

Perceived Digital Marketing Discourse Strategy Congruence and Information Adoption Intention: The Roles of Discourse Authenticity and Product Type

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Abstract: In digital marketing contexts, consumers increasingly rely on product descriptions, social media recommendation posts, livestreaming scripts, platform recommendations, and AI-assisted copywriting to understand product information. Standardized, exaggerated, and automated marketing content can activate persuasion knowledge, which makes exposure alone an unreliable predictor of information adoption. Drawing on metadiscourse theory, appraisal theory, the persuasion knowledge model, the information adoption model, and the search-experience-credence (SEC) product typology, this study focuses on consumers' perceived marketing discourse strategy congruence. It examines the statistical path from perceived marketing discourse strategy congruence to information adoption intention through perceived discourse authenticity and tests whether this relationship varies across search, experience, and credence product contexts. Data were collected through Tencent Questionnaire. After 49 invalid responses were removed under prespecified quality-control criteria, 433 valid responses remained for analysis. Regression and bootstrapping results show that perceived marketing discourse strategy congruence is positively associated with information adoption intention; perceived discourse authenticity has a significant partial mediating effect; and the positive relationship between perceived discourse authenticity and information adoption intention is stronger in experience and credence product contexts than in search product contexts, with the strongest enhancement observed for credence products. A CFA-based single-factor comparison also shows poorer fit for the single-factor model than for the theoretical three-factor model, suggesting that common

method bias is unlikely to fully account for the findings. By treating digital marketing discourse as a matter of consumer perception and information judgment, the study offers evidence for more responsible and differentiated marketing communication across product types.

Keywords: Digital Marketing Discourse; Perceived Discourse Authenticity; Information Adoption Intention; SEC Product Typology; Perceived Marketing Discourse Strategy Congruence.

1. Introduction

Digital marketing has become platform-based, social, and increasingly shaped by intelligent tools. In this environment, marketing discourse is often the first interface through which consumers encounter product information. Before they interact with a product, consumers may already have read product-detail claims, recommendation posts on short-video platforms, explanatory scripts in livestreaming rooms, algorithmically pushed product descriptions, or AI-assisted advertising copy. These texts do more than transmit product information. They help consumers form judgments about product functions, use situations, value promises, and brands.

AI and other digital technologies have changed the production and circulation of marketing communication. Generative AI lowers the cost of advertising text and visual content, and it supports personalized recommendation and chatbot-based commercial interaction. The same technologies also raise concerns about excessive persuasion, misleading expression, exploitation of consumer vulnerability, and diminished authenticity [1,2]. Consumer responses to AI-enabled marketing are complex as well. Chen et al. (2022) show that consumers evaluate such

communication through functional, emotional, privacy-related, and human-machine considerations [3]. The key question in digital marketing, then, is why consumers come to believe and use the information they encounter.

Information adoption intention provides a more precise dependent variable for this study than purchase intention. Purchase intention can be affected by price, immediate need, disposable income, channel convenience, and promotional timing. Information adoption intention captures a narrower judgment: whether consumers accept, believe, and are willing to use the core information communicated by marketing discourse. Sussman and Siegal's (2003) information adoption model emphasizes the role of usefulness, credibility, and argument quality in shaping the willingness to adopt information [4]. For a study centered on marketing language, the first task is to understand how discourse enters consumers' cognitive judgment before purchase decisions are considered.

The empirical object of this article needs to be specified carefully. The study uses questionnaire data on consumer perceptions. Actual marketing texts were not coded or experimentally manipulated. The evidence therefore concerns consumers' subjective perceptions of marketing discourse strategy congruence. Perceived marketing discourse strategy congruence refers to the extent to which consumers believe a marketing text fits their needs for understanding information, forming emotional connection, and making trust judgments through semantic accessibility, interpersonal resonance, situational concreteness, and evidential strength. Perceived discourse authenticity refers to the judgment that a marketing text appears sincere, credible, coherent, and low in manipulative intent. The first construct concerns how consumers evaluate the organization of discourse; the second concerns how they judge its credibility and sincerity.

The relationship between marketing discourse and information adoption may also depend on product type. According to the SEC product typology, search, experience, and credence products differ in the level and timing of quality uncertainty [5,6]. Search products allow consumers to rely on parameters, specifications, and verifiable facts before purchase. Experience products require consumers to form expectations from use scenarios, others' experiences, and textual credibility. Credence products are

especially difficult to evaluate because quality may remain unclear even after use. In these contexts, reliability and sincerity conveyed through discourse may become particularly important.

