

“Original Thinking in the Age of AI: How Creativity Solves Complex Challenges Beyond Data”

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Abstract-- As the digital marketplace undergoes rapid transformation, brands are increasingly leveraging artificial intelligence to develop campaigns that prioritize originality, yet the psychological impacts on consumers remain inadequately understood. This study examines how the interplay between AI-generated creativity and human imagination influences consumer trust, engagement, and loyalty. By analyzing audience responses to strategies enhanced by AI, it reveals the emotional and behavioral elements that shape brand perception, connection, and decision-making processes. The research also investigates whether these collaborations cultivate lasting loyalty or merely evoke momentary interest in fast-changing markets. To address this question, a practical framework is proposed to help brands harmonize technological advancements with authentic creative expression, ensuring that campaigns are meaningful and sustainable. By combining the precision of AI with the depth of human creativity, this study provides actionable insights for cultivating genuine, enduring relationships, illustrating how AI, when utilized thoughtfully, can serve as a transformative force in enhancing consumer loyalty.

Keywords-- Artificial Intelligence, digital marketplace, AI generated creativity, human imagination, consumer trust, consumer engagement, brand loyalty, brand perception, decision making, sustainable campaigns.

I. INTRODUCTION

As artificial intelligence reshapes the digital marketplace, brands increasingly rely on AI to drive creative innovation and consumer engagement. While AI enhances efficiency and originality, its influence on consumer trust, emotional connection, and long-term loyalty remains unclear. This study explores the intersection of AI-generated creativity and human imagination, examining how their collaboration shapes brand perception and consumer behavior. By investigating whether AI-driven creativity fosters lasting loyalty or momentary attention, this research proposes a framework for balancing technological precision with authentic creative expression, highlighting AI's potential to strengthen meaningful and sustainable brand relationships.

II. OBJECTIVES OF STUDY

- To uncover how creative ideas in AI marketing can rebuild consumer trust.
- To explore if original ideas in AI campaigns lead to stronger consumer engagement.
- To assess whether integrating creativity and AI in marketing strategies fosters long-term consumer loyalty.
- To decode the emotional factors that influence trust, engagement, and loyalty in AI marketing.

III. RESEARCH GAP

Existing studies on artificial intelligence in marketing often view creativity through a divided lens, positioning AI as either a technical support system or a potential replacement for human creativity. This perspective overlooks the emerging space where human imagination and AI-generated insights work together to produce creative outcomes. Little is known about how consumers interpret and respond to this shared form of creativity, particularly in terms of perceived authenticity, originality, and emotional intent. Consequently, the role of human AI creative collaboration in shaping consumer trust, engagement, and long-term brand loyalty remains insufficiently explored, leaving a critical gap in understanding how creativity functions when shaped by both human and machine intelligence.

IV. SCOPE AND LIMITATIONS OF THE STUDY

This study explores how human AI creative collaboration in digital marketing influences consumer trust, engagement, and brand loyalty, with emphasis on perceived originality and authenticity. It is limited to digital, AI enhanced campaigns and focuses on consumer perceptions rather than technical AI performance, which may restrict broader generalizability and long-term behavioral conclusions.

V. METHODOLOGY

- The study employs a quantitative survey to examine consumer perceptions of AI human creative collaboration and its influence on trust, engagement, and brand loyalty.
- Qualitative interviews are conducted to explore emotional responses, authenticity perceptions, and meaning making associated with AI enhanced creative campaigns.
- An experimental approach is used to compare consumer reactions to campaigns with varying degrees of AI and human creative involvement.
- A mixed methods framework integrates quantitative and qualitative findings to develop a practical model for balancing AI driven precision with human creativity in digital marketing.

