

The Effectiveness of AI-Generated Marketing Campaigns in Engagement and Retention as Perceived by 3rd Year Level Marketing Students

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Abstract—This research investigates the opinion of third-year Marketing students from the Far Eastern University regarding the effectiveness of AI-generated marketing campaigns in terms of engagement and retention. Since artificial intelligence now has become a useful marketing tool, study calls upon how it will proceed to affect the means of consumer behavior. Using qualitative interviews, the research mixing an AI-generated marketing campaign with its traditional counterpart in visibility, clarity, and ethical mass appeal. It turns out that while students valued the efficiency and ease of AI content personalized to their needs, they raised concerns around emotions and creativity and the ethical aspect of protecting privacy. This study, therefore, suggests a balance between innovation and ethical conduct when addressing consumers in a meaningful and long-term manner toward fostering brand loyalty.

Keywords—AI-Generated Marketing, engagement, ethical credibility, marketing students, retention, persuasion

I. INTRODUCTION

Marketing campaigns are everywhere, from billboards to social media ads, and companies are always looking for better means of getting the attention of potential buyers. Old marketing methods have worked before; however, they have their drawbacks. Ad creation can be very costly, time-consuming to produce, and sometimes may not be embraced by the target audience. Companies spend a lot of money on advertising campaigns that may not be as effective, and there are times when people may just ignore such ads.

AI is transforming how marketing is performed today. Using AI, companies create advertisements, study consumer trends, and provide customized content. AI can create social media content, emails, and even TV commercials within seconds. It is effective, never gets tired, and can tweak the advertisements depending on what the population likes. Because of this, companies are increasingly using AI for their marketing campaigns. But there are some worries, as well. Some folks think that AI ads sound robotic and lack the flair of ads made by people. Others are concerned about privacy and how AI gathers one's personal information. There is also the issue of trust—is one emotionally invested in AI-generated ads, or do they simply scroll past them? The focus of this research is third-year Marketing students of Far Eastern University (FEU) and their attitudes towards AI-created marketing campaigns. This research aimed to answer the question:

1. How do third-year Marketing students compare the success of marketing campaigns produced by artificial intelligence with the traditional approach based on:

1.1 Engagement

1.2 Retention

Since marketing students are future marketers, what they have to say counts. If AI-driven ads are memorable and catchy, then AI ads can be the future of marketing. But if they do not work, companies would still require human marketers. This research tried to find out if AI marketing is really effective or if companies are simply doing it because it is the latest trend.

II. SIGNIFICANCE OF THE STUDY

This study is important because AI-generated marketing campaigns are becoming more common, but people still do not know if they work. The results of this study might help businesses, marketers, and students figure out if AI-generated ads are engaging, persuasive, and memorable compared to traditional marketing.

1. For Marketing Students – This research will help marketing students understand the good and bad sides of AI-generated marketing. Since they will be future marketers, knowing how AI affects engagement, and retention can help them make better marketing decisions.
2. For Businesses and Companies – Companies that use AI-generated marketing campaigns can use this study to see if their AI-based ads work or if they should still stick to traditional methods.
3. For Future Researchers – This study can be useful for future research about AI in marketing. Since AI technology keeps evolving, this research might help with future studies.

III. SCOPE AND DELIMITATION

This study only focused on 3rd-year Bachelor of Science in Business Administration major in Marketing Management students at Far Eastern University (FEU) for the school year 2024–2025. It only looked at their opinions on AI-generated marketing campaigns in terms of engagement, retention, persuasion, appeal, clarity, recall rate, and ethical credibility. It did not cover other concepts such as how AI is developed or if it was cost-effective. Also, students from other year levels or universities were not included.

IV. METHODOLOGY

This research used qualitative descriptive design with a purpose of mastering the insights of third-year marketing students concerning their mind of AI-generated marketing campaigns. Qualitative research suited this study since it allowed for the exploration of various aspects in-depth related to AI, such as opinions, beliefs, feelings, and experiences related to marketing (Ayton, 2023). The research used interviews to gain rich and descriptive data. Participants for this study were limited to third-year Marketing Management students at Far Eastern University (FEU). The purposive sampling method was developed to create an ideal sample of about 3 students having some knowledge of applied marketing among familiar aspects of AI-generated marketing campaigns (Nikolopoulou, 2022). The sample was considered to have achieved adequate data saturation such that no new themes emerged from the data. The respondents were provided with researcher-made questionnaires to gather data. The questionnaire was designed with open-ended questions to ensure the data remained qualitative and descriptive, and to allow the respondents to give their insights, opinions, and experiences about the use of AI-generated marketing campaigns. The interview ensured the respondents' anonymity and confidentiality.

