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They misused me! Digital literacy's dual role in AI marketing manipulation and unethical young consumer behavior

Usman Ahmad Qadri, Alsadig Mohamed Ahmed Moustafa, Mazuri Abd Ghani

Journal: *Young Consumers: Insight and Ideas for Responsible Marketers*

*Young Consumers: Insight and Ideas for Responsible Marketers* (2025)

<https://doi.org/10.1108/YC-08-2024-2207>

Published: 21 January 2025

...Usman Ahmad Qadri; Alsadig Mohamed Ahmed Moustafa; Mazuri Abd Ghani Purpose Artificial intelligence (AI)-driven marketing has transformed the landscape of consumer interactions, but it also raises ethical concerns regarding perceived manipulation and subsequent unethical young consumer behavior...

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BOOK CHAPTER

How to Integrate AI Tools Into Emotional Marketing Strategy: Marketing Creativity

Book: *The Generative AI Impact: Reframing Innovation in Society 5.0*

Published: 17 July 2025

10.1108/978-1-83549-105-820251015

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...Abstract In today's rapidly evolving digital landscape, the integration of artificial intelligence (AI) has emerged as a potent strategy for businesses. This syner

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Volume 42, Issue 4  
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Article Contents

- Introduction
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- Anthropomorphism
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3

RESEARCH ARTICLE | MAY 06 2025

Anthropomorphism and transparency interplay on consumer behaviour in generative AI-driven marketing communication

Yitong Wang; Kudzai Sauka; Frederik Bungaran Ishak Situmeang

+ Author & Article Information

Journal of Consumer Marketing (2025) 42 (4): 512–536.

<https://doi.org/10.1108/JCM-04-2024-6806>   Article history

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Purpose

This study aims to investigate the impact of Generative AI (GAI)-produced marketing communication on consumer trust and behavioural intentions, particularly purchase intention.

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