

Customers Perceive AI Influencers Provide a Better User Experience Compared to Human Influencers on Reliability and Trustworthy

Jingyi Chen^{1,*}, Yaxi

Wang²

¹Shandong Experimental High School, Jinan, 250001, China, chenjingyidora@outlook.com

²Vanke Bilingual School, Shanghai, 201107, China, 13661620088@163.com

Abstract:

The paper will focus on the customer's perception of AI Influencers and whether they provide A Better User Experience Compared to Human Influencers on Reliability and Trustworthy. The paper aims to investigate the role of AI influencers in creating the perception of trustworthiness and reliability to consumers, as compared to human influencers, in terms of digital marketing strategies. The two objectives of the study are to examine the consumer's perception of the trustworthiness and reliability of AI influencers and examine the consumer's perception of the trustworthiness and reliability of Human influencers. The study will focus on the Millennials and Generation Z as the participants in the research. The decision to prioritize Generation Z and Millennials in the present research is based on their unique traits as digital natives alongside their increasing impact in the client marketplace. AI influencers use modern algorithms and machine learning methods to evaluate data on consumer habits and tastes in order to create information that is specific to their customer's perceptions. Customers' purchase decisions for an endorsed brand are due to real-life experiences that resonate with their needs. The study will be appropriate for business and company owners to employ AI or human influencers in their brands as their digital marketing technique.

Keywords: Artificial Intelligence Influencers, Human Influencers, Customers, Generations Z and Millennials, Trustworthiness, Reliability

1. Introduction

1.1 . Background

AI influencers are computerized-generated virtual personalities that enhance the considerable way of promoting products and brands on social media platforms (Yu et al., 2024). Blurring the lines between the virtual and the natural world creates a transforming way of creating content to enhance customer satisfaction. Although the AI influencers aid in the creation of the content and interacting with the audiences, they help in it since they are well programmed; however, the human influencers cannot in their instincts or adapt to their nuanced behavior and the preferences of their customers (Feng et al., 2024). The way the brand engages with its customers is brought easier by the digital age. The rise of digitalization includes the rise of influencers that help in leveraging social media to promote brands and products. The interaction of AI influencers helps mimic human influencers. Influencer marketing also breaks down the existing barriers between consumers, brands, and followers through content on social media. Influencer marketing changes how brands interact with consumers through interactive two-way communication (Perifanis & Kitsios, 2023). Continuous engagement with the systems helps customers adapt to AI influencers' ability to quickly adhere to customer experiences, increasing the credibility of virtual influencers (Jin & Viswanathan, 2024). Consumers view human influencers as sufficiently qualified to make reliable evaluations because they possess such in-depth knowledge. Working together among social media influencers is becoming increasingly popular.

1.2 . Research Questions

- How do the consumers perceive the trustworthiness and reliability of AI influencers?
- How do the consumers perceive the trustworthiness and reliability of Human influencers?

1.3 . Description and Aim of the Study

The study aims to investigate the role of AI influencers in creating the perception of trustworthiness and reliability to consumers, as compared to human influencers, in terms of digital marketing strategies. Digital Marketing brands are additionally able to employ AI influencers to execute engaging initiatives such as surveys, tests, and competitions, which encourage customer engagement and recognition of the brand influencers are configured to converse in different languages and modify to different cultural citations, allowing them to interact with consumers across multiple geographic areas. Human influencers' capability to show

sincerity, compatibility, and genuineness strikes a deeper chord with the people they influence, eventually impacting customers' buying habits and loyalty to the company. The growth of AI influencers is due to reliability, which customers consider more reliable due to their operation hours 24/7. The endorsements of the brands become more reliable for the customers to perceive the AI influencers as the best. Customers' impressions of the freshness of products will improve as they are introduced to various virtual influencers. This is especially important because virtual influencers can stand out among the dense crowd of internet influential individuals. Novelty improves both influencing and business performance. Dependable influential individuals regularly provide novel material to their audience, whether it is assessments of goods, unique developments, or way-of-life information. They are doing an exploratory investigation to determine how content consistency, culture adaptability, and influencer novelty determine how these factors result in customer trustworthiness and reliability. This other study analyzes the consumer's perception of AI influencers compared to human influencers regarding creating trustworthiness and reliability.

