Minnesota Journal of Business Law and Entrepreneurship

Volume 2026, No. 2

ISSN: 1540-3270

The Impact of "Made with AI" Labels

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Abstract

Consumer trust is a credible factor in advertising and brand promotion on the digital platform. With more organisations automating their content using AI, the factor of AI-related disclosure and AI labelling is gaining ground. The present study seeks to evaluate the landscape of AI-labelled content by comparing quantitative results with an article of interest. Based on the literature review, a research gap has been identified, which has been filled using a precise questionnaire. The methodology of the present research paper is based on a quantitative exploration based on a survey. Given the contemporary suspicion about the credibility of the "Made with AI" mark, the present research has found that AI disclosure related to content builds trust, and users perceive AI-generated content as highly credible and useful.

Key Words: AI Label, AI-generated Content, Consumer trust, Perceived authenticity.

1. Introduction

1.1 Background

Generative AI is developing with the application of advanced AI models worldwide. The advancement has led to the blurring of the difference between original and AI-generated content. This demands transparency in AI usage, which has made the need for AI labels prominent. The generative AI has not yet been completely adapted to new domains where information shift is prominent due to reliability-related challenges (Bandi *et al.* 2023). This finding further points towards enhancing transparency; thus, certification of AI is needed. The corresponding consumer perception of advertisements generated by AI relates to brand image and brand trust, making research in the domain necessary.

1.2 Rationale and Problem Statement

With the increasing use of AI in advertising and marketing, the corresponding consumer concern is also increasing. As per a survey, over 75% of consumers feel concerned about the misinformation circulated by AI (Haan and Holznienkemper, 2026). This has a direct negative impact on the customer's trust in the digital platform.

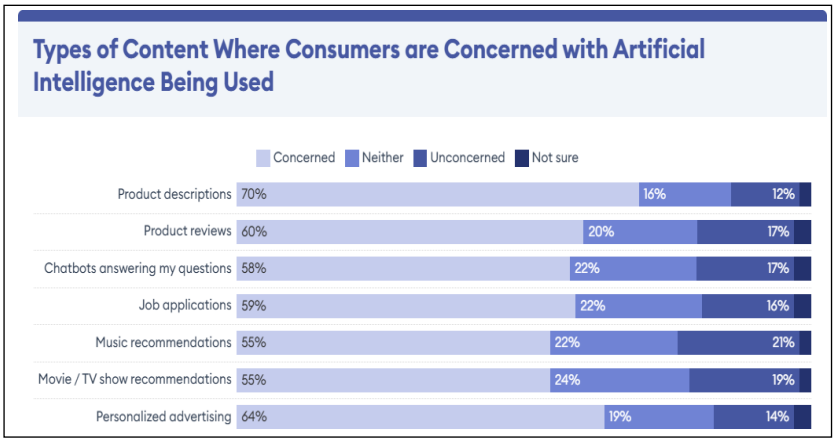

Figure 1: Concerns of Consumers about AI Use
(Source: Haan and Holznienkemper, 2026)

Figure 1 shows that 64% of the consumers are concerned with the use of AI for personalised advertisements. These points towards the possible negative impact of using AI labels in brand advertisements. However, the perspective has not been studied in contemporary research journals, which remains the problem statement.

1.3 Research Aim and Objective

Aim

The study aims to evaluate the impact of advertisements made with AI labels on customer trust.

Objective

- To analyse the impact of AI disclosure in commercial on brand transparency
- To understand the impact of using AI labels in commercials on customer trust
- To evaluate whether AI use in advertising is perceived as fake and cheap

1.4 Research Questions

- What is the impact of AI disclosure in commercials on brand transparency?
- What is the impact of using AI labels in commercials on customer trust?
- Is AI use in advertising perceived as fake and cheap or not?

2. Reason for Selecting the Present Article

The credibility of selecting the present journal lies in the fact that it evaluates the way human perception works against AI-based responses. It directly shows the acceptability of AI by the users. The perceived value of AI-generated responses is lower than their human counterparts, which is a key challenge to AI-human collaboration (Yin *et al.* 2024). The study examines that there is a natural bias of users towards perceived negativity of AI. This leads to the fact that AI disclosure does not guarantee offering positive results. Based on a quantitative design, the participants' emotions have been evaluated. As the article has a large citation base, its selection is justified.

