

PERSUASIVE STRATEGIES IN ARTIFICIAL INTELLIGENCE-GENERATED MARKETING CONTENT: A LINGUISTIC AND BUSINESS COMMUNICATION ANALYSIS

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Abstract

The rapid advancement of Artificial Intelligence (AI) has transformed the practice of digital marketing by enabling the automated generation of promotional content. While AI-generated marketing texts are increasingly utilized by businesses to enhance communication efficiency and audience reach, limited attention has been paid to the linguistic mechanisms through which these texts construct persuasion. Drawing on Appraisal Theory, this study investigates the appraisal resources employed in AI-generated marketing content and examines their contribution to persuasive business communication. This research adopted a qualitative content analysis approach. The data consisted of AI-generated marketing texts collected from leading generative AI platforms. The texts were analyzed using the Appraisal framework proposed by Martin and White (2005), focusing on the subsystems of attitude, engagement, and graduation. The findings reveal that all three appraisal resources were systematically employed in the corpus, with attitude resources, particularly appreciation, occurring most frequently. The analysis further demonstrates that attitude resources were used to create positive product evaluations and emotional appeal, engagement resources enhanced credibility and trust through authoritative positioning and external endorsements, while graduation resources intensified promotional claims and emphasized product distinctiveness. Moreover, the interaction among these appraisal subsystems enabled AI-generated content to construct persuasive messages aligned with key business communication objectives, including brand image development, consumer engagement, trust-building, and purchase stimulation.

Keywords: Artificial Intelligence, AI-generated marketing content, Appraisal Theory, persuasive language, business communication, digital marketing.

Background

The rapid advancement of Artificial Intelligence (AI), particularly Generative AI and Large Language Models (LLMs), has transformed the landscape of digital marketing communication. AI-powered tools are increasingly utilized to generate advertising copy, product descriptions, social media captions, email campaigns, and other forms of marketing content. These technologies enable businesses to produce large volumes of personalized content efficiently, reducing both time and operational costs while enhancing customer engagement. Consequently, AI has emerged as a strategic instrument for modern marketing practices and business communication (Chintalapati, 2022); (Verma et al., 2021).

The integration of AI into marketing activities has attracted significant scholarly attention. Previous studies indicate that AI contributes to various marketing functions, including content marketing, digital marketing, customer relationship management, and market research. AI systems are capable of analyzing consumer data and generating tailored messages that align with audience preferences and behavioral patterns. As a result, organizations increasingly rely on AI-generated content to strengthen communication effectiveness and maintain competitiveness in digital markets (Chintalapati, 2022); (Verma et al., 2021).

Despite these advantages, the effectiveness of AI-generated marketing content largely depends on its persuasive capacity. Persuasion is a fundamental component of marketing communication because its primary objective is to influence consumers' attitudes, intentions, and purchasing decisions. In linguistic studies, persuasion is realized through various language strategies, including evaluative vocabulary, emotional appeals, speech acts, rhetorical devices, audience engagement techniques, and calls to action. The strategic use of language plays a crucial role in shaping consumers' perceptions and behavioral responses toward products and services. Therefore, examining the linguistic characteristics of AI-generated persuasive messages has become an increasingly important research area (Bozdog & Science, 2026); (Noels et al., 2022).

Recent developments suggest that AI-generated persuasive communication may achieve levels of effectiveness comparable to, or even exceeding, human-created content in certain contexts. Studies on LLM-generated advertisements have demonstrated that AI systems can successfully employ psychological persuasion principles such as authority, consensus, cognition, and scarcity to influence audience preferences. Furthermore, advances in computational persuasion research indicate that AI is increasingly capable of

producing sophisticated persuasive texts that mimic human communication patterns and adapt to specific audiences (Meguellati et al., 2025); (Bozdog & Science, 2026); (Noels et al., 2022).

However, the growing reliance on AI-generated content also raises important concerns regarding authenticity, trustworthiness, and consumer perception. Research has shown that consumers do not always respond positively to AI-produced marketing messages. In some cases, awareness that content is generated by AI may reduce emotional trust and negatively affect purchase intentions. Other studies highlight that while AI-generated content offers efficiency and scalability, it may still lack the emotional depth, creativity, and authenticity often associated with human communication. These findings suggest that the effectiveness of AI-generated persuasive content cannot be assessed solely through technological capabilities but must also be examined through linguistic and communicative perspectives (Aqshel et al., 2026); (Salerno et al., 2025).

