

Original Research Article

AI-Driven Video Advertisements and Ethical Concerns: Exploring College Student Perceptions in Mumbai

Ms Swarangi Sayli Subhash Marchande,¹ Dr. Amrin Moger²

¹Research Scholar, MAJMC, Guru Nanak College of Arts, Science and Commerce, Mumbai, India

²Coordinator – Multimedia and Mass Communication, Guru Nanak College of Arts, Science and Commerce, Mumbai, India

Corresponding author E-mail: swarangimarchande@gmail.com,¹ amrin@gncasc.org²

Received: 10 September, 2026 | Accepted: 24 September, 2026 | Published: 15 October, 2026

Abstract:

Artificial Intelligence (AI) has emerged as a transformative force in the advertising industry, enabling brands to produce video content that is personalized, visually engaging, scalable, and cost-effective. Despite these advantages, the proliferation of AI in advertising raises significant ethical concerns, particularly regarding authenticity, transparency, privacy, misinformation, and deepfakes. These issues are especially relevant among college students, who encounter advertisements extensively through social media platforms. This study investigates the perceptions of AI-generated video advertisements among college students in Mumbai, with a focus on ethics, authenticity, and trust. A quantitative research design was employed, and primary data were collected through a structured questionnaire administered via Google Forms. The final sample consisted of 91 respondents, who provided insights into their social media usage, perceptions of AI-driven advertising, and concerns related to ethical practices. The findings indicate that lack of transparency was the most prominent ethical concern (42%), followed by privacy misuse (30%) and misleading content or deepfakes (20%). Respondents emphasized the importance of clear disclosure of AI involvement, truthful communication, human oversight, protection of personal data, and

avoidance of misleading or stereotypical representations. The study concludes that students do not categorically reject AI-generated advertising; rather, their acceptance is contingent upon responsible and transparent application of AI technologies. Overall, the results highlight that technological innovation in advertising must be supported by authenticity, ethical communication, transparency, and human oversight to strengthen trust among college students in Mumbai. These insights contribute to ongoing debates on digital ethics and the responsible integration of AI in advertising practices.

Keywords: Artificial Intelligence, AI-Generated Video Advertisements, College Students, Advertising Ethics, Social Media

Introduction

Advertising has evolved significantly with advancements in communication technology, moving from newspapers and radio to television, digital platforms, and social media. Artificial Intelligence (AI) has become an important part of this transformation, enabling advertisers to create videos, images, voices, scripts, and other forms of content quickly and efficiently. As Baryshkov et al. (2026) note, “AI-generated marketing content can only foster consumer trust when authenticity is demonstrably maintained.” AI-generated video advertisements may involve the use of AI to create characters, backgrounds, voiceovers, animations, and even complete advertising sequences. While these technologies provide advertisers with greater creativity, personalization, and cost efficiency, they also raise concerns about authenticity, transparency, privacy, misinformation, and misleading content. Kaponis and Maragoudakis (2026) emphasize that “digital marketing in the AI era must confront recurring ethical domains—privacy, transparency, fairness, manipulation, and accountability.” These concerns are particularly relevant to college students, who are active users of social media and are regularly exposed to digital and video advertisements. As Sadia and Debbarma (2026) argue, “student trust in AI-driven advertising is conditional upon transparent disclosure and responsible data practices.”

As AI-generated content becomes more common in advertising, college students may encounter advertisements without always knowing whether the content has been created by humans, AI, or a combination of both. This can influence how they judge the authenticity and credibility of an advertisement and whether they are willing to trust the brand behind it. At the same time, students may recognize the creative and engaging possibilities of AI while expecting advertisers to use the technology responsibly. Transparency about AI use, truthful information, protection of personal data, human oversight, and avoidance of misleading representations can therefore play an important role in shaping students' perceptions. In this context, the present study focuses on college students in Mumbai and examines their perceptions of AI-generated video advertisements, with particular emphasis on **ethics, authenticity, and trust**.

Background of AI-Generated Video Advertising

Artificial Intelligence has become increasingly important in advertising, supporting activities such as targeted advertising, customer segmentation, and content creation. With the development of Generative AI, advertisers can now create copy, images, videos, voiceovers, and other creative content more quickly and at a lower cost. It also allows brands to produce personalized advertisements and multiple versions of content for different audiences. These developments have made AI a useful tool for creating engaging and efficient advertising.

However, the use of AI does not automatically ensure that audiences will accept or trust advertising content. Students may question the authenticity of advertisements when they realize that the content has been generated or significantly modified by AI, particularly when it involves realistic people, voices, events, or product experiences. The increasing use of synthetic media and deepfakes can make it difficult to distinguish real content from artificial content. Therefore, the use of AI in advertising requires a balance between technological innovation and ethical responsibility, with transparency, authenticity, and trust remaining important factors in how college students perceive AI-generated advertisements.

