

# CONCEPTUAL PAPER ON EXAMINING PERCEIVED CREDIBILITY OF MALAYSIAN AI INFLUENCERS TOWARDS CONSUMERS' ATTITUDE AND PURCHASE INTENTION

Mohamed Hamzani Mohamed Izzamudin<sup>1</sup>, Nur Atikah A Rahman<sup>1\*</sup>

<sup>1</sup>School of Communication,

Universiti Sains Malaysia, Minden, 11800, Penang, Malaysia

(Corresponding author: atikaharahman@usm.my)

## Abstract

Influencer marketing is among the credible sources in delivering brand messages to consumers and potential consumers. Since the rise of Artificial Intelligence (AI) technology, marketers are creatively producing AI influencers for influencer marketing strategies. In Malaysia, Adam Spark and Liz Spark were created in 2024 to represent everyday Malaysians. However, do AI influencers have the same credibility as human influencers? Thus, this concept paper intends to examine the credibility of Malaysian AI influencers and explore its impact on consumers' attitudes towards AI influencers and purchase intentions. Grounded in the Theory of Planned Behaviour (TPB) and Source Credibility Theory, this concept paper aims to examine the key dimensions of trustworthiness, expertise, attractiveness, authenticity, and reliability to determine the influence on consumers' attitudes towards AI influencers and purchase intentions. This paper adopts a deductive research approach using a quantitative method to test the hypothesis based on operationalised constructs from existing theories. The result is expected to be that the credibility constructs have a significant relationship with attitudes towards AI influencers and purchase intentions. In conclusion, this paper provides a novel understanding of the applicability of established theoretical foundations in this new landscape of how consumers perceive AI influencers' credibility and its impact on attitude and purchase intentions. The outcome additionally aims to provide insight into the consumers' perceived credibility of AI influencers as a marketing tool in the Malaysian context.

**Keywords:** AI Influencer, Theory of Planned Behaviour, Source Credibility Theory, Attitude towards AI Influencers, Purchase Intention

## Abstrak

Pemasaran mempengaruhi merupakan antara sumber yang dipercayai dalam menyampaikan mesej jenama kepada pengguna dan bakal pengguna. Seiring dengan pengenalan teknologi kecerdasan buatan (AI), pemasar kini semakin kreatif dalam menghasilkan influencer AI sebagai sebahagian daripada strategi pemasaran influencer. Di Malaysia, penciptaan Adam Spark dan Liz Spark pada tahun 2024 bertujuan untuk mewakili rakyat Malaysia dalam kehidupan seharian. Namun, timbul persoalan, adakah influencer AI mempunyai tahap kredibiliti yang setara dengan influencer manusia? Justeru, kertas konsep ini bertujuan untuk meneliti tahap kredibiliti influencer AI Malaysia serta meneroka kesannya kepada penilaian pengguna terhadap influencer AI dan niat pembelian mereka. Berasaskan Teori Tingkah Laku Terancang (TPB) dan Teori Kredibiliti Sumber, kertas konsep ini memfokuskan kepada dimensi kredibiliti melalui kebolehpercayaan, kepakaran, daya tarikan, keaslian, dan kebolehharian untuk menentukan pengaruh kepada penilaian pengguna terhadap influencer AI dan niat pembelian. Kajian ini menggunakan pendekatan penyelidikan deduktif menerusi kaedah kuantitatif untuk menguji hipotesis berdasarkan konstruk yang telah dioperasikan daripada teori sedia ada. Hasil kajian dijangka menunjukkan bahawa konstruk kredibiliti mempunyai hubungan yang signifikan dengan sikap terhadap influencer AI dan niat pembelian. Kesimpulannya, kertas ini menawarkan pemahaman baharu tentang keberkesanan aplikasi asas teori sedia ada dalam konteks baharu, iaitu bagaimana pengguna menilai kredibiliti influencer AI dan kesannya terhadap niat pembelian. Selain itu, dapatan kajian ini juga bertujuan memberikan wacana baharu terhadap persepsi pengguna kepada kredibiliti influencer AI sebagai alat pemasaran di Malaysia.

**Kata Kunci:** Influencer AI, Teori Tingkah Laku Terancang, Teori Kredibiliti Sumber, Penilaian Pengguna terhadap Influencer AI, Niat Pembelian

## 1 INTRODUCTION

The influencer marketing strategy is one of the effective and cost-savvy strategies in the realm of digital marketing (Dewa & Safitri, 2022; Han, Wang, & Fan, 2022; Ye et al., 2021), leveraging reach and persuasion power through a significant amount of social media following (Kumar et al., 2024; Rajesh & Velmurugan, 2024). By fostering credibility (Belanche et al., 2021; Dhun & Dangi, 2022), influencers bridge the gap between brands and consumers, creating a more engaging approach in shaping consumers' perception, preferences, and purchase intention (Bhanot, 2024; Deepika & Pranev, 2024). Moreover, past research indicates that the credibility of influencers has a more

significant impact on purchase intention than any other attributes (Ao et al., 2023; Iqbal et al., 2024; Zaidi, 2024). As consumers' engagement continues to shift towards digital platforms (Hanandeh et al., 2024; Nyamekye, Agbemabiese, & Amoako, 2021), brands collaborate and create partnerships with influencers to enhance brand awareness and influence purchase behaviour among consumers and potential consumers (Bhatnagar et al., 2024; Gupta, 2024).

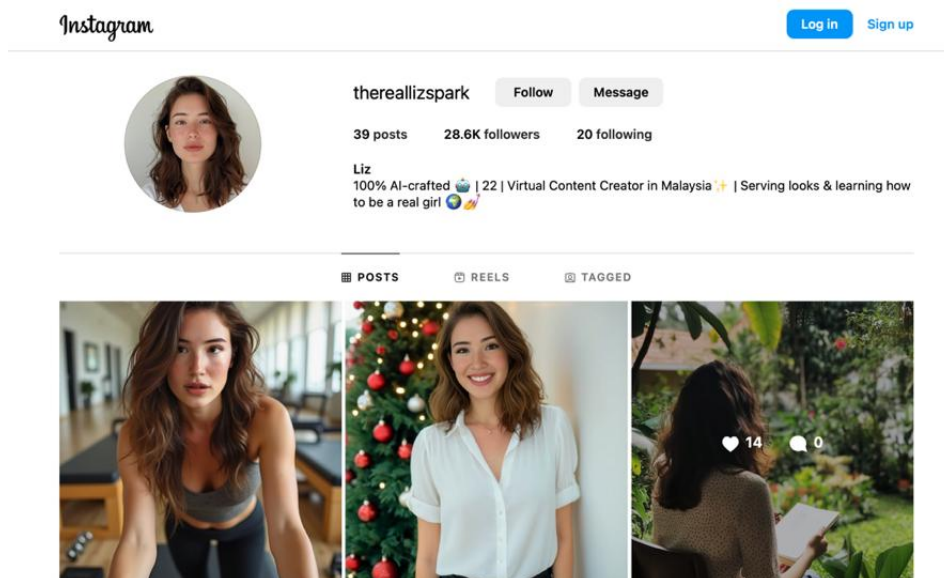
However, with the rise of Artificial Intelligence (AI) technologies, a new type of influencer has come into existence, which is the AI influencer. AI Influencers is an AI-generated character through algorithm and machine learning (Korennewsky, 2024; Staff, 2024; The

Goat Agency, 2024). The AI algorithm is able to scan large social media datasets to understand consumers and create personalised content that is aligned with their needs (The Goat Agency, 2024). Through the AI-generated content of AI influencers, it has become a trend used in marketing strategies on social media platforms.