Although numerous studies have investigated AI adoption in marketing, existing research predominantly focuses on technological implementation, consumer behavior, and business performance. Comparatively little attention has been given to the linguistic mechanisms through which AI constructs persuasive marketing messages. More specifically, there remains a limited understanding of how persuasive strategies are manifested in AI-generated marketing content and how these strategies function within business communication contexts. This gap is particularly significant because language serves as the primary medium through which marketing objectives are communicated and consumer influence is exercised (Chintalapati, 2022); (Büyüksomer, 2024); (Bormane & Blaus, 2024).

Therefore, this study entitled "Persuasive Strategies in Artificial Intelligence-Generated Marketing Content: A Linguistic and Business Communication Analysis" seeks to investigate the persuasive strategies employed in AI-generated marketing content from both linguistic and business communication perspectives. By analyzing the linguistic features and persuasive techniques embedded in AI-generated texts, this research aims to contribute to the growing body of knowledge on AI-mediated communication while providing practical insights for businesses seeking to utilize AI effectively in marketing communication.

The notions above are formulated to answer the following questions:

RQ1: What appraisal resources are employed in AI-generated marketing content?

RQ2: How are the appraisal subsystems of attitude, engagement, and graduation utilized to construct persuasive marketing messages?

RQ3: How do these appraisal resources contribute to the achievement of business communication objectives in AI-generated marketing content?

Method

Research Design

This study employed a qualitative content analysis approach to investigate persuasive strategies embedded in AI-generated marketing content. Qualitative content analysis was considered appropriate because it enables researchers to systematically examine linguistic features, communicative functions, and persuasive techniques within textual data (Schreier, 2012). The study integrated perspectives from applied linguistics and business communication to explore how Artificial Intelligence constructs persuasive marketing messages.

Data Sources

The data consisted of marketing texts generated by AI-based language models, namely ChatGPT, Gemini, and Claude. These platforms were selected because they are among the most widely used generative AI systems for content creation and marketing communication. To ensure consistency, identical prompts were provided to each AI platform. The prompts instructed the systems to generate marketing content for products representing three business sectors involved Consumer goods (e.g., skincare products), Food and beverage products, Educational services. For each product category, ten marketing texts were generated from each AI platform, resulting in a total corpus of ninety marketing texts.

Data Collection Procedures

Data collection was conducted through a documentation technique. The researcher generated marketing texts using predetermined prompts and archived all outputs in digital form. To enhance reliability, all prompts were standardized in terms of length, purpose, target audience, and marketing objectives.

An example of the prompt used is as follows:

"Create a persuasive Instagram promotional caption for a premium organic skincare product targeting young professional women aged 20–35."

The generated texts were then compiled into a corpus for analysis.

Analytical Framework

The analysis combined linguistic and business communication perspectives.

From the linguistic perspective, persuasive strategies were examined through Speech Act Theory (Searle, 1969), Persuasive Language Strategies (Cockcroft & Cockcroft, 2005), Appraisal Theory (Martin & White, 2005). The analysis focused on Directive speech acts, Commissive speech acts, Evaluative language, Emotional appeals, Intensification and graduation, Audience engagement markers, Call-to-action expressions. From the business communication perspective, the analysis examined how persuasive messages support

marketing objectives through Value proposition communication, Customer engagement strategies, Trust-building mechanisms, Relationship marketing elements, Consumer-oriented communication patterns

Data Analysis

Data analysis followed the interactive model proposed by Miles, Huberman, and Saldaña (2014), consisting of four stages:

- a) Data Condensation: The researcher selected and categorized relevant textual units containing persuasive elements.
- b) Data Display: The identified persuasive strategies were organized into analytical tables according to linguistic categories and business communication functions.
- c) Interpretation: The persuasive strategies were interpreted based on linguistic theories and communication frameworks to explain how AI-generated content attempts to influence consumer attitudes and behavior.
- d) Conclusion Drawing and Verification: Patterns across the datasets were compared to identify similarities and differences in persuasive strategies employed by the three AI systems. The findings were continuously verified through repeated reading and cross-checking of the corpus.

Trustworthiness

To ensure credibility and dependability, investigator triangulation was employed. Two experts in applied linguistics and business communication independently reviewed a sample of the data and coding categories. Discrepancies were discussed until consensus was reached. Furthermore, detailed documentation of data collection and analysis procedures was maintained to enhance transparency and replicability.

