Artificial Intelligence Success in Content Marketing: A Systematic Literature Review and Bibliometric Analysis (1212)

İbrahim Halil Efendioğlu[1*], **Gaye Aydemir**[2]

[1] Gaziantep University, Faculty of Economics and Administrative Sciences, Department of Business Administration, Turkey
[2] Gaziantep University, Faculty of Economics and Administrative Sciences, Department of Business Administration, Turkey

*Corresponding author e-mail: efendioglu@gantep.edu.tr

Abstract

This study integrates a systematic literature review (SLR) with bibliometric analysis to comprehensively evaluate recent academic developments in AI-assisted content marketing. Based on the PRISMA protocol, 21 high-quality articles (SSCI and SCI-E –indexed) published between 2021 and 2025 were analyzed. Thematic coding was used for content analysis, while bibliometric techniques examined publication trends, author collaborations, citation networks, and keyword co-occurrence clusters. Findings reveal that Generative AI (GenAI) plays a complementary and substitutive role in content marketing practices. While hybrid content creation models show promise for optimizing user experience, fully automated content generation may pose risks to brand authenticity and consumer trust. Consumer perceptions are primarily shaped by psychological variables such as perceived creepiness, lack of empathy, and artificiality. In the context of chatbots and virtual assistants, anthropomorphic design and localized content strategies significantly enhanced user satisfaction. Bibliometric insights indicate a sharp increase in scholarly interest after 2023, with studies predominantly employing experimental, qualitative, and mixed methods. Key research themes include digital ethics, user responses to AI-generated content, audiovisual content production, and business model innovation. As one of the few studies to holistically assess the multidimensional impact of AI integration into content marketing, this research provides a robust conceptual framework for scholars and actionable insights for marketing practitioners. The paper concludes with a discussion of theoretical contributions, managerial implications, and directions for future research.

Keywords: *Generative AI, Content Marketing, Systematic Literature Review, Bibliometric Analysis, Consumer Perception*

INTRODUCTION

The rapid advancement of digitalization has triggered a radical transformation in the field of marketing (Helmer et al., 2025). With the growing volume of data, diverse channels, and changing customer expectations, traditional methods are increasingly being replaced by AI-powered solutions (Wang et al., 2025). In this new dynamic environment, marketers are embracing more effective, faster, and scalable solutions. Artificial intelligence, in this context, has emerged as a strategic actor, not only in data analysis but also in content creation, promising a future of more personalized and targeted marketing (Lund et al., 2025).

AI-powered content creation enables the automatic or semi-automatic generation of multimedia formats, including text, images, audio, and video, making marketing strategies more personalized and targeted (Münster et al., 2024). In this process, technologies such as natural language processing, machine learning, and visual generation are redefining content production not only in quantitative terms but also in terms of quality. Thus, brands can establish more meaningful, consistent, and data-driven relationships with consumers.

However, these technological advancements necessitate addressing marketing communication not only from a technical perspective but also from ethical, cultural, and societal dimensions. Complex issues such as content originality, consumer trust, algorithmic bias, and privacy violations require a reconsideration of the language and methods of marketing (Karami et al., 2024). AI-generated content affects not only the speed of production but also the responsibility for the content and its impact on consumer perception.

In this context, AI-powered content marketing has become a rapidly growing field of research in the literature. However, most existing studies either remain limited at a conceptual level or focus on specific contexts. This underscores the urgent need for a more systematic, multidimensional, and comparative examination of the field to understand its implications and potential fully.

The primary goal of this study is to comprehensively evaluate the effects of AI-powered content generation and generative AI on content marketing, assess their position and challenges in the marketing domain, systematically map the existing literature, and identify research gaps. The objectives of this study are of utmost importance as they pave the way for a deeper understanding of the evolving landscape of content marketing in the AI era.

The study seeks to answer the following research questions:

RQ1: Around which themes are AI-powered content generation addressed in the marketing literature?

RQ2: Which theoretical approaches and research methods are predominant in the literature on AI-powered content generation?

RQ3: What are the effects of AI-generated content on consumer behavior, brand perception, and personalization strategies?

RQ4: In what ways are the ethical, cultural, and social aspects of AI-generated content examined in the context of marketing?

RQ5: What are the current research gaps in the field of AI-powered content generation, and what future directions are anticipated?

The structure of the paper is as follows: The second section reviews the literature on AI-powered content marketing. The third section explains the methodology and the bibliometric analysis process. The fourth section presents the findings. The fifth section discusses these findings, and the final section concludes the study with its results, limitations, suggestions for future research, and theoretical and practical contributions.

LITERATURE REVIEW

The Intersection of Artificial Intelligence and Content Marketing

Artificial intelligence (AI) refers to computer systems capable of mimicking human-like thinking, learning, problem-solving, and decision-making abilities. These systems are developed to automate specific tasks or support human intelligence (Sreenivasan & Suresh, 2024). AI is generally categorized into three types based on its capacity: Artificial Narrow Intelligence (ANI) refers to systems specialized in specific tasks (e.g., chatbots like ChatGPT or Siri); Artificial General Intelligence (AGI) is envisioned to possess human-like, versatile learning and reasoning abilities, though it is still under development;

and Artificial Super Intelligence (ASI) refers to a hypothetical form of AI that could surpass human intelligence in the future (Andrejkovics, 2019).

Additionally, based on technical features and usage purposes, AI is classified into several types: rule-based systems operate according to predefined rules; machine learning improves itself by learning from data; deep learning processes complex data by mimicking neural networks in the human brain; natural language processing (NLP) focuses on understanding and generating language in written and spoken forms; and computer vision performs tasks related to recognizing and interpreting visual data (Kumar & Renuka, 2023). These categories determine the functional capabilities of AI across various application areas.

Content marketing is a strategic approach that aims to establish sustainable relationships between brands and their target audiences through valuable, informative, and engaging content. However, as the need for speed and volume in content creation has grown in digital environments, managing this process through traditional methods has become increasingly challenging (Jami Pour et al., 2024). At this point, AI transforms content marketing into a more efficient and data-driven process. AI not only generates content but also analyzes consumer data and delivers the right content to the right person at the right time (Vashishth et al., 2025). Through NLP algorithms, blog posts, email texts, and advertising content can be automatically generated, while visual content creation tools are widely used for everything from social media posts to product promotions (Roshne et al., 2024).

Advantages such as personalization, speed, and efficiency make AI-powered content creation highly attractive for brands and transform content marketing into a more dynamic, scalable, and measurable process (Adepoju et al., 2024). This transformation not only saves time for marketing professionals but also enhances the strategic impact of the content.

AI-Based Content Creation Technologies

AI-powered content creation, a marvel of efficiency, enables the rapid, automated, and personalized production of various multimedia formats commonly used in marketing. These technologies, rooted in natural language processing (NLP), machine learning, and generative AI models (Bansal et al., 2024), are a powerful ally for content creators.

For text generation, large language models such as GPT, Claude, and Gemini are notable for their capabilities in content writing, summarization, rewriting, and text suggestions (Zhao et al., 2025). In visual content creation, tools such as DALL•E, Midjourney, and Canva AI enable the generation of original visuals. On the video and audio front, platforms like Synthesia, Pictory, and Murf AI facilitate the creation of marketing materials using talking avatars or automated voiceovers (Gupta et al., 2025; Renaldo et al., 2025).

These tools not only accelerate content production but also serve as a wellspring of creative ideas for marketing teams, providing testable content alternatives and bringing greater flexibility to content strategy, which inspires new directions and approaches.

AI-Supported Content Types in Marketing Communication

Artificial intelligence plays an active role in producing various types of content used in marketing communication. From text-based content to visuals and videos, content can now be generated quickly and efficiently through AI tools (Raut et al., 2025).

Blog posts and email content, crafted in minutes by large language models, can be personalized to resonate with the target audience. AI can optimize social media posts by crafting engaging headlines and interaction-focused captions, thereby fostering a sense of connection and engagement. Advertising copy is automatically generated with high-click-through-rate alternatives, making it ready for A/B testing (Phillips & Carley, 2024).

Additionally, product descriptions can be tailored to different formats for various customer segments based on user data. Video content scripts can be generated by AI and integrated into automated production workflows, including voice narration, subtitles, and visual editing. These types of content play a critical role in delivering more consistent, targeted, and multichannel communication within marketing strategies.

AI-Powered Content Personalization and Segmentation

Artificial intelligence is transforming content marketing not only in terms of production but also in targeting and personalization. AI-based systems go beyond classical segmentation methods by analyzing user behaviors, interests, demographic characteristics, and past interactions to deliver highly personalized content (Bano et al., 2025).

Thanks to AI-supported algorithms, each user visiting a website can be presented with a different blog post, email content, or product recommendation. Dynamic content is shaped in real-time based on each user's data (Kumar et al., 2024). For example, if a customer has previously shown interest in red shoes, the email content can directly include suggestions focused on that color.

Moreover, chatbots and voice assistants also offer content recommendations using personal data, making the customer experience more seamless and satisfying (Bhuiyan, 2024). These advancements make marketing communication not only more effective but also more human-centered.

