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Goodbye Beauty and Dancing Influencers: are AI Models the Future of Marketing?

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Abstract

Purpose- As we step into an increasingly AI-driven future, the world of marketing is no exception to this paradigm shift. The rise of social media has already given birth to a new era of influencer marketing, where beauty and dancing personalities have become an integral part of brands' marketing strategies. However, the use of AI models in marketing has emerged as a transformative approach, which could potentially replace these influencers in the future. With the rapid advancements of technologies, it's not hard to imagine an AI-powered assistant, capable of flawlessly promoting various products and brands to millions of followers. This paper aims to explore the effectiveness of AI model integration on the traditional use of beauty and dancing influencers on social media and the potential consequences of such a shift in the industry. It will also address the benefits and drawbacks of using AI models in marketing and anticipate the future of influencer marketing in the age of AI.

Design/methodology/ approach- A new scale is created and validated after confirmatory factor analysis. Mahanalobis Distance test is also used. SPSS software is used for a measurable scale of identified factors that influence the future scope of AI models.

Findings- The model gives us clear factors which impact the scope of AI models, especially in the influencer marketing field.

Research limitations- The impact of the Pandemic (Corona), Terrorism, Recession, etc. are not considered for this research.

Originality/Value- The influencer marketing and advertising sector can make strategies for long-term effectiveness and growth by identifying the most important factors that will influence the AI model integration on the traditional use of beauty and dancing influencers. They will get to know which direction this industry is going and the magnitude of impact due to AI.

Keywords-AI models, Influencer marketing, Ethical considerations, Effectiveness

1. Introduction

In the modern era, social media platforms have come to play a pivotal role in our daily lives, significantly altering how we communicate, shop, and consume content. Despite possessing a vast amount of data in digital marketing, businesses often face challenges in effectively utilizing these resources. In response to this challenge, influencer marketing has emerged as a potent strategy, whereby brands collaborate with prominent social media personalities to promote their products and services. Influencer marketing is a multifaceted approach that involves engaging influential individuals online to disseminate brand messaging to their followers through sponsored content. This strategy has gained widespread popularity in recent years, capitalising on the authenticity and credibility of social

media personalities, such as those on Instagram, YouTube, and TikTok. Many individuals have become social media influencers by sharing their passions, interests, skills, and daily experiences through captivating pictures and videos. They have harnessed the power of connectivity to captivate audiences all around the world. They possess a considerable impact on consumer opinion and purchasing decisions, making them an attractive choice for businesses targeting specific audiences. They have proven to be an effective marketing tool in various industries, including beauty and dancing. As they continue to shape trends and sway consumer behaviour, a thought-provoking question arises: Can artificial intelligence (AI) produce a new cadre of influencers known as AI-generated or AI influencers?

With the rise of AI technology, a new trend is emerging in the world of influencer marketing as virtual influencers gain popularity. Unlike human influencers, these AI-generated influencers do not have a physical form but possess the unique ability to interact with their audience in a human-like way. This presents a challenge to conventional influencer culture, where relatability and authenticity have been key success factors.

An AI-generated influencer is a computer-generated image or video miming human behaviour to represent a virtual persona. These are a unique addition to the world of social media. They exist solely online and have the ability to interact with their followers, influence purchasing decisions, and even showcase their creativity through singing, dancing, and storytelling. They offer a fresh perspective to traditional influencer marketing strategies and are becoming increasingly popular in the digital realm.

These AI-generated influencers, also known as 2D VTubers, are an undeniable phenomenon in today's social media landscape. These influencers use software to animate their 2D art, creating a distinct and captivating presence on platforms like Instagram. Through their promotional efforts, they exert a significant impact on their audience, influencing thoughts, behaviours, and purchasing decisions. Despite being virtual, they lead dynamic lives in virtual environments, sometimes even branching out into the real world. The emergence of AI technology has created new opportunities for brands to connect with their audience, and AI influencers are an excellent way to leverage this technology for marketing purposes models have been implemented in different sectors to enhance efficiency and accuracy, and the concept of AI can be traced back to the 1950s when Alan Turing devised the Turing Test and John McCarthy coined the term "Artificial Intelligence."

As technology advances in the modelling industry, one promising development is the use of artificial intelligence (AI) models. These models, generated by computers to resemble humans, can be programmed to promote products and services through personalized and targeted marketing campaigns. Utilizing machine learning and algorithms, AI models provide businesses with efficient and effective marketing solutions. They are available 24/7, never get tired or sick, and can be tailored to fit any brand or product, making them an ideal choice for advertising campaigns, fashion shows, and other events. Furthermore, using AI models eliminates the need to pay model fees, helping businesses save money. Lastly, AI models can be a cost-effective solution by reducing marketing costs through optimised campaigns.

The integration of AI models in modelling agencies has transformed the industry and presented fresh prospects for enterprises to devise more precise, productive, and cost-saving initiatives. As technological advancements persist, we anticipate witnessing additional innovative breakthroughs in the realm of AI applications within the modelling sector. Below is a list of the top brands with their virtual influencers and social media penetration. This list has been compiled from various social media pages and articles (Table 1).

Sl.No.	Influencer	Followers	Platforms	Location	Brands
1	Lu from MagaLu	25+ Million	Instagram, Facebook, YouTube, TikTok	Brazil	Adidas, McDonald's, Red Bull, MAC, Maybelline, Samsung
2	Lil Miquela	8+ Million	Instagram, Facebook, YouTube, TikTok	USA	Channel, Calvin Klein, Burberry, Fendi
3	Shudu	0.5+ Million	Instagram, Facebook, YouTube	South Africa	Cosmopolitan, Vogue, Balmain, Smart, Prada
4	Knox Frost	2+ Million	Instagram, Facebook, YouTube, TikTok	South Africa	Forbes, Business Insider, CNN, the World Health Organization
5	Guggimon	2.5+ Million	Instagram, YouTube, TikTok, Twitter	USA	Gucci, Rico Nasty, Snoop Dogg
6	Imma	0.5+ Million	Instagram, YouTube, TikTok	Japan	IKEA, Amazon, Valentino, Dior, Puma, Nike

Table 1. Leading virtual influencers

2. Literature review

In today's ever-evolving technology landscape, the fusion of artificial intelligence (AI) with digital marketing strategies has emerged as a pivotal topic of study for both researchers and practitioners. Particularly, the rise of virtual influencers, artificially created personalities that can effectively connect with users and endorse products on social media platforms, has revolutionized the influencer marketing sphere. This growing trend points to a major shift in the influencer marketing landscape, with AI-enabled entities now competing with human influencers when it comes to capturing audiences and creating impactful engagement.

According to Sands et al. (2022), AI holds promise in delivering unparalleled and personalized experiences for consumers. Expanding on this notion, Dumitriu and Popescu (2020) delve into the broader scope of AI's potential in the realm of digital marketing, highlighting its role in optimizing targeting and customization efforts. Additionally, Nirwana et al. (2023) and Priyankam et al. (2023) not only reaffirm these findings but also underscore the wide array of AI technologies at marketers' disposal for understanding consumer behaviour and preferences, revolutionizing traditional marketing approaches.

In their latest research, Bhaskaraputra and colleagues (2022) thoroughly investigated the impact of machine learning and big data on personalized marketing. Their findings suggest significant advancements in effectively reaching and catering to the unique needs of specific target audiences. Similarly, Van Esch and Black (Year) and Tiautrakul and Jindakul (2019) emphasize the transformative power of AI in the world of digital marketing. From the creation of campaigns to managing customer experiences, AI has the potential to revolutionize the industry. These experts stress the importance of AI in facilitating personalized interactions and enhancing access to personalized information for a tailored and exceptional marketing experience.

As per Vidushi (2023) Brands can count on AI influencers to maintain a consistent message, tone, style, and posting schedule, ensuring a seamless and engaging experience. Also, by Sands et al. (2022) people who value originality actively seek out unique products and experiences, both of which can often be found through the influence of AI-driven individuals. As explained by Sands, Ferraro, et al. (2022b). by developing AI influencers, companies can effectively align their target audience, product values, and brand identity.

As stated by Rossi and Rivetti (2023), Brands opt for non-human influencers due to their unceasing online presence, eliminating the need for breaks, sleep, or personal time. This makes them a reliable and constant asset in the digital world. According to, Um (2023) It's quite common for customers to form parasocial connections with fictional characters in media. These bonds have a significant impact on their personal and unique reactions towards them. According to Mursalin et al. (2023) With the help of AI, influencers and brands can easily create captivating content. The use of AI in influencer marketing not only provides valuable insights but also streamlines processes and boosts campaign effectiveness. As per the explanation of Mursalin et al. (2023) AI influencers are highly effective. They are seen as vogue figures. Through insightful conversations and AI analysis of interactions, these influencers excel at connecting with customers and gathering valuable insights.