Ethical Considerations

The study did not involve human participants. All data were generated through publicly accessible AI platforms and analyzed solely for academic purposes. No personal information or confidential business data were collected during the research process.

Results and Discussion

RQ1: What appraisal resources are employed in AI-generated marketing content?

The analysis revealed that AI-generated marketing content extensively employed appraisal resources from the three major subsystems of Appraisal Theory, namely **attitude**, **engagement**, and **graduation**. Among these categories, attitude resources appeared most frequently, followed by graduation and engagement. The findings suggest that AI-generated marketing texts rely heavily on evaluative language to create positive perceptions of products and services and to persuade potential consumers.

Table 1. Distribution of Appraisal Resources in AI-Generated Marketing Content

Appraisal Resource	Frequency	Percentage
Appreciation	128	42.7%
Affect	56	18.7%
Judgment	34	11.3%
Engagement	38	12.7%
Graduation (Force)	32	10.7%
Graduation (Focus)	12	4.0%
Total	300	100%

1) Attitude Resources

The attitude subsystem was the most dominant appraisal resource identified in the dataset. It was primarily realized through positive evaluations of products, services, and consumer experiences.

a) Appreciation

Appreciation was the most frequently occurring attitude resource. AI-generated marketing content consistently used positive evaluative expressions to highlight product quality, effectiveness, and uniqueness. Examples include:

“Experience our premium-quality skincare solution.”

“Enjoy the rich and authentic taste of our handcrafted coffee.”

“Discover an innovative learning platform designed for your success.”

The lexical items *premium-quality*, *authentic*, and *innovative* function as appreciation resources because they assign positive value to the products and services being promoted. Through such evaluations, AI-generated texts construct favorable product images and encourage consumer interest.

b) Affect

Affect resources were also identified, particularly in statements aimed at evoking positive emotions. Examples include:

“Feel more confident every day.”

“Enjoy a delightful experience with every purchase.”

“Love the way your skin looks and feels.”

Words such as *confident*, *delightful*, and *love* express emotional responses and create an affective connection between consumers and products. These expressions are designed to appeal to consumers’ emotions rather than merely presenting factual information.

a. Judgment

Judgment resources occurred less frequently but were still present in some promotional texts. Examples include:

“Smart consumers choose products they can trust.”

“Join thousands of satisfied customers who have made the right choice.”

The terms *smart* and *right choice* evaluate consumer behavior positively and encourage audiences to align themselves with desirable social identities.

2) Engagement Resources

The engagement subsystem was employed to manage interpersonal relationships with potential consumers and to position marketing claims. Most texts demonstrated a tendency toward **monoglossic** expressions, presenting information as unquestionable facts. Examples include:

“This product delivers exceptional results.”

“Our service provides the best learning experience.”

These statements leave little room for alternative viewpoints and project confidence and certainty. However, some **heteroglossic** resources were also identified. Examples include:

“Many customers believe this product has transformed their daily routine.”

“Experts recommend incorporating this solution into your lifestyle.”

The expressions *many customers believe* and *experts recommend* introduce external voices to support promotional claims, thereby increasing credibility and trustworthiness.

3) Graduation Resources

Graduation resources were widely used to intensify positive evaluations and strengthen persuasive effects.

a) Force

Force was the most common graduation resource. Examples include:

“Achieve dramatically better results.”

“Enjoy significantly improved performance.”

“Experience extraordinary quality and comfort.”

Adverbs and adjectives such as *dramatically*, *significantly*, and *extraordinary* amplify the intensity of promotional claims and increase persuasive impact.

b) Focus

Focus resources were less frequent but appeared in texts emphasizing product uniqueness. Examples include:

“A truly premium experience.”

“The ultimate solution for modern professionals.”

The expressions *truly* and *ultimate* sharpen category boundaries and position products as superior alternatives within their market segments.

The findings indicate that AI-generated marketing content systematically employs appraisal resources to construct persuasive messages. The predominance of appreciation resources suggests that AI prioritizes positive evaluations of products and services as a primary persuasive strategy. This finding aligns with marketing communication principles emphasizing value creation and brand positioning.

Furthermore, the frequent use of graduation resources demonstrates AI’s tendency to intensify promotional messages through linguistic amplification. Such strategies enhance the perceived attractiveness and effectiveness of products, making them more compelling to consumers.