Predicting and Optimizing Content Performance with AI

AI enhances not only the production and personalization processes in content marketing but also the ability to predict and improve content performance (Islam et al., 2024). Predicting content performance is a crucial step in enhancing the efficiency of marketing activities.

AI algorithms can analyze metrics such as click-through rate (CTR), conversion rate, reading time, and engagement level to forecast which content will perform better (Sangsawang, 2024). As a result, brands can focus on high-potential content without wasting time on underperforming materials.

AI-driven optimization tools, such as automated A/B testing and SEO compliance, streamline the process of content optimization (Šola et al., 2025; Salem et al., 2025). This efficiency allows **marketers to focus on making strategic decisions, thereby maximizing their content ROI.**

Ethics, Trust, and Artificial Intelligence

While AI-powered content creation offers tremendous marketing opportunities, it also raises significant ethical concerns and trust issues. The originality, accuracy, and traceability of automatically generated content pose serious risks that may undermine consumer trust (Chaurasia, 2025; He & Fang, 2024).

Another primary concern relates to the collection and processing of user data. AI systems may push the boundaries of privacy when delivering content recommendations based on personal data. Particularly in areas such as facial recognition, voice analysis, and emotional AI, the use of consumer data without explicit consent is ethically questionable (Katirai, 2024).

Algorithmic biases, such as favoring certain demographics or promoting stereotypes, can also lead to the production of discriminatory or exclusionary content targeting specific groups, which may conflict with corporate social responsibility and inclusion principles. A lack of transparency can result in users consuming content without knowing who created it or how it was produced (Mergen et al., 2025).

In this context, the ethical use of AI in marketing requires human oversight, clear policy disclosures, and robust safeguards. These ethical principles include respect for user privacy, transparency in content creation, and a commitment to avoiding algorithmic biases. They are essential not only for ensuring legal compliance but also for maintaining a long-term brand reputation and sustainability.

METHODOLOGY

This study was conducted by integrating Systematic Literature Review (SLR) and Bibliometric Analysis methods to examine the effectiveness of AI-supported content creation in the field of marketing. A systematic literature review is a research method that summarizes scientific evidence by examining existing academic studies in a planned, transparent, and replicable manner based on a specific research question (Azarian et al., 2023; Chintalapati & Pandey, 2022).

The research process was structured in accordance with the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines. PRISMA is an internationally recognized guideline developed to ensure that systematic reviews and meta-analyses are reported transparently, comprehensively, and in line with established standards (Asar et al., 2016). The study was conducted based on the following steps:

Planning Phase: Defining the research questions, determining the scope, and creating the review protocol.

Execution Phase: Selecting articles in line with the predefined search strategy and inclusion criteria.

Analysis and Synthesis Phase: Conducting content analysis of the selected studies and identifying key themes, findings, theoretical frameworks, methodologies, and research gaps.

During the data collection phase, only the Web of Science (WoS) Core Collection database was used. WoS indexes only peer-reviewed, high-impact, and prestigious journals. This ensures that the study is based on more reliable and academically robust sources. Furthermore, WoS allows for field-specific filtering based on research areas (e.g., Business, Economics, Communication) and indexes (SSCI, SCI-E), which improves the quality of the sample in the SLR.

The literature search was conducted using the following Boolean query to identify relevant studies:

TS = (("artificial intelligence" OR "AI") AND ("marketing content" OR "content marketing" OR "content creation" OR "content generation") AND ("effectiveness" OR "impact" OR "performance" OR "efficacy"))

Based on this query and the PRISMA protocol, the study was structured in four phases:

Identification: A total of 248 publications were retrieved from the Web of Science database using the defined keywords.

Screening: A publication type filter was applied to exclude conference proceedings, book chapters, and editorial pieces, leaving only journal articles (180). Then, 3 articles in Spanish and Ukrainian were excluded, resulting in 177 articles.

Eligibility: Only studies indexed in SSCI and SCI-Expanded were included (105 articles). To narrow the focus, only publications categorized under Business Economics, Public Administration, and Social Sciences were considered (29 articles).

Included: These 29 articles were evaluated at the abstract and full-text level, and 21 articles that were directly related to the research questions were included in the final sample. This structured process ensured that the study rests on a systematic and methodologically sound foundation.

The selected articles were evaluated using thematic and content analysis methods, and the key concepts, methods, sample types, and results were systematically coded. Microsoft Excel was used to perform the thematic and content analyses in a structured manner. In Excel, each article was entered as a row and analysis categories (e.g., research aim, method, theoretical framework, findings, limitations) as columns. This matrix structure enabled efficient coding of the data. Recurrent themes across the articles were identified, frequency analyses were conducted, and literature trends were easily tracked.

Bibliometric analysis refers to the statistical evaluation of academic literature based on quantitative publication data. The aim is to measure, map, and evaluate scientific output within a given field (Passas, 2024). The findings of the bibliometric analysis were used to reveal the structural characteristics of the literature (e.g., collaboration networks, key concepts, research domains). In this way, the study presents a comprehensive overview of the effectiveness of AI-supported content creation in marketing through both in-depth content analysis and large-scale bibliometric mapping.

To support the study, bibliometric analysis was conducted on the 21 selected articles using the Bibliometrix package within RStudio. The analysis process included the following steps:

Data Preparation: Full records were exported from Web of Science in BibTeX format and imported into RStudio.

Types of Analyses:

Scientific Production Analysis: Identification of annual article production, most productive countries, and institutions.

Collaboration Analysis: Analysis of inter-country and inter-institutional collaborations.

Keyword Network Analysis: Creation of keyword networks and conceptual clusters using author keywords.

Thematic Map Analysis: Identification of core themes and mapping of thematic development areas.

Visualization: Generation of co-word network maps, collaboration networks, thematic maps, and scientific production graphs.

The resulting bibliometric outputs were used to complement the systematic findings and strengthen the analytical depth of the study.

RESULTS

As part of this study, 21 articles published between 2021 and 2025 focusing on the effectiveness of AI-powered content creation in the field of marketing were examined using both systematic literature review and bibliometric analysis methods. The findings provide a holistic analysis of both qualitative trends and quantitative patterns.

Findings from the Systematic Literature Review

In recent years, the integration of artificial intelligence technologies into marketing processes has accelerated significantly. Studies published between 2021 and 2025 investigate the impact of AI on content creation at both theoretical and empirical levels. Most of these studies employ a variety of methods, including experimental designs, surveys, systematic literature reviews, and bibliometric analyses.

Especially in 2024 and 2025, a surge in publications has focused on the influence of AI-powered content generation on consumer perceptions, brand attitudes, engagement rates, and content quality in detail

(Brüns & Meißner, 2024; Carlson et al., 2023; Chen & Chan, 2024; De Cicco et al., 2025). Table 1 below presents the authors, publication year, and article titles of the studies included in the analysis.

Table 1. Authors and Titles of Articles

Authors (Year)	**Title of the Article**
Akpan, I. J., Kobara, Y. M., Owolabi, J., Akpan, A. A., & Offodile, O. F. (2025)	Conversational and generative artificial intelligence and human–chatbot interaction in education and research
Brüns, J. D., & Meißner, M. (2024)	Do you create your content yourself? Using generative artificial intelligence for social media content creation diminishes perceived brand authenticity
Carlson, K., Kopalle, P. K., Riddell, A., Rockmore, D., & Vana, P. (2023)	Complementing human effort in online reviews: A deep learning approach to automatic content generation and review synthesis
Chen, Z., & Chan, J. (2024)	Large Language Model in Creative Work: The Role of Collaboration Modality and User Expertise
Chintalapati, S., & Pandey, S. K. (2022)	Artificial intelligence in marketing: A systematic literature review
De Cicco, R., Francioni, B., Curina, I., & Cioppi, M. (2025)	AI, human or a blend? How the educational content creator influences consumer engagement and brand-related outcomes
Del Vecchio, M., Kharlamov, A., Parry, G., & Pogrebna, G. (2021)	Improving productivity in Hollywood with data science: Using emotional arcs of movies to drive product and service innovation in entertainment industries
González-Arias, C., & López-García, X. (2023)	ChatGPT: Stream of opinion in five newspapers in the first 100 days since its launch
Gu, C., Jia, S., Lai, J., Chen, R., & Chang, X. (2024)	Exploring Consumer Acceptance of AI-Generated Advertisements: From the Perspectives of Perceived Eeriness and Perceived Intelligence
Hannigan, T. R., McCarthy, I. P., & Spicer, A. (2024)	Beware of botshit: How to manage the epistemic risks of generative chatbots
Hartmann, J., Exner, Y., & Domdey, S. (2025)	The power of generative marketing: Can generative AI create superhuman visual marketing content?
Hermann, E., & Puntoni, S. (2024)	Generative AI in Marketing and Principles for Ethical Design and Deployment
Jia, M., Zhao, Y. C., & Zhang, X. (2025)	Will potential threats persist? Attitudes and behavioral responses of creative professionals toward GenAI
Mishra, A. N., Sengupta, P., Biswas, B., Kumar, A., & Coussement, K. (2025)	Leveraging Machine learning and generative AI for content Engagement: An Exploration of drivers for the success of YouTube videos
Misra, R., Malik, G., & Singh, P. (2025)	A localized and humanized approach to chatbot banking companions: implications for financial managers
Oc, Y., Plangger, K., Sands, S., Campbell, C. L., & Pitt, L. (2023)	Luxury is what you say: Analyzing electronic word-of-mouth marketing of luxury products using artificial intelligence and machine learning
Perez-Castro, A., Martínez-Torres, M. D. R., & Toral, S. L. (2023)	Efficiency of automatic text generators for online review content generation

