

Abstract

The attributed emergence of AI influencers has vastly landscaped influencer marketing as a whole, raising questions about consumer trust in social media advertising. This project examines how variables such as influencer type (Human vs. AI) and product framing (hedonic vs. utilitarian) can influence consumer's perception towards a product. By using a 2 x 2 between-subjects experimental design, participants were exposed to a simulated instagram post featuring either a human or Ai influencer promoting a fashion product (winter coat), which is framed by either hedonic or utilitarian values. From this, consumer trust was measured using a multi-item Likert scale, from which 146 active social media users were analyzed using a two-way ANOVA.

Results of the project show no significant main or interaction effects of influencer type and product framing on consumer trust. Our exploratory analysis indicated a small positive relationship between age and trust. These findings suggest that consumer trust in influencer marketing may not rely solely on the type of influencer or how the product is framed. In conclusion, this highlights the complexity of raising consumer trust in the overall landscape of social media marketing.