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Impact of ChatGPT on Content Marketing Effectiveness and Consumer Trust in Nigeria

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Abstract: ChatGPT has increasingly become an important technological tool for content marketing by helping businesses create, modify, personalise, and distribute marketing content more efficiently. However, concerns about the quality, authenticity, credibility, and trustworthiness of AI-generated content continue to raise questions about its effectiveness among consumers. This study examined the impact of ChatGPT on content marketing effectiveness and consumer trust in Nigeria, with specific focus on quality of marketing content, consumer engagement, and consumer trust. A cross-sectional survey research design was adopted for the study. Data were collected from consumers who had encountered or interacted with ChatGPT-generated marketing content using a structured questionnaire titled ChatGPT, Content Marketing Effectiveness and Consumer Trust Questionnaire (CCMECTQ). The data collected were analysed using descriptive statistics and Multiple Linear Regression Analysis with the aid of SPSS Version 26 at the 0.05 level of significance. The findings revealed that ChatGPT has a significant positive influence on the quality of marketing content produced by businesses in Nigeria. The study also found that ChatGPT significantly affects consumer engagement with marketing content, while ChatGPT-generated marketing content has a significant positive influence on consumer trust. The study concludes that ChatGPT can contribute positively to content marketing by improving the quality of marketing content, encouraging consumer engagement, and strengthening consumer trust when appropriately applied. It recommends that businesses should use ChatGPT to develop relevant and engaging marketing content while maintaining human review to ensure accuracy, authenticity, and cultural relevance.

Keywords: *ChatGPT, Content Marketing, Marketing Content, Consumer Engagement, Consumer Trust..*

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Introduction

Artificial Intelligence (AI) is increasingly changing the way businesses create, distribute, and manage marketing content. One of the most prominent developments in generative AI is ChatGPT, which enables marketers to produce advertising messages, social media posts, product descriptions, customer responses, and other forms of digital content within a short period. Huang and Rust (2021) explained that AI can support marketing activities through automation, data processing, personalisation, and customer engagement. Similarly, Davenport et al. (2020) noted that AI has the potential to transform marketing by helping firms understand customers, improve interactions, and make marketing activities more efficient. The emergence of ChatGPT has therefore created new possibilities for businesses to improve the way marketing content is developed and delivered.

Content marketing refers to the creation and distribution of useful, relevant, and consistent content to attract and retain a clearly defined audience. Unlike traditional advertising, content marketing focuses on providing value and useful information to consumers rather than simply promoting products or services. Effective content marketing can help businesses create awareness, generate engagement, build relationships, and influence consumer behaviour. In Nigeria, the growing use of digital and social media platforms has provided businesses with wider opportunities to distribute marketing content and interact with consumers. Shaibu, Mbaegbu, and Barileera (2024) found that social media technologies support the marketing activities of retail firms in Imo State by improving customer interaction, brand visibility, and other marketing activities.

Content marketing effectiveness refers to the extent to which marketing content achieves its intended objectives, including attracting consumers' attention, generating engagement, communicating useful information, creating brand awareness, and influencing consumer behaviour. The effectiveness of content is therefore not determined simply by the quantity of content produced but by its relevance, timeliness, quality, credibility, and ability to generate the desired response from consumers. ChatGPT may improve content marketing effectiveness by assisting marketers to generate content ideas, develop different forms of marketing messages, personalise communication, and produce content more quickly. However, the usefulness of ChatGPT depends on how well its generated content meets the needs and expectations of the target audience.

Consumer trust is another important element of successful content marketing. It refers to the extent to which consumers consider a business and the information it provides to be reliable, honest, credible, and dependable. Trust is particularly important in digital marketing because consumers often rely on information received through online platforms when evaluating products,

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services, and brands. When consumers trust marketing content, they are more likely to engage with the business, consider its offerings, and develop a continuing relationship with the brand. However, the use of ChatGPT in producing marketing content raises questions about whether consumers will perceive such content as authentic and trustworthy.

The use of ChatGPT in marketing is therefore not only about speed and convenience. The quality and effectiveness of marketing content also depend on whether consumers find the content relevant, credible, engaging, and authentic. Kirk and Givi (2025) found that consumers can respond differently to AI-authored marketing communications because of concerns about authenticity and the role of human involvement. Similarly, Campbell et al. (2022) noted that the increasing use of AI-generated advertising raises important questions about how consumers evaluate and respond to digitally generated marketing messages. These concerns suggest that the use of ChatGPT may improve the efficiency of content creation while also creating challenges relating to how consumers perceive and trust the resulting content.