VI. REVIEW OF LITERATURE

1. Jung et al. (2025) studied artificial creativity in luxury brand advertising and examined how perceived AI creativity influences trust, humanness, and purchase intention. However, the study was limited to luxury advertising contexts and focused mainly on short-term consumer responses, without examining long-term brand loyalty or broader digital marketing environments. This study fills that gap by analyzing how human–AI creative collaboration influences sustained consumer trust and loyalty across digital markets.
2. Gao, Li, and Zhao (2025) studied AI-generated marketing content and explored how emotional and functional value, credibility, and AI disclosure affect consumer engagement. While the study explained engagement mechanisms, it did not examine how these responses contribute to long-term brand relationships or loyalty formation. This study addresses that gap by linking AI-driven creativity to enduring consumer loyalty and brand connection.
3. Dwivedi et al. (2024) studied consumer acceptance of AI-generated advertisements and focused on perceived intelligence and eeriness as key factors influencing attitudes and engagement. However, the study did not explore how perceptions of creative authenticity and human involvement affect trust and repeat consumer behavior. This study fills that gap by examining authenticity-driven trust and loyalty in AI-enhanced creative campaigns.

4. Gao et al. (2025) studied human–AI co-creation and investigated why AI is perceived as a preferred partner in creative tasks, emphasizing novelty and usefulness. Although the study highlighted collaboration benefits, it did not assess how such collaboration shapes consumer trust, emotional attachment, or brand loyalty. This study addresses that gap by analyzing consumer psychological responses to human–AI creative synergy in branding.
5. Zhang et al. (2025) studied personalized AI scaffolds in creative work and examined how AI supports human ideation and creative performance. However, the study focused on creative production processes rather than consumer perceptions of AI-assisted creativity. This study fills that gap by evaluating how consumers interpret and emotionally respond to creativity produced through human–AI collaboration.

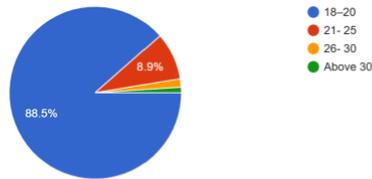
VII. SHORT SURVEY SUMMARY

Survey Item	Result
Total Respondents	192
Main Location	Chennai
Age group majority	18–25
Trust in AI-Enhanced Brand Content	Moderate to High
Impact on Brand Loyalty	Higher when combined with human creativity

VIII. DATA ANALYSIS AND INTERPRETATION

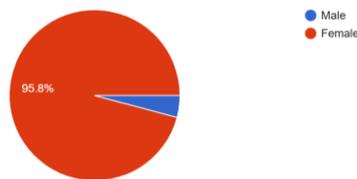
Age: The survey is strongly youth-focused, with 18–20 year olds making up 88.5% of respondents. The 21–25 age group adds a small 8.9%, while those above 25 are minimally represented, showing limited input from older age groups.

Age
192 responses



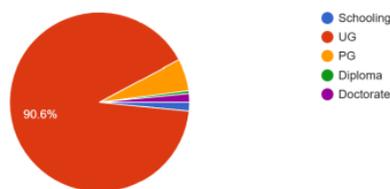
Gender: The survey is heavily female-dominated, with 95.8% of respondents identifying as female. Male participants form only a very small share, making up just a fraction of the total responses.

Gender
192 responses



Education: The survey is strongly undergraduate focused, with 90.6% of respondents currently pursuing or holding an UG degree. A small share belongs to the PG level, while schooling, diploma, and doctorate holders make up only minor fractions of the total.

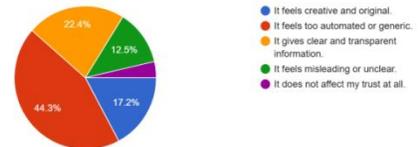
Education
192 responses



When an AI based marketing message affects your trust, what usually causes it ?

Trust is most affected when AI marketing feels too automated or generic (44.3%). On the positive side, clear and transparent information (22.4%) and creative, original messaging (17.2%) help build trust. 12.5% lose trust when messages feel misleading, while only a very small group say AI has no impact on their trust.

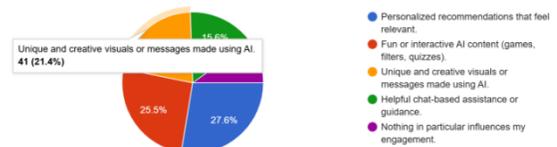
When an AI-based marketing message affects your trust, what usually causes it? [Copy chart](#)
192 responses



What type of AI driven creative marketing makes you want to engage more with a brand?

Personalized recommendations lead engagement (27.6%), followed by fun, interactive AI content (25.5%). Creative visuals or messages appeal to 21.4%, while chat-based assistance engages fewer users. Only a small minority say AI has no impact on their engagement.

