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AI-Generated Content and Personalized Social Media Effects on Purchase Conversion: E-Trust as a Mediator

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Abstract

The rapid development of digital technology has encouraged businesses to adopt Artificial Intelligence (AI) and personalized social media strategies to improve digital marketing effectiveness. However, previous studies have primarily focused on purchase intention or examined digital marketing variables separately, providing limited understanding of how these strategies influence actual purchase conversion through consumer trust. This study aims to analyze the effects of AI-Generated Content and Personalized Social Media on Purchase Conversion, with E-Trust as a mediating variable, at Beauty Shop Farina Femme. A quantitative approach was employed using Partial Least Squares Structural Equation Modeling (PLS-SEM). Data were collected from 100 consumers of Beauty Shop Farina Femme through purposive sampling and analyzed using Smart-PLS software. The findings indicate that AI-Generated Content and Personalized Social Media do not significantly influence Purchase Conversion directly. However, both variables significantly enhance E-Trust, which subsequently has a significant positive effect on Purchase Conversion and mediates the relationships between AI-Generated Content, Personalized Social Media, and Purchase Conversion. These findings highlight the critical role of E-Trust in transforming AI-driven and personalized digital marketing strategies into actual purchasing behavior, thereby contributing to the literature on digital marketing effectiveness and consumer behavior in the beauty retail industry.

Keywords: AI-Generated Content, Personalized Social Media, E-trust, Purchase Conversion.

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INTRODUCTION

The rapid advancement of digital technology has transformed the way businesses communicate with consumers, particularly through the integration of Artificial Intelligence (AI) and social media into digital marketing strategies. The increasing internet penetration and widespread use of social media platforms have encouraged companies to adopt AI-powered technologies to improve marketing efficiency, personalize customer experiences, and strengthen consumer engagement (APJII, 2025; World Bank, 2024). In Indonesia, social media has become one of the primary sources of product information, enabling consumers to search for reviews, compare products, and make purchasing decisions through digital interactions (Sugeng Purwanto & Wahyuaji, 2025). Consequently, businesses are expected not only to provide high-quality products but also to establish trustworthy digital communication that encourages consumers to complete actual purchases.

One of the emerging applications of AI in digital marketing is AI-Generated Content, which enables businesses to create promotional content more efficiently while maintaining relevance to consumers' interests and preferences. At the same time, Personalized Social Media allows companies to deliver customized content that improves interaction quality and customer engagement. Previous studies have reported that AI-generated content enhances communication effectiveness, while personalized social media contributes to stronger relationships between businesses and consumers (Anggreini & Suparwati, 2023; Macias Urrego, 2024). Furthermore, recent studies have highlighted the growing importance of AI technologies in improving marketing performance and supporting customer decision-making in digital environments (Hatami et al., 2025; Wen & Li, 2025).

Despite these advantages, the effectiveness of AI-driven digital marketing should not be evaluated solely by the level of online engagement. For businesses, the ultimate objective is to convert digital interactions into actual purchasing behavior or Purchase Conversion. Existing literature has demonstrated that consumer trust plays a fundamental role in reducing uncertainty and increasing consumers' willingness to complete online transactions (Irshad et al., 2024; Sahar & Kamel, 2024). Therefore, E-Trust has become an essential factor in determining whether consumers perceive AI-generated information and personalized digital communication as credible enough to influence their purchasing decisions. However, empirical findings regarding the relationships among AI-Generated Content, Personalized Social Media, E-Trust, and Purchase Conversion remain inconsistent, indicating the need for further investigation.

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Although previous studies have confirmed the importance of AI-Generated Content, Personalized Social Media, and E-Trust in digital marketing, several research gaps remain. First, most studies have primarily focused on Purchase Intention rather than actual Purchase Conversion, resulting in limited empirical evidence regarding consumers' realized purchasing behavior. Second, existing studies generally examine AI-Generated Content, Personalized Social Media, and E-Trust independently, providing insufficient understanding of the integrated mechanism through which these variables influence Purchase Conversion. Third, empirical studies investigating these relationships in the beauty retail industry are still limited, despite the industry's rapid digital transformation and consumers' increasing reliance on digital platforms when making purchasing decisions.