Participants were gathered through social media platforms. Classrooms or comfortable locations were used for face-to-face or video conferencing interviews to ensure participants felt comfortable expressing themselves. Each interview lasted about thirty minutes. Data collection took about a week, providing enough time to conduct interviews and gather responses from the questionnaires. This paper relied on thematic analysis for the interview result (Terry, 2017). The first stage consisted of familiarizing and reviewing the analysis of the interviews for emerging themes and patterns. Second, the entire data set was coded to develop categories of the responses which considered specific themes related to AI generated effectiveness marketing campaign. This assisted in synthesizing the findings from the study and allowed for an overall understanding of their experience. The interviews served the purpose of extracting qualitative data and insight into the issues at hand. These interviews were driven by a series of open-ended questions with a measure of flexibility so that the interviewer could explore the realities and opinions of the participant. The environment for these interviews was set up to ensure comfort for the interviewee, e.g., an appropriate and quiet room on campus or via video conferencing, thus encouraging openness and directness on the part of the participants.

V. RESULTS

Tab. 1 includes themes like visual appeal, highly considered while respondents commenting on such visuals present, in most cases, being creative and very much aesthetically attractive, sometimes seeming impersonal or too polished (Labib, 2024). Impressions on the campaign, from the students, were both positive and negative with the successful ones like Coca-Cola and Nike termed as very engaging and personalized content

upon which some others were criticized for being too generic or not well-defined (Haleem et al., 2024).

TABLE 1. Engagement

Theme	Initial Theme Codin	Supporting Statements
Appeal of Visual Elements	Novelty and customization, Aesthetic and sleek design, Sometimes impersonal or overly polished	R1: Novelty and customization, but lack emotion. R2: Unique, aesthetic composition due to AI evolution. R3: Eye-catching and sleek, but sometimes too polished and impersonal.
Positive Impressions from AI Campaigns	Innovation, Futuristic visuals, Natural integration of AI	R1: Coca-Cola campaign blended stunning visuals and personalization. R2: Nike Travis Scott campaign's futuristic, surreal visuals impressed. R3: Positive impression when AI naturally integrated and personalized.
Interaction and Engagement Levels	Personalization and behavioral adaptation, Timely and relevant interactions	R1: Enhanced personalization but limited emotional connection. R2: Tailors visuals/messaging for specific audiences. R3: Adapts to user behavior; relevant and timely interactions.
Purchase Influence	Tailored experience, Relevance, Difficulty identifying AI	R1: Spotify campaign influenced by personalization. R2: No influence; can't distinguish AI-generated content. R3: Yes, influenced by ads tailored to interests.
Ethical Considerations	Transparency, Support for creative industries, Respect for privacy	R1: Ethical if transparent; concerns about bias. R2: Ethical if supporting designers and respecting privacy. R3: Ethical if transparent and respectful of user privacy.

The theme of engagement and interaction showed that tailored content enhanced audience interaction, while not purely providing the illusion of great human emotion limited deeper connection. In terms of influence upon purchases, some of the students accepted they were swayed by advertisement personalization, while others could not clearly differentiate if the campaign was AI-generated (Liu et al., 2023). Ethical considerations also paraded among issues raised by the students, with all those concerning transparency in AI. However, concerns about privacy with data and manipulation were raised (Baek et al., 2024).

For Tab. 2, the retention of campaigns was associated with memorable elements, with the most outstanding ones being interactive and personalized; generic campaigns were easily forgotten (Ziakis et al., 2023). In terms of communication of messages, clarity was required for effectiveness and efficiency, while former complexity usually brought miscommunication (Nikolopoulou, 2022).

Based on the Tab 2.1, the analysis also underlined the role of AI in the perception or credibility of brands, for with all well-made campaigns, a brand image could be built, although everything could be ruined by bad execution, which made a brand robotic (Ayton, 2023). Finally, it mentioned the potential

for long-term recognition: the students said that such an important thing a campaign could generate brand recognition if it gave a lot of relevant and useful content without becoming repetitive but uncreative (Terry et al., 2017). All the above carried the still-ever-burdened complexities of AI in marketing, which by varying degrees provided different degrees of success or failure depending on execution and audience perception.

