VISUAL REVIEW | Vol. 18, No. 6, 2026 | ISSN 2695-9631
International Visual Culture Review / Revista Internacional de Cultura Visual
https://doi.org/10.62161/revvisual.v18.6287

VISUAL BRANDING IN THE ALGORITHMIC AGE: Authenticity, Human Involvement and Hybrid Models

DANIEL MARTÍNEZ-PÉREZ [1]
daniel.martinez@estudiantes.uva.es
DANIEL MUÑOZ-SASTRE [1]
daniel.munoz.sastre@uva.es
[1] University of Valladolid, Spain

KEYWORDS

Generative artificial intelligence
Visual brand identity
Perceived authenticity
Digital branding
Creative algorithms
Consumer perception
Technology ethics

ABSTRACT

This study examines how generative artificial intelligence is transforming visual brand identity and consumer perception. Through a theoretical analysis combined with specific case studies, it demonstrates that AI-generated content elicits ambivalent responses: while personalisation and efficiency enhance engagement, the absence of human cues undermines perceived authenticity. The findings show that hybrid human–AI models preserve trust when alignment with consumers' self-image offsets the effects of automation. The study identifies ethical challenges relating to cultural bias, intellectual property and transparency, highlighting the need for international regulatory frameworks to support the adoption of generative AI in branding.

Received: 03/ 07 / 2026
Accepted: 05/ 10 /2026

1. Introduction

The adoption of generative artificial intelligence (GenAI), particularly through text-to-image applications and style generation, is transforming the production of visual content used in branding strategies. Branding refers to consumers' perceptions of and associations with a brand, shaped through its communications, values and overall experiences (Caviggioli et al., 2020). The integration of these new tools into tasks such as the development and implementation of marketing communications, together with all the processes these entail, has generated considerable debate regarding their influence on brand authenticity. Defined as the extent to which a brand is perceived as genuine, credible and trustworthy (Barbe & Neuburger, 2021; Campagna et al., 2023), authenticity remains a critical driver of consumer trust and loyalty.

Accordingly, by harnessing GenAI for content creation, brands can enhance their image through personalised and creative narratives at scale (Brüns & Meißner, 2024; Cao et al., 2023; Israfilzade & Sadili, 2024).

Nevertheless, other studies warn that excessive reliance on AI-generated content may erode core brand values when consumers perceive a lack of human input and emotional connection (Kirkby et al., 2023; Solnet et al., 2019). This is particularly critical in sectors such as fashion, luxury and the restaurant industry, where individuality and sincerity are highly valued (Chatzopoulou, 2018; Kovács et al., 2014).

There is therefore a need to investigate how consumers perceive these visual messages and which factors influence their acceptance: the context of use, product type and transparency are key determinants (Castelo et al., 2019; Kunz & Wirtz, 2024).

1.1 Context and Relevance of the Study

The rise of generative artificial intelligence in visual branding reflects the growing demand for personalisation, efficiency and speed in the production of visual content. In technical terms, text-to-image generation models are based on deep neural networks trained on large volumes of data, enabling them to generate high-quality synthetic images from instructions formulated in natural language, commonly referred to as prompts (Oppenlaender, 2022; Ramesh et al., 2021; Struppek et al., 2023; Tang et al., 2022; Vimpari et al., 2023).

These capabilities have led to the development of accessible tools for creating generative content, including conversational chatbots. By providing natural language interfaces, these technologies lower barriers to use, facilitating their adoption and reinforcing their relevance in communication and brand building (Feuerriegel et al., 2024).

In branding and digital marketing, AI is particularly effective in content creation (Wahid et al., 2023), thereby meeting the constant demand from users and consumers. As a result of recent advances (Kshetri et al., 2024), brands may be able to automate the content creation process, from audience analysis and ideation to the design of the content itself (Brüns & Meißner, 2024). Gartner (2023) identifies three adoption scenarios: no implementation, assisted use or full automation.

This study provides insight into the psychological and behavioural mechanisms underlying consumer responses to AI-generated content.

2. Objectives and Hypothesis

Given the growing importance of GenAI in many branding processes, it is necessary to examine the role of these tools in brand management in order to identify not only their potential, but also how the work produced using them is perceived by audiences. To this end, the study pursues the following objectives:

- To examine the impact of GenAI on the perceived authenticity of brands. To assess the role of personalisation and co-creation in authenticity.
- To analyse the risks and opportunities associated with the use of GenAI in visual branding. To propose a conceptual model linking GenAI, visual identity and consumer perception.

This study is based on the following hypothesis:

The effect of GenAI on brand authenticity is mediated by congruence with consumers' self-image and the brand's historical identity, as well as by the presence of human cues. Contextualised

transparency in hybrid models preserves trust, whereas automation without an accompanying narrative triggers the algorithm discount.

To achieve these objectives and determine whether the proposed hypothesis is supported or rejected, the study adopts an exploratory and analytical qualitative methodology based on the approaches proposed by Gioia et al. (2013), Webster and Watson (2002), and Yin (2018). This methodology integrates three complementary approaches:

- A systematic review of academic literature from different disciplines (branding, consumer psychology, human–AI interaction, technology ethics and digital marketing). This seeks to identify the predominant theoretical frameworks, examine the state of the art in generative AI and visual branding, and identify tensions and potential conceptual gaps.
- A critical theoretical and conceptual analysis that enables pre-existing theoretical frameworks, such as anthropomorphism and perceived authenticity, to be reinterpreted while also allowing original explanatory models to be developed. These models make it possible to identify patterns and formulate hypotheses concerning consumer perception, identity congruence and the interaction between humans and algorithms.
- A comparison of real-world cases across different sectors (the restaurant sector; fashion and luxury; and e-commerce) in order to assess the proposed hypothesis. In each sector analysed, the study examines how brands integrate GenAI into their visual identity and which sector-specific effects can be identified.

These three approaches also shape the four phases of the research. The first phase consists of establishing the theoretical foundations through a systematic review of the existing literature and the selection of relevant sources. The second phase involves constructing the conceptual and theoretical framework on the basis of the analysis of the selected sources. The third phase comprises a comparative analysis of cases from different sectors. The fourth and final phase focuses on drawing conclusions and formulating strategic recommendations.

3. The Impact of Generative AI on Visual Brand Identity

3.1 Consumer Perception: Authenticity and Emotional Closeness

GenAI is constantly evolving and has brought substantial improvements across a range of fields, including brand–consumer relationships. It can enhance personalisation, insight generation and content creation (Kshetri et al., 2024). It plays a central role in digitalisation processes and the creation of branded content, drawing on data to automate decision-making and communication with customers. These technologies make it possible to generate personalised recommendations based on users' individual preferences and behaviours, as well as to implement chatbots to manage and improve customer service (Chang & Park, 2024; Kim et al., 2023).

From a favourable perspective, some authors argue that GenAI can help strengthen perceived authenticity by producing coherent, data-driven content and facilitating closer alignment between the brand's tone and consumer expectations (Anantrasirichai & Bull, 2022; Feuerriegel et al., 2024). In this regard, its use makes it possible to scale personalised narratives and experiences, thereby reinforcing the relationship with the target audience (Babatunde et al., 2024).

