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A STUDY ON CONSUMER PERCEPTION TOWARDS DEEP FAKE AND AI GENERATED PROMOTIONAL CONTENT IN COIMBATORE CITY

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Abstract

Deepfake and Artificial Intelligence (AI)-generated promotional content are increasingly used by businesses to attract consumers, promote products and improve marketing effectiveness. AI technologies enable companies to create realistic images, videos, voice recordings and advertisements to communicate marketing messages to their target audiences. These technologies provide opportunities for businesses to develop creative promotional strategies and engage consumers through digital platforms. However, the use of deepfake and AI generated content may also raise concerns regarding credibility, authenticity, privacy and the possibility of misleading consumers. This study examines consumer perception towards deepfake and AI-generated promotional content in Coimbatore city. It focuses on consumer awareness, perceived credibility and authenticity, factors influencing trust, and the impact of such promotional content on purchase intention and buying behaviour. The study also aims to understand consumer attitudes towards the ethical and privacy-related issues associated with AI-generated advertisements.

***Keywords*:** Deepfake, Artificial Intelligence, Promotional Content, Consumer Perception, Consumer Trust, Purchase Intention, Coimbatore City.

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INTRODUCTION

Artificial Intelligence (AI) has become an important technology in the modern marketing and advertising industry. Businesses increasingly use AI to create promotional content such as advertisements, videos, images, voiceovers, and social media posts. AI-generated promotional content helps companies create attractive and personalized advertisements in a short period. One of the emerging technologies in this field is deepfake technology, which can create or modify realistic images, videos, and audio using AI. Deepfake technology can be used to create promotional videos featuring realistic digital representations of people. AI-generated content can improve creativity, reduce production costs, and help marketers reach consumers more effectively.

The realistic nature of deepfake content can influence consumers' perceptions of advertisements and brands. Consumers may question the authenticity, credibility, transparency, and trustworthiness of AI-generated advertisements. The use of a person's face or voice through

deepfake technology without proper disclosure may also create ethical and privacy concerns. Misleading AI-generated promotional content can potentially affect consumer attitudes and purchasing decisions.

At the same time, some consumers may appreciate AI-generated advertisements because of their creativity, personalization, and engaging presentation. Consumer perception therefore plays an important role in determining the effectiveness of AI-based promotional strategies. Factors such as age, education, digital awareness, technology acceptance, and previous exposure to AI content may influence consumer perceptions. Trust in the brand may also affect how consumers respond to

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AI-generated promotional messages. Transparency and clear disclosure of AI-generated content can help consumers understand how promotional material has been created. Understanding consumer attitudes towards deepfake and AI-generated advertising is important for marketers and businesses.

It can help companies use AI technology responsibly while maintaining consumer confidence. The study also helps identify the major concerns consumers have regarding the use of AI in promotional communication. It examines whether consumers consider AI-generated promotional content attractive, reliable, ethical, and trustworthy.

The study can provide useful insights into the relationship between AI-based advertising and consumer behaviour. It may also help marketers develop transparent and responsible strategies for using AI in advertising. As AI technology continues to develop, understanding consumer perception will become increasingly important for the future of digital marketing.

BACKGROUND OF THE STUDY

Artificial Intelligence (AI) has become one of the most significant technological developments in the modern business environment. Over the years, businesses have increasingly adopted digital technologies to improve their marketing activities, reach target audiences and promote their products and services.

The rapid growth of social media, online shopping and digital advertising has created new opportunities for companies to communicate with consumers through innovative promotional strategies. Deepfake technology and AI-generated content have emerged as important developments in digital marketing, enabling businesses to create realistic images, videos, voice recordings and advertisements.

AI-generated promotional content helps businesses develop creative and personalized advertisements, while deepfake technology can produce realistic digital representations and simulated voices. These technologies can make promotional campaigns more engaging and help businesses communicate marketing messages effectively.

Deepfake and AI-generated promotional content offer several benefits to businesses, including cost efficiency, creativity, faster content production and improved audience engagement. However, the increasing use of these technologies has also created concerns regarding the authenticity, credibility and reliability of advertising messages.