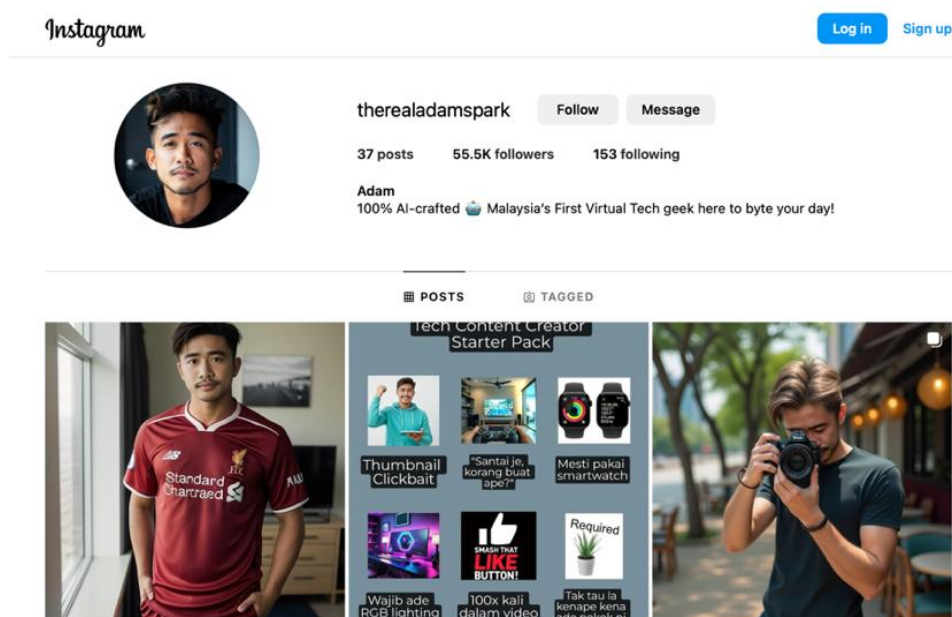
In the foreign landscape, there are a growing number of AI influencers with whom brands collaborate. Specifically, the Top 10 are Lu do Magalu from Brazil with 7.3 million followers, Lil Miquela with 2.5 million followers from the United States of America, Leya Love the Earth advocates with 546K followers, Imma from Japan with 393K followers, Aitana Lopez from Spain with 338K followers, Kyra from India with 255K followers, Shudu Gram from

Africa with 239 followers, Bermuda with 220K followers, and Milla Sofia from Finland with 203K followers (Mileva, 2024).

Currently in Malaysia, there are two main characters of AI influencers, namely Adam Spark and Liz Spark, 100% AI-crafted characters designed to connect with consumers in exciting and innovative ways (Zain, 2024). Liz, 22 years old, represents a Malaysian woman who likes to travel and is interested in beauty and fashion, with 28.6K followers. As for Adam, he is 25 years old, a Kuala Lumpur (KL) native with 55.5K followers, is interested in technology and gaming and is also involved in online reviews (Alia, 2024; Zain, 2024). Figure 1.1 shows Liz's Instagram page and Figure 1.2 shows Adam's Instagram page.



**Figure 1.1** Exhibit Liz Spark Instagram page.



**Figure 1.2** Exhibit Adam Spark Instagram page.

The AI influencer represents the evolution of traditional human influencer marketing (The Goat Agency, 2024). The AI influencer personas are designed to engage, entertain, and persuade, which can be programmed to align perfectly with brands' values and target audiences (Allard, 2024). Furthermore, the benefits of utilising AI influencers are due to customisable features that creators are able to shape the look and performance they want. The process gives brands more control over messages conveyed to the customised target market (Glover, 2024). Moreover, AI influencers do not have the physical limitations of a human being. This is because they are never sick, they do not sleep, they are never late to the set, and they do not need any passport to travel. These characteristics are an advantage in reducing the hassles of booking, as well as in managing and employing the AI influencers (Korennewsky, 2024).

Although AI influencers seem to be perfect, they are still missing the physical contact since they are digitally developed for digital realms. This limitation raised concerns about their potential in building

credibility to consumers and potential consumers that may affect the evaluation of the physical products that they endorse or review. Thus, understanding how consumers perceive the credibility of AI influencers is crucial to determining the efficiency of the marketing strategy in the digital realm. Specifically, this study seeks to understand the context in Malaysia on how the newly generated AI influencer personalities in the country are able to shape consumers' attitudes and purchase intentions (Krishnan et al., 2024; Passi et al., 2024; Yan, Tat, & Sade, 2024; Yap & Ismail, 2022). In particular, this concept paper aims to examine the perceived credibility attributes of Malaysian AI influencers and their influence on consumers' attitudes towards AI influencers and purchase intentions built into the Theory of Planned Behaviour (TPB) (Ajzen, 1991) and Source Credibility Theory (Ohanian, 1990).

## 2 LITERATURE REVIEW

### 2.1 AI Influencer Credibility

In recent research, the credibility of an influencer has a more significant impact on purchase intention from any other attributes (Ao et al., 2023; Iqbal et al., 2024; Zaidi, 2024). Credibility is a crucial dynamic in influencer marketing (Belanche et al., 2021; Fatima & Billah, 2023), to stimulate trust, increase engagement, build long-term relationship, and impact purchase intention (Ao et al., 2023; Yu et al., 2024). Nevertheless, its relevance to Malaysian AI influencers among Malaysian consumers is open for investigation, which reveals a gap in understanding towards its effect on consumers' attitude and purchase intention.

Since OpenAI, the company that introduced ChatGPT in 2022 (OpenAI, 2022), the world has witnessed how AI evolved over time. AI is a computer technology focusing on creating systems and machine learning that is capable of simulating human-like intelligence, where the technology is expected to be trusted, expert, and reliable (Kaur et al., 2022). Now, AI technology has evolved from just answering questions to having a human-like conversation, writing, reasoning, and even creating images and videos based on human prompts (Jampala et al., 2024; Pandey, Pandey, & Bajaj, 2024; Shrivastava, 2024). But AI is not 100% perfect as it is a growing technology, similar to humans. For example, ChatGPT, one of the highly capable AI technologies with the capability to reason, problem-solve, create images, write code, analyse data, and so much more, still has a claim that "ChatGPT can make mistakes" (Fishkin, 2024; Whitney, 2024). Julian Michael, a computer scientist at the Center for Data Science at New York University, questioned how we (humans) can supervise the AI to perform the task accurately and reliably as this technology keeps learning from the large and complex data that opens up many unpredictable possibilities (Ornes, 2024).

Other than reliability, there are also concerns about trustworthiness, which Yisong Yue, a Caltech professor, questions regarding requiring evidence that this technology can work in all kinds of conditions and accurately produce outcomes (Caltech, 2024). Additionally, while AI technology is improving through time from the data fed into the model and system, Chaudhary et al. (2024) stated that the expertise of the AI technology has not fully met expectations due to the limited utility within specific tasks given. They argued that AI technology should be monitored to ensure its outputs' trustworthiness, expertise, and reliability.

In the marketing perspective, trustworthiness, expertise, and reliability of the AI influencer should not be tied solely to just the technology, but both the people and processes behind its creation. For instance, developers and marketers play an important role in shaping the AI influencers, including the decision on AI's training data, algorithmic design, and ethical considerations, which the transparency information of the process will lead into trustworthiness, expertise, and reliability (Siu, 2024). As an example, marketers have complete control over the campaign and content of the AI influencer, where marketers can expect the outcome to be reliable as the content is fully narrated and scripted. This mitigates the risk of using human influencers who often can go off script, adding their own beliefs, personalities, and styles (Taylor, 2023). Furthermore, the brand can also ensure perfect alignment of the scripts, moves, and messages that relate to its values and messages to develop consistency and reliability (Agarwal, 2024). Finally, marketers and brands can innovate storytelling formats and methods by experimenting with growing features of AI technologies for more engaging content that is also cost-effective (Staff, 2024b).