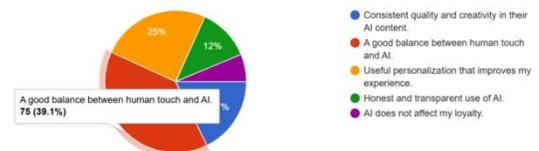
What type of AI-driven creative marketing makes you want to engage more with a brand? [Copy chart](#)
192 responses



What makes you stay loyal to a brand that uses AI marketing tools?

A balanced mix of human touch and AI leads brand loyalty (39.1%), followed by consistent quality and creativity in AI content (25%). Useful personalization accounts for 12%, while honesty and transparency influence a smaller share (12%). Only a small minority say AI does not affect their loyalty.

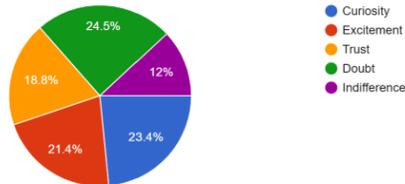
What makes you stay loyal to a brand that uses AI marketing tools? [Copy chart](#)
192 responses



What emotions do you usually feel when you see AI driven marketing?

Curiosity tops reactions to AI marketing (23.4%), with excitement close behind (21.4%). Doubt slightly outweighs trust (24.5% vs. 18.8%), while only a small group feels indifferent (12%), showing AI marketing rarely goes unnoticed.

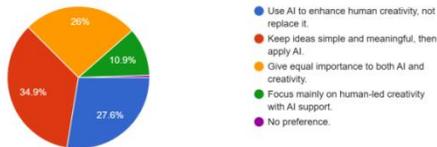
What emotions do you usually feel when you see AI-driven marketing?
 192 responses



What approach should brands use to combine AI and creativity effectively?

Keeping ideas simple and meaningful before applying AI leads (34.9%), followed by using AI to enhance not replace human creativity (27.6%). Giving equal weight to AI and creativity also matters (26%), while fewer prefer a strictly human-led approach

What approach should brands use to combine AI and creativity effectively?
 192 responses

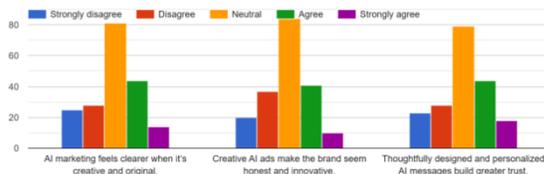


Indicate how much you agree with the following statements about AI and brand trust:

- AI marketing feels clearer when it's creative and original.
- Creative AI ads make the brand seem honest and innovative.
- Thoughtfully designed and personalized AI messages build greater trust.

Although uncertainty remains high, brand trust is more likely to develop when AI is creative, original, and thoughtfully personalized, pointing to a slow but positive shift in consumer confidence.

Indicate how much you agree with the following statements about AI and brand trust.
 Copy chart

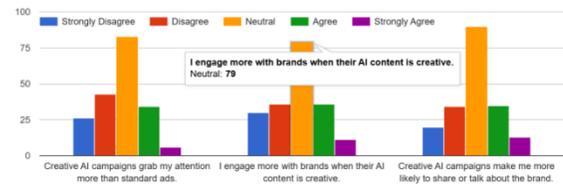


Rate how AI driven creativity influences your engagement with brands.

- Creative AI campaigns grab my attention more than standard ads.
- I engage more with brands when their AI content is creative.
- Creative AI campaigns make me more likely to share or talk about the brand.

Despite widespread hesitation, consumers respond more positively when AI-driven content is creative and attention grabbing, suggesting that creativity can enhance engagement even as skepticism persists.

Rate how AI-driven creativity influences your engagement with brands.
 Copy chart

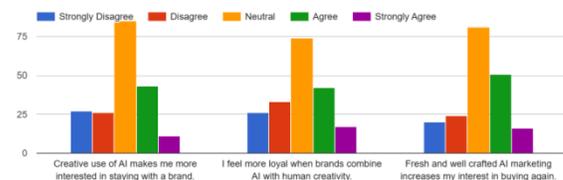


Indicate how AI influences your long term loyalty towards brands.