However, this optimistic view coexists with growing scepticism, as recent studies indicate that the use of these algorithms may trigger distrust among consumers, resulting in less favourable assessments of the authenticity and creativity of branded content (Brüns & Meißner, 2024; Jakesch et al., 2023; Kučinskas, 2024). This may be particularly evident in high-involvement sectors, where closeness and sincerity play a central role in the brand experience (Chatzopoulou, 2018; Kovács et al., 2014).

To understand these perceptions, it is useful to consider previous research on interactions with intelligent agents that display human-like behaviour. This body of research is structured around two main lines of inquiry. The first concerns uncanny valley theory (Mori, 1970), which holds that, as an artificial entity becomes increasingly human-like, it may provoke a negative emotional response (Schwind et al., 2018). In this regard, when a high degree of visual or linguistic realism subsequently fails to meet human expectations, conflicts may arise in mental categorisation processes (Stein & Ohler, 2017). Although this theory was initially applied to robotics, it was subsequently extended to artificial intelligence tools, where expressions of warmth or friendliness have been found to be unsettling for

some users (Liu & Sundar, 2018; Ta et al., 2020), particularly when these tools adopt highly anthropomorphic visual forms (Ciechanowski et al., 2018; Rapp et al., 2021).

The second line of inquiry addresses the humanisation of technology, namely the attribution of human qualities to artificial entities, a phenomenon known as anthropomorphism (Festerling & Siraj, 2022; Haslam, 2006; Haslam & Loughnan, 2014). The literature distinguishes between two dimensions: "human uniqueness" and "human nature". This distinction helps explain how people may attribute human traits to technological agents, giving rise to phenomena such as infrahumanisation, when certain human qualities are denied (Leyens et al., 2003), or superhumanisation, when attributes such as intelligence or efficiency are emphasised (Li et al., 2014).

These two perspectives help explain why GenAI may both strengthen brands and generate rejection or distrust towards brands that implement these algorithms. While communication design aligned with consumer expectations may strengthen emotional connection, excessive realism or a lack of coherence may erode the relationship with consumers.

From a conceptual perspective, a brand's visual identity produced entirely by AI may be understood as a perfect mask: coherent and aesthetically refined, yet devoid of the subtle expressive cues that consumers associate with warmth and human presence.

3.2 Personalisation and Co-creation: Effects on Perceived Authenticity

Regarding consumption models, the evolution of the digital environment has transformed the role of consumers. Whereas individuals previously acted as passive recipients of brand messages, they now participate actively in shaping, creating and disseminating brand narratives. In this new context, consumers are positioned on an equal footing with brands, no longer merely as spectators but as active participants in branding. Through its integration into this type of content, AI plays a central role in the relationship between the two.

Both parties benefit from this symbiosis. On the one hand, the use of GenAI tools makes it possible to anticipate consumer preferences and deliver personalised content at scale, optimising the efficiency and relevance of communications (Babatunde et al., 2024); on the other hand, user-generated content (UGC), defined as any content created by consumers rather than by brands, has become a valuable asset in digital marketing owing to its emotional resonance and capacity to generate trust (Daugherty et al., 2008).

Compared with traditional corporate content produced by brands themselves, UGC tends to portray consumption experiences that appear more relatable and are perceived as genuine. This perception helps strengthen brand credibility. UGC has a significant influence on purchasing decisions, affecting approximately 79% of consumers, particularly millennials and Generation Z, for whom identification with other users is a key factor (Fazli-Salehi et al., 2021).

In this context, the growing culture of co-creation between brands and users encourages hybrid working models in which artificial intelligence tools are often used to facilitate more fluid and continuous collaborative processes. Nevertheless, tensions may arise when these dynamics are perceived as excessively intrusive or lacking in human intent. In such cases, sceptical responses may emerge, generating perceptions of manipulation or insincerity that can erode the brand's core principles.

At present, influencers are associated almost exclusively with human beings; however, recent research on virtual influencers challenges this assumption, showing that trust and emotional connection do not necessarily depend on human status, but rather on the attributes of the content (Beverland, 2005; Horton & Richard Wohl, 1956; Napoli et al., 2014; Rodrigo-Martín et al., 2021).

This is particularly evident in collectivist cultural contexts, where a brand or influencer, even when AI-generated, may be perceived as authentic not because it is human, but because it behaves consistently, predictably and in ways that are useful to the community. Consequently, authenticity may be understood as a cultural construct, thereby opening up a new debate on how these tools affect society and emerging online audiences.

3.3 Psychological Mechanisms: Self-image Congruence and Trust

The relationship between consumers and brands is underpinned by a series of psychological mechanisms that explain why certain stimuli are more persuasive and generate higher levels of trust

than others. Among these mechanisms, self-perception plays a central role, as consumers associate their tastes, concerns, values and other defining social factors with brands and consumption experiences. Self-verification theory is particularly relevant to understanding how trust is constructed in contemporary communication contexts, including those involving artificial intelligence technologies.

Self-verification theory posits that individuals have a fundamental drive to reinforce their self-perceptions, whether positive or negative (Swann, 2012). This theory has been applied in fields such as psychology, sociology and marketing to explain how individuals seek consistency between their self-concepts and their external environment (Escalas & Bettman, 2003; Gaustad et al., 2018; Hendley, 2016; Stuppy et al., 2020; Van Der Westhuizen, 2018). Consumers display greater affinity towards brands that are congruent with their self-concept, using them as symbolic resources through which to affirm their personal identity (Escalas & Bettman, 2003; Van Der Westhuizen, 2018). In consumer decision-making, this search for identity congruence leads individuals towards brands whose characteristics are perceived as consistent with the traits they attribute to themselves (Harmon-Kizer et al., 2013). Congruence between brand personality and consumers' self-definition fosters a sense of belonging while also helping to reinforce their identity (Escalas & Bettman, 2003).

This theory provides a key conceptual framework for understanding why consumers tend to favour brands that reinforce their personal identity, thereby increasing the likelihood that they will choose them over competing alternatives. However, when GenAI models are introduced, these mechanisms change substantially, as these tools alter consumers' perceptions of the brands they trust. Following the implementation of algorithmic processes, consumers tend to assess more critically whether brands genuinely align with their self-image.

When a brand integrates these tools in a manner that is congruent with consumers' self-image, authenticity and trust may be maintained or strengthened, irrespective of whether the message is of human or algorithmic origin (Beverland, 2005; Escalas & Bettman, 2003; Sundar, 2020; Swann, 2012).

