

## Bibliography

- Alba, J. W., & Williams, E. F. (2013). Pleasure principles: A review of research on hedonic consumption. *\*Journal of Consumer Psychology, 23\*(1), 2–18.*  
<https://doi.org/10.1016/j.jcps.2012.07.003>
- Alboqami, H. (2022). Trust me, I'm an influencer! - Causal recipes for customer trust in artificial intelligence influencers in the retail industry. *\*Journal of Retailing and Consumer Services, 72\*, 103242.* <https://doi.org/10.1016/j.jretconser.2022.103242>
- Allal-Chérif, O., Puertas, R., & Carracedo, P. (2023). Intelligent influencer marketing: how AI-powered virtual influencers outperform human influencers. *\*Technological Forecasting and Social Change, 200\*, 123113.*  
<https://doi.org/10.1016/j.techfore.2023.123113>
- Babin, B. J., Darden, W. R., & Griffin, M. (1994). Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value. *\*Journal of Consumer Research, 20\*(4), 644.*  
<https://doi.org/10.1086/209376>
- Batra, R., & Ahtola, O. T. (1991). Measuring the hedonic and utilitarian sources of consumer attitudes. *\*Marketing Letters, 2\*(2), 159–170.* <https://doi.org/10.1007/BF00436035>
- Campbell, C., & Farrell, J. R. (2020). More than meets the eye: The functional components underlying influencer marketing. *\*Business Horizons, 63\*(4), 469–479.*  
<https://doi.org/10.1016/j.bushor.2020.03.003>
- Choudhry, A., Han, J., Xu, X., & Huang, Y. (2022). “I felt a little crazy following a ‘Doll.’” *\*Proceedings of the ACM on Human-Computer Interaction, 6\*(GROUP), 1–28.*  
<https://doi.org/10.1145/3492862>
- Dekavalla, M. (2019). Gaining trust: the articulation of transparency by YouTube fashion and beauty content creators. *\*Media Culture & Society, 42\*(1), 75–92.*  
<https://doi.org/10.1177/0163443719846613>

- Delgado-Ballester, E., & Munuera-Alemán, J. L. (2005). Does brand trust matter to brand equity? *The Journal of Product and Brand Management*, 14\*(2), 187–196.  
<https://doi.org/10.1108/10610420510601058>
- Dunning, D., Fetchenhauer, D., & Schlösser, T. M. (2012). Trust as a social and emotional act: Noneconomic considerations in trust behavior. *Journal of Economic Psychology*, 33\*(3), 686–694. <https://doi.org/10.1016/j.joep.2011.09.005>
- Geng, S., Yang, P., Gao, Y., Tan, Y., & Yang, C. (2021). The effects of ad social and personal relevance on consumer ad engagement on social media: The moderating role of platform trust. *Computers in Human Behavior*, 122\*, 106834.  
<https://doi.org/10.1016/j.chb.2021.106834>
- Gerlich, M. (2025). The Shifting Influence: Comparing AI Tools and Human Influencers in Consumer Decision-Making. *SSRN*. <https://doi.org/10.2139/ssrn.5096987>
- Gutman, J. (1982). A means-end chain model based on consumer categorization processes. *Journal of Marketing*, 46\*(2), 60–72. <https://doi.org/10.1177/002224298204600207>
- Hirschman, E. C., & Holbrook, M. B. (1982). Hedonic consumption: Emerging concepts, methods, and propositions. *Journal of Marketing*, 46\*(3), 92–101.  
<https://doi.org/10.1177/002224298204600314>
- Hsu, L. (2019). Antecedents and consequences of attitude contagion processes: the example of apparel brand fan pages. *Journal of Product & Brand Management*, 29\*(1), 31–51.  
<https://doi.org/10.1108/jpbm-07-2018-1930>
- Jones, A. R., & Lee, S. (2021). Factors influencing engagement in fashion brands' Instagram posts. *Fashion Practice*, 14\*(1), 99–123.  
<https://doi.org/10.1080/17569370.2021.1938820>
- Jung, J., Shim, S. W., Jin, H. S., & Khang, H. (2015). Factors affecting attitudes and behavioural intention towards social networking advertising: a case of Facebook users in South

Korea. \*International Journal of Advertising, 35\*(2), 248–265.

<https://doi.org/10.1080/02650487.2015.1014777>

Juwariyah, A., Noodiana, N., & Wahyuning, E. (2021). TikTok function in the millennial era.

\*Advances in Social Science, Education and Humanities Research, 211\*, 45.

<https://doi.org/10.2991/assehr.k.211223.045>

Kantar. (2020). Are influencers having the right impact on your brand? Retrieved from

<https://www.kantar.com/inspiration/advertising-media/are-influencers-having-the-right-impact-on-your-brand>

Khan, U., & Dhar, R. (2010). Price-framing effects on the purchase of hedonic and utilitarian bundles. \*Journal of Marketing Research, 47\*(6), 1090–1099.

<https://doi.org/10.1509/jmkr.47.6.1090>

Kim, D., & Wang, Z. (2024). Comparing Marketing Effectiveness between Human and Virtual Influencers: Role of Not-For-Profit Message in Perceived Authenticity and Credibility.

\*Computers in Human Behavior Artificial Humans, 2\*(2), 100100.

