

Agentic AI and Faith-Informed Target Audiences: Increasing Engagement in Digital Marketing Messaging

Chipo Prudence Pasi and Tiyese Phiri, M.S. in Digital Marketing and Media

FACULTY MENTOR: Bill Wedo, MJ, MBA



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Introduction

Agentic AI is reshaping digital marketing by enabling systems to plan, adapt, and personalize communication in real time. (Davenport et al., 2020). This technology is particularly relevant for faith-informed consumer segments, whose values, identity expressions, and decision-making processes are guided by deeply held beliefs, yet remain underexplored in marketing research.

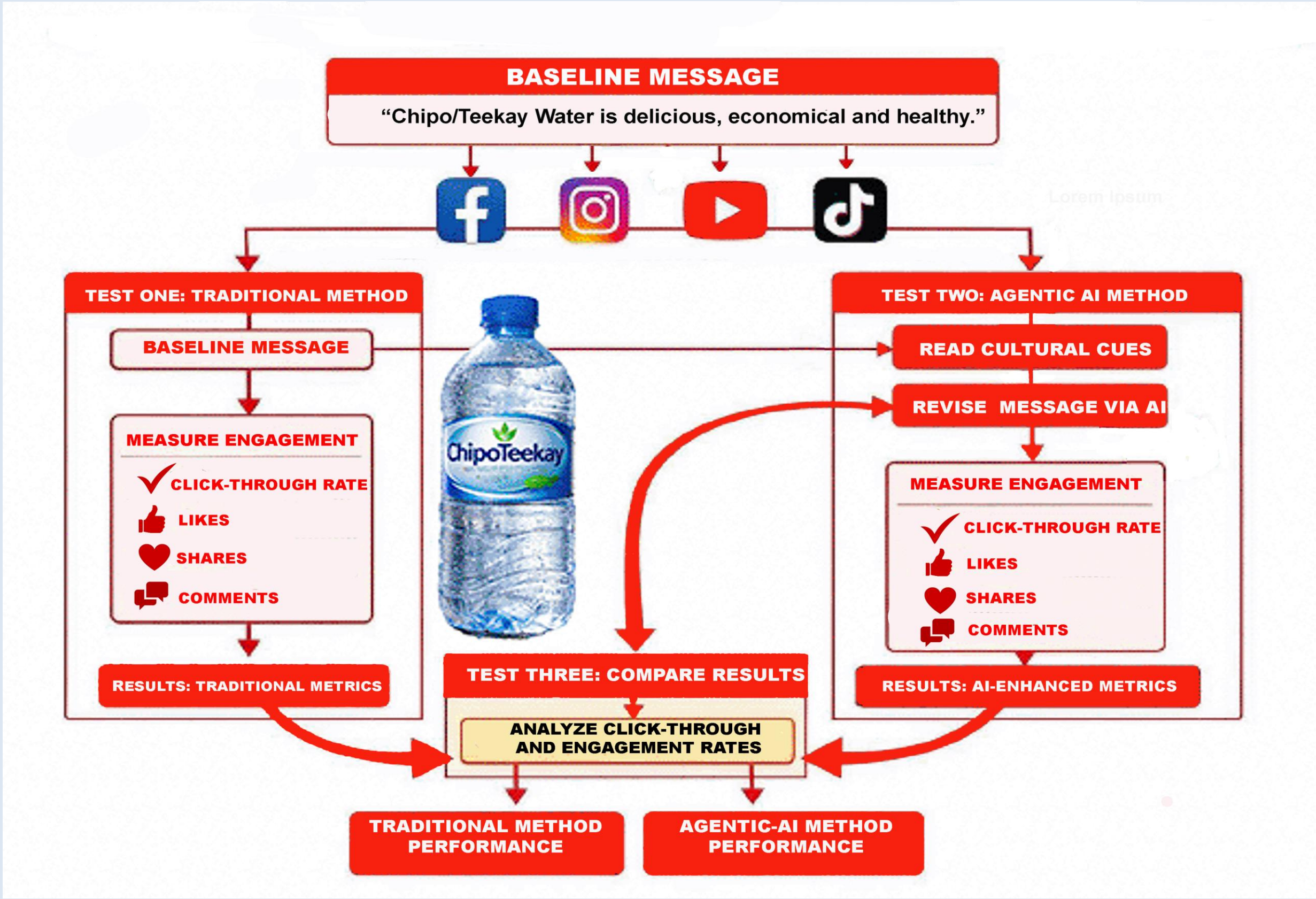
- Approximately 84% of the global population identifying with a religion, thus beliefs play a significant role in shaping how individuals perceive marketing messages and brand communication (Campbell, 2013) (Vitell, 2009).
- As AI-driven messaging becomes more common, understanding how these audiences perceive trust, authenticity, and value alignment is critical.
- Emerging frameworks highlight a shift from static, one-size-fits-all content to adaptive, goal-oriented AI systems capable of delivering personalized experiences at scale. (Davenport et al., 2020; Huang & Rust, 2021).