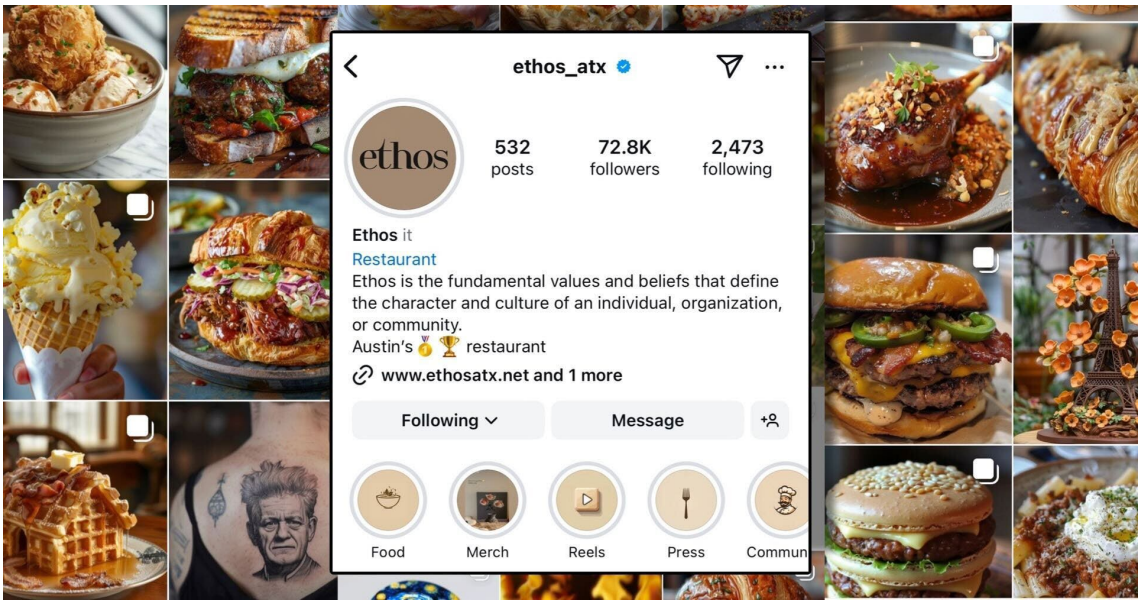
4. Case Studies and Current Examples of AI-based Visual Branding

4.1 Cases in the Restaurant, Fashion and Luxury Sectors: Findings and Lessons

The restaurant sector is particularly well suited to analysing the impact of generative artificial intelligence on visual branding, as brand image depends to a large extent on values such as closeness, direct experience and human interaction. The sector is closely associated with hospitality, customer care and personalised service, making consumers particularly sensitive to automation processes.

Recent studies of visual content creation that examine the use of AI tools in this sector show that their impact is ambivalent. The recurrent use of AI-generated or AI-assisted images may weaken brand image when consumers perceive an absence of human cues in communication, such as emotional expressiveness (Ali et al., 2025). This finding is consistent with previous studies that conceptualise authenticity as a perceptual construct based on symbolic and relational cues rather than on the technical quality of the content (Beverland, 2005; Napoli et al., 2014).

Figure 1. Example of a virtual restaurant generated or assisted by AI



Source: Authors' own elaboration generated using AI (DALL-E), based on Ethos, 2025.

However, a lower perception of authenticity in this type of content does not necessarily mean that brand communication becomes less effective in influencing consumer behaviour. In this context, self-image congruence plays an important compensatory role. When consumers perceive that a restaurant's visual identity aligns with their values, lifestyles or aspirations, such as healthy eating, sustainability or a contemporary aesthetic, this congruence may mitigate the negative effects associated with content automation (Escalas & Bettman, 2003; Swann, 2012).

Self-verification theory explains why consumers display greater affinity towards brands that reinforce their personal identity, even when traditional human cues are less prominent. In the restaurant sector, this translates into a greater likelihood of choosing establishments whose visual communication is consistent with the way individuals perceive themselves, thereby strengthening consumption intentions (Escalas & Bettman, 2003; Van Der Westhuizen, 2018). Applied in this way, AI functions as a tool for amplifying these pre-existing values; when its use is congruent with the audience's self-image, trust and consumption intentions may be maintained despite the reduction in human cues (Ali et al., 2025; Escalas & Bettman, 2003).

By contrast, the fashion and luxury sectors present a particularly demanding context for the incorporation of these tools. Unlike other sectors, these brands construct their symbolic value around notions such as exclusivity, craftsmanship and creative effort, all of which have historically been directly associated with human involvement. Within this framework, the introduction of AI tools tends to generate a wide range of consumer responses. Recent research shows that when luxury brands disclose their use of artificial intelligence, consumers tend to react negatively, associating this practice with a lower level of creative effort (To et al., 2025). This response arises because the value of the product lies not only in the final outcome, but also in the creative process and the dedication underlying each piece.

Nevertheless, the literature also indicates that these negative effects are neither automatic nor irreversible. Algorithmic creativity may act as a mitigating factor when it is perceived as an extension of the creative process rather than merely as a production shortcut. When consumers interpret the technology as being used to expand expressive possibilities or add value to the brand, these values may be reinforced (Beverland, 2005; Napoli et al., 2014). Research into these tools has shown that consumers respond more favourably when their use is perceived as consistent with the brand's historical identity rather than as a standardised resource (To et al., 2025).

Figure 2. Fashion campaign by Levi's integrating AI and human creative direction

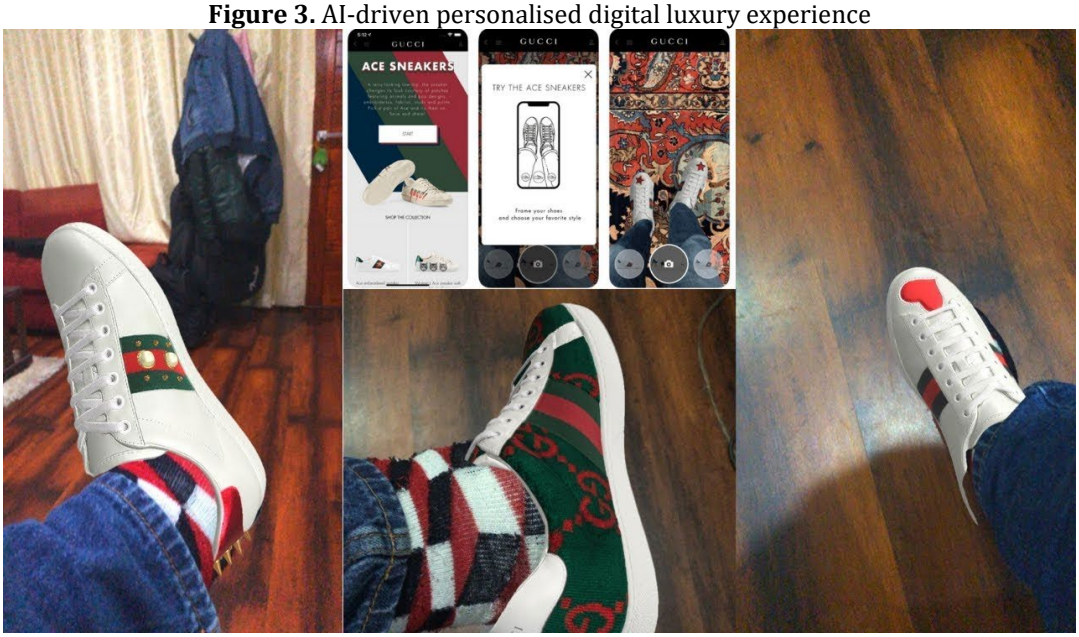


Source: Miro Medium, 2025.

The cases analysed suggest that AI should be conceived as a complementary resource rather than as a substitute. Consumer rejection arises from the perception that it weakens identity-related values, rather than from the technology itself.

In light of the sector analysis and consumers' responses to these new technologies, current campaigns show that AI is more effective when used as an experimental tool. Beyond visual content, recent research highlights the role of AI in creating personalised and multisensory digital experiences, which are particularly relevant in the luxury sector. Recommendation systems, virtual assistants and immersive digital environments make it possible to adapt the online experience to consumers' tastes and expectations, thereby strengthening their emotional engagement (Kumar et al., 2025; Rahman et al., 2023). Empirical evidence suggests that these tools not only increase engagement but also help preserve the sophistication of brands operating in the sector (Petit et al., 2019; Spence & Gallace, 2011).