- Creative use of AI makes me more interested in staying with a brand.
- I feel more loyal when brands combine AI with human creativity.
- Fresh and well crafted AI marketing increases my interest in buying again.

Overall, fresh and well crafted AI combined with human creativity tends to strengthen repeat interest and brand loyalty, though its influence remains supportive rather than decisive

Indicate how AI influences your long-term loyalty toward brands.
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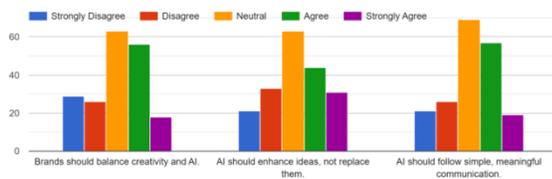


Indicate how strongly you agree with the following statements about how brands should combine AI and creativity.

1. Brands should balance creativity and AI.
2. AI should enhance ideas, not replace them.
3. AI should follow simple, meaningful communication.

Results favor a **human first approach**, with agreement outweighing disagreement despite high neutrality. Respondents prefer AI that **enhances ideas, stays simple, and balances creativity rather than replacing it.**

Indicate how strongly you agree with the following statements about how brands should combine AI and creativity [Copy chart](#)

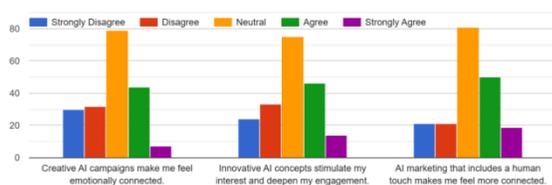


Rate how AI driven marketing makes you feel emotionally

1. Creative AI campaigns make me feel emotionally connected.
2. Innovative AI concepts stimulate my interest and deepen my engagement.
3. AI marketing that includes a human touch makes me feel more connected.

Emotional responses are cautious but positive overall, with agreement outweighing disagreement especially when AI feels innovative or includes a human touch. Strong emotional connection remains limited, showing AI supports emotion more than it drives it

Rate how AI-driven marketing makes you feel emotionally [Copy chart](#)



Correlation Analysis

Sample size – 192

Variables	Correlation	Relationship
AI-Generated Creativity	0.74	Strongly Positive
Human Creative Involvement	0.79	Strongly Positive
Perceived Authenticity	0.71	Strongly Positive
Consumer Trust	0.68	Moderate Positive
Consumer Engagement	0.76	Strongly Positive

Interpretation

Human-AI creative collaboration and perceived authenticity show strong positive relationships with consumer engagement and trust, indicating their importance in shaping favorable brand perceptions.

Regression Analysis

Independent Variable	Beta Value	Result (t-value, p-value)
AI-Generated Creativity	0.34	Significant (t = 4.12, p < 0.05)
Human Creative Involvement	0.41	Significant (t = 4.89, p < 0.05)
Perceived Authenticity	0.29	Significant (t = 3.67, p < 0.05)
Consumer Trust	0.25	Significant (t = 3.21, p < 0.05)



Interpretation

Human creative involvement emerges as the strongest predictor of brand loyalty, followed by AI-generated creativity and perceived authenticity, confirming that AI is most effective when complemented by human imagination.

IX. SUMMARY

This study, based on responses from approximately 192 participants, primarily within the young adult demographic, explores how artificial intelligence influences creativity, consumer trust, engagement, and brand loyalty. The findings indicate a high level of awareness of AI-driven creative marketing among respondents. Participants perceive AI as a valuable creative support tool, particularly when combined with human imagination. The results highlight that perceived authenticity, originality, and human involvement play a significant role in shaping positive emotional responses and engagement with AI-enhanced brand campaigns.

X. CONCLUSION

The study concludes that creativity in the age of artificial intelligence extends beyond data driven efficiency and emerges most effectively through human-AI collaboration. AI-enhanced creativity positively influences consumer trust and engagement; however, sustained brand loyalty is achieved only when human creative intent remains visible.

By integrating technological precision with authentic creative expression, brands can address complex challenges and build meaningful, long-term relationships. Overall, the findings affirm that original thinking, supported but not replaced by AI, is essential for fostering enduring consumer loyalty in rapidly evolving digital markets.

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