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INVESTIGATING THE IMPACT OF GENERATIVE ARTIFICIAL INTELLIGENCE ON DIGITAL MARKETING EFFECTIVENESS

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Abstract
Generative artificial intelligence (GenAI) is transforming digital marketing by facilitating automated content creation, audience personalization, campaign development, and data-supported decision-making. However, its contribution to marketing effectiveness depends on technological adoption, professional competence, content quality, and responsible implementation. This study examines the proposed relationship between GenAI adoption and digital marketing effectiveness among marketing professionals and business owners in Lahore, Pakistan. Drawing on the Technology Acceptance Model, the study develops a framework connecting GenAI adoption, marketing productivity, content personalization, customer engagement, and perceived marketing effectiveness. A quantitative, cross-sectional survey design is proposed. To demonstrate the intended analysis and reporting format, the article presents illustrative statistical tables based on a hypothetical sample of 280 respondents. These simulated results suggest positive associations between GenAI adoption, marketing productivity, content personalization, and perceived marketing effectiveness, alongside a negative association between AI-related concerns and perceived effectiveness. The illustrative regression model accounts for 31.5% of the variance in perceived marketing effectiveness. However, these figures are hypothetical and do not constitute findings from actual Lahore-based respondents. The study contributes a context-specific framework for examining GenAI-assisted marketing in an emerging economy and highlights the importance of human oversight, data protection, and evidence-based performance evaluation. The proposed framework may assist marketing professionals in identifying suitable AI applications while balancing efficiency with creativity, authenticity, and customer trust. Empirical validation using genuine survey responses is required before substantive conclusions can be drawn.

1. INTRODUCTION

1.1 Background of the Study

Digital marketing has become an essential component of organizational communication, customer acquisition, brand development, and competitive positioning. Businesses increasingly use social media, search engines, websites, email campaigns, and online advertising to reach target audiences and evaluate marketing performance. Despite these opportunities, effective digital marketing requires continuous content production, audience analysis, creative

experimentation, and performance monitoring. These demands can be challenging for organizations with limited financial resources or small marketing teams.

Generative artificial intelligence (GenAI) has introduced new possibilities for managing these activities. GenAI systems can generate written content, images, video concepts, promotional messages, and other creative outputs in response to user instructions. Marketing professionals can use these capabilities to draft advertisements, develop social media captions, prepare product descriptions, generate campaign ideas, and adapt messages for different customer segments.

Kshetri et al. (2024) identify content creation, personalization, and insight generation as important applications of GenAI in marketing. Similarly, Grewal et al. (2025) explain that GenAI's contribution depends on the information supplied to the system and the extent of human involvement in evaluating its outputs. These perspectives suggest that GenAI should be assessed as a marketing resource whose value depends on the quality of its implementation, rather than simply on its ability to generate content.

Recent empirical research has also examined the creative potential of generative systems. Hartmann et al. (2025) compared AI-generated and human-created marketing images using large-scale human evaluations and found that AI-generated images could outperform human-made images on selected dimensions of perceived quality, realism, and aesthetics. However, such findings do not establish that AI-generated material will outperform human-created content in every industry, campaign, or audience context.

The increasing use of generative technologies also creates concerns regarding content accuracy, authenticity, intellectual property, and customer privacy. Kirk and Givi (2025), for example, demonstrate that perceived AI authorship can affect consumer responses to emotional marketing communication. Consequently, organizations must consider both the operational opportunities and the possible reputational risks associated with GenAI adoption.

Lahore provides a relevant setting for examining these issues among professionals working in advertising agencies, e-commerce, retail, education, hospitality, and other digitally active sectors. Nevertheless, the actual adoption patterns and perceived benefits of GenAI among Lahore-based marketing practitioners must be established through systematic data collection.

1.2 Problem Statement

Although GenAI can accelerate content production and support personalized communication, faster production does not necessarily translate into stronger customer engagement, higher conversion rates, or improved returns on advertising expenditure. Generated content may contain inaccurate claims, fail to reflect local cultural expectations, or require extensive human revision. Similarly, highly automated communication may reduce perceived authenticity when customers expect a personal or emotional connection.

Existing research identifies substantial opportunities for GenAI-assisted marketing while also highlighting implementation challenges (Grewal et al., 2025; Kshetri et al., 2024). However, the relationship between GenAI adoption and perceived digital marketing effectiveness requires further context-specific investigation, particularly among marketing practitioners operating in emerging markets.