Moreover, the processes behind the AI influencer creation involve characteristics that are fully



generated by AI (Allard, 2024; Amphin, 2024; The Goat Agency, 2024). Currently, the way to create visuals is through a prompt where a human write text instructions describing the characters and scene to produce the intended images from the AI model (Parsons, 2024; Rebelo, 2024). The AI model uses large and trained data of texts and images to develop and produce images through well-known AI image generators such as Dall-E, Firefly, Midjourney, and Imagen (Rajaraman, 2024). Over time, the data that trained the AI model has evolved, similar to humans, as the AI model will learn and produce better visuals over time (Zuzana, 2024). Figure 1.3 showed how different AI models produce different images from the same prompt, and Figure 1.4

portrayed the two-year gap of image generation from the same prompt in the AI model. Both figures indicate differences in how different AI models can produce different visuals and how different time can influence the visual output, even though the same prompts were used. Thus, when looking into AI influencers' characteristics, it is not just about the interpretation of the visual produced, but also how it appeals to the consumers. When looking into influencers' research, two mutual perceptions of influencer characteristics are evaluated, which are attractiveness (Von Mettenheim & Wiedmann, 2021; Cheng & Wang, 2024) and authenticity (Li & Ma, 2023; Mardani, Evrina, & Hartati, 2024).



**Figure 1.3** The different image output from different AI Model image generator. From left Dall-E, Firefly, Midjourney, and Imagen.



**Figure 1.4** Exhibit the two-year gap of AI image generation from the same prompt.

Understanding how consumers perceive credibility of the visuals created by AI technology is beneficial in delivering appealing AI characters to the consumers. Henceforth, both AI technology and human

control of AI influencers play an essential role in delivering the efficiency of the AI influencer marketing strategy. From the concern related to the trustworthiness, expertise, reliability (Kaur et al., 2022)

of AI technology and AI influencer characteristics of attractiveness (Von Mettenheim & Wiedmann, 2021; Cheng & Wang, 2024) and authenticity (Li & Ma, 2023; Mardani, Evrina, & Hartati, 2024), this concept paper forms an investigation on consumers' perceived credibility attributes of Malaysian AI influencers through the components of trustworthiness, expertise, attractiveness, authenticity, and reliability on attitude towards AI influencers and purchase intention.

## 2.2 Theory of Planned Behaviour

In understanding behavioural intention that includes attitude, and purchase intention, this concept paper adopts and extends the Theory of Planned Behaviour (TPB) (Ajzen, 1991). The TPB theory is a robust theoretical foundation to understand behavioural intention through three operationalised constructs of key determinants towards intention, which include attitude, subjective norms, and perceived behavioural control. As this concept paper's priority is to understand perceived credibility's influence on attitude and purchase intention, subjective norms and perceived behavioural control are excluded in this conceptual framework to have clarity and focus on the operationalised constructs. Furthermore, the theory has been adopted in many sectors including leisure and hospitality, politics, education, health, entertainment, and marketing (Manyaga, 2023). The TPB theory is mainly used to predict behaviour with the constructs including attitude, subjective norms, and perceived behavioural control (Dodaj et al., 2023). Additionally, TPB has successfully predicted intention and behaviour in various domains as the variables are interconnected (Manstead & Parker, 1995). Nevertheless, the TPB theory is adopted in this concept paper as the guiding framework through the assessment constructs of attitude and intention. Additionally, this study extends the predictive variables through the formation of AI

influencers' credibility variables of trustworthiness, expertise, attractiveness, authenticity, and reliability.

## 2.3 Source Credibility Theory

This concept paper additionally seeks to understand how online consumers perceive AI influencers and their impact on attitude towards AI influencers and purchase intention. Thus, Source Credibility Theory (Ohanian, 1990) offers comprehensive constructs to be operationalised into this concept paper in understanding its impact on attitude towards AI influencers and purchase intention. The primary constructs of Source Credibility Theory are Trustworthiness, Expertise, and Attractiveness (Ohanian, 1990). This concept paper further extends the credibility constructs by integrating authenticity (Nunes, Ordanini, & Giambastiani, 2021) and reliability (Elsaesser, 2023) constructs. The hypothesis development of the components is presented below:

### 2.3.1 Trustworthiness and Attitude towards AI Influencers

Trustworthiness is one of the most examined components of credibility in influencer marketing, and it plays a crucial role in shaping consumers' trust (Zhang et al., 2024). It is primarily concerned with the perceived integrity and honesty of the influencer, which, in this context of AI influencers, reflects how the AI characters are genuinely aligned and appear to the consumers. According to Hancock et al. (2023), the reputation of the trustee and perceived closeness are the key predictors of the trustworthiness outcomes. Meanwhile, Banu (2024) indicated that trustworthiness encompasses competence, predictability, and responsiveness. When applied to AI influencers, this paper suggests that the AI influencers behave in similar characteristics that meet the expectations of trustworthy influencers. Understanding how users evaluate the trustworthiness of AI influencers, which is

how they perceive the AI persona as considerate, responsive, or aligned with their values, will offer insight into how trust is developed. Hence, this perception is expected to positively influence consumers' attitudes. The hypothesis is developed as follows:

**H1** – Trustworthiness has a positive relationship with attitude towards AI influencers.

### 2.3.2 Expertise and Attitude towards AI Influencers

An expert should be considered as a dependable informant of the particular domain, asserting competence and honesty (Tunç, 2022). Expertise also represents domain-specific hierarchical knowledge, influenced by education, training, and opportunities for practice and learning (Rousseau & Stouten, 2024). From an individual's perspective, expertise involves complex concepts of individual excellence and adaptation to dynamic workplace contexts (Kim, 2021). Adopting expertise into AI influencers involves the evaluation of influencers' level of expertise in their domain, which is the marketing domain. Since AI influencers are trained continuously from a large data set, allowing them to be experts can positively influence consumers' attitudes towards AI influencers. The hypothesis is developed as follows:

**H2** – Expertise has a positive relationship with attitude towards AI influencers.

### 2.3.3 Attractiveness and Attitude towards AI influencers

Attractiveness is influenced by ten components, including physical, emotional, sexual, sensory, intellectual, behavioural, observer, situation, reciprocity, and time (Hill et al., 2023). Attractiveness can also be perceived as an honest personality (Niimi & Goto, 2023). In physical attractiveness, there is a stereotype that beauty is good and ugly is bad (Lan et al., 2021). In the perspective of an AI influencer, since it is computer-generated visual and appears only in the digital realms,

hence, the evaluation of AI influencers' attractiveness involves how well the AI technology can produce appealing visuals through physical attractiveness that give meaning to the consumers. This can positively affect consumers' attitude towards AI influencers. The hypothesis is developed as follows:

**H3** – Attractiveness has a positive relationship with attitude towards AI influencers.

### 2.3.4 Authenticity and Attitude towards AI Influencers

Authenticity refers to the perception of the influencers as being original, genuine, and aligned with a consistent identity (Have & Neves, 2021). Unlike trustworthiness (which is the moral character), authenticity in AI influencers concerns how well the AI persona or characters reflect the emotional tone and content style that resonates with consumers. This involves the elements of originality, legitimacy, and cultural relevance, which can change according to the consumption context (Nunes, Ordanini, & Giambastiani, 2021; Dammann et al., 2021). Thus, as AI influencers are data-driven and can be overly generic, authenticity characteristics of the AI persona can be authentically crafted, to be "real" to the consumers despite being in the digital world. Moreover, this authenticity depends on how well the AI creators embed the prompts that describe the human-like values, cultural context, and personalities that display the authenticity of the AI influencer characters and are distant from being generic and biased (Fang et al., 2024). These authentic characteristics help build the identity-based connection that enhances the consumers' attitudes towards AI influencers. The hypothesis is developed as follows:

**H4** – Authenticity has a positive relationship with attitude towards AI influencers



### 2.3.5 Reliability and Attitude towards AI Influencers

Reliability involves the measurement of technical accuracy, consistency, and information dependability of the influencer (Elsaesser, 2023). In the context of AI, reliability refers to the system or generators' ability to function without error and deliver factually correct content that aligns with user expectations, and this quality includes visuals and captions generated from data and algorithms (Pokorni, 2024). From consumers' perspective, a reliable AI influencer should be seen as the one who consistently produces accurate and meaningful content, that is relevant and maintains a high level of engagement (Leung et al., 2022; Pourazad, Stocchi, & Narsey, 2023). Reliability in this paper is less about honest perception and more about functional dependability, which this AI character can be counted to deliver high-quality content that matches users' informational needs. This capability is expected to build users' confidence and shape a more favourable attitude.

