

Linguistic Strategies in AI-Generated Marketing Content: A Policy Framework for Global Brands

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ABSTRACT

Purpose: Artificial intelligence (AI) is transforming marketing communication by enabling personalized, adaptive, and multilingual content generation. However, the increasing use of AI also raises concerns regarding cultural appropriateness, linguistic bias, authenticity, transparency, and consumer trust. This study examines linguistic strategies in AI-generated marketing communication and develops a language policy framework for global brands.

Subjects and Methods: A qualitative descriptive design was employed in Vientiane, Lao PDR. Data were obtained from purposively selected AI-generated advertisements, social media campaigns, and branded content, complemented by interviews with marketing practitioners. Data were analyzed through iterative thematic coding and discourse-oriented interpretation, focusing on personalization, sentiment adaptation, cultural localization, multilingual communication, and ethical practices.

Results: Three themes emerged: personalization and sentiment adaptation, cultural and linguistic localization, and ethical transparency and consumer trust. AI enables rapid message variation and adaptive emotional communication, but human oversight remains necessary to interpret contextual meanings and preserve authenticity. Multilingual generation also requires cultural adaptation beyond direct translation, particularly regarding tone, idioms, politeness, and cultural references. Ethical communication requires transparency, responsible data management, bias monitoring, and human accountability.

Conclusions: The study proposes a Language Policy Framework integrating transparency, cultural and linguistic adaptability, ethical AI deployment, multilingual consistency, and consumer-centric communication. The framework positions human oversight as an essential component of responsible AI-generated marketing communication.

INTRODUCTION

Artificial intelligence (AI) has transformed marketing by enabling brands to develop increasingly personalized, adaptive, and data-driven communication strategies (Şenyapar, 2024; Huang & Rust, 2021). The integration of AI-generated marketing content, supported by natural language processing (NLP) and machine learning (ML), has expanded the capacity of organizations to produce communication at greater speed and scale. At the same time, the growing use of AI in marketing raises important concerns regarding linguistic appropriateness, cultural sensitivity, authenticity, transparency, and consumer trust (Alafnan, 2025; Özyurt, 2024; Mirek-Rogowska et al., 2024). These developments indicate that the effectiveness of AI-generated marketing cannot be considered solely in terms of technological efficiency, but also requires attention to how

language is generated, adapted, and interpreted across different communicative and cultural contexts.

Recent bibliometric studies further demonstrate the growing intersection between branding, digital communication, and linguistics, emphasizing the importance of language in shaping brand perception and consumer engagement (Musonda & Siame, 2025; Singh & Prakash, 2024; Imtiaz et al., 2025). AI systems can analyze consumer data and generate contextually adjusted language, allowing businesses to increase the speed and flexibility of marketing communication. However, this technological capability also creates ethical and communicative challenges, particularly concerning transparency, authenticity, cultural sensitivity, and responsible use of consumer information (Catullo & Santorelli, 2024). The increasing ability of AI to generate persuasive and personalized messages therefore creates a need to understand not only what AI can produce, but also how the linguistic output should be evaluated and governed.

Marketing linguistics has traditionally played an important role in consumer engagement, particularly through the strategic use of tone, semantics, persuasion, and cultural adaptation (Kelly-Holmes, 2010). The increasing role of AI introduces new complexities into these processes because linguistic decisions that were previously made primarily by human marketers can increasingly be generated or assisted by automated systems. Concerns regarding authenticity, ethical AI use, and cross-cultural adaptability have consequently become more prominent (Mariani et al., 2022). Recent studies indicate that AI can optimize lexical choices and emotional resonance, while simultaneously creating risks of impersonal, culturally insensitive, or contextually inappropriate communication when automated outputs are not adequately managed (Srivastava & Srivastava, 2024; Kamal & Himel, 2023). Research has also examined AI-generated marketing from consumer psychological and engagement perspectives, highlighting the increasing importance of AI in shaping contemporary marketing communication (Ratta et al., 2024; Chen et al., 2025).

Research further suggests that AI-driven content creation can improve marketing efficiency and consumer engagement through sentiment analysis, predictive analytics, and automated content adaptation (Paschen et al., 2019). Nevertheless, the increasing automation of marketing communication may also reduce the human dimension of brand communication and produce generic messages that fail to resonate with culturally diverse audiences (Nazeer & Yousaf, 2023). Linguistic manipulation in digital brand communication presents an additional concern because persuasive language generated without sufficient ethical oversight may mislead consumers or reproduce linguistic and cultural biases (Al-Badawi & Al-Tarawneh, 2024). These concerns demonstrate that the linguistic dimension of AI-generated marketing requires consideration beyond technical content generation and performance optimization.

The development of AI-driven marketing content is closely connected to broader transformations in digital marketing strategies (Faruk et al., 2025; Indrawan et al., 2023). As global brands increasingly adopt AI-based tools, concerns about linguistic homogenization and cultural misalignment have become increasingly relevant. AI-generated content trained on relatively monolithic datasets may fail to adequately capture the linguistic variations, cultural meanings, and communication conventions required for multicultural marketing. Research on the digital economy and marketing linguistics similarly indicates that although AI can strengthen market knowledge and predictive capabilities, challenges remain in aligning automated communication with consumer expectations and contextual differences (Kunizhev, 2021).