The present study therefore develops a framework for examining how GenAI adoption relates to marketing productivity, content personalization, customer engagement, and perceived marketing effectiveness in Lahore, Pakistan. It also considers whether concerns about accuracy, authenticity, and privacy may constrain the perceived value of GenAI.

1.3 Research Objectives

The study aims to:

1. Examine the relationship between GenAI adoption and perceived digital marketing effectiveness.
2. Investigate the association between GenAI adoption and marketing productivity.

3.Assess the relationship between GenAI adoption and content personalization.
4.Examine the association between content personalization and customer engagement.
5.Investigate the relationship between marketing productivity and perceived digital marketing effectiveness.
6.Explore whether AI-related concerns are negatively associated with perceived marketing effectiveness.

1.4 Research Questions

The study addresses six questions:
1.How is GenAI adoption associated with perceived digital marketing effectiveness?
2.How is GenAI adoption associated with marketing productivity?
3.What relationship exists between GenAI adoption and content personalization?
4.How is content personalization associated with customer engagement?
5.What relationship exists between marketing productivity and perceived marketing effectiveness?
6.How are concerns regarding accuracy, authenticity, and privacy associated with perceived marketing effectiveness?

1.5 Significance of the Study

The study offers a framework for examining the relationship between GenAI and marketing outcomes in a specific urban business environment. It may help marketing professionals evaluate the potential value of generative tools in content development, personalization, and campaign management. For business owners, the framework may support decisions concerning staff training, technology selection, quality assurance, and resource allocation.
Academically, the study connects technology adoption with operational and marketing outcomes. It also distinguishes the use of GenAI from its perceived effectiveness, recognizing that technology adoption does not automatically establish improved business performance.

2. Literature Review

2.1 GenAI in Digital Marketing

GenAI refers to artificial intelligence systems capable of producing new content, including text, images, audio, and video, based on learned patterns and user-provided instructions. Its applications in marketing include content drafting, creative ideation, promotional message development, audience-specific communication, and support for campaign planning.
Kshetri et al. (2024) identify content creation, personalization, and insight generation as central applications of GenAI. Islam et al. (2024) similarly examine how generative technologies may transform digital marketing by supporting content development and marketing innovation. These applications can reduce the effort required to prepare initial marketing materials and allow professionals to generate alternative creative concepts.
However, the usefulness of GenAI depends on the accuracy of its outputs, the quality of the instructions provided, and the degree of human supervision. Grewal et al. (2025) emphasize the importance of human augmentation in the implementation of generative technologies. Marketing teams therefore need to evaluate AI-generated content before publication, especially when it contains factual claims, prices, product specifications, or sensitive customer information.

2.2 Technology Acceptance Model

The Technology Acceptance Model (TAM), developed by Davis (1989), explains technology acceptance through perceived usefulness and perceived ease of use. Perceived usefulness concerns whether a technology improves task performance, while perceived ease of use concerns the effort required to operate it.
In digital marketing, GenAI may be considered useful when it reduces content-development time, facilitates creative ideation, or supports personalized communication. Its ease of use may influence whether professionals incorporate it into routine workflows. However, technology acceptance should be distinguished from marketing effectiveness because a frequently used

tool may not necessarily improve customer responses or commercial outcomes.

The present study uses TAM as its theoretical foundation and extends its application by examining the association between GenAI adoption and perceived marketing productivity, personalization, and effectiveness.

2.3 GenAI and Marketing Productivity

Marketing productivity concerns the relationship between resources invested in marketing activities and the outputs produced. GenAI may support productivity by generating initial drafts, preparing alternative headlines, adapting content to different platforms, and assisting with repetitive writing tasks.

For instance, a marketing professional may generate several versions of a promotional caption and then edit the most suitable version for a particular audience. An e-commerce business may use AI-generated drafts for product descriptions, while an advertising agency may employ GenAI to brainstorm creative directions.

Nevertheless, productivity gains should not be assumed merely because content can be produced quickly. Fact-checking, revision, brand alignment, and compliance reviews require additional effort. Grewal et al. (2025) emphasize that human involvement and the nature of the input influence the value of generative outputs. Consequently, productivity should be evaluated in relation to the overall workflow rather than content volume alone.

2.4 Content Personalization and Customer Engagement

Content personalization involves adapting marketing messages to the characteristics, interests, or needs of specific audiences. GenAI may help marketers generate alternative versions of messages, adjust tone and language, and prepare content for different customer segments.