TABLE 2. Retention

Theme	Initial Theme Codin	Supporting Statements
Memorable Campaign Elements	<i>Dynamic visuals,</i>	R1: Nike campaign memorable due to motivational storytelling and visuals.
	<i>Interactive elements,</i>	R2: Coca-Cola's 'Create Real Magic' campaign stood out with creative engagement.
	<i>Creativity and personalization</i>	R3: Interactive, real-time personalization made a campaign memorable.
Forgettable Campaigns	<i>Robotic tone,</i>	R1: AI tech gadget campaign forgettable due to robotic tone.
	<i>Over-reliance on AI,</i>	R2: Forgettable campaigns lacked brand personality.
	<i>Lack of emotional connection</i>	R3: Forgettable when campaigns are flashy but lack emotional or contextual connection.
Message Clarity	<i>Simple,</i>	R1: Grammatically ad clearly communicated its message.
	<i>relatable storytelling,</i>	R2: Backstory-driven campaigns effectively deliver emotional messages.
	<i>Effective emotional connection</i>	R3: Simple, relevant content works; overly complex campaigns miss the mark.

Table 2.1 – Continuation of Retention

Brand Perception	<i>Innovation improves credibility,</i>	R1: Good AI use enhances credibility; bad use appears lazy."
	<i>Poor execution harms brand image</i>	R2: AI enhances creativity and brand image.
		R3: When well-executed, AI showcases innovation and customer-centricity; otherwise, feels robotic.
Long-term Recognition	<i>Consistency,</i>	R1: Can build long-term recognition with engaging, creative content.
	<i>Authenticity and emotional resonance needed alongside AI</i>	R2: Supports brand strategy for long-term recognition.
		R3: Supports long-term recognition if authenticity and emotional resonance are maintained.

VI. CONCLUSION

This study suggested that AI-assisted marketing campaigns could bring innovative and engaging effects, yet they also present challenges that marketers need to address. The study was conducted using an intensive collection of data through semi-structured interviews conducted by the researchers and proved the mixed reactions of third-year Marketing students towards AI's effectiveness as a marketing tool. The qualitative insights generated from participants acknowledged that many

students appreciated what AI could do in creating more personalized and efficient marketing campaigns, while also raising concerns about the limitations of emotional connection and authenticity in AI-generated content.

The interviews also highlighted the visual appeal and clarity of communication, as well as ethics-bound concerns about data privacy and transparency. In addition, the data collection period provided ample time to gather findings, underscoring the complexity of diverse student perspectives. Ultimately, this study emphasizes that brands need to invest in true engagement and ethical practices, as these are the foundations of trust-building and long-lasting relationships with consumers. As AI continues to evolve, marketers must periodically reevaluate their tactics, adapting their strategies to address issues raised by target audiences considering AI's capabilities.

VII. RECOMMENDATION

Marketing with AI tools must be complemented using relatable messaging to emotionally charge consumers. Transparency plays a huge role. The brands must make clear and understandable statements on the nature of their own AI usage and data use and privacy to win the trust of their customers. Personalized experience would also relate to information content individualized so as to improve engagement and retention rates. It would involve the performance measurement of the campaign at regular intervals with the help of defined metrics and consumer feedback and finding out the places with scope for improvement. To this end, educating students and marketers on the ethical impact of using AI would lead to arming them on matters regarding privacy. Promoting creativity through collaboration between AI tools and human marketers can lead to innovative campaigns, while updating knowledge on emerging trends will keep marketing strategies relevant. Marketers would thus be able to scale such campaigns without alienating their consumers.

APPENDIX

Following are the interview questionnaire:

- I. Engagement with AI-generated Marketing Campaigns
 1. Do you find the visual elements of AI-generated campaigns appealing? Why or why not?
 2. With your recent interactions with AI-generated marketing campaigns, were there any that left you with a positive or negative impression? Why?
 3. How do AI-generated marketing campaigns perform in terms of interaction and engagement?
 4. Were there any AI-generated marketing campaigns that have influenced you to buy the product or use the service being advertised? What factors persuaded you?
 5. Do you consider the use of AI in marketing campaigns to be ethical?
- II. Retention of AI-generated Marketing Campaigns
 1. Have you ever found an AI-generated campaign that was memorable? If so, what elements made it stand out?
 2. Were there any instances that an AI-generated marketing campaign did not capture your attention, or was it forgettable? Why or why not?

3. Have you seen any AI-generated marketing campaigns that have communicated their intended messages? Why or why not?
4. How does the use of AI-generated elements in marketing campaigns affect your perception of the brand or company's credibility or reputation?
5. Do you think AI-generated marketing campaigns can help brands build long-term recognition? Why or why not?

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