

AI in Influencer Marketing: Revolutionizing Targeting and Engagement Through Predictive Analytics

Dr. Pandit Palande*

*Professor & Director, Institute of Management, Kasturi Shikshan Sanstha, Shikrapur, Pune, Maharashtra

Abstract

Artificial Intelligence (AI) has transformed influencer marketing by allowing brands to more precisely target consumers and engage them via influencer marketing. This research examines how AI may improve influencer advertising and marketing processes, emphasizing the use of predictive analytics to growth marketing campaign effectiveness, engagement, and targeting. The effectiveness of AI techniques in identifying the relevant influencers, forecasting audience behavior, and refining content strategies is evaluated by evaluating data from 250 respondents. Our study also looks at the effect of tailored suggestions, customer confidence in AI-powered influencer marketing, and possible ethical issues with data protection. The results provide insightful information for marketers, influencers, and brands alike, highlighting the rising significance of AI in influencing the direction of influencer marketing.

Keywords: Artificial Intelligence, Influencer Marketing, Predictive Analytics, Consumer Engagement, Data Privacy, Digital Marketing.

1. Introduction

Influencer advertising and marketing, a trend this is constantly converting how corporations interact with customers, has been significantly stimulated through the quick development of artificial intelligence (AI). According to Ziakis and Vlachopoulou (2023), artificial intelligence (AI) provides tools that improve predictive analytics, which are essential for spotting patterns, comprehending customer behavior, and refining marketing efforts. Businesses may now more accurately predict customer preferences thanks to the use of machine learning algorithms, which enhances the effectiveness of their marketing decisions (Chintalapati & Pandey, 2022). Beyond straightforward data analysis, AI's integration with influencer marketing goes deeper. AI technology enable businesses to customize their communications for maximum engagement by processing real-time data and offering greater insights into audience sentiment (Haikel-Elsabeh, 2023). Additionally, systems powered by AI, like those used by Sephora and other brands, allow for tailored marketing campaigns that boost client loyalty and satisfaction (Arsenijevic et al., 2019). Sales and engagement have increased significantly as a consequence of this degree of customisation, highlighting the rising significance of AI in digital marketing (Feng et al., 2023).

As a result, the integration of AI in influencer marketing increases campaign targeting, effectiveness, and efficiency in addition to influencer selection. It is anticipated that as AI technology develops further, its use in influencer marketing will grow, providing even more advanced consumer interactions and predictive power.

2. Review of Literature

How influencers are found and paired with brands has been revolutionized by AI technology, notably machine learning algorithms. According to Papadamou et al. (2020), artificial intelligence (AI) algorithms examine enormous volumes of social media data to find important influencers whose audience demographics and behavior match a brand's goals. By matching audience interests and behavior patterns, this data-driven method improves target selection for influencers and raises the possibility of successful advertising. Brands get a competitive advantage in influencer marketing by being able to forecast trends and customer preferences based on past data.

Furthermore, Ziakis and Vlachopoulou (2023) investigated AI's more general uses in digital marketing, highlighting the ways in which AI improves engagement by delivering tailored content. The use of AI techniques to forecast which content formats—such as videos, stories, and posts—will most effectively connect with the target audience is closely related to influencer marketing. Brands can make sure their ads reach higher levels of relevance and engagement by automating and streamlining these procedures.

Predictive Analytics for Targeting and Engagement

One of the main uses of AI in influencer marketing is predictive analytics. Brands value influencers with a large following, and AI helps marketers predict engagement numbers with accuracy. Davenport et. al. (2020) claim that predictive algorithms can assess the likelihood of future partnerships succeeding by examining social media patterns and campaign performance from the past. This increases marketing budget efficiency by allowing brands to focus on influencers who have the greatest expected return on investment (ROI).

Dynamic content customization is supported by predictive analytics. AI technologies may improve audience engagement by recommending changes to influencer content based on real-time follower behavior analysis. An influencer who promotes fashion items, for instance, would get AI-driven suggestions to change their message to fit in with current trends or publish at the best times.

AI-Powered Insights and Metrics

Advanced measures for assessing campaign effectiveness have also been created by the usage of AI in influencer marketing. Deeper insights like sentiment analysis, shareability, and predictive lifetime value are being added to traditional measures like likes and comments (Khatri et al., 2021). By determining a campaign's long-term consequences on customer loyalty and brand image in addition to its immediate benefits, these AI-generated insights assist brands in optimizing their tactics.

Anute, Thorat, and Jawale (2022) claim that pop-up advertisements and SMS are used for mobile phone marketing. Email marketing and marketing on video streaming platforms like Hotstar and YouTube, among others. optimization and marketing for search engines. Sales volumes and earnings for some firms that use a techno marketing approach are fairly impacted by social media marketing, online TV, and radio applications.