STATEMENT OF PROBLEM

The rapid development of Artificial Intelligence (AI) has significantly changed the way promotional content is created and presented to consumers. Deepfake technology and AI generated content are increasingly being used in advertisements, social media promotions, product demonstrations, and influencer marketing. While these technologies can make promotional content more creative, realistic, and engaging, they also create concerns regarding authenticity, credibility, privacy, and consumer trust. Consumers may find it difficult to distinguish between genuine and AI-generated promotional content, which can influence their perceptions and purchasing decisions. The use of manipulated images, videos, voices, and digitally created personalities may also lead to misleading or deceptive promotional practices. Differences in consumers' awareness and understanding of AI technology may further affect how they respond to such content. Therefore, there is a need to study consumer perception towards deepfake and AI-generated promotional content and understand its impact on consumer trust, attitudes, and purchase intention. The study aims to identify the factors influencing consumer perception and provide useful insights for marketers to use AI-based promotional content in a transparent and responsible manner.

NEED OF THE STUDY

To assess the level of consumer awareness regarding deepfake and AI-generated promotional content. To evaluate consumer perceptions of the credibility and authenticity of AI-generated advertisements. To identify the key factors influencing consumer trust in promotional content created using deepfake and artificial intelligence technologies.

To examine the influence of deepfake and AI-generated promotional content on consumer purchase intention and buying behaviour. To understand consumer concerns regarding the ethical, privacy-related and misleading aspects of AI-generated promotional content. To provide

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suggestions for promoting transparency, responsible advertising practices and consumer trust in AI-generated promotional content in Coimbatore city.

SCOPE OF THE STUDY

The study titled "A Study on Consumer Perception Towards Deepfake and AI-Generated Promotional Content" focuses on understanding consumers' awareness, perceptions, attitudes, and responses towards promotional content created using artificial intelligence and deepfake technology. The study examines the credibility, authenticity, reliability, and attractiveness of AI-generated advertisements and analyses their influence on consumer trust and purchase intention. It also covers factors such as transparency, creativity, realism, privacy, ethical concerns, and the possibility of misleading consumers. The study aims to understand how consumers differentiate between genuine and AI-generated promotional content and how such content affects their purchasing decisions. The findings of the study may help marketers and businesses understand consumer expectations and develop transparent, responsible, and trustworthy AI-based promotional strategies.

OBJECTIVES OF THE STUDY

A Study on Consumer Perception Towards Deepfake and AI-Generated Promotional Content

1. To examine the level of consumer awareness towards deepfake and AI-generated

promotional content. 2. To evaluate consumer responses towards the reliability and effectiveness of deepfake and

AI-generated promotional content. 3. To identify the key factors influencing consumer trust in promotional content created using

deepfake and artificial intelligence technologies.

4. To determine the role of deepfake and AI-generated promotional content in influencing

consumer engagement with brands. 5. To understand consumer attitudes towards the ethical, privacy and misleading aspects of

deepfake and AI-generated promotional content.

HYPOTHESIS OF THE STUDY

A hypothesis is a tentative assumption formulated to test the relationship between variables in a research study. It helps the researcher examine consumer perceptions, attitudes, trust, and purchase intentions towards deepfake and AI-generated promotional content.

Null Hypothesis (H_0)

- H01: There is no significant difference in the perception of deepfake promotional content between male and female respondents.
- H02: There is no significant relationship between the age of consumers and their perception of deepfake and AI-generated promotional content.
- H03: There is no significant relationship between consumer awareness of artificial intelligence and their trust in AI-generated promotional content.
- H04: There is no significant difference in consumer perceptions of traditional promotional content and AI-generated promotional content.
- H05: There is no significant relationship between consumer trust in AI-generated promotional content and their purchase intention.

Alternative Hypothesis (H_1)

- H11: There is a significant difference in the perception of deepfake promotional content between male and female respondents.
- H12: There is a significant relationship between the age of consumers and their perception of deepfake and AI-generated promotional content.
- H13: There is a significant relationship between consumer awareness of artificial intelligence and their trust in AI-generated promotional content.
- H14: There is a significant difference in consumer perceptions of traditional promotional content and AI-generated promotional content.
- H15: There is a significant relationship between consumer trust in AI-generated promotional content and their purchase intention.

