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Artificial Intelligence & Its Influence: Decoding The Consumer Mindset

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This study evaluates AI product purchasing decisions influenced by social media influencers through practical testing of ELM and the Source Credibility Model. The research evaluates customer product purchase choices concerning the four credibility elements alongside entertainment value informational value and influencer attractiveness. The structured conceptual model shows how credibility with entertainment components leads to central and peripheral processing whereas both informational value and attractiveness directly influence customer choices. The research shows that credibility features with entertainment value directly impact consumer purchasing behavior because they use the dual-path mechanism of the ELM. наòа I Technology tools maintain existing features since customers rely on trust elements and emotional engagement factors when making decisions. The Source Credibility Model receives validation since experts with proven trustworthiness enable customers to adopt positive attitudes toward AI products. Emerging market tech firms together with marketers can utilize this study to determine successful strategies for AI marketing through credible influencers. Consumer acceptance increases from trustworthy emotional relationships more than from instrumental information combined with visual aesthetics. Future research should examine how AI marketing influences consumer behavior alongside changes in influencer disclosure transparency across various cultural contexts.

1. Introduction

Artificial intelligence converts machines into intelligent devices that duplicate human thinking capabilities through their learning abilities and problem-solving functions combined with logic functions and their capability to adapt to input variations. The numerous Artificial Intelligence applications extend from robotics to predictive analytics to machine learning and natural language processing. Artificial intelligence operates as a disruptive technological force for the twenty-first century that improves business operations with enhanced automated functions and personalized interactions for customers (Hamadaqa et al., 2024).

Artificial Intelligence implements fundamental changes to the operational functions of businesses in healthcare, finance, retail, and entertainment market segments. Artificial Intelligence-based chatbots enable consumer interactions by generating personalized recommendations that improve shopping experiences. Media businesses leverage Artificial Intelligence systems to forecast market patterns and create one-to-one marketing initiatives based on data (Huang & Rust, 2021). Industrialized nations worldwide have used artificial intelligence technology implementation worldwide to achieve business excellence alongside stronger customer relations according to Choi et al. (2022). The early stage of Artificial Intelligence development in Pakistan makes the country along with other developing nations optimal for future growth in this field. The limited availability of consumer behavior research at a local level hinders companies that wish to deploy widespread Artificial Intelligence-based technologies involving digital marketing along with customer relationship management systems and e-commerce features. The implementation of Artificial Intelligence technology needs complete knowledge of customer behavior patterns in this specific sector. Contemporary businesses gain market intelligence effectively through influencer analysis on social media platforms regarding consumer perspectives on artificial intelligence products (Gerlich, 2023).

AI technology introduces multiple business opportunities into the Pakistani market to assist different sectors in growth while addressing primary issues (Hussain, 2024). Wang et al. (2021) demonstrated that diagnostic instrument-backed AI telemedicine solutions enhance medical care while linking more health providers with rural patients through their network. AI technology deployed in education platforms produces automatic assessment systems that combine with personalized educational tracks to create diverse learning possibilities and provide fair educational access across all regions of Pakistan. Pakistan's agricultural foundation derives its economic significance from Artificial Intelligence innovations that generate accurate farming and weather-pest systems that boost production yield and minimize operational costs. Artificial Intelligence has found its place in Pakistani industry sectors across a wide range of business operations at this present point.

The Artificial Intelligence market in Pakistan expands through core sectors of healthcare education agriculture and banking as well as energy management. Artificial Intelligence provides defense functions that include cybersecurity and surveillance and it enhances entertainment with customized features that offer content recommendations. The developing technological sector of Pakistan implements Artificial Intelligence to support multiple dimensions of technology expansion economic development and societal improvements. The state-of-the-art technology enables Pakistan to enhance its manufacturing

sector and establish itself as the regional AI leader by developing talent within the country while adopting domestic technology.

Customers base their purchasing behaviors at the time of purchase primarily on the credibility level which determines trust development while building brand loyalty. Customer confidence rises towards buying as expert approval and secured product delivery both reduce brand trust uncertainties. Customers gain awareness of investment results through an organization's credible reputation when dealing with high-priced sensitive items. The foundation of company credibility depends on delivering honest content with reliable messages through exceptional customer care systems. Customers require both product certifications and client reviews to demonstrate product reliability so they will make a purchasing decision. Entrepreneurs need to establish substantial trust-based relationships because protecting customer credibility is the only way to develop enduring client alliances and obtain repeat purchases.

