



## The Effect of AI-Generated Content on Brand Identity Consistency in Social Media: A Systematic Literature Review

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### ABSTRACT

The consistency of brand identity on social media platforms is pivotal for fostering customer recognition, trust, and engagement. This research endeavor aims to investigate the impact of AI-generated content on the consistency of brand identity through the application of a systematic literature review methodology. The research methodology adheres to the PRISMA 2020 guidelines in order to identify, screen, and analyze pertinent scholarly articles. This inquiry poses three primary questions: in what manner does the utilization of AI in the creation of visual content influence the consistency of brand identity on social media; how does the consistency of brand identity produced by AI-generated content compare to that of content created through traditional methods; and what strategies can be implemented to ensure visual aesthetic coherence when employing AI-generated content in branding efforts? The findings indicate that although AI possesses the capacity to enhance efficiency and produce high-quality content, challenges pertaining to authenticity and consumer perception persist. Consequently, it is imperative for brands to adopt an ethical and transparent methodology concerning the deployment of AI technologies. This study advocates for companies to take a more proactive stance in incorporating human oversight and relevant instruments to guarantee that AI-generated content remains consistent, authentic, and aligned with the fundamental values of the brand.

## 1. Introduction

Brand identity on social media plays a profound role, not only shaping consumer perceptions but also creating a more personalized and deep connection between brands and their audiences. Social media provides space for brands to reinforce their identity, reach consumers in a closer and more interactive way, and deliver meaningful brand experiences. For example, advertising on platforms like Facebook can increase positive perceptions of the brand and foster a sense of excitement, especially in industries like fashion, which rely on strong brand equity [1]. Social media also gives brands the opportunity to work with influencers, create personalized content, and leverage the platform's characteristics to increase consumer engagement and loyalty [2]. In addition, consumer interactions, such as those that occur on fan pages, enable the co-creation of brand identities, increasing community ties and consumers' desire to share experiences and make repeat purchases [3]. Research also shows that strong visual and rhetorical styles encourage consumers to more actively share brand messages, which extends the brand's reach [4]. Brands can even engage in brand activism by voicing stances on public issues, thus building a stronger identity through social engagement [5]. Social media presence integrated with traditional media is becoming increasingly important in creating a cohesive brand identity and strengthening the overall brand strategy [1], [2]. By understanding consumer preferences, such as preferences for photo or video content, brands can customize their communication strategies to enhance their digital presence and drive consumer engagement [6]. Brand identity on social media, in turn, becomes the foundation for building strong loyalty and ensuring that brands remain relevant in an ever-evolving digital world [7], [8].

The application of artificial intelligence (AI) in social media has changed the way brands interact with audiences and shape brand identity. Technologies such as ChatGPT enable the creation of authentic and coherent content, even in scientific fields, which is difficult to distinguish from human work [9]. AI is also being used to create more personalized narratives in marketing strategies, as done by Mittmedia in Sweden to increase their subscribers through AI-based news content [10]. In addition, AI is gaining importance in marketing by integrating artificial empathy, which contributes to the reinforcement of a positive brand identity. However, the use of AI in marketing must pay attention to ethical aspects to ensure consumer trust and maintain brand integrity [11], [12]. Luxury brands are also leveraging AI to analyze consumer comments and tailor content to increase engagement and strengthen brand identity [13]. Ethical AI practices are essential, especially during a crisis like COVID-19, to protect brand reputation [14]. For example, sentiment analysis using AI can help companies manage brand identity after a crisis [15]. In addition, AI anthropomorphization can strengthen consumers' relationships with brands and increase their loyalty [16]. The use of AI in analyzing social media data also helps brands understand

audience dynamics, which results in a more positive brand image [17], [18]. Overall, AI is bringing major changes in how brands build their identity on social media by increasing engagement and ethical use of data [19].

The integration of AI-generated content into brand identity presents an important research gap, especially in understanding its impact on brand identity consistency compared to traditionally generated content. On one hand, AI tools reduce the need for high expertise in generating quality content, but on the other hand, this approach challenges the concept of creativity that usually involves human intentionality [20]. While the adoption of AI in various sectors is increasing, the lack of empirical studies regarding its impact on Brand Identity consistency makes this issue important to further research. Some research also suggests that AI influencers and AI-based automation can impact consumers' perceived trust in brands, which in turn affects the Brand Identity itself [21].