Recent developments in AI and neuro-linguistics further demonstrate that machine-generated content can reproduce persuasive techniques associated with conventional marketing while potentially lacking the emotional and contextual intelligence required for authentic human interaction (Srivastava & Srivastava, 2024). Taken together, these studies establish that AI-generated marketing communication involves at least three interconnected dimensions: personalization and adaptive communication, cultural and linguistic localization, and ethical responsibility. However, existing research has generally examined these dimensions from relatively separate perspectives, including technological efficiency, consumer engagement, advertising effectiveness, cultural adaptation, authenticity, or ethical AI use. Less attention has been given to how these linguistic, cultural, and ethical dimensions can be integrated into a

coherent language-policy perspective for governing AI-generated marketing communication. In particular, there remains a need to understand how human oversight can function as a systematic mechanism for evaluating AI-generated language, ensuring cultural appropriateness, maintaining authenticity, and addressing ethical risks across multilingual marketing environments.

This gap is particularly important because multilingual AI generation does not necessarily guarantee culturally appropriate communication. The ability of AI to translate or generate content across languages does not automatically ensure that tone, politeness, idiomatic expressions, cultural references, persuasive strategies, and brand meanings are appropriate for specific audiences. Similarly, increasing personalization does not eliminate concerns about privacy, transparency, linguistic bias, and consumer trust. Thus, a framework that considers linguistic adaptation, cultural localization, ethical safeguards, and human oversight as interconnected elements remains necessary. Such a framework can help bridge the gap between the technological capabilities of generative AI and the practical governance requirements of responsible marketing communication.

Against this background, this study aims to examine linguistic strategies in AI-generated marketing communication and develop a Language Policy Framework for Global Brands. The study focuses on three interconnected themes: personalization and sentiment adaptation, cultural and linguistic localization, and ethical transparency and consumer trust. By examining these dimensions through qualitative analysis of AI-generated marketing materials and practitioner perspectives, the study seeks to explain how linguistic choices are produced, adapted, evaluated, and governed in AI-assisted marketing communication. The study contributes to the existing literature by positioning language not merely as an output of AI-generated marketing but as a governance interface between AI systems, brands, and consumers. Through this perspective, the proposed framework integrates transparency, cultural and linguistic adaptability, ethical AI deployment, multilingual consistency, and consumer-centric communication. The framework is intended to provide practical guidance for organizations seeking to balance the efficiency of AI-generated content with human judgment, cultural appropriateness, authenticity, and ethical responsibility.

METHODOLOGY

Research Design and Study Setting

This study employed a qualitative descriptive research design to examine linguistic strategies used in AI-generated marketing content and to develop a language policy framework for global brands. A qualitative approach was considered appropriate because the study focused on identifying, interpreting, and contextualizing linguistic patterns rather than measuring predetermined relationships among numerical variables. The study was conducted in Vientiane, Lao People's Democratic Republic (Lao PDR), in accordance with the institutional affiliation of the researchers at the Department of English and Applied Linguistics, Faculty of Letters, National University of Laos. The Vientiane setting provided an appropriate institutional and professional context for examining the intersection of language, digital communication, artificial intelligence, and marketing practices.

Data Sources and Selection

The study drew on two complementary sources of qualitative evidence. The first consisted of AI-generated marketing materials, including advertisements, social media campaigns, and branded content from different marketing contexts. These materials were examined to identify recurring linguistic strategies related to personalization, emotional or sentiment adaptation, cultural and linguistic localization, and ethical communication. The second source consisted of interviews with marketing practitioners who had relevant experience with digital marketing and AI-assisted communication. The combination of textual materials and practitioner perspectives enabled the study to examine both the observable linguistic characteristics of AI-generated marketing communication and the practical considerations involved in its development and implementation. The selection of marketing materials followed a purposive approach, whereby materials relevant to the research objectives were considered for qualitative analysis. The

analytical focus was placed on the linguistic features and communicative strategies evident in the selected materials rather than on the commercial performance of individual brands. Interview participants were selected based on their relevance to the study of AI-assisted marketing communication and their ability to provide professional perspectives on personalization, engagement, cultural adaptation, transparency, and human oversight.

Data Collection and Analysis

Data collection involved the systematic examination of selected AI-generated advertisements, social media campaigns, and branded content, complemented by interviews with marketing practitioners. The textual materials were reviewed to identify recurring linguistic features, including tone, personalization, emotional appeals, culturally specific expressions, multilingual adaptation, and transparency regarding AI involvement. Interview data were used to contextualize these observations and to identify practical experiences concerning the opportunities and limitations of AI-generated marketing communication. The analysis followed a thematic coding procedure. Initially, relevant textual and interview materials were reviewed to identify meaningful linguistic and communicative patterns. These patterns were subsequently grouped into broader categories and compared across the collected materials. Through an iterative process of coding, comparison, and interpretation, three principal themes emerged: personalization and sentiment adaptation, cultural and linguistic localization, and ethical transparency in AI-driven communication. The thematic findings were then interpreted using discourse-oriented perspectives to examine how linguistic choices shape meaning, persuasion, consumer relationships, and cultural positioning. Critical Discourse Analysis (CDA) was employed as an interpretive perspective for examining how AI-generated marketing language constructs meanings, represents consumers and brands, and potentially reproduces cultural or ideological assumptions. The analysis also considered linguistic adaptation and persuasive strategies in relation to consumer engagement. In examining cross-cultural communication, attention was given to differences in language, tone, cultural references, and communication styles. This enabled the study to move beyond the identification of linguistic features toward an interpretation of their implications for global marketing communication.