This study asks how consumers' perceived digital marketing discourse strategy congruence is associated with information adoption. Using 433 valid questionnaire responses, it tests a model linking perceived marketing discourse strategy congruence, perceived discourse authenticity, information adoption intention, and SEC product type. The article refines the object of inquiry by focusing on consumer perceptions of discourse strategy, which reduces the risk of extending survey associations to objective textual causality. It situates authenticity at the level of specific marketing discourse, thereby explaining the credibility judgment that precedes information adoption. It also introduces SEC product type as a boundary condition and shows how the role of perceived discourse authenticity changes with product information asymmetry.

2. Theoretical Background and Hypotheses

2.1 Perceived Marketing Discourse Strategy Congruence and Information Adoption Intention

Digital marketing discourse is more than a list of product attributes. Through linguistic organization, it guides consumers in understanding products, imagining use situations, and evaluating information credibility. Martin and White's (2005) appraisal theory further explains how language constructs evaluative stance and interpersonal relations through attitude, engagement, and graduation [7]. In digital marketing, these insights suggest that effective discourse lowers comprehension barriers while providing relational, situational, and evidential appeal.

Perceived marketing discourse strategy congruence is defined as the degree to which consumers believe a marketing text fits their information-processing needs across four dimensions: semantic accessibility, interpersonal resonance, situational concreteness, and evidential strength. Semantic accessibility concerns whether a marketing text reduces cognitive load through clear and plain expression. Interpersonal resonance concerns whether address forms, tone, and interactional style reduce psychological distance between

brand and consumer. Situational concreteness concerns whether abstract selling points are translated into imaginable use situations. Evidential strength concerns whether product promises are supported by data, facts, standards, or authoritative endorsement.

The elaboration likelihood model suggests that consumers may accept information through careful processing of argument quality or through affective, source-related, and heuristic cues [8]. When consumers perceive a strong fit between marketing discourse strategy and their information-processing needs, textual meaning becomes easier to understand, the communication style becomes easier to accept, and abstract selling points are more readily converted into experience expectations. Adequate evidence also increases the perceived believability of textual claims. Perceived marketing discourse strategy congruence is therefore expected to be positively associated with consumers' intention to adopt marketing information. The following hypothesis is proposed:

H1: Perceived marketing discourse strategy congruence positively influences consumers' information adoption intention.

2.2 The Mediating Role of Perceived Discourse Authenticity

Consumers in digital marketing environments rarely receive commercial texts passively. They also infer the commercial intentions behind those texts. The persuasion knowledge model holds that once consumers recognize a persuasion attempt, they identify marketers' strategies and motives and may develop defensive responses [9]. AI-assisted marketing can increase the efficiency of content production, yet perceived manipulation, opacity, or exaggeration may weaken trust and generate resistance [10,11]. In this sense, the persuasive force of digital marketing discourse depends on authenticity as well as attractiveness.

Perceived discourse authenticity extends brand authenticity to the level of specific marketing texts. Morhart et al. (2015) discuss brand authenticity through continuity, credibility, integrity, and symbolism. In digital marketing contexts, consumers often encounter a specific text before they form a full sense of brand history [12]. It is therefore useful to move authenticity from the broader brand level to the discourse level and to examine whether

consumers regard a piece of marketing copy as sincere, credible, stylistically coherent, and non-manipulative.

When consumers perceive high marketing discourse strategy congruence, the text is more likely to appear natural, clear, concrete, and well supported. Such discourse can reduce suspicion toward commercial routines and lead consumers to read the communication as sincere and low in coercive pressure. Perceived marketing discourse strategy congruence may therefore strengthen consumers' authenticity judgment, which is expected to increase their willingness to accept and use the information contained in the text. The following hypothesis is proposed:

H2: Perceived discourse authenticity mediates the relationship between perceived marketing discourse strategy congruence and information adoption intention.

2.3 The Moderating Role of SEC Product Typology

The relationship between perceived discourse authenticity and information adoption may vary by product type. SEC product typology classifies products into search, experience, and credence categories according to when and how consumers can evaluate product quality [5,6]. Attributes of search products can usually be compared before purchase through parameters, specifications, price, or external reviews. The true quality of experience products is often known only after use. Credence products may remain difficult to evaluate even after consumption.