With reference to Zhang and Wei (2021), Positive features are those that are considered desirable, admirable, and valuable. When it comes to AI Influencers, their presence has a positive impact on how customers perceive messages. Including Bungei (2022) in the counsel and backing from our followers carries great weight when it comes to these AI models. We can also understand from Böhndel et al. (2023) that Artificial intelligence models undergo training to communicate and engage with users on social media platforms like Instagram and TikTok, using a specialized area of study known as natural language processing.

As stated by Feng et al. (2023) AI algorithms can effectively pinpoint potential issues and guide influencers towards content that not only reflects our company's unique style but also aligns with our brand identity. Adding to it Alzahrani and Aljabri (2022) with its ability to identify potential risk factors and analyze data trends, Artificial Intelligence has the potential to effectively combat and prevent fraud. From the viewpoint of Zhang and Wei (2021b) AI influencers are highly attractive to businesses due to their lower risk of involvement in scandals. As stated by Chen (2023) AI models are not bound by real-world limitations. They possess the ability to behave recklessly, exist in multiple locations simultaneously, and effectively participate in any occurrence. Mentioning to this Davenport et al. (2019)"Thanks to artificial intelligence, the range of tasks that can be automated spans from manual labour to streamlining the hiring process."

As indicated by Stone et al. (2020) By integrating powerful techniques such as machine learning, deep learning, natural language processing, and predictive modelling, AI models have the potential to uncover valuable insights, forecast market behaviour, and enhance decision-making capabilities. Also mentioned by Schatz and Walcutt (2022) AI models are specifically designed for use in global military operations.

As stated by Kronemann et al. (2023)"By utilizing artificial intelligence, marketing content can be personalized to better match the interests and needs of consumers, while also providing valuable insights into their behaviours and preferences." Adding to this further Mitchell and Krakauer (2023) in AI models create work that holds value, significance, or fulfils a greater mission. From the viewpoint of Sands, Ferraro, et al. (2022c) By genuinely connecting with users and fostering brand loyalty, utilizing AI influencers creates a sense of community.

As stated in ("Consumer Behavior: Buying, Having, and Being (8th Ed.)," 2009) By utilizing their expertise and deep understanding of their target audience's needs and desires, AI influencers delve into the intricacies of consumer decision-making. In the opinion of Sarker (2022), AI models integrate automated processes to enhance the efficiency and effectiveness of tasks and workflows. Also, Chintalapati and Pandey (2021) serve as a compelling depiction of the level to which both stakeholders and users can depend on AI models. As mentioned by Boukherouaa et al. (2021) This particular statement suggests both money-saving benefits regarding marketing and financial practices.

According to Kim et al. (2021b) AI models that impact success demonstrate the level of acceptance and belief among consumers towards goods and services. Also, by Majeed and Hwang (2023) in Rest assured, the security and privacy protocols necessary for protecting the human data utilized by these models will be thoroughly considered and effectively implemented. As explained by Beck (2017) Using AI models that possess emotional intelligence, marketing strategies can more effectively comprehend and react to human emotions.

With this Bag et al. (2021) Engaging and actively utilizing AI models can provide valuable insights for effective marketing strategies. As demonstrated by Koçak et al. (2023) the mechanisms and decision-making processes integral to AI models must be completely transparent. As indicated by Ali (2020) The AI models excel in language proficiency, greatly improving the effectiveness of interactions across various linguistic situations.

"In this collection of studies, we gain a thorough understanding of the rapidly expanding realm of AI in digital marketing. Through diverse and illuminating examples, we see how AI is revolutionizing marketing strategies and shaping the future of this industry."

3. Research Methodology

This article boldly asserts that the future of marketing lies in the hands of AI and its unrivalled potential. Through rigorous analysis of credible sources such as journals and articles on the internet, we aim to demonstrate the immense effectiveness and efficiency of AI-powered marketing.

The questionnaire approach is the main technique for gathering data. The questionnaire has been designed on a Likert-like scale between Mostly Disagree (1) to Mostly Agree (5). The following table gives the list of variables with their definition.

Using social media and a link to a Google Form, the researcher made contact with the responders. Random sampling technique using the in-person questionnaire method. It took multiple follow-ups to eventually receive 310 responses.

Data analysis software: SPSS is used for exploratory factor analysis and statistical data analysis for the initial formatting of the data.

Table 1: Variables and Definitions

SL no	Variables	Citations	Description of the identified variables	Questions
1.	Consistency	Vidushi (2023)	AI influencers ensure consistent messaging, tone, style and posting schedules for brands.	AI models enable innovative marketing approaches.
2.	Uniqueness	Sands et al. (2022)	Individuals who value uniqueness seek distinct products and experiences, which can be fulfilled by AI influencers.	Automated A/B testing for campaign optimization is facilitated by AI models.
3.	Manage Brand Communities	Sands, Ferraro, et al. (2022b)	Developing AI influencers can align brand identity, product values, and target audience.	AI models provide deep insights into consumer behaviour patterns.

4.	Reliability	Rossi and Rivetti (2023)	Brands prefer non-human influencers because they offer a constant online presence, without needing rest, sleep, or personal lives.	Crafting a relatable online presence is achieved using advanced algorithms and data analytics.
5.	Parasocial interaction	Um (2023)	Consumers often form parasocial relationships with media characters, shaping their personal and subjective reactions towards them.	AI models are effective for educational and informative marketing campaigns.
6.	Efficiency	Mursalin et al. (2023)	AI helps brands and influencers create engaging content. AI in influencer marketing automates processes, gains insights, and boosts campaign effectiveness.	Hybrid models optimize efficiency, blending human creativity with AI effectiveness.
7.	Effectiveness	Mursalin et al. (2023)	AI influencers are effective they are seen as hip. AI influencers engage effectively by conducting meaningful conversations with consumers and learning from each interaction through AI assessment of behaviour and reactions.	Privacy concerns arise as AI models handle user data, requiring a balance between innovation and data protection.
8.	Positivity	Zhang and Wei (2021)	Positivity refers to traits that are valued, desired, and admired. AI Influencers can positively impact consumers' message reception.	AI models continuously learn and evolve through user interactions, improving based on feedback and data.
9.	Credibility	Bungei (2022)	As the followers relate to these AI models, their recommendations and endorsements have a lot of sway.	Cultural nuances may need consideration in diverse marketing campaigns
10.	Communication	Böhndel et al. (2023)	Natural language processing, a different branch of artificial intelligence, is used to train AI models to converse and engage with users on social media sites like Instagram and TikTok in a human-like way.	Legal and ethical aspects of AI models are crucial in the development, deployment, and societal impact

11.	Content quality	Feng et al. (2023)	AI models flag potential issues and help guide the influencer toward content that suits your brand's image while maintaining its unique style	Dynamic customization is achieved by adapting outputs based on real-time data to meet specific user needs.
12.	Preventing Fraud	Alzahrani and Aljabri (2022)	By analyzing data trends and detecting possible risk factors, AI may be utilized to combat and prevent fraud.	The reliability of AI-generated influencers depends on algorithm transparency.
13.	Risk	Zhang and Wei (2021b)	Firms find AI influencers appealing due to their lower likelihood of scandal involvement.	AI models refine campaigns based on performance data, optimizing efficiency and effectiveness.
14.	Real-life constraints	Chen (2023)	AI models are not constrained by real-world restrictions. They may be in numerous places at once, undertake dangerous acts, and virtually participate in any event.	AI models contribute a unique and innovative approach to marketing strategies.
15.	Automation	Davenport et al. (2019)	Anything from extremely labour-intensive chores to the hiring process may be automated with artificial intelligence.	Beyond marketing, AI models enhance overall business efficiency.
16.	Smart Decision Making	Stone et al. (2020)	AI models may identify important insights, forecast market behaviour, and make smarter judgments when powered by powerful Machine Learning, Deep Learning, Natural Language Processing, and predictive modelling.	Analyzing customer feedback for continual improvement is facilitated by AI models.
17.	Global Defense	Schatz and Walcutt (2022)	Global military applications are the driving force behind the creation of all AI models worldwide.	Customer feedback undergoes continuous improvement through AI model analysis.
18.	Personalize marketing	Kronemann et al. (2023)	AI models personalise the marketing content to enhance its relevance and provide a valuable understanding of consumer behaviour and preferences	AI models facilitate marketing to diverse international audiences, enhancing global reach.