3. Literature Review

3.1 AI-generated Content

According to Li *et al.* (2026), the usefulness of AI-generated content on the online platform is equal to that of human-generated content. Labelled AI-generated content and source notification help online informed decision-making. The strength of the present research is that it has discussed the impact of AIGC from labelled and non-labelled sources. Also, the study is limited in its approach as the research lacks a systematic pipeline for evaluation and control related to AIGC.

3.2 Trust and Perception

There is a possible scope of bias in the AI algorithm, thus making the aspect of trust and perception valid. As per Afroogh *et al.* (2024), for enhanced AI adoption, the creation of an AI-equity framework is needed at the hour. As many AI systems are biased, they are thus not fully trusted by users. This is a barrier to the perceived credible use of AI in advertisements by brands. The journal thus strongly contradicts the findings of Li *et al.,* which state that the credibility of AI-generated content is on par with that of their human counterparts. The present lack of trust and need for a trust equity framework shows that the credibility of AI has failed to create a positive perceived value.

3.3 Labelling Effect

The factor of labelling of AI by the business organisations is an undertaking which is aimed at increasing transparency by disclosure of the use of AI in content generation. As per the observation of Dorsch and Deroy (2025), by labelling AI as "trustworthy", a signal is sent to the consumers that makes them accept AI as caring and aligned with their well-being. As per the study, there is a constant need to consider the subject from an ethical perspective for driving positive results out of it. The results of the present research complement the findings of Afroogh *et al.,* suggesting that there is a need for formulating an AI-related trust equity framework. Thus, trust is a considerable factor responsible for the successful implementation of AI, and thus, the perceived value of transparency is high for consumers.

3.4 Research Gap

There exists a considerable research gap, as most of the studies have considered AI-generated content; however, the impact of AIGC integration with advertising outcomes has not been discussed. Studies conducting quantitative research have considered the participants from a user perspective and not from the point of view of consumers. The research related to the direct impact of AI labelling and AI disclosure in advertisement and marketing on the trust and perceived honesty by the consumers is limited, and the available journals lack credible sources.

4. Methods

In the present study, a quantitative survey-based research design has been used with a sample size of 51 participants, which is particularly directed towards identifying the impact of the "Made with AI" tag on the perception of consumers of brand advertisements. Survey effectively complements quantitative research by aiding in data collection related to the behaviour and opinions of a large population (Ghanad, 2023). As the present study is linked to the collection of perspectives of individuals related to AI labelling, the use of a survey is justified. Trust, perceived quality, credibility and user engagement related variables have been addressed by a structured survey questionnaire based on a Likert scale to maintain specificity. The perceived impact of disclosure has been evaluated by asking the participants to consider certain hypothetical AI labelling-based disclosure conditions.

5. Data Analysis & Results

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
What is your age?	51	0	4	2.24	1.069
What is your gender?	51	0	2	.63	.528
Have you heard of AI-generated content before?	50	0	1	.18	.388
How familiar are you with AI tools (like ChatGPT)?	51	0	4	2.33	1.260
I trust the information presented in this content	51	0	4	2.98	1.208
This content appears credible	51	0	4	2.90	1.285
I believe this content is reliable	51	0	4	2.67	1.451
The quality of this content is high	51	0	4	2.94	1.420
This content is well-written / well-created	51	0	4	2.94	1.333
This content provides useful information	51	0	4	2.78	1.376
I find this content engaging	51	0	4	3.16	1.223
This content feels authentic	51	0	4	2.96	1.356
The label ("Made with AI") influences my perception of this content	51	0	4	2.78	1.286
I would share or recommend this content to others	51	0	4	3.10	1.100
Valid N (listwise)	51				

Table 1: Descriptive Statistics

(Source: IBM SPSS)

Table 2 represents the factual statistics results for the present study. Factuale statistics have helped in summarising the data set. For 51 items, the table shows a mean value greater than 2, which suggests an overwhelming positive response. Also, considering the standard deviation value, the data set is widely spread.

