AI-mazing Influence on the Gram: Reimagining the Smart Marketing landscape on Instagram and exploring Consumer Attitudes to AI Influencers.

Talalah Khan
Florida State University
Akansha Kharkwal
Florida State University
Sindy Chapa
Florida State University
Noverah Khan
Purdue University

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Abstract: This study conducts a content analysis of Instagram posts by AI influencers to examine their impact on consumer engagement and sentiment. Focusing on three types of AI influencers, CGI humans, non-humans, and animated humans, the research identifies dominant trends in their endorsements, tones, and audience reactions. The findings reveal that female-presenting CGI influencers dominate the industry, particularly in fashion and beauty categories. Their endorsements frequently employ a playful tone, making them relatable and engaging for audiences. Consumer sentiment towards AI influencers is predominantly positive, driven by their novelty and creativity, but some skepticism and negativity arise towards hyper-realistic CGI influencers, as their lifelike appearances can evoke feelings of discomfort or mistrust (often referred to as the "uncanny valley" effect). These results highlight the growing influence of AI-driven marketing strategies and underscore the importance of balancing relatability and realism in designing AI influencer personas to sustain audience trust and engagement.

Keywords: AI influencers, smart marketing, consumer attitudes

Track: Digital Marketing and Social Media