19.	Meaningful work	Mitchell and Krakauer (2023)	The work done by AI models is worth, significant, or a higher purpose.	Consistent brand representation across diverse channels ensures effective communication.
20.	Attract brand communities	Sands, Ferraro, et al. (2022c)	Using AI influencers fosters a sense of community by authentically connecting with users and building brand loyalty.	AI models reduce the risk of influencer-related controversies with a controlled approach.
21.	Consumer behaviour	("Consumer Behavior: Buying, Having, and Being (8th Ed.)," 2009)	AI influencers analyze the study of consumer behaviour by understanding their decision-making needs and desires.	AI models generate creative and engaging content effectively.
22.	Automation	Sarker (2022)	AI models integrate automated processes which optimize tasks and workflows.	Effortless scaling of campaigns across platforms is achieved with AI models.
23.	Trustworthiness	Chintalapati and Pandey (2021)	It reflects the extent to which users and stakeholders can rely on AI models.	AI models demonstrate rapid adaptability to changing market trends.
24.	Cost saving	Boukherouaa et al. (2021)	It refers to financial efficiencies and reductions in marketing expenses.	Identifying and targeting specific audience segments is within AI model capabilities.
25.	Consumer acceptance	Kim et al. (2021b)	AI models influencing success represent how well users embrace and trust products or services.	In messaging and branding, AI models ensure a harmonious expression of identity.
26.	Data privacy	Majeed and Hwang (2023)	Guarantee of consideration and implementing measures for confidentiality and security of human information utilized by these models.	AI models navigate vast information realms, crafting insightful analytics.
27.	Emotional Intelligence	Beck (2017)	Emotional intelligence in AI models for marketing equips them to comprehend and appropriately react to human emotions.	AI models enable innovative marketing approaches.
28.	User Engagement	Bag et al. (2021)	With AI models involvement and interaction provide insights for effective marketing.	Automated A/B testing for campaign optimization is facilitated by AI models.

29.	Transparency	Koçak et al. (2023)	Transparency in AI models entails decision-making processes and mechanisms behind them.	In your opinion, how do traditional influencers (beauty and dancing influencers) compare to AI models in terms of effectiveness in marketing campaigns?
	Linguistic proficiency	Ali (2020)	The AI models possess a high level of language competence, contributing to the effectiveness of interactions in diverse linguistic contexts.	Can you share specific instances where AI-powered marketing strategies led to noticeable improvements in lead generation or conversion rates?

3.1 Statement of Research Problem

For the present research study, the research problems are as follows:

1. To investigate the factors influencing consumer preferences and AI models' scope in influencer marketing.
2. To understand the factors such as effectiveness and efficiency that drive consumer behaviours in influencer marketing.

3.2 Research Conceptualization

This research helps the AI model influencers to identify the factor and its impact, which leads to an analysis of its scope in future marketing, compared with human influencers. This study also charts the efficiency and performance scope of AI influencer models. This is exploratory research.

3.3 Research Design

The researcher intends to investigate the overall consumer behaviour about AI models in influencer marketing using an exploratory research approach. A variety of variables' effects are measured to assess the study's goals.

The research design employed a mixed-method approach, incorporating both primary and secondary data sources. Utilizing a survey method with structured questionnaires facilitated the collection of primary data, while secondary data was gathered through a literature review.

Data collection was conducted through online and offline channels to ensure broader representation and inclusivity. The survey responses were analysed to identify the most pertinent and influential factors determining the efficiency and effectiveness of AI model influencers.

3.4 Study Objectives:

1. To observe the openness of AI models
2. To thoroughly evaluate the efficacy of AI models.
3. To conclude, determine whether AI models can surpass human labour in the marketing industry.
4. To identify the potential benefits and challenges of incorporating AI models into marketing practices.

3.5 Hypothesis

This is exploratory research and in it, the main focus is to build a statistical model. Hypotheses are made for the research directions and guidance purpose

H1: An individual's uniqueness has a significant relationship with the products fulfilled by AI influencers

H2: Developing AI influencers has a significant role in aligning brand identity, product values and target audience

H3: AI influencers have a significant positive impact on customers' perception

H4: Automation in the hiring process and labour chords has a significant effect from AI

H5: User's and stakeholder's trustworthiness has a significant relationship to relying on AI models

3.6 Methodology Adopted

Designing a proper research methodology is very important as it sets the directions for the research by providing concrete steps to follow. Also, the researcher can reach a conclusion based on the outcome of the research methodology adopted.

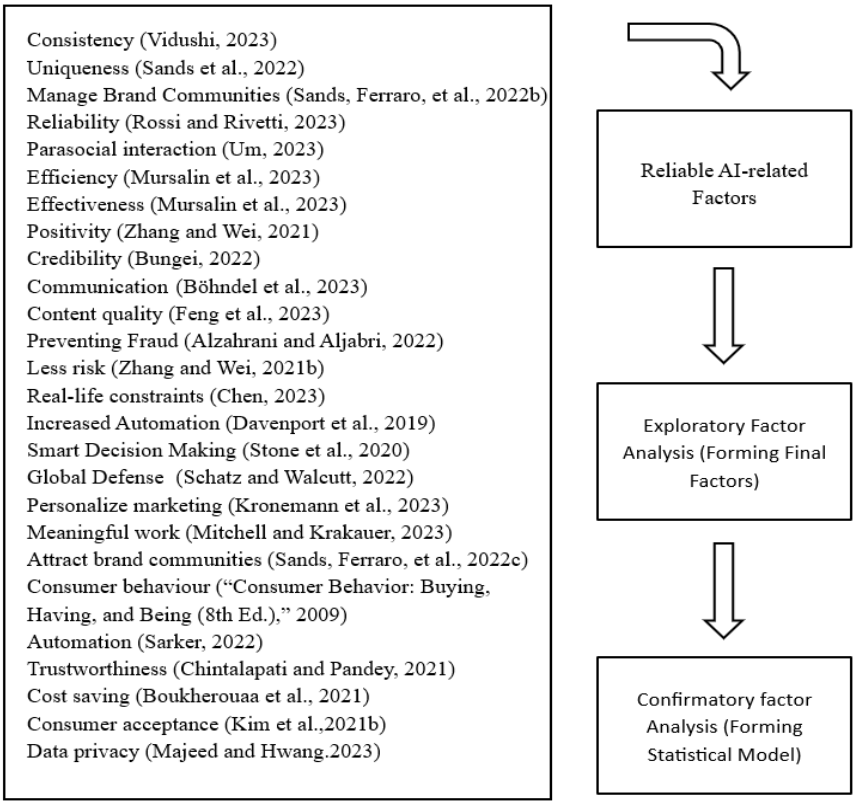
3.6.1 Research Design

The researcher plans to use an exploratory research design to study the overall impact of AI on human professionals in influencer marketing. The effect of various variables is used to measure the research objectives.

The exploratory research design was designed in such a way that both primary and secondary data from different sources will be required. Survey Method, through Structured questionnaire and the review method for secondary data. The responses were collected through both online and offline states. Focusing on the survey results it is understood that actual effective factors should be considered to conduct the data analysis.

3.6.2 Conceptualization Framework

From the available works of literature following variables/indicators were identified to start the initial work. These are listed below:



3.6.3 Sources of Data

A two-pronged strategy was used for data collecting. The theoretical underpinning of the study was strengthened by secondary data that Taylor and Francis and many more were able to obtain from academic publications and journals.

Surveys were used to collect primary data from users of digital media platforms, which include social media and handing out questionnaires by face-to-face interaction.

By combining existing academic information with real-time consumer perspectives from modern digital landscapes, this strategy ensured a thorough collection of insights.

3.6.4 Sampling Method

A random sampling technique was used, wherein normal consumers of the digital marketing campaigns and advertisements which is the general public were selected as respondents. As we must understand where the Creative industry will move forward the data from the consumers who consume such data will directly contribute to the research and identify the most important factors.

3.6.5 Sample Size

The final study includes factor analysis. As a thumb rule mentions, for the sample size of 28 variables we need to have 280 sample sizes, but through the primary research, we have collected 260 responses. However, the actual sample size validity is checked during the study to conduct the factor analysis, like KMO and anti-image value. Hence, researchers found that the actual 310 sample size was good to go for the analysis (S. K. Saha & Kar, 2021b).

3.6.6 Validity of Sample Size

To facilitate "Factor Analysis" and modelling during data analysis, the sample size is cross-validated by the KMO, "Anti image," and "Bartley test of sphericity" values.

The **"KMO value"** indicates if an overall factor analysis can be performed with the sample size or not. For factor analysis and inference, the sample size is acceptable if the KMO value is more than or equal to 0.7.

The identity matrix status of the correlation matrices is determined by the **"Bartley test of sphericity."** If the identity matrix is present, the number of factors, indications, items, and variables will be displayed.

"Anti-Image" generates unique covariance matrices (takes any value) and correlation (0 to +1).

It indicates if there is enough sample size for each variable. If the value is less than or equal to +0.5, we can exclude the variable.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.964
Bartlett's Test of Sphericity	Approx. Chi-Square	4979.505
	df	378
	Sig.	.000

Here, the KMO value is >0.7 and hence, the sample size is validated.