Figure 3. AI-driven personalised digital luxury experience



Source: Erizos, 2024.

5.2 Measurable Results in E-commerce and Fashion

The incorporation of artificial intelligence into e-commerce has produced measurable results in both commercial performance and brand–consumer relationships. Advanced personalisation and predictive recommendation systems contribute significantly to higher conversion rates and greater customer satisfaction by offering more relevant product suggestions and facilitating decision-making in digital environments (Kumar et al., 2025). A growing number of consumers perceive these tools as beneficial, which positively influences online engagement and consumer trust (Shabankareh et al., 2025).

Beyond commercial performance, artificial intelligence plays a crucial role in advancing sustainable marketing in the fashion sector. By optimising inventories and reducing overproduction, AI aligns with the expectations of consumers who are increasingly aware of sustainability issues. Consumers reinforce their own values through their relationship with brands, a process that is particularly notable among younger consumers and those who are more sensitive to environmental impact (Rahman et al., 2023).

Nevertheless, the impact of these tools depends largely on their quality and on how they are perceived by consumers (Chang & Park, 2024; Kim et al., 2023). When task automation shapes the content produced and steers consumer behaviour, it may result in substantial losses by generating distrust towards the brand (To et al., 2025).

6. Theories and Models of Algorithmic Aesthetics and Branding

6.1. Computational Models and the Correlation Between Visual Attributes and Brand Personality

Characteristics such as colour, symmetry, level of detail and degree of human likeness significantly influence how consumers attribute human traits to brands (Aaker, 1997; Sung et al., 2015). The term deep learning refers to a set of machine-learning techniques based on artificial neural networks capable of learning from large volumes of data (LeCun et al., 2015). These tools make it possible to extract high-level visual features that go beyond traditional forms of description.

Recent studies show that images generated by AI systems can reproduce, with a considerable degree of accuracy, consumers' perceptions of brand values and personality (Park & Ahn, 2024). This capacity is particularly useful in the current digital context, in which aesthetics and rapid adaptability are key factors. Nevertheless, the literature agrees that the effectiveness of these models depends largely on human supervision and clear creative direction (Dwivedi et al., 2023; Feuerriegel et al., 2024).

Despite their exceptional performance, these tools may lead to aesthetic homogenisation, particularly in sectors where symbolic value constitutes a central element of brand identity. By comparison, traditional models of brand personality continue to demonstrate considerable explanatory power owing to their cultural embeddedness and historical coherence (Aaker, 1997; Keller, 1993; Park & Ahn, 2024).

6.2. Balancing Aesthetic Quality and the Preservation of Brand Identity

From a theoretical perspective, aesthetics is not limited to visual form, but emerges from the interaction between the object, its context and the observer's lived experience. This implies that aesthetic value is closely linked to symbolic meaning (Dewey, 1934). This approach shows that visual innovation will only be effective when consumers can recognise it and perceive it as coherent.

Research in industrial design demonstrates that visual characteristics associated with brands can be translated into rules or parameters that guide the generation of new forms without disrupting symbolic coherence (Karjalainen, 2007; McCormack et al., 2004).

The academic literature agrees that incorporating brand identity rules from the outset is essential to prevent inconsistencies in long-term brand management. When combined with the appropriate use of GenAI tools, these rules can act as creative amplifiers of the existing identity rather than as forces that dilute brand recognition (Keller, 1993; Neumeier, 2003). Contemporary approaches highlight the need for hybrid models, as they harness the potential for innovation while preserving the established identity and keeping consumers at the centre of the strategy.

6.3 Key Visual Characteristics in Brand Perception

The way in which consumers perceive a brand's personality and authenticity depends largely on a range of visual attributes that function as symbolic cues through which meaning is constructed.

The first concerns the curvature and complexity of forms. Curved forms are commonly associated with feelings of closeness and warmth, whereas excessively angular or complex compositions may generate perceptions of coldness. These attributes can be identified and adjusted through computational models, thereby ensuring their integration into the context in which they are applied (Dewey, 1934; McCormack et al., 2004).

The second concerns colour harmony, which plays a central role in the perception of aesthetic quality. Generative systems can reproduce colour palettes, but they have limitations in terms of colour organisation and coherence. Greater chromatic diversity does not necessarily ensure greater expressive richness, as colour harmony depends on its cultural and narrative justification (Rong et al., 2024).

The third concerns the degree of human likeness and anthropomorphism in images, which has been identified as a key factor in emotional closeness. The presence of human cues, such as imperfections or expressive variability, facilitates the recognition of genuinely human characteristics. Although AI can simulate these characteristics, such representations often lack sufficient variability or randomness, which may lead consumers to perceive them as artificial (Beverland, 2005; Napoli et al., 2014).

6.4 Effects of Framing and Authorship on Consumer Evaluations

Products explicitly identified as algorithmically generated often experience a reduction in their economic value, a phenomenon known as the algorithm discount. This penalty is associated with perceptions of lower creative effort, less emotional involvement and greater standardisation when authorship is attributed exclusively to AI (Rix et al., 2025). By contrast, when content is labelled as human-created or as the result of human–AI collaboration, these negative evaluations tend to be less pronounced, thereby reinforcing its perceived legitimacy.

Presenting AI as a tool that supports creativity rather than as a substitute mitigates the negative effects of the algorithm discount (Longoni et al., 2019; Rix et al., 2025). This makes it possible to balance technological innovation with consumer expectations regarding brand values and quality. Recent studies indicate that transparency about the use of AI does not necessarily reduce perceived value when it is accompanied by a coherent narrative, particularly as society becomes increasingly familiar with these technologies.

7. Reception and Circulation of AI-generated Images in Marketing

The circulation of AI-generated images in digital environments has become commonplace. These images enable greater personalisation, more frequent publication and greater adaptability, which may translate into higher levels of interaction and visibility (Chui et al., 2022; Dwivedi et al., 2023). In functional product categories, the use of AI tools is generally well received, as consumers prioritise utility. By contrast, in sectors associated with hedonic and high-involvement experiences, as already observed in fashion, luxury and the restaurant sector, acceptance of these tools is considerably more limited. The use of GenAI tools in marketing should therefore be understood as a strategic and context-dependent decision.

7.1. Anthropomorphism and Perceptions of Exploitation in AI Communication

Generative algorithms produce audiovisual content and learn continuously, representing a significant innovation across professional, creative, scientific and entertainment contexts. Nevertheless, such content is not equivalent to that produced by human beings, particularly in terms of the expressiveness and emotions it conveys. AI may be perceived as an impersonal intermediary, increasing concerns about the instrumental use of personal information and, consequently, perceptions of exploitation and distrust, particularly in contexts involving the disclosure of sensitive data (Lefkeli et al., 2024).

Anthropomorphism acts as a moderating mechanism. The incorporation of human characteristics may reduce perceptions of coldness and foster a sense of closeness, generating levels of trust comparable to those observed in interactions with human agents (Eyssel & Kuchenbrandt, 2012; Lefkeli et al., 2024). Nevertheless, this effect is not linear, as dissonance between appearance and behaviour may reactivate distrust among consumers.

