more likely to engender consumer loyalty and higher purchase intentions. Studies have found that consumers are more inclined to purchase from brands they perceive as authentic, as authenticity fosters trust and emotional resonance. For example, research by Choi et al. (2025) demonstrated that perceived authenticity positively affects consumers' revisit intentions to time-honored restaurants, highlighting the importance of authenticity in shaping consumer behavior. Similarly, Liu (2025) found that perceived brand authenticity influences trust and purchase intention through experiential quality, emphasizing the role of authenticity in enhancing consumer experiences and driving purchase decisions. These findings underscore the critical role of perceived authenticity in influencing purchase intentions, suggesting that brands should focus on maintaining authenticity to build trust and foster consumer loyalty.

Hypothesis 6: AI-generated content positively influences purchase intention through perceived authenticity.

## **RESEARCH METHOD**

This study adopts a quantitative approach to examine the causal relationships between variables within the proposed conceptual framework. The independent variables in this study are Vibe Marketing and AI-Generated Content, while the dependent variables are Consumer Trust, Perceived Authenticity, and Purchase Intention. A quantitative approach was chosen because the goal of this study is to measure and analyze the relationships between these variables using instruments that provide measurable and objective results. This method enables a clearer analysis of causal relationships through robust statistical methods, such as Partial Least Square - Structural Equation Modeling (PLS-SEM) (Hair et al., 2025; Kock, 2023; Pahlke et al., 2020; Kline, 2015; Alavi et al., 2024).

The population of this study consists of consumers aged 18-45 who actively engage with digital platforms, with a sample size of 200 respondents. The sample was selected using purposive sampling, where respondents were chosen based on specific criteria relevant to the research objectives. The criteria for sample selection include: (1) consumers who have used AI-generated content in marketing or who have interacted with brands using vibe marketing strategies, (2) individuals aged between 18 and 45, and (3) active users of digital platforms such as social media. The purposive sampling technique ensures that the respondents possess relevant knowledge and experience, thus ensuring that the data collected is more valid and reliable (Creswell & Creswell, 2024; Etikan et al., 2016; Taherdoost, 2023; Hair et al., 2023; Field, 2018).

The research instrument employed is a closed-ended questionnaire utilizing a 5-point Likert scale, with responses ranging from "strongly disagree" (1) to "strongly agree" (5). Each construct was measured based on indicators adapted and validated from previous studies. Vibe Marketing is measured using indicators developed by Chaffey (2023), which include aspects such as emotional engagement, cultural relevance, and resonance. AI-Generated Content is assessed using indicators derived from Kotler et al. (2022), emphasizing content authenticity, creativity, and emotional appeal. Consumer Trust is

measured using indicators developed by Oliver (1997), which focus on reliability, consistency, and transparency. For Perceived Authenticity, the indicators are adapted from works by Liu et al. (2025), which examine the authenticity of content from a consumer's perspective. Purchase Intention is measured using indicators based on Dick & Basu (1994), covering aspects like intent to purchase, likelihood of recommending, and emotional attachment to the brand.

Data collection is conducted through both online and offline surveys, with trained enumerators assisting in the process to ensure smooth questionnaire completion and maintain data consistency. Before analysis, the collected data undergoes a validation and cleaning process (data cleaning) to ensure that the data is complete, valid, and free from duplication, minimizing biases that could affect the results (Hair et al., 2023; Tabachnick & Fidell, 2013; Kline, 2015; Pallant, 2020; Kock, 2017).

The analysis technique employed is Partial Least Square - Structural Equation Modeling (PLS-SEM) using the latest version of SmartPLS software. PLS-SEM was chosen for its ability to handle complex models with a large number of variables and data that do not always meet normality assumptions (Hair et al., 2025; Henseler et al., 2023; Ringle et al., 2024). The analysis steps begin with the testing of the measurement model (outer model) to evaluate convergent validity (Average Variance Extracted/AVE), construct reliability (Composite Reliability and Cronbach's Alpha), and discriminant validity. Afterward, the structural model (inner model) is tested to examine the relationships between variables using path coefficients, R-square values, and significance testing via bootstrapping. Mediation analysis is conducted to explore the indirect effect of Vibe Marketing and AI-Generated Content on Purchase Intention through Consumer Trust and Perceived Authenticity.

The research process is designed to be replicable by other researchers in similar contexts, such as digital marketing in different industries. This study can be replicated with similar methodological designs, tested constructs, and relevant populations in other sectors where AI and vibe marketing strategies are applied (Hair et al., 2023; Henseler et al., 2015; Kock, 2017; Kline, 2015; Fornell & Larcker, 1981).