Framework Development

The Language Policy Framework for Global Brands was developed by synthesizing the three principal themes identified through the qualitative analysis: personalization and sentiment adaptation, cultural and linguistic localization, and ethical transparency and consumer trust. The synthesis indicates that responsible AI-generated marketing communication requires an integrated policy structure rather than isolated linguistic or ethical interventions. The framework therefore connects the contextual conditions of AI-assisted marketing with five interconnected policy dimensions: transparency in AI-generated content, cultural and linguistic adaptability, ethical AI deployment, multilingual consistency, and consumer-centric communication.

The framework begins with the context and inputs that shape AI-generated marketing communication. These include brand objectives, target audiences, multilingual and multicultural contexts, and ethical and regulatory considerations. These contextual factors establish the conditions under which AI-generated content is produced and determine the linguistic, cultural, and ethical requirements that should be considered before communication is delivered to consumers. The five policy dimensions constitute the central component of the framework. Transparency emphasizes appropriate disclosure and responsible communication regarding AI involvement. Cultural and linguistic adaptability emphasizes the need to adjust language, tone, expressions, and cultural references according to the intended audience. Ethical AI deployment addresses responsible data use, bias monitoring, authenticity, and accountability. Multilingual consistency emphasizes the preservation of core brand meaning and identity across different languages and markets. Consumer-centric communication places audience needs, expectations, and contextual interpretation at the center of AI-assisted marketing communication.

These dimensions are designed to operate as an interconnected policy structure. Transparency without cultural adaptation may not ensure appropriate communication, while multilingual generation without ethical and contextual review may produce linguistic or cultural

misalignment. Similarly, personalization should remain consistent with consumer interests, privacy, authenticity, and responsible data practices. The framework therefore treats the five dimensions as mutually reinforcing rather than independent requirements.

The application of these policy dimensions is intended to support several outcomes, including trustworthy brand communication, stronger consumer engagement, cultural appropriateness, compliance with ethical standards, and sustainable global brand communication. These outcomes reflect the study's central finding that the effectiveness of AI-generated marketing depends not only on the ability of AI systems to generate content efficiently, but also on the extent to which the resulting communication remains linguistically appropriate, culturally responsive, ethically responsible, and aligned with consumer expectations. Human oversight and continuous evaluation function as a cross-cutting mechanism throughout the framework. The qualitative findings indicate that AI can provide speed, scalability, personalization, and linguistic variation, but human practitioners remain necessary for contextual interpretation, cultural adaptation, ethical evaluation, and preservation of authenticity. Human oversight therefore represents an essential governance mechanism rather than a final corrective step applied only after AI-generated content has been produced.

The framework also incorporates continuous improvement through ongoing evaluation of AI-generated communication and its outcomes. Feedback from consumers, marketing practitioners, and contextual performance can be used to refine linguistic strategies, cultural adaptation, ethical safeguards, and brand communication practices. In this way, the framework provides a continuous governance cycle in which contextual inputs inform policy decisions, policy dimensions guide AI-generated communication, outcomes are evaluated, and human oversight contributes to subsequent improvement. Accordingly, Figure 2 presents the proposed Language Policy Framework for Global Brands in AI-Generated Marketing Communication. The framework conceptualizes responsible AI-assisted marketing as a human-supervised and continuously evaluated process that connects contextual inputs, linguistic and ethical policy dimensions, and intended communication outcomes.

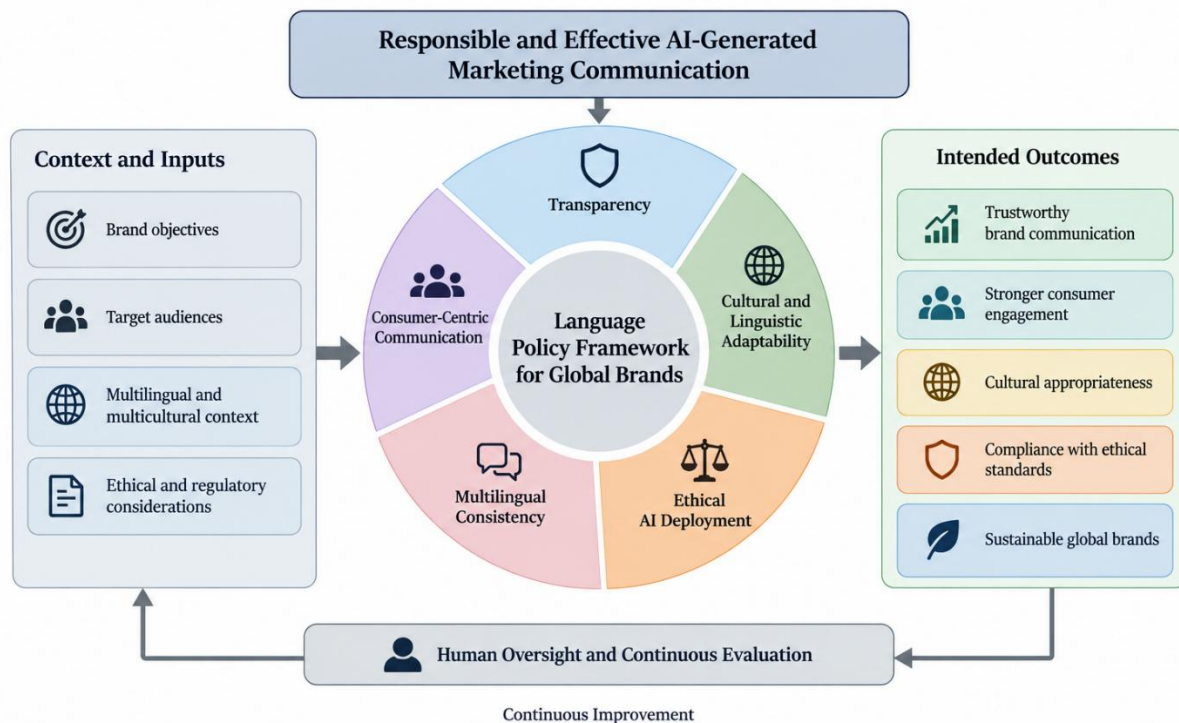


Figure 1. Language Policy Framework for Global Brands in AI-Generated Marketing Communication