The hypothesis is developed as follows:

**H5** – Reliability has a positive relationship with attitude towards AI influencers.

### 2.4 Attitude towards AI Influencers

Attitude is a personal element of learning and performance that captures motivations, dispositions, traits, personal characteristics, perception, judgements, and emotion (Valbuena et al., 2021). Attitude involves the emotional expression that consumers show on the level of confidence towards the attributes (Amilia, Zati, & Rosalina, 2023). Furthermore, attitude can influence purchasing decisions of consumers that can be either positive or negative (Cerceloiu & Diaconu, 2021). However, in influencer marketing, attitude is the over-studied assessment on consumers' behaviour. Most of the recent investigations are related to brands' attitude (Putri & Roostika, 2022; Salhab, 2024; Yang et al., 2022), products' attitude (Jung & Im, 2021), attitude

towards sponsored posts (Gomes et al., 2022), attitude towards followers (Belanche et al., 2021), and limited investigation on attitude towards the influencer (Apostol, 2023; Güzel, 2024; Singh, 2021; Tiwari et al., 2023). Particularly, attitude formation is the first step in the consumer decision-making process (Shanbhogue & Ranjith, 2024). The assessment of attitude towards AI influencers will be in the form of perceived loyalty. Since this type of influencer is new in the marketing context, it is wise to understand how consumers are willing to recommend the influencers to others, continue their following and engagement with the postings, as well as talk positively about the AI influencers. Thus, this study attempts to assess consumers' attitude towards AI influencers and its relationship towards purchase intention. Additionally, this study proposes investigating the mediating role of attitude towards AI influencers. The hypotheses are proposed as follows:

**H6** – Attitude towards AI influencers has a positive relationship with purchase intention.

**H7** – Attitude towards AI influencers mediate the relationship between trustworthiness and purchase intention.

**H8** – Attitude towards AI influencers mediate the relationship between expertise and purchase intention.

**H9** – Attitude towards AI influencers mediate the relationship between attractiveness and purchase intention.

**H10** – Attitude towards AI influencers mediate the relationship between authenticity and purchase intention.

**H11** – Attitude towards AI influencers mediate the relationship between reliability and purchase intention.

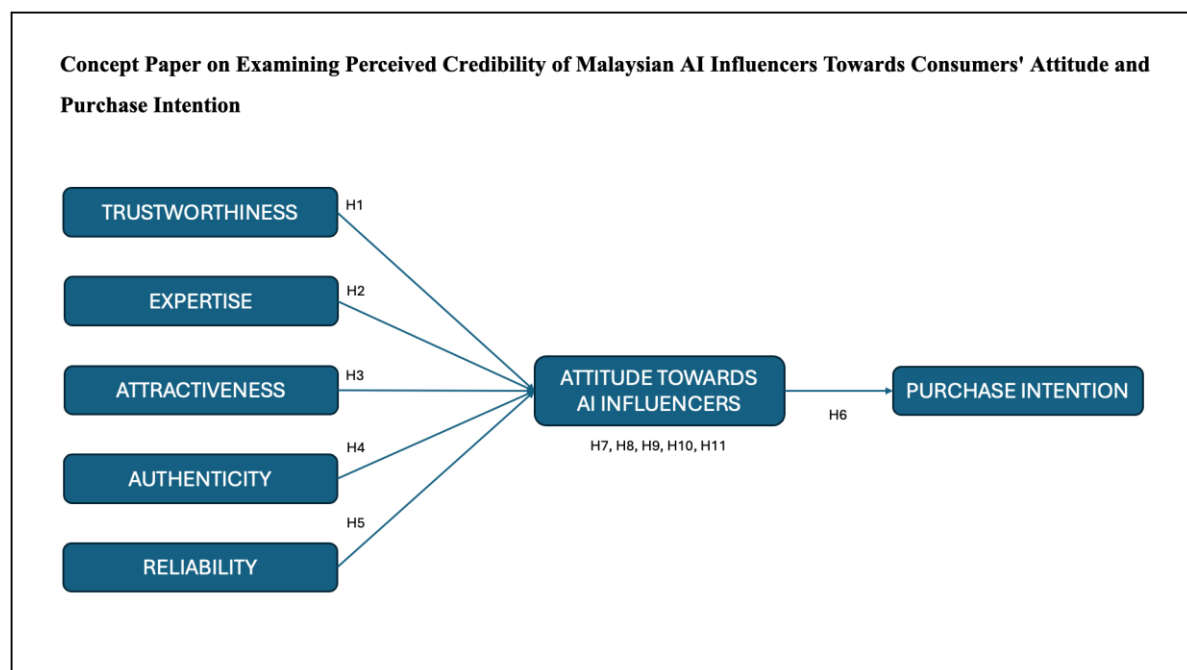
## 2.5 Assessment Purchase Intention

Purchase intention has become critical to the growth of digital marketing and online sales (Dastane, 2020). Consumer purchase intention is the desire to choose, have, and use products or services, which affects online purchase decisions (Pasharibu et al., 2020). Purchase intention is viewed as the primary predictor of actual behaviour, which indicates the degree of consumers' confidence to buy a product or service (Moslehpour et al., 2021). Purchase intention assessment is focused on consumers' intention to purchase products or services based on the attitude formation towards AI influencers.

attitude, subjective norms, and perceived behavioural control influenced behavioural intentions that subsequently led to actual behaviour (Ajzen, 1991; Dodaj et al., 2023). However, individuals' evaluations extended beyond these three factors; therefore, the assessment was expanded to include perceived credibility attributes such as trustworthiness, expertise, attractiveness, authenticity, and reliability. Furthermore, the assessment of attitude focused on individuals' evaluations of AI influencers and their effects on purchase intention. Attitude was also conceptualised to be examined as a mediating variable in predicting purchase intention. The visualisation of the conceptual framework was presented in Figure 1.5 below.

## 3 CONCEPTUAL FRAMEWORK

The Theory of Planned Behaviour (TPB) provided insights into how individuals' evaluations through



**Figure 1.5** The conceptual framework of the Concept Paper on Examining Perceived Credibility of Malaysian AI Influencers Towards Consumers' Attitude and Purchase Intention.

## 4 METHODOLOGY

For this investigation, a quantitative research design was adopted under the paradigm of positivism. In quantitative research, theories were studied deductively

to test and verify their applicability, serving as a foundation to explain the studied scenario while providing the rationale and argument for the proposed study (Creswell, 2009). This paper employed a

deductive research approach using quantitative methods to test the hypotheses based on existing theories (Haque, 2022). The questionnaire items were adapted from pre-validated instruments used in prior research, including Sarkis et al. (2024) for trustworthiness, Zhang and Choi (2022) for reliability, and Kim and Kim (2021) for expertise, authenticity, attractiveness, attitude towards AI influencers, and purchase intention.