Teng, D., Ye, C., & Martinez, V. (2025)	Gen-AI's effects on new value propositions in business model innovation: Evidence from information technology industry
Vaccaro, M., Almaatouq, A., & Malone, T. (2024)	When combinations of humans and AI are useful: A systematic review and meta-analysis
Zhang, Y., Zhu, J., Chen, H., & Jiang, Y. (2025)	Enhancing Trust and Empathy in Marketing: Strategic AI and Human Influencer Selection for Optimized Content Persuasion
Zhou, K. Z., Choudhry, A., Gumusel, E., & Sanfilippo, M. R. (2025)	'Sora is incredible and scary': public perceptions and governance challenges of text-to-video generative AI models

Considering the technological infrastructure, methodological diversity, and application areas highlighted in the literature on AI-powered content marketing, it is evident that the field has a multidimensional and rapidly evolving structure. Among the most frequently encountered core technologies in the reviewed studies are Generative AI (GenAI), Large Language Models (LLMs), Transformer architectures, and advanced generative systems such as DALLE and GPT-4. Generative AI refers to artificial intelligence systems capable of automatically generating content in the form of text, images, audio, and video. LLMs, on the other hand, are models trained on large datasets primarily for tasks related to language generation and understanding. Most of these models are built on Transformer architecture, which has revolutionized language processing and content generation. GPT-4, developed by OpenAI, is a prominent example of an advanced LLM capable of producing human-like text. DALLE is a GenAI model that can generate original visuals based on text prompts.

These transformative AI technologies significantly enhance the speed, efficiency, and personalization capacity of content creation in marketing. They are effectively used in generating textual, visual, and video content, revolutionizing marketing practices across the board. From a methodological standpoint, the studies present a wide array of research approaches. They range from in-depth qualitative methods like interviews and thematic analysis to quantitative and mixed methods such as experimental designs, structural equation modeling (SEM), and case studies. This methodological diversity is a testament to the field's growing theoretical and empirical depth. AI-powered content creation has made a significant impact in a variety of application areas. It is particularly prominent in advertising, social media content management, chatbot applications, educational technologies, the film industry, and luxury consumption. These fields are characterized by high levels of user interaction, making personalized and creative content a key competitive advantage. This triadic structure technology, methodology, and application provides a comprehensive framework that equips the reader with a deep understanding of the rise of Generative AI in the marketing domain. Table 2 below presents the main topics addressed in the reviewed studies and the corresponding conclusions drawn by the authors.

Table 2. Overview of Topics and Key Conclusions

Authors (Year)	**Topic**	**Conclusion**
Akpan et al. (2025)	Conversational and generative AI interactions	CGAI is effective in education; policy is needed for ethics, transparency, and ownership issues.

Brüns & Meißner (2024)	Impact of GenAI on consumer perception	GenAI reduces perceived authenticity; more positive when used as an assistant.
Carlson et al. (2023)	Transformer-based review synthesis	Transformer models can perform expert-level reviews; collaboration model suggested.
Chen & Chan (2024)	LLM collaboration in copywriting	LLMs are helpful for non-experts, harmful for experts; short ads are more effective.
Chintalapati & Pandey (2022)	Use of AI in marketing functions	AI enhances creativity and personalization in marketing; sustainability is crucial.
De Cicco et al. (2025)	AI vs human in educational digital content	AI has lower content quality but hybrid models perform well; class-based effects observed.
Del Vecchio et al. (2021)	Emotion-based content in the film industry	Emotional structures affect profits; integration with data science recommended.
González-Arias & López-García (2023)	Impact of ChatGPT in journalism	ChatGPT faced distrust in media discourse; regulation is a key need.
Gu et al. (2024)	Perception of eeriness and intelligence in AI ads	Eeriness in AI ads is negative; perceived intelligence has a positive impact.
Hannigan et al. (2024)	Chatbot content creation and hallucination risk	Chatbot content carries epistemic risks; four usage types proposed.
Hartmann et al. (2025)	Effectiveness of visual content creation with GenAI	AI-generated visuals are competitive in aesthetics and quality; campaign success demonstrated.
Hermann & Puntoni (2024)	GenAI's role in the marketing cycle	GenAI plays both supportive and substitutive roles; a “TRUST” principle is proposed.
Jia et al. (2025)	Creative workers' perceptions of GenAI	Perceptions of GenAI evolve with experience; individual factors are influential.
Mishra et al. (2025)	Video content analysis and success metrics	GenAI is successful in video analysis; narrative and audio factors affect view count.
Misra et al. (2025)	Anthropomorphism and chatbot user satisfaction	Anthropomorphic design increases satisfaction; trust is a mediating factor.
Oc et al. (2023)	Luxury brand video content and comment analysis	Luxury brand reviews vary; AI-driven sentiment analysis is significant.

Perez-Castro et al. (2023)	Deceptive review generation using GPT-2	GPT-2 makes fake reviews harder to detect; high risk to consumer trust.
Teng et al. (2025)	GenAI's impact on business model innovation	GenAI introduces new value propositions; five effective areas identified.
Vaccaro et al. (2024)	Unpublished media content (empty)	Human-AI collaboration is more effective in creative tasks; meta-analysis gaps identified.
Zhang et al. (2025)	Comparison of AI and human influencers	AI influencers foster trust; humans are stronger in empathy.
Zhou et al. (2025)	Sora and public perception	Public concerns about Sora focus on data privacy, ethics, and governance.

As a result of the systematic literature review conducted in the field of AI-powered content marketing, it was observed that the literature is shaped around six main thematic clusters. These themes encompass a broad spectrum from the use of GenAI technologies in content creation to consumer perceptions and behavioral responses, from human-AI interactions via chatbots to debates on media ethics and digital responsibility. Additionally, strategic marketing practices, sectoral applications, and current discussions on security, ethics, and regulation complete this thematic framework. Each theme not only reveals the opportunities offered by AI in marketing processes but also the associated risks and responsibilities, thus enabling a holistic analysis of the existing knowledge in the literature.

The Use of Generative AI (GenAI) in Content Creation

Studies underscore the transformative potential of GenAI systems to revolutionize productivity and user experience, particularly in text (Brüns & Meißner, 2024; Carlson et al., 2023), visual (Hartmann et al., 2025), and video (Mishra et al., 2025) content creation. The ability to rapidly and cost-effectively generate content heralds a significant shift in marketing workflows, sparking excitement about the future of marketing.

Consumer Perception and Behavior

The perceptual effects of AI-generated content on consumers are a frequent focus (Gu et al., 2024; Zhang et al., 2025; De Cicco et al., 2025). Consumer reactions are evaluated in emotional and cognitive dimensions, such as eeriness, lack of empathy, or concerns over authenticity. This situation presents a challenge that necessitates new approaches, such as AI-human content hybridization, in marketing strategies, inspiring the audience to innovate.

Chatbots and Interaction with AI

Within the context of chatbot systems (Akpan et al., 2025; Misra et al., 2025; Hannigan et al., 2024), the quality of human-AI interaction, safety, and anthropomorphic design elements take center stage. Particularly, the importance of localized content and natural language use as critical factors influencing user satisfaction is underscored, emphasizing the urgency of meeting consumer needs.

Media and Digital Ethics

The impact of AI on journalism (González-Arias & López-García, 2023) and the ethical issues arising in content creation processes (Zhou et al., 2025; Perez-Castro et al., 2023) are frequently discussed in the literature. Key risks include plagiarism, misinformation, and copyright violations. In response, solutions such as legal labeling mechanisms and public awareness initiatives have been proposed.

Strategic Marketing and Sectoral Applications

Several studies (Hermann & Puntoni, 2024; Chintalapati & Pandey, 2022; Del Vecchio et al., 2021) have focused on the influence of GenAI across the marketing cycle and its strategic use cases. Sector-specific application examples in education, film, and luxury brands offer rich insights into AI's adaptation across industries.

Security, Ethics, and Regulation

Finally, issues such as content safety, deceptive reviews, and hallucination risks (Perez-Castro et al., 2023; Hannigan et al., 2024) underscore the growing need for regulation in AI systems. In this context, topics such as transparency, algorithmic accountability, and alignment with ethical principles, which may include considerations of fairness, privacy, and non-discrimination, are considered crucial for future research.

Bibliometric Findings

This bibliometric summary presents the academic output in the field of AI-powered content marketing between 2021 and 2025. The 21 documents analyzed were published across 19 different sources and authored by a total of 76 unique contributors. There were no single-author studies indicating that the field is progressing through a collaborative research structure. On average, each document had 3.62 co-authors.

The international co-authorship rate, at 33.33%, is a significant indicator of the topic's global relevance and its openness to multinational collaborations. This rate highlights the fact that AI-powered content marketing is a field that transcends geographical boundaries, with researchers from diverse parts of the world collaborating to contribute to its growth and development.