Personalization can improve relevance when it reflects genuine audience needs. However, inappropriate or inaccurate personalization may appear intrusive or irrelevant. Consumer engagement also depends on factors beyond content, including the attractiveness of an offer, brand reputation, platform characteristics, and the quality of audience targeting.

Kshetri et al. (2024) identify personalization as a significant opportunity for GenAI-assisted marketing. Nevertheless, the relationship between personalization and engagement should be examined empirically rather than presumed. The present study therefore treats perceived personalization and customer engagement as separate constructs.

2.5 Digital Marketing Effectiveness

Digital marketing effectiveness refers to the extent to which marketing activities achieve their intended objectives. These objectives may include audience reach, customer interaction, lead generation, conversions, retention, and efficient advertising expenditure.

GenAI may contribute to marketing effectiveness by helping professionals produce content efficiently, test creative alternatives, and adapt communication to audience needs. Hartmann et al. (2025) provide evidence that AI-generated visual marketing content can achieve strong results on selected creative dimensions. However, the effectiveness of a particular campaign depends on its audience, objectives, distribution, and broader marketing strategy.

In this study, perceived digital marketing effectiveness is assessed through respondents' evaluations of campaign performance and the contribution of digital marketing activities to organizational objectives. Such perceptions must not be treated as verified improvements in sales or return on investment unless supported by actual campaign records.

2.6 Accuracy, Authenticity, and Privacy

GenAI may produce inaccurate information, generic messages, or content that fails to reflect a brand's identity. Human review is therefore important for verifying claims and ensuring that generated material meets professional standards.

Authenticity is particularly important in emotional communication. Kirk and Givi (2025) found that consumers' perceptions of AI authorship can influence responses to emotional marketing messages, including word-of-mouth

intentions and loyalty. Their findings suggest that the consequences of GenAI use vary according to the communication context and the way the technology is employed.

Privacy is another concern when customer information is used to personalize marketing communication. Businesses must consider the appropriateness of the data entered into AI systems and implement suitable safeguards. These issues may reduce the perceived value of GenAI when practitioners lack clear policies or reliable quality-control procedures.

2.7 Research Gap

Existing studies have examined GenAI's potential to transform marketing activities, improve content production, and support personalization (Grewal et al., 2025; Islam et al., 2024; Kshetri et al., 2024). Research has also investigated how AI authorship influences consumer responses to marketing communication (Kirk & Givi, 2025).

However, evidence about the relationship between GenAI adoption and perceived marketing effectiveness among practitioners in Lahore requires further investigation. Findings from international studies cannot automatically be generalized to every business sector or local market.

This study addresses the need for a practitioner-focused framework that examines GenAI adoption, productivity, personalization, customer engagement, and perceived marketing effectiveness within a defined local context. Its empirical contribution will depend on collecting genuine responses from eligible marketing professionals.

3. Theoretical Framework and Hypotheses

The study draws on TAM (Davis, 1989), which proposes that perceived usefulness and ease of use influence technology acceptance. The framework extends this perspective by examining the relationship between GenAI adoption and marketing outcomes.

The conceptual model proposes that GenAI adoption may be associated with greater productivity and content personalization. Productivity is expected to be associated with perceived marketing effectiveness, while personalization is expected to be associated with customer engagement. Accuracy, authenticity, and privacy concerns are treated as potential constraints on perceived effectiveness.

The following hypotheses are proposed:

H1: GenAI adoption is positively associated with perceived digital marketing effectiveness.

H2: GenAI adoption is positively associated with marketing productivity.

H3: GenAI adoption is positively associated with content personalization.

H4: Content personalization is positively associated with customer engagement.

H5: Marketing productivity is positively associated with perceived digital marketing effectiveness.

H6: AI-related concerns are negatively associated with perceived digital marketing effectiveness.

These hypotheses require testing with actual survey responses.

4. Research Methodology

4.1 Research Design

The proposed study uses a quantitative, cross-sectional survey design. A structured questionnaire would measure GenAI adoption, marketing productivity, content personalization, customer engagement, AI-related concerns, and perceived marketing effectiveness.

A cross-sectional design is suitable for examining associations among variables at a particular point in time. However, it cannot independently establish that GenAI adoption causes improvements in marketing outcomes.

4.2 Study Setting and Population

The proposed setting is Lahore, Punjab, Pakistan. The target population includes digital marketing executives, social media managers, advertising agency professionals, e-commerce marketing personnel, freelancers, and business owners involved in digital promotion.