2. Literature Review

2.1 . Consumers Perception of the Trustworthiness and Reliability of AI Influencers

Gerlich, M. (2023) conducted a research study on the impact of Artificial influencers on clients, as well as whether or not there is an immediate effect on human influencers due to their increase in the sector. The study used a survey based on a questionnaire technique to gather and analyze reactions from 357 participants. The inquiries emphasize the Artificial influencers' confidence, reliability, knowledge, and involvement in influencing buying purposes. The outcomes demonstrate that clients are becoming more drawn to Artificial influencers and that Artificial influencers are viewed as more dependable, reliable, and pertinent to their buying habits, which results in a spike in intent to purchase. AI influencers can consistently develop information highlighting the brand's message and image. As digital identities become more prevalent, significant inquiries about their effectiveness in influencing consumer behaviors and views arise (DO THI HAI, 2024). Novelty improves both influencing and business performance. Marketing specialists hire AI influencers to generate and distribute information on social networking sites, such as promoting goods visuals and unpacking films, comparable to a human influencer, as a component of a more prominent digital advertising advertisement (Böhndel et al., 2023).

Additionally, Customers of AI influencers support the brands in not-for-profit operations and initiatives. However, they decline to participate in advertisements and may have a modest amount of trust in these individuals in a business environment. Humanistic characteristics of AI influencers promote individual humanized tendencies and play a significant part in acquiring consumer acceptance and confidence. The elaboration probability model of convincing others is used in this study to investigate influencers' persuasive impact on their adherents' noticed trust in brands and intention to buy (Böhndel et al., 2023). Companies and personalities collaborate to promote their goods using influencer marketing techniques. Influential individuals encourage brands' goods and services via social media channels, and as opposed to endorsements by famous people, influencer promotion extends beyond simply linking famous individuals to brands.

Guerra-Tamez et al. (2024) conducted a study on the impact of artificial intelligence on Generation Z's buying habits in technology, elegance, and learning. The study analyzed the responses of 224 participants and found that AI exposure, views on AI, and AI precision awareness significantly improve brand confidence, consequently influencing buying choices. Therefore, the flow experience is an intermediary between confidence in brands and purchase decisions. These findings highlighted the significance of AI in building brand trust and impacting buying choices among the younger generation, with significant consequences for businesses in an expanding digital environment. The application of AI influencers enhances the capacity to prevent the occurrence of allegations. Human influential individuals, who are genuine individuals, are susceptible to blunders and disagreements that can harm their image and, as a result, the businesses their bodies promote (Perifanis & Kitsios, 2023). Additionally, they resist such problems because their behaviors and communication are entirely under the control and supervision of their designers. Credibility plays a significant role in determining the efficacy of influential people. Regardless of their increasing followers, AI influencers need help to build credibility with their audiences. Because they are virtual, they must use personal touch frequently to establish reliability.

2.2 . Consumers' Perception of the Trustworthiness and Reliability of Human Influencers

Coutinho et al. (2023) conducted research on assessing the brand's value alongside customer perceptions and intent to buy about reliability, defined as the knowledge, credibility, and attraction of social media influencers. A research hypothesis was developed through the PLS-SEM

simulation and an administered questionnaire. The findings indicated that the combination of the trustworthiness of social media influencers and the brand's equity have a beneficial effect on consumer buying intentions and are closely connected. Human influencers' capability to show sincerity, compatibility, and genuineness strikes a deeper chord with the people they influence, eventually impacting customers' buying habits and loyalty to the company (Stein et al., 2024). As the internet evolves as an influential marketing device, human influencers contribute to determining how businesses interact with buyers. The influencers already have interactions with competing brands, promote so many different brands that they have difficulty attracting new clients, are so far removed that working with them is challenging in terms of logistics, and have a visually pleasing that does not correspond with what the brand desires, or communicate languages that those who purchase the product Reliability and trustworthiness of AI influencers (Dahlqvist, & Preiksaitė, 2018). Human influencers are essential in companies' customer communication as the World Wide Web becomes a more powerful marketing tool. The use of artificial intelligence to evaluate corporate principles and customer tastes has revolutionized the branding industry.

Yavuz, B. B. (2023) conducted a study to examine how transformed artificial and human influencers in social media commercials affect the consumer's opinions on trust and desire to buy, with particular products playing an ameliorating role. The study aimed to determine if transformed virtual influencers are viewed as more trustworthy than human influencers due to their knowledge and reliability, affecting customers' buying intentions. The findings from PLS-SEM showed that celebrity type affects perceived competence and reliability, with human influencers leading to greater degrees of both. The product type positively impacts perceived knowledge and reliability when an influencer supports human and machine belongings merchandise. Customers' purchase decisions for an endorsed brand are due to real-life experiences that resonate with their needs. The recommendation is absolute and sincere, and these can have a significant effect on their purchasing choices.