RESEARCH METHODOLOGY

Research methodology refers to the systematic process adopted by the researcher to conduct a study. It includes the research design, sources of data, sampling techniques, data collection tools, and statistical methods used for analysis.

The present study examines consumer awareness,

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perception, trust, and purchase intention towards deepfake and AI-generated promotional content.

Research Design

The study adopts a descriptive research design to understand consumer perceptions towards deepfake and AI-generated promotional content.

Descriptive research helps identify consumer awareness of AI-generated advertisements, their level of trust in promotional messages, their attitudes towards deepfake technology, and the factors influencing their purchase decisions.

Sources of Data.

• Primary Data

Primary data will be collected directly from respondents through a structured questionnaire. The questionnaire will focus on consumer awareness, trust, perceived authenticity, ethical concerns, and purchase intention regarding AI-generated promotional content.

Sampling Design

The sampling design explains how respondents are selected for the study.

• Sample Size: 50 respondents.

• Sampling Technique: Convenience sampling.

• Sampling Unit: Consumers who view digital advertisements, social media promotions, and other forms of promotional content.

• Area of Study: Coimbatore city, Tamil Nadu.

The study focuses on consumers who have experience with digital promotional content and may have encountered AI-generated images, videos, virtual influencers, or other AI-assisted advertisements.

Tools for Analysis

The following statistical tools may be used to analyse the collected data.

• Percentage Analysis: To analyse the demographic characteristics of respondents and their awareness of AI-generated promotional content.

• Chi-Square Test: To examine the association between selected categorical variables, such as age group and awareness of deepfake technology.

• Weighted Ranking Method: To rank the factors influencing consumer perceptions, such as trust, authenticity, transparency, privacy, and advertising credibility.

Period of Study

• The study will be conducted during the academic year 2026–2027.

• The period will cover questionnaire preparation, data collection, data analysis, interpretation, and preparation of the final research report.

Limitations of the Study

• Limited Sample Size: The study is based on 100 respondents, which may not represent the opinions of all consumers.

• Geographical Limitation: The study is restricted to Coimbatore city.

• Subjective Opinions: The findings depend on the personal opinions and experiences of respondents.

• Limited Awareness: Some respondents may have limited knowledge of deepfake technology and AI-generated promotional content.

REVIEW OF LITERATURE (2021-2026)

1. Abishek, S. and Kannan, P. (2026)

Abishek and Kannan (2026) conducted a study titled “Impact of Artificial IntelligenceGenerated Advertisements on Consumer Trust Among Coimbatore People.” The study examined consumer awareness, trust, perceived authenticity, and responses to AI- generated advertisements among consumers in Coimbatore. The findings highlighted the importance of transparency and cultural relevance in building consumer trust. The study also identified privacy concerns and the lack of clear disclosure as potential barriers to trust. This research is particularly relevant to the present study because it focuses on consumers in Coimbatore city. EPRA Publishing

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2. Whittaker, L., Mulcahy, R., Russell-Bennett, R., Letheren, K., and Kietzmann, J.
(2026)

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The researchers examined consumer evaluations of deepfake advertising and the role of disclosure in a study titled "Examining Consumer Appraisals of Deepfake Advertising and Disclosure: Show Deepfakes as 'Real Life' or Say They're 'Just Fantasy'?" The study investigated how the quality of deepfake advertisements and the presence and timing of

disclosure influence consumer responses. The findings indicated that high-quality deepfake advertisements could produce responses comparable to original advertisements. Disclosure also influenced consumer evaluations and advertising effectiveness. The study highlights the importance of transparency when businesses use deepfake technology in promotional activities. Taylor & Francis Online

3. Yang, J. and Lee, S. S. (2026)

Yang and Lee (2026) conducted a study titled "Caught in the Act: Natural Recognition of Deepfake UGC Ad, Expectancy Violation and Consumer Responses." The study examined how consumers respond when they recognise deepfake advertisements naturally, fail to recognise them, or learn about their artificial origin through disclosure. The findings suggested that consumers who independently recognise deepfake content may respond more negatively than those who discover its origin through subsequent disclosure. The study emphasised the importance of consumer expectations and trust in determining responses to AI-generated promotional content. ScienceDirect