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Table 2. Anti-image covariance and correlation matrix

Anti-image Matrices

		Q1_Consistency	Q2_Uniqueness	Q3_Manage_brand_com	Q4_Reliability	Q5_Parasocial_interaction	Q6_Efficiency	Q7_Effectiveness	Q8_Positivity	Q9_Credibility	Q10_Communication	Q11_Content_quality	Q12_Fraud_prevention	Q13_Risk	Q14_Reallife_constraints	Q15_Automation	Q16_Decision_making	Q17_Global_defense	Q18_Personalization	Q19_Meaningful_work	Q20_Attract_brand_com	Q21_Consumer_behavio	Q22_Automation	Q23_Trust	Q24_Cost	Q25_Acceptance	Q26_Data_privacy	Q27_EI	Q28_User_engagement
Anti-image Covariance	Q1_Consistency	0.182	0.035	0.032	-0.005	-0.011	-0.028	-0.033	0.007	-0.029	0.058	-0.013	0.008	0.006	-0.010	-0.013	0.008	0.033	-0.066	-0.104	-0.004	0.056	0.022	-0.048	-0.037	0.078	-0.054	-0.011	-0.022
	Q2_Uniqueness	0.035	0.180	0.052	-0.036	-0.038	-0.011	0.052	-0.042	-0.044	0.004	0.013	0.014	-0.032	-0.016	-0.006	-0.034	0.049	-0.004	-0.086	-0.011	0.017	-0.004	0.006	0.000	0.030	-0.018	-0.014	0.040
	Q3_Manage_bran	0.032	0.052	0.166	-0.009	-0.038	-0.011	0.022	0.015	-0.040	0.021	-0.018	0.041	-0.010	-0.024	-0.027	-0.044	0.031	-0.006	-0.102	0.032	0.044	0.011	-0.049	-0.023	0.038	0.030	-0.066	0.033
	Q4_Reliability	-0.005	-0.036	-0.009	0.220	-0.031	-0.055	0.016	0.006	0.021	-0.035	0.026	0.037	-0.003	-0.035	0.002	-0.005	-0.019	-0.007	0.021	-0.016	-0.005	0.020	-0.025	9.824E-05	-0.022	0.010	-0.012	0.026
	Q5_Parasocial_in	-0.011	-0.038	-0.038	-0.031	0.153	0.013	-0.027	0.031	0.044	-0.002	-0.008	-0.063	0.045	-0.015	-0.021	0.021	0.010	-0.025	0.047	-0.005	-0.005	-0.025	-0.008	-0.032	0.000	0.046	0.000	-0.054
	Q6_Efficiency	-0.028	-0.011	-0.011	-0.055	0.013	0.306	-0.010	0.007	0.012	-0.010	-0.043	-0.064	0.017	0.029	-0.010	0.022	-0.058	-0.032	0.023	0.036	0.019	-0.021	-0.005	-0.014	-0.010	0.055	0.007	-0.036
	Q7_Effectiveness	-0.033	0.052	0.022	0.016	-0.027	-0.010	0.121	0.004	-0.015	-0.064	-0.027	-0.002	0.006	-0.030	-0.032	-0.012	0.003	0.031	-0.014	-0.020	-0.034	0.023	0.025	-0.015	-0.015	-0.001	0.003	0.038
	Q8_Positivity	0.007	-0.042	0.015	0.006	0.031	0.007	0.004	0.125	-0.004	-0.001	-0.051	-0.030	0.050	-0.029	-0.075	0.024	0.007	-0.026	-0.011	0.046	0.022	0.015	-0.047	-0.057	0.009	0.036	-0.021	-0.048
	Q9_Credibility	-0.029	-0.044	-0.040	0.021	0.044	0.012	-0.015	-0.004	0.157	-0.072	-0.007	-0.044	0.026	0.007	0.035	0.019	-0.032	0.030	0.029	-0.030	-0.053	-0.047	0.034	0.006	-0.060	-0.004	0.039	-0.011
	Q10_Communicat	0.058	0.004	0.021	-0.035	-0.002	-0.010	-0.064	-0.001	-0.072	0.118	0.007	0.021	-0.018	0.008	-0.008	-0.004	0.019	-0.051	-0.030	0.026	0.067	0.012	-0.042	-0.014	0.070	0.028	-0.025	-0.025
	Q11_Content_qu	-0.013	0.013	-0.018	0.026	-0.008	-0.043	-0.027	-0.051	-0.007	0.007	0.119	0.010	-0.048	0.029	0.034	-0.030	-0.021	0.012	0.020	-0.015	0.002	-0.031	0.018	0.054	-0.014	-0.030	-0.006	0.043
	Q12_Fraud_prev	0.008	0.014	0.041	0.037	-0.063	-0.064	-0.002	-0.030	-0.044	0.021	0.010	0.144	-0.038	-0.051	0.012	-0.019	0.033	0.018	-0.028	0.003	0.014	0.032	-0.026	0.013	0.006	-0.027	0.002	0.029
	Q13_Risk	0.006	-0.032	-0.010	-0.003	0.045	0.017	0.006	0.050	0.026	-0.018	-0.048	-0.038	0.056	-0.020	-0.044	0.034	-0.004	-0.017	0.006	-0.002	-0.009	0.016	-0.011	-0.042	-0.010	0.021	0.014	-0.052
	Q14_Reallife_con	-0.010	-0.016	-0.024	-0.035	-0.015	0.029	-0.030	-0.029	0.007	0.008	0.029	-0.051	-0.020	0.114	0.052	-0.019	-0.058	-0.007	0.024	0.020	-0.002	-0.037	0.016	0.031	0.020	-0.001	-0.026	0.022
	Q15_Automation	-0.013	-0.006	-0.027	0.002	-0.021	-0.010	-0.032	-0.075	0.035	-0.008	0.034	0.012	-0.044	0.052	0.124	-0.015	-0.031	0.019	0.023	-0.013	-0.022	-0.042	0.033	0.049	-0.005	-0.022	-0.009	0.039
	Q16_Decision_m	0.008	-0.034	-0.044	-0.005	0.021	0.022	-0.012	0.024	0.019	-0.004	-0.030	-0.019	0.034	-0.019	-0.015	0.067	-0.021	-0.018	0.019	-0.011	-0.013	0.020	-0.001	-0.032	-0.032	-0.013	0.047	-0.062
	Q17_Global_defe	0.033	0.049	0.031	-0.019	0.010	-0.058	0.003	0.007	-0.032	0.019	-0.021	0.033	-0.004	-0.058	-0.031	-0.021	0.206	0.025	-0.056	-0.027	-0.013	0.005	-4.316E-05	0.010	0.018	-0.046	-0.017	0.009
	Q18_Personalizat	-0.066	-0.004	-0.006	-0.007	-0.025	-0.032	0.031	-0.026	0.030	-0.051	0.012	0.018	-0.017	-0.007	0.019	-0.018	0.025	0.089	0.037	-0.020	-0.057	-0.026	0.047	0.047	-0.054	-0.036	0.014	0.035
	Q19_Meaningful_	-0.104	-0.086	-0.102	0.021	0.047	0.023	-0.014	-0.011	0.029	-0.030	0.020	-0.028	0.006	0.024	0.023	0.019	-0.056	0.037	0.215	0.017	-0.059	-0.035	0.035	0.025	-0.044	0.033	0.008	-0.018
	Q20_Attract_bran	-0.004	-0.011	0.032	-0.016	-0.005	0.036	-0.020	0.046	-0.030	0.026	-0.015	0.003	-0.002	0.020	-0.013	-0.011	-0.027	-0.020	0.017	0.110	0.046	-0.029	-0.054	-0.013	0.016	0.043	-0.069	-0.005
	Q21_Consumer_	0.056	0.017	0.044	-0.005	-0.005	0.019	-0.034	0.022	-0.053	0.067	0.002	0.014	-0.009	-0.002	-0.022	-0.013	-0.013	-0.057	-0.059	0.046	0.115	0.003	-0.068	-0.030	0.058	0.038	-0.043	-0.012
	Q22_Automation	0.022	-0.004	0.011	0.020	-0.025	-0.021	0.023	0.015	-0.047	0.012	-0.031	0.032	0.016	-0.037	-0.042	0.020	0.005	-0.026	-0.035	-0.029	0.003	0.101	-0.015	-0.034	0.009	-0.014	0.041	-0.029
	Q23_Trust	-0.048	0.006	-0.049	-0.025	-0.008	-0.005	0.025	-0.047	0.034	-0.042	0.018	-0.026	-0.011	0.016	0.033	-0.001	-4.316E-05	0.047	0.035	-0.054	-0.068	-0.015	0.096	0.036	-0.056	-0.031	0.037	0.035
	Q24_Cost	-0.037	0.000	-0.023	9.824E-05	-0.032	-0.014	-0.015	-0.057	0.006	-0.014	0.054	0.013	-0.042	0.031	0.049	-0.032	0.010	0.047	0.025	-0.013	-0.030	-0.034	0.036	0.100	-0.038	-0.060	0.008	0.047
	Q25_Acceptance	0.078	0.030	0.038	-0.022	0.000	-0.010	-0.015	0.009	-0.060	0.070	-0.014	0.006	-0.010	0.020	-0.005	-0.032	0.018	-0.054	-0.044	0.016	0.058	0.009	-0.056	-0.038	0.172	0.042	-0.050	-0.005
	Q26_Data_privac	-0.054	-0.018	0.030	0.010	0.046	0.055	-0.001	0.036	-0.004	0.028	-0.030	-0.027	0.021	-0.001	-0.022	-0.013	-0.046	-0.036	0.033	0.043	0.038	-0.014	-0.031	-0.060	0.042	0.211	-0.052	-0.026
	Q27_EI	-0.011	-0.014	-0.066	-0.012	0.000	0.007	0.003	-0.021	0.039	-0.025	-0.006	0.002	0.014	-0.026	-0.009	0.047	-0.017	0.014	0.008	-0.069	-0.043	0.041	0.037	0.008	-0.050	-0.052	0.122	-0.038
	Q28_User_engag	-0.022	0.040	0.033	0.026	-0.054	-0.036	0.038	-0.048	-0.011	-0.025	0.043	0.029	-0.052	0.022	0.039	-0.062	0.009	0.035	-0.018	-0.005	-0.012	-0.029	0.035	0.047	-0.005	-0.026	-0.038	0.119
Anti-image Correlation	Q1_Consistency	.796[a]	0.194	0.182	-0.026	-0.063	-0.120	-0.223	0.048	-0.172	0.399	-0.089	0.047	0.062	-0.072	-0.085	0.074	0.172	-0.523	-0.527	-0.026	0.383	0.164	-0.365	-0.276	0.440	-0.274	-0.076	-0.147
	Q2_Uniqueness	0.194	.880[a]	0.300	-0.183	-0.232	-0.046	0.354	-0.280	-0.265	0.025	0.086	0.085	-0.315	-0.108	-0.040	-0.315	0.253	-0.032	-0.437	-0.081	0.120	-0.026	0.048	-0.003	0.169	-0.090	-0.097	0.277
	Q3_Manage_bran	0.182	0.300	.811[a]	-0.048	-0.237	-0.048	0.154	0.102	-0.247	0.148	-0.129	0.266	-0.102	-0.174	-0.189	-0.418	0.166	-0.046	-0.541	0.236	0.320	0.085	-0.390	-0.178	0.223	0.162	-0.466	0.236
	Q4_Reliability	-0.026	-0.183	-0.048	.943[a]	-0.169	-0.213	0.096	0.038	0.113	-0.215	0.159	0.209	-0.031	-0.222	0.012	-0.044	-0.089	-0.048	0.096	-0.101	-0.030	0.134	-0.175	0.001	-0.114	0.045	-0.072	0.159
	Q5_Parasocial_in	-0.063	-0.232	-0.237	-0.169	.870[a]	0.058	-0.202	0.224	0.282	-0.012	-0.063	-0.423	0.481	-0.110	-0.154	0.211	0.056	-0.210	0.257	-0.037	-0.041	-0.200	-0.062	-0.260	0.001	0.256	0.001	-0.398
	Q6_Efficiency	-0.120	-0.046	-0.048	-0.213	0.058	.933[a]	-0.054	0.036	0.056	-0.051	-0.227	-0.305	0.132	0.155	-0.051	0.152	-0.229	-0.194	0.089	0.195	0.099	-0.122	-0.029	-0.078	-0.044	0.218	0.037	-0.189
	Q7_Effectiveness	-0.223	0.354	0.154	0.096	-0.202	-0.054	.861[a]	0.034	-0.112	-0.535	-0.229	-0.019	0.068	-0.253	-0.262	-0.135	0.020	0.300	-0.087	-0.177	-0.290	0.211	0.231	-0.136	-0.101	-0.006	0.025	0.319
	Q8_Positivity	0.048	-0.280	0.102	0.038	0.224	0.036	0.034	.798[a]	-0.027	-0.010	-0.418	-0.226	0.592	-0.244	-0.600	0.258	0.044	-0.250	-0.068	0.392	0.183	0.131	-0.431	-0.509	0.058	0.219	-0.171	-0.394
	Q9_Credibility	-0.172	-0.265	-0.247	0.113	0.282	0.056	-0.112	-0.027	.794[a]	-0.527	-0.052	-0.291	0.279	0.054	0.253	0.183	-0.177	0.259	0.159	-0.226	-0.394	-0.370	0.275	0.045	-0.367	-0.022	0.279	-0.077
	Q10_Communicat	0.399	0.025	0.148	-0.215	-0.012	-0.051	-0.535	-0.010	-0.527	.762[a]	0.055	0.162	-0.217	0.071	-0.064	-0.050	0.119	-0.495	-0.185	0.231	0.571	0.114	-0.399	-0.132	0.491	0.176	-0.209	-0.213
	Q11_Content_qu	-0.089	0.086	-0.129	0.159	-0.063	-0.227	-0.229	-0.418	-0.052	0.055	.860[a]	0.079	-0.584	0.245	0.278	-0.339	-0.135	0.114	0.126	-0.135	0.020	-0.283	0.170	0.498	-0.095	-0.187	-0.048	0.362
	Q12_Fraud_prev	0.047	0.085	0.266	0.209	-0.423	-0.305	-0.019	-0.226	-0.291	0.162	0.079	.866[a]	-0.426	-0.394	0.092	-0.191	0.191	0.162	-0.157	0.025	0.111	0.263	-0.219	0.110	0.036	-0.153	0.011	0.220
	Q13_Risk	0.062	-0.315	-0.102	-0.031	0.481	0.132	0.068	0.592	0.279	-0.217	-0.584	-0.426	.751[a]	-0.254	-0.528	0.558	-0.036	-0.237	0.058	-0.028	-0.114	0.208	-0.155	-0.563	-0.105	0.190	0.169	-0.631
	Q14_Reallife_con	-0.072	-0.108	-0.174	-0.222	-0.110	0.155	-0.253	-0.244	0.054	0.071	0.245	-0.394	-0.254	.880[a]	0.435	-0.222	-0.381	-0.065	0.151	0.178	-0.021	-0.345	0.155	0.290	0.140	-0.004	-0.216	0.190
	Q15_Automation	-0.085	-0.040	-0.189	0.012	-0.154	-0.051	-0.262	-0.600	0.253	-0.064	0.278	0.092	-0.528	0.435	.810[a]	-0.170	-0.193	0.184	0.143	-0.112	-0.181	-0.379	0.306	0.444	-0.037	-0.138	-0.071	0.316
	Q16_Decision_m	0.074	-0.315	-0.418	-0.044	0.211	0.152	-0.135	0.258	0.183	-0.050	-0.339	-0.191	0.558	-0.222	-0.170	.814[a]	-0.176	-0.232	0.157	-0.126	-0.143	0.249	-0.009	-0.391	-0.298	-0.113	0.518	-0.698
	Q17_Global_defe	0.172	0.253	0.166	-0.089	0.056	-0.229	0.020	0.044	-0.177	0.119	-0.135	0.191	-0.036	-0.381	-0.193	-0.176	.909[a]	0.188	-0.268	-0.176	-0.082	0.032	0.000	0.071	0.094	-0.220	-0.107	0.055
	Q18_Personalizat	-0.523	-0.032	-0.046	-0.048	-0.210	-0.194	0.300	-0.250	0.259	-0.495	0.114	0.162	-0.237	-0.065	0.184	-0.232	0.188	.775[a]	0.269	-0.201	-0.566	-0.276	0.507	0.500	-0.441	-0.264	0.131	0.343
	Q19_Meaningful_	-0.527	-0.437	-0.541	0.096	0.257	0.089	-0.087	-0.068	0.159	-0.185	0.126	-0.157	0.058	0.151	0.143	0.157	-0.268	0.269	.732[a]	0.108	-0.374	-0.238	0.242	0.173	-0.230	0.155	0.048	-0.109
	Q20_Attract_bran	-0.026	-0.081	0.236	-0.101	-0.037	0.195	-0.177	0.392	-0.226	0.231	-0.135	0.025	-0.028	0.178	-0.112	-0.126	-0.176	-0.201	0.108	.833[a]	0.407	-0.270	-0.524	-0.124	0.117	0.285	-0.598	-0.048
	Q21_Consumer_	0.383	0.120	0.320	-0.030	-0.041	0.099	-0.290	0.183	-0.394	0.571	0.020	0.111	-0.114	-0.021	-0.181	-0.143	-0.082	-0.566	-0.374	0.407	.794[a]	0.031	-0.645	-0.279	0.415	0.246	-0.361	-0.102
	Q22_Automation	0.164	-0.026	0.085	0.134	-0.200	-0.122	0.211	0.131	-0.370	0.114	-0.283	0.263	0.208	-0.345	-0.379	0.249	0.032	-0.276	-0.238	-0.270	0.031	.871[a]	-0.155	-0.343	0.068	-0.093	0.369	-0.261
	Q23_Trust	-0.365	0.048	-0.390	-0.175	-0.062	-0.029	0.231	-0.431	0.275	-0.399	0.170	-0.219	-0.155	0.155	0.306	-0.009	0.000	0.507	0.242	-0.524	-0.645	-0.155	.753[a]	0.366	-0.438	-0.220	0.341	0.326
	Q24_Cost	-0.276	-0.003	-0.178	0.001	-0.260	-0.078	-0.136	-0.509	0.045	-0.132	0.498	0.110	-0.563	0.290	0.444	-0.391	0.071	0.500	0.173	-0.124	-0.279	-0.343	0.366	.778[a]	-0.291	-0.412	0.071	0.431
	Q25_Acceptance	0.440	0.169	0.223	-0.114	0.001	-0.044	-0.101	0.058	-0.367	0.491	-0.095	0.036	-0.105	0.140	-0.037	-0.298	0.094	-0.441	-0.230	0.117	0.415	0.068	-0.438	-0.291	.812[a]	0.221	-0.347	-0.032
	Q26_Data_privac	-0.274	-0.090	0.162	0.045	0.256	0.218	-0.006	0.219	-0.022	0.176	-0.187	-0.153	0.190	-0.004	-0.138	-0.113	-0.220	-0.264	0.155	0.285	0.246	-0.093	-0.220	-0.412	0.221	.835[a]	-0.327	-0.163
	Q27_EI	-0.076	-0.097	-0.466	-0.072	0.001	0.037	0.025	-0.171	0.279	-0.209	-0.048	0.011	0.169	-0.216	-0.071	0.518	-0.107	0.131	0.048	-0.598	-0.361	0.369	0.341	0.071	-0.347	-0.327	.735[a]	-0.318
	Q28_User_engag	-0.147	0.277	0.236	0.159	-0.398	-0.189	0.319	-0.394	-0.077	-0.213	0.362	0.220	-0.631	0.190	0.316	-0.698	0.055	0.343	-0.109	-0.048	-0.102	-0.261	0.326	0.431	-0.032	-0.163	-0.318	.713[a]