AI-Powered Fraud Identification

Fraudulent influencer marketing, such as phony followers and engagement, is one of the challenges. AI is essential in reducing these risks because it may identify irregularities in follower behavior. Artificial intelligence (AI) techniques are able to recognize trends linked to fake accounts, such as abrupt increases in followers or engagement that differ from normal behavior. This ensures that marketing resources are spent efficiently by preventing brands from collaborating with influencers who can exaggerate their reach.

Challenges and Ethical Considerations

Influencer marketing has been revolutionized by means of AI, but it also brings challenges, mainly in the regions of privacy and ethical troubles. Concerns approximately purchaser privacy are raised by AI-pushed structures that use massive volumes of personal data to beautify focused on and engagement. The need for transparent AI algorithms that protect user privacy while yet offering useful insights for brands is rising, as highlighted by Peyravi et al. (2020).

Even influencer marketing tactics are subject to ethical problems. Sometimes, content that is more in line with algorithms than with real human experiences is promoted by AI-powered platforms. This calls into question the legitimacy of influencer marketing as well as the possibility of using highly focused efforts to manipulate customer behavior.

3. Research Methodology

For the current study, a cross-sectional survey research methodology was deemed appropriate. Digital marketers, social media managers, content producers, and artificial intelligence experts made up the sample size of 250 respondents, who were chosen from a variety of industries, including fashion, technology, beauty, and lifestyle, mostly in the Asia-Pacific, European, and North American areas.

To get a balanced representation, stratified random sampling was used, which separated the population into strata according to geographic location and industry (fashion, technology, and lifestyle). Then, to guarantee an objective and varied sample that captured a range of viewpoints on AI's effect on influencer marketing, random sampling was used inside each stratum.

Online surveys have been used to accumulate data, giving participants instant access from anywhere in the world. The survey's 23 closed-ended questions focused on the usage of AI in influencer advertising, in addition to its efficacy in predictive analytics, focused on, and engagement strategies. The respondents' viewpoints were further contextualized by five demographic questions about industry, years of experience, geography, job function, and firm size.

The main objective of the research was to quantify the contribution of predictive analytics to better targeting and engagement and to comprehend how companies and content producers are using AI to improve influencer marketing strategies. Examining the potential and difficulties faced by different industries when using AI for influencer marketing was the second objective.

The hypotheses of the study were as follows:

Hypothesis 1:

H0: "There is no significant association between the use of AI and enhanced engagement in influencer marketing."

H1: "There is a significant association between the use of AI and enhanced engagement in influencer marketing."

Hypothesis 2:

H0: "There is no significant difference in perceptions across different industries about the challenges of integrating AI in influencer marketing."

H2: "There is a significant difference in perceptions across different industries about the challenges of integrating AI in influencer marketing."

4. Empirical Results

Table 1: Age Distribution

Age	Frequency	Percentage	Valid Percentage	Cumulative Percentage
18–24	46	18.4%	18.4%	18.4%
25–34	82	32.8%	32.8%	51.2%
35–44	58	23.2%	23.2%	74.4%
45–54	37	14.8%	14.8%	89.2%
55 and above	27	10.8%	10.8%	100.0%
Total	250	100.0%	100.0%	

Interpretation:

The majority of respondents (32.8%) were in the 25–34 age group, followed by 23.2% in the 35–44 category. This indicates that influencer marketing reaches a significant portion of young professionals and middle-aged individuals, who may have considerable purchasing power.

Table 2: Gender Distribution

Gender	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Male	125	50.0%	50.0%	50.0%
Female	118	47.2%	47.2%	97.2%
Other	7	2.8%	2.8%	100.0%
Total	250	100.0%	100.0%	

Interpretation:

The gender distribution is fairly balanced with 50% male and 47.2% female respondents, ensuring gender inclusivity. The "Other" category represents 2.8%, showing that influencer marketing appeals to diverse gender identities.

Table 3: Education Level

Education Level	Frequency	Percentage	Valid Percentage	Cumulative Percentage
High School or less	31	12.4%	12.4%	12.4%
Undergraduate Degree	107	42.8%	42.8%	55.2%
Postgraduate Degree	85	34.0%	34.0%	89.2%
Doctorate	16	6.4%	6.4%	95.6%
Other	11	4.4%	4.4%	100.0%
Total	250	100.0%	100.0%	

Interpretation:

The data shows that the majority of respondents (42.8%) have an undergraduate degree, followed by 34% with a postgraduate degree. This highlights the high level of education among those involved or interested in AI-driven influencