

Appendix A. Retained Questionnaire Items and Adaptation Notes

All retained indicators used a five-point Likert scale (1 = strongly disagree; 5 = strongly agree). The item stem directed respondents to evaluate either an AIGC-supported social media advertisement they had recently viewed or the study scenario. All retained items were positively keyed and contextualised for AIGC; no retained item was reverse-coded.

Table A1. Exact wording of retained measurement indicators

Construct	Code	Retained item wording	Adaptation / coding note
AIGC quality	content AAC1	The AIGC advertisement provides useful information about the product or service.	Contextualised to AIGC; positively keyed; retained in the final measurement model.
AIGC quality	content AAC2	The AIGC advertisement presents the product or service in a creative way.	Contextualised to AIGC; positively keyed; retained in the final measurement model.
AIGC quality	content AAC3	The AIGC advertisement is visually attractive and attention-grabbing.	Contextualised to AIGC; positively keyed; retained in the final measurement model.
AIGC quality	content AAC4	The AIGC advertisement appears personalised to my interests or needs.	Contextualised to AIGC; positively keyed; retained in the final measurement model.
AIGC quality	content AAC5	The AIGC advertisement clearly communicates the product benefits.	Contextualised to AIGC; positively keyed; retained in the final measurement model.
Perceived authenticity	PA1	The AIGC advertisement feels genuine rather than artificial.	Contextualised to AIGC; positively keyed; retained in the final measurement model.
Perceived authenticity	PA2	The AIGC advertisement seems sincere in presenting the product or service.	Contextualised to AIGC; positively keyed; retained in the final measurement model.
Perceived authenticity	PA3	The AIGC advertisement is consistent with the brand's image or identity.	Contextualised to AIGC; positively keyed; retained in the final measurement model.
Perceived authenticity	PA4	The AIGC advertisement presents a realistic description of the product or service.	Contextualised to AIGC; positively keyed; retained in the final measurement model.
Consumer trust	CT1	I trust the product information presented in the AIGC advertisement.	Contextualised to AIGC; positively keyed; retained in the final measurement model.
Consumer trust	CT2	The AIGC advertisement increases my confidence in the brand.	Contextualised to AIGC; positively keyed; retained in the final measurement model.
Consumer trust	CT3	I believe the claims made in the AIGC advertisement are dependable.	Contextualised to AIGC; positively keyed; retained in the final measurement model.
Consumer trust	CT4	I feel comfortable relying on information from the AIGC advertisement.	Contextualised to AIGC; positively keyed; retained in the final measurement model.
Consumer responses	CR1	I am willing to click on the AIGC advertisement to learn more.	Contextualised to AIGC; positively keyed; retained in the final measurement model.
Consumer responses	CR2	I am willing to like, comment on, or share the AIGC advertisement.	Contextualised to AIGC; positively keyed; retained in the final measurement model.
Consumer responses	CR3	I am willing to follow the brand or account after seeing the AIGC advertisement.	Contextualised to AIGC; positively keyed; retained in the final measurement model.
Consumer responses	CR4	The AIGC advertisement increases my intention to purchase the product or service.	Contextualised to AIGC; positively keyed; retained in the final measurement model.
Consumer responses	CR5	I would recommend the product or service shown in the AIGC advertisement to others.	Contextualised to AIGC; positively keyed; retained in the final measurement model.

Table A2. Conceptual separation of content quality and AI transparency/disclosure

Element	Status in the reported model	Interpretive boundary
AIGC advertising content quality	Measured by AAC1-AAC5 and included as the exogenous latent construct.	Captures informativeness, creativity, visual attractiveness, personal relevance, and product-benefit clarity.
AI transparency/disclosure	Treated as a contextual PKM cue; not assigned a latent score or structural coefficient.	Concerns whether AI involvement, human review, and brand accountability are communicated clearly. Future studies should measure this element separately.