RESULTS AND DISCUSSION

Overview of the Findings

This section presents the findings concerning linguistic strategies in AI-generated marketing communication in the context of Vientiane, Lao PDR. The results are organized according to the three themes generated through the qualitative thematic analysis: personalization and sentiment adaptation, cultural and linguistic localization, and ethical transparency and consumer trust. The analysis draws primarily on the examination of AI-generated marketing materials and interviews with marketing practitioners, while official statistical information from the Lao Statistics Bureau is used as contextual evidence to strengthen the interpretation of the qualitative findings.

The use of contextual statistics is particularly relevant because the effectiveness of AI-assisted marketing depends partly on the characteristics of the communication environment in which such content is produced and consumed. Official statistics indicate that Vientiane Capital has a relatively extensive digital environment. The 2023 Lao Social Indicator Survey reported that 78.0% of households in Vientiane Capital had access to the internet at home, while 98.4% had a mobile phone and 8.4% had a computer. The same survey recorded 2,672 sampled households for the Vientiane Capital estimate. In addition, 90% of women aged 15–49 in Vientiane Capital were reported to have used the internet at least once during the previous three months, while mobile-phone ownership among this group reached 98%. These indicators provide an important contextual basis for understanding why digital and AI-assisted marketing communication has become increasingly relevant in the local environment.

The findings are presented below according to the three themes identified through the qualitative analysis. Each subsection combines the interview evidence with relevant official statistics to demonstrate how the observed linguistic strategies operate within the Vientiane communication and market environment.

Personalization and Sentiment Adaptation

The first theme concerns the capacity of AI-generated marketing communication to personalize messages and adapt linguistic tone according to consumer information and interaction patterns. The qualitative analysis indicates that personalization is expressed through changes in wording, message structure, emotional tone, and persuasive emphasis. Practitioners described AI as particularly useful for processing large volumes of consumer interaction data and generating alternative forms of communication more rapidly than conventional manual processes.

The local digital environment provides an important context for this finding. According to the Lao Social Indicator Survey III, 98.4% of households in Vientiane Capital reported having a mobile phone, while 78.0% reported access to the internet at home. The survey also reported that 90% of women aged 15–49 had used the internet within the previous three months and that 98% owned a mobile phone. These indicators do not demonstrate AI adoption directly, but they indicate that a substantial proportion of the population is accessible through digitally mediated communication channels. This creates a relevant environment for personalized marketing messages, particularly those distributed through mobile and internet-based platforms.

Table 1. Digital Communication Context in Vientiane Capital

Indicator	Vientiane Capital	Reference Year
Households with a television	93.6%	2023
Households with a mobile phone	98.4%	2023
Households with a computer	8.4%	2023
Households with internet access at home	78.0%	2023
Women aged 15–49 using the internet	90%	2023
Women aged 15–49 owning a mobile phone	98%	2023

Source: Lao Statistics Bureau, Lao Social Indicator Survey III, 2023; Vientiane Capital provincial profile.

The interview findings are consistent with this digital context. Participant 1 emphasized the speed with which AI can process consumer information and adjust the linguistic characteristics of marketing communication:

“AI allows us to understand customer behavior patterns much faster than manual analysis. Through sentiment analysis, the system can identify whether customers respond positively or negatively to certain messages. Based on that information, we can automatically adjust the tone of the content to be more empathetic or persuasive depending on the customer's emotional response.” (P1, marketing practitioner interview).

The statement indicates that personalization involves more than inserting consumers' names or demographic characteristics into promotional messages. It involves adapting the emotional and rhetorical form of communication according to perceived responses. This finding was reinforced by Participant 2, who emphasized the ability of AI systems to generate and evaluate multiple linguistic variations:

“From a performance perspective, AI-generated content can be very effective because it continuously learns from customer responses. The system tests different variations of messages and identifies which wording generates the highest engagement. This makes the personalization process much more efficient compared to traditional marketing methods.” (P2, marketing practitioner interview).

The interviews nevertheless revealed that personalization has a contextual limitation. Participant 1 explained that AI-generated personalization still requires human supervision because automated systems may recognize broad emotional patterns without adequately interpreting subtle contextual meanings. Human review was therefore regarded as necessary before publication to preserve credibility and reduce the possibility of misinterpretation. Participant 2 similarly noted that AI-generated content may lack the natural storytelling and cultural sensitivity associated with human marketers and may sometimes appear mechanical or emotionally superficial.

The qualitative findings therefore identify a dual characteristic of AI personalization. AI provides speed, scalability, and linguistic variation, whereas human practitioners provide contextual judgment, authenticity, and interpretive sensitivity. The official statistics strengthen the contextual relevance of this finding because high mobile-phone ownership and substantial household internet access indicate that consumers in Vientiane increasingly encounter communication through digital channels. The results therefore support a model in which AI-assisted personalization is combined with human linguistic evaluation rather than implemented as a fully autonomous process.

Cultural and Linguistic Localization

The second theme concerns cultural and linguistic localization. The findings indicate that AI-generated marketing content requires adaptation beyond direct translation. The analyzed materials and interview evidence pointed to the importance of tone, politeness, idioms, cultural references, symbols, and communication styles in determining whether a marketing message is appropriate for a particular audience.