Rationale of the Study

The increasing use of Generative AI in advertising makes it important to understand how college students perceive and respond to AI-generated communication. While brands use AI to improve creativity and efficiency, students may evaluate such advertisements based on their authenticity, transparency, and trustworthiness. Although AI-generated content can be visually appealing, students may still question whether the content is genuine or whether the use of AI has been communicated honestly.

The rationale for this study arises from the gap between the rapid development of AI technology and the evolving expectations of young audiences regarding ethical and transparent advertising. Students may appreciate the creativity and convenience offered by AI while also having concerns about disclosure, privacy, misleading content, and human involvement. Therefore, this study focuses on college students in Mumbai to examine their perceptions of AI-generated video advertisements and understand how **authenticity, transparency, ethical concerns, and trust** influence their acceptance of such advertising.

Aim of the Study

- To examine the ethical concerns associated with AI-generated video advertisements and to analyze perceptions of authenticity, transparency, privacy, and ethical responsibility in AI advertising.

Objectives of the Study

- To investigate perceptions of college students in Mumbai over the authenticity and credibility of AI-generated video advertisements.
- To assess students' expectations regarding transparency and disclosure in AI advertising.
- To identify the key ethical concerns associated with AI use in advertising.
- To examine how these perceptions influence trust and expectations for the responsible use of AI in advertising.

Research Questions

1. How do college students perceive the authenticity and credibility of AI-generated video advertisements compared with traditionally produced advertisements?
2. Does transparency regarding AI involvement (including disclosure and privacy protection) contribute to students' trust?
3. Do ethical concerns related to AI-generated advertising influence students' responses, particularly their trust and willingness to engage with the advertised brand?

Hypotheses

- H1: AI-generated advertisements have lower perceived authenticity than traditionally produced advertisements.
- H2: Transparency regarding AI involvement is positively associated with students' trust in AI-generated advertisements.

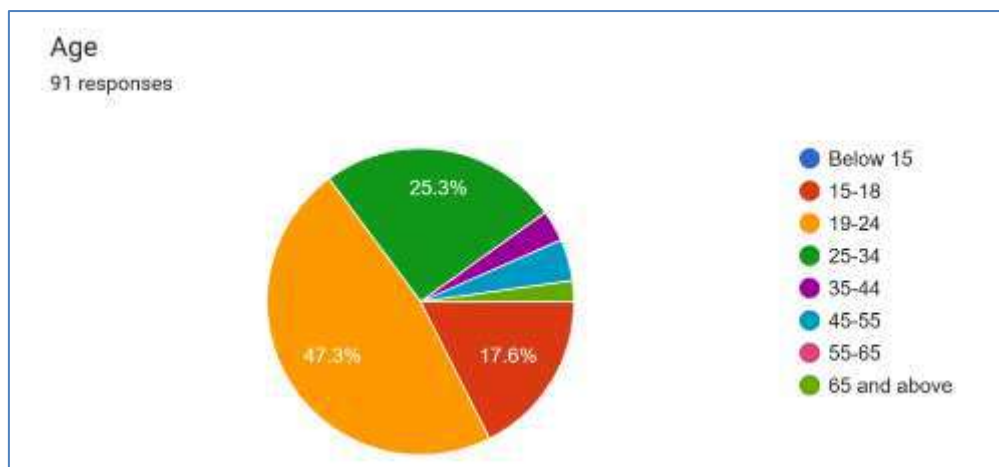
Research Methodology

The study adopts a quantitative research approach with a descriptive research design to examine college students' perceptions of AI-generated video advertisements. The study was conducted among college students in Mumbai, with a **total of 91 respondents** participating in the survey. Primary data was collected through a structured questionnaire using Google Forms. The questionnaire covered demographic details, social media usage, awareness and perceptions of AI-generated advertisements, ethical concerns, transparency, privacy, trust, and expectations regarding the responsible use of AI in advertising.

