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LANGUAGE, MANIPULATION AND MARKETS: THE IMPACT OF AI-GENERATED TEXTS ON THE MODERN ECONOMY

LIMBAJ, MANIPULARE ȘI PIEȚE: IMPACTUL TEXTELOR GENERATE DE INTELIGENȚA ARTIFICIALĂ ASUPRA ECONOMIEI MODERNE

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Abstract. *Fiind o lume aflată într-un proces accelerat al digitalizării, domeniul inteligenței artificiale exercită un rol crucial în cotidian, influențând sub aspect direct sau indirect comportamentele utilizatorilor precum și modelarea economiei moderne. Astăzi, fiind în ipostaza de martori precum și utilizatori fideli ai AI-ului, totuși deseori cădem pradă a unor informații manipulatoare sau prea înfrumusețate. Această lucrare își propune să demonstreze că în spatele unui text considerat uman se ascunde generarea totală de către AI, care prin intermediul chestionarului experimental este mult mai credibil. Dar, totuși textele generate de creierul artificial conțin elemente specifice, care la rândul lor, pot manipula consumatorii. Trebuie să evidențiem că, economia modernă tinde în continuare să folosească AI-ul, ca instrument de ușurare a muncii oamenilor. Însă, cu părere de rău, se generează o serie de consecințe mai puțin plăcute, care vor afecta direct generațiile următoare.*

Cuvinte-cheie: *Inteligența Artificială, economie modernă, limbaj, manipulare lingvistică cognitivă, comportamentul consumatorilor, etica digitală, Big Data.*
JEL CLASSIFICATION: O35, A140, Z13.

INTRODUCTION

The emergence of artificial intelligence has significantly penetrated all sectors of the modern economy. It is no longer uncommon to reflect on how tasks such as writing advertising text or marketing scripts once required considerable time and effort. Today, what used to take hours or days can be done in a few moments according to our requirements. These tools appeared with the aim of making our work easier, of streamlining business processes, but excessive generation with beautiful or strategic intentions can induce errors, creating information bubbles and influencing decisions on artificial bases. This raises an important question: *To what extent can a text generated entirely by AI be considered a creation in everyday life, and to what extent can linguistic mechanisms manage to manipulate the economic perception of a state?*

In many cases, we have witnessed a convincing marketing message, at first glance credible and quite effective, bur lucking ethical responsibility. As the economy tends towards complete automation, the risk of undermining the true capacity of people in economic interactions practically disappears, directly affecting future generation. However, there is a tendency for users to give greater trust to text generated by AI due to their logical and correct structure. Artificial language mechanisms can subtly manipulate consumers through emotional or psychological biases.

To validate the proposed hypotheses, the research employs a quantitative and experimental methodology. The research is based on a questionnaire applied to a number of 72 respondents, to measure the degree of perceived credibility of AI-generated messages.

CORE CONTENT

1. Theoretical foundations of economic communication in the digital age

Contemporary economic evolution shows a redefinition of communication, which has ceased to be a simple vector of information transmission, but has become a powerful structure of value. This transition highlights a shift from traditional communications models towards a more complex process associated with business intelligence and artificial intelligence, where information is transformed from a set of words into mechanisms capable of generating decisions in real time. A key milestone in this evolution is the *Mathematical Theory of Communication* introduced by Claude Shannon in 1948, which provided the foundational technical framework for databases. In the context of the digital economy these developments have enabled the processing of extremely vast volumes of data within integrated systems, commonly referred to as Big Data. This system certainly surpasses human cognitive limitations, providing essential support in solving complex market problems (Debra, Philip, 2014, p.18).

Equally important was the emergence of the concept of "knowing capitalism" introduced by Nigel Thrift in 2000. This concept represents a self-reflexive system that continuously analyses and adjusts its own ideas and practices through information circuits integrated in different digital platforms (Ignatow, 2020; Deborah, 2015). The integration of artificial assistants and AI-generated texts is causing changes in the labour market, placing a critical emphasis on the way employees interact with this tool to interpret complex analyses, eliminating any communication barrier between humans and machines. This entire field is controlled by algorithmic systems that is not natural. Algorithms continuously shape perceptions of economic reality, having the ability to manipulate people's opinions by creating filter bubbles (Deborah, 2015). These systems structure the informational environment in which economic actors operate, often generating different information flows to the detriment of others. Thus, the theoretical basis of economic communication should accept a critical analysis of how these artificial tools redefine the concepts of truth and value of an always-connected society, directly influencing market decisions and consumer behaviour.

2. Language, Cognition and Economic Decision-Making

In the context of modern economy, the relationship between language, cognition and decision-making becomes particularly relevant as AI-generated texts rely on linguistic structures specifically designed to frame information and influence perception. As noted by Stella Hîrbu, it is generally accepted that language does not strictly determine thoughts but it can significantly influence how individuals perceive and interpret reality, and consequently, make decisions. This prospective is rooted in the Sapir-Wharf hypothesis, also known as linguistic relativity which suggests that the semantic structure of a language can shape the way speakers conceptualize the world (Hîrbu, 2024, p.158). Consequently, the persuasive power of AI-generated texts extends beyond communication efficiency to shaping cognitive interpretations that directly impact economic decision making.