Beauty Shop Farina Femme represents one of the beauty retailers that actively utilizes AI-generated marketing content and personalized social media to strengthen digital marketing performance. Although these strategies have successfully increased customer engagement and online interactions, the growth of digital engagement has not consistently resulted in higher Purchase Conversion. This phenomenon indicates that consumer trust may act as an important mechanism in transforming digital marketing activities into actual purchasing behavior. Therefore, E-Trust is proposed as a mediating variable that explains how AI-Generated Content and Personalized Social Media contribute to Purchase Conversion.

Based on these research gaps and practical phenomena, this study aims to examine the effects of AI-Generated Content and Personalized Social Media on Purchase Conversion through the mediating role of E-Trust at Beauty Shop Farina Femme. The novelty of this study lies in integrating AI-Generated Content, Personalized Social Media, E-Trust, and Purchase Conversion into a single structural model within the beauty retail context. Unlike previous studies that mainly emphasized purchase intention or investigated these variables separately, this study provides empirical evidence regarding the mediating role of E-Trust in converting AI-driven digital marketing strategies into actual consumer purchases. The findings are expected to contribute to the development of digital marketing and consumer behavior literature while offering practical recommendations for beauty retailers in designing more effective, personalized, and trustworthy digital marketing strategies.

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REVIEW

AI-Generated Content

AI-Generated Content (AIGC) refers to digital content produced using Artificial Intelligence (AI) technologies capable of generating text, images, videos, and other forms of digital media automatically. According to Dwivedi et al. (2023), AI-generated content enables organizations to create marketing content more efficiently while maintaining relevance and personalization for consumers. Furthermore, Arshad (2023) explains that AI technologies support businesses in delivering creative and informative content that enhances consumer engagement and communication effectiveness in digital marketing. This study conceptualizes AI-Generated Content as digital marketing content generated through Artificial Intelligence technologies to provide relevant, informative, credible, engaging, and creative information that supports consumers in evaluating products and making purchasing decisions. In this research, AI-Generated Content was measured using five indicators developed by the researcher, namely relevance, information quality, credibility, entertainment, and creativity.

Personalized Social Media

Personalized social media refers to the delivery of customized content and communication through social medi platforms based on consumers preferences, interests, and behaviors to create more relevant and engaging experiences, According to Voorveld et al. (2021). Similarly, Kapoor et al. (2021) explain that personalization on social media enables organizations to establish stronger relationships with consumers by providing information and interactions that match their individual needs and expectations. Based on the definitions above, Personalized Social Media in this study is defined as a digital marketing strategy that delivers personalized content and communication through social media according to consumers' characteristics, preferences, and needs to enhance engagement and encourage purchase conversion at Beauty Shop Farina Femme. In this study, Personalized Social Media was operationalized using five indicators, namely targeting precision, content delivery timing, interactive communication, practical usefulness, and message style.

E-Trust

Consumer trust has become one of the most important determinants of online purchasing behavior in digital environments. Mazhar et al. (2025) describe E-Trust as consumers' confidence in the security, reliability, and integrity of digital platforms when

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conducting online transactions. This trust reduces perceived risk and uncertainty, encouraging consumers to engage in digital interactions with greater confidence. In addition, Hatami et al. (2025) argue that E-Trust is strengthened when digital platforms consistently provide reliable services, transparent information, and demonstrate concern for consumers' interests throughout the purchasing process.

Accordingly, E-Trust in this study refers to consumers' confidence in the security, reliability, credibility, and integrity of Beauty Shop Farina Femme's digital platforms, which encourages them to complete online purchase transactions. To operationalize this construct, five indicators were employed: perceived security, platform reliability, information credibility, trust in seller/brand, and benevolence.