The issue is particularly relevant in Nigeria, where businesses are increasingly using digital platforms to communicate with consumers. Recent Nigerian research indicates growing application of AI technologies in marketing and customer interaction. Shaibu, Ebenezer-Nwokeji, and Abua (2026), for instance, found that AI can improve responsiveness and personalisation in customer experience management among organisations in South-East Nigeria. This suggests that AI-supported technologies are gradually becoming part of how Nigerian businesses interact with customers and deliver value.

However, the effectiveness of ChatGPT in content marketing cannot be judged only by its ability to produce content quickly and conveniently. Its ability to generate relevant and engaging content while maintaining consumer confidence is equally important. Therefore, examining the impact of ChatGPT on content marketing effectiveness and consumer trust is necessary to understand whether the growing use of the technology is improving marketing outcomes or creating new concerns for businesses and consumers in Nigeria.

Statement of the Problem

The increasing use of ChatGPT has provided businesses with a convenient way to produce marketing content quickly and at relatively lower cost. Businesses can use the technology to generate social media posts, advertising messages, product descriptions, promotional materials, and customer responses. However, while ChatGPT may improve the speed and consistency of content production, concerns remain about the quality, originality, authenticity, and credibility of the content generated.

Consumer trust is particularly important because consumers may question whether ChatGPT-generated content is accurate, genuine, and relevant to their needs. Heavy reliance on the technology may also make marketing communication appear impersonal or disconnected from the culture and experiences of the target audience. Moreover, producing more content does not necessarily mean that such content will attract consumers, generate engagement, or build lasting trust.

In Nigeria, the use of ChatGPT in marketing is still developing, and there is limited empirical evidence on how the technology affects both content marketing effectiveness and consumer trust. It is therefore necessary to determine whether the use of ChatGPT is helping businesses create more effective marketing content while maintaining consumers' confidence in the information and brands they encounter online. This study consequently seeks to examine the impact of ChatGPT on content marketing effectiveness and consumer trust in Nigeria.

Objectives of the Study

The broad objective of this study is to examine the impact of ChatGPT on content marketing effectiveness and consumer trust in Nigeria.

The specific objectives are to:

1. Determine the influence of ChatGPT on the quality of marketing content produced by businesses in Nigeria.
2. Examine the effect of ChatGPT on consumer engagement with marketing content in Nigeria.
3. Determine the influence of ChatGPT-generated marketing content on consumer trust in Nigeria.

Research Questions

The following research questions were formulated to guide the study:

1. What is the influence of ChatGPT on the quality of marketing content produced by businesses in Nigeria?
2. What is the effect of ChatGPT on consumer engagement with marketing content in Nigeria?
3. What is the influence of ChatGPT-generated marketing content on consumer trust in Nigeria?

Research Hypotheses

The following null hypotheses were formulated and tested at

- H_{01}: ChatGPT has no significant influence on the quality of marketing content produced by businesses in Nigeria.
- H_{02}: ChatGPT has no significant effect on consumer engagement with marketing content in Nigeria.
- H_{03}: ChatGPT-generated marketing content has no significant influence on consumer trust in Nigeria.

Literature Review

Concept of ChatGPT

ChatGPT is a generative artificial intelligence application designed to understand user instructions and generate human-like responses in natural language. It can perform tasks such as writing, summarising, answering questions, generating ideas, and producing different forms of textual content. Since its introduction, ChatGPT has attracted considerable attention in marketing because of its ability to support content creation, customer communication, personalisation, and other marketing activities. Paul, Ueno, and Dennis (2023) noted that ChatGPT presents several benefits for consumers and marketers, although its use also raises concerns relating to accuracy, ethics, privacy, and overdependence on AI.

In marketing, ChatGPT can assist businesses in developing promotional messages, social media posts, product descriptions, email content, and responses to customers. Its ability to generate

content from simple instructions makes it useful for marketers who need to produce different messages for different audiences within a short period. Kshetri et al. (2024) explained that generative AI can improve the efficiency and productivity of marketing activities by supporting the creation of personalised marketing content and customer-related insights. Similarly, Cillo and Rubera (2025) observed that generative AI is capable of producing new content in different formats and is expected to influence both marketing activities and consumer behaviour.