This research aims to explore the influence of using AI-generated content on brand identity consistency in social media through a systematic literature review method. Using network analysis through publications on Google Scholar and filtered by Publish or Perish, Govidance, and organized in Scispace, this study hopes to identify global research trends on this topic. Based on these objectives, this research formulates three main questions:

- **RQ1:** How does the use of AI in visual content generation affect Brand Identity consistency on social media?
- **RQ2:** How does the consistency of Brand Identity generated by AI-generated content compare to traditionally created visual content?
- **RQ3:** What strategies can be adopted to ensure visual aesthetic alignment when using AI-generated content in social media branding?

Through this research, a deeper understanding of the impact of AI-generated content on Brand Identity is expected, as well as recommendations for relevant strategies to maintain Brand Identity consistency and integrity across various social media platforms.

## 2. Methods

The methodological approach in this literature review uses the Systematic literature review (SLR) method, which is an important tool for accurately and reliably summarizing evidence related to the influence of AI-generated content on Brand Identity consistency in social media [22]. Through SLR, this research collects relevant empirical evidence according to predetermined criteria to answer the research questions appropriately [23]. This SLR process follows the latest PRISMA 2020 guidelines, an update of

the PRISMA guidelines first published in 2009 (figure 1) [24]. By adhering to PRISMA, this research aims to identify research directions and trends in the field of AI-generated content and its impact on brand identity. The articles reviewed were obtained from the Google Scholar database.

To conduct this literature review, data was mined using Publish or Perish, which allows access to Google Scholar, a popular source among academics for finding journals, proceedings, and book chapters. Google Scholar was chosen due to its wide coverage and relevance in providing articles that may be related to the influence of AI-based content on brand identity consistency, a relatively new and under-researched topic.

### **2.1. Search Strategy dan Query Strings**

The author designed a search strategy to obtain articles relevant to the research question. The keywords used in this search were:

*(AI-generated content OR artificial intelligence content) AND (brand consistency OR brand identity)  
AND (social media OR digital marketing).*

The use of these keywords aims to cover the main topics, namely AI-generated content, brand identity, and social media, so that search results can include articles that specifically discuss how AI affects visual identity and brand identity on digital platforms. From the initial search results through Google Scholar using Publish or Perish, 743 article titles were obtained that met the criteria for further analysis.

### **2.2. Screening Process and PRISMA Diagram**

The screening process uses a PRISMA diagram to illustrate a more systematic and transparent flow of article selection. This PRISMA diagram makes it easier for readers to understand the process of identification, screening, eligibility assessment, and selection of relevant studies. In the identification stage, the author conducted searches in several databases and registers that resulted in a total of 743 studies being identified. In addition, the authors also noted in the diagram possible additional references through citation searches or gray literature. However, at this stage, no additional references were found, which is indicated by a value of zero. Next, at the duplication removal stage, out of the 743 studies, two studies were removed as they were detected as duplicates by Covidence, the tool used by the authors to assist with the literature screening process. No duplicates were found manually, and no studies were marked ineligible by the automation tool. At the screening stage, the authors eliminated articles that were irrelevant or inappropriate to the research topic, resulting in 397 studies being excluded from the list. Thus, 346 studies were retained for the next step. Then, at the eligibility assessment stage, the authors

successfully accessed all the remaining 346 studies and conducted a more in-depth assessment to ensure their suitability to the topic and the predefined inclusion criteria. After this process, 74 studies were passed to the next stage, while the remaining 37 studies were excluded for various reasons, such as irrelevance of setting, inappropriate research design, and limited PDF access. At the inclusion stage, the authors finally included the remaining 37 studies into the final review, with no additional studies in progress or awaiting classification.