Purchase Conversion

The primary objective of digital marketing is not only to attract consumers' attention but also to encourage them to complete actual purchase transactions. Huang and Rust (2021) define Purchase Conversion as the successful transformation of consumers' interest or intention into actual purchasing behavior through digital interactions. Likewise, Beldad et al. (2022) explain that purchase conversion reflects consumers' willingness to complete online transactions after evaluating the quality of information, digital experience, and trust toward the seller or platform.

Accordingly, Purchase Conversion in this study refers to consumers' actual purchasing behavior after interacting with AI-generated content and personalized social media provided by Beauty Shop Farina Femme. This construct represents the effectiveness of digital marketing strategies in converting consumer engagement into completed purchase transactions. To operationalize this variable, five indicators were employed: actual buying behavior, transaction completion, post-interaction decision, trust-based conversion, and spending intensity.

HYPOTHESIS

H1: AI-Generated Content influences Purchase Conversion at Beauty Shop Farina Femme.
H2: Personalized Social Media influences Purchase Conversion at Beauty Shop Farina Femme.
H3: AI-Generated Content influences E-Trust at Beauty Shop Farina Femme.
H4: Personalized Social Media influences E-Trust at Beauty Shop Farina Femme.
H5: E-Trust influences Purchase Conversion at Beauty Shop Farina Femme.

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H6: AI-Generated Content influences Purchase Conversion through E-Trust at Beauty Shop Farina Femme.\
H7: Personalized Social Media influences Purchase Conversion through E-Trust at Beauty Shop Farina Femme.

RESEARCH METHOD

This research adopted a quantitative approach to investigate the relationships among AI-Generated Content, Personalized Social Media, E-Trust, and Purchase Conversion within the context of Beauty Shop Farina Femme. The target population comprised customers of Beauty Shop Farina Femme. Participants were selected through purposive sampling based on specific eligibility criteria, namely individuals who had been exposed to the company's AI-generated and personalized social media content and had completed purchases via its digital platforms. A total of 100 eligible respondents were included in the study. Primary data were obtained through a structured online questionnaire administered using Google Forms. Each construct was measured using indicators developed for the research variables, with responses assessed on a five-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree").

The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software. The analytical procedure involved assessing the measurement model by examining convergent validity, discriminant validity, Cronbach's alpha, and composite reliability. Subsequently, the structural model was evaluated using the coefficient of determination (R^2), predictive relevance (Q^2), effect size (f^2), and bootstrapping to examine the proposed hypotheses. To ensure the robustness of the findings, validity and reliability tests were conducted, confirming that the measurement instrument was appropriate for analyzing the relationships among the study variables.

RESEARCH FRAMEWORK

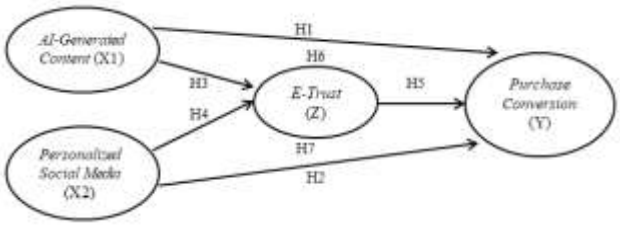


Figure 1. Research Framework

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RESULT

Respondent Demographics

A total of 100 respondents participated in this study. The respondent profile indicates that the majority were female (94%), aged between 25 and 34 years (57%), employed as private-sector employees (44%), and had a monthly income ranging from IDR 3,000,000 to IDR 5,000,000 (50%). In terms of social media usage, Instagram (51%) and TikTok (49%) were almost equally preferred as the primary platforms for interacting with Farina Femme's digital marketing content. Regarding purchasing behavior, most respondents had purchased Farina Femme products once (48%), followed by those who had made two to four purchases (43%). These findings indicate that the respondents were predominantly young adult consumers who were familiar with social media and had prior purchasing experience with Beauty Shop Farina Femme.