Correlations

		What is your age?	What is your gender?	Have you heard of AI-generated content before?	How familiar are you with AI tools (like ChatGPT)?	I trust the information presented in this content	This content appears credible	I believe this content is reliable
What is your age?	Pearson Correlation	1	-.054	.295*	-.267	-.260	-.391**	-.258
	Sig. (2-tailed)		.706	.038	.058	.066	.005	.068
	N	51	51	50	51	51	51	51
What is your gender?	Pearson Correlation	-.054	1	.141	-.020	-.074	-.084	-.035
	Sig. (2-tailed)	.706		.329	.889	.604	.556	.808
	N	51	51	50	51	51	51	51
Have you heard of AI-generated content before?	Pearson Correlation	.295*	.141	1	-.512**	-.423**	-.500**	-.464**
	Sig. (2-tailed)	.038	.329		.000	.002	.000	.001
	N	50	50	50	50	50	50	50
How familiar are you with AI tools (like ChatGPT)?	Pearson Correlation	-.267	-.020	-.512**	1	.569**	.577**	.543**
	Sig. (2-tailed)	.058	.889	.000		.000	.000	.000
	N	51	51	50	51	51	51	51
I trust the information presented in this content	Pearson Correlation	-.260	-.074	-.423**	.569**	1	.939**	.692**
	Sig. (2-tailed)	.066	.604	.002	.000		.000	.000
	N	51	51	50	51	51	51	51
This content appears credible	Pearson Correlation	-.391**	-.084	-.500**	.577**	.939**	1	.733**
	Sig. (2-tailed)	.005	.556	.000	.000	.000		.000
	N	51	51	50	51	51	51	51
I believe this content is reliable	Pearson Correlation	-.258	-.035	-.464**	.543**	.692**	.733**	1
	Sig. (2-tailed)	.068	.808	.001	.000	.000	.000	
	N	51	51	50	51	51	51	51
The quality of this content is high	Pearson Correlation	-.241	.024	-.237	.425**	.617**	.655**	.816**
	Sig. (2-tailed)	.089	.870	.098	.002	.000	.000	.000
	N	51	51	50	51	51	51	51
This content is well-written / well-created	Pearson Correlation	-.285*	-.117	-.330*	.441**	.794**	.814**	.589**
	Sig. (2-tailed)	.043	.413	.019	.001	.000	.000	.000
	N	51	51	50	51	51	51	51

Table 2: Correlation Analysis

(Source: IBM SPSS)

Table 2 shows Pearson correlation analysis results, which have established a strong correlation among variables. For most of the variables, the value of linear strength is above 0.7, suggesting strong correlations.

Reliability Statistics

Cronbach's Alpha	N of Items
.907	14

Table 3: Reliability Statistics

(Source: IBM SPSS)

The reliability of the current data set based on Cronbach's Alpha score is presented in Table 3. The score is a measure of the internal consistency of questionnaire items. A score close to a positive one, 0.907, has been obtained, suggesting strong reliability.

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ISSN: 1540-3270

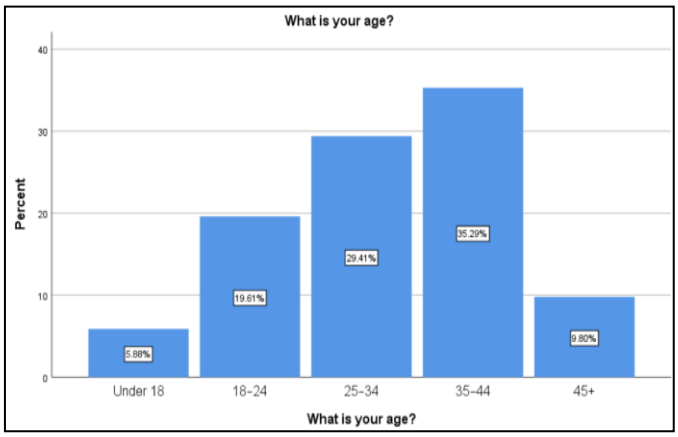

Figure 2: Age of Participants

(Source: IBM SPSS) Figure

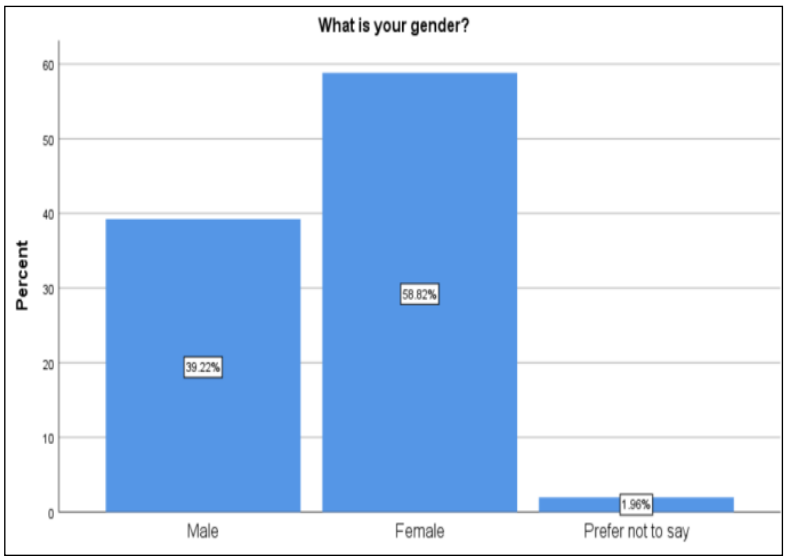

Figure 3: Gender of Participants

(Source: IBM SPSS)