The annual publication growth rate, a staggering 77.83%, signals a rapidly emerging research trend in the field of AI-powered content marketing. The average age of documents, at 0.952, indicates that the vast majority of publications are relatively recent, adding to the excitement and dynamism of this field. Each document received an average of 10.43 citations, further demonstrating the substantial scientific impact of this research area.

A total of 103 keywords were used across the documents, reflecting the multidimensional nature of the research domain. Some of the most frequently used keywords include 'AI,' 'content marketing,' 'machine learning,' 'digital marketing,' and 'data analytics,' providing a glimpse into the diverse topics and areas of interest within this field. The overall findings are illustrated in Figure 1.

Figure 1. General Information

Distribution of Publications by Year

The distribution of the reviewed publications by year indicates a growing interest in the research field. While only one article was published in both 2021 and 2022, the number increased to four in 2023, five in 2024, and ten in 2025. This trend demonstrates that the topic is gaining rapid importance in the academic literature. The distribution of publications by year is illustrated in Figure 2.

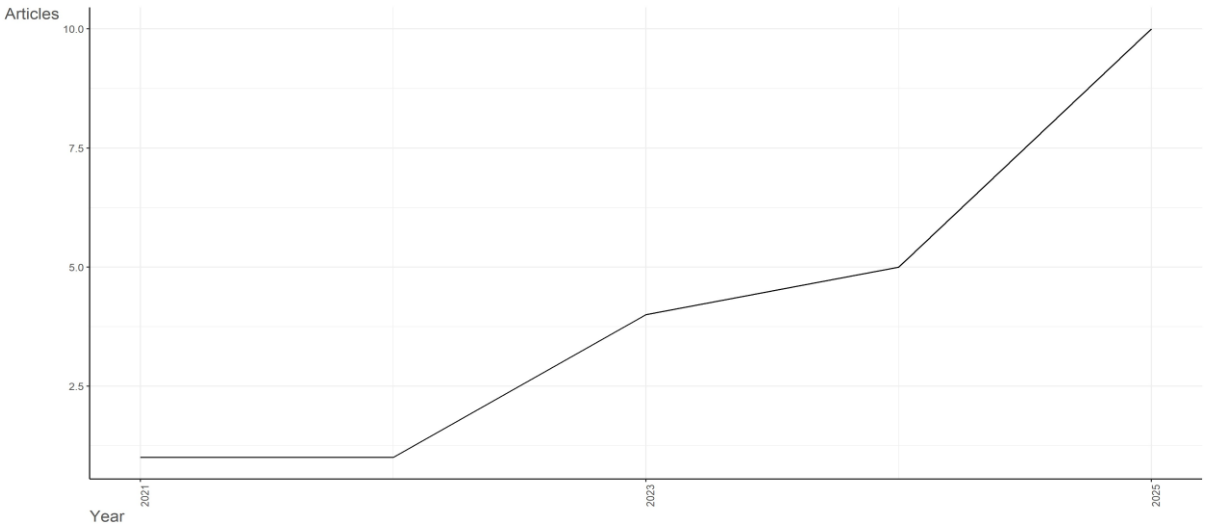

Figure 2. Distribution of publications by year

Publication Production by Country

The United States has the highest number of publications, while countries such as China, the United Kingdom, Germany, India, and Australia have also made significant contributions. The research is particularly concentrated in North America, Europe, and the Asia-Pacific region. The publications, with their multinational character, are a testament to the growing global interest in the topic, connecting researchers and academics from around the world. Country-level publication output is illustrated in

Figure3.

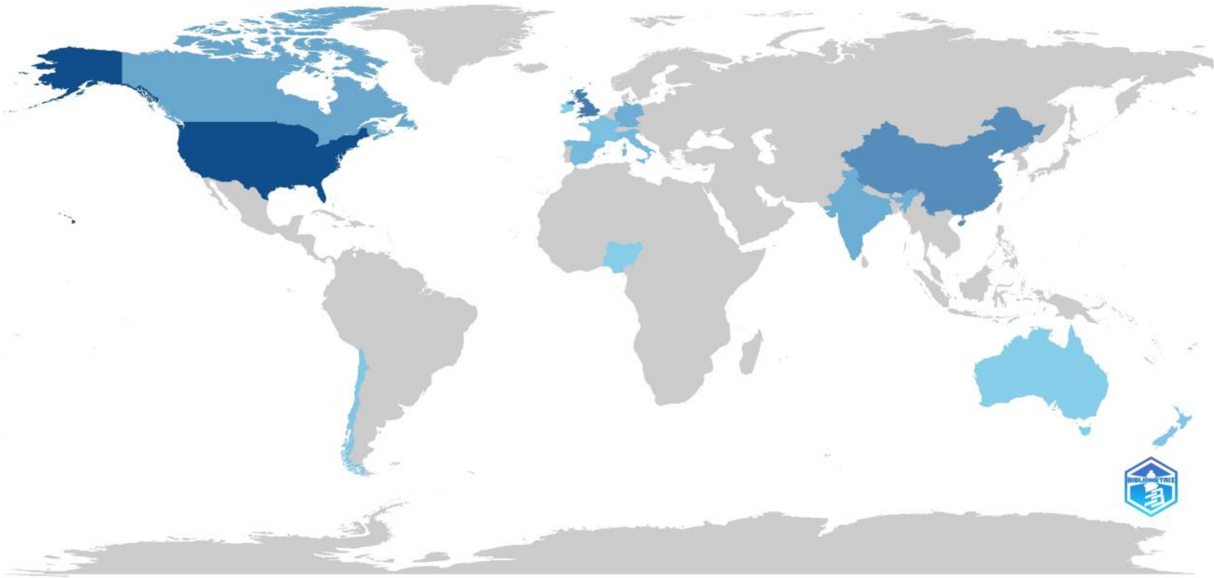

Figure 3. Country-wise Distribution of Academic Publications

Publication Production by Institution

Dartmouth College and the Technical University of Munich stand out as the most productive institutions in this field, each contributing four publications. Their significant contributions underscore their leadership in AI-powered content marketing research. They are followed by institutions such as King's College London, Simon Fraser University, University of Cambridge, University of Illinois, and the University of Seville (Spain) each having produced three publications. In addition, institutions such as Aston Business School, the Center for Collective Intelligence, and the Guangdong University of Technology have contributed two publications each (See Figure 4).

This distribution not only showcases the active exploration of the field by universities in both North America and Europe but also underscores the pivotal role of institutional diversity and academic collaboration. These factors are instrumental in advancing the research landscape, inspiring us with the potential of collective efforts.

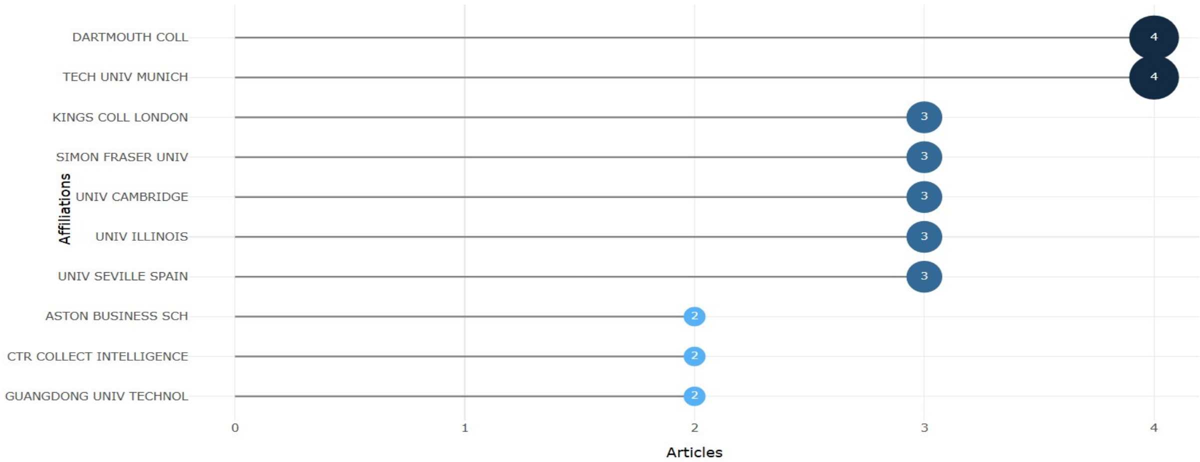

Figure 4. Most Productive Institutions

Publications by Journals

Based on the results of a rigorous bibliometric analysis, it is evident that Information Research – An International Electronic Journal and the International Journal of Research in Marketing have published the highest number of studies on this topic, each featuring two publications related to AI-powered content creation. Other notable sources include Business Horizons, International Journal of Market Research, International Transactions in Operational Research, Journal of Business Research, Journal of Consumer Behaviour, Journal of Public Policy & Marketing, Journal of Retailing and Consumer Services, and the Journal of Services Marketing—each of which contains one relevant publication. This distribution underscores the diverse nature of AI-driven content creation research, which is published across a range of disciplines. This insight broadens your perspective on the interdisciplinary nature of the field, with a significant presence in information systems and marketing-oriented journals. The analysis underscores the burgeoning academic interest at the intersection of marketing and information technologies, as depicted in Figure 5, thereby highlighting the multidisciplinary nature of the field.