Measurement Model Evaluation

To evaluate the adequacy of the measurement model, convergent validity and construct reliability were examined. Convergent validity was verified by analyzing indicator outer loadings together with the Average Variance Extracted (AVE), whereas construct reliability was assessed through Cronbach's Alpha, rho_A, and Composite Reliability. These criteria were employed to confirm that the measurement instruments were both valid and internally consistent.

Table 1. Measurement Model Evaluation

	Outer Loading	Cronbach's Alpha	rho_A	Composite Reliability	AVE
AI-Generated Content	0.787–0.945	0.923	0.927	0.943	0.768
Personalized Social Media	0.639–0.945	0.897	0.916	0.927	0.720
Purchase Conversion	0.591–0.871	0.820	0.863	0.870	0.577
E-Trust	0.776–0.851	0.875	0.881	0.909	0.666

Source: SmartPLS output (2026).

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As presented in Table 1, all indicators achieved outer loading values above the recommended threshold of 0.50, confirming adequate convergent validity. In addition, the Cronbach's Alpha, rho_A, and Composite Reliability values for every construct were greater than 0.70, indicating satisfactory internal consistency. The Average Variance Extracted (AVE) values ranged from 0.577 to 0.768, all of which exceeded the recommended minimum value of 0.50. Overall, these findings demonstrate that the measurement constructs possess acceptable levels of validity and reliability, supporting the suitability of the measurement model for subsequent structural model analysis.

Structural Model Assessment

The structural model assessment involved evaluating the coefficient of determination (R^2), predictive relevance (Q^2), and the significance of the proposed hypotheses using the bootstrapping technique. The R^2 value indicates that AI-Generated Content and Personalized Social Media explain 84.4% of the variance in E-Trust. Furthermore, AI-Generated Content, Personalized Social Media, and E-Trust explain 79.1% of the variance in Purchase Conversion. The calculated Q^2 value of 0.967 demonstrates excellent predictive relevance, indicating that the proposed structural model possesses strong predictive capability.

Table 2. Hypothesis Testing Results

Hypothesis	Relationship	t-value	p-value	Decision
H1	AI-Generated Content → Purchase Conversion	0.753	0.452	Rejected
H2	Personalized Social Media → Purchase Conversion	0.814	0.416	Rejected
H3	AI-Generated Content → E-Trust	5.453	0.000	Supported
H4	Personalized Social Media → E-Trust	5.630	0.000	Supported
H5	E-Trust → Purchase Conversion	4.735	0.000	Supported
H6	AI-Generated Content → E-Trust → Purchase Conversion	3.310	0.001	Supported
H7	Personalized Social Media → E-Trust → Purchase Conversion	3.918	0.000	Supported

Source: SmartPLS output (2026).

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The hypothesis testing results indicate that AI-Generated Content and Personalized Social Media have positive and significant effects on E-Trust, supporting H3 and H4. In addition, E-Trust has a positive and significant effect on Purchase Conversion, supporting H5. However, the direct effects of AI-Generated Content and Personalized Social Media on Purchase Conversion are positive but not statistically significant; therefore, H1 and H2 are rejected. The mediation analysis further demonstrates that E-Trust significantly mediates the relationships between AI-Generated Content and Purchase Conversion, as well as between Personalized Social Media and Purchase Conversion. Accordingly, H6 and H7 are supported, highlighting the important mediating role of E-Trust in improving Purchase Conversion.