Aim: This study examines whether agentic AI-generated messaging can enhance engagement, perceived value alignment, and trust more effectively than traditional approaches when targeting faith-influenced audiences. The intention is to guide marketers in engaging these segments ethically and effectively, by bridging advanced AI capabilities with marketing practices and offering a roadmap for campaigns that are technologically sophisticated and culturally sensitive.

Approach

THIS STUDY IS ANCHORED IN FOUR KEY MARKETING/COMMUNICATION THEORIES			
TRUST FORMATION	CONSUMER IDENTITY	CULTURAL CONGRUENCE	SIGNALING
Trust in marketing contexts builds through consistency, perceived authenticity, and alignment of intent (Morgan & Hunt, 1994; Delgado-Ballester, 2004).	Consumer identity theory posits that individuals make decisions consistent with their self-concept and group affiliations (Escalas, 2004).	Cultural congruence research posits that persuasion strengthens when messaging aligns with recipient's cultural identity and moral framework (Aaker et al., 2001).	Signaling theory suggests that communication signals intent, credibility, and shared values (Spence, 1973; Kirmani & Rao, 2000).
When audiences perceive opportunistic use of faith language, trust erodes. Conversely, language that signals shared ethical grounding may enhance credibility (Chaudhuri & Holbrook, 2001).	For religion-influenced consumers, faith identity may function as a salient decision-making heuristic (Delener, 1990; Essoo & Dibb, 2004).	Religion-influenced audiences may interpret messaging via value-based filters such as stewardship, community, integrity, and purpose (Vitell, 2009).	Agentic AI messaging operates as a signaling mechanism detecting publicly expressed values and reflects them through respectful language cues. The system potentially reduces information asymmetry between brand and audience.

Methodology



The study employs a controlled experimental design to evaluate whether agentic AI-generated brand messaging leads to higher behavioral engagement and stronger perceived value alignment compared to traditional marketing copy among religion-influenced audiences. Comparative testing (A/B), the research emphasizes observable user behavior rather than relying solely on self-reported attitudes.

The two-week study's key contribution is the implementation of an agentic AI pipeline, utilizing a layered reasoning approach to continuously adapt and optimize messaging. This distinguishes it from traditional generative AI systems, which rely on static prompt completion.

The system is executed through Make.com, an automation platform that integrates AI processing with social media and analytics tools. Through automated workflows, the platform manages message deployment, collects engagement data, and iteratively refines content to improve performance over time.

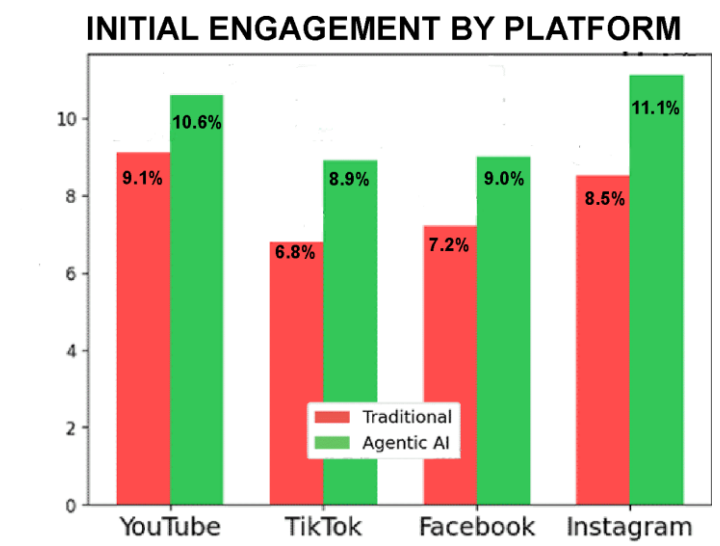
Limitations

- The study's findings should be interpreted with caution because:
- A small sample size and short-term exposure reduced the ability to generalize results to a broader population.
 - Reliance on self-reported engagement may introduce response bias.
 - The Instagram test was conducted within a limited, network-influenced audience, which may not fully represent target consumers.
 - Unresolved operational factors, such as logistics and service quality, were not fully addressed during the testing period, and may have influenced negative feedback.