3. Experimental analysis of consumer perception of AI-generated commercial texts

In an economic context marked by the need for efficiency, synthetic texts have become key tools of persuasion, raising important questions regarding transparency and the potential for manipulation. Based on the data obtained through the questionnaire, the research targeted a young segment of the population, with the majority of the incidence being recorded in the **18-24 age group**, with a proportion of **45.8%.** Of these, 41.7% indicated student or pupil status as their main occupation. The next largest category is the **35-44 age group**, with a percentage of **30.5%**, represented mainly by people employed in the labor force. Another significant aspect is the predominant level of education, namely higher education (bachelor's degree), held by 52.8% of the respondents.

A critical aspect for the validity of the study is that respondents assess themselves as having an *"*intermediate*"* **(47.2%)** or even *"*advanced*"* **(20.8%)** level of knowledge about artificial intelligence, and report using these tools on a regular basis (48.6% report daily use). This premise

underlines the significance of the results: the perception error does not occur among an uninitiated public, but rather among digital natives who constantly interact with algorithms

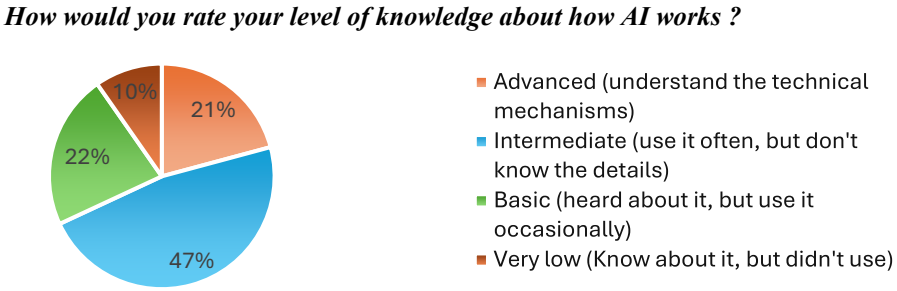


Figure 1. Level of knowledge about how AI works
Source: Author' elaboration based on the questionnaire data

The next section of the research included two texts (denoted A and B), entirely generated by AI. After reading them, respondents evaluated three aspects: the degree of persuasion of each text from the perspective of changing their own opinion; the level of trust attributed to the texts; the ability to identify which of the two texts is generated by AI and which is created by humans. Stylistically and structurally, Text A adopts a first-person narrative, centered on the personal experience of a novice investor, using colloquial, accessible register, and emphasizing the relationship of trust built through direct communication and transparency. Text B, on the other hand, uses promotional, impersonal register, focused on concrete data (percentage discounts, limited-time offers, limited number of places) and on appeals to urgency and economic rationality. This configuration allowed the research to assess not only the participants' ability to discriminate between human and artificially generated content, but also how the rhetorical style and presentation frame influence the perception of the credibility and persuasiveness of AI-generated texts.

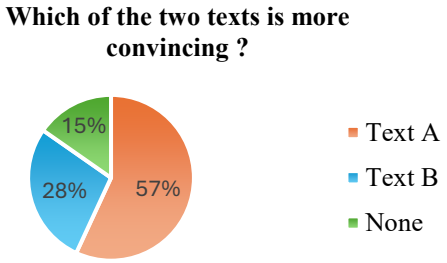


Figure 2. Credibility percentage
Source: Author' elaboration based on the questionnaire data

Thus, Text A was rated as more convincing in the context of the investment decision by **56.9%** of participants, compared to **27.8%** who preferred Text B, while **15.3%** considered that neither text was convincing. At the same time, the average level of trust associated with Text A was higher (M=3.29 on a scale from 1 to 5), compared to Text B (M= 2.93). Regarding the attribution of origin, 75% of respondents considered that Text A was written by a person, while 25% did not share this opinion.

In the case of Text B, 80.6% of participants identified it as being generated by AI, while 19.4% disagreed with this assessment. However, this awareness does not automatically translate into rejection of the message: 51.4% perceive AI-generated texts as being as objective as those written by humans, and 44.4% believe that the artificial origin of the text does not influence their purchase decisions. This suggests that the effectiveness of the message, rather than its source, remains the main determinant of consumers behaviour. At the same time, there is a significant concern about ethics and transparency: 58.3% declared themselves "very concerned" about the possibility of manipulation through AI, and 43.1% argue that the use of AI in commercial contexts should always be publicly declared. These findings indicate a balance between pragmatic openness to artificial content and the need for regulation to protect consumers. These results suggest that although digital-native audiences demonstrate a high ability to differentiate between

the two discursive styles, the colloquial and personal narrative is associated with both a higher level of persuasion and an increased degree of trust.

CONCLUSION

The study highlights that digital-native users, although able to differentiate between AI-generated and human-created texts, place greater trust in a colloquial narrative style, which influences their economic decisions. Paradoxically, they demonstrate both a heightened concern about the manipulative potential of AI and a pragmatic acceptance of synthetic content, perceived as equally objective. The results underline the need to implement transparency and regulatory mechanisms, especially in areas with high economic and social impact.

In this context, AI-generated language emerges not merely as a technological tool, but as a strategic force capable of shaping perceptions, influencing behavior, and redefining the dynamics of trust in the modern economy.

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