Results & Discussions

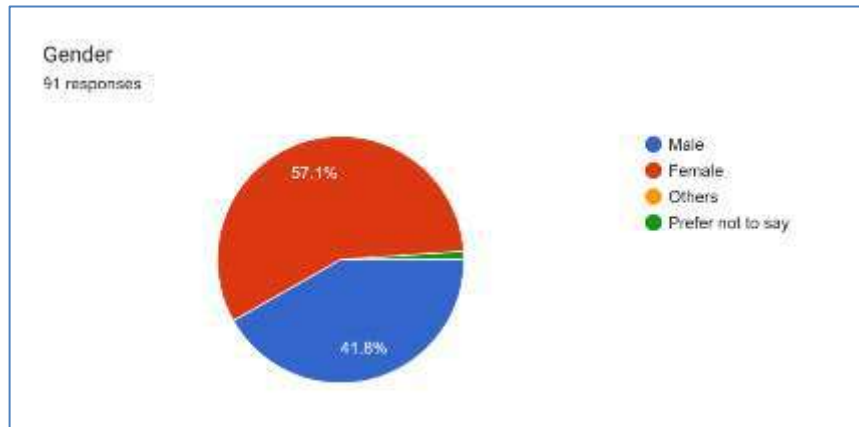
The collected data from Google Survey Form was analysed using frequencies and percentages to identify major patterns in the responses. Since the study is based primarily on descriptive analysis and does not include raw data or inferential statistical testing, no claims regarding statistical significance, correlation, or causation are made. The findings should therefore be understood within the context of the 91 college students who participated in the study.

Chart no. 1 Classification of Respondents in terms of Age



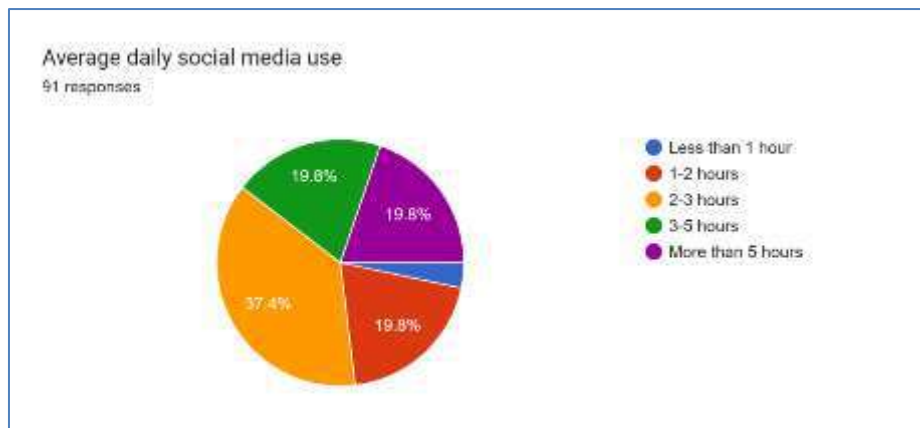
The largest age group was 19–24 years, representing 47.3% of the respondents. This group forms an important part of the study because it represents a young and digitally active audience that is likely to encounter advertising regularly through social media and online platforms. The next largest group was 25–34 years, accounting for 25.3% of respondents.

Chart no. 2 Classification of Respondents in terms of Gender



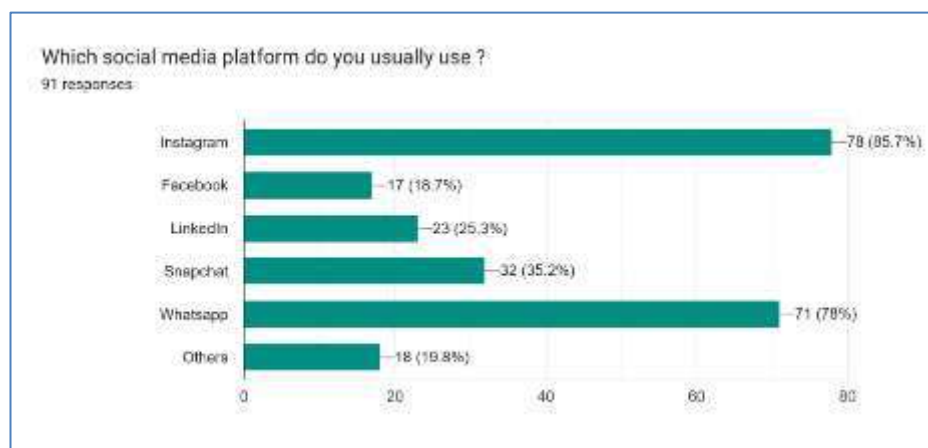
In terms of gender, 57.1% of respondents were female and 41.8% were male. The distribution indicates participation from both groups, with female respondents forming a slightly larger proportion of the sample.

Chart no. 3 Classification of Respondents in terms of average social media use



The most common response for daily social media use was two to three hours, reported by 37.4% of respondents. Around 19.8% reported spending one to two hours, another 19.8% reported three to five hours, and 19.8% reported more than five hours on social media each day. Only 3.3% reported using social media for less than one hour daily.

Chart no. 4 Classification of Respondents in terms of preferred social media platform



Instagram was the most commonly used platform among respondents, with 85.7%, or 78 respondents, reporting its use. WhatsApp followed with 78%, representing 71 respondents. Snapchat was used by 35.2% of respondents, while LinkedIn was used by 25.3%. The high use of Instagram and WhatsApp indicates that the respondents regularly engage with digital platforms where video content and advertising are frequently encountered. These responses indicate that most participants have regular exposure to social media. Such exposure increases the possibility of encountering branded videos, AI-assisted content and other forms of digital advertising.