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3.6.7 Tools for Analysis

- For data collection, the Survey Questionnaire Method is used.
- Utmost care is taken to avoid sampling error (taking a maximum number of possible sample sizes) and doing proper and accurate data entry to avoid "systematic bias".
- Factor validity Test methods are applied to check the validity.
- For data analysis "Exploratory Factor analysis" is used.
- IBM SPSS Statistics is used for statistical and data analysis purposes throughout.

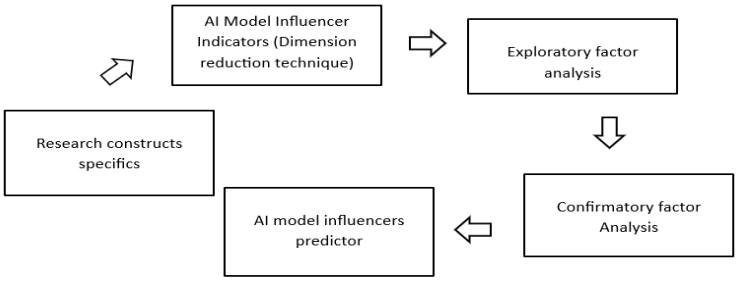
3.7 Limitations

1. Only the public or consumers of digital advertisements were considered for this research.

2. This research does not answer the impact on human creators due to pandemics (like coronavirus), acts of gods, terrorism, recession, etc.

4. Data analysis

4.1 Data Analysis Framework



The Analysis of any sampling is a major output in the direction of logical conclusions (S. Saha & Perumbeti, 2024). In the review, the examination part implicit a critical part in driving the examination to an obvious end result. To achieve the ideal upshots, the gathered information was exposed to careful and extensive examination utilizing SPSS. The information examination process was vital in determining significant bits of knowledge and ends from the information, which aided with giving a strong groundwork to the review's findings.

4.1. Multivariate Outlier Analysis:

Multivariate analysis is done for the study when 2-3 variables are present and considered in the study. This is important to consider all. As per, Saha, S. and Kar, S. (2021).

We need to know the probability of this value to know how much distance the variable should lie. A larger MAIA value means more distance, i.e., extreme outliers.

Interpretation: As this data has multiple variables, the researcher chose to follow the Mahalanobis Distance Test for multivariate analysis for outlier determination. Data was assessed using SPSS and no outliers were identified.

4.2 Normality analysis

Normality analysis is important to check before the main data analysis part of the research. It gives an idea about the nature of collected data and how research data analysis should be performed, Saha, S. and Kar, S. (2021).

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To understand the normality of the data mentioned the skewness and the kurtosis values that a cut-off of ±l .96 should be used for samples smaller than 33 to 50, a cut-off of +2.58 (samples 51 to 100), and a cut-off of +3.29 (samples >100). As per Descriptive analysis, the skewness and the kurtosis values are all < ±3.2. So apparently data is normal.

However, the researcher's final aim is to do factor analysis and we are good to consider the normal data.

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean		Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Q1_Consistency	55	2	3	5	4.58	0.092	0.686	0.470	-1.380	0.322	0.572	0.634
Q2_Uniqueness	55	3	2	5	4.11	0.096	0.712	0.506	-0.481	0.322	0.213	0.634
Q3_Manage_brand	55	3	2	5	4.20	0.114	0.848	0.719	-0.780	0.322	-0.153	0.634
Q4_Reliability	55	3	2	5	4.20	0.098	0.730	0.533	-0.924	0.322	1.408	0.634
Q5_Parasocial_inter	55	3	2	5	4.33	0.107	0.795	0.632	-0.896	0.322	-0.057	0.634
Q6_Efficiency	55	3	2	5	4.11	0.115	0.854	0.729	-0.585	0.322	-0.467	0.634
Q7_Effectiveness	55	4	1	5	4.25	0.135	1.004	1.008	-1.566	0.322	2.458	0.634
Q8_Positivity	55	3	2	5	4.22	0.109	0.809	0.655	-0.642	0.322	-0.511	0.634
Q9_Credibility	55	3	2	5	4.25	0.114	0.844	0.712	-0.712	0.322	-0.662	0.634
Q10_Communicatio	55	4	1	5	4.09	0.128	0.948	0.899	-0.998	0.322	0.890	0.634
Q11_Content_qualit	55	3	2	5	4.24	0.116	0.860	0.739	-0.847	0.322	-0.148	0.634
Q12_Fraud_preventi	55	3	2	5	4.36	0.105	0.778	0.606	-0.992	0.322	0.234	0.634
Q13_Risk	55	3	2	5	4.15	0.120	0.891	0.793	-0.785	0.322	-0.170	0.634
Q14_Reallife_constr	55	3	2	5	4.29	0.099	0.737	0.543	-0.814	0.322	0.361	0.634
Q15_Automation	55	4	1	5	4.11	0.139	1.031	1.062	-0.963	0.322	0.236	0.634
Q16_Decision_maki	55	3	2	5	4.22	0.115	0.854	0.729	-0.813	0.322	-0.154	0.634
Q17_Global_defens	55	4	1	5	4.13	0.125	0.924	0.854	-1.138	0.322	1.432	0.634
Q18_Personalizatio	55	4	1	5	4.18	0.130	0.964	0.929	-1.152	0.322	1.069	0.634
Q19_Meaningful_wo	55	2	3	5	4.33	0.094	0.695	0.484	-0.547	0.322	-0.774	0.634
Q20_Attract_brand_	55	4	1	5	4.09	0.145	1.076	1.158	-1.112	0.322	0.746	0.634
Q21_Consumer_be	55	4	1	5	4.22	0.124	0.917	0.840	-1.354	0.322	2.050	0.634
Q22_Automation	55	4	1	5	4.20	0.126	0.931	0.867	-1.132	0.322	1.226	0.634
Q23_Trust	55	4	1	5	4.24	0.130	0.962	0.925	-1.667	0.322	3.242	0.634
Q24_Cost	55	3	2	5	4.33	0.104	0.771	0.595	-0.899	0.322	0.152	0.634
Q25_Acceptance	55	4	1	5	4.07	0.139	1.034	1.069	-1.402	0.322	2.183	0.634
Q26_Data_privacy	55	3	2	5	4.25	0.108	0.799	0.638	-0.725	0.322	-0.328	0.634
Q27_EI	55	4	1	5	4.22	0.126	0.937	0.877	-1.300	0.322	1.687	0.634
Q28_User_engage	55	3	2	5	4.25	0.108	0.799	0.638	-0.951	0.322	0.594	0.634
Random_ID	55	2.00	1.00	3.00	1.9818	0.11159	0.82756	0.685	0.035	0.322	-1.541	0.634
Mahalanobis	55	45.04892	2.27193	47.32085	27.4909091	1.87736467	13.92290901	193.847	-0.788	0.322	-0.537	0.634

Table 3. Descriptive Statistics

4.3 Reliability test

For Factor Analysis, we need to do the Reliability test first, so that you can consider only the reliable items for Factor Analysis.