Figure 2 illustrations that most of the candidates belong to the 35 to 44 years age group, with 35.29% representation, followed by 29.41% representation from the age group of 25 to 34 years. 19.61% participants belong to the 18-24 years age group, with 5.88% being under 18 years and 9.8% above 45 years of age.

Figure 3 depicts that 39.22% participants are male in contrast to 58.82% of female participants. Also, 1.96% participants have preferred not to say their gender.

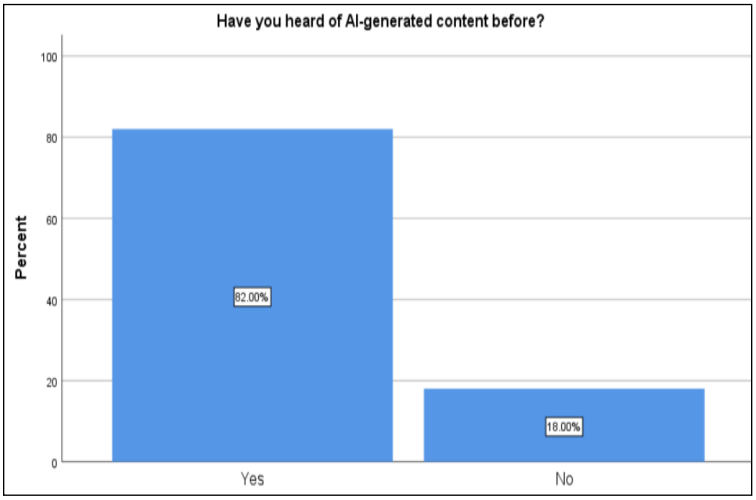

Figure 4: AI-generated Content Familiarity

(Source: IBM SPSS)

Figure 4 represents that out of the survey participants, 82% of the participants are aware of AI-generated content, against 18% of participants who are not.

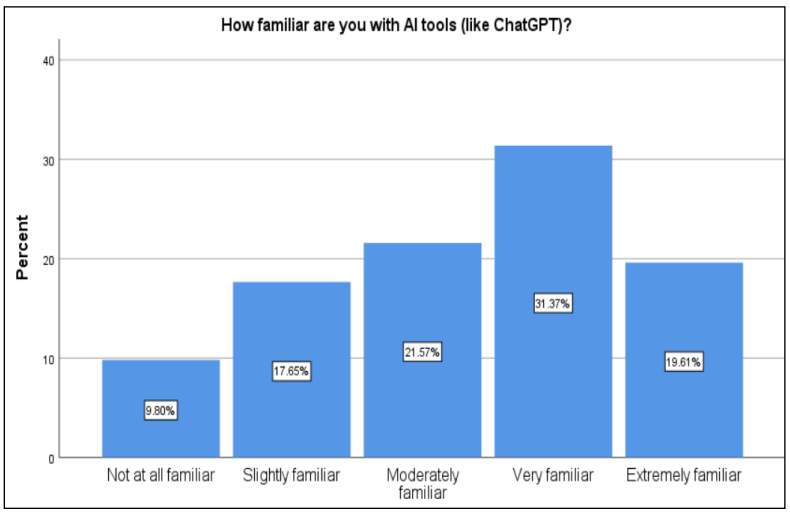

Figure 5: Familiarity with AI Tools

(Source: IBM SPSS)

Figure 5 depicts that 31.37% of research participants are very familiar with AI tools like Chat GPT, against 9.8% who are not at all familiar. 17.65% have a yield that they are slightly familiar with the same, and 21.57% are moderately familiar. Above all, 19.61% are extremely familiar with the AI tools.