8. Ethical, Legal and Future Challenges at the Intersection of AI

Among the main challenges identified, recent studies emphasise the urgent need to strengthen the ethical and legal frameworks governing the adoption of AI in visual communication. A degree of uncertainty remains regarding hybrid human–AI authorship, the protection of intellectual property and responsibility for generated content. There is therefore a need to develop regulations that recognise co-creation processes and establish clear criteria for attribution and legitimate use (Lauber-Rönsberg & Hetmank, 2019; World Intellectual Property Organization, 2021).

At the same time, current generative models display limited cultural sensitivity. Although they are capable of producing visually sophisticated images, their reliance on uneven training data tends to generate standardised representations that do not fully reflect the cultural, social and aesthetic diversity of global markets.

8.1 Ethical and Legal Challenges: Attribution, Copyright and Transparency

Ethical and legal issues pose a significant challenge to the incorporation of generative artificial intelligence systems into the production of visual content. These concerns have prompted debate about the need to establish clear regulatory frameworks at the international level. As AI becomes increasingly prominent, tensions are emerging around the attribution of authorship, the protection of intellectual property and transparency in communication, all of which directly affect the reputation and legitimacy of brands.

One of the main challenges concerns the attribution of authorship. Traditional copyright frameworks are founded on human creativity, making them difficult to apply to content generated wholly or partly by algorithmic systems. In branding, where authorship and control over content are strategically important, the decision whether or not to use such tools is crucial in relation to issues such as the originality and authenticity of the decisions made and the work produced (Gervais, 2019). In addition, intellectual property protection represents a particularly vulnerable area. Generative models reuse and recombine vast quantities of visual data, increasing the risks of aesthetic appropriation and indirect infringement. Transparency constitutes another critical dimension. Empirical evidence shows that excessive or poorly contextualised transparency may generate perceptions of automation and diminished creative effort (Rix et al., 2025).

From a legal perspective, current regulatory frameworks remain insufficient. The absence of international standards governing algorithmic authorship, licensing and liability creates legal uncertainty for creators and brands, highlighting the need for reforms that recognise hybrid human–AI processes and establish explicit criteria regarding originality, attribution and legitimate use (Lauber-Rönsberg & Hetmank, 2019; World Intellectual Property Organization, 2021).

8.2 Cultural Biases and Proposals for Improving Generative Models

AI models are not culturally neutral, as they learn from datasets that unevenly reflect the values, aesthetics and hierarchies of dominant sociocultural contexts. These systems tend to reproduce and amplify pre-existing cultural biases, favouring hegemonic visual norms (Karpouzis, 2024; Offert & Phan, 2022). Empirical evidence points to patterns that overrepresent Western, male and white individuals in images generated by models such as DALL·E. This aesthetic standardisation reduces symbolic and cultural diversity (Offert & Phan, 2022; Zhou et al., 2024). When applied to visual branding, these biases not only raise issues of equity, but also affect how brands are perceived in culturally diverse markets.

From a critical perspective, these imbalances may be understood as a biased projection of reality, conceptualised by Karpouzis (2024) as the "digital cave", in which certain cultures are systematically privileged while others remain invisible. Among the most relevant proposals for changing this paradigm are the deliberate diversification of training data and the enhancement of the cultural complexity of generated content (Luccioni et al., 2023; Offert & Phan, 2022). The importance of incorporating traditionally marginalised voices into the design of generative systems is also emphasised, with the aim of preventing stereotypical representations (Karpouzis, 2024; Luccioni et al., 2023).

9. Conclusions

The impact of GenAI on brand authenticity is mediated by three interrelated mechanisms: (1) congruence between the generated content and the consumer's self-image; (2) the presence of human cues that activate positive emotional responses and mitigate the algorithmic uncanny valley; and (3) consistency with the brand's historical identity. With regard to the first objective, the research reveals an ambivalent effect. When automation is perceived as intrusive or lacking in human intent, the algorithm discount is activated, eroding core values, particularly in sectors characterised by high emotional involvement. However, hybrid human–AI models that incorporate creative supervision, contextualised narratives and identity coherence succeed in preserving and even enhancing perceived authenticity.

The findings confirm the second objective, as algorithmic personalisation increases engagement when it is perceived as useful rather than manipulative. User-generated content enhances credibility because it is interpreted as authentic. Nevertheless, a critical tension emerges: AI-assisted co-creation models are effective only when the human element remains visible, demonstrating that authenticity derives not from human authorship *per se*, but from the perception of intentionality.

Regarding the third objective, the research identifies a paradox: while GenAI democratises visual production and enables unprecedented scalability, it simultaneously creates risks of aesthetic homogenisation, the reproduction of cultural biases and the erosion of symbolic diversity. The studies reviewed reveal that strategic success lies not in technological adoption itself, but in how organisations integrate it into their creative processes while maintaining their distinctiveness and cultural sensitivity.

In response to the fourth objective, this study provides an integrative framework encompassing: (a) psychological mechanisms of perception (self-verification, anthropomorphism and the uncanny valley); (b) computational visual attributes (curvature, colour harmony and human likeness); and (c) strategies for transparency and the framing of authorship. GenAI is conceptualised not as a substitute for human talent, but as an amplifying tool whose effectiveness depends on human supervision and alignment with specific cultural values.

The findings confirm the proposed hypothesis, although they reveal that its validity is conditional upon the sectoral context and the manner in which transparency is implemented. Thus, the mediating effects of self-image, historical identity and human cues remain consistent, although their intensity varies according to the type of brand and the narrative adopted when implementing GenAI.

From an applied perspective, the study identifies three strategic principles for the responsible adoption of GenAI: (1) appropriately contextualised transparency that communicates the use of AI without generating a perception of automated coldness; (2) identity coherence that ensures consistency between visual innovations and the brand's historical values; and (3) active cultural sensitivity that offsets systemic biases through the deliberate diversification of content and systematic review.

The study has several limitations that, in turn, open up new avenues for future research. The first concerns its conceptual approach, which does not provide causal evidence, but rather enables patterns to be identified. Furthermore, the predominance of Western sources may limit the cultural diversity of the analysis, although the findings indicate that authenticity is a culturally situated phenomenon. Finally, there is a need for empirical research to facilitate a deeper understanding of how creative teams negotiate authenticity, control and responsibility when interacting with AI-assisted systems.

10. Acknowledgements

This research forms part of the R&D&I project PID2024-160645OB-I00, funded by MICIU/AEI/10.13039/501100011033 and the ERDF, EU.