The relatively limited use of engagement resources suggests that AI-generated content often presents promotional claims as established facts rather than inviting dialogue or alternative perspectives. This communication pattern reflects traditional advertising discourse, where certainty and confidence are strategically employed to influence consumer attitudes.

The findings demonstrate that AI-generated marketing content utilizes a sophisticated combination of attitude, engagement, and graduation resources to create persuasive communication. These appraisal resources function collectively to establish positive product evaluations, strengthen emotional appeal, and reinforce promotional messages within business communication contexts.

RQ2: How are the appraisal subsystems of attitude, engagement, and graduation utilized to construct persuasive marketing messages?

The analysis revealed that the three appraisal subsystems, **attitude**, **engagement**, and **graduation** were strategically employed in AI-generated marketing content to construct persuasive messages. Rather than functioning independently, these appraisal resources often worked together to create positive evaluations, establish credibility, and intensify promotional claims. This combination enabled AI-generated texts to influence consumers cognitively and emotionally while supporting marketing objectives.

1) Attitude in the Construction of Persuasive Messages

The findings showed that attitude resources were primarily utilized to create favorable perceptions of products and services. Through affect, judgment, and appreciation, AI-generated content framed products as valuable, desirable, and beneficial. Among the three categories, appreciation was the most dominant. AI-generated texts frequently highlighted product quality, innovation, effectiveness, and uniqueness. For example: “Experience our premium skincare formula designed for exceptional results.”

In this statement, the expressions *premium* and *exceptional* function as appreciation resources that positively evaluate the product. Such evaluations help consumers perceive the product as superior to competing alternatives.

Affect resources were employed to evoke positive emotional responses. For example: “Feel confident and beautiful every day.”

The words *confident* and *beautiful* appeal to consumers' emotions and personal aspirations. Instead of focusing solely on product features, the message emphasizes the emotional benefits consumers may experience after using the product. Judgment resources appeared when texts evaluated consumer behavior or decision-making. For example:

“Smart consumers choose products they can trust.”

The adjective *smart* positively evaluates consumers who purchase the product, encouraging audiences to identify themselves with a socially desirable group. This strategy indirectly motivates purchasing behavior.

These findings suggest that attitude resources contribute significantly to persuasion by associating products with positive values, emotions, and identities.

2) Engagement in the Construction of Persuasive Messages

Engagement resources were utilized to position claims and manage relationships between the advertiser and the audience. The analysis showed that AI-generated content predominantly employed monoglossic expressions, presenting information with a high degree of certainty. For example:

“This solution provides the best results for your daily needs.”

The statement is presented as an authoritative fact without acknowledging alternative viewpoints. Such certainty may enhance the perceived credibility of the message. However, heteroglossic resources were also identified. For example:

“Thousands of customers have reported significant improvements.”

“Experts recommend this innovative approach.”

These statements introduce external voices and opinions to support promotional claims. By incorporating customer testimonials and expert endorsements, AI-generated content strengthens persuasive appeal and reduces potential skepticism. The findings indicate that engagement resources help establish trustworthiness and legitimacy, which are essential elements of effective business communication.

3) Graduation in the Construction of Persuasive Messages

Graduation resources were widely employed to amplify evaluations and intensify persuasive effects. AI-generated content frequently used force and focus to emphasize product advantages.

a) Force

Force resources intensified the degree of evaluation. Examples include:

“Achieve dramatically better results.”

“Enjoy significantly enhanced performance.”

The adverbs *dramatically* and *significantly* increase the intensity of the promotional message and create stronger impressions of product effectiveness.

b) Focus

Focus resources sharpened category boundaries and emphasized exclusivity. Examples include:

“A truly premium experience.”

“The ultimate solution for modern professionals.”

The expressions *truly* and *ultimate* position the products as exceptional and distinct from competitors.

These findings demonstrate that graduation resources strengthen persuasive communication by increasing the perceived value and desirability of products.

4) Interaction among Attitude, Engagement, and Graduation

The analysis further revealed that persuasive messages were most effective when multiple appraisal resources were combined within the same text. For example:

“Thousands of satisfied customers trust our truly innovative skincare solution for remarkable results.”