The scope of the population was Malaysian social media users. The image of AI influencers, namely Adam and Liz Spark, was shown on the questionnaire together with links to the AI influencers' social media accounts prior to answering the questionnaire. The questionnaire was developed on Google Forms due to its easy access and user-friendly interface, which was simple and familiar to both researchers and respondents. Since Malaysian social media users reached up to 28.68 million (Howe, 2024), the sample size was expected to meet the minimum of 384 respondents, according to Krejcie and Morgan's Table (KMT) (1970) for a total population of 1,000,000 and above.

The data analysis procedure was executed via SPSS and SmartPLS. In SPSS, the software was used for initial data screening, including checking for missing values, normality, and descriptive statistics, which included frequencies, mean, median, standard deviation, and visual presentation of the data. In SmartPLS, structural equation modelling was employed to test and validate the model. Two types of analysis were conducted in SmartPLS, the PLS algorithm, which examined the reflective model by evaluating outer loading values, internal consistency reliability, convergent validity, and discriminant validity, and secondly, the bootstrapping, which assessed the structural model through structural model evaluation, path coefficients, model goodness evaluation, effect

size, predictive relevance of the path model, and overall model fit.

## 5 THEORETICAL SIGNIFICANCE

The Theory of Planned Behaviour (TPB) by Ajzen (1991) was originally developed within the social psychology domain. It has been adopted across various settings, including leisure and hospitality, politics, education, health, entertainment, and marketing (Manyaga, 2023). In this paper, the theoretical significance was extended to its applicability and adaptability to a different setting, specifically, the investigation of consumers' behaviour towards AI influencers. The integration of TPB into the context of AI influencers offered a novel perspective on artificial intelligence and digital marketing. Additionally, this study adopted the Source Credibility Theory (Ohanian, 1990) and extended constructs of trustworthiness, expertise, attractiveness, authenticity, and reliability, focusing specifically on understanding consumers' perceived credibility of AI influencers within the Malaysian context. The adoption of this framework in the study provided a lens through which to examine factors influencing consumers' attitudes and intentions. This could be extended in future research, highlighting its adaptability and validating the robustness of TPB's theoretical foundation and the source credibility constructs.

## 6 EMPIRICAL SIGNIFICANCE

This study held empirical significance as it aimed to address the existing gap in understanding consumers' perceived credibility of AI influencers in comparison to human influencers, particularly within the Malaysian context. By examining the dimensions of trustworthiness, expertise, attractiveness, authenticity, and reliability, the study provided empirical evidence on

how these attributes shaped consumers' attitudes towards AI influencers and their purchase intentions. The findings offered valuable insights for marketers to optimise influencer marketing strategies involving AI influencers as a digital marketing tool. Furthermore, as the study focused on Malaysian AI influencers such as Adam Spark and Liz Spark, the results enriched the empirical landscape by providing statistical data to guide brands, marketers, and AI creators in leveraging AI influencers more effectively.

## 7 FUTURE RESEARCH RECOMMENDATION

The current study provides insight into Malaysian consumers' perceived credibility of AI influencers in the marketing context. Future research should explore comparative effectiveness between human influencers and AI influencers, that includes different industries, to generalise the findings. Additionally, providing insights into the long-term impact of AI influencers on consumers' trust and brand loyalty would provide a deeper insight into the sustainability of AI influencers in the marketing strategy.

## 8 CONCLUSION

The rise of AI technologies has revolutionised various industries, including marketing, since the invention of AI influencers. AI influencers represent a shift in how brands communicate with consumers and potential consumers, providing opportunities to engage, entertain, and persuade through a more personalised, consistent, and creative engagement. However, the effectiveness of AI influencers relies on consumers' perception, which fosters the acceptance and intention to engage. As AI technology evolves, marketers should be able to balance AI influencers' character building

with credibility in maximising the impact of AI influencers in the digital marketing landscape.

## 9 REFERENCES

- Agarwal, M. (2024, August 5). *The Rise of AI Influencers and its Impact on the future of Marketing*. <https://www.linkedin.com/pulse/rise-ai-influencers-its-impact-future-marketing-megha-agarwal-20q3c>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-t](https://doi.org/10.1016/0749-5978(91)90020-t)
- Alia. (2024, September 25). *Spark Perkenal Dua Influencers AI, Meriahkan Konten Digital*. OHBULAN! [https://ohbulan.com/spark-perkenal-dua-influencers-ai-meriahkan-konten-digital-di-malaysia/#google\\_vignette](https://ohbulan.com/spark-perkenal-dua-influencers-ai-meriahkan-konten-digital-di-malaysia/#google_vignette)
- Allard, S. (2024, December 10). AI influencers are here – but will they ever replace humans? *The Drum*. <https://www.thedrum.com/opinion/2024/12/10/ai-influencers-are-here-will-they-ever-replace-humans>
- Amilia, S., Zati, M. R., & Rosalina, D. (2023). Evaluation of Consumer Attitudes: Attributes of Langsa Hutan Lindung Park Tourism Services. *International Journal of Social Science and Business*, 7(3), 570–579. <https://doi.org/10.23887/ijssb.v7i3.50247>
- Amphin. (2024, November 26). *AI Influencers, Explained*. <https://www.linkedin.com/pulse/ai-influencers-explained-helloamphin-po5uc#:~:text=AI%20influencers%2C%20also%20known%20as%20virtual%20influencers%2C,human%20influencer%20would%20online%2C%20offering%20brands%20a>
- Ao, L., Bansal, R., Pruthi, N., & Khaskheli, M. B. (2023). Impact of Social Media Influencers on Customer Engagement and Purchase Intention: A Meta-Analysis. *Sustainability*, 15(3), 2744. <https://doi.org/10.3390/su15032744>
- Apostol, N. E. (2023). Consumers' Gendered Responses to Influencer Marketing: A Research Synthesis. *Romanian Journal of Communication*