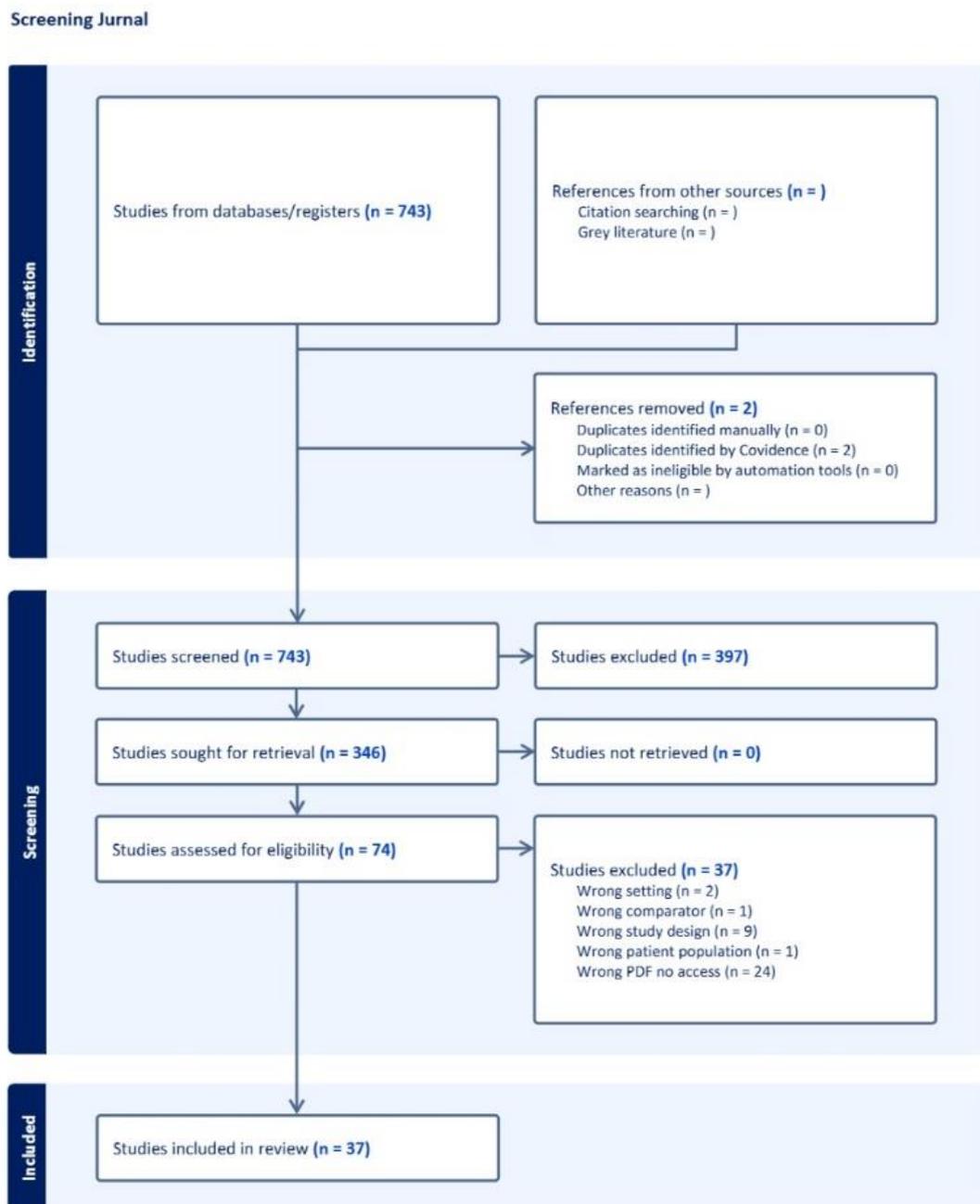


Figure 1: PRISMA diagram.

After the entire screening and data extraction process was completed, the authors organized this article with the help of SciSpace to ensure quality writing and reference management. SciSpace was used to organize the structure of the paper, review the reference format, and arrange important sections such as the abstract, introduction, and conclusion, all of which support a systematic presentation of the topic of AI-generated content and Brand Identity consistency on social media. The use of SciSpace made it easier for the author to organize the article more efficiently and ensured that the final result could be presented in a clear and understandable manner for the reader.

Overall, this research method combines a systematic SLR approach with modern tools, such as PRISMA and SciSpace, to provide a thorough and high-quality analysis of the influence of AI-generated content on brand identity consistency on social media.

### **3. Results and Discussion**

#### **3.1. Results**

In the results section of the systematic literature review, the research process involved critical stages designed to answer the research question through synthesizing evidence from selected articles. The process began by formulating a specific research question, which guided the screening and selection of relevant articles. Thereafter, the authors identified studies through searches in academic databases, ensuring only relevant articles were included. Each step of study selection was carefully documented in a PRISMA flow chart, a standard used to increase transparency and ensure that the research process is replicable [25]. The documentation also makes it easy for the reader to understand the screening and selection steps taken, from identification to final selection, based on the established criteria.