ChatGPT is particularly relevant to content marketing because it can reduce the time required to generate and modify marketing messages. Grewal et al. (2025) identified generative AI as an important development in marketing and explained that it can help marketers create and deliver content while allowing different levels of human involvement in the final output. However, they also emphasised the need to consider issues such as inaccurate information, bias, privacy, and human review when using generative AI.

The use of ChatGPT in marketing is also influenced by marketers' willingness and ability to adopt the technology. Jabeen et al. (2025) found that marketers' reasons for and against using ChatGPT influence their attitudes and intentions to adopt the technology, while digital literacy also plays an important role in its adoption. Ngo (2024), using a large collection of social media posts, also found considerable public interest in ChatGPT and its application to marketing, although concerns about its limitations and potential risks remained. Therefore, ChatGPT can be regarded as a useful marketing technology that supports content creation, personalisation, communication, and marketing efficiency. However, its usefulness depends on the quality of the information provided to the system, the marketer's ability to use it appropriately, and the extent to which human judgement is applied to its output. These considerations are important when examining the influence of ChatGPT on content marketing effectiveness and consumer trust in Nigeria.

Marketing and Content Marketing Effectiveness

Marketing involves activities through which businesses identify customer needs, communicate value, develop relationships, and facilitate exchanges between organisations and their target markets. The increasing use of digital technologies has changed how these activities are performed, particularly in relation to communication, information sharing, and customer engagement. The growing importance of information and communication technology (ICT) has created new opportunities for organisations to improve how they communicate and deliver information to their target audiences. Shaibu, Oshiogwe, and Mbaegbu (2014) emphasised the importance of ICT in supporting effective information-related activities, and Crossdale, Mbaegbu, and Nwosu (2019) found that ICT utilisation can facilitate communication and information delivery. These developments provide a broader technological foundation for the increasing application of artificial intelligence and generative AI in business and marketing activities. Kshetri et al. (2024) noted that generative AI can support marketing through personalised content, customer engagement, and improved marketing productivity.

Content marketing is a marketing approach that involves creating and distributing valuable, relevant, and consistent content to attract and retain a defined audience. Rather than relying entirely on direct promotional messages, content marketing seeks to provide information that is useful to consumers while gradually building a relationship between the consumer and the brand. Its effectiveness therefore depends on whether the content is able to achieve the intended marketing outcomes.

Content marketing effectiveness can be understood in terms of the outcomes produced by marketing content, including customer engagement, brand-related responses, trust, perceived value, and favourable consumer attitudes. Koob (2021) found that content marketing effectiveness is associated with customer engagement, brand trust, favourable brand attitudes, perceived brand value, and positive responses to brand communication.

The effectiveness of content marketing is therefore not simply determined by the amount of content a business produces. Rather, effective content should be relevant to the target audience, provide useful information, attract attention, encourage interaction, and contribute to the achievement of marketing objectives. The increasing application of ChatGPT provides businesses with an opportunity to improve the production and distribution of such content. Through its ability to generate and modify text quickly, ChatGPT may help marketers maintain a consistent flow of content and adapt messages to different audiences.

However, efficiency in content production does not automatically guarantee marketing effectiveness. Grewal et al. (2025) noted that organisations need to make careful decisions about the type of generative AI input used and the degree of human involvement in reviewing AI-generated output. Similarly, Kshetri et al. (2024) highlighted both the opportunities and challenges associated with using generative AI for marketing content. This means that the effectiveness of ChatGPT-supported content marketing depends not only on its ability to produce content quickly but also on the relevance, quality, and usefulness of the resulting content to consumers.

In the Nigerian context, this issue is particularly relevant as businesses increasingly use social media and other digital channels to communicate with consumers. ChatGPT may provide businesses with a relatively accessible means of producing marketing content and maintaining regular communication with their audiences. However, the extent to which such content actually improves marketing outcomes requires empirical investigation. This provides a basis for examining the influence of ChatGPT on the quality of marketing content, consumer engagement, and ultimately consumer trust among Nigerian consumers.

Quality of Marketing Content

Quality of marketing content refers to the extent to which content is relevant, accurate, clear, informative, engaging, and useful to its intended audience. Effective content should provide value to consumers and communicate the benefits of a product or service in a way that encourages favourable responses (Koob, 2021). ChatGPT has made it easier for marketers to generate social media posts, advertising messages, product descriptions, and other promotional materials within a short period. Kshetri et al. (2024) explained that generative AI can support personalised content creation and improve marketing productivity, while Cillo and Rubera (2025) noted its growing potential in marketing activities.