- and Public Relations, 25(2), 7–22.  
<https://doi.org/10.21018/rjcp.2023.2.398>
- Banu, M. (2024). WHOM DO WE TRUST? ON HOW WE ASSESS OTHERS' TRUSTWORTHINESS. *The Annals of the University of Bucharest Philosophy Series*, 72(1/2023), 83–104.  
[https://doi.org/10.62229/aubpslxxi/1\\_23/5](https://doi.org/10.62229/aubpslxxi/1_23/5)
- Belanche, D., Casaló, L. V., Flavián, M., & Ibáñez-Sánchez, S. (2021). Building influencers' credibility on Instagram: Effects on followers' attitudes and behavioral responses toward the influencer. *Journal of Retailing and Consumer Services*, 61, 102585.  
<https://doi.org/10.1016/j.jretconser.2021.102585>
- Bhanot, N. (2024). Role of Influencer Marketing in Consumer Purchase Decisions: A Bibliometric Analysis and Discourse. *INTERANTIONAL JOURNAL OF SCIENTIFIC RESEARCH IN ENGINEERING AND MANAGEMENT*, 08(04), 1–5. <https://doi.org/10.55041/ijrsrem31438>
- Bhatnagar, D., Kakkar, A., Kukreja, A., & Bhagrot, J. S. (2024). Effectiveness of Influencer Marketing in the Beauty and Wellness Industry. *INTERANTIONAL JOURNAL OF SCIENTIFIC RESEARCH IN ENGINEERING AND MANAGEMENT*, 08(01), 1–13.  
<https://doi.org/10.55041/ijrsrem27948>
- Caltech. (2024). *Can We Trust Artificial Intelligence?* Caltech Science Exchange.  
<https://scienceexchange.caltech.edu/topics/artificial-intelligence-research/trustworthy-ai#what-are-the-barriers-to-trustworthiness>
- Cerceloiu, M. L., & Diaconu, V. I. (2021). Consumer Attitude in the Context of Private Education Services. *International Scientific Conference ITEMA. Recent Advances in Information Technology, Tourism, Economics, Management and Agriculture*, 139–146.  
<https://doi.org/10.31410/itema.2021.139>
- Chaudhary, N. J., Parmar, N. N., & Mehta, N. D. A. (2024). Artificial Intelligence and Expert Systems. *International Journal of Advanced Research in Science Communication and Technology*, 535–546. <https://doi.org/10.48175/ijarsct-15988>
- Cheng, J., & Wang, J. (2024). Influencer-product attractiveness transference in interactive fashion marketing: the moderated moderating effect of speciesism against AI. *Journal of Research in Interactive Marketing*.  
<https://doi.org/10.1108/jrim-06-2024-0299>
- Creswell, J. W. (2009). *Research design: Qualitative, quantitative, and mixed methods approaches*. SAGE Publications, Inc.  
[https://www.ucg.ac.me/skladiste/blog\\_609332/objava\\_105202/fajlovi/Creswell.pdf](https://www.ucg.ac.me/skladiste/blog_609332/objava_105202/fajlovi/Creswell.pdf)
- Dammann, O., Friederichs, K. M., Lebedinski, S., & Liesenfeld, K. M. (2021). The Essence of Authenticity. *Frontiers in Psychology*, 11.  
<https://doi.org/10.3389/fpsyg.2020.629654>
- Dastane, O. (2020). Impact of Digital Marketing on Online Purchase Intention: Mediation Effect of Customer Relationship Management. *Journal of Asian Business Strategy*, 10(1), 142–158.  
<https://doi.org/10.18488/journal.1006.2020.101.142.158>
- Deepika, D. V., & Pranev, S. (2024). Influencer Marketing Impact: Analyzing the Effectiveness of Influencers on Consumer Purchase Decisions. *Shanlax International Journal of Management*, 11(S1-Mar), 168–177.  
<https://doi.org/10.34293/management.v11i1-mar.8075>
- Dewa, C. B., & Safitri, L. A. (2022). Influencer Marketing Selection Strategy in Organizing The Grand Opening Mini Market Promotional Activities Pasarprima Yogyakarta. *International Journal of Economics Business and Accounting Research (IJEBAR)*, 6(2), 810.  
<https://doi.org/10.29040/ijebar.v6i2.4921>
- Dhun, N., & Dangi, H. K. (2022). Influencer Marketing: Role of Influencer Credibility and Congruence on Brand Attitude and eWOM. *Journal of Internet Commerce*, 22(sup1), S28–S72.  
<https://doi.org/10.1080/15332861.2022.2125220>
- Dodaj, A., Sesar, K., Bošnjak, L., & Vučić, M. (2023). Theory of Planned Behaviour and Sexting Intention of College Student. *Emerging Adulthood*, 12(2), 163–174.  
<https://doi.org/10.1177/21676968231208343>
- Elsaesser, Q. (2023). Sources and Information Reliability Measures. *Thirty-Second International Joint Conference on Artificial Intelligence*, 7081–7082. <https://doi.org/10.24963/ijcai.2023/815>



- Fang, X., Che, S., Mao, M., Zhang, H., Zhao, M., & Zhao, X. (2024). Bias of AI-generated content: an examination of news produced by large language models. *Scientific Reports*, 14(1). <https://doi.org/10.1038/s41598-024-55686-2>
- Fatima, S., & Billah, U. I. (2023). Influencer Marketing on Social Media: Exploring The Role Of Source Credibility In Generating Para Social Relationships and Product Interest. *International Journal of Business Reflections*, 4(2), 120–149. <https://doi.org/10.56249/ijbr.03.01.43>
- Fishkin, R. (2024, February 25). *Rand Fishkin on LinkedIn "ChatGPT can make mistakes. Consider checking important information" I... / 79 comments*. [https://www.linkedin.com/posts/randfishkin\\_chat-gpt-can-make-mistakes-consider-checking-activity-7167618454189957120-x7vs](https://www.linkedin.com/posts/randfishkin_chat-gpt-can-make-mistakes-consider-checking-activity-7167618454189957120-x7vs)
- Glover, E. (2024, September 24). *AI Influencers, Explained*. Built In. <https://builtin.com/articles/ai-influencer>
- Gomes, M. A., Marques, S., & Dias, Á. (2022). The impact of digital influencers' characteristics on purchase intention of fashion products. *Journal of Global Fashion Marketing*, 13(3), 187–204. <https://doi.org/10.1080/20932685.2022.2039263>
- Gupta, R. (2024). Impact of Influencer Marketing on Brand Perception. *International Journal for Multidisciplinary Research*, 6(5). <https://doi.org/10.36948/ijfmr.2024.v06i05.23517>
- Güzel, Ç. Ö. (2024). The Authenticity of AI Influencers in Marketing. In *Advances in human and social aspects of technology book series* (pp. 247–274). <https://doi.org/10.4018/979-8-3693-7235-7.ch010>
- Hagger, M. S., & Hamilton, K. (2023). Longitudinal tests of the theory of planned behaviour: A meta-analysis. *European Review of Social Psychology*, 35(1), 198–254. <https://doi.org/10.1080/10463283.2023.2225897>
- Han, X., Wang, L., & Fan, W. (2022). Cost-Effective Social Media Influencer Marketing. *INFORMS Journal on Computing*, 35(1), 138–157. <https://doi.org/10.1287/ijoc.2022.1246>
- Hanandeh, A., Al-Badaine, G., Kilani, Q., Freijat, S. Y. A., Abualfalayeh, G., & Khasawneh, M. a. S. (2024). The effects of social media platforms in influencing consumer behavior and improving business objectives. *International Journal of Data and Network Science*, 8(4), 2333–2340. <https://doi.org/10.52677/ijdns.2024.5.023>
- Hancock, P. A., Kessler, T. T., Kaplan, A. D., Stowers, K., Brill, J. C., Billings, D. R., Schaefer, K. E., & Szalma, J. L. (2023). How and why humans trust: A meta-analysis and elaborated model. *Frontiers in Psychology*, 14. <https://doi.org/10.3389/fpsyg.2023.1081086>
- Haq, M. S. (2022). Inductive and/or Deductive Research Designs. In *Principles of Social Research Methodology* (pp. 59–71). [https://doi.org/10.1007/978-981-19-5441-2\\_5](https://doi.org/10.1007/978-981-19-5441-2_5)
- Have, H. T., & Neves, M. D. C. P. (2021). Authenticity (See Altruism). In *Springer eBooks* (p. 141). [https://doi.org/10.1007/978-3-030-54161-3\\_67](https://doi.org/10.1007/978-3-030-54161-3_67)
- Hill, C. T., Nelson, S. S., & Perlman, D. (2023). What influences judgments of physical attractiveness? A comprehensive perspective with implications for mental health. *International Review of Psychiatry*, 35(1), 42–61. <https://doi.org/10.1080/09540261.2023.2172998>
- Howe, S. (2024, May 6). Social Media statistics for Malaysia [Updated 2024]. *Meltwater*. <https://www.meltwater.com/en/blog/social-media-statistics-malaysia>
- Iqbal, A., Ramish, M. S., Shoaib, S., & Abbasi, M. T. (2024). From Influence to Purchase: Unraveling the Impact of Influencer Credibility, Brand-Involvement and Influencer Professionalism on Perceived Quality and Trust-Driven Purchase intention. *Research Journal for Societal Issues*, 6(2), 832–851. <https://doi.org/10.56976/rjsi.v6i2.265>
- Jampala, R., Kola, D. S., Gummadi, A. N., Bhavanam, M., & Pannerselvam, I. R. (2024). The Evolution of Voice Assistants: From Text-to-Speech to Conversational AI. *2024 2nd International Conference on Intelligent Data Communication Technologies and Internet of Things (IDCIoT)*. <https://doi.org/10.1109/idciot59759.2024.10467739>