References

Aaker, J. L. (1997). Dimensions of Brand Personality. *Journal of Marketing Research*, *34*(3), 347-356. https://doi.org/10.1177/002224379703400304

Ali, L., Ali, F., Abdalla, M. J., & Alotaibi, S. (2025). Beyond the hype: Evaluating the impact of generative AI on brand authenticity, image, and consumer behavior in the restaurant industry. *International Journal of Hospitality Management*, *131*, 104318. https://doi.org/10.1016/j.ijhm.2025.104318

Anantrasirichai, N., & Bull, D. (2022). Artificial intelligence in the creative industries: A review. *Artificial Intelligence Review*, *55*(1), 589-656. https://doi.org/10.1007/s10462-021-10039-7

Babatunde, S. O., Odejide, O. A., Edunjobi, T. E., & Ogundipe, D. O. (2024). The role of ai in marketing personalization: a theoretical exploration of consumer engagement strategies. *International Journal of Management & Entrepreneurship Research*, *6*(3), 936-949. https://doi.org/10.51594/ijmer.v6i3.964

Barbe, D., & Neuburger, L. (2021). Generation Z and Digital Influencers in the Tourism Industry. En N. Stylos, R. Rahimi, B. Okumus, & S. Williams (Eds.), *Generation Z Marketing and Management in Tourism and Hospitality* (pp. 167-192). Springer International Publishing. https://doi.org/10.1007/978-3-030-70695-1_7

Beverland, M. B. (2005). Crafting Brand Authenticity: The Case of Luxury Wines*. *Journal of Management Studies*, *42*(5), 1003-1029. https://doi.org/10.1111/j.1467-6486.2005.00530.x

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. https://doi.org/10.1016/j.jretconser.2024.103790

Campagna, C. L., Donthu, N., & Yoo, B. (2023). Brand authenticity: Literature review, comprehensive definition, and an amalgamated scale. *Journal of Marketing Theory and Practice*, *31*(2), 129-145. https://doi.org/10.1080/10696679.2021.2018937

Cao, Y., Li, S., Liu, Y., Yan, Z., Dai, Y., Yu, P. S., & Sun, L. (2023). *A Comprehensive Survey of AI-Generated Content (AIGC): A History of Generative AI from GAN to ChatGPT* (Versión 1). arXiv. https://doi.org/10.48550/ARXIV.2303.04226

Castelo, N., Bos, M. W., & Lehmann, D. R. (2019). Task-Dependent Algorithm Aversion. *Journal of Marketing Research*, *56*(5), 809-825. https://doi.org/10.1177/0022243719851788

Caviggioli, F., Lamberti, L., Landoni, P., & Meola, P. (2020). Technology adoption news and corporate reputation: Sentiment analysis about the introduction of Bitcoin. *Journal of Product & Brand Management*, *29*(7), 877-897. https://doi.org/10.1108/JPBM-03-2018-1774

Chang, W., & Park, J. (2024). A comparative study on the effect of ChatGPT recommendation and AI recommender systems on the formation of a consideration set. *Journal of Retailing and Consumer Services*, *78*, 103743. https://doi.org/10.1016/j.jretconser.2024.103743

Chatzopoulou, E. (2018). *A grounded theory of authenticity and quality constructions for ethnic restaurants: Implications for effective marketing strategies* [Thesis, Newcastle University]. https://bit.ly/3Z7HKc8

Chui, M., Roberts, R., & Yee, L. (2022). *Generative AI is here: How tools like ChatGPT could change your business*. McKinsey & Company. https://bit.ly/4qMEmiP

Ciechanowski, L., Przegalinska, A., & Wegner, K. (2018). The Necessity of New Paradigms in Measuring Human-Chatbot Interaction. En M. Hoffman (Ed.), *Advances in Cross-Cultural Decision Making* (Vol. 610, pp. 205-214). Springer International Publishing. https://doi.org/10.1007/978-3-319-60747-4_19

Daugherty, T., Eastin, M. S., & Bright, L. (2008). Exploring Consumer Motivations for Creating User-Generated Content. *Journal of Interactive Advertising*, *8*(2), 16-25. https://doi.org/10.1080/15252019.2008.10722139

Dewey, J. (1934). *Art as experience*. Perigee Books.

Dwivedi, Y. K., Kshetri, N., Hughes, L., Slade, E. L., Jeyaraj, A., Kar, A. K., Baabdullah, A. M., Koohang, A., Raghavan, V., Ahuja, M., Albanna, H., Albashrawi, M. A., Al-Busaidi, A. S., Balakrishnan, J., Barlette, Y., Basu, S., Bose, I., Brooks, L., Buhalis, D., … Wright, R. (2023). Opinion Paper: "So what if ChatGPT wrote it?" Multidisciplinary perspectives on opportunities, challenges and implications

of generative conversational AI for research, practice and policy. *International Journal of Information Management*, *71*, 102642. https://doi.org/10.1016/j.ijinfomgt.2023.102642

Erizos. (2024). *Gucci Ty the ace sneakers*. Erizos.mx. https://bit.ly/45IkWDs

Escalas, J. E., & Bettman, J. R. (2003). You Are What They Eat: The Influence of Reference Groups on Consumers' Connections to Brands. *Journal of Consumer Psychology*, *13*(3), 339-348. https://doi.org/10.1207/S15327663JCP1303_14

Ethos [@ethos_atx]. (18 de agosto de 2025). *Ethos is the fundamental values and beliefs that define the character and culture of an individual, organization, or community. Austin's restaurant* [Perfil]. Instagram. https://bit.ly/4qNmBQv

Eyssel, F., & Kuchenbrandt, D. (2012). Social categorization of social robots: Anthropomorphism as a function of robot group membership. *British Journal of Social Psychology*, *51*(4), 724-731. https://doi.org/10.1111/j.2044-8309.2011.02082.x

Fazli-Salehi, R., Torres, I. M., Madadi, R., & Zúñiga, M. Á. (2021). Multicultural advertising: The impact of consumers' self-concept clarity and materialism on self-brand connection and communal-brand connection. *Journal of Business Research*, *137*, 46-57. https://doi.org/10.1016/j.jbusres.2021.08.006

Festerling, J., & Siraj, I. (2022). Anthropomorphizing Technology: A Conceptual Review of Anthropomorphism Research and How it Relates to Children's Engagements with Digital Voice Assistants. *Integrative Psychological and Behavioral Science*, *56*(3), 709-738. https://doi.org/10.1007/s12124-021-09668-y

Feuerriegel, S., Hartmann, J., Janiesch, C., & Zschech, P. (2024). Generative AI. *Business & Information Systems Engineering*, *66*(1), 111-126. https://doi.org/10.1007/s12599-023-00834-7

Gartner. (2023). *Gartner Experts Answer the Top Generative AI Questions for Your Enterprise*. Gartner.Com. https://bit.ly/49P5doH

Gaustad, T., Samuelsen, B. M., Warlop, L., & Fitzsimons, G. J. (2018). The perils of self-brand connections: Consumer response to changes in brand meaning. *Psychology & Marketing*, *35*(11), 818-829. https://doi.org/10.1002/mar.21137

Gervais, D. J. (2019). *The Machine as Author*. Ilr.Law.Uiowa.Edu. https://bit.ly/4rm7w8j

Gioia, D. A., Corley, K. G., & Hamilton, A. L. (2013). Seeking Qualitative Rigor in Inductive Research: Notes on the Gioia Methodology. *Organizational Research Methods*, *16*(1), 15-31. https://doi.org/10.1177/1094428112452151

Harmon-Kizer, T. R., Kumar, A., Ortinau, D., & Stock, J. (2013). When multiple identities compete: The role of centrality in self-brand connections. *Journal of Consumer Behaviour*, *12*(6), 483-495. https://doi.org/10.1002/cb.1449

Haslam, N. (2006). Dehumanization: An Integrative Review. *Personality and Social Psychology Review*, *10*(3), 252-264. https://doi.org/10.1207/s15327957pspr1003_4

Haslam, N., & Loughnan, S. (2014). Dehumanization and Infrahumanization. *Annual Review of Psychology*, *65*(1), 399-423. https://doi.org/10.1146/annurev-psych-010213-115045

Hendley, A. (2016). Seeking Self-Verification: Motives for Private and Personal Chefs' Boundary Work. *Cultural Sociology*, *10*(4), 466-482. https://doi.org/10.1177/1749975516650230

Horton, D., & Richard Wohl, R. (1956). Mass Communication and Para-Social Interaction: Observations on Intimacy at a Distance. *Psychiatry*, *19*(3), 215-229. https://doi.org/10.1080/00332747.1956.11023049

Israfilzade, K., & Sadili, N. (2024). Beyond interaction: Generative AI in conversational marketing - foundations, developments, and future directions. *Journal of life economics*, *11*(1), 13-29. https://doi.org/10.15637/jlecon.2294

Jakesch, M., Hancock, J. T., & Naaman, M. (2023). Human heuristics for AI-generated language are flawed. *Proceedings of the National Academy of Sciences*, *120*(11), e2208839120. https://doi.org/10.1073/pnas.2208839120

Karjalainen, T.-M. (2007). It Looks Like a Toyota: Educational Approaches to Designing for Visual Brand Recognition. *International Journal of Dsign*, *1*(1), 67-81.