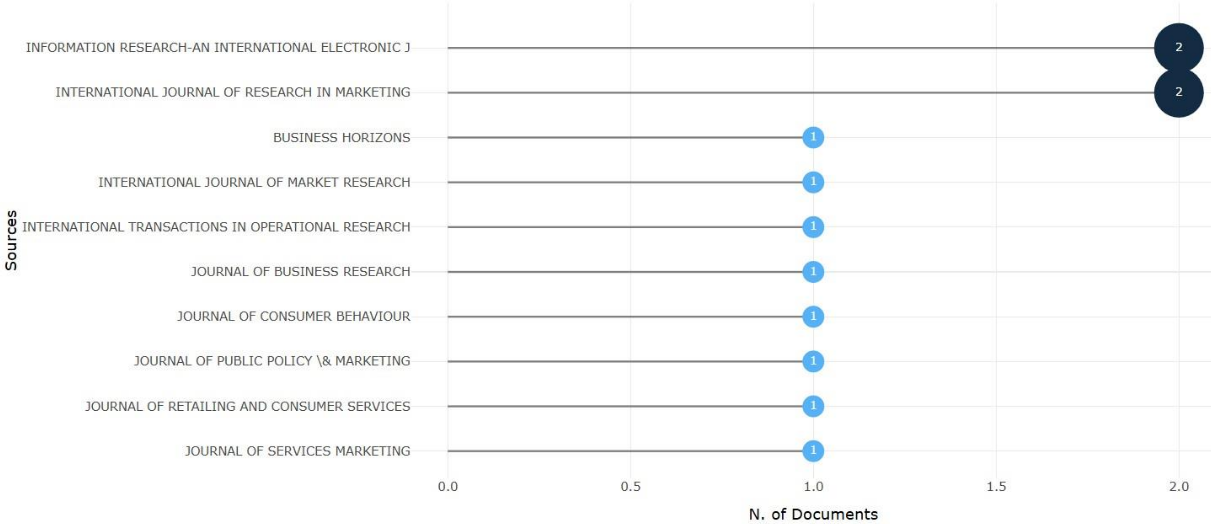

Figure 5. Distribution of Publications by Academic Journal

Most Frequently Used Terms

Based on the keyword analysis, it's evident that the most prevalent concepts in the academic literature are artificial intelligence, impact, performance, knowledge, social media, and content creation. The frequency of these terms underscores the significant role of AI in content creation, keeping you informed about the current trends in the field.

The word cloud, presented in Figure 6, is a visual representation of the core trends in this field. The size and prominence of the words in the cloud correspond to their frequency in the literature, providing a quick and intuitive way to understand the most prevalent concepts in AI-powered content creation research.

The dominance of the terms "artificial" and "intelligence" clearly reveals that AI technology occupies a central position in studies on content production. Meanwhile, the prominence of terms like "impact," "performance," and "knowledge" not only suggests that research often explores AI's role in knowledge generation and marketing effectiveness but also enlightens you about its potential in these areas.

Other notable keywords such as “social media,” “product,” and “image” highlight the significant role of AI in social media content generation, visual design, and the development of digital products, showcasing its versatility and intriguing potential.

Furthermore, terms like “consumer,” “engagement,” “emotions,” and “reactions” underscore the importance of marketing psychology-oriented studies. These studies examine the impact of AI-generated content on consumer behavior, interaction levels, and emotional responses. For example, AI can be used to personalize marketing content based on individual consumer preferences, leading to higher engagement and more positive emotional responses.

Contemporary AI tools directly referenced in the literature include “ChatGPT,” “GPT-4”, “bots,” and “algorithm.” Finally, keywords such as “adoption,” “acceptance,” and “innovation” reflect a strong research focus on the adoption of AI technologies, organizational adaptation processes, and their potential for innovation.

Figure 6. Word Cloud of the Most Frequently Used Terms

Factor Analysis

This analysis visualizes the relationships and thematic clusters among the most frequently co-occurring keywords in studies on AI-powered content creation. At the center of the map, the concepts of artificial intelligence and impact form strong connections with other terms, indicating that the primary research focus in this field is shaped around these two core axes.

Furthermore, the terms performance, social media, knowledge, and product also demonstrate significant levels of connectivity. This underscores the multidimensional nature of AI, which is not confined to technical aspects like algorithms and performance assessments, but also extends to practical application areas such as social media, and functional dimensions, including knowledge generation and product development. This complexity is both intriguing and engaging, offering a rich landscape for exploration.

The overall network structure vividly illustrates that AI-supported content creation is not just a technological domain, but a rich and diverse interdisciplinary research area. It involves not only technical aspects but also behavioral and applied dimensions. This rich tapestry of disciplines coming together in AI content creation is both inspiring and motivating, offering endless possibilities for exploration and innovation. Figure 7 illustrates the keyword co-occurrence network and thematic clusters.

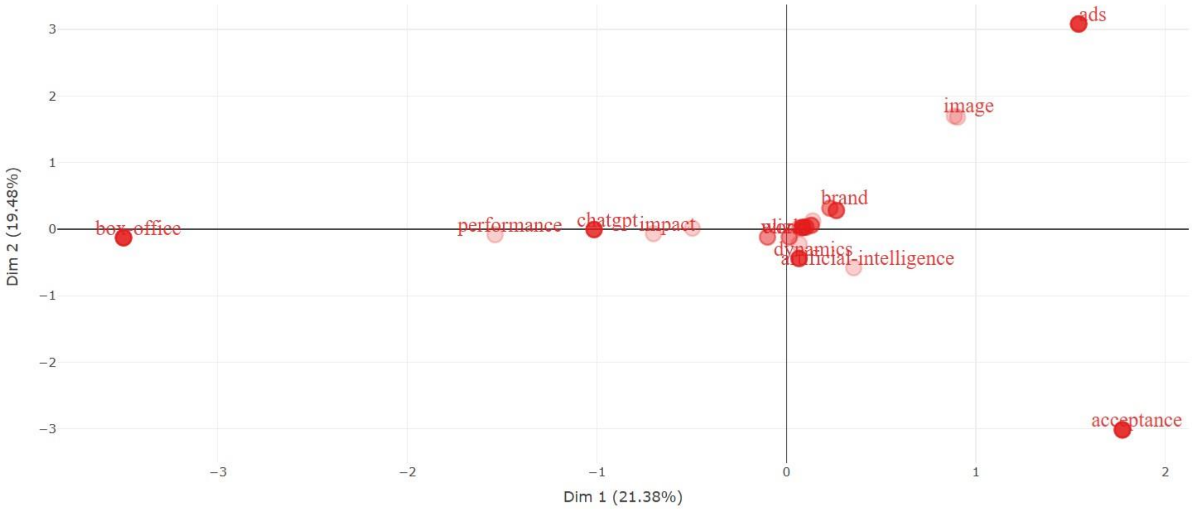

Figure 7. Keyword Co-Occurrence Network and Thematic Clusters

Thematic Network Analysis

The multidimensional scaling (MCA)-based map, presented in Figure 8, positions the keywords found in the literature on AI-powered content creation within a two-dimensional space based on their contextual proximity and co-occurrence frequencies. This visualization reveals the relational distances between concepts, allowing researchers to analyze the degree to which themes are interconnected or distinct.

Keywords located at the center of the map—such as artificial intelligence, impact, performance, brand, ChatGPT, and dynamics—frequently appear together in the literature and are discussed within common thematic frameworks. This tight clustering indicates that these terms typically share similar research questions, theoretical foundations, and application contexts.

In contrast, some keywords placed at the outer regions of the map represent more isolated research themes. For example, box office, located in the lower-left corner, diverges from the other terms and points to a more niche research direction specific to the entertainment industry. Similarly, acceptance, positioned in the lower-right corner, indicates that studies focused on the adoption processes of AI technologies are examined on a relatively independent axis. Terms such as image and ads also suggest that research in visual design and advertising occupies a separate thematic domain.

As illustrated in Figure 8, this multidimensional conceptual map highlights both the strong central structure of the literature and the existence of specialized, narrowly focused subthemes, thereby contributing to the understanding of the field's diversity and the emergence of evolving topic clusters..