By adding entertaining elements to advertising communications brands can improve customer engagement since it causes better retention of factual product details within brand associations. Competitive markets become more interested in humorous advertising content with compelling narratives that result in enduring brand memory. When consumers develop brand-supporting emotions with their favorite brands they become loyal supporters who eventually perform brand-related purchases.

The customer decision process receives immediate influence from informative value since customers can use knowledge-based selection methods. Full product disclosure along with complete educational measures showing its features and advantages and relative information builds trust between customers and their purchases. Products achieve higher selling success rates through fully detailed and transparent information presented in advertising descriptions. Clients recognize business credibility through review sections combined with guide recommendations and FAQ pages which show operational commitment to their customers. Consumer decisions become simpler through product information that meets the individual needs of customers. A company that avoids wrong or misleading information while delivering useful and transparent communications will sustain successful purchasing patterns among customers.

Consumers rely on the attractive aspects present in all media and fashion as well as cosmetic product sectors to make their shopping decisions. Advertising mainly attracts customers through emotional pulls that make them examine products. The introduction of artificial intelligence technology provides equal advantages to Pakistan and other developing economies following efficient implementation by industrialized nations in the first stage. Artificial Intelligence produces solutions that help drive advancement in healthcare education and agricultural industries for social along with economic development. The Pakistani industry presents optimal conditions for Artificial Intelligence deployment across e-commerce banking sectors and logistics sectors because businesses need new approaches to boost their market standing for current consumer needs.

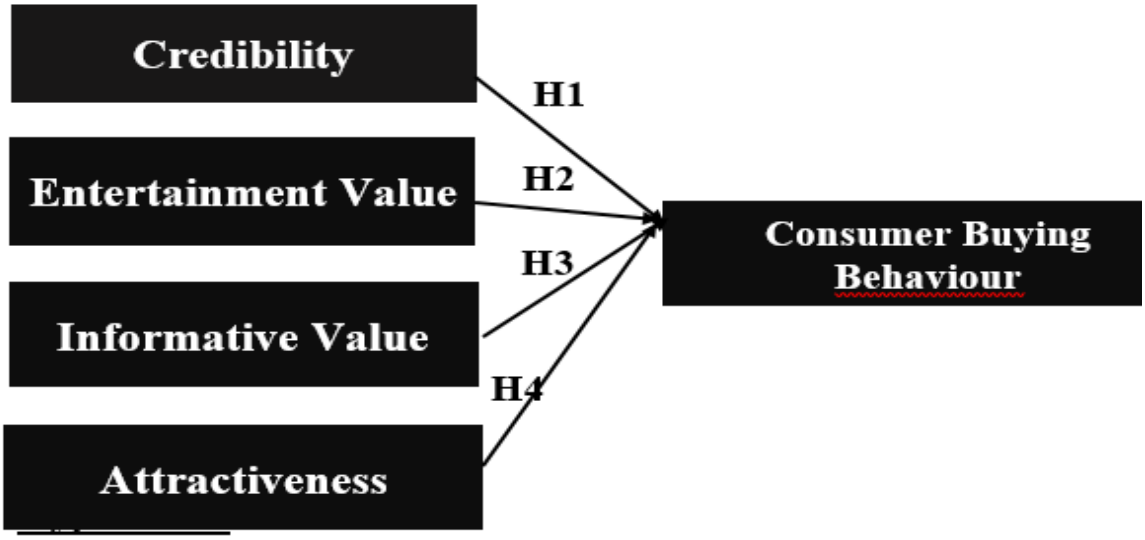
A comprehensive implementation of Artificial Intelligence advantages across multiple business areas allows organizations to experience exceptional growth combined with enhanced

efficiency and new innovations which positions them as leaders in global markets. The way consumers behave when they buy products remains essential for comprehension of market changes and the creation of business strategies that succeed. Many variables which include psychological aspects together with social elements and cultural and economic aspects influence consumer purchasing decisions (Kotler & Keller 2016). The rapidly changing global market demands business organizations to adjust their strategies suitably for shifting customer demands and technological improvements while complying with cultural value changes (Solomon, 2018). Business success depends heavily on marketing efforts that precisely align with consumer behavior predictions because this competitive advantage reduces future risks (Akbar et al., 2021).

Understanding consumer behavior creates special obstacles alongside possibilities within the Artificial Intelligence market sector. The continuous evolution of technology and societal preferences demands precise trend predictions from Artificial Intelligence-driven businesses because of their critical importance (Choi et al., 2022). Sophisticated models are required to handle the multiple psychological elements and social interactions as well as cultural elements (Huang & Rust, 2021). The essentiality of dynamic Artificial Intelligence solutions adaptations serves businesses to maintain their competitive edge alongside establishing trust within the modern global environment (Khan et al., 2023). This paper investigates consumer behavior influenced by social media influencers by examining four main questions: Credibility of Social Media Influencers on Consumer Buying Behaviour, Entertainment Value of Social Media Influencers on Consumer Buying Behaviour Information Value of Social Media Influencers on Consumer Buying Behaviour. and Attractiveness of Social Media Influencers on Consumer Buying Behaviour.

This research fills the knowledge gap about the effects that social media influencers have on consumer actions regarding the Artificial Intelligence industry despite its underexplored nature. The research explores influencer characteristics including credibility and entertainment together with information value and attractiveness to generate usable recommendations for Artificial Intelligence companies regarding their marketing strategy development. The insights provide businesses with methods to boost consumer involvement and develop trust relationships along with satisfaction levels for ongoing market leadership in evolving international market conditions. This research enables the creation of data-driven Artificial Intelligence models that utilize consumer-centric approaches to make accurate digital marketing trend predictions and support decision-making. The research addresses missing information regarding the mutual relationships between social media influencer attributes and consumer buying practices within the Artificial Intelligence domain. Determination of how influencers drive purchase choices exists mainly for different business sectors but lacks extensive understanding of the Artificial Intelligence industry in developing countries such as Pakistan. The research demonstrates the significance of social media influencer marketing for quick-changing high-tech industries through its focus on the Artificial Intelligence industry.

Figure No 1: Conceptual Framework



2. Literature Review

2.1 Development of the Theoretical Framework

The research base utilizes Petty and Cacioppo ELM (Elaboration Likelihood Model) combined with Hovland et al. Source Credibility Model. Based on The Source Credibility Model the level of persuasion depends on competence along with trustworthy attributes and attractive characteristics. Users obtain security from AI tool influencers when they provide reliable content that delivers technical and accurate performance.

According to the ELM, people choose to process information either logistically through central route routes or visually through peripheral route routes depending on whether their decisions lean toward detailed logic or visual factors and entertainment value. The successful implementation of central route persuasion approaches through AI technology can be attributed to its delivery of helpful information since these tools normally seem complicated. Presentation quality which is both aesthetically pleasing and visually attractive leads consumers to make decisions when they have limited involvement in the decision-making process. It is vital to develop credibility alongside emotional engagement when elucidating AI technologies in Pakistan since its consumers lack sufficient understanding of AI technology. Influencers who deliver basic explanations about AI through trusted content that contains relatable components develop stronger relationships with their followers which produces higher adoption rates.

2.2 Credibility and Consumer Buying Behavior

Social media influencers (SMIs) foster trust among consumers and drive purchase intentions since their credibility comprises three dependent characteristics including trustworthiness expertise and authenticity per Hamadaqa et al. (2024). According to Sokolova & Kefi (2020), consumers trust their purchases more from reliable influencers because these influencers successfully cut down the risk consumers perceive during purchase decisions. The

combined transparency of expertise develops more powerful brand trust according to Liu et al. (2021) as well as Jin et al. (2019) who proved that credibility produces enduring consumer commitment. AI marketing solutions implement credibility features that help resolve customer skepticism about using such technology. Customers feel better about purchasing a product when influencers demonstrate their competence with artificial intelligence according to Dwivedi et al. (2023). The research data confirms the Source Credibility Model predictions (Hovland et al., 1953) showing how expert influencers make consumers behave differently by reducing uncertainty and increasing brand perception in a positive way.

2.3 Attractiveness of Social Media Influencers and Consumer Buying Behavior

Consumer purchasing behavior reacts substantially to the physical attractiveness of Social Media Influencers since this quality develops both brand symbolism and purchasing choice intentions. Current research confirms that product-quality attitudes improve through the use of attractive influencers primarily within low-involvement product domains (Jin et al., 2019). People make their initial decisions based on superficial cues per the Elaboration Likelihood Model (ELM) because attractiveness functions as one such cue (Petty & Cacioppo, 1986). Attractive social media influencers gain positive effects on brand perception to increase consumer brand interest and drive customers toward brand purchases (Sokolova & Kefi, 2020). The attractive personality traits of influencers make consumers feel more confident about their purchases and bond more strongly with brands (Liu et al. 2021). Social media influencers become more attractive to consumers because this strategy enhances brand awareness thus increasing opportunities to purchase products.

2.4 Entertainment Value of Social Media Influencers and Consumer Buying Behavior

Through entertaining content social media influencers (SMIs) enhance brand recall and emotional customer relationships that lead to purchase decisions by their audience (Sokolova & Kefi, 2020). When SMIs use entertaining content they provide narratives through humorous material to guide potential buyers toward stronger purchasing outcomes (Jin et al., 2019). Entertainment marketing triggers standard emotional responses which build brand recognition and deepen customer loyalty (Ladhari et al., 2020). Consumers who interact with enjoyable content gain a better understanding of marketing materials which boosts their acceptance of information through elements represented in the Elaboration Likelihood Model that affects low-involvement purchasing decisions (Liu et al., 2021). The application of AI in marketing depends heavily on influencer involvement to present basic explanations of advanced products that lead to improved product adoption (Dwivedi et al., 2023).

2.5 Informational Value of Social Media Influencers and Consumer Purchase Behavior

Social media influencers (SMIs) information significantly impacts consumer purchasing through their effects on intent and the reduction of risks while enhancing trust in brands. Through dependable detailed information, social media influencers aid consumers in making precise purchases, especially at the level of advanced products like AI (Liu et al., 2021). Reliable experts from Sokolova & Kefi (2020) share information that establishes consumer confidence for improved purchase quality. The level of skepticism rises among customers towards advanced products like AI because of their technical complexities so they need

accurate product information in order to better understand the product. The presentation of utilization-oriented information by influencers decreases consumer perceptions of product risks while boosting their faith in products and brands according to Jin et al. (2019). People who are high-involvement consumers use the central route of the Elaboration Likelihood Model to seek detailed information about useful things as described by Petty & Cacioppo (1986). Dwivedi et al. (2023) found that information influencers successfully launch new markets because the majority of people do not understand advanced technologies such as AI. Through informative content delivery influencers enable customers to grasp new concepts thus keeping consumers motivated to purchase the products.

H1: Consumer trust in Artificial Intelligence products is positively impacted by influencer credibility.

H2: The emotional connection with Artificial Intelligence goods is improved by influencer entertainment value.

H3: Purchase intentions for Artificial Intelligence goods are raised and perceived risk is decreased by influencer informational value.

H4: Consumer perceptions of Artificial Intelligence product quality and attitudes are improved by influencer attractiveness.

3. Methodology

3.1 Research Design and Approach

A causal (explanatory) research design functions in this study to evaluate variables and establish statistical relationships between them. The research design uses a cross-sectional methodology to acquire data within determined time frames according to Levin (2008). The research adopts a positivist approach that bases its analysis on objective variable relationships according to Saunders, Lewis, and Thornhill (2019). The research uses a deductive approach to examine the hypotheses about influencer credibility and consumer action related to Artificial Intelligence.

3.2 Instrument

The research used structured questionnaires with validated scales to evaluate all constructs included in the conceptual model. The five-point Likert rating scale provided numerical data about participant responses between the strongly disagree and strongly agree spectrum for every variable measurement. The established 5-item scale derived from Ohanian (1990) evaluated source trustworthiness, expertise, and reliability to measure the independent variable credibility. Researchers in advertising and consumer behavior use this psychometrically strong scale because of its widespread applications in their work. The first sub-variable of consumer behavior behavior which assesses media resource enjoyment used a 4-item scale derived from Ducoffe (1996) to evaluate amusement, emotional connection, and amusement levels in media content. The entertainment value of marketing content refers to its ability to sustain consumer attention according to this methodological scale. The perception of promotional message usefulness and relevance and informational content was measured

through a 5-item adapted scale from Ducoffe (1996). This construct helps determine if promotional information provides new knowledge regarding the advertised product and service. The assessment of marketing content visual appeal and physical attractiveness that comprises attractiveness came from Ohanian (1990) and used a newly developed 4-item survey. The measurement tool includes standardized statements about the extent to which viewers let physical appearance affect their understanding and awareness of the source. The Consumer Buying Behavior scale consists of five items developed from the original MacKenzie and Lutz (1989) work that Yoo et al. (2000) modified for enhancement. The assessing instrument evaluates consumer purchase behavior and purchasing intentions through different advertisement content features that influence message perception and acceptance.

3.3 Data Collection and Sampling

This research adopts a quantitative approach that measures the effects of influencer credibility together with entertainment value informational value and attractiveness on customer behavior using survey-based primary data collection. The analytical subject includes social media users who use Artificial Intelligence products. The selected representative participants are based on convenience random selection.

The research gathered information through online surveys combined with direct questionnaire distribution. The researchers focused on selecting staff members who met the criteria of education and understanding to complete the questionnaire independently. The overall questionnaire distribution reached 400 subjects while 378 participants returned valid responses. The respondents confirmed their agreement to participate before the researchers explained the research purpose.

4. Data Analysis

The study employs SmartPLS for statistical analysis (Sebjan & Tominc, 2015). The research employs several testing approaches which cover correlation analysis together with measurement model evaluation and research model assessment. The research adopts Structural equation modeling (SEM) with partial least squares (PLS) to analyze data through PLS-SEM in SmartPLS 4 software according to Ringle et al. (2012). Testing for PLS-SEM proves its capacity to handle data noise and missing values as well as skewness and multicollinearity in addition to performing with small sample sizes better than covariance-based SEM (Cassel et al., 2000).

Table No 1: Measurement Model

Construct	Item	Loading	Cronbach's Alpha	rho_A	Composite Reliability (CR)	AVE
Credibility	CRD1	0.823	0.847	0.850	0.895	0.680
	CRD2	0.788				
	CRD3	0.804				
	CRD4	0.765				
	CRD5	0.791				
Entertainment Value	ENT1	0.802	0.832	0.840	0.884	0.655
	ENT2	0.786				

Table No 1: Measurement Model

Construct	Item	Loading	Cronbach's Alpha	rho_A	Composite Reliability (CR)	AVE
	ENT3	0.834				
	ENT4	0.799				
Information Value	INF1	0.815	0.861	0.868	0.903	0.700
	INF2	0.823				
	INF3	0.826				
	INF4	0.859				
	INF5	0.802				
Attractiveness	ATT1	0.791	0.818	0.823	0.873	0.635
	ATT2	0.788				
	ATT3	0.812				
	ATT4	0.805				
Consumer Buying Behavior	CBB1	0.812	0.854	0.861	0.898	0.689
	CBB2	0.834				
	CBB3	0.801				
	CBB4	0.827				
	CBB5	0.792				

Table No 2: Discriminant validity, HTMT

Constructs	Credibility	Entertainment Value	Information Value	Attractiveness	Consumer Buying Behavior
Credibility	—				
Entertainment Value	0.694	—			
Information Value	0.742	0.701	—		
Attractiveness	0.679	0.725	0.688	—	
Consumer Buying Behavior	0.762	0.748	0.779	0.733	—

4.1 Measurement Analysis

The study's construct reliability and validity determination utilized partial least squares structural equation modeling (PLS-SEM). The research evaluated indicator reliability as well as internal consistency reliability together with convergent validity and discriminant validity. The research team checked the outer loading values of all measurement items. According to Hair et al. (2019), standardized loadings greater than 0.700 demonstrate acceptable indicator reliability for the constructs and their measurement items. The research showed reliable indicator measurement because all component loads exceeded 0.700 with a range from 0.765 to 0.859. The analysis validated internal consistency using both Cronbach's alpha and composite reliability (CR). The study demonstrated positive measurement results since Cronbach's alpha and CR values surpassed the 0.700 minimum thresholds and encompassed 0.818 to 0.861 and 0.873 to 0.903 respectively (Hair et al., 2021). The constructs show strong

evidence of internal consistency according to these results. The analysis of convergent validity relied on the Average Variance Extracted (AVE). Global researchers Fornell and Larcker (1981) state that adequate convergent validity exists when construct AVE surpasses 0.50 which demonstrates that the construct explains a minimum of 50% of its indicator variance. The convergent validity assessment confirmed suitable results for every construct because all AVE values fell between 0.635 and 0.700.

