



Determinants of Customer Experience in Artificial Intelligence-based Social Media Content Creation Tools: An Empirical Study

**SURJADEEP DUTTA^{1*}, PAUL ARUN KUMAR JAMES¹,
PRABHAVATHY RAJA EBENEZER¹ and SARTHAK SENGUPTA²**

¹Faculty of Management, SRM Institute of Science and Technology,
Kattankulathur, Chengalpattu District, Tamil Nadu, India.

²School of Digital Health, IIMR University, Jaipur, Rajasthan, India.

Abstract

The practice of digital marketing is being transformed as Artificial Intelligence (AI) grows increasingly dependent on itself for the creation of content on social media. This empirical study investigates the factors that affect customer experience while using AI-based tools for writing content in social media platforms. This specific study is based on purposive sampling methodology. Out of 310 responses obtained, 287 were utilised for the data analysis (removing incomplete responses, detecting and excluding outliers, and conducting reliability checks). The target population considered for this study is Digital marketers, social media influencers, content creators, and those business owners using AI-generated content. The Questionnaire was prepared using Google form and Likert scale questions were prepared. The data was collected and transferred to IBM SPSS & PLS-SEM for analysis. The Samples received from the respondents are transferred to IBM SPSS software for further analysis followed by Demographic Analysis, Factor Analysis, Reliability Test, SEM Analysis. The findings noted that user's perceptions depend on the quality of the content, as the well-structured, engaging, and grammatically accurate content leads to satisfaction. Another determinant is relevance as users associate interest in AI-generated content, which becomes a lot more relevant with current trends on social media. Customer trust in the AI-based writing instruments depends on the authenticity they put across to users, ethical queries, and handling human-like writing quality. Finally, Brand Visibility is significantly influenced by



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CONTACT Surjadeep Dutta ✉ surjadeepdutta@gmail.com¹ 📍 Faculty of Management, SRM Institute of Science and Technology, Kattankulathur, Chengalpattu District, Tamil Nadu, India.



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