The relevance of this issue is supported by the broader demographic and economic context of Vientiane Capital. The Lao Statistics Bureau estimated the population of Vientiane Capital at approximately 1.029 million in 2024, compared with approximately 1.010 million in 2023. The Statistical Yearbook 2024 also recorded substantial commercial and tourism activity in Vientiane Capital. Between 2023 and 2024, the number of hotels increased from 335 to 371, guesthouses and resorts from 202 to 229, and restaurants from 192 to 284. The same government statistical source recorded 1,704,784 visitors to Vientiane Capital in 2024, compared with 1,306,886 in 2023.

Table 2. Selected Market and Tourism Indicators in Vientiane Capital

Indicator	2023	2024	Change
Population (thousand persons)	1,010	1,029	+1.9%
Hotels	335	371	+10.7%
Guesthouses/Resorts	202	229	+13.4%
Restaurants	192	284	+47.9%

Visitors to Vientiane Capital	1,306,886	1,704,784	+30.5%
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Source: Lao Statistics Bureau, Statistical Yearbook 2024; Tourism Development Department, Ministry of Information, Culture and Tourism.

The growth in hotels, guesthouses, restaurants, and visitor numbers indicates that Vientiane contains a diverse commercial communication environment in which businesses communicate with both local and non-local audiences. This does not demonstrate that all businesses use AI-generated marketing, but it strengthens the relevance of the interview finding that marketing communication needs to accommodate differences in audience expectations.

Participant 3 specifically emphasized that multilingual generation does not automatically produce culturally appropriate communication:

“AI tools can translate and generate marketing messages in multiple languages very efficiently. However, translation alone is not enough. Each market has different cultural expectations, communication styles, and social values. For example, messages that work well in North America with a direct tone may not resonate in Asian markets where a more respectful and indirect communication style is preferred.” (P3, marketing professional interview).

The participant further explained that marketers frequently review AI-generated materials to modify idioms, symbols, and communication tone so that the message corresponds with local cultural norms. This observation indicates that localization involves three related processes: linguistic adaptation, communicative adaptation, and cultural adaptation.

The findings concerning adaptive tone also intersect with the personalization evidence. Participant 1 explained that AI systems can modify communication to make messages more empathetic or persuasive according to perceived consumer responses. This finding is relevant to localization because tone is not only an individual-level personalization mechanism but can also function as a culturally sensitive communication strategy.

Table 3. Qualitative Dimensions of Cultural and Linguistic Localization

Localization Dimension	Observed Finding	Required Human Consideration
Language	AI can generate multilingual content rapidly	Linguistic accuracy and naturalness
Tone	Messages can be adjusted between direct, conversational, formal, or indirect styles	Cultural appropriateness
Idioms and expressions	AI can reproduce or translate expressions across languages	Local semantic meaning
Symbols and references	Cultural references can influence interpretation	Local cultural knowledge
Brand consistency	Localization may create variation across markets	Preservation of core brand identity
Audience diversity	Vientiane serves local and visitor audiences	Adaptation to different audience contexts

Source: Authors' qualitative analysis, supported by Vientiane Capital statistics from the Lao Statistics Bureau and Ministry of Information, Culture and Tourism.

The statistical evidence therefore strengthens, but does not replace, the interview findings. The growing number of hospitality establishments and visitors indicates that businesses in Vientiane operate within an increasingly diverse communication environment. Within this environment, the interview evidence suggests that linguistic localization should not be reduced to translation. Instead, AI-generated content requires contextual review to ensure that the language, tone, and cultural references remain appropriate for the intended audience.

Ethical Transparency and Consumer Trust

The third theme concerns ethical transparency and consumer trust. The qualitative findings identified five related concerns: AI disclosure, data privacy, linguistic bias, consumer manipulation, and authenticity. These concerns emerged from both the analysis of marketing communication and practitioner interviews.

The digital context of Vientiane provides an important background for interpreting these findings. The Lao Social Indicator Survey recorded 78.0% household internet access in Vientiane Capital and 98.4% mobile-phone ownership. Among women aged 15–49, internet use reached 90% and mobile-phone ownership reached 98%. Such levels of digital connectivity increase the importance of responsible communication because marketing messages can reach audiences through multiple digital channels. At the same time, the official data should not be interpreted as evidence that consumers necessarily recognize whether particular content is AI-generated.

Table 4. Digital Access and Ethical Communication Context in Vientiane Capital

Indicator	Official Statistic	Relevance to the Finding
Household mobile-phone ownership	98.4%	Broad access to mobile-mediated communication
Household internet access	78.0%	Substantial digital communication environment
Women aged 15–49 using internet	90%	High exposure to internet-based communication among this group
Women aged 15–49 owning mobile phones	98%	Strong mobile communication accessibility
Population of Vientiane Capital, 2024	1.029 million	Large local audience context

Source: Lao Statistics Bureau, Lao Social Indicator Survey III, 2023 and Statistical Yearbook 2024.

Participant 4 emphasized that transparency should be treated as an important part of the relationship between AI-generated marketing and consumer trust:

“Consumers today are more digitally literate, and many of them can recognize patterns of automated communication. If brands hide the fact that the message is AI-generated, it may create skepticism. However, when companies are transparent about the use of AI and clearly explain how it improves personalization, consumers tend to perceive the communication as more trustworthy.” (P4, marketing practitioner interview).