Nevertheless, various elements can jeopardize the credibility of influential individuals. Individual prejudices, shortcomings in ethics, and the possibility of controversies may each damage their trustworthiness. The use of AI influencers for advertising purposes enables businesses to develop exceptionally targeted and tailored material that appeals to specific audiences (Centeno & Wang, 2017). AI influencers use modern algorithms and machine learning methods to evaluate data on consumer habits and tastes in order to create information that is specific to their custom-

er's perceptions. Customers' purchase decisions for an endorsed brand are due to real-life experiences that resonate with their needs. The recommendation is absolute and sincere, and these can have a significant effect on their purchasing choices.

Nevertheless, various elements can jeopardize the credibility of influential individuals. Individual prejudices, shortcomings in ethics, and the possibility of controversies may each damage their trustworthiness (Sanjari et al., 2014). Furthermore, individuals with influence can encounter difficulties such as exhaustion, inconsistent accuracy of content, and variations in participation rates, all of which can impact their viewed dependability.

3. Methodology

3.1 . Design and Methodology of Study

The study will focus on the Millennials and Generation Z as the participants in the research. The decision to prioritize Generation Z and Millennials in the present research is based on their unique traits as digital natives alongside their increasing impact in the client marketplace. This generation's profound familiarity with technological advances, especially artificial intelligence (AI), provides an original viewpoint on brand confidence and buying patterns. How they interact with AI while purchasing goods online provides an excellent environment for investigating the particulars of AI's influence on buying habits. The knowledge obtained from this emphasis is critical in comprehending the changing surroundings of AI for advertising and engagement with customers. The study's survey will be framed to incorporate operational solutions to reduce the risk of typical technique bias in the study. The question order will be randomly assigned to reduce structured answers with repetitions. In addition, the study will use various formats for questions to avoid prejudiced responses caused by repetitive responses to trends. These precautions have been taken to guarantee that the data correctly represents every variable's autonomous input, thereby increasing the results' reliability. Comprehensive interviews with educational delegates and a few Generation Z and Millennials will help refine the questionnaire further. The study will apply the descriptive research design to explore the characteristics of each phenomenon variable. In this case, the study will use quantitative research to investigate the nonconsumer perception of AI and human influencers and their reliability and trustworthiness. The questionnaire's emphasized population sample will be between 50 respondents, who will be chosen using stratified sampling.

3.2 Design

The study will use the questionnaire as a data collection technique to collect the quantitative data that will then be analyzed using the SPSS software. The questionnaire will ask the respondents about the impacts of AI and human influence on the trustworthiness and reliability achieved by the brands. It will also evaluate respondents' previous encounters with celebrities, readiness to participate with AI-powered material, and their perceptions of these relationships on their buying choices. The questionnaire will use scales based on likelihood to determine opinions and choices, allowing for statistical investigation of the information obtained. The study will also use inferential analysis to compare the correlation and regression among the variables. The survey instrument will be written in English to accommodate the intended respondents. Simple language will be used to guarantee the questionnaire items' reliability and significance so that the respondents can understand the questions.

3.2 . Challenges Likely to Be Faced

The core challenge that may occur in the study is the issue of the underrepresentation of the specific demographic with the stratified sampling method to select the respondents. In this case, gender bias may occur in the study. Additionally, the respondents may need to give the correct responses and end up distorting the information, resulting in inaccurate findings of the study. Some respondents might feel unwilling to share their genuine views on artificial intelligence individuals due to concerns about monitoring and improper information, resulting in prejudiced or insufficient replies. Furthermore, guaranteeing the moral handling of private information, especially in investigations involving AI, is critical but challenging.

4. Conclusion

The study aims to investigate the role of AI influencers in creating the perception of trustworthiness and reliability to consumers, as compared to human influencers, in terms of digital marketing strategies. The study will be appropriate for the business and company's owners to employ the AI or the human. AI influencers use modern algorithms and machine learning methods to evaluate data on consumer habits and tastes in order to create information that is specific to their customer's perceptions. Customers' purchase decisions for an endorsed brand are due to real-life experiences that resonate with their needs. For further research, it would be effective for other researchers to explore the emerging trends in Artificial Intelligence that influence the customer's perception of reliability and trustworthiness.

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