Ethical Concerns Regarding Ai-Generated Advertising

The college students identified lack of transparency as the most significant ethical concern regarding AI-generated advertising, with 42% of respondents selecting it. This was followed by privacy misuse (30%) and misleading content or deepfakes (20%). These findings suggest that students are concerned about knowing when AI is used, how their personal data may be handled, and whether AI-generated videos present realistic but misleading information. Other concerns included misinformation, stereotypes, and the irresponsible use of AI, indicating that students expect brands to maintain transparency, authenticity, and human responsibility while using AI in advertising.

Consumer Expectations Regarding Responsible Ai Advertising

The college students expressed several expectations regarding the responsible use of AI in advertising. They emphasized the importance of disclosing AI involvement, providing truthful information, and maintaining human oversight, protecting personal data, and avoiding misleading or stereotypical representations. Some respondents also highlighted the need to retain a human element in advertising, reflecting the importance of authenticity and human connection. Overall, the findings suggest that students do not necessarily reject AI in advertising but expect it to be used responsibly and ethically. Their trust is influenced not only by the creative and technological benefits of AI but also by the transparency, accountability, authenticity, and privacy practices followed by brands.

Findings of the Study

The findings show that college students in Mumbai are cautiously accepting of AI-generated video advertisements. While respondents recognise the creative potential of AI, they remain concerned about transparency, authenticity, privacy and misleading content. Lack of transparency was the leading ethical concern (42%). Overall, the study suggests that responsible AI use, clear disclosure and human oversight are important for building trust in AI-generated advertising.

Conclusion

Artificial Intelligence is transforming advertising by enabling brands to create sophisticated, personalised and efficient content. Based on responses from 91 college students in Mumbai, this study examines their perceptions of AI-generated video advertisements, particularly in relation to ethics, authenticity and trust. The findings show that while students recognise the creative potential of AI-generated advertising, they also have concerns about its authenticity, transparency, privacy and potential to create misleading content. Lack of transparency emerged as the primary ethical concern, highlighting the importance of clearly disclosing the use of AI in advertisements. Overall, the study suggests that responsible use of AI, supported by truthful communication, data protection and human oversight, is essential for building trust among college students.

Recommendations

Advertising agencies and brands should adopt transparent and responsible practices when using AI-generated content. The use of AI should be clearly disclosed, particularly when it significantly influences the advertisement. Human oversight should be maintained to ensure that the content is accurate, ethical and culturally appropriate. Brands should also protect user data, avoid misleading synthetic content and maintain authenticity in communication. Improving AI awareness among college students can further help them understand and critically evaluate AI-generated advertisements.

Scope For Future Research

Future research can extend this study by including larger and more diverse samples from different regions of India. Comparative studies can examine perceptions of fully AI-generated advertisements and advertisements in which AI is used only as a supporting tool. Further research can also examine how different forms of AI disclosure influence trust, purchase intention and brand loyalty. Differences based on age, digital literacy and social media usage may also be explored. As AI-generated content becomes increasingly realistic, future studies can examine how effectively audiences identify such content and whether clear disclosure reduces perceptions of deception.

References

1. Kirk, C. P., & Givi, J. (2025). The AI-authorship effect: Understanding authenticity, moral disgust, and consumer responses to AI-generated marketing communications. *Journal of Business Research*, 186, 114984.
2. Koning, B., & Voorveld, H. A. M. (2025). Disclaimer! This content is AI-generated: How AI-disclosures influence trust in advertisements and organizations. *Journal of Interactive Advertising*, 25(3), 240–253.
3. Service ads in the era of generative AI: Disclosures, trust, and intangibility. (2025). *Journal of Retailing and Consumer Services*, 84, 104231.
4. Khalfallah, D., & Keller, V. (2025). Authenticity, ethics, and transparency in virtual influencer marketing: A cross-cultural analysis of consumer trust and engagement: A systematic literature review. *Acta Psychologica*, 260, 105573.
5. Tshilemba, D. N., Mickelsson, K.-J., & Nyström, A.-G. (2026). Beyond the five principles: A systematic review of AI ethics in marketing and future research directions. *Journal of Marketing Theory and Practice*.
6. Safitri, A. B., Rifa'ie, M., Leonie, & Gunawan, A. (2026). Investigating how AI ethics shape perceived advertising credibility, consumer trust, and purchase decisions: A systematic literature review. *Zenodo*.
7. Safitri, A. B., Leonie, Rifa'ie, M., & Gunawan, A. (2026). Investigating consumer trust toward AI-generated marketing content and its impact on consumer behavior: A systematic literature review. *Zenodo*.