The Heterotrait-Monotrait (HTMT) ratio of correlations provided discriminant validity assessment in this study because Henseler et al. (2015) designated it as a better method than the Fornell-Larcker criterion. The HTMT value criterion of 0.90 or less indicates separate empirical status between constructs according to Henseler et al. (2015). All pairs of constructs displayed HTMT values below 0.90 with measurements ranging from 0.679 to 0.779 thus confirming robust discriminant validity.

Table No 3: Structural Analysis

Hypothesis	Path	β (Beta)	t-value	p-value	Decision
H1	Credibility → Consumer Buying Behavior	0.312	3.148	0.002	Accepted
H2	Entertainment Value → Consumer Buying Behavior	0.284	2.962	0.004	Accepted
H3	Information Value → Consumer Buying Behavior	0.087	1.455	0.147	Rejected
H4	Attractiveness → Consumer Buying Behavior	0.054	1.102	0.271	Rejected

4.2 Structural Analysis

The evaluations of the structural model assessed both the intensity and statistical importance of relationships between the analyzed constructs. By employing PLS-SEM with bootstrapping and 5,000 resamples the proposed hypotheses were tested through path coefficients (β), t-values, and p-values. Consumer Buying Behavior is positively impacted through both Credibility (β = 0.312, t = 3.148, p = 0.002) and Entertainment Value (β = 0.284, t = 2.962, p = 0.004). The study results validate H1 and H2 so trust in the message source along with message entertainment value increases purchase likelihood for consumers. Research results revealed no substantial connection between Information Value and Attractiveness (β = 0.087, t = 1.455, p = 0.147) and (β = 0.054, t = 1.102, p = 0.271) with consumer buying behavior. The data did not support hypotheses H3 and H4 indicating that being informative and visually appealing do not independently drive buying behavior when using the YouTube platform.

The statistical model explains 57.4% of buying behavior changes through Credibility, Entertainment Value, Information Value and Attractiveness The research model demonstrates strong explanatory power because its R^2 value exceeds 0.50 which qualifies as moderate to substantial by Hair et al. (2021).

5. Discussion &Conclusion

Consumer responses regarding their behavior toward Artificial Intelligence products show that social media influencers (SMIs) play a significant role in shaping these behaviors. Multiple research models validate the analysis through the Elaboration Likelihood Model (ELM) (Petty & Cacioppo, 1986) along with the Source Credibility Model (Hovland et al,

1953) which supports how influencer credibility together with entertainment value informational value, and attractiveness result in significant effects on consumer trust, emotional engagement, purchase intentions, product perception.

Analysis results demonstrate that the credibility of influencers influences consumers to trust Artificial Intelligence technology-based products positively. When consumers discover influencers who demonstrate both understanding and reliability about Artificial Intelligence they become highly trustworthy which minimizes doubtable sentiments and strengthens their confidence in AI-based solutions (Hamadaqa et al, 2024). Perceived risk in high-involvement purchases significantly decreases because of credible influencers as previous studies have shown (Suganya & Bawa, 2024). Studies show that the entertainment qualities of influencers improve emotional involvement with Artificial Intelligence products (H2). The use of engaging content by Blanche et al. (2021) makes Artificial Intelligence products more accessible to consumers by closing the gap between user experience and complex technology. The ELM peripheral route pathway illustrates how involving influencers enhances brand-consumer relationships according to Gursoy et al. (2019).

The research invalidates H3 because the concept that information value promotes positive changes in consumer buying decisions failed to align with the study's results. Research indicates that informative information has the potential to increase product usefulness and decrease uncertainty but the findings from this investigation revealed that information worth does not affect purchase decisions in this study context. The study findings suggest that consumer buying decisions rely more heavily on emotional cues and entertainment elements when exposed often to marketing or familiar product categories. Hypothesis H4 indicating that attractiveness levels impact consumer buying behavior received no backing from the study data. Research has established that attractive sources impact product quality judgments especially in visual industries (Kapitan & Silvera, 2016) yet this study finds attractiveness fails to motivate purchasing decisions in advanced or complex offerings including Artificial Intelligence. Research by Wirtz et al. (2018) supports alternative views which show functional properties together with trustworthiness along perceived reliability matter more to consumers than visual appearance while evaluating advanced technological products (Wirtz et al., 2018).