However, speed of production does not necessarily guarantee quality. AI-generated content may require human review to ensure accuracy, relevance, originality, and suitability for the target audience (Grewal et al., 2025). Chen et al. (2025) also

observed that consumers may respond differently to AI-generated and human-generated marketing content. In Nigeria, the use of digital technologies has increasingly supported customer interaction and marketing activities among businesses (Shaibu, Mbaegbu, & Barileera, 2024). However, the specific influence of ChatGPT on the quality of marketing content in Nigeria remains insufficiently examined.

Consumer Engagement and Trust

Consumer engagement refers to the extent to which consumers interact with and respond to marketing content, while consumer trust reflects their belief that a business and the information it provides are reliable and credible. ChatGPT may support engagement by enabling marketers to produce relevant and personalised content. Gao et al. (2026) reported that the value and credibility of AI-generated marketing content can influence customer engagement.

Consumer trust, however, may be affected by concerns about the authenticity and human involvement in AI-generated communication. Paul, Ueno, and Dennis (2023) identified accuracy, privacy, and ethical concerns as important issues surrounding ChatGPT. Similarly, Kirk and Givi (2025) noted that consumers may respond less favourably to AI-authored marketing communication when they perceive it as lacking authenticity. Amos and Zhang (2024) also reported lower perceptions of usefulness, trustworthiness, and authenticity for ChatGPT-generated reviews compared with human-generated reviews.

In Nigeria, AI is increasingly being applied to customer interaction and personalisation. Shaibu, Ebenezer-Nwokeji, and Abua (2026) reported that AI can improve responsiveness and personalisation in customer experience management among organisations in South-East Nigeria. Despite this development, limited evidence exists on how ChatGPT-generated marketing content affects consumer engagement and trust among Nigerian consumers. This gap provides a basis for the present

Theoretical Review

The study is anchored on the Technology Acceptance Model (TAM) and the Source Credibility Theory (SCT).

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), developed by Fred Davis in 1989, explains how individuals come to accept and use new technologies. The model proposes that perceived usefulness and perceived ease of use are the major factors influencing an individual's intention to use a technology. Perceived usefulness refers to the extent to which a person believes that using a particular technology will improve performance, while perceived ease of use refers to the extent to which the technology is considered easy to use. TAM has remained one of the widely applied models for explaining the adoption of digital and emerging technologies.

In the context of this study, TAM is relevant because marketers' use of ChatGPT may depend on whether they perceive the technology as useful and easy to use. Marketers who believe that ChatGPT can help them generate marketing content faster, develop content ideas, personalise messages, and improve their productivity are more likely to use it in their marketing activities. Similarly, the simplicity of interacting with ChatGPT may encourage marketers to incorporate it into their content creation processes. The use of ChatGPT may consequently influence the quality of marketing content and the level of consumer engagement generated through such content. Thus, TAM provides a suitable framework for explaining the adoption and application of ChatGPT in content marketing.

Source Credibility Theory

The Source Credibility Theory is associated with the work of Hovland and his colleagues in the 1950s and explains how the credibility of a source influences the way audiences receive and evaluate information. The theory generally emphasises important dimensions of credibility, particularly expertise and trustworthiness. Information from a source perceived as knowledgeable, reliable, and honest is more likely to be accepted by its audience. The theory has been widely applied to advertising, communication, public relations, online reviews, social media, and digital marketing.

The theory is relevant to this study because consumers may evaluate marketing content partly on the basis of how credible they perceive its source to be. Although ChatGPT can generate well-written and informative marketing content, consumers may question the accuracy, authenticity, and trustworthiness of content when they know that it was produced by artificial intelligence. If consumers consider ChatGPT-generated content credible, they may be more willing to engage with the content and trust the business providing it. Conversely, doubts about the accuracy or authenticity of AI-generated content may reduce consumer engagement and trust. Therefore, Source Credibility Theory provides an appropriate framework for explaining how the perceived credibility of ChatGPT-generated marketing content may influence consumer engagement and consumer trust in Nigeria.

Empirical Review

Aldous, Salminen, Farooq, Jung, and Jansen (2026) examined user engagement with AI-created and human-created social media content in the context of content marketing. Using 892 participants who evaluated AI-created and human-created content across Facebook, Instagram, and X, the study found that AI-created content was generally preferred and generated stronger user engagement, particularly on Facebook. The study concluded that GPT-based tools can effectively adapt marketing content to different social media platforms while maintaining perceived content quality.

Gao, Li, and Zhao (2026) investigated how AI-generated marketing content influences customer engagement. Using two experimental studies involving 338 participants, the study examined the roles of content value, credibility, empathy, and disclosure of AI origin. The findings showed that the value and credibility of AI-generated marketing content influence customer engagement, while the effect of disclosing AI involvement differs according to the type of content presented.

Kirk and Givi (2025) examined consumer responses to AI-authored marketing communications across seven preregistered experiments. The study found that consumers perceived AI-authored emotional marketing communication as less authentic than human-authored communication, which resulted in lower positive word-of-mouth and customer loyalty. The negative effect was weaker when AI was used to edit rather than create the communication and when the message was factual rather than emotional.

Chen, Zhang, Zhu, and Zhang (2025) investigated consumer responses to AI-generated, human-generated, and human-AI co-created visual marketing content using an online experiment involving 450 consumers. The study found that AI-generated content produced greater emotional arousal and was associated with perceptions of lower company effort and greater innovation ability. These perceptions subsequently influenced consumers' attitudes towards the content and their perceptions of the promoted product.

Jabeen et al. (2025) examined the factors influencing ChatGPT adoption among marketing professionals using a survey of 390 marketing experts. The study established that marketers' reasons for and against using ChatGPT significantly influence their attitudes and intention to adopt the technology. Digital literacy was also found to influence the relationship between barriers to adoption and intention to use ChatGPT.

Amos and Zhang (2024) investigated consumer reactions to online reviews perceived to have been generated by ChatGPT. Across three studies involving hotel and restaurant review contexts, the researchers found that consumers considered ChatGPT-generated reviews less useful, trustworthy, and authentic than human-generated reviews. Perceived authenticity was also found to explain the relationship between the source of the review and consumers' perceptions of trust and usefulness.

Methods

The study adopted a cross-sectional survey research design. The population of the study comprised consumers who encounter marketing content from businesses operating in Nigeria, particularly those who have interacted with or been exposed to ChatGPT-generated marketing content. Since the exact number of consumers exposed to ChatGPT-generated marketing content is not publicly available, the population was considered infinite. Cochran's (1977) formula for an unknown population was therefore used to determine a sample size of 384 respondents. A purposive sampling technique was used to select respondents who had encountered or interacted with ChatGPT-generated marketing content and were considered capable of providing relevant information for the study. Data were collected using a structured questionnaire titled *ChatGPT, Content Marketing Effectiveness and Consumer Trust Questionnaire (CCMECTQ).* The questionnaire was structured on a four-point Likert scale of Strongly Agreed (SA) = 4, Agreed (A) = 3, Disagreed (D) = 2, and Strongly Disagreed (SD) = 1. The instrument was validated by experts in Marketing and research methodology to ensure its suitability for measuring the study variables. Reliability was determined using Cronbach Alpha, which produced an overall reliability coefficient of 0.82, indicating satisfactory internal consistency. Out of the 384 questionnaires administered, 367 copies were successfully retrieved and found usable for analysis. Data were analysed using frequency, percentage, mean, and standard deviation for answering the research questions, while multiple regression analysis was used to test the three hypotheses at a 0.05 level of significance with the aid of SPSS Version 26.

Results

This section presents the results of data analysis based on the research hypotheses. The hypotheses were tested using Multiple Linear Regression Analysis at a 0.05 level of significance.

H_{01}: ChatGPT has no significant influence on the quality of marketing content produced by businesses in Nigeria.

Table 1: Effect of ChatGPT on Quality of Marketing Content

Variables	N	Beta (β)	t	Sig.	Decision
ChatGPT → Quality of Marketing Content	367	0.681	15.472	0.000	Rejected

Source: Researchers' Field Survey, 2026.

Table 1 shows that ChatGPT has a standardized regression coefficient (β) of 0.681 with a significance value of 0.000, which is less than the 0.05 level of significance. Consequently, the null hypothesis (H_{01}) is rejected while the alternative hypothesis is accepted. This indicates that ChatGPT has a significant positive influence on the quality of marketing content produced by businesses in Nigeria. The finding suggests that the use of ChatGPT can improve the relevance, clarity, accuracy, and overall quality of marketing content.

- **H_{02}:** ChatGPT has no significant effect on consumer engagement with marketing content in Nigeria.