Results

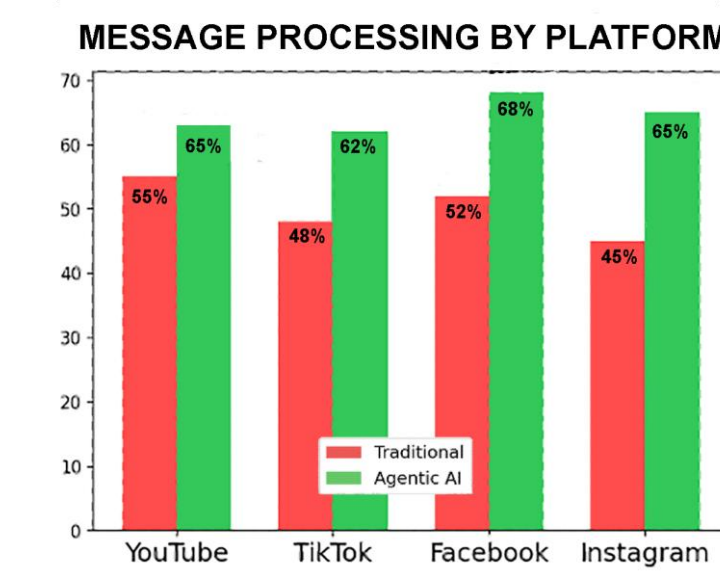
The findings indicate that agentic AI-generated messaging significantly outperformed traditional one-size-fits-all marketing messaging among faith-influenced audiences.

INITIAL ENGAGEMENT RATE



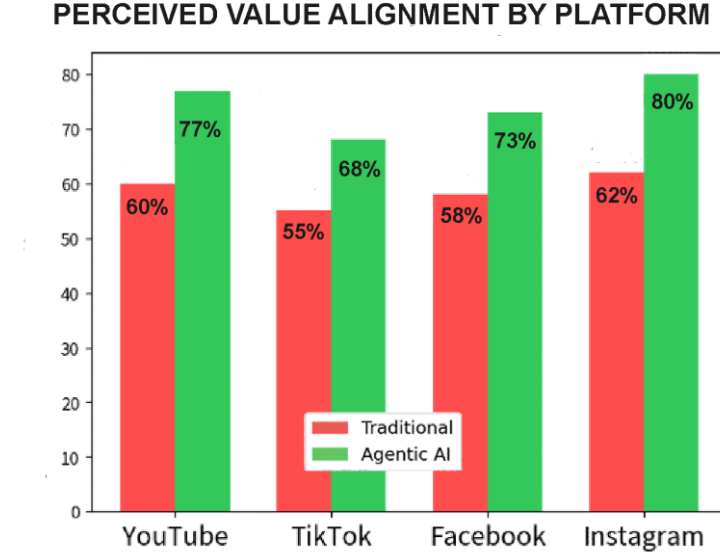
For faith-based users, Agentic AI marketing messages drove higher initial engagement than traditional static messaging on all four platforms

MESSAGE PROCESSING



Faith-based users were more likely to read, understand, and cognitively engage with the revised messaging than with the traditional static version.

PERCEIVED VALUE ALIGNMENT



The AI-revised messaging more closely aligned with the values of faith-based users than the traditional static messages.

Conclusions

Agentic AI enhances brand-consumer alignment through dynamic, personalized, value-driven messaging. It doesn't just capture attention; it improves how messages are processed and how meaningful they feel to the audience.

Recommendations

- Brands should leverage agentic AI to create personalized, value aligned messaging that reflects consumer identity while ensuring ethical and culturally sensitive communication.
- Future research should explore cross cultural differences, long term trust development, and the effectiveness of AI driven versus human crafted messaging.

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References