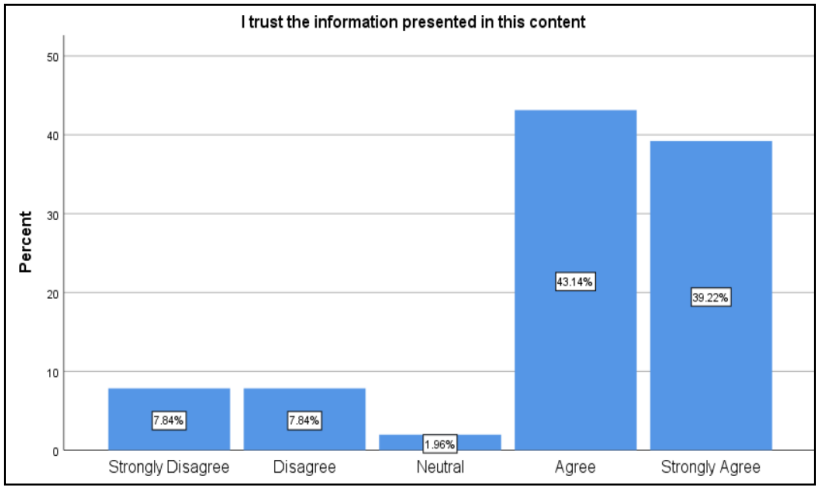

Figure 6: Trust in AI-Labelled Content

(Source: IBM SPSS)

Figure 6 portrays that 43.14% participants agree and 39.22% strongly agree that they trust the content generated by AI-labelled sources. Whereas disagreement from 7.84% and strong disagreement from another 7.84% has been registered, along with 1.96% neutral responses.

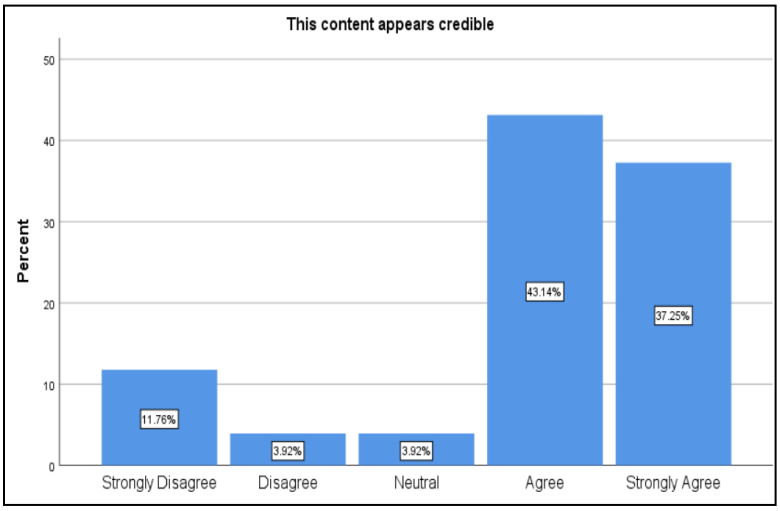

Figure 7: Credibility of the Content

(Source: IBM SPSS)

Figure 7 shows that 43.14% agrees and 37.25% strongly agree that AI-labelled contents are credible, against 11.76% strong disagreements and 3.92% of disagreement. Also, 3.92% neutral responses have been registered.

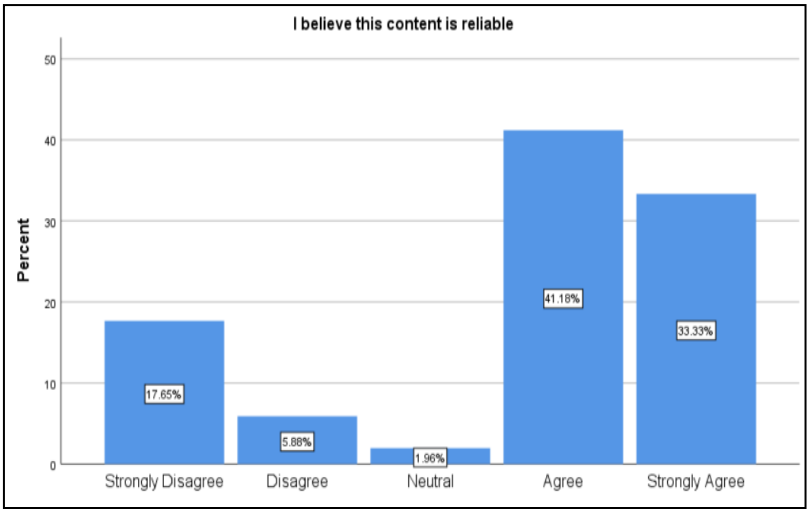

Figure 8: Reliability of AI-generated Content

(Source: IBM SPSS)

Figure 8 represents that 33.33% strongly agree that AI based contents are reliable, along with 41.18% of agreeing on it. With 1.96% of neutral responses, 17.56% of strong disagreement and 5.88% of disagreement have been registered.