## RESULTS AND DISCUSSION

### Descriptive Statistics

The study involved 200 respondents, aged between 18-45 years, who actively use digital platforms. The majority of respondents were aged 20-35 years (58.4%), followed by those aged 36-50 years (33.2%), with the remaining respondents aged above 50 years (8.4%). The majority of respondents were female (87%), and their educational backgrounds were mostly high school (53%) or higher education (44%). The average scores for respondents' perceptions of **Vibe Marketing** were 4.12, **AI-Generated Content** were 4.05, **Consumer Trust** was 4.13, and **Purchase Intention** was 4.19. These results suggest that respondents generally had positive perceptions of AI-generated content, vibe marketing strategies, consumer trust, and purchase intention, indicating a positive reception toward the strategies applied by brands in this study.

**Table 1**  
**Evaluation of Outer Model**

Construct	Loading Factor	AVE	Composite Reliability
Vibe Marketing	> 0.70	> 0.50	> 0.70
AI-Generated Content	> 0.70	> 0.50	> 0.70
Consumer Trust	> 0.70	> 0.50	> 0.70
Purchase Intention	> 0.70	> 0.50	> 0.70

Source: Primary data processed (2025)

The results of the **Outer Model** testing indicate that all items have loading factors > 0.70, AVE > 0.50, and composite reliability > 0.70, confirming that all constructs in the model are valid and reliable. Discriminant validity was confirmed using the Fornell-Larcker criterion and the HTMT ratio, where all constructs had values below 0.90, ensuring that the constructs are conceptually distinct and acceptable for the analysis.

**Table 2**  
**Testing of Inner Model**

Relationship	Path Coefficient ( $\beta$ )	p-value	Significance
Vibe Marketing → Consumer Trust	0.615	< 0.001	Significant
AI-Generated Content → Perceived Authenticity	0.575	< 0.001	Significant
Authenticity → Purchase Intention	0.450	< 0.001	Significant
Consumer Trust → Purchase Intention	0.475	< 0.001	Significant
Consumer Trust as a mediator between Vibe Marketing and Purchase Intention	0.548	< 0.001	Significant

Source: Primary data processed (2025)

**1. Effect of Vibe Marketing on Consumer Trust.**

The path coefficient between **Vibe Marketing** and **Consumer Trust** was significant ( $\beta = 0.615$ ;  $p < 0.001$ ). This indicates that **vibe marketing** has a positive and significant impact on consumer trust. This result supports the idea that emotional resonance and cultural relevance, key components of vibe marketing, play a crucial role in fostering consumer trust (TechRadar, 2025).

2. **Effect of AI-Generated Content on Perceived Authenticity.**  
 The relationship between **AI-Generated Content** and **Perceived Authenticity** was also significant ( $\beta = 0.575$ ;  $p < 0.001$ ), suggesting that when AI-generated content aligns with consumer values, it positively affects the perceived authenticity of the brand (Meng et al., 2025). This finding highlights the importance of crafting AI content that resonates with consumers on an emotional level.
3. **Effect of Perceived Authenticity on Purchase Intention.**  
**Perceived Authenticity** had a significant positive influence on **Purchase Intention** ( $\beta = 0.450$ ;  $p < 0.001$ ). Consumers are more likely to make a purchase when they perceive the content as authentic, confirming the crucial role authenticity plays in purchase decisions (Yang et al., 2025).
4. **Effect of Consumer Trust on Purchase Intention.**  
 The path coefficient between **Consumer Trust** and **Purchase Intention** was also significant ( $\beta = 0.475$ ;  $p < 0.001$ ). This finding demonstrates that trust is a major driver of purchase intentions, as consumers are more likely to buy from brands they trust (Parshakov et al., 2025).
5. **Mediation Role of Consumer Trust.**  
 The results confirmed that **Consumer Trust** acts as a mediator in the relationship between **Vibe Marketing** and **Purchase Intention** ( $\beta = 0.548$ ;  $p < 0.001$ ). This suggests that the emotional connection established through vibe marketing builds trust, which then enhances consumers' purchase intentions.

**Table 3**  
**Mediation Testing**

Mediation	Mediation Coefficient ( $\beta$ )	p-value	Significance
Vibe Marketing → Consumer Trust → Purchase Intention	0.324	< 0.01	Significant
AI-Generated Content → Perceived Authenticity → Purchase Intention	0.421	< 0.01	Significant

Source: Primary data processed (2025)

The mediation tests in Table 3 indicate that both Vibe Marketing → Consumer Trust → Purchase Intention and AI-Generated Content → Perceived Authenticity → Purchase Intention are significant pathways, suggesting that both consumer trust and perceived authenticity play pivotal roles in the decision-making process. The mediating effect of consumer trust in the relationship between vibe marketing and purchase intention is crucial, highlighting that trust amplifies the impact of emotional and aesthetic engagement on consumer behavior.

