

Investigating the influence of deepfakes on social media advertising value and brand engagement: the mediating role of trust

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Abstract:

The advancement of artificial intelligence and machine learning has led to increased usage of deepfakes in advertising. However, limited research has been conducted to understand its influence on consumer behavior. This paper aims to review the existing deepfake advertising and online advertising value literature to develop a conceptual framework that enhances understanding of the influence of deepfake advertising value attributes on social media advertising value. In addition, the mediation effect of customer trust between advertising value and brand engagement. Furthermore, the moderating effect of cognitive load between deepfake advertising attributes and social media advertising value. This paper sheds light on the influence of deepfake-based advertisements on consumer behavior.

Key words: Deepfakes, Social media advertising value, Engagement

Track: Advertising and marketing communications