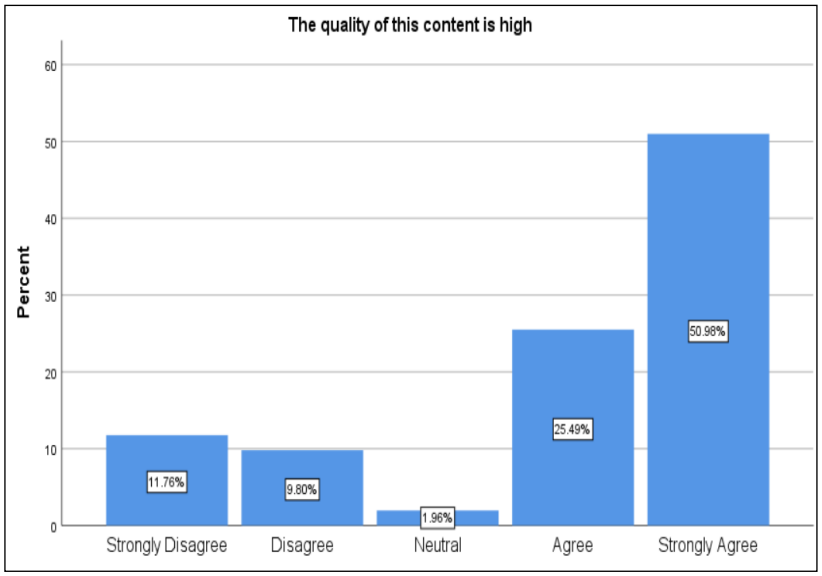

Figure 9: Quality of Content

(Source: IBM SPSS)

Figure 9 illustrates that 11.76% strongly disagree and 9.8% disagree that AI-generated high-quality content, against 50.96% strong agreement and 25.49% of agreement. 1.96% against the neutral responses' slab has been registered.

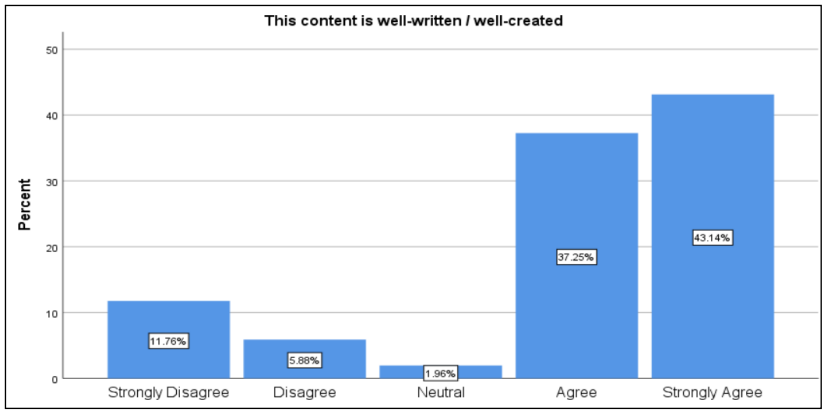

Figure 10: Weather Content is Well Written or Not

(Source: IBM SPSS)

Figure 10 shows that 37.25% participants agree that AI-generated content is well written, along with 43.14% agreeing strongly. Strong disagreement and disagreements are registered as 11.76% and 5.88%, respectively. Also, 1.96% responses are neutral.