DISCUSSION

Effect of AI-Generated Content on Purchase Conversion

AI-Generated Content did not significantly influence Purchase Conversion, leading to the rejection of H1. Although the path coefficient was positive, the relationship was statistically insignificant, indicating that AI-generated content at Farina Femme is more effective in attracting consumers' attention than directly encouraging purchasing decisions. This finding reflects the actual purchasing behavior of Farina Femme's customers. As a beauty and skincare retailer, consumers generally do not make immediate purchase decisions solely based on visually appealing content. Instead, they carefully evaluate product compatibility with their skin type, ingredient safety, customer reviews, and brand credibility before making a purchase. The descriptive analysis also revealed that respondents highly appreciated the relevance and visual attractiveness of AI-generated content, suggesting that such content successfully creates initial interest but is insufficient to convert that interest into actual purchases. From the Stimulus–Organism–Response (S-O-R) theory, AI-generated content serves as the *stimulus* that captures consumers' attention. However, this stimulus alone is insufficient to generate the *response* of purchasing behavior because consumers still require psychological assurance before making a transaction. This result is consistent with Lou and Xie (2021), who reported that digital content marketing primarily enhances consumer engagement and brand evaluation rather than directly influencing purchasing behavior. Therefore, AI-generated content at Farina Femme functions primarily as an awareness-building tool rather than a direct driver of Purchase Conversion.

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Effect of Personalized Social Media on Purchase Conversion

Personalized Social Media also showed no significant direct effect on Purchase Conversion; therefore, H2 was rejected. Although the relationship was positive, personalized social media alone was insufficient to encourage consumers to complete a purchase. This finding indicates that Farina Femme's consumers primarily use personalized social media as an information source during their purchase decision process. The descriptive findings revealed that respondents highly valued the brand's interactive communication style and content relevance. Nevertheless, consumers still required convincing product information, credible customer reviews, and responsive communication before deciding to purchase.

According to the Stimulus–Organism–Response (S-O-R) theory, personalized social media functions as a stimulus by providing relevant and customized information. However, consumers continue to evaluate product quality, safety, and brand credibility before responding through actual purchasing behavior. This finding supports Praatmana et al. (2024), who found that social media marketing does not directly influence purchase intention but operates indirectly through the development of consumer trust. Consequently, personalized social media at Farina Femme plays a more important role in improving information relevance than directly increasing Purchase Conversion.

Effect of AI-Generated Content on E-Trust

AI-Generated Content significantly enhanced E-Trust, supporting H3. This finding indicates that higher-quality AI-generated content increases consumers' trust in Farina Femme. In practice, consumers perceived AI-generated content as informative, visually appealing, and easy to understand. These characteristics help reduce uncertainty by providing consistent and credible product information. Since skincare products involve relatively high perceived risk, consumers rely heavily on accurate information before making purchasing decisions. Based on the Stimulus–Organism–Response (S-O-R) theory, AI-generated content acts as the stimulus that shapes consumers' internal psychological state, namely trust. When consumers perceive digital content as reliable and informative, their confidence in the brand increases. This finding is supported by Wen and Li (2025), who concluded that informative, responsive, and consistent AI-generated content significantly improves consumer trust in digital platforms. Therefore, AI-generated content at Farina Femme not only attracts consumers but also strengthens their trust in the brand.

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Effect of Personalized Social Media on E-Trust

Personalized Social Media significantly influenced E-Trust, confirming H4. This finding suggests that personalized communication strategies effectively strengthen consumer trust toward Farina Femme. Consumers tend to perceive personalized content as more relevant to their needs and preferences. Such personalized experiences make consumers feel recognized and valued by the brand, thereby fostering stronger emotional connections and greater trust. From the perspective of the Stimulus–Organism–Response (S-O-R) theory, personalized social media serves as the stimulus that influences consumers internal psychological state by increasing trust. Relevant and personalized communication reduces uncertainty and creates positive perceptions of the brand. This finding is consistent with Irshad et al. (2025), who demonstrated that content personalization positively influences consumer trust in social media environments. Accordingly, personalized social media has become an effective strategy for strengthening E-Trust among Farina Femme's consumers.

Effect of E-Trust on Purchase Conversion

E-Trust significantly improved Purchase Conversion, supporting H5. Among all direct relationships examined in this study, E-Trust demonstrated one of the strongest effects on consumers' purchasing behavior. This result suggests that consumers are more likely to complete purchases once they trust the brand, the online platform, and the information provided. Although attractive digital content may initially capture consumers' attention, purchasing decisions ultimately depend on consumers' confidence in the seller and the products offered. According to the Stimulus–Organism–Response (S-O-R) theory, E-Trust represents the organism that transforms marketing stimuli into behavioral responses. Once consumers develop trust, they become more willing to proceed with online transactions. This finding supports Sunyoto et al. (2025), who reported that E-Trust significantly enhances purchase intention in digital commerce. Therefore, trust represents the primary factor driving Purchase Conversion at Farina Femme.