This sentence simultaneously incorporates:

Table 2. Appraisal Resource Examples

Appraisal Resource	Example
Judgment	satisfied customers
Engagement	thousands of customers trust
Appreciation	innovative skincare solution
Graduation (Focus)	truly
Graduation (Force)	remarkable

The interaction of these resources creates a powerful persuasive effect. Engagement establishes credibility, attitude provides positive evaluation, and graduation intensifies the promotional claim. Together, they construct a compelling marketing message that aligns with persuasive communication objectives.

The findings suggest that AI-generated marketing content utilizes appraisal resources systematically rather than randomly. Attitude resources create positive evaluations and emotional connections, engagement resources establish credibility and trust, and graduation resources amplify persuasive impact. The interaction of these subsystems enables AI-generated texts to simulate persuasive communication strategies commonly employed by professional copywriters.

From a business communication perspective, the coordinated use of attitude, engagement, and graduation supports marketing goals by enhancing product attractiveness, reducing consumer uncertainty, and encouraging favorable attitudes toward products and services. These results indicate that AI-generated content is capable of producing linguistically sophisticated persuasive messages through strategic deployment of appraisal resources.

RQ3: How do appraisal resources contribute to the achievement of business communication objectives in AI-generated marketing content?

The analysis revealed that appraisal resources play a significant role in achieving business communication objectives in AI-generated marketing content. The strategic use of attitude, engagement, and graduation enables AI-generated texts to promote products effectively, establish trust, enhance audience engagement, and encourage favorable consumer responses. These appraisal resources function not merely as linguistic devices but also as communication tools that support marketing goals and business performance.

1) Building Positive Brand and Product Perceptions

One of the primary contributions of appraisal resources is the construction of positive brand and product perceptions. The findings indicate that attitude resources, particularly appreciation, are extensively used to highlight product quality, innovation, reliability, and value. For example:

“Experience our premium-quality skincare solution designed for exceptional results.”

The expressions *premium-quality* and *exceptional* positively evaluate the product and position it as superior within a competitive market. Such positive evaluations help create favorable consumer impressions and strengthen brand image.

From a business communication perspective, positive brand perception is essential because consumers often rely on evaluative cues when making purchasing decisions. By consistently presenting products in a positive light, AI-generated content contributes to the development of a desirable brand identity and enhances perceived product value.

2) Enhancing Consumer Trust and Credibility

The findings further demonstrate that engagement resources contribute to the establishment of trust and credibility. AI-generated marketing texts frequently incorporate external voices, customer testimonials, and expert endorsements to support promotional claims. For example:

“Thousands of customers trust our innovative solution.”

“Experts recommend this product for daily use.”

These heteroglossic expressions introduce additional sources of authority and validation, reducing uncertainty and increasing the credibility of marketing messages. Consumers are more likely to accept promotional claims when they appear to be supported by other individuals or professional authorities.

Trust is widely recognized as a fundamental objective of business communication. The strategic use of engagement resources enables AI-generated content to strengthen persuasive effectiveness by fostering confidence in both the product and the brand.

3) Increasing Consumer Engagement

Another important contribution of appraisal resources is the enhancement of consumer engagement. Affect resources are frequently employed to establish emotional connections with consumers. For example: “Feel confident, energized, and ready to achieve your goals.”

The emotional language encourages consumers to imagine positive experiences associated with the product. Rather than focusing solely on functional benefits, the message appeals to personal aspirations and emotional needs. This finding suggests that AI-generated marketing content recognizes the importance of emotional engagement in contemporary marketing communication. By activating positive emotions, appraisal resources increase audience involvement and improve message resonance.

4) Intensifying Persuasive Impact

Graduation resources contribute significantly to the persuasive strength of marketing messages. The analysis revealed that AI-generated texts frequently intensify evaluations through the use of force and focus. Examples include:

“Achieve dramatically better results.”

“The ultimate solution for modern professionals.”

The adverb *dramatically* amplifies the degree of improvement, while the adjective *ultimate* positions the product as the highest-quality option available. These linguistic choices increase the perceived attractiveness and competitiveness of products.

In business communication, persuasive effectiveness often depends on the ability to differentiate products from competitors. Graduation resources support this objective by emphasizing product advantages and enhancing perceived value.

5) Supporting Consumer Decision-Making

The findings also indicate that appraisal resources facilitate consumer decision-making processes. By combining positive evaluations, emotional appeals, and credibility markers, AI-generated content reduces uncertainty and simplifies product assessment. For example:

“Join thousands of satisfied customers and experience outstanding results today.”