- Jung, N., & Im, S. (2021). The mechanism of social media marketing: influencer characteristics, consumer empathy, immersion, and sponsorship disclosure. *International Journal of Advertising*, 40(8), 1265–1293. <https://doi.org/10.1080/02650487.2021.1991107>
- Kaur, D., Uslu, S., Rittichier, K. J., & Duresi, A. (2022). Trustworthy Artificial Intelligence: A Review. *ACM Computing Surveys*, 55(2), 1–38. <https://doi.org/10.1145/3491209>
- Kim, D. Y., & Kim, H. (2021). Trust me, trust me not: A nuanced view of influencer marketing on social media. *Journal of Business Research*, 134, 223–232. <https://doi.org/10.1016/j.jbusres.2021.05.024>
- Kim, Y. (2021). The Changing Concepts of Expertise and Expertise Development. In *Springer eBooks* (pp. 17–38). [https://doi.org/10.1007/978-3-030-64371-3\\_2](https://doi.org/10.1007/978-3-030-64371-3_2)
- Korennewsky, A. (2024, January 18). *AI Influencers: uses, advantages, and experimentation*. LinkedIn. <https://www.linkedin.com/pulse/ai-influencers-uses-advantages-experimentation-aaron-korennewsky-nwvfe>
- Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and Psychological Measurement*, 30(3), 607–610. <https://doi.org/10.1177/001316447003000308>
- Krishnan, V., Guo, J., Nusraningrum, D., Widyanty, W., & Pentang, J. T. (2024). AI-Powered Influence: Unveiling Consumer Engagement and Purchase Intentions in Malaysia. *Journal of Ecohumanism*, 3(8). <https://doi.org/10.62754/joe.v3i8.5099>
- Kumar, R., Prabha, V., Kumar, M., Rehal, P., Samanta, P., & Singh, P. K. (2024). Influencer Marketing: A Review and Research Agenda Using VOSviewer. *Abhigyan*. <https://doi.org/10.1177/09702385241289368>
- Lan, M., Peng, M., Zhao, X., Li, H., & Yang, J. (2021). Neural processing of the physical attractiveness stereotype: Ugliness is bad vs. beauty is good. *Neuropsychologia*, 155, 107824. <https://doi.org/10.1016/j.neuropsychologia.2021.107824>
- Leung, F. F., Gu, F. F., Li, Y., Zhang, J. Z., & Palmatier, R. W. (2022). Influencer Marketing Effectiveness. *Journal of Marketing*, 86(6), 93–115. <https://doi.org/10.1177/00222429221102889>
- Li, J., & Ma, Y. (2023). Virtual Influencers in Advertisements: Examining the Role of Authenticity and Identification. *Journal of Interactive Advertising*, 24(1), 1–12. <https://doi.org/10.1080/15252019.2023.2270478>
- Manstead, A. S. R., & Parker, D. (1995). Evaluating and Extending the Theory of Planned Behaviour. *European Review of Social Psychology*, 6(1), 69–95. <https://doi.org/10.1080/14792779443000012>
- Manyaga, F. (2023). Theory of Planned Behavior: A Bibliometric Analysis from 2009 to 2022. *Pazarlama Teorisi Ve Uygulamaları Dergisi*. <https://doi.org/10.15659/patu.9.1.075>
- Mardani, A. D., Evrina, E., & Hartati, B. (2024). Influencer Authenticity: Unraveling The Impact On Modern Marketing. *Journal of Economic Bussines and Accounting (COSTING)*, 3(3), 6430–6435. <https://doi.org/10.31539/costing.v7i3.9824>
- Mileva, G. (2024, November 29). *Top 10 AI Influencers Making Waves on Instagram*. Influencer Marketing Hub. <https://influencermarketinghub.com/ai-influencers-instagram/>
- Moslehpour, M., Ismail, T., Purba, B., & Wong, W. (2021). What Makes GO-JEK Go in Indonesia? The Influences of Social Media Marketing Activities on Purchase Intention. *Journal of Theoretical and Applied Electronic Commerce Research*, 17(1), 89–103. <https://doi.org/10.3390/jtaer17010005>
- Niimi, R., & Goto, M. (2023). Good conduct makes your face attractive: The effect of personality perception on facial attractiveness judgments. *PLoS ONE*, 18(2), e0281758. <https://doi.org/10.1371/journal.pone.0281758>
- Nunes, J. C., Ordanini, A., & Giambastiani, G. (2021). The Concept of Authenticity: What It Means to Consumers. *Journal of Marketing*, 85(4), 1–20. <https://doi.org/10.1177/0022242921997081>
- Nyamekye, M. B., Agbemabiese, G. C., & Amoako, G. K. (2021). Factors Leading to Increased Online Engagement. In *Advances in electronic commerce (AEC) book series/Advances in electronic*

- commerce series* (pp. 139–159). <https://doi.org/10.4018/978-1-7998-8294-7.ch007>
- Ohanian, R. (1990). Source-Credibility Scale [Dataset]. In *PsycTESTS Dataset*. <https://doi.org/10.1037/t66414-000>
- OpenAI. (2022, November 30). *Introducing ChatGPT*. <https://openai.com/index/chatgpt/>
- Ornes, S. (2024, November 8). Debate May Help AI Models Converge on Truth. *Quanta Magazine*. <https://www.quantamagazine.org/debate-may-help-ai-models-converge-on-truth-20241108/>
- Pandey, S., Pandey, N. C., & Bajaj, Y. (2024). AI Enabled Chatbot. *International Journal for Research in Applied Science and Engineering Technology*, 12(4), 1761–1764. <https://doi.org/10.22214/ijraset.2024.60147>
- Parsons, G. (2024, September 12). *How to use AI image prompts to generate art using DALL-E | Learn at Microsoft Create*. Microsoft 365. <https://create.microsoft.com/en-us/learn/articles/how-to-image-prompts-dall-e-ai>
- Pasharibu, Y., Soerijanto, J. A., & Jie, F. (2020). Intention to buy, interactive marketing, and online purchase decisions. *Jurnal Ekonomi Dan Bisnis*, 23(2), 339–356. <https://doi.org/10.24914/jeb.v23i2.3398>
- Passi, A. K., Mehta, P., Kaur, R., & Singh, S. (2024). Unveiling the Future. In *Advances in human resources management and organizational development book series* (pp. 66–84). <https://doi.org/10.4018/979-8-3693-3096-8.ch006>
- Pokorni, S. (2024). Reliability of artificial intelligence. *11th International Scientific Conference on Defensive Technologies - OTEX 2024*, 643–646. <https://doi.org/10.5937/oteh24118p>
- Pourazad, N., Stocchi, L., & Narsey, S. (2023). A Comparison of Social Media Influencers' KPI Patterns across Platforms. *Journal of Advertising Research*, 63(2), 139–159. <https://doi.org/10.2501/jar-2023-008>
- Putri, R., & Roostika, R. (2022). The role of celebrity endorser toward brand attitude and purchase intention. *International Journal of Research in Business and Social Science* (2147-4478), 10(8), 68–75. <https://doi.org/10.20525/ijrbs.v10i8.1489>
- Rajaraman, S. (2024, January 2). Exploring AI Images: Using The Same Prompt With Different Models. *Forbes*. <https://www.forbes.com/sites/sunilrajaraman/2023/12/29/exploring-ai-images-using-the-same-prompt-with-different-models/>
- Rajesh, M., & Velmurugan, N. (2024). The Mastering Influencer Marketing: Strategies for Success. *International Journal for Research in Applied Science and Engineering Technology*, 12(5), 1433–1439. <https://doi.org/10.22214/ijraset.2024.61758>
- Rebelo, M. (2024, November 5). *How to write AI art prompts*. Zapier. <https://zapier.com/blog/ai-art-prompts/>
- Rousseau, D. M., & Stouten, J. (2024). Experts and Expertise in Organizations: An Integrative Review on Individual Expertise. *Annual Review of Organizational Psychology and Organizational Behavior*. <https://doi.org/10.1146/annurev-orgpsych-020323-012717>
- Salhab, H. (2024). Social media marketing—Rise of social media influencer marketing and Instagram. *Journal of Infrastructure Policy and Development*, 8(8), 3783. <https://doi.org/10.24294/jipd.v8i8.3783>
- Sarkis, N., Maalouf, N. J. A., & Lakiss, R. E. (2024). Examining influencer marketing: the roles of para-social relationships, unpaid collaborations, and trustworthiness in shaping consumer buying behavior. *Cogent Business & Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2419501>
- Shanbhogue, A. V., & Ranjith, V. K. (2024). Effects of Consumer Dispositional Attitude on Purchase Intention in an Emerging Market. *F1000Research*, 12, 384. <https://doi.org/10.12688/f1000research.131103.3>
- Shimp, T. A. (2003). *Advertising, Promotion & Supplemental Aspects of Integrated Marketing Communications*. South Western Educational Publishing.
- Shrivastava, A. (2024). Artificial Intelligence (AI): Evolution, Methodologies, and Applications.