The same participant linked transparency with responsible data management. Clear privacy policies, appropriate handling of customer information, and transparent explanations concerning data use were considered important for maintaining consumer trust in AI-assisted marketing. The second ethical concern identified through the interviews was linguistic bias. Participant 5 explained that the quality of AI-generated language depends partly on the data used to train AI systems:

“AI systems learn from existing data, and if the dataset contains biased language or cultural stereotypes, the generated content may unintentionally reproduce those patterns. This can be problematic because it might lead to messages that are perceived as insensitive or discriminatory in certain cultural contexts.” (P5, marketing practitioner interview).

The participant further emphasized the importance of regular auditing and human review of AI-generated marketing content. Human judgment was considered necessary to identify potential ethical risks that may not be detected automatically.

Table 5. Ethical Issues Identified Through the Qualitative Analysis

Ethical Issue	Evidence from Interviews	Implication for Marketing Practice
Transparency	Participants emphasized disclosure of AI involvement	AI-assisted communication should be appropriately disclosed
Data privacy	Participants linked personalization with customer-data management	Data use should be governed transparently
Linguistic bias	AI may reproduce stereotypes contained in training data	Generated language requires ethical review
Authenticity	Automated messages may appear mechanical	Human editorial involvement remains necessary
Accountability	Participants emphasized monitoring and human review	Organizations should retain human responsibility for AI outputs

Source: Authors' thematic analysis of practitioner interviews.

The findings show that transparency is therefore broader than merely labeling AI-generated content. It includes the management of consumer information, monitoring of generated language, identification of potentially biased expressions, and maintenance of human accountability. The combination of high digital accessibility in Vientiane and the interview evidence makes these issues particularly relevant to AI-assisted marketing communication in the local context.

Synthesis of the Qualitative Findings

The three themes demonstrate an interconnected pattern. Personalization and sentiment adaptation show that AI can increase the speed and flexibility of marketing communication. Cultural and linguistic localization demonstrates that linguistic adaptation cannot rely exclusively on automated translation because communication effectiveness depends on cultural and contextual interpretation. Ethical transparency and consumer trust establish the conditions under which AI-assisted communication can be used responsibly. The official statistics provide contextual support for these findings. Vientiane Capital combines a population of approximately 1.029 million in 2024 with high mobile-phone ownership, substantial household internet access, and a growing commercial and tourism environment. These conditions help explain why the practitioners interviewed in this study emphasized personalization, localization, and ethical communication as increasingly important dimensions of AI-assisted marketing. The qualitative synthesis consequently produced five policy dimensions: transparency in AI-generated content, cultural and linguistic adaptability, ethical AI deployment, multilingual consistency, and consumer-centric communication. These dimensions are not treated as independent principles. Rather, the findings indicate that they need to operate together. AI can generate and personalize content efficiently, but human oversight remains necessary for contextual interpretation, cultural adaptation, ethical evaluation, and preservation of authenticity.

Discussion

Personalization and Sentiment Adaptation in AI-Generated Marketing Communication

The finding that AI-generated marketing communication facilitates personalization and sentiment adaptation indicates a shift from static message customization toward dynamically responsive linguistic communication. The practitioners in this study described AI as capable of processing customer responses, generating alternative wording, and adjusting emotional tone according to perceived consumer reactions. This interpretation is consistent with recent research showing that AI-enabled personalization can improve perceived usefulness, trust, and engagement when consumers perceive the communication as relevant and customer-oriented (Teepapal, 2025). Similar evidence is reported by Markou et al. (2025), who found that consumer acceptance of AI-based personalized marketing is shaped not only by personalization itself but also by trust, ethical perceptions, familiarity, and identity concerns. The present finding therefore supports the emerging

view that personalization should be understood as an adaptive communicative process rather than merely demographic targeting.

The finding also corresponds with research emphasizing the increasing strategic role of GenAI in marketing. Chan and Choi (2025) classify advertising and consumer applications among the major areas of GenAI development in marketing, while Amin et al. (2025) identify personalization, customer engagement, operational efficiency, and predictive capabilities as important dimensions of AI adoption. Roy et al. (2025) similarly conceptualize AI-capable relationship marketing as a mechanism for adapting organizational responses to changing customer preferences. These studies are broadly consistent with the present findings. A difference, however, concerns the unit of analysis. Much previous research evaluates consumer responses quantitatively, whereas this study examines how marketing practitioners understand the linguistic mechanisms through which personalization is produced. The qualitative perspective therefore reveals the operational layer between AI capability and consumer-facing communication.

Theoretically, the finding contributes to AI marketing research by positioning linguistic adaptation and human interpretation as complementary components of personalization. The study does not support an interpretation of AI as a fully autonomous communicator. Instead, the findings indicate that AI provides scale, speed, and variation, while human marketers remain important for contextual judgment and authenticity. This interpretation is supported by Chen et al. (2025), who distinguish among AI-created, human-AI co-created, and human-created marketing content, and by Hartmann et al. (2025), whose research demonstrates the ability of generative systems to produce high-performing marketing content while raising questions about the role of human creativity. Pizzi et al. (2025) similarly emphasize the importance of understanding how consumers respond to increasingly immersive and generative marketing technologies.

Practically, the finding suggests that global brands should implement a human-in-the-loop personalization process in which AI generates linguistic alternatives but human marketers validate emotional appropriateness, contextual meaning, and brand voice. This is particularly important because personalization can create a privacy–trust tension. Gorjanc (2025) emphasizes consent-based data management and privacy-enhancing practices, while Gupta et al. (2025) identify the personalization privacy relationship as a central governance challenge. The novelty of the present study lies in connecting this personalization–privacy issue directly with linguistic decision-making and proposing that human linguistic review should form part of AI marketing governance rather than being treated solely as a technical quality-control mechanism.