This statement combines:

- Judgment (*satisfied customers*)
- Engagement (*thousands of customers*)
- Appreciation (*outstanding results*)

The interaction of these resources provides consumers with social proof, positive evaluation, and an implicit recommendation. Consequently, consumers may feel more confident in making purchasing decisions.

This finding aligns with business communication objectives that seek to guide consumers toward favorable actions, including product inquiries, subscriptions, and purchases.

6) Strengthening Call-to-Action Effectiveness

Appraisal resources also contribute to the effectiveness of call-to-action (CTA) messages. AI-generated content frequently integrates evaluative language with direct invitations to act. For example:

“Discover the remarkable benefits and start your journey today.”

The appreciation resource *remarkable* enhances the attractiveness of the product, while the directive expression *start your journey today* encourages immediate action. This combination creates a stronger persuasive effect than a simple directive alone.

As a result, appraisal resources support marketing objectives by increasing the likelihood that consumers will respond positively to promotional messages.

Based on the explanation above, the findings demonstrate that appraisal resources contribute to business communication objectives through multiple interconnected functions. Attitude resources establish positive evaluations and emotional appeal, engagement resources enhance credibility and trust, and graduation resources intensify promotional claims and product differentiation. Together, these resources enable AI-generated marketing content to construct persuasive messages that align with key business objectives, including brand building, consumer engagement, trust development, and purchase stimulation.

Furthermore, the results suggest that AI-generated content exhibits a sophisticated understanding of persuasive communication principles. Through the strategic deployment of appraisal resources, AI systems can

produce marketing messages that closely resemble those created by professional copywriters. This capability highlights the growing role of generative AI as a communication tool in digital marketing environments.

Thus, the study indicates that appraisal resources serve as a critical linguistic mechanism through which AI-generated marketing content achieves business communication goals. Their effective use enables AI-generated texts to influence consumer perceptions, strengthen brand-consumer relationships, and support organizational marketing strategies in increasingly competitive digital markets.

These findings suggest that appraisal resources are not only linguistic features but also strategic communication tools that enable AI-generated marketing content to fulfill essential business communication objectives effectively.

Conclusion

This study investigated the use of appraisal resources in AI-generated marketing content from the perspectives of Appraisal Theory and business communication. The findings reveal that AI-generated marketing texts systematically employ the three major appraisal subsystems, **attitude, engagement, and graduation**, to construct persuasive messages and achieve communication objectives.

Regarding **RQ1**, the analysis showed that all appraisal resources were present in the dataset, with **attitude resources**, particularly appreciation, occurring most frequently. AI-generated content relied heavily on positive evaluations to portray products and services as valuable, innovative, and beneficial. Engagement resources were used to establish credibility through authoritative statements, customer testimonials, and expert endorsements, while graduation resources intensified promotional claims and emphasized product superiority.

For **RQ2**, the findings demonstrated that attitude, engagement, and graduation worked together to construct persuasive marketing messages. Attitude resources generated positive emotional and evaluative meanings, engagement resources strengthened trust and legitimacy, and graduation resources amplified the intensity of promotional claims. The interaction among these subsystems enabled AI-generated content to create compelling and consumer-oriented messages that resemble professional marketing discourse.

Concerning **RQ3**, the study found that appraisal resources contributed significantly to the achievement of business communication objectives. They supported brand image development, enhanced consumer trust, increased audience engagement, facilitated decision-making processes, and strengthened call-to-action effectiveness. Through the strategic deployment of evaluative language, AI-generated marketing content successfully aligned linguistic choices with marketing goals and persuasive communication purposes.

Theoretically, this study extends the application of Appraisal Theory to the emerging field of AI-generated marketing communication, demonstrating how evaluative language functions within digitally produced persuasive discourse. Practically, the findings provide insights for marketers, business practitioners, and content creators seeking to optimize AI-generated content for effective consumer communication.

Despite these contributions, the study is limited to textual marketing content generated by selected AI platforms and analyzed through a qualitative lens. Future research may incorporate larger datasets, comparative analyses between AI-generated and human-written marketing texts, or mixed-method approaches involving consumer perception and behavioral responses. Such investigations would provide a deeper understanding of the effectiveness and implications of AI-mediated persuasive communication in contemporary digital marketing environments.

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