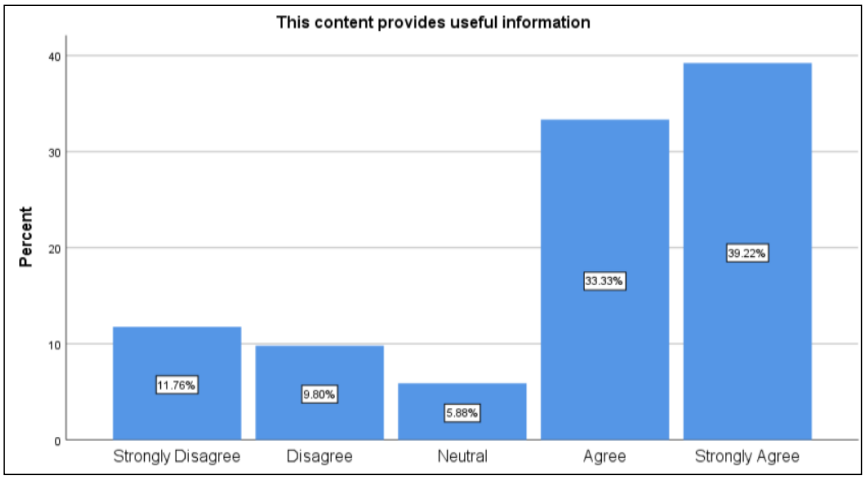

Figure 11: Usefulness of Content Information

(Source: IBM SPSS)

Figure 11 shows that 39.22% strongly agree and 33.33% agrees on the fact that AI content provides useful information, which is challenged by 11.76% strong disagreement and 9.8% of disagreement, with 5.88% of neutral responses.

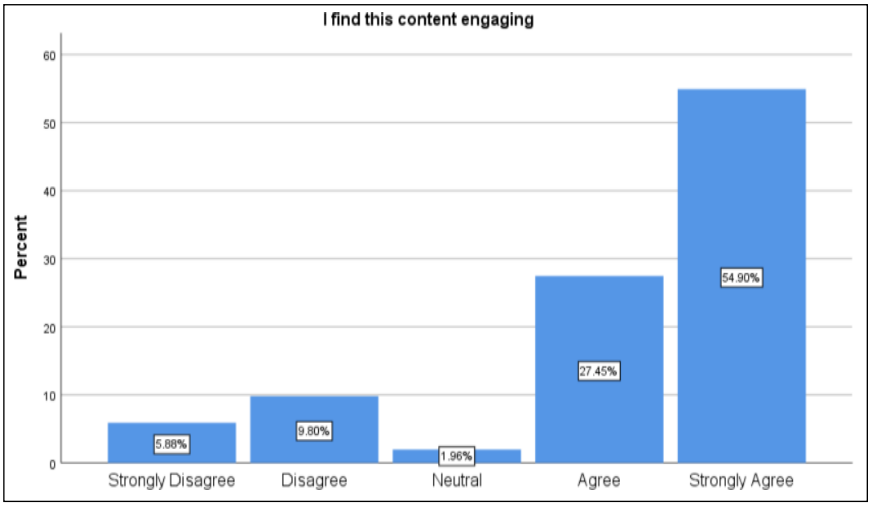

Figure 12: Engaging Capability of the Content

(Source: IBM SPSS)

Figure 12 confirms that AI content is engaging, as 27.45% agrees and 54.9% strongly agree with the same, against 5.88% of strong disagreement and 9.8% of disagreement, with 1.96% of neutral responses.

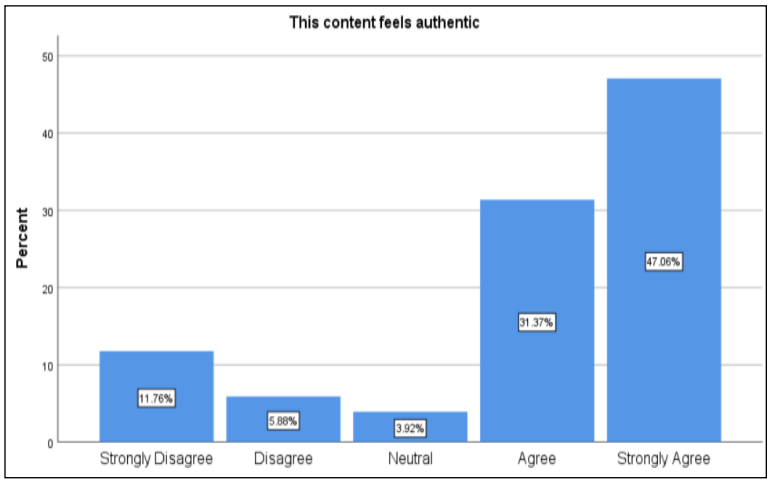

Figure 13: Authenticity of Content

(Source: IBM SPSS)

Figure 13 shows 31.37% agreement and 47.06% of strong agreement, suggesting authenticity of AI content, against 11.76% and 5.88% of strong disagreement and disagreement, respectively. Also, 3.92% participants have given a neutral response.