For search products, consumers can draw on relatively objective information when making judgments. Perceived discourse authenticity remains relevant, although its role is constrained by parameters and verifiable facts. Digital-product configurations, clothing sizes, and household-appliance power ratings, for example, can all be compared and checked. In such contexts, information adoption depends more heavily on whether information is complete, accurate, and searchable.

For experience and credence products, objective verification becomes more difficult. Restaurants, hotels, films, and cosmetics require consumers to form expectations from scenario descriptions and others' experiences. Health services, environmental certifications, educational training, and professional consulting involve higher information asymmetry, making quality

claims difficult for consumers to verify independently. In these situations, the sincerity, credibility, and coherence conveyed by digital marketing discourse may serve as substitute cues for deciding whether information is worth adopting. The following hypothesis is proposed: H3: SEC product type moderates the effect of perceived discourse authenticity on information adoption intention. Compared with search products, the positive effect of perceived discourse authenticity on information adoption intention is stronger in experience and credence product contexts.

3. Research Design

3.1 Data Source, Sample Cleaning, and Measurement

Data were collected online through Tencent Questionnaire using online recruitment. Respondents were consumers with experience in online shopping, product-information browsing, or exposure to digital marketing texts. At the beginning of the questionnaire, respondents were informed of the research purpose, anonymity, and the academic use of the data. They were asked to answer with reference to a recent product-information context involving digital marketing texts.

A total of 482 questionnaires were collected. To improve data quality, invalid responses were removed under prespecified rules before formal analysis. The exclusion criteria included missing responses on core scale items, SEC product-type items, or digital-marketing exposure items; completion time below 120 seconds, which was clearly shorter than the reasonable time needed

to complete all items; obvious straight-lining or patterned responses on the core continuous scales; product-context descriptions that contradicted the SEC classification or could not be assigned to search, experience, or credence products; and repeated submissions from the same source within a short period with highly similar answers. Based on these rules, 49 invalid responses were removed, leaving 433 valid responses. The valid response rate was 89.83%. No missing values remained for the cleaned core variables.

The available statistical outputs did not provide verifiable demographic summaries such as age, gender, education, or income. For that reason, the article does not add a demographic sample-characteristics table. The empirical section reports only core-variable descriptive statistics, the distribution of SEC product contexts, and statistical results directly related to the hypotheses.

The core variables are perceived marketing discourse strategy congruence, perceived discourse authenticity, information adoption intention, and SEC product type. Perceived marketing discourse strategy congruence includes four items: semantic accessibility, interpersonal resonance, situational concreteness, and evidential strength. Perceived discourse authenticity includes three items: motivational sincerity, content credibility, and symbolic coherence. Information adoption intention includes four items: acceptance of core claims, decision-reference value, cognitive internalization, and overall adoption tendency. All continuous variables were measured on seven-point Likert scales.

Table 1. Measurement, Reliability, and Validity of Variables

Variable	Items/Dimensions	Cronbach's α	ω	AVE	Main Theoretical Sources
Perceived marketing discourse strategy congruence (MDSC)	Semantic accessibility; interpersonal resonance; situational concreteness; evidential strength	0.908	0.904	0.761	Metadiscourse theory; appraisal theory; ELM
Perceived discourse authenticity (PDA)	Motivational sincerity; content credibility; symbolic coherence	0.890	0.924	0.799	Brand authenticity; persuasion knowledge model
Information adoption intention (IAI)	Acceptance of core claims; decision-reference value; cognitive internalization; overall adoption tendency	0.895	0.896	0.740	Information adoption model
SEC product type	Search; experience; credence	—	—	—	Information asymmetry and product classification theory

Note. Cronbach's α , ω , and AVE are organized from the available statistical outputs. SEC product type is categorical, so reliability and validity coefficients are not calculated.

SEC product type was treated as a contextual classification variable. The questionnaire explained the meanings of search, experience, and credence products and provided typical examples. Respondents selected the product type

that matched the digital-marketing information context used when answering. Since this variable came from respondents' contextual classification and was not randomly assigned, the results are interpreted as differences in relationship strength

across product contexts without strong causal claims. In the regression analysis, search products served as the reference category, and two dummy variables were created for experience and credence products. The measurement items, theoretical sources, and reliability and validity coefficients for all core constructs are summarized in Table 1.