Table 2: Effect of ChatGPT on Consumer Engagement

Variables	N	Beta (β)	t	Sig.	Decision
ChatGPT → Consumer Engagement	367	0.647	14.286	0.000	Rejected

Source: Researchers' Field Survey, 2026.

Table 2 shows that ChatGPT has a standardized regression coefficient (β) of 0.647 with a significance value of 0.000, which is less than the 0.05 level of significance. Consequently, the null hypothesis (H_{02}) is rejected while the alternative hypothesis is accepted. This indicates that ChatGPT has a significant positive effect on consumer engagement with marketing content in Nigeria. The finding implies that ChatGPT-supported content can attract consumers' attention and encourage interaction with marketing messages.

- **H_{03}:** ChatGPT-generated marketing content has no significant influence on consumer trust in Nigeria.

Table 3: Effect of ChatGPT-Generated Marketing Content on Consumer Trust

Variables	N	Beta (β)	t	Sig.	Decision
ChatGPT-Generated Marketing Content → Consumer Trust	367	0.592	12.634	0.000	Rejected

Source: Researchers' Field Survey, 2026.

Table 3 shows that ChatGPT-generated marketing content has a standardized regression coefficient (β) of 0.592 with a significance value of 0.000, which is less than the 0.05 level of significance. Consequently, the null hypothesis (H_{03}) is rejected while the alternative hypothesis is accepted. This indicates that ChatGPT-generated marketing content has a significant positive influence on consumer trust in Nigeria. The finding suggests that relevant, clear, and useful AI-generated marketing content can strengthen consumers' confidence in the information provided by businesses.

Discussion of Findings

The findings revealed that ChatGPT has a significant positive influence on the quality of marketing content produced by businesses in Nigeria. This implies that the use of ChatGPT can assist businesses in producing marketing content that is clearer, more relevant, informative, and consistent. The technology also enables marketers to generate content ideas and promotional materials within a shorter period. This finding agrees with Kshetri et al. (2024), who noted that generative AI provides opportunities for personalised content creation and improved marketing productivity. It is also consistent with Cillo and Rubera (2025), who identified generative AI as an emerging tool for improving marketing and content development processes.

The findings further showed that ChatGPT has a significant positive effect on consumer engagement with marketing content in Nigeria. This suggests that well-developed ChatGPT-assisted content can attract consumers' attention and encourage them to interact with marketing messages. The finding agrees with Gao et al. (2026), who reported that the value and credibility of AI-generated marketing content can influence customer engagement. Similarly, Aldous et al. (2026) found that AI-created social media content can generate strong user engagement across different social media platforms.

Finally, the findings revealed that ChatGPT-generated marketing content has a significant positive influence on consumer trust in Nigeria. This indicates that consumers may develop greater confidence in marketing content when it is clear, useful, relevant, and credible. However, the positive influence of ChatGPT on trust depends largely on the quality and authenticity of the content presented to consumers. This finding is supported by Paul, Ueno, and Dennis (2023), who noted that although ChatGPT provides benefits to consumers and businesses, issues relating to accuracy and trust remain important considerations. It also agrees with Kirk and Givi (2025), who found that consumers' perceptions of authenticity can influence their responses to AI-authored marketing communication.

Conclusion

This study examined the impact of ChatGPT on content marketing effectiveness and consumer trust in Nigeria. The findings revealed that ChatGPT has a significant positive influence on the quality of marketing content, significantly affects consumer engagement with marketing content, and that ChatGPT-generated marketing content has a significant positive influence on consumer trust. The study therefore concludes that ChatGPT can contribute positively to content marketing by helping businesses develop quality content, attract consumer interaction, and build consumer confidence. It further concludes that the effective use of ChatGPT, with appropriate human oversight, can strengthen content marketing outcomes and consumer relationships in Nigeria.

Recommendations

Based on the findings and conclusion of this study, the following recommendations were made:

1. Businesses should use ChatGPT to improve the quality of marketing content by developing relevant, clear, informative, and accurate content that reflects the needs of their target consumers. Human review should also be maintained to ensure that AI-generated content is appropriate and consistent with the brand.
2. Businesses should use ChatGPT to develop engaging marketing content that encourages consumers to interact with brands through digital platforms. Marketers should combine AI-generated content with creative human input to make marketing communication more relevant and appealing to consumers.

Businesses should ensure transparency and accuracy when using ChatGPT to produce marketing content in order to strengthen consumer trust. AI-generated content should be reviewed for accuracy, authenticity, and cultural relevance before being presented to consumers.

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