Cultural and Linguistic Localization as a Human–AI Co-Creation Process

The second major finding demonstrates that multilingual generation does not automatically constitute effective localization. The practitioners emphasized that translation must be accompanied by adaptation of tone, politeness, idioms, symbols, cultural references, and communication styles. This finding is strongly consistent with recent evidence that generative AI is not culturally neutral. Lu et al. (2025), for example, demonstrate that generative AI systems display culturally patterned responses across languages, indicating that the linguistic input itself can influence culturally distinctive outputs. Jenks (2025) similarly argues that generative AI can reproduce assumptions about cultural groups while appearing to operate as an objective communication technology. The present findings extend these observations into marketing communication by showing how cultural assumptions become practically relevant during message development and localization.

The findings are also consistent with research specifically examining AI-generated advertising across cultures. A 2025 qualitative study of Generation Z consumers across countries found that cultural dimensions influence engagement with AI-generated advertising, demonstrating that advertising responses cannot be separated from culturally situated expectations. Research on chatbot marketing likewise shows that individualism can alter the effectiveness of AI-driven marketing initiatives and suggests the need for culturally customized strategies for global brands. Similarly, research comparing Belt and Road countries reports that culture influences how AI-related customization and interaction shape brand experience. These studies support the present finding that linguistic adaptation is inseparable from cultural interpretation. The difference is that the present research

approaches localization from the perspective of language policy, rather than primarily examining consumer attitudes or behavioral outcomes.

The theoretical contribution lies in extending the concept of AI personalization beyond the individual consumer toward the cultural-linguistic level. Personalization generally concerns who receives a message and how the message is tailored to individual preferences. Localization concerns how the message itself must change when the communicative norms of an audience change. The findings suggest that these processes intersect through tone, politeness, rhetorical structure, and culturally meaningful expressions. Wojtaszek (2025) similarly identifies discursive challenges associated with AI-assisted international advertising, while Keser (2025) emphasizes that AI can reduce language and cultural barriers in cross-border commerce but still requires attention to translation and cultural differences. The present study adds a policy dimension by positioning cultural review as an institutional requirement rather than an optional editorial activity.

The practical implication is that global brands should avoid a translation-only model of international marketing. AI-generated multilingual content should pass through culturally informed human review before publication, particularly when campaigns contain humor, idioms, religious or social references, politeness conventions, or culturally sensitive imagery. The CONSIDER framework developed by van Esch et al. (2024) similarly stresses diversity, equity, inclusion, and bias-free marketing materials. Recent research on multilingual AI-enabled segmentation also demonstrates the strategic potential of multilingual AI for emerging markets while emphasizing the need for context-sensitive market development (2025). The novelty of this study is therefore the integration of multilingual consistency, cultural adaptation, and human oversight into one language-policy perspective, providing a bridge between computational content generation and applied intercultural marketing.

Ethical Transparency, Authenticity, and Consumer Trust

The third finding indicates that ethical transparency in AI-generated marketing extends substantially beyond disclosure of AI involvement. The analysis identified transparency, privacy, linguistic bias, authenticity, and accountability as interconnected concerns. This finding corresponds with Du Plessis (2025), who identifies transparency, privacy, fairness, accuracy, accountability, compliance, discrimination, and intellectual property as major ethical requirements for GenAI-based brand content. The present study adds empirical depth to these principles by demonstrating that practitioners perceive ethical responsibility as part of everyday linguistic production, including reviewing generated expressions, monitoring potential stereotypes, protecting consumer data, and retaining human responsibility for published content.

The relationship between disclosure and trust is more complex than a simple assumption that transparency automatically increases consumer confidence. Kirk and Givi (2025) demonstrate that consumers may respond negatively when emotional marketing communication is perceived to be AI-authored because of reduced authenticity and increased moral discomfort. Grigsby et al. (2025) likewise report that AI disclosure in service advertising can reduce trust and advertising attitudes. Research on AI disclosure in cause-related marketing also identifies circumstances in which disclosure can reduce purchase intentions. These findings differ from the practitioners' perception in the present study that transparency can strengthen trust. The difference is theoretically important because it indicates that organizational transparency and consumer reaction to disclosure are not necessarily equivalent constructs. Transparency may be ethically desirable while still producing short-term skepticism among some audiences.

Authenticity provides another explanation for this tension. Research on GenAI-generated social media content demonstrates that automated content production can reduce perceived brand authenticity, particularly when consumers perceive AI as replacing rather than assisting human creators. This negative response is weaker when AI functions as a supporting technology within human content creation. Ali et al. (2025) similarly find that GenAI can alter brand authenticity and image, while emphasizing the continuing importance of human insight in hospitality marketing. These findings closely correspond with the present study's emphasis on human editorial involvement. At the same time, the present study moves beyond authenticity as a consumer

perception by conceptualizing human review as a governance mechanism for maintaining authenticity.

The theoretical contribution is therefore the integration of transparency, authenticity, bias, privacy, and accountability into a single language-governance perspective. This is consistent with recent work examining trust and privacy in AI personalization, which identifies transparency, control, fairness, and responsible data management as interconnected foundations of trustworthy AI marketing (Gorjanc, 2025; Hidayat et al., 2025). Research on AI-generated advertising also demonstrates that consumer trust can depend on perceived authenticity and AI literacy, suggesting that reactions to AI communication are not uniform across audiences.