Participants should have at least six months of experience in digital marketing activities. The questionnaire should distinguish regular professional users of GenAI from occasional users, experimental users, and non-users.

4.3 Sampling and Sample Size

Purposive sampling, supplemented by professional networks and referrals, is proposed. Participants could be recruited through marketing agencies, business communities, professional groups, and e-commerce networks.

A target of 280 completed responses is used for the illustrative analysis. This is a hypothetical sample size, not a verified number of participants recruited in Lahore. The actual sample size should be justified through a statistical power analysis and reported after data collection.

Because purposive sampling is non-probability sampling, findings from such a sample cannot automatically be generalized to all marketing professionals in Lahore.

4.4 Research Instrument

The questionnaire would contain six sections:

- **Respondent profile:** Professional role, experience, sector, and organization type.
- **GenAI adoption:** Frequency and range of professional use.
- **Marketing productivity:** Perceived efficiency, content-development speed, and reduced repetitive work.
- **Content personalization:** Ability to adapt messages for different audiences.
- **Customer engagement and effectiveness:** Perceived audience interaction and campaign outcomes.
- **AI-related concerns:** Accuracy, authenticity, privacy, and the need for human review.

A five-point Likert scale would be used for agreement-based items, ranging from 1 = strongly disagree to 5 = strongly agree. Existing validated measures should be adapted where appropriate, and newly developed items should undergo expert review and pilot testing.

4.5 Data Collection

After obtaining any required ethical approval, respondents would receive an invitation explaining the purpose of the study, voluntary participation, confidentiality, and the intended use of the data.

A pilot study involving approximately 20–30 eligible respondents could identify unclear questions and technical problems. The main survey should be administered during a clearly documented data-collection period. Actual recruitment dates, response rates, and exclusion criteria must be recorded rather than assumed.

4.6 Data Analysis

The proposed analysis would use SPSS or R. Descriptive statistics would summarize the respondent profile and scale scores. Cronbach's alpha would assess internal consistency, while correlation analysis would examine relationships among the principal variables.

Multiple regression would estimate the association between GenAI adoption and perceived marketing effectiveness while accounting for productivity, personalization, AI-related concerns, and relevant control variables. Regression assumptions should be assessed before interpretation.

The tables below demonstrate how results could be presented. They constitute an analysis of collected survey responses.

4.7 Ethical Considerations

Participation should be voluntary and based on informed consent. Personal and commercially sensitive information should be minimized, and data should be stored securely. Researchers should follow applicable institutional requirements for ethical review and data protection.

5. Results: Statistical Analysis

Important: The values in this section are simulated for demonstration. They are results from actual respondents in Lahore. They must be replaced with results calculated from genuine survey data before the article is submitted as empirical research.

5.1 Respondent Profile

Table 1. Demographic and professional characteristics (N = 280)

Characteristic	Category	N	%
Professional role	Digital marketing executives	76	27.1
	Social media managers	62	22.1
	Business owners	54	19.3
	Advertising agency professionals	48	17.1
	Freelancers and others	40	14.3
Experience	Under 1 year	35	12.5
	1–3 years	98	35.0
	4–6 years	87	31.1
	More than 6 years	60	21.4
Organization type	Small businesses	105	37.5
	Advertising agencies	70	25.0
	E-commerce businesses	56	20.0
	Other organizations	49	17.5

This is the example of how the professional composition of the sample could be reported. In the final article, the profile is calculated from the participants' record. The distribution of roles and experience may affect the interpretation because different professionals use GenAI for different purposes.

5.2 Descriptive Statistics and Reliability

Table 2. Construct-level statistics

Construct	Items	Mean	SD	Cronbach's α
GenAI adoption	4	3.49	0.64	.78
Marketing productivity	4	3.47	0.69	.78
Content personalization	4	3.49	0.68	.82
Customer engagement	4	3.50	0.67	.81
AI-related concerns	4	3.55	0.71	.80
Digital marketing effectiveness	4	3.53	0.68	.76

In this hypothetical example, construct means range from 3.47 to 3.55. Such values would indicate moderately positive agreement with the corresponding statements, while the relatively high AI-related concerns score would suggest that perceived opportunities and perceived risks can coexist.

The illustrative reliability coefficients range from .76 to .82. These values would generally be considered acceptable for preliminary scale assessment, but reliability alone would not establish construct validity. The actual study should report the observed coefficients and investigate problematic items where necessary.

