

# Chapter 10


## Consumer Perception of AI-Generated Content in Influencer Campaigns

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### ABSTRACT

*The proliferation of AI-generated content has significantly impacted the advertising and entertainment industries. This study investigates the influence of AI-generated influencer content on consumer engagement. Employing a qualitative research methodology, we analyze a large dataset of social media posts featuring both human and AI-generated influencer content. Through deep learning-based text analysis and sentiment analysis, we aim to identify patterns, themes, and consumer responses to these different content types. The findings will contribute to a deeper understanding of the evolving landscape of influencer marketing and provide insights for brands and marketers.*

### INTRODUCTION

In recent years, the rapid advancement of artificial intelligence (AI) technologies has revolutionized numerous industries, with the advertising and entertainment sectors experiencing particularly significant impacts. One of the most intriguing developments in this domain is the emergence of AI-generated content in influencer marketing, a field traditionally dominated by human creators. This shift raises

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important questions about the nature of authenticity, consumer engagement, and the future of digital marketing strategies.

Influencer marketing has become a cornerstone of modern advertising, leveraging the perceived authenticity and relatability of social media personalities to promote products and services. However, the introduction of AI-generated influencers and content has disrupted this paradigm, blurring the lines between human and artificial creation. As brands increasingly experiment with AI-generated content to supplement or replace human influencers, it becomes crucial to understand how consumers perceive and engage with this new form of marketing.

The rise of AI in content creation is not occurring in isolation but is part of a broader trend of AI integration across various aspects of marketing and consumer interaction. From chatbots and virtual assistants to personalized recommendation systems, AI is increasingly mediating the relationship between brands and consumers. The extension of this technology into influencer marketing represents a significant leap, as it touches on deeply human aspects of social influence and trust.

Several factors have contributed to the growing interest in AI-generated influencer content. These include the potential for scalability and efficiency in content production, the ability to create highly customized content based on data analysis, cost-effectiveness in the long term, greater brand control over influencer behavior, and the inherent fascination with new technology. However, these potential benefits are counterbalanced by significant challenges and ethical considerations, including questions of transparency, authenticity, and the potential for deepening the “uncanny valley” effect in digital interactions.

As brands increasingly experiment with AI-generated content to supplement or replace human influencers, it becomes crucial to understand how consumers perceive and engage with this new form of marketing. This study aims to bridge the gap in the current literature by providing a comprehensive analysis of consumer responses to AI-generated influencer content compared to traditional human-created content.

To effectively analyze the impact of AI-generated influencer content on consumer engagement, this study draws upon several key theoretical frameworks and concepts. Parasocial Interaction Theory, originally developed by Horton & Wohl (1956), helps explain how audiences develop one-sided relationships with media personalities. In the context of influencer marketing, it elucidates how consumers form connections with influencers and how these relationships might differ between human and AI-generated content. The concept of authenticity in digital media, as explored by scholars like Marwick (2013), provides a foundation for understanding how perceptions of authenticity are constructed in digital spaces and how AI-generated content challenges or conforms to these constructs. The Elaboration Likelihood Model (ELM), developed by Petty & Cacioppo (1986), offers a framework for understanding how consumers process persuasive messages, which is crucial in analyzing how they engage with and are influenced by different types of influencer content.

The Uncanny Valley Hypothesis, proposed by Mori (1970), suggests that as artificial entities become more human-like, they reach a point where small imperfections can cause strong feelings of unease. This concept is particularly relevant when considering consumer reactions to highly sophisticated AI-generated content. Additionally, the Technology Acceptance Model (TAM), developed by Davis (1989), helps explain how users come to accept and use new technologies, which can be adapted to understand consumer acceptance of AI-generated content in the influencer marketing context. Finally, Source Credibility Theory, based on work by Hovland & Weiss (1951), examines how the perceived credibility of a message source affects the reception of the message. This theory will be crucial in comparing the effectiveness of human versus AI-generated influencer content.

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