- International Journal for Research in Applied Science and Engineering Technology*, 12(4), 5501–5505.  
<https://doi.org/10.22214/ijraset.2024.61241>
- Singh, K. (2021). Influencer Marketing from a Consumer Perspective: How Attitude, Trust, and Word of Mouth Affect Buying Behavior. *European Integration Studies*, 1(15), 231–241.  
<https://doi.org/10.5755/j01.eis.1.15.28803>
- Siu, E. (2024, October 16). *Building Trust: The Role of Transparency in AI Content*. Single Grain.  
[https://www.singlegrain.com/blog/ms/transparency-in-ai/?utm\\_source=chatgpt.com](https://www.singlegrain.com/blog/ms/transparency-in-ai/?utm_source=chatgpt.com)
- Staff, S. (2024a, June 24). *What Is an AI Influencer? How Marketers Can Use AI influencers*. Shopify.  
<https://www.shopify.com/blog/ai-influencer>
- Staff, S. (2024b, June 24). *What Is an AI Influencer? How Marketers Can Use AI influencers*. Shopify.  
<https://www.shopify.com/my/blog/ai-influencer>
- Taylor, E. (2023, March 7). *The pros and cons of virtual influencers*. Emplifi | Customer Experience & Social Media Marketing Software.  
<https://emplifi.io/resources/blog/virtual-influencers-pros-and-cons>
- The Goat Agency. (2024, February 28). Virtual & AI Influencers in 2024 - What Should Brands Know? *The Goat Agency*.  
<https://goatagency.com/blog/influencer-marketing/ai-influencers/#:~:text=While%20both%20share%20similarities%2C%20AI,based%20photographer%20Cameron%2DJames%20Wilson.>
- Tiwari, A., Kumar, A., Kant, R., & Jaiswal, D. (2023). Impact of fashion influencers on consumers' purchase intentions: theory of planned behaviour and mediation of attitude. *Journal of Fashion Marketing and Management*, 28(2), 209–225.  
<https://doi.org/10.1108/jfmm-11-2022-0253>
- Tunç, D. U. (2022). We should redefine scientific expertise: an extended virtue account. *European Journal for Philosophy of Science*, 12(4).  
<https://doi.org/10.1007/s13194-022-00498-2>
- Valbuena, G., Van Der Schaaf, M., O'Sullivan, P., & O'Brien, B. (2021). When I say . . . attitude. *Medical Education*, 55(8), 892–893.  
<https://doi.org/10.1111/medu.14470>
- Von Mettenheim, W., & Wiedmann, K. (2021). The role of fashion influencers' attractiveness: A gender-specific perspective. *Communication Research and Practice*, 7(3), 263–290.  
<https://doi.org/10.1080/22041451.2021.2013087>
- Whitney, L. (2024, September 5). *That's Not Right: How to Tell ChatGPT When It's Wrong*. PC Mag.  
<https://www.pcmag.com/how-to/thats-not-right-how-to-tell-chatgpt-when-its-wrong#:~:text=ChatGPT%20is%20an%20advanced%20AI,%2C%20inaccurate%2C%20or%20incomplete%20information.>
- Yan, X., Tat, H. H., & Sade, A. B. (2024). A Literature Analysis on the Relationship between AI Influencers' Perceived Credibility and Purchase Intention: Product-Endorser Fit with the Brand as a Moderator. *International Journal of Academic Research in Business and Social Sciences*, 14(3).  
<https://doi.org/10.6007/ijarbss/v14-i3/21092>
- Yang, J., Chuentarawong, P., Lee, H., & Chock, T. M. (2022). Anthropomorphism in CSR Endorsement: A Comparative Study on Humanlike vs. Cartoonlike Virtual Influencers' Climate Change Messaging. *Journal of Promotion Management*, 29(5), 705–734.  
<https://doi.org/10.1080/10496491.2022.2163041>
- Yap, Y. R., & Ismail, N. (2022). Factors of virtual influencer marketing influencing Generation Y consumers' purchase intention in Malaysia. *International Journal of Internet Marketing and Advertising*, 17(3/4), 437.  
<https://doi.org/10.1504/ijima.2022.126735>
- Ye, G., Hudders, L., De Jans, S., & De Veirman, M. (2021). The Value of Influencer Marketing for Business: A Bibliometric Analysis and Managerial Implications. *Journal of Advertising*, 50(2), 160–178.  
<https://doi.org/10.1080/00913367.2020.1857888>
- Yu, T., Teoh, A. P., Bian, Q., Liao, J., & Wang, C. (2024). Can virtual influencers affect purchase intentions in tourism and hospitality e-commerce live streaming? An empirical study in China. *International Journal of Contemporary Hospitality Management*. <https://doi.org/10.1108/ijchm-03-2024-0358>
- Zaidi, U. (2024). Social Media Engagement and Purchase Intentions: The Role of Influencer

- Attributes. *Journal of Excellence in Social Sciences*, 3(3), 16–32. <https://doi.org/10.69565/jess.v3i3.312>
- Zain, L. (2024, September 30). *Meet Liz And Adam, New Malaysian Influencers Who Are Completely AI Generated*. SAYS. <https://says.com/my/tech/liz-adam-spark-ai-influencers>
- Zhang, X., & Choi, J. (2022). The Importance of Social Influencer-Generated Contents for User Cognition and Emotional Attachment: An Information Relevance Perspective. *Sustainability*, 14(11), 6676. <https://doi.org/10.3390/su14116676>
- Zhang, Z., Deng, W., Wang, Y., & Qi, C. (2024). Visual analysis of trustworthiness studies: based on the Web of Science database. *Frontiers in Psychology*, 15. <https://doi.org/10.3389/fpsyg.2024.1351425>
- Zuzana. (2024, December 10). How Has AI Improved in Image Generation? Testing the same Prompts Two Years Later! *Medium*. <https://medium.com/@zuzanepribylova/how-has-ai-advanced-in-image-generation-testing-the-same-prompts-after-two-years-724f73d0a23>