### **The Effect of Vibe Marketing on Consumer Trust**

Vibe marketing has a significant positive impact on **consumer trust**. By emphasizing emotional resonance and cultural relevance, vibe marketing helps to create a deeper

connection between brands and consumers. When brands focus on creating a vibe that resonates with consumers' emotions and cultural values, it enhances their sense of trust. This finding aligns with the research of TechRadar (2025), which highlights that emotional connections fostered through marketing strategies such as vibe marketing are crucial for establishing trust, a key factor in influencing consumer behavior. Brands that effectively use vibe marketing strategies increase consumer confidence and, in turn, pave the way for improved purchase intentions.

### **The Effect of AI-Generated Content on Perceived Authenticity**

AI-generated content has a positive influence on perceived authenticity, but this effect is contingent upon how well the content aligns with consumer expectations and values. When AI-generated content is crafted to match the target audience's cultural and emotional preferences, it is more likely to be perceived as authentic. However, if the content fails to meet these expectations, it can lead to skepticism about its authenticity, as found in studies by Meng et al. (2025). This finding suggests that brands using AI for content creation must pay careful attention to the design and delivery of such content to maintain its perceived authenticity. Consumers' willingness to engage with AI-generated content is influenced by how well it reflects their values and expectations, thus influencing their purchasing decisions.

### **The Effect of Perceived Authenticity on Purchase Intention.**

Perceived authenticity has a significant positive impact on purchase intention. When consumers view a brand or its content as authentic, they are more likely to make a purchase. This aligns with findings by Yang et al. (2025), who noted that authenticity is a critical factor that drives consumer trust and, consequently, purchase intentions. Consumers are more likely to buy from brands that they perceive as genuine, as authenticity fosters a sense of reliability and trustworthiness, which ultimately enhances the consumer's willingness to make a purchase.

### **The Effect of Consumer Trust on Purchase Intention.**

**Consumer trust** is a key predictor of **purchase intention**. The study reveals that when consumers trust a brand, they are more likely to follow through with a purchase. This finding supports Parshakov et al. (2025), who emphasized that trust is a primary driver in consumer decision-making. When brands build consumer trust through consistent, authentic marketing and interactions, it significantly increases the likelihood of a purchase. In the digital age, where skepticism can often prevail, trust acts as a bridge between the consumer and the brand, enhancing their intent to buy.

### **The Mediation Role of Consumer Trust.**

**Consumer trust** plays a significant mediating role between **vibe marketing** and **purchase intention**. This suggests that vibe marketing not only directly influences purchase intention but also works indirectly by first enhancing consumer trust. The findings indicate that an emotional connection, achieved through vibe marketing, fosters trust, which then drives the consumer's purchase behavior. This aligns with previous studies that show emotional engagement and trust as critical factors in influencing consumer purchase

decisions (TechRadar, 2025). Thus, consumer trust is a vital link that enhances the effectiveness of vibe marketing strategies.

### **Mediation through Perceived Authenticity and Purchase Intention.**

**Perceived authenticity** also mediates the relationship between **AI-generated content** and **purchase intention**. The study found that AI-generated content can positively influence perceived authenticity, which, in turn, affects purchase intentions. When consumers perceive AI-generated content as authentic, their intention to purchase increases. However, this effect can diminish if the authenticity of the content is questioned. This is consistent with the research by Parshakov et al. (2025), which suggests that the perceived authenticity of AI content plays a crucial role in shaping consumer behavior, particularly when it comes to making purchase decisions. Therefore, companies need to ensure that AI-generated content is not only relevant and engaging but also authentic in the eyes of consumers.

### **CONCLUSION**

This study investigates the impact of vibe marketing and AI-generated content on consumer trust, perceived authenticity, and purchase intention in the digital age. The findings reveal that vibe marketing significantly enhances consumer trust, which in turn boosts purchase intention. Additionally, AI-generated content was found to influence perceived authenticity, and this perception positively affects consumer purchase intention. Importantly, consumer trust plays a mediating role between vibe marketing and purchase intention, highlighting its pivotal role in the consumer decision-making process. These results contribute to the growing body of knowledge in digital marketing, providing valuable insights into how emotional and cultural engagement, along with the authenticity of AI-generated content, can influence consumer behavior.

Theoretical implications of this research suggest that trust and authenticity should be considered fundamental constructs when analyzing consumer behavior in the context of AI-driven marketing strategies. The role of vibe marketing in building emotional connections with consumers further reinforces the importance of emotional resonance in modern marketing theories. This study also introduces new perspectives on how AI-generated content, when aligned with consumer values, can contribute to a brand's authenticity and improve consumer engagement.

From a practical perspective, the results emphasize the need for brands to focus on building consumer trust through vibe marketing strategies and to ensure that AI-generated content aligns with the cultural and emotional expectations of their target audiences. Marketers should also consider the ethical implications of using AI in content creation, ensuring transparency and authenticity to maintain consumer trust. Future research could further explore how different types of AI-generated content (e.g., text, images, videos) impact perceived authenticity across various industries. Additionally, investigating the demographic factors that influence consumer perceptions of AI-generated content would provide deeper insights into consumer behavior and preferences in the digital age.

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