<https://doi.org/10.1016/j.chbah.2024.100100>

Knoll, J. (2015). Advertising in social media: a review of empirical evidence. \*International

Journal of Advertising, 35\*(2), 266–300. <https://doi.org/10.1080/02650487.2015.1021>

Kousi, S., Halkias, G., & Kokkinaki, F. (2023). Hedonic objects and utilitarian experiences: The

overriding influence of hedonism in driving consumer happiness. \*Psychology &

Marketing, 40\*, 1634–1645. <https://doi.org/10.1002/mar.21829>

Kumar, V., & Reinartz, W. (2016). Creating Enduring Customer Value. \*Journal of Marketing,

80\*(6), 36–68. <https://doi.org/10.1509/jm.15.0414>

Le, K., & Aydin, G. (2022). Impact of the pandemic on social media influencer marketing in

fashion: a qualitative study. \*Qualitative Market Research an International Journal,

26\*(4), 449–469. <https://doi.org/10.1108/qmr-11-2021-0133898>

Longoni, C., & Cian, L. (2022). Artificial Intelligence in Utilitarian vs. Hedonic Contexts: The “Word-of-Machine” Effect. *Journal of Marketing*, 86(1), 91-108.

<https://doi.org/10.1177/0022242920957347>

Lou, C., & Yuan, S. (2018). Influencer Marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*,

19(1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>

Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *\*Business Horizons*, 52\*(4), 357–365. <https://doi.org/10.1016/j.bushor.2009.03.002>

McKinsey & Company. (2022). *\*The State of Fashion 2022\**. Retrieved from

<https://www.mckinsey.com/~media/mckinsey/industries/retail/our%20insights/state%20of%20fashion/2022/the-state-of-fashion-2022.pdf>

Nash, J. (2018). Exploring how social media platforms influence fashion consumer decisions in the UK retail sector. *\*Journal of Fashion Marketing and Management*, 23\*(1), 82–103.

<https://doi.org/10.1108/jfmm-01-2018-0012>

Nelson, D. W., Moore, M. M., & Swanson, K. K. (2019). Fashion and social networking: a motivations framework. *\*Journal of Fashion Marketing and Management*, 23\*(4),

608–627. <https://doi.org/10.1108/jfmm-03-2018-0037>

Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric theory* (3rd ed.). McGraw-Hill.

Okada, E. M. (2005). Justification effects on consumer choice of hedonic and utilitarian goods.

*\*Journal of Marketing Research*, 42\*(1), 43–53.

<https://doi.org/10.1509/jmkr.42.1.43.56889>

Pelet, J., & Ettis, S. (2022). Social Media Advertising Effectiveness. *\*International Journal of Technology and Human Interaction*, 18\*. <https://doi.org/10.4018/IJTHI.300286>

Pick, M. (2020). Psychological ownership in social media influencer marketing. *\*European Business Review*, 33\*(1). <https://doi.org/10.1108/eb-08-2019-0165>

- Rajavi, K., Kushwaha, T., & Steenkamp, J.-B. E. M. (2019). In brands we trust? A multicategory, multicountry investigation of sensitivity of consumers' trust in brands to marketing-mix activities. *Journal of Marketing*, 83\*(3), 651–670. <https://www.jstor.org/stable/27030311>
- Strahilevitz, M., & Myers, J. G. (1998). Donations to charity as purchase incentives: How well they work may depend on what you are trying to sell. *Journal of Consumer Research*, 24\*(4), 434–446. <https://doi.org/10.1086/209519>
- Toyib, J. S., & Paramita, W. (2024). An authentic human-like figure: the success keys of AI fashion influencer. *Cogent Business & Management*, 11\*(1). <https://doi.org/10.1080/23311975.2024.2380019>
- Van Boven, L., & Gilovich, T. (2003). To Do or to Have? That Is the Question. *Journal of Personality and Social Psychology*, 85\*(6), 1193–1202. <https://doi.org/10.1037/0022-3514.85.6.1193>
- Voss, K. E., Spangenberg, E. R., & Grohmann, B. (2003). Measuring the hedonic and utilitarian dimensions of consumer attitude. *Journal of Marketing Research*, 40\*(3), 310–320. <https://doi.org/10.1509/jmkr.40.3.310.19238>
- Wang, J., Fakhar, S., Ahmad, Z., Abdullah, M., & Hassan, N. M. (2022). Trust and Consumers' Purchase Intention in a Social Commerce Platform: A Meta-Analytic Approach. *Sage Open*, 12\*(2). <https://doi.org/10.1177/21582440221091262>
- Wang, Y., Fakhar, A., Ahmad, N., Abdullah, M., & Hassan, M. (2022). Understanding consumer trust in AI influencers: A complexity theory approach. *Journal of Retailing and Consumer Services*, 65\*, 103242. <https://doi.org/10.1016/j.jretconser.2022.103242>
- Wibowo, A., Chen, S., Wiangin, U., Ma, Y., & Ruangkanjanases, A. (2020). Customer behavior as an outcome of social media marketing: The role of social media marketing activity and customer experience. *Sustainability*, 13\*(1), 189. <https://doi.org/10.3390/su13010189>



UNIVERSITAS  
GADJAH MADA

**Human vs. AI Influencers: How Hedonic and Utilitarian Product Framing Shapes Consumer Trust in Social Media Marketing**

Jacobus Ong, Bayu Sutikno, S.E., M.S.M., Ph.D. & Rr. Tur Nastiti, M.Si., Ph.D.

Universitas Gadjah Mada, 2026 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Wu, T., & Lin, C. A. (2016). Predicting the effects of eWOM and online brand messaging: Source trust, bandwagon effect and innovation adoption factors. *Telematics and Informatics*, 34(2), 470–480. <https://doi.org/10.1016/j.tele.2016.08.001>

Zhang, Y., Liu, C., & Lang, C. (2024). How luxury fashion brands leverage TikTok to captivate young consumers: an exploratory investigation using video analytics. *\*Journal of Marketing Analytics\**. <https://doi.org/10.1057/s41270-023-00276-w>