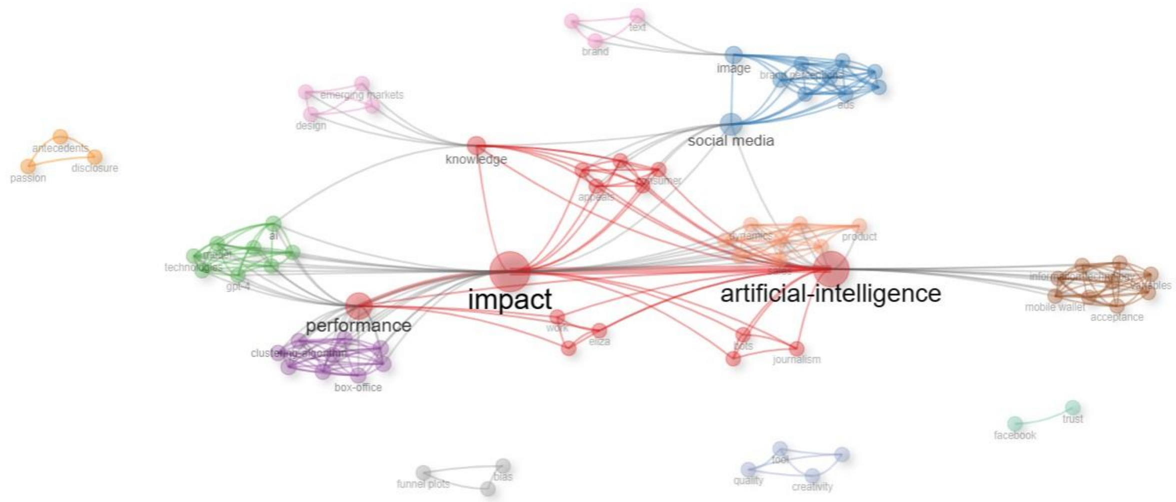

Figure 8. Thematic Concept Map Based on Multidimensional Scaling

International Collaboration Network

An examination of the international collaboration network reveals strong scientific interaction among countries such as the United States, the United Kingdom, Canada, and Italy. The overall rate of internationally co-authored studies across all analyzed articles is calculated to be 33.33%.

The collaboration network map, shown in Figure 9, illustrates the co-authorship relationships among academic researchers in the field of AI-powered content creation. Notably, the cluster formed around Chang and Gu C demonstrates the strongest and most concentrated connections, positioning it as one of the key productive hubs in the field. Similarly, the group led by Akpan and Asuama A. AA stands out for its tight collaboration links.

Authors such as Cioppi and Francioni B have fewer collaborators but are considered high-contributing individuals. Many other authors contribute to the field through dyadic (two-person) collaborations, indicating a limited scope of collaborative engagement.

Overall, while the network is centered around a few strong nodes, it does not show widespread distribution, and collaborations remain relatively limited. This suggests a need for more multi-authored and interdisciplinary studies to strengthen the collaborative structure of the field..

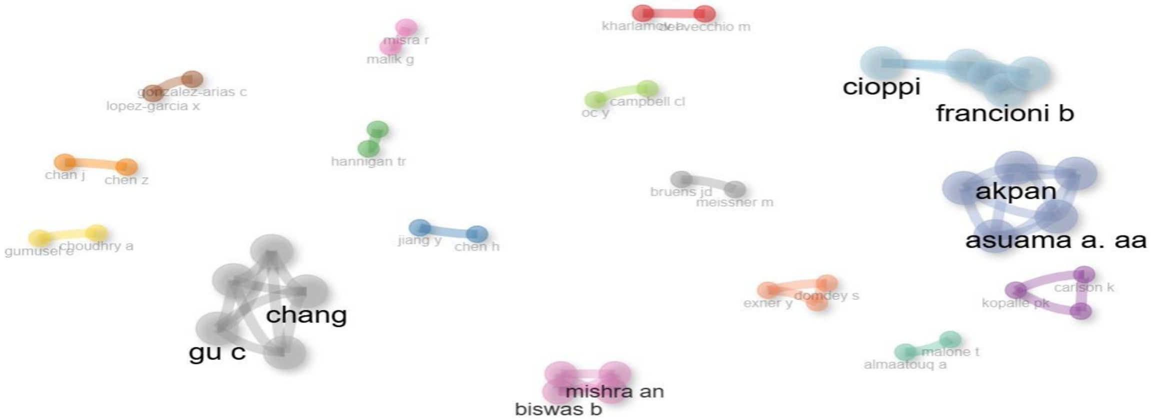

Figure 9. International Co-Authorship Network

DISCUSSION

This study comprehensively examines the effectiveness of AI-powered content creation in marketing through a systematic literature review and bibliometric analysis. The findings reveal that while AI technologies play a transformative role in marketing content production, they also introduce new challenges and ethical responsibilities.

The potential of Generative AI (GenAI) in content creation has been a subject of extensive discussion across numerous studies. Some research underscores the positive effects of using GenAI as a supportive tool in the creative process—especially in enhancing the performance of non-experts (e.g., Chen & Chan, 2024). This optimistic view is balanced by warnings that full automation may weaken consumer trust and brand perception (Brüns & Meißner, 2024). Hybrid approaches, combining human and AI-generated outputs, have been proposed as the ideal solution (De Cicco et al., 2025).

Consumer responses to AI-generated content are found to be highly complex. Studies have shown that perceived artificiality in product advertisements (Gu et al., 2024), a lack of empathy in influencer content (Zhang et al., 2025), and low engagement in educational content (De Cicco et al., 2025) can negatively impact trust and interaction. Therefore, brands must choose content formats that align with their target audience segments, as consumer trust is a key factor in the success of AI-generated content.

In the context of conversation-based systems (e.g., chatbots and digital assistants), epistemic risks, misinformation, and anthropomorphic design have emerged as key concerns (Hannigan et al., 2024; Misra et al., 2025). Epistemic risks refer to threats to information reliability resulting from AI-generated content that is false, fabricated, or misleading, which can seriously undermine consumer trust in the information. The anthropomorphic design aims to give AI systems human-like features (e.g., facial expressions, voice tone, conversational style) to foster a warmer and more trustworthy user experience. However, such designs may distort perceptions of reality and raise ethical concerns. For chatbots to function effectively, it is recommended to incorporate localization, emotional intelligence, and trust mechanisms into their design.

The impact of GenAI on visual (Hartmann et al., 2025) and video content (Mishra et al., 2025) is receiving increasing attention. It has been demonstrated that AI-generated visuals can rival human-made content in both aesthetic appeal and performance. Video studies also found that the social distance between the narrator and the viewer influences content success.

Ethical boundaries and content safety related to GenAI are central to many studies included in this review. Issues such as plagiarism, manipulative content, and the generation of fake reviews pose significant risks in various domains, including media (González-Arias & López-García, 2023), e-commerce (Pérez-Castro et al., 2023), and social media (Zhou et al., 2025). The gravity of these issues underscores the need for practical solutions, including watermarking, labeling, public awareness campaigns, and regulatory frameworks, to mitigate these risks.

GenAI is not limited to content creation alone; it has also been integrated into areas such as business model innovation (Teng et al., 2025), emotional data analytics (Del Vecchio et al., 2021), and luxury consumption strategies (Oc et al., 2023). From a strategic standpoint, it is recommended that firms view GenAI not only as a tool for operational efficiency but also as a source of creative and differentiating competitive advantage.

CONCLUSION

This systematic literature review analyzed 21 SSCI- and SCI-E-indexed studies published between 2021 and 2025, examining the impact of artificial intelligence (AI)—particularly generative AI (GenAI)—on content marketing thematically. The findings reveal that AI has triggered transformations across a broad spectrum, from content creation to consumer engagement, brand strategies, and ethical and legal challenges.

One of the key findings of the study is that GenAI plays both an assistive and transformative role in marketing processes. GenAI offers significant speed and cost advantages, particularly in the production of advertising copy, product reviews, and visual and video content. However, the unrestricted use of these technologies may lead to a decline in perceived brand authenticity, a lack of trust, and a lack of empathy. This highlights the importance of hybrid content models that leverage human-AI collaboration.

From the perspective of consumer perception, AI-generated content is often questioned in terms of eeriness, artificiality, and authenticity. At the same time, human influencers are found to be more effective in establishing emotional connections. Therefore, content type, target audience characteristics, and perceptual alignment strategies are critical to achieving marketing effectiveness.

Conversational AI applications (e.g., chatbots) present mixed findings regarding user satisfaction and epistemic risks. The accuracy, transparency, and localized language use of chatbot-generated content have a significant influence on user experience and continued usage intention. Anthropomorphic design elements and trust factors play a vital role in sensitive sectors such as banking.

The studies also draw attention to the ethical and regulatory dimensions of AI technologies. Risks such as fake content generation, deceptive reviews, copyright infringement, and misinformation necessitate proactive measures by both brands and policymakers. Proposed regulations include labeling AI-generated content, implementing watermarking techniques, promoting public data literacy education, and utilizing transparent algorithms.

In conclusion, this study makes significant contributions to both academic and practical domains by revealing the multifaceted effects of generative AI in content marketing. Future research is encouraged to explore further psychological consumer responses, long-term brand impacts, and interactive content dynamics and to employ more inclusive datasets. Additionally, comparative studies on the effects of GenAI across different geographic and cultural contexts will be valuable for shaping global marketing strategies.

Theoretical Contributions

This study presents a comprehensive and multi-layered theoretical analysis of the field of AI-powered content marketing, drawing on recent SSCI- and SCI-E-indexed publications to provide a thorough understanding of the topic.

First, this study introduces a novel framework by systematically mapping the ongoing debate in the literature regarding whether GenAI serves as an “assistant” or a “replacement” in marketing contexts. It re-evaluates the interaction between human-centered creative processes and AI-driven production practices in terms of content quality, consumer perception, and brand authenticity. In this context, the study fills a gap in the literature on hybrid content creation models and proposes a classification that could form the basis for future theoretical models.