5.1 Implications

Consumer buying behavior demonstrates a positive and essential influence from credibility which establishes trust as an essential requirement in marketing AI tools. Because AI remains abstract to many people who do not fully grasp its nature they depend on trustworthy sources to make sense of the technology when seeking to understand it or make buying decisions. Brands need to connect with influencers from the same field as tech educators and industry professionals and practical practitioners who can translate complex concepts into meaningful content for their audience base. Providing entertainment through interactive demonstrations and engaging content and relatable storylines enhances the public's reception and memory of AI communication messages.

Surprisingly the research found no direct correlation between information value and attractiveness and consumer intentions to buy AI tools. Authenticity and simple communication of technological details appear more effective than presenting detailed specifications or visually appealing information for adoption purposes. Marketers should deliver AI tools by showcasing specific real-world applications alongside their straightforward value propositions and relevant conditional examples that show how AI solutions resolve genuine challenges. The focus on easy-to-understand product descriptions suits the consumer demand for simple information in technological market segments. The nature of artificial intelligence tools causes them to seem complex and difficult for ordinary users to engage with. Marketing initiatives should combine technical expertise presentation with emotional

value communication according to the research results. The promotion of AI solutions requires marketing approaches that demonstrate AI tools as easy-to-use resources that improve personal or professional activities. Fictitious stories along with educational case studies and authentic user endorsements should become part of promotional initiatives to reduce AI's current abstract feel and make artificial intelligence resources appear achievable.

Digital influencers facilitate mutual understanding between difficult technological elements and curious consumers within digital markets. When influencers achieve credibility together with entertainment qualities in their posts they create stronger influences on consumer purchasing decisions than influencers who only focus on either informative content or beautiful aesthetics. AI brands need to find influential partners enabling them to deliver complex technical content through engaging communication styles that establish trust and maintain both approachability and compelling storytelling. The findings show that emerging markets need emotional connection and trust to boost AI adoption because their populations are currently developing AI literacy skills. New businesses and platforms that use AI should present their information in ways that simplify artificial intelligence concepts without technical language while focusing on customer concerns and needs. The study demonstrates that improving adoption requires organizations to direct their efforts toward making information easier to understand while building trust along with engaging content instead of relying solely on technical or visual methods.

5.2 Limitations and Future Research

This research contains various restrictions even though it presents significant findings. Employing self-reported survey data creates a potential social desirability bias that weakens the quality of consumer feedback in this research. Future studies should employ behavioral experiments together with purchasing data to verify research outcomes. The research focuses exclusively on Artificial Intelligence products but it is unknown how influencer effects differ between technology industries. The adoption of Artificial Intelligence technology demands two major barriers from consumers which involve trust toward automated solutions alongside concerns regarding private data protection (Dwivedi et al., 2023). Future research seeks to understand how credibility evaluations change between different technology sectors which include Health Artificial Intelligence and autonomous cars and financial technology because consumers face distinct challenges in each domain. The current research uses a cross-sectional approach which captures one-time perceptions from consumer participants. Consumer trust and purchase intention change with experience and technology development (Wirtz et al., 2018).

Research across multiple time points would track influencer performance trends, especially during the increase of Artificial Intelligence product adoption. The study takes place in Pakistan which represents an emerging economic context while Artificial Intelligence awareness together with digital literacy remains progressing within the nation. Influencer responses from consumers vary based on the economic and cultural factors of their environment (Muzumdar, 2021). A comparison of influencer marketing strategies across developed markets and emerging economies creates a better understanding of how AI adoption proceeds through such platforms. Studies analyzing the negative aspects of influencer marketing need to be performed to evaluate factors such as the disclosure of sponsorship and consumer doubts about credibility as well as the trust crisis faced by influencers. Environmental research based on how consumers view Artificial Intelligence-generated

sponsored content compared to unsolicited advice would generate more comprehensive knowledge about trust connections between consumers and marketers.

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