5.3 Correlation Analysis

Table 3. Correlations among study variables

Variable	1	2	3	4	5
1. GenAI adoption	1.00				
2. Marketing productivity	.32	1.00			
3. Content personalization	.39	.44	1.00		
4. Customer engagement	.32	.35	.52	1.00	
5. Marketing effectiveness	.36	.45	.41	.33	1.00

The hypothetical correlation between GenAI adoption and perceived marketing effectiveness is positive ((r=.36)). Marketing productivity has a stronger illustrative correlation with effectiveness ((r=.45)), while personalization is positively associated with customer engagement ((r=.52)).

If similar patterns were observed in actual data, they would suggest that GenAI adoption, productivity, personalization, and engagement tend to vary together. However, correlation does not establish causation, and the final article should report actual coefficients, confidence intervals, and significance levels.

5.4 Multiple Regression Analysis

Table 4. Regression model predicting perceived marketing effectiveness

Predictor	B	SE	T	p
Constant	1.778	0.310	5.73	<.001
GenAI adoption	0.166	0.059	2.80	.006
Marketing productivity	0.300	0.056	5.38	<.001
Content personalization	0.196	0.055	3.55	<.001
AI-related concerns	−0.155	0.049	−3.18	.002

Model statistics: (R^2=.315); adjusted (R^2=.305); (F(4,275)=31.56); (p<.001); (N=280).

The regression table is an example of reporting format, not evidence of empirical relationships in Lahore.

In this model, marketing productivity has the largest positive unstandardized coefficient ((B=.300)), followed by content personalization ((B=.196)) and GenAI adoption ((B=.166)). AI-related concerns have a negative coefficient ((B=-.155)). The model's hypothetical (R^2) of .315 indicates that the predictors collectively account for 31.5% of the variance in the outcome in this example.

These coefficients cannot be interpreted as actual effects among Lahore-based professionals. The final article must use estimates generated from the collected dataset, and the model's assumptions, confidence intervals, and statistical diagnostics must be reported.

5.5 Hypothesis-Testing Summary

Table 5. Proposed hypothesis-testing decisions

Hypothesis	Proposed relationship	Status
H1	GenAI adoption → marketing effectiveness	Illustrative support only
H2	GenAI adoption → productivity	Not tested in Table 4
H3	GenAI adoption → personalization	Not tested in Table 4
H4	Personalization → customer engagement	Not tested in Table 4
H5	Productivity → marketing effectiveness	Illustrative support only
H6	AI-related concerns → marketing effectiveness	Illustrative negative association

6. Discussion

The study's conceptual framework proposes that GenAI adoption may be associated with perceived digital marketing effectiveness through its relationship with productivity and personalization. The illustrative tables demonstrate how these relationships could be examined, but they do not establish that the proposed hypotheses are supported in Lahore.

6.1 GenAI Adoption and Marketing Effectiveness

The positive association shown in the illustrative regression model represents the expected direction of H1. If actual data produced a comparable result, the discussion could examine whether practitioners perceive GenAI as useful for campaign execution, content development, and audience communication.

Such a result would be broadly consistent with the opportunities described by Kshetri et al. (2024) and Grewal et al. (2025). Nevertheless, perceived effectiveness should be distinguished from objective outcomes such as verified increases in sales, conversion rates, or return on advertising expenditure.

If the actual relationship were weak or statistically insignificant, possible explanations could include limited professional expertise, inadequate integration into existing workflows, or the use of GenAI for tasks that have little influence on campaign performance. These explanations would require additional evidence rather than being assumed.

6.2 Marketing Productivity

The illustrative regression assigns productivity the largest positive unstandardized coefficient among the continuous predictors. This demonstrates how a researcher might discuss the role of operational efficiency in perceived marketing effectiveness.

GenAI can support repetitive drafting and the production of alternative creative materials, but the overall efficiency gain depends on the time required for verification and revision. As Grewal et al. (2025) emphasize, human augmentation remains important to the effective use of generative technologies.

Actual research should distinguish perceived time savings from measured changes in work hours, production costs, and revision rates. Such measures would provide a stronger basis for evaluating whether GenAI improves marketing productivity.

6.3 Personalization and Customer Engagement

The illustrative correlation between personalization and customer engagement is positive. If a similar relationship emerged from real data, it would justify examining whether practitioners who report greater personalization also report stronger audience interaction.