##### **3.1.1. RQ1: How does the use of AI in visual content generation affect Brand Identity consistency on social media?**

The use of AI in visual content creation is showing a significant impact on Brand Identity consistency across social media, providing a range of opportunities and challenges. AI tools can support brands in producing high-quality content efficiently and dynamically, potentially increasing consumer engagement and maintaining a consistent brand presence across multiple platforms. For example, AI-based video creation allows brands to create persuasive and engaging content that matches the Brand Identity, supporting visual and messaging consistency across social media [26].

However, while AI offers efficiency and personalization, the autonomous nature of AI-generated content can pose challenges to brand authenticity. AI tends to lack the nuance and intentionality of brand messaging that is often essential to maintaining a coherent and authentic identity [20]. This is particularly relevant in luxury brand marketing, where personalization for different audience segments is necessary, but maintaining Brand Identity uniformity among different consumer groups is essential [13]. The balance between personalization and uniformity is an important aspect in applying AI to brand content.

In addition, consumer perception of AI-generated content as less natural than human-generated content is a challenge. This perception can have a negative impact on consumer attitudes towards the brand, which can undermine brand consistency if not managed properly [15]. Therefore, it is important for brands to consider implementing AI with an ethical and transparent approach to maintain audience trust. Using AI responsibly in social media marketing is a key step in ensuring that the technology aligns with brand values and contributes to authentic brand identity [27].

The integration of AI into the content creation process also requires careful design, especially so that AI tools serve as a complement rather than a disruption to the established Brand Identity. Brands must be careful in implementing AI to ensure that their core messages and values are maintained, especially amidst the efficiency and automation offered by AI [28].

Overall, AI does offer a powerful tool to strengthen Brand Identity on social media. However, its implementation requires a careful and thoughtful strategy so that the core values and brand message remain consistent and authentic across all generated content.

### ***3.1.2. RQ2: How does the consistency of Brand Identity generated by AI-generated content compare to traditionally created visual content?***

The consistency of brand identity generated by AI-generated content compared to traditionally created visual content is a complex issue that involves various aspects, such as realism, identity preservation, and intentionality in the creative process. Visual content generated by AI has reached a high level of sophistication. For example, AI-generated faces are often indistinguishable from real faces and are even considered more believable by audiences [29]. This shows that AI is able to maintain a high level of visual consistency, which is important in maintaining a stable Brand Identity on social media.

Furthermore, AI models such as Multi-Warping GAN (MW-GAN) were developed to ensure identity consistency by allowing variations in visual style that remain aligned with the basic characteristics of the brand [30]. This technology opens up opportunities for brands to maintain visual uniformity while still

being able to adapt to different trends or audiences across different platforms. However, there are challenges in managing this identity consistency, mainly related to the limited transparency and control in AI techniques compared to traditional methods [31]. The lack of interpretability of AI can lead to visual outcomes that do not match the brand's desired message or aesthetic values.

In addition, the use of AI in the creative process raises questions regarding the intentionality and authenticity of the content, as automation makes the content creation process more affordable and accessible, but sometimes risks diluting the unique identity that should be reflected in the creative role of human creators [20]. Despite these challenges, AI offers significant advantages in terms of efficiency and large-scale production capabilities, which support efforts to maintain a cohesive Brand Identity across multiple digital platforms and media [32].

Overall, while AI has the capacity to produce consistent, high-quality visual content, careful oversight is still required to ensure that the results are aligned with the core values and Brand Identity.

### ***3.1.3. RQ3: What strategies can be adopted to ensure visual aesthetic alignment when using AI-generated content in social media branding?***

To achieve visual aesthetic harmony in AI-generated content for branding purposes, several strategies and tools can be applied as indicated in the literature. One of the main approaches is through Explainable Artificial Intelligence (XAI), which provides humans with a deeper understanding of the decisions made by AI systems. This XAI provides visual explanations that can assist designers in monitoring and adjusting the results of the AI to stay in line with the brand aesthetics. With this transparency, the AI work process becomes more understandable, allowing human designers to make adjustments that are in line with Brand Identity standards [33].