The practical implication is that organizations should treat AI disclosure as only one element of responsible marketing governance. A stronger policy should establish procedures for data protection, bias auditing, linguistic review, disclosure decisions, human approval, and accountability for published content. Recent research on collaboration between managers and algorithms further supports human–AI collaboration as a mechanism for reducing ethical violations in managerial decision-making (Gaczek et al., 2026). The novelty of this study lies in translating these broader ethical concerns into a language policy framework for global brands, connecting technical AI governance with concrete linguistic practices. The proposed framework consequently shifts attention from whether brands should use AI toward how AI-generated language should be reviewed, localized, disclosed, and governed.

Theoretical Integration and Contribution of the Language Policy Framework

The three themes collectively indicate that AI-generated marketing communication should not be conceptualized exclusively as a technological innovation. The findings suggest a layered process in which AI first expands the capacity to personalize and generate linguistic alternatives, then encounters cultural constraints during localization, and finally faces ethical constraints concerning transparency, privacy, authenticity, and accountability. This interpretation corresponds with recent systematic reviews that describe GenAI marketing research as spanning consumer adoption, advertising, services, innovation, psychology, communication, and human–computer interaction (Chan & Choi, 2025; Prasanna & Kushwaha, 2025). The present study contributes by bringing these domains together through language rather than treating them as separate technological or consumer phenomena.

The framework developed from the study therefore has a theoretical contribution in positioning language as a governance interface between AI systems, brands, and consumers. Previous AI marketing research has often emphasized efficiency, targeting, engagement, and consumer response. Research on AI advertising similarly identifies innovation, computational advertising, programmatic advertising, and effectiveness as major research fronts (Ford et al., 2023). The present framework extends this perspective by arguing that the linguistic output itself is a governance object. Decisions about tone, cultural references, multilingual consistency, emotional appeals, and disclosure can affect how consumers interpret the legitimacy and authenticity of AI-mediated communication.

The framework also contributes to the growing literature on human–AI co-creation. Evidence from AI-generated visual marketing indicates that consumers distinguish between AI-created, human-created, and human-AI co-created content, suggesting that the role assigned to AI can influence perceptions of effort, innovation, and response (Chen et al., 2025). Research on AI-authorship similarly shows that negative reactions can be attenuated when AI is used for editing or assistance rather than complete authorship (Kirk & Givi, 2025). These findings support the present study's proposition that human involvement should not be regarded as a temporary corrective mechanism but as an integral component of responsible AI communication.

From a practical perspective, the framework provides organizations with a policy structure for moving from broad ethical principles to operational marketing procedures. Global brands can use the five dimensions identified in the study transparency in AI-generated content, cultural and linguistic adaptability, ethical AI deployment, multilingual consistency, and consumer-centric communication as interconnected checkpoints before AI-generated content is released. This responds to a practical gap identified in recent GenAI marketing literature, which increasingly calls for governance mechanisms capable of balancing innovation with consumer expectations and ethical

responsibility. The framework's novelty lies in treating these dimensions as mutually dependent rather than independent requirements. Personalization without privacy can weaken trust; multilingual generation without cultural review can create misalignment; and transparency without authenticity management can still generate skepticism. The framework therefore proposes a human-supervised linguistic governance model for responsible global AI marketing.

Limitations and Future Research Directions

Several limitations should be considered when interpreting the findings. First, the study employed a qualitative descriptive design and purposively selected AI-generated marketing materials and practitioner perspectives; consequently, the findings provide contextual and interpretive insights rather than statistically generalizable evidence. The study setting was Vientiane, Lao PDR, which provides an important Southeast Asian context but cannot represent all global marketing environments. Second, the official Vientiane statistics used in the Results function as contextual triangulation rather than direct measures of AI adoption or consumer responses to AI-generated advertising. Third, the study focuses primarily on linguistic strategies and practitioner interpretations, meaning that consumer-side perceptions were not directly measured. These limitations suggest several directions for future research.

Future studies could use comparative designs involving Laos and other Southeast Asian markets to examine whether cultural and linguistic adaptation produces similar patterns across countries. Quantitative research could test relationships between personalization, cultural fit, AI disclosure, authenticity, trust, and engagement. Experimental research could also compare fully AI-generated, human-edited AI-generated, and human-generated marketing messages. Such designs would be particularly valuable because recent research shows that consumer responses vary according to AI authorship, disclosure, cultural context, and perceived authenticity (Kirk & Givi, 2025; Chen et al., 2025; Lu et al., 2025).

CONCLUSION

AI-generated marketing communication provides substantial opportunities for personalization, sentiment adaptation, and multilingual content generation, but its effectiveness depends on contextual and human oversight. The findings demonstrate that personalization enables AI to adjust linguistic tone and message variations in response to consumer interaction patterns, while cultural and linguistic localization requires more than direct translation because tone, idioms, politeness, cultural references, and communication styles must correspond with local expectations. Ethical transparency further emerges as a central condition for responsible AI-assisted marketing, encompassing AI disclosure, consumer-data protection, linguistic bias mitigation, authenticity, and organizational accountability. Based on these interconnected findings, the study proposes a Language Policy Framework consisting of transparency, cultural and linguistic adaptability, ethical AI deployment, multilingual consistency, and consumer-centric communication. The principal contribution of the study is to position language as a practical governance interface between AI systems, global brands, and consumers, emphasizing that AI should support rather than replace human linguistic and cultural judgment. Future research should test the proposed framework across different countries, languages, industries, and consumer groups and empirically examine how AI authorship, cultural adaptation, transparency, authenticity, and personalization influence consumer trust and engagement.

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