Effect of AI-Generated Content on Purchase Conversion through E-Trust

The indirect relationship between AI-Generated Content and Purchase Conversion through E-Trust was significant, supporting H6. Although AI-generated content did not directly influence Purchase Conversion, it became significant when mediated by E-Trust, indicating a full mediation effect. This finding suggests that attractive AI-generated

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content alone is insufficient to motivate consumers to purchase. Instead, consumers first evaluate whether the information is credible, whether the products appear trustworthy, and whether the brand is reliable. Once trust has been established, purchasing behavior becomes more likely. Based on the Stimulus–Organism–Response (S-O-R) theory, AI-generated content functions as the stimulus, while E-Trust represents the organism that ultimately generates the behavioral response of Purchase Conversion. This result aligns with Ma'sum et al. (2026), who found that AI-generated content influences purchase intention through brand credibility. Therefore, the effectiveness of AI-generated content at Farina Femme depends largely on its ability to establish consumer trust before encouraging purchasing decisions.

Effect of Personalized Social Media on Purchase Conversion through E-Trust

Personalized Social Media significantly influenced Purchase Conversion through E-Trust, supporting H7. Similar to the previous finding, Personalized Social Media did not directly affect Purchase Conversion but became significant when mediated by E-Trust, indicating a full mediation effect. This result demonstrates that personalized communication successfully creates closer relationships between consumers and the brand. However, such relationships alone are insufficient to generate purchases unless consumers also develop trust in the brand. For skincare products, consumers continue to evaluate product safety, effectiveness, and brand credibility before completing transactions. Within the Stimulus–Organism–Response (S-O-R) framework, Personalized Social Media serves as the stimulus that builds E-Trust as the organism, which subsequently produces Purchase Conversion as the behavioral response. This finding is consistent with Irshad et al. (2025), who reported that personalized social media increases purchase intention through consumer trust. Therefore, personalized marketing strategies at Farina Femme become substantially more effective in generating Purchase Conversion when they successfully strengthen consumers' trust in the brand.

CONCLUSION

This study investigated the effects of AI-Generated Content and Personalized Social Media on Purchase Conversion with E-Trust as a mediating variable among Farina Femme consumers. The findings indicate that AI-Generated Content and Personalized Social Media have positive but insignificant direct effects on Purchase Conversion. These results suggest that attractive AI-generated content and personalized social media alone are insufficient to directly encourage consumers to complete a purchase. In contrast, both

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AI-Generated Content and Personalized Social Media significantly and positively influence E-Trust. This indicates that informative, relevant, and personalized digital content is effective in strengthening consumers' trust toward Farina Femme. Furthermore, E-Trust has a positive and significant effect on Purchase Conversion, confirming that consumer trust plays an important role in encouraging purchasing decisions.

The mediation analysis demonstrates that E-Trust fully mediates the relationships between AI-Generated Content and Purchase Conversion, as well as between Personalized Social Media and Purchase Conversion. These findings imply that the effectiveness of AI-generated content and personalized social media depends on their ability to establish consumer trust before influencing purchase conversion. Practically, Farina Femme should focus not only on producing attractive AI-generated content and personalized social media but also on strengthening E-Trust by providing accurate product information, encouraging customer reviews, and maintaining responsive interactions with consumers. These strategies are expected to improve consumers' confidence and ultimately increase Purchase Conversion.

Future research is recommended to examine additional variables, such as electronic word-of-mouth (e-WOM), perceived value, or customer engagement, and to involve broader research settings in order to provide a more comprehensive understanding of Purchase Conversion in digital marketing.

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