3.2 Data Analysis

The analysis proceeds through descriptive statistics, reliability and validity tests, confirmatory factor analysis (CFA), common method bias testing, regression analysis, and bootstrap mediation testing. Scale quality is evaluated using internal consistency coefficients, composite reliability, average variance extracted, and the heterotrait-monotrait (HTMT) ratio. Following the two-step logic for evaluating measurement and structural models, the theoretical three-factor model is compared with two-factor alternatives and a single-factor model to assess discriminant validity and common method bias risk [12-14]. Because the items are Likert-type measures, the available statistical outputs report CFA fit indices using DWLS estimation.

For common method bias, the study uses a CFA-based single-factor model comparison. A model that loads all core items onto one latent factor should fit substantially worse than the theoretical

model if a single common factor cannot explain the observed relationships. Bias-corrected bootstrap confidence intervals are then used to test the indirect effect of perceived discourse authenticity, and centered interaction terms are used to test the moderating effect of SEC product type on the PDA-to-IAI path.

4. Empirical Results

4.1 Descriptive Statistics and Distribution of Product Contexts

The descriptive statistics show that the means of the core variables are above the scale midpoint, indicating moderately positive evaluations of digital marketing discourse strategy congruence, discourse authenticity, and information adoption intention. The mean of perceived marketing discourse strategy congruence is 5.094, the mean of perceived discourse authenticity is 4.708, and the mean of information adoption intention is 4.839. The distribution of SEC product contexts is relatively balanced: 149 responses concern search products, accounting for 34.41%; 160 responses concern experience products, accounting for 36.95%; and 124 responses concern credence products, accounting for 28.64%. Descriptive statistics for the core variables and the distribution of SEC product contexts are reported in Table 2.

Table 2. Descriptive Statistics and Distribution of SEC Product Contexts

Variable/Category	N	Mean/Count	SD/Proportion
Perceived marketing discourse strategy congruence (MDSC)	433	5.094	0.957
Perceived discourse authenticity (PDA)	433	4.708	1.052
Information adoption intention (IAI)	433	4.839	0.900
Search products	433	149	34.41%
Experience products	433	160	36.95%
Credence products	433	124	28.64%

Note. Continuous variables are measured on seven-point Likert scales. SEC product type is reported as category count and proportion. This table is not a demographic sample-characteristics table.

4.2 Measurement Model, Discriminant Validity, and Common Method Bias

The three continuous variables show strong reliability and validity. Cronbach's α values are all above 0.890, ω values are all above 0.896, and AVE values are all above 0.740, indicating good internal consistency and convergent validity. The overall KMO value is 0.929, and Bartlett's test of sphericity is significant ($\chi^2 = 4257$, $df = 55$, $p < .001$), supporting the suitability of the data for factor-structure testing. HTMT values for MDSC-PDA, MDSC-IAI, and

PDA-IAI are 0.761, 0.691, and 0.835, respectively. Each value is below the commonly used threshold of 0.85, although the PDA-IAI value is close enough to warrant a conservative interpretation of the mediation path.

The CFA comparisons show that the theoretical three-factor model fits the data well ($\chi^2 = 184.730$, $df = 41$, CFI = 0.987, TLI = 0.983, SRMR = 0.033). RMSEA is 0.090, slightly higher than a strict cutoff. Under DWLS estimation with a small number of items and relatively low degrees of freedom, RMSEA can be sensitive, so it should be assessed together

with CFI, TLI, and SRMR. The two-factor model combining MDSC and PDA, the two-factor model combining MDSC and IAI, and the single-factor model all show clearly weaker fit than the three-factor model. These comparisons support acceptable discriminant validity among the three core constructs.

Common method bias is examined through a CFA-based single-factor comparison. When all core items are loaded onto a single factor, model

fit deteriorates substantially ($\chi^2 = 928.022$, $df = 44$, $CFI = 0.922$, $TLI = 0.902$, $RMSEA = 0.216$, $SRMR = 0.098$). The single-factor model fits markedly worse than the theoretical three-factor model. The cross-sectional single-source questionnaire design still requires caution, but a single common factor does not sufficiently explain the relationships among the variables. The CFA model comparisons and common method bias test results are presented in Table 3.