Second, the research reveals how variables such as trust, empathy, eeriness, and perceived intelligence of AI-generated content function in marketing communication, especially from a consumer behavior perspective. It advances the literature by moving beyond prior studies. It presents new findings that can be linked to emotional-technological interface theories regarding the psychological effects of GenAI on user experience.

Third, by examining the epistemic risks associated with conversational AI tools and the role of anthropomorphic design elements on user satisfaction, the study deepens the marketing communication literature from the perspectives of digital ethics and algorithmic trust. This contribution enables a reinterpretation of frameworks such as UTAUT, ECM, and anthropomorphism theories within the context of content marketing.

Fourth, the study contributes to visual marketing theories by addressing the performance, aesthetic, and engagement dimensions of AI-supported video and visual content through the lens of sensory and visual persuasion models. It also emphasizes the role of elements such as emotional arcs, semantic flows, and social distance in determining content success in media analysis.

Finally, the study integrates ethical, legal, and societal dimensions of AI-generated content into the marketing literature by introducing perspectives on digital ethics, data governance, and algorithmic accountability. In doing so, it offers a holistic evaluation of the impact of GenAI applications not only at an operational level but also at a normative one.

These theoretical contributions not only promote an interdisciplinary approach in both content marketing and AI-driven digital marketing research but also offer a structured conceptual foundation for future scholarly work, providing practical insights for marketing and AI practitioners.

Practical Contributions

This systematic literature review provides valuable insights for practitioners in the field of AI-powered content marketing. The findings offer a range of recommendations relevant to a broad set of stakeholders, including marketing managers, content strategists, technology developers, and policymakers.

First, the efficiency and speed advantages offered by GenAI in content creation are undeniable. However, the direct and fully automated use of such technologies may erode consumer trust in brand authenticity. Therefore, companies are strongly encouraged to adopt hybrid content strategies supported by human input. This balanced approach reassures the audience that authenticity is preserved while maintaining operational efficiency.

Consumer responses to AI-generated content are not solely influenced by technical factors but also by psychological and emotional dynamics. Feelings of artificiality, lack of empathy, and eeriness can deter less digitally literate users. Therefore, it is crucial to tailor content to target audiences and design it with emotionally appropriate tones for different demographic groups.

In conversational AI applications, such as chatbots and digital assistants, elements like anthropomorphic design and cultural localization are crucial for enhancing user satisfaction. Trust, effort expectancy (the perceived ease of use of the chatbot), and perceived empathy are key factors in chatbot usage. Therefore, companies should not only ensure technical accuracy but also focus on the relational quality of interactions.

Fourth, the benefits of GenAI in visual and video content creation—in terms of aesthetics, speed, and cost-effectiveness—are particularly notable. However, the effectiveness of such content should be monitored regularly through A/B testing, sentiment analysis, and user feedback. It's crucial to maintain a balance between quality standardization and authenticity, which should instill confidence in the audience's content strategies.

Fifth, the growing role of AI in content production introduces ethical and security-related challenges that cannot be overlooked. Risks such as deceptive reviews, copyright violations, and algorithmic bias pose threats to brand reputation and consumer trust. Therefore, companies should develop transparency policies, such as clearly labeling AI-generated content, and implement technological solutions (e.g., watermarking and content labeling) that are aligned with applicable regulations.

Finally, GenAI offers opportunities not only in content creation but also in business model innovation. Firms seeking to develop new value propositions, personalized service models, and creative solutions should position GenAI as a strategic lever, integrating it into a holistic marketing vision that delivers not just tactical benefits but also long-term competitive advantage. This innovation potential should inspire practitioners to explore new possibilities in their field.

Limitations

This study has evaluated the effectiveness of AI-powered content creation in marketing through a comprehensive systematic literature review and bibliometric analysis. However, like all research, it has certain limitations.

First, the analysis was conducted using only the Web of Science (WoS) database, and only articles indexed in SSCI and SCI-E were included. While this approach ensured a high-quality subset of the literature, the exclusion of studies published in other vital sources (e.g., Scopus, Google Scholar) may have limited the scope of the review.

Second, the 21 selected articles cover a relatively recent period (2021–2025). Since the academic literature on AI-powered content creation has not yet reached full maturity, some theoretical frameworks and conceptual models are still under development. As a result, the findings may evolve as the broader literature base matures.

Third, the bibliometric analysis focused on metrics such as collaboration networks, keyword clusters, and publication productivity. However, more in-depth analytical techniques—such as content analysis or text mining—were not employed. This may have limited the depth of the conceptual insights that could have been extracted.

Finally, the review was restricted to articles published in the English language. This may have excluded cultural or regional variations reflected in studies written in languages other than English, thus limiting the global generalizability of the findings.

Recommendations for Future Research

While this systematic literature review identifies key trends and the current state of knowledge in the field of AI-powered content marketing, it also reveals several research gaps. These gaps present exciting opportunities for future studies that could significantly advance our understanding of AI in marketing. Accordingly, the following multifaceted recommendations are proposed, each with the potential to inspire and motivate further research:

First, the debate over whether GenAI plays a supportive or substitutive role in content creation remains theoretically unresolved. Future research should investigate human-AI collaboration models in greater detail, focusing on measuring their direct and indirect effects on content quality, brand perception, and consumer behavior. In particular, the performance of hybrid content production models should be assessed using longitudinal experimental designs.

Second, the psychological mechanisms underlying consumer responses (e.g., eeriness, perceived artificiality, perceived empathy) have mostly been tested through experimental research. However, the generalizability of these findings across different cultural, socio-demographic, and platform-specific contexts remains underexplored. Therefore, multi-country and cross-cultural comparative studies will enhance our understanding of how GenAI content is perceived and accepted.

Third, existing findings on epistemic risks, anthropomorphism, and trust factors in conversational AI applications (e.g., chatbot digital assistants) are primarily based on cross-sectional data. Thus, longitudinal studies are needed to model better how user perceptions evolve and how continuous usage behavior is shaped. Additionally, real-time interactions and neuromarketing-based methods could be employed to gain deeper insight into the emotional effects of these interactions.

Fourth, the impact of GenAI on video and visual content has not yet been examined within the broader marketing mix (4Ps). Future research should explore the influence of GenAI in visual content production not only through performance metrics but also through behavioral outcomes such as consumer experience, perceived brand value, and purchase intention.

Fifth, ethical, legal, and governance-related issues emerging from the integration of GenAI into marketing strategies should be examined more comprehensively. This examination should not be limited to a single discipline but should instead be approached through interdisciplinary methods. In particular, experimental and conceptual models related to fake reviews, algorithmic bias, and content transparency should be developed to inform future policy frameworks.

Finally, the opportunities offered by GenAI extend far beyond content creation. Future research should develop theoretical frameworks for its use in areas such as business model innovation, synthetic data generation, micro-segmentation, and hyper-personalization. For instance, GenAI can be used to create synthetic data for training AI models or to personalize marketing messages based on micro-segmented consumer groups. Supporting these areas with case studies of innovative applications will further demonstrate the potential of GenAI.

References

Adepoju, A. H., Eweje, A., Collins, A., & Austin-Gabriel, B. (2024). Automated offer creation pipelines: An innovative approach to improving publishing timelines in digital media platforms. International Journal of Multidisciplinary Research and Growth Evaluation, 5(6), 1475-1489.

Akpan, I. J., Kobara, Y. M., Owolabi, J., Akpan, A. A., & Offodile, O. F. (2025). Conversational and generative artificial intelligence and human–chatbot interaction in education and research. International Transactions in Operational Research, 32(3), 1251-1281.

Andrejkovics, Z. (2019). Together: AI and human. On the same side. Amazon Digital Services LLC.

Asar, S. H., Jalalpour, S. H., Ayoubi, F., Rahmani, M. R., & Rezaeian, M. (2016). PRISMA; preferred reporting items for systematic reviews and meta-analyses. Journal of Rafsanjan University of Medical Sciences, 15(1), 68-80.

Azarian, M., Yu, H., Shiferaw, A. T., & Stevik, T. K. (2023). Do we perform systematic literature review right? A scientific mapping and methodological assessment. Logistics, 7(4), 89.

Bano, R., Azim, F., Mahmood, Z., Sanaullah, A., & Ali, O. (2025). The Role of Artificial Intelligence in Personalized Marketing: Enhancing Customer Experience, Predictive Targeting, and Brand Engagement. The Critical Review of Social Sciences Studies, 3(2), 50-65.

Bansal, G., Nawal, A., Chamola, V., & Herencsar, N. (2024). Revolutionizing visuals: the role of generative AI in modern image generation. ACM Transactions on Multimedia Computing, Communications and Applications, 20(11), 1-22.

Bhuiyan, M. S. (2024). The role of AI-Enhanced personalization in customer experiences. Journal of Computer Science and Technology Studies, 6(1), 162-169.

Brüns, J. D., & Meißner, M. (2024). Do you create your content yourself? Using generative artificial intelligence for social media content creation diminishes perceived brand authenticity. Journal of Retailing and Consumer Services, 79, 103790.

Carlson, K. D., & West, B. C. (2023). The impact of AI-generated content on consumer trust and brand perception. International Journal of Research in Marketing, 40(3), 511–527.

Chaurasia, M. S. A. (2025). Ethical Concerns and Challenges in AI-Generated Content. MultidisciplinarX Research for Sustainable Solutions, 58.