Karpouzis, K. (2024). Plato's Shadows in the Digital Cave: Controlling Cultural Bias in Generative AI. *Electronics*, *13*(8), 1457. https://doi.org/10.3390/electronics13081457

Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, *57*(1), 1-22. https://doi.org/10.1177/002224299305700101

Kim, J., Kim, J. H., Kim, C., & Park, J. (2023). Decisions with ChatGPT: Reexamining choice overload in ChatGPT recommendations. *Journal of Retailing and Consumer Services*, *75*, 103494. https://doi.org/10.1016/j.jretconser.2023.103494

Kirkby, A., Baumgarth, C., & Henseler, J. (2023). To disclose or not disclose, is no longer the question – effect of AI-disclosed brand voice on brand authenticity and attitude. *Journal of Product & Brand Management*, *32*(7), 1108-1122. https://doi.org/10.1108/JPBM-02-2022-3864

Kovács, B., Carroll, G. R., & Lehman, D. W. (2014). Authenticity and Consumer Value Ratings: Empirical Tests from the Restaurant Domain. *Organization Science*, *25*(2), 458-478. https://doi.org/10.1287/orsc.2013.0843

Kshetri, N., Dwivedi, Y. K., Davenport, T. H., & Panteli, N. (2024). Generative artificial intelligence in marketing: Applications, opportunities, challenges, and research agenda. *International Journal of Information Management*, *75*, 102716. https://doi.org/10.1016/j.ijinfomgt.2023.102716

Kučinskas, G. (2024). *Negative Effects of Revealing Ai Involvement in Products: Mediation by Authenticity and Risk, Moderation by Trust in Ai and Familiarity with Ai*. SSRN. https://doi.org/10.2139/ssrn.4805186

Kumar, S., Jain, R., & Sharma, A. (2025). Anthropomorphic Artificial Intelligence Drives Consumer Behavior: Comprehensive Literature Review and Research Agenda. *Journal of Internet Commerce*, *24*(4), 185-223. https://doi.org/10.1080/15332861.2025.2542138

Kunz, W. H., & Wirtz, J. (2024). Corporate digital responsibility (CDR) in the age of AI: Implications for interactive marketing. *Journal of Research in Interactive Marketing*, *18*(1), 31-37. https://doi.org/10.1108/JRIM-06-2023-0176

Lauber-Rönsberg, A., & Hetmank, S. (2019). The concept of authorship and inventorship under pressure: Does artificial intelligence shift paradigms? *Journal of Intellectual Property Law & Practice*, *14*(7), 570-579. https://doi.org/10.1093/jiplp/jpz061

LeCun, Y., Bengio, Y., & Hinton, G. (2015). Deep learning. *Nature*, *521*(7553), 436-444. https://doi.org/10.1038/nature14539

Lefkeli, D., Karataş, M., & Gürhan-Canli, Z. (2024). Sharing information with AI (versus a human) impairs brand trust: The role of audience size inferences and sense of exploitation. *International Journal of Research in Marketing*, *41*(1), 138-155. https://doi.org/10.1016/j.ijresmar.2023.08.011

Leyens, J., Cortes, B., Demoulin, S., Dovidio, J. F., Fiske, S. T., Gaunt, R., Paladino, M., Rodriguez-Perez, A., Rodriguez-Torres, R., & Vaes, J. (2003). Emotional prejudice, essentialism, and nationalism The 2002 Tajfel lecture. *European Journal of Social Psychology*, *33*(6), 703-717. https://doi.org/10.1002/ejsp.170

Li, M., Leidner, B., & Castano, E. (2014). Toward a comprehensive taxonomy of dehumanization:Integrating two senses of humaness, mind perception theory, and stereotype content model. *Testing, Psychometrics, Methodology in Applied Psychology*, (3), 285-300. https://doi.org/10.4473/TPM21.3.4

Liu, B., & Sundar, S. S. (2018). Should Machines Express Sympathy and Empathy? Experiments with a Health Advice Chatbot. *Cyberpsychology, Behavior, and Social Networking*, *21*(10), 625-636. https://doi.org/10.1089/cyber.2018.0110

Longoni, C., Bonezzi, A., & Morewedge, C. K. (2019). Resistance to Medical Artificial Intelligence. *Journal of Consumer Research*, *46*(4), 629-650. https://doi.org/10.1093/jcr/ucz013

Luccioni, A. S., Akiki, C., Mitchell, M., & Jernite, Y. (2023). *Stable Bias: Analyzing Societal Representations in Diffusion Models* (Versión 2). arXiv. https://doi.org/10.48550/ARXIV.2303.11408

McCormack, J. P., Cagan, J., & Vogel, C. M. (2004). Speaking the Buick language: Capturing, understanding, and exploring brand identity with shape grammars. *Design Studies*, *25*(1), 1-29. https://doi.org/10.1016/S0142-694X(03)00023-1

Mori, M. (1970). The uncanny valley. Energy. *Energy*, (7), 33-35.

Miro Medium. (2025). *School Manager by Family Zone*. Medium.com. https://bit.ly/3Zag9XH

Napoli, J., Dickinson, S. J., Beverland, M. B., & Farrelly, F. (2014). Measuring consumer-based brand authenticity. *Journal of Business Research*, *67*(6), 1090-1098. https://doi.org/10.1016/j.jbusres.2013.06.001

Neumeier, M. (2003). *The brand gap: How to bridge the distance between business strategy and design : a whiteboard overview* (1st ed). New Riders Pub.