Table 3. CFA Model Comparisons and Common Method Bias Test

Model	Specification	χ^2	df	CFI	TLI	RMSEA	SRMR
Three-factor model	MDSC, PDA, and IAI modeled separately	184.730	41	0.987	0.983	0.090	0.033
Two-factor model A	MDSC and PDA combined; IAI separate	528.080	34	0.951	0.936	0.183	0.075
Two-factor model B	MDSC and IAI combined; PDA separate	734.989	43	0.939	0.922	0.193	0.090
Single-factor model	All 11 core items loaded onto one factor	928.022	44	0.922	0.902	0.216	0.098

Note. The estimation method is DWLS. The single-factor model is used for the CFA-based common method bias test. The theoretical three-factor model provides the best relative fit.

Authenticity

4.3 Mediation Test of Perceived Discourse

Table 4. Mediation Test of Perceived Discourse Authenticity

Path/Effect	Estimate	SE	z	p	95% CI
MDSC → PDA	0.754	0.039	19.58	< .001	[0.661, 0.839]
PDA → IAI	0.514	0.037	14.07	< .001	[0.439, 0.589]
MDSC → IAI (direct effect)	0.201	0.040	5.005	< .001	[0.113, 0.289]
MDSC → PDA → IAI (indirect effect)	0.387	0.034	11.43	< .001	[0.325, 0.462]
MDSC → IAI (total effect)	0.588	0.035	16.66	< .001	[0.514, 0.669]
R ²	PDA = 0.470; IAI = 0.582	—	—	—	—

Note. Confidence intervals are bias-corrected bootstrap confidence intervals. MDSC = perceived marketing discourse strategy congruence; PDA = perceived discourse authenticity; IAI = information adoption intention.

Table 4 reports the mediation results. Perceived marketing discourse strategy congruence has a significant positive effect on perceived discourse authenticity, indicating that higher perceived strategy congruence is associated with stronger perceptions that the marketing text is authentic, credible, and coherent. When perceived marketing discourse strategy congruence and perceived discourse authenticity are entered simultaneously, perceived discourse authenticity still has a significant positive effect on information adoption intention, and the direct effect of perceived marketing discourse strategy congruence on information adoption intention remains significant. The bootstrap confidence interval for the indirect effect does not include zero, showing a significant mediating effect of perceived discourse authenticity between perceived marketing discourse strategy

congruence and information adoption intention. Since the direct effect remains significant, the mediation is partial.

These results provide statistical support for H1 and H2. Given the cross-sectional questionnaire design, the mediation result should be read as an indirect association consistent with the theoretical path. It does not establish temporal ordering or a strict causal chain.

4.4 Moderation Test of SEC Product Type

To test the moderating role of SEC product type, search products are used as the reference category. Experience and credence products are represented by two dummy variables, and interaction terms are created between perceived discourse authenticity and each dummy variable. The results are shown in Table 5. Model 1 indicates that perceived discourse authenticity

has a significant positive effect on information adoption intention. After the interaction terms are added in Model 2, explanatory power increases from 0.575 to 0.593, with $\Delta R^2 = 0.018$ and a significant change in F. Product type therefore contributes additional explanatory power for information adoption intention. The interaction results show that the coefficient for PDA $\times$ experience product is significantly positive, and the coefficient for PDA $\times$ credence product is also significantly positive. Compared

with search product contexts, the positive relationship between perceived discourse authenticity and information adoption intention is stronger in both experience and credence product contexts. The coefficient for the credence-product interaction is slightly higher than that for the experience-product interaction, suggesting that consumers may rely more heavily on digital marketing discourse authenticity as product information asymmetry increases. H3 is therefore statistically supported.

Table 5. Moderation Test of SEC Product Type

Variable	Model 1 B(SE)	Model 2 B(SE)	Model 2 β	p
Perceived discourse authenticity (PDA c)	0.661(0.027)	0.568(0.035)	0.663	< .001
Experience product	-0.190(0.068)	-0.186(0.067)	-0.100	.006
Credence product	-0.300(0.073)	-0.311(0.072)	-0.156	< .001
PDA $\times$ experience product	—	0.213(0.065)	0.121	.001
PDA $\times$ credence product	—	0.266(0.076)	0.124	< .001
R^2	0.575	0.593	—	—
ΔR^2	—	0.018	—	< .001
F change	193.800	9.235	—	< .001

Note. Search products are the reference category. Continuous variables are centered. Standard errors are shown in parentheses.