When the researcher finally determined the "corrected-item-total- correlation values" for the variables, it was found that there had originally been 28 items in the scope of AI model influencers in marketing (a = 0.967). As a result, it enables us to comprehend the reliability score, this table is essential.

It is good to accept the internal consistency reliability value with 28 variables and good to go for further analysis.

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
Q1_Consistency	171.0227590	412.457	0.193	0.008
Q2_Uniqueness	171.4954863	421.849	-0.139	0.031
Q3_Manage_brand_co	171.4045772	418.525	-0.027	0.024
Q4_Reliability	171.4045772	423.817	-0.201	0.036
Q5_Parasocial_interac	171.2773045	416.181	0.046	0.018
Q6_Efficiency	171.4954863	421.950	-0.125	0.032
Q7_Effectiveness	171.3500317	415.512	0.044	0.017
Q8_Positivity	171.3863954	419.776	-0.064	0.026
Q9_Credibility	171.3500317	418.846	-0.036	0.024
Q10_Communication	171.5136681	421.415	-0.103	0.031
Q11_Content_quality	171.3682136	419.381	-0.052	0.026
Q12_Fraud_prevention	171.2409408	414.287	0.108	0.013
Q13_Risk	171.4591226	421.719	-0.115	0.031
Q14_Reallife_constrain	171.3136681	416.444	0.044	0.018
Q15_Automation	171.4954863	421.172	-0.093	0.031
Q16_Decision_making	171.3863954	419.279	-0.049	0.025
Q17_Global_defense	171.4773045	422.802	-0.141	0.034
Q18_Personalization	171.4227590	422.009	-0.117	0.032
Q19_Meaningful_work	171.2773045	420.143	-0.082	0.027
Q20_Attract_brand_co	171.5136681	424.019	-0.155	0.038
Q21_Consumer_behav	171.3863954	418.029	-0.015	0.023
Q22_Automation	171.4045772	417.478	-0.001	0.021
Q23_Trust	171.3682136	416.498	0.022	0.019
Q24_Cost	171.2773045	418.029	-0.010	0.022
Q25_Acceptance	171.5318499	428.055	-0.253	0.047
Q26_Data_privacy	171.3500317	422.245	-0.140	0.032
Q27_EI	171.3863954	425.233	-0.202	0.040
Q28_User_engagemen	171.3500317	424.098	-0.196	0.037

Table 4. Item-Total Statistics

4.4 Factor Analysis

A method for reducing a large number of variables to a small number of factors is factor analysis.

Through the process of exploratory factor analysis, a large number of variables can be narrowed down to a smaller number of sets of recognized variables to uncover underlying theoretical phenomena.

The sample size is sufficient since the correlation matrix determinant is +ve (0.001) trustworthy and the KMO value (.964) is > 0.70. Since every anti-image value is >0.5, the sample size for factor analysis is sufficient for every variable. Additionally, it is significant (0.001) according to Bartlett's test of sphericity.

As a result, factors can be formed, and data is appropriate for analysis.

For factor analysis, all the communalities' values are greater than 0.5.

KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of		0.820	
Bartlett's Test of Sphericity	Approx. Chi-Square	1471.986	
	df	378	
	Sig.	0.000	

Table 5: KMO and Bartlett's Test

Table 6: Communalities

Communalities		
	Initial	Extraction
Q1_Consistency	1.000	0.707
Q2_Uniqueness	1.000	0.718
Q3_Manage_brand_communities	1.000	0.765
Q4_Reliability	1.000	0.832
Q5_Parasocial_interaction	1.000	0.798
Q6_Efficiency	1.000	0.692
Q7_Effectiveness	1.000	0.770
Q8_Positivity	1.000	0.767
Q9_Credibility	1.000	0.854
Q10_Communication	1.000	0.812
Q11_Content_quality	1.000	0.823
Q12_Fraud_prevention	1.000	0.711
Q13_Risk	1.000	0.807
Q14_Reallife_constraints	1.000	0.763
Q15_Automation	1.000	0.807
Q16_Decision_making	1.000	0.852
Q17_Global_defense	1.000	0.772
Q18_Personalization	1.000	0.835
Q19_Meaningful_work	1.000	0.752
Q20_Attract_brand_communities	1.000	0.849
Q21_Consumer_behaviour	1.000	0.726
Q22_Automation	1.000	0.810
Q23_Trust	1.000	0.827
Q24_Cost	1.000	0.780
Q25_Acceptance	1.000	0.779
Q26_Data_privacy	1.000	0.777
Q27_EI	1.000	0.864
Q28_User_engagement	1.000	0.721

4.5 Interpretation of 'Total Variance Explained'

Now, if you refer few articles, you will find scholars recommend considering % of variance value > 5%. In this case, only the initial 06 factors fulfil this criterion.

Now, from 'cumulative %' column shows 06 factors contribute personality variance of 78.467%, which is massive. Any value > 50% is good and if it goes to 70% and more that is excellent.

An explanation of the total variance interpretation. According to the (cumulative %) column, the variance is 54.303% (any value higher than 50% is favourable)

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Table 7: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	15.205	54.303	54.303	15.205	54.303	54.303
2	1.748	6.243	60.546	1.748	6.243	60.546
3	1.391	4.969	65.515	1.391	4.969	65.515
4	1.349	4.818	70.333	1.349	4.818	70.333
5	1.236	4.415	74.748	1.236	4.415	74.748
6	1.041	3.719	78.467	1.041	3.719	78.467
7	0.863	3.083	81.550			
8	0.603	2.155	83.705			
9	0.592	2.115	85.820			
10	0.538	1.922	87.742			
11	0.455	1.625	89.367			
12	0.404	1.444	90.812			
13	0.376	1.342	92.153			
14	0.345	1.231	93.384			
15	0.287	1.024	94.408			
16	0.273	0.976	95.384			
17	0.242	0.863	96.247			
18	0.193	0.688	96.936			
19	0.151	0.541	97.477			
20	0.143	0.510	97.987			
21	0.123	0.439	98.426			
22	0.119	0.424	98.850			
23	0.101	0.360	99.210			
24	0.083	0.296	99.506			
25	0.050	0.180	99.686			
26	0.043	0.155	99.841			
27	0.025	0.091	99.932			
28	0.019	0.068	100.000			

Extraction Method: Principal Component Analysis

4.6 Interpretation of Exploratory Factor Analysis

The Cronbach's alpha for the initial 5 parameters for "Brand Management" (factor 1) is 0.851(>0.7) which is good and acceptable. For (factor 2) "Value proportion", as there are a lesser number of items in this factor, Cronbach's alpha value we get 0.678.

Rotated Component Matrix[a]

	Component	
	1	2
Risk	.791	
Communication	.787	
Attract_brand	.757	
Acceptance	.724	
Manage_brand_communities	.717	
Emotional_intelligence	.700	
Automation		.797
Uniqueness		.738
Preventing_fraud		.700

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Table 8: Results of Exploratory Factor Analysis (N= 309)

	Brand Management	Value Proposition
Risk	**.791**	.178
Communication	**.787**	.204
Attract brand	**.757**	.235
Acceptance	**.724**	.187
Manage brand communities	**.717**	.283
Emotional intelligence	**.700**	.274
Automation	.199	**.797**
Uniqueness	.183	**.738**
Preventing Fraud	.294	**.700**
% of Variance explained	49.260	11.780
Eigen value	4.433	1.060
Cronbach's alpha	.854	.678

KMO = .902, Barlett's Chi-square =1050.560, p <.001, Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

5. What are the benefits of AI models in marketing?

Utilizing artificial intelligence (AI) in marketing offers a key advantage: the ability to precisely target specific audiences. Unlike traditional influencer marketing, where brands rely on the influencer's audience, AI models enable brands to define precise parameters such as demographics, interests, and behaviours. This results in the creation of highly specific target audiences, leading to more effective and efficient marketing campaigns and ultimately yielding a better return on investment (ROI).

Another advantage of utilizing AI models is their capability to craft personalized marketing campaigns. In traditional influencer marketing, influencers often maintain a distinct style and aesthetic that may not align with the brand's image. This incongruity can pose challenges for brands in generating resonant content for their target audience. Through the use of AI models, brands can input parameters like their image, tone, and messaging, enabling the creation of customized content tailored to the target audience. This personalized approach fosters a deeper connection with consumers, leading to increased brand loyalty and trust.