Offert, F., & Phan, T. (2022). *A Sign That Spells: DALL-E 2, Invisual Images and The Racial Politics of Feature Space* (Versión 1). arXiv. https://doi.org/10.48550/ARXIV.2211.06323

Oppenlaender, J. (2022). The Creativity of Text-to-Image Generation. *Proceedings of the 25th International Academic Mindtrek Conference*, 192-202. https://doi.org/10.1145/3569219.3569352

Park, J., & Ahn, S. (2024). Traditional vs. AI-generated brand personalities: Impact on brand preference and purchase intention. *Journal of Retailing and Consumer Services*, *81*, 104009. https://doi.org/10.1016/j.jretconser.2024.104009

Petit, O., Velasco, C., & Spence, C. (2019). Digital Sensory Marketing: Integrating New Technologies into Multisensory Online Experience. *Journal of Interactive Marketing*, *45*(1), 42-61. https://doi.org/10.1016/j.intmar.2018.07.004

Rahman, M. S., Bag, S., Hossain, M. A., Abdel Fattah, F. A. M., Gani, M. O., & Rana, N. P. (2023). The new wave of AI-powered luxury brands online shopping experience: The role of digital multisensory cues and customers' engagement. *Journal of Retailing and Consumer Services*, *72*, 103273. https://doi.org/10.1016/j.jretconser.2023.103273

Ramesh, A., Pavlov, M., Goh, G., Gray, S., Voss, C., Radford, A., Chen, M., & Sutskever, I. (2021). *Zero-Shot Text-to-Image Generation* (Versión 2). arXiv. https://doi.org/10.48550/ARXIV.2102.12092

Rapp, A., Curti, L., & Boldi, A. (2021). The human side of human-chatbot interaction: A systematic literature review of ten years of research on text-based chatbots. *International Journal of Human-Computer Studies*, *151*, 102630. https://doi.org/10.1016/j.ijhcs.2021.102630

Rix, J., Berger, B., Hess, T., & Rzepka, C. (2025). The Algorithm Discount: Explaining Consumers' Valuation of Human- versus Algorithm-Created Digital Products. *Journal of Management Information Systems*, *42*(2), 633-668. https://doi.org/10.1080/07421222.2025.2487308

Rodrigo-Martín, L., Rodrigo-Martín, I., & Muñoz-Sastre, D. (2021). Los Influencers Virtuales como herramienta publicitaria en la promoción de marcas y productos. Estudio de la actividad comercial de Lil Miquela. *Revista Latina de Comunicación Social*, (79), 69-90. https://doi.org/10.4185/RLCS-2021-1521

Rong, A., Hansopaheluwakan-Edward, N., & Li, D. (2024). Analyzing the color availability of AI-generated posters based on K-means clustering: 74% orange, 38% cyan, 32% yellow, and 28% blue-cyan. *Color Research & Application*, *49*(2), 234-257. https://doi.org/10.1002/col.22912

Schwind, V., Wolf, K., & Henze, N. (2018). Avoiding the uncanny valley in virtual character design. *Interactions*, *25*(5), 45-49. https://doi.org/10.1145/3236673

Shabankareh, M., Kalantari Daronkola, H., Sarhadi, A., Thaichon, P., & Nazarian, A. (2025). The influence of artificial intelligence quality on business-to-business relationships on E-commerce platforms: Unveiling the nexus. *International Journal of Advertising*, *44*(8), 1483-1522. https://doi.org/10.1080/02650487.2025.2557053

Solnet, D., Subramony, M., Ford, R. C., Golubovskaya, M., Kang, H. J. (Annette), & Hancer, M. (2019). Leveraging human touch in service interactions: Lessons from hospitality. *Journal of Service Management*, *30*(3), 392-409. https://doi.org/10.1108/JOSM-12-2018-0380

Spence, C., & Gallace, A. (2011). Multisensory design: Reaching out to touch the consumer. *Psychology & Marketing*, *28*(3), 267-308. https://doi.org/10.1002/mar.20392

Stein, J.-P., & Ohler, P. (2017). Venturing into the uncanny valley of mind—The influence of mind attribution on the acceptance of human-like characters in a virtual reality setting. *Cognition*, *160*, 43-50. https://doi.org/10.1016/j.cognition.2016.12.010

Struppek, L., Hintersdorf, D., Friedrich, F., Brack, M., Schramowski, P., & Kersting, K. (2023). Exploiting Cultural Biases via Homoglyphs in Text-to-Image Synthesis. *Journal of Artificial Intelligence Research*, *78*, 1017-1068. https://doi.org/10.1613/jair.1.15388

Stuppy, A., Mead, N. L., & Van Osselaer, S. M. J. (2020). I Am, Therefore I Buy: Low Self-Esteem and the Pursuit of Self-Verifying Consumption. *Journal of Consumer Research*, *46*(5), 956-973. https://doi.org/10.1093/jcr/ucz029

Sundar, S. S. (2020). Rise of Machine Agency: A Framework for Studying the Psychology of Human–AI Interaction (HAII). *Journal of Computer-Mediated Communication*, *25*(1), 74-88. https://doi.org/10.1093/jcmc/zmz026

Sung, Y., Choi, S. M., Ahn, H., & Song, Y. (2015). Dimensions of Luxury Brand Personality: Scale Development and Validation. *Psychology & Marketing*, *32*(1), 121-132. https://doi.org/10.1002/mar.20767

Swann, W. B. (2012). Self-Verification Theory. En P. Van Lange, A. Kruglanski, & E. Higgins, *Handbook of Theories of Social Psychology* (pp. 23-42). SAGE Publications Ltd. https://doi.org/10.4135/9781446249222.n27

Ta, V., Griffith, C., Boatfield, C., Wang, X., Civitello, M., Bader, H., DeCero, E., & Loggarakis, A. (2020). User Experiences of Social Support From Companion Chatbots in Everyday Contexts: Thematic Analysis. *Journal of Medical Internet Research*, *22*(3), e16235. https://doi.org/10.2196/16235

Tang, R., Liu, L., Pandey, A., Jiang, Z., Yang, G., Kumar, K., Stenetorp, P., Lin, J., & Ture, F. (2022). *What the DAAM: Interpreting Stable Diffusion Using Cross Attention* (Versión 5). arXiv. https://doi.org/10.48550/ARXIV.2210.04885

To, R. N., Wu, Y.-C., Kianian, P., & Zhang, Z. (2025). When AI Doesn't Sell Prada: Why Using AI-Generated Advertisements Backfires for Luxury Brands. *Journal of Advertising Research*, *65*(2), 202-236. https://doi.org/10.1080/00218499.2025.2454120

Van Der Westhuizen, L.-M. (2018). Brand loyalty: Exploring self-brand connection and brand experience. *Journal of Product & Brand Management*, *27*(2), 172-184. https://doi.org/10.1108/JPBM-07-2016-1281

Vimpari, V., Kultima, A., Hämäläinen, P., & Guckelsberger, C. (2023). "An Adapt-or-Die Type of Situation": Perception, Adoption, and Use of Text-to-Image-Generation AI by Game Industry Professionals. *Proceedings of the ACM on Human-Computer Interaction*, *7*(CHI PLAY), 131-164. https://doi.org/10.1145/3611025

Wahid, R., Mero, J., & Ritala, P. (2023). Editorial: Written by ChatGPT, illustrated by Midjourney: generative AI for content marketing. *Asia Pacific Journal of Marketing and Logistics*, *35*(8), 1813-1822. https://doi.org/10.1108/APJML-10-2023-994

Webster, J., & Watson, R. T. (2002). Analyzing the Past to Prepare for the Future: Writing a Literature Review. *MIS Quarterly*, *26*(2), xiii-xxiii.

World Intellectual Property Organization. (2021). *Revised issues paper on intellectual property policy and artificial intelligence*. Wipo.Int. https://bit.ly/4k7w8PK

Yin, R. K. (2018). *Case study research and applications: Design and methods* (Sixth edition). SAGE.

Zhou, M., Abhishek, V., Derdenger, T., Kim, J., & Srinivasan, K. (2024). *Bias in Generative AI* (Versión 1). arXiv. https://doi.org/10.48550/ARXIV.2403.02726