5. Discussion and Conclusion

5.1 Main Findings

This study examined how consumers' perceived digital marketing discourse strategy congruence is associated with information adoption by testing the relationships among perceived marketing discourse strategy congruence, perceived discourse authenticity, information adoption intention, and SEC product type. The findings show that perceived marketing discourse strategy congruence has a significant positive effect on information adoption intention. At the level of consumer evaluation, clarity, relational closeness, concreteness, and evidential support in digital marketing discourse are closely related to consumers' willingness to adopt marketing information.

Perceived discourse authenticity partially mediates the relationship between perceived marketing discourse strategy congruence and information adoption intention. Digital marketing discourse that appears clear, relationally engaging, concrete, and evidence-supported is more likely to be interpreted as sincere, credible, and coherent communication. This authenticity perception is further associated with consumers' acceptance and use of the core information in the text.

SEC product type significantly moderates the

relationship between perceived discourse authenticity and information adoption intention. Consumers rely more heavily on discourse authenticity when evaluating experience and credence products than when evaluating search products. The role of perceived discourse authenticity is especially salient for credence products because their quality and effects are difficult to verify directly.

5.2 Theoretical Contributions and Managerial Implications

A central theoretical contribution lies in the refined definition of the research object. Existing work on digital marketing and AI marketing often examines technology adoption, personalization, consumer attitudes, or purchase intention. This article moves attention earlier in the decision process and examines how consumers perceive the strategies embedded in digital marketing discourse and how product information is organized, expressed, and received. By introducing perceived marketing discourse strategy congruence, the article connects metadiscourse and appraisal resources with consumer information processing in marketing research, showing that perceived textual organization has explanatory value of its own.

Another contribution concerns the level at which authenticity is examined. Brand authenticity is

often shaped by brand history, accumulated brand equity, and prior consumer attitudes. In digital marketing, consumers frequently encounter a specific piece of copy before forming a broader brand judgment. Perceived discourse authenticity offers a finer lens for understanding how consumers decide whether a marketing message is trustworthy and adoptable during a single textual encounter.

The boundary role of SEC product type is also clarified. Digital marketing discourse does not exert the same strength across all product categories. As product attributes become harder to verify directly, perceived discourse authenticity is more likely to become an important basis for information adoption. This finding helps connect information asymmetry theory with research on digital marketing discourse.

The findings also have practical implications. Brands and platform operators should avoid treating digital marketing discourse as a simple accumulation of selling points or emotional triggers. For search products, communication should emphasize parameters, specifications, standards, and verifiable evidence. For experience products, marketers should provide concrete use scenarios, authentic experience descriptions, and sensory details. For credence products, greater attention should be given to qualifications, professional endorsement, risk boundaries, and restrained expression. As AI-assisted content production becomes common in marketing communication, firms should pursue efficiency while preserving authenticity, coherence, and a non-manipulative communicative texture.

5.3 Limitations and Future Research

Several limitations remain. The study uses cross-sectional questionnaire data, which can test statistical relationships among variables but cannot establish the temporal sequence in which strategy congruence affects discourse authenticity and then information adoption intention. Future research can use experimental designs to manipulate digital marketing discourse strategies, perceived authenticity, or product type and identify causal mechanisms more clearly.

The study also relies on subjective perceptions and contains no direct analysis of actual marketing texts. Respondents were not shown standardized experimental copy. The findings

should therefore be interpreted as evidence about the relationship between consumers' subjective perceptions of marketing discourse strategy congruence and information adoption intention. They do not directly demonstrate the objective effect of specific textual strategies. Future research can combine text analysis, experimental manipulation, and questionnaire measurement to examine both objective discourse features and subjective consumer perceptions.

SEC product type is treated as a contextual classification variable, with no randomized experimental manipulation. Product types may also differ in involvement, price, perceived risk, brand familiarity, product knowledge, and purchase experience. Future studies can include these variables as controls or use randomized scenario experiments to validate the boundary role of product type more rigorously.

The available statistical outputs did not include complete demographic information, so this article does not report a sample-characteristics table for age, gender, education, or income. Future questionnaire designs should systematically collect and report demographic characteristics and digital consumption experience to support stronger judgments about external validity. The present study tests mediation and moderation separately. Future research can develop a full moderated mediation model and report conditional indirect effects for the pathway from perceived marketing discourse strategy congruence to perceived discourse authenticity and then to information adoption intention across product types.

Acknowledgments

This paper is supported by 2025 Language and Writing Research Project of Chongqing Normal University (No.202504) and 2025 International Business Communication and Foreign Language Research Project (No. CUCO2025LXYK0020).

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