AI models also excel at analyzing data and predicting consumer behavior. By examining information from platforms like social media and search engines, these models can identify patterns and trends in how consumers behave. This analytical capability empowers brands to gain a deeper understanding of their target audience, enabling the creation of more effective marketing strategies. For instance, if an AI model forecasts that a specific demographic is more likely to buy a particular product, brands can optimize their marketing efforts for that demographic, increasing the chances of a higher conversion rate.

Furthermore, AI models offer notable advantages in terms of time and cost efficiency for brands. In traditional influencer marketing, the process of identifying suitable influencers, negotiating contracts, and generating content demands substantial time and resources. AI models streamline these activities by automating the identification of influencers and content creation, leading to significant savings in both time and resources. Furthermore, the continuous operational capability of AI models ensures an uninterrupted and efficient flow of content and marketing efforts.

Finally, AI models offer a notable advantage in terms of consistency and reliability compared to human influencers. Human influencers may be prone to errors, biases, and disruptions in their personal lives, which can impact their content

creation. In contrast, AI models remain unaffected by these factors, ensuring a consistent production of high-quality and targeted content for brands.

6. Ethical Concerns of using AI models in Influencer marketing

AI-generated content has produced various ethical challenges in the domain of influencer marketing, which must be addressed. Transparency, accountability, bias, and job market influence are some of the important ethical factors. The ethical concerns of employing AI-generated content in influencer marketing must be considered, and brands should have processes in place to handle these challenges. While AI provides several opportunities and benefits in influencer marketing and advertising, it is critical to carefully handle the difficulties. Some of the major issues that must be addressed are a lack of authenticity, fraudulent methods, a loss of human connection, and unfair competition. Another ethical implication to examine is the potential loss of personal connection and genuine engagement. Maintaining transparency, protecting the creator's privacy, and taking the interests of the customer into account are crucial factors to take into account when utilizing AI in influencer marketing. To guarantee the ethical and responsible use of AI-generated content in influencer marketing, brands, influencers, and regulators should create rules and frameworks. Influencers that use AI capabilities should stress transparency, authenticity, and real connections with their audience. Everyone in the ecosystem needs to be aware of these ethical consequences. Therefore, addressing biases that might surface as a result of AI training's underlying model might aid in upholding the integrity of an influencer marketing campaign. The essay examines the moral ramifications of artificial intelligence models in influencer marketing and emphasizes how critical it is to solve these ethical considerations.

7. Findings, limitations, conclusion, and future scope of research

Qualitative findings are collaborated from open-ended questions asked to the respondents through the questionnaire. There is an impact of AI models on influencer marketing due to different factors. The absence of a significant correlation between the variables makes it difficult to conclude the comparative study with which we started the research (Saha & Joshi, 2024).

Quantitative findings are important for making decisions and inferences purposes. The concept fits the multivariate causal model. This research explains approximately 78% variance for the variable that is creativity among human professionals.

7.1 The potential drawbacks and limitations of using AI models in influencer marketing

1. Lack of Human Touch: AI in influencer marketing lacks a personal touch, relying on algorithms for influencer selection. This impersonal approach may make influencers feel undervalued, affecting the authenticity of the influencer-brand relationship. Consequently, it can turn off consumers and diminish the overall campaign's effectiveness.

2. Limited Understanding of Audience: AI in influencer marketing may misjudge audience fit, as it often overlooks crucial factors like interests. This oversight can lead to less effective campaigns when the promoted products don't align with the audience's preferences.

3. Inaccurate Data: AI models need accurate data for effective decisions, but biases in training data can lead to selecting influencers that aren't the best fit for a brand, reducing campaign effectiveness. Additionally, AI may struggle to address issues like fake followers, introducing inaccuracies in the results.

In conclusion, even though influencer marketing has benefited from the use of AI models, there are still issues and restrictions to take into account. To get beyond these restrictions, marketers must blend AI technology with human judgment when it comes to choosing influencers and creating campaigns. Through the integration of AI models' data-driven methodology with human judgment and creativity, brands may attain more genuine and prosperous influencer marketing campaigns.

7.2 Conclusion

Despite the conceivable advantages, the integration of artificial intelligence (AI) models into the future of marketing is accompanied by inherent constraints. Foremost among these concerns is the perceived absence of authenticity and

human interaction. Influencers, who owe their success to their ability to cultivate unique relationships with their audience and foster trust, surpass AI models in their capacity to impart a human touch. Consequently, AI models may encounter challenges in establishing a genuine connection with their audience, potentially leading to a deficit in credibility and trust, thereby compromising the effectiveness of promotional endeavors.

Additionally, the developmental stage of AI models introduces uncertainties regarding consumer reception. The pivotal question arises: will consumers embrace and place trust in AI models, or will they perceive them as standardized and lacking in authenticity? Anticipating potential backlash and negative consumer perceptions becomes imperative.

In summation, while AI models emerge as prospective alternatives to human influencers in the marketing domain, their deployment yields both advantages, such as cost-effectiveness and continuous availability, as well as ethical concerns and a deficiency in authenticity and genuine interaction intrinsic to human influencers. Prematurely dismissing the influence of human influencers is unwarranted, as they continue to exert a significant impact in the industry. Nonetheless, as technological advancements unfold, the increasing integration of AI models in marketing holds the potential to redefine the contours of influencer marketing.

7.3 Future scope of research

Research is an ongoing process, with endless growth opportunities. The valuable insights gained from this ongoing pursuit hold immense value for future researchers and can have practical applications in various industries, such as entertainment. It is crucial to thoroughly explore the factors driving the expansion of this research in order to fully unlock its potential.

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ANNEXURE

QUESTIONNAIRE

RELATED TO SCOPE AND PERFORMANCE OF AI MODELS IN FUTURE INFLUENCERS MARKETING
This form is to understand how AI models influence the future (success or effectiveness) of influencer marketing. Please share the exact information. The researcher assures you to keep the individual responses Confidential, it will be used for purposes like data analysis, and reported in aggregate only.

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Please Rate: **1** = **S**trongly **D**isagree, **2**= **D**isagree, **3**= **U**ndecided, **4**= **A**gree, **and 5** = **S**trongly **A**gree

Uniqueness	AI models enable innovative marketing approaches.	1 SD	2 D	3 U	4 A	5 SA
Preventing Fraud	Automated A/B testing for campaign optimization is facilitated by AI models.					
Consumer behaviour	AI models provide deep insights into consumer behaviour patterns.					
Content quality	Crafting a relatable online presence is achieved using advanced algorithms and data analytics.					
Effectiveness	AI models are effective for educational and informative marketing campaigns.					
Automation	Hybrid models optimize efficiency, blending human creativity with AI effectiveness.					
Data privacy	Privacy concerns arise as AI models handle user data, requiring a balance between innovation and data protection.					
Trustworthiness	AI models continuously learn and evolve through user interactions, improving based on feedback and data.					
Linguistic proficiency	Cultural nuances may need consideration in diverse marketing campaigns					
Transparency	Legal and ethical aspects of AI models are crucial in development, deployment, and societal impact					
Personalize marketing	Dynamic customization is achieved by adapting outputs based on real-time data to meet specific user needs.					
Reliability	The reliability of AI-generated influencers depends on algorithm transparency.					
Smart Decision Making	AI models refine campaigns based on performance data, optimizing efficiency and effectiveness.					
Positivity	AI models contribute a unique and innovative approach to marketing strategies.					
Efficiency	Beyond marketing, AI models enhance overall business efficiency.					
User Engagement	Analyzing customer feedback for continual improvement is facilitated by AI models.					
Preventing Fraud	Customer feedback undergoes continuous improvement through AI model analysis.					
Global Defense	AI models facilitate marketing to diverse international audiences, enhancing global reach.					

Consistency	Consistent brand representation across diverse channels ensures effective communication.					
Risk	AI models reduce the risk of influencer-related controversies with a controlled approach.					
Attract brand communities	AI models generate creative and engaging content effectively.					
Cost saving	Effortless scaling of campaigns across platforms is achieved with AI models.					
Emotional Intelligence	AI models demonstrate rapid adaptability to changing market trends.					
Manage Brand Communities	Identifying and targeting specific audience segments is within AI model capabilities.					
Communication	In messaging and branding, AI models ensure a harmonious expression of identity.					
Real-life constraints	AI models navigate vast information realms, crafting insightful analytics.					
Automation	Unceasing in operation, AI models connect with global audiences, perpetuating influence 24/7.					
Emotional Intelligence	In a perpetual dance, AI models engage global audiences, unveiling unparalleled advantages.					

Your Name:	
Designation:	
Email id:	

Thank you for your valuable time for this survey.