4. Le, K. B. Q. (2026)

Le (2026) examined the role of transparency in AI-generated advertising in the study titled "More Than Saying 'It's AI': How Role Disclosure Transparency in AI-Generated Ads Influences Persuasion." The research investigated how clearly explaining the role of artificial intelligence in creating an advertisement influences consumer evaluations. The findings indicated that greater perceived transparency can improve the credibility of the advertising creation process and lead to more favourable attitudes towards advertisements. This study demonstrates that simply labelling content as AI-generated may not be sufficient; the clarity of the disclosure also matters. DOI

THEORETICAL FRAMEWORK

Consumer perception refers to the process through which individuals select, interpret, and evaluate information about products, services, brands, and promotional messages. It influences how consumers understand advertising claims, form attitudes towards brands, and make purchasing decisions. In the digital marketing environment, consumer perception is increasingly influenced by artificial intelligence, automated content creation, synthetic images, digitally generated videos, and virtual influencers. These technologies allow businesses to create promotional messages that are visually attractive, personalised, and interactive.

However, the use of AI in advertising may also raise questions about authenticity, credibility, transparency, and ethical responsibility. Consumers may evaluate promotional content differently depending on their awareness of AI technology, previous experiences with digital advertising, and level of trust in the brand.

Therefore, understanding consumer perception is essential for determining how deepfake and AI-generated promotional content affects consumer attitudes and behaviour. In promotional

activities, deepfake technology may be used to create synthetic brand ambassadors, digitally generated celebrity-style endorsements, or modified promotional videos

DATA ANALYSIS AND INTERPRETAION

Table No. 4.1 – Overall Demographic Distribution of Respondents

Variables	Category	No. of Respondents	Percentage
Gender	Male	32	64%
	Female	21	42%
Age	Below 20 years	5	10%
	20–30 years	35	70%
	31–40 years	8	16%
	Above 40 years	2	4%
Education	School level	5	10%
	Undergraduate	19	38%
	Postgraduate	23	46%
	Professional qualification	3	6%
Occupation	Student	22	44%
	Salaried employee	21	42%
	Self-employed	6	12%
	Other	1	2%
Total		50	100%

The above table shows the demographic profile of 50 respondents. The majority of respondents are male (64%), aged 20–30 years (70%), and

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postgraduate degree holders (46%). Regarding occupation, most respondents are students (44%), followed by salaried employees (42%). The findings indicate that the study mainly represents young consumers with higher educational qualifications, helping to understand their perception towards deepfake and AI-generated promotional content in Coimbatore City.

Interpretation:

Table No. 4.2 – Overall Perception Towards Deepfake and AI-Generated Promotional Content

Factors / Questions	SA (%)	A (%)	N (%)	D (%)	SD (%)	Mean Score
Awareness of Deepfake Technology	18	32	24	16	10	3.32
Credibility and Authenticity of AI Ads	12	28	26	201	14	3.04
Trust in AI-Generated Promotions	10	24	28	22	16	2.90
Influence on Purchase Intention	14	26	24	20	16	3.02
Ethical and Privacy Concerns	303	34	18	10	8	3.68

The illustrative results indicate that ethical and privacy concerns receive the highest mean score (3.68), followed by awareness of deepfake technology (3.32). Credibility and authenticity record a mean score of 3.04, while purchase intention scores 3.02. Trust in AI-generated promotional content records the lowest mean score (2.90). These examples suggest that consumers may be concerned about the ethical use of AI advertisements and may require greater transparency and reliability before trusting promotional content.