However, personalization is not equivalent to engagement. Audience responses may depend on message relevance, creative quality, platform characteristics, and the attractiveness of the product or offer. Future research could combine practitioner surveys with platform analytics to investigate these relationships more directly.

6.4 Accuracy, Authenticity, and Privacy

The negative coefficient for AI-related concerns illustrates the possibility that accuracy, authenticity, and privacy issues may constrain perceived effectiveness. Kirk and Givi (2025) provide relevant evidence that consumer responses to AI-authored messages can depend on the emotional nature of the communication and perceived authenticity.

Organizations should establish procedures for verifying generated content, protecting customer information, and ensuring that AI-assisted communication remains consistent with brand values. These safeguards may help marketers benefit from automation without compromising customer trust.

6.5 Relevance to Lahore's Marketing Environment

A Lahore-based survey could provide context-specific evidence concerning how professionals in different sectors use generative technologies. It could also reveal whether adoption and perceived outcomes vary by professional experience, organization type, or the tasks for which GenAI is used.

However, the present illustrative values cannot establish local adoption rates or the actual performance of Lahore-based businesses. These questions require genuine responses from a clearly defined sample. The principal contribution of the current manuscript is therefore its research framework and analysis plan, not a verified empirical account of the local market.

7. Practical Implications

7.1 For Marketing Professionals

Professionals should identify tasks for which GenAI offers a clear benefit, such as initial drafting, headline generation, routine product descriptions, and creative brainstorming. Content involving sensitive claims, emotional communication, or customer-specific information should receive appropriate human review.

7.2 For Small Businesses

Small businesses can evaluate GenAI tools according to their cost, ease of use, content quality, data-handling arrangements, and integration with existing workflows. Their performance should be evaluated through meaningful indicators rather than the volume of generated content.

7.3 For Advertising Agencies

Agencies should develop clear workflows that specify who is responsible for reviewing AI-generated material. These workflows should cover factual accuracy, brand consistency, image and content rights, privacy, and final approval.

7.4 For Training and Professional Development

Training should cover prompt development, output verification, responsible data use, brand-voice management, and the identification of inaccurate or misleading content. Human creativity and professional judgment remain important in evaluating AI-generated material.

7.5 For Organizational Decision-Makers

Organizations should assess GenAI using indicators such as content production time, revision rates, engagement, lead quality, conversion rates, and cost per acquisition. Where possible, performance should be compared across similar campaigns using consistent measurement periods and comparable budgets.

8. Limitations and Future Research

The proposed cross-sectional design limits causal interpretation. Self-reported measures may be affected by recall errors, social desirability, or respondents' expectations about AI. Non-probability sampling may also limit the generalizability of findings.

Furthermore, GenAI tools vary in capabilities, cost, accuracy, and suitability for particular marketing tasks. Treating all tools as equivalent may conceal important differences. Perceived marketing effectiveness may also differ from verified commercial performance.

Future research could use longitudinal designs to track changes after GenAI adoption, controlled

experiments to compare AI-assisted and human-created content, and multi-source data combining practitioner surveys with advertising analytics. Comparative research across Lahore and other Pakistani cities could investigate how organizational resources, sector, professional expertise, and audience characteristics influence adoption and marketing outcomes.

Researchers could also examine the moderating roles of AI literacy, human oversight, and organizational support. Such investigations would help establish not only whether GenAI is associated with marketing effectiveness but also the circumstances under which it provides the greatest value.

9. Conclusion

Generative artificial intelligence offers opportunities to support digital marketing through content development, personalization, workflow efficiency, and creative experimentation. However, adoption alone does not guarantee stronger customer engagement or improved business performance. Its value depends on the quality of generated content, the suitability of the marketing strategy, professional competence, and responsible implementation.

This article develops a survey-based framework for examining GenAI adoption and perceived digital marketing effectiveness among marketing professionals in Lahore, Pakistan. It connects technology acceptance with marketing productivity, content personalization, customer engagement, and AI-related concerns. The illustrative tables demonstrate how the proposed relationships could be reported and tested.

The numerical results presented in this manuscript are simulated and must not be interpreted as findings from actual Lahore-based respondents. The article's empirical conclusions remain provisional until genuine survey data are collected and analysed.

The central implication is that GenAI should be treated as a tool for augmenting marketing capabilities rather than replacing professional judgment. Combining automation with human creativity, output verification, privacy safeguards, and evidence-based performance evaluation provides a responsible foundation for investigating and improving digital marketing effectiveness.

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