Additionally, the integration of human labor in the process of curating and classifying datasets for AI training, as implemented in Anna Ridler's work with GAN, demonstrates the importance of human oversight in ensuring that the end result of AI-generated content reflects the desired aesthetic and Brand Identity values [34]. This human involvement can help direct the AI to stay within the aesthetic parameters of the brand, reducing the potential for inconsistencies in visual branding.

Another significant approach involves using computational methods and neuroimaging to create a hierarchy of aesthetic values that resemble human perception. Research shows that AI systems can be programmed to mimic human aesthetic judgments by integrating visual features at multiple levels, thus approximating human perception of aesthetics [35]. This is useful in branding to ensure that AI-generated content remains consistent with the brand's image and aesthetic values.

In addition, tools such as Repeated Correspondence Regulator (RCR) and Repeated Aggregation Regulator (RAR) can be used to improve image and text compatibility, ensuring that AI-generated content matches the overall brand message and semantics [36]. The use of these tools enables results that are more in line with the Brand Identity by ensuring the visual content supports the brand message in a cohesive manner.

Human supervision remains important in monitoring the results of the AI and making improvements to the visual content produced. This oversight is not only necessary to reduce bias, but also to ensure that the end result is believable and aligned with the brand identity and message [37]. Overall, these strategies demonstrate the importance of collaboration between advanced AI technology and human expertise to achieve aesthetic harmony in AI-generated branding content.

### **3.2. Discussion**

This discussion highlights the significant impact of using AI in visual content creation on Brand Identity consistency on social media. While AI offers ease and efficiency in generating high-quality content that can increase consumer engagement, a key challenge remains in maintaining brand authenticity. AI, while sophisticated, is often unable to capture the nuances or intentionality required to maintain the consistency and authenticity of brand messages. This poses a risk that AI-generated content may be perceived as less natural by consumers, which can negatively impact the brand's relationship with the audience. Therefore, it is important for brands to adopt a cautious and ethical approach to the use of AI to maintain the consistency and authenticity of the brand identity.

To overcome this challenge, several strategies can be implemented to maintain visual aesthetic harmony in branding. One of them is the use of Explainable Artificial Intelligence (XAI), which provides transparency and allows designers to understand the decisions taken by the AI system, so that the generated content remains aligned with the brand identity. In addition, it is important to involve human labor in data curation and AI training to ensure that the results are in line with the desired aesthetic values. A collaborative approach between advanced AI technology and human expertise is necessary to reduce visual discrepancies and ensure consistency of brand messages. Thus, while AI offers efficiency in large-scale content creation, human supervision and transparent and ethical application of technology are key factors in maintaining Brand Identity integrity on social media.

## **4. Conclusion**

The rapid development of information technology has changed the way brands interact with their audiences, especially through social media platforms, with artificial intelligence (AI) as an important tool in visual content creation. AI enables brands to produce high-quality material with greater efficiency, although challenges related to authenticity and consumer perception remain, as AI content is often perceived as less natural. Therefore, an ethical and transparent approach is essential for AI to support brand values without compromising authenticity. This study used a systematic literature review method to answer three research questions, which showed that the use of AI has a significant effect on Brand Identity consistency in social media. The results for RQ1 revealed that while AI improves efficiency, challenges related to consumer perception of content authenticity must be addressed. For RQ2, although AI can produce consistent and sophisticated content, lack of control in the creative process can be a risk, so oversight is needed to maintain alignment with the brand message. For RQ3, the authors conclude that strategies such as Explainable Artificial Intelligence (XAI) and integration of human labor in AI training can ensure alignment of visual aesthetics in branding, with tools such as Repeated Correspondence Regulator (RCR) used to ensure consistency between images and text.

This study provides suggestions for future research, which include the need for empirical studies to directly explore how AI content affects brand identity consistency. Such studies should utilize both quantitative and qualitative methods to gain a more comprehensive understanding. For example, field experiments can be conducted to measure consumer perceptions of AI content compared to traditionally generated content. Longitudinal studies are also important to understand the changes in consumer perceptions as AI technology evolves in branding. With further research, it is hoped that more effective strategies can be found to integrate AI in the branding process without sacrificing the consistency and authenticity of brand identity.

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