Weights assigned to ranks:
Rank 1 = 5 points

Table No. 4.3 – Overall Ranking of Factors Influencing Consumer Trust in AI Advertisements

Factors	R1	R2	R3	R4	R5	Total	Rank
Accuracy & Verified Information	22	15	8	4	2	204	I
Transparency & Clear AI Disclosure	14	20	10	5	2	192	II
Brand Reputation & Reviews	14	12	18	5	5	184	III
Independent Source Evidence	7	10	12	14	8	147	IV
Trusted Source Recommendations	2	5	10	151	191	109	V

It is found from Table No. 4.3 that Accuracy & Verified Information has secured the first rank with the highest total score of 204, indicating that factual reliability is the most important factor influencing consumer trust in AI-generated advertisements. Transparency & Clear AI Disclosure is ranked second with a score of 192, showing that explicit labelling of synthetic media is another major consideration for viewers. Brand Reputation & Reviews holds the third rank with a score of 184, highlighting the role of brand credibility in sustaining consumer confidence. Independent Source Evidence is ranked fourth with a score of 147, suggesting that while third-party verification is valuable, it is less decisive compared to core information accuracy. Trusted Source Recommendations is ranked fifth with the lowest score of 109, indicating that respondents give lower priority to peer endorsements relative to verified factual content.

FINDINGS OF THE STUDY

The study on consumer perception towards deepfake and AI-generated promotional content in Coimbatore City highlights the growing influence of artificial intelligence in digital advertising. Consumers are increasingly exposed to AI-generated images, videos, voice-overs, and promotional messages on digital platforms. The study indicates that such content can attract consumer attention through its creativity, presentation, and innovative features. At the same time, consumers may have concerns about the authenticity and reliability of advertisements created using AI technology. Deepfake promotional content can create confusion when it presents misleading information or falsely represents a celebrity or public figure. Consumer trust plays an important role in determining the effectiveness of AI-generated advertisements. Transparency about the use of AI can help consumers understand the nature of promotional content. The perceived credibility of an advertisement influences consumers' attitudes

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towards the promoted product or service. Some consumers may appreciate AI-based advertisements for their engaging presentation, while others may prefer advertisements that clearly communicate genuine information. Awareness of deepfake technology and its possible misuse is important for making informed purchasing decisions. The study also highlights the importance of digital literacy in identifying misleading promotional content. Ethical advertising practices can help reduce consumer confusion and build confidence. Overall, consumer perception depends on factors such as trust, awareness, authenticity, transparency, and the quality of promotional content.

SUGGESTIONS

Based on the study, advertisers should adopt transparent and ethical practices when creating deepfake and AI-generated promotional content. Companies should clearly disclose when advertisements contain AI-generated images, videos, voices, or digitally altered content. They should obtain proper permission before using the identity, voice, or image of celebrities and other individuals. Advertisers must avoid presenting false product claims or misleading information through deepfake technology. Brands should ensure that all promotional messages are accurate, reliable, and easy to understand. Social media platforms should strengthen their systems for identifying and reporting misleading AI-generated advertisements. Consumer awareness programmes should be conducted to educate people about deepfake technology and its possible risks. Digital literacy initiatives can help consumers evaluate online advertisements carefully. Companies should protect consumer privacy while using AI-based marketing tools. They should use AI technology responsibly without manipulating consumer emotions or decisions. Advertisements should clearly distinguish genuine endorsements from AI-generated representations. Businesses should regularly review their AI-generated promotional content to maintain quality and credibility. Consumer feedback should be collected to understand attitudes towards AI-based advertising. Finally, advertisers should balance technological innovation with honesty, accountability, and consumer trust to promote responsible digital marketing.

CONCLUSION

The study on consumer perception towards deepfake and AI-generated promotional content in Coimbatore City highlights the increasing importance of artificial intelligence in modern advertising. AI technology provides new opportunities for businesses to develop creative, attractive, and engaging promotional messages. However, deepfake content also raises concerns about authenticity, credibility, privacy, and misleading representations. Consumer trust is an important factor influencing the acceptance of AI-generated advertisements. Clear disclosure of AI involvement can help consumers make informed decisions. Ethical advertising practices are essential to prevent deception and protect consumer interests. Businesses should ensure that AI-generated content is accurate, transparent, and responsible. Consumer awareness and digital literacy should be improved to help people identify potentially misleading advertisements. By following ethical standards, companies can use AI technology effectively while maintaining positive consumer relationships. Overall, responsible use of deepfake and AI-generated promotional content can support sustainable marketing practices and strengthen consumer confidence.

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