Chen, Z., & Chan, J. (2024). Large language model in creative work: The role of collaboration modality and user expertise. Management Science, 70(12), 9101-9117.

Chintalapati, S., & Pandey, S. K. (2022). Artificial intelligence in marketing: A systematic literature review. International Journal of Market Research, 64(1), 38-68.

De Cicco, R., Iannello, P., & Salo, J. (2025). Emotional AI for marketing: Enhancing content personalization. Journal of Services Marketing, 39(1), 45–58. https://doi.org/10.1108/JSM-04-2024-0153

Del Vecchio, M., Di Minin, A., & Petruzzelli, A. M. (2021). AI-enabled marketing innovation: Strategic directions for future research. Journal of the Operational Research Society, 72(10), 2347–2361.

Gonzalez-Arias, C., & Lopez-Garcia, X. (2023). Artificial intelligence in marketing: Analysis of content creation processes. Profesional de la Información, 32(1), e320107.

Gu, C., & Chen, R. (2024). AI in digital content marketing: A bibliometric and thematic analysis. Journal of Theoretical and Applied Electronic Commerce Research, 19(1), 25–42.

Gupta, R., Tiwari, S., & Chaudhary, P. (2025). Applications of Generative AI Models. In Generative AI: Techniques, Models and Applications (pp. 187-208). Cham: Springer Nature Switzerland.

Hannigan, T. R., & McCarthy, I. P. (2024). Governing AI for marketing content: An emerging research agenda. Business Horizons, 67(2), 205–216.

Hartmann, J. (2025). AI-generated content and the future of brand storytelling. International Journal of Research in Marketing, 42(1), 101–119.

He, X., & Fang, L. (2024). Regulatory Challenges in Synthetic Media Governance: Policy Frameworks for AI-Generated Content Across Image, Video, and Social Platforms. Journal of Robotic Process Automation, AI Integration, and Workflow Optimization, 9(12), 36-54.

Helmer, J., Hawa, J., & Plewa, C. (2025). Digital technology as market shaper: A typology of digital technology roles for shaping markets. Electronic Markets, 35(1), 1-21.

Hermann, E., & Puntoni, S. (2024). EXPRESS: Generative AI in Marketing and Principles for Ethical Design and Deployment. Journal of Public Policy & Marketing, 07439156241309874.

Islam, M. A., Fakir, S. I., Masud, S. B., Hossen, M. D., Islam, M. T., & Siddiky, M. R. (2024). Artificial intelligence in digital marketing automation: Enhancing personalization, predictive analytics, and ethical integration. Edelweiss Applied Science and Technology, 8(6), 6498-6516.

Jami Pour, M., & Karimi, Z. (2024). An integrated framework of digital content marketing implementation: an exploration of antecedents, processes, and consequences. Kybernetes, 53(11), 4522-4546.

Jia, M., Zhao, Y. C., Zhang, X., & Wu, D. (2025). “That looks like something I would do”: understanding humanities researchers’ digital hoarding behaviors in digital scholarship. Journal of Documentation, 81(1), 24-55.

Karami, A., Shemshaki, M., & Ghazanfar, M. (2024). Exploring the Ethical Implications of AI-Powered Personalization in Digital Marketing. Data Intelligence, In-Press.

Katirai, A. (2024). Ethical considerations in emotion recognition technologies: a review of the literature. AI and Ethics, 4(4), 927-948.

Kumar, L. A., & Renuka, D. K. (2023). Deep learning approach for natural language processing, speech, and computer vision: techniques and use cases. CRC Press.

Kumar, V., Ashraf, A. R., & Nadeem, W. (2024). AI-powered marketing: What, where, and how?. International Journal of Information Management, 77, 102783.

Lund, B., Orhan, Z., Mannuru, N. R., Bevara, R. V. K., Porter, B., Vinaih, M. K., & Bhaskara, P. (2025). Standards, frameworks, and legislation for artificial intelligence (AI) transparency. AI and Ethics, 1-17.

Mergen, A., Çetin-Kılıç, N., & Özbilgin, M. F. (2025). Artificial intelligence and bias towards marginalised groups: Theoretical roots and challenges. In J. Vassilopoulou & O. Kyriakidou (Eds.), AI and diversity in a datafied world of work: Will the future of work be inclusive? (Vol. 12, pp. 17–38). Emerald Publishing.

Mishra, A. N., Sengupta, P., Biswas, B., Kumar, A., & Coussement, K. (2025). Leveraging Machine learning and generative AI for content Engagement: An Exploration of drivers for the success of YouTube videos. Journal of Business Research, 193, 115330.

Misra, A. N., & Malik, G. (2025). User perceptions of AI-driven marketing content: An empirical study. Management Decision, 63(3), 455–473.

Münster, S., Maiwald, F., di Lenardo, I., Henriksson, J., Isaac, A., Graf, M. M., ... & Oomen, J. (2024). Artificial intelligence for digital heritage innovation: Setting up a r&d agenda for europe. Heritage, 7(2), 794-816.

Oc, Y. (2023). Consumer acceptance of AI-generated marketing content: Moderating role of perceived anthropomorphism. Psychology & Marketing, 40(5), 972–984.

Passas, I. (2024). Bibliometric analysis: the main steps. Encyclopedia, 4(2).

Perez-Castro, A. M., & Vaccaro, M. (2023). Artificial intelligence and content personalization: Theoretical implications. Technological Forecasting and Social Change, 193, 122561.

Phillips, S. C., & Carley, K. M. (2024). An organizational form framework to measure and interpret online polarization. Information, Communication & Society, 27(6), 1163-1195.

Raut, S., Chandel, A., & Mittal, S. (2025). Enhancing marketing and brand communication with AI-driven content creation. In AI, corporate social responsibility, and marketing in modern organizations (pp. 139-172). IGI Global Scientific Publishing.

Renaldo, N., Tanjung, A. R., Mukhsin, M., Santoso, P. H., Tjahjana, D. J. S., Suhardjo, S., ... & Hadi, S. (2025). AI Content Generator in the Young Accounting Scholars Association. Seroja Journal of Empowerment and Community Service, 1(1), 8-13.

Roshne, V., Balaji, S. R., Sowndharyan, V. R. S., & Vivek, C. (2024, April). Empowering Content Creation using Artificial Intelligence-The Role of Caption Writing: An Overview. In 2024 International Conference on Science Technology Engineering and Management (ICSTEM) (pp. 1-6). IEEE.

Salem, H., Salloum, H., Orabi, O., Sabbagh, K., & Mazzara, M. (2025). Enhancing News Articles: Automatic SEO Linked Data Injection for Semantic Web Integration. Applied Sciences, 15(3), 1262.

Sangsawang, T. (2024). Predicting ad click-through rates in digital marketing with support vector machines. Journal of Digital Market and Digital Currency, 1(3), 225-246.

Šola, H. M., Qureshi, F. H., & Khawaja, S. (2025, March). Human-Centred Design Meets AI-Driven Algorithms: Comparative Analysis of Political Campaign Branding in the Harris–Trump Presidential Campaigns. In Informatics 12(1) p. 30. MDPI

Sreenivasan, A., & Suresh, M. (2024). Design thinking and artificial intelligence: A systematic literature review exploring synergies. International Journal of Innovation Studies. 8(3), 297–312.

Teng, D., & Zhang, Y. (2025). The evolving role of AI in marketing content generation: Insights from Technovation. Technovation, 126, 102713.

Vaccaro, M., Almaatouq, A., & Malone, T. (2024). When combinations of humans and AI are useful: A systematic review and meta-analysis. Nature Human Behaviour, 1-11.

Vashishth, T. K., Sharma, K. K., Kumar, B., Chaudhary, S., & Panwar, R. (2025). Enhancing customer experience through AI-enabled content personalization in e-commerce marketing. Advances in digital marketing in the era of artificial intelligence, 7-32.

Wang, T. C., Guo, R. S., Chen, C., & Li, C. K. (2025). Multi-Stage Data-Driven Framework for Customer Journey Optimization and Operational Resilience. Mathematics, 13(7), 1145.

Zhang, Y., Zhu, J., Chen, H., & Jiang, Y. (2025). Enhancing Trust and Empathy in Marketing: Strategic AI and Human Influencer Selection for Optimized Content Persuasion. Journal of Consumer Behaviour, 24(2), 866-885.

Zhao, F. F., He, H. J., Liang, J. J., Cen, J., Wang, Y., Lin, H., ... & Cen, L. P. (2025). Benchmarking the performance of large language models in uveitis: a comparative analysis of ChatGPT-3.5, ChatGPT-4.0, Google Gemini, and Anthropic Claude3. Eye, 39(6), 1132-1137.

Zhou, K. Z., Choudhry, A., Gumusel, E., & Sanfilippo, M. R. (2025). 'Sora is incredible and scary': public perceptions and governance challenges of text-to-video generative AI models. Information Research an international electronic journal, 30(iConf), 508-522.

Conflict of Interest

The authors have declared that there is no conflict of interest

Author Contributions

G.A. contributed to the development of the conceptual framework; İ.H.E. conducted the data analysis and completed the remaining sections of the manuscript.