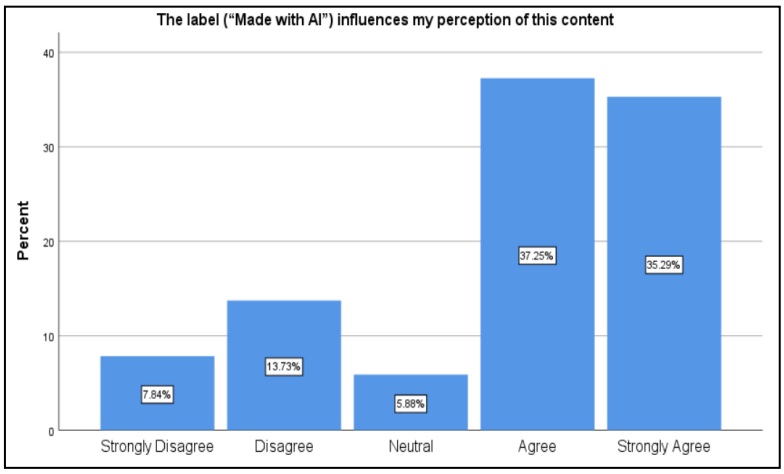

Figure 14: Impact of AI Label

(Source: IBM SPSS)

Figure 14 depicts that positive perception outcomes are linked to the "Made with AI" label, as 37.25% and 35.29% participants have agreed and strongly agreed, respectively. Also, 7.84% and 13.73% have disagreed, alongside 5.88% of neutral responses.

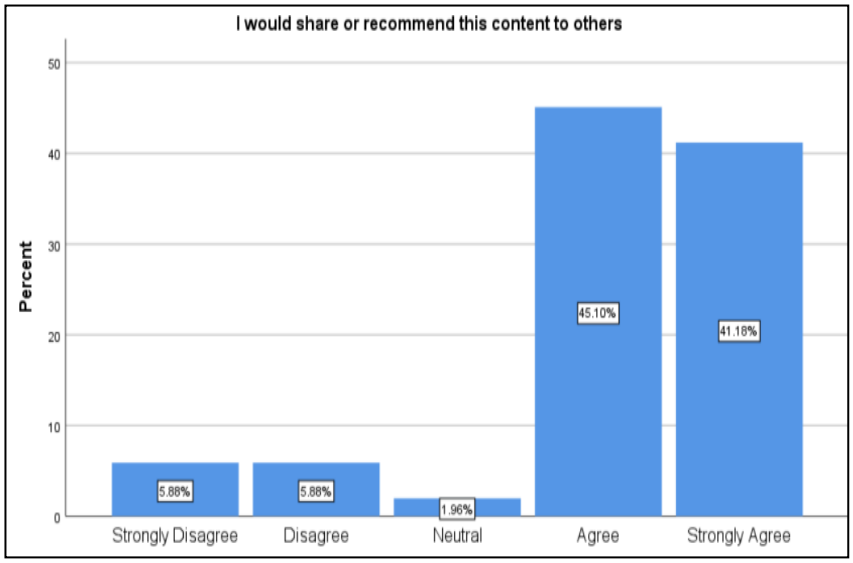

Figure 15: Content Recommendation

(Source: IBM SPSS)

Figure 15 shows that 45.10% agrees and 41.18% strongly agree to share and recommend AI labelled content against both strong disagreement and disagreement of 5.88%. Also, 1.96% responses are neutral.

6. Discussion

The data analysis has evaluated that the AI labelled contents are credible and are acceptable to the consumers of brand advertisements. In the selected journal, Yin *et al.* (2024) stated that the perceived value of AI-generated content is lower than that of humans. However, the findings contradict the journals as the “Made with AI” tag is related to a positive for of AI content, which is further confirmed by the participants ' willingness to share and recommend such content. Also, perception related to credibility, authenticity and engagement has yielded positive outcomes, which effectively meet the research questions. Li *et al.* (2026) have suggested that the reliability of AI generated constant is as per with human generated content on the online platform, which is also reflected in the present findings.

7. Conclusion

The study concludes that the reliability of AI-labelled content in advertisements is high, and the corresponding authenticity of AI-generated content is also high. Consumers do not consider AI-labelled content as cheap and also show trust and alignment. In comparison to the selected journal article, the present research has evaluated enhanced results. While the selected study focused on feelings of AI users, the present research has followed tangible variables of authenticity and credibility. Another triumph of the present research on the selected article is that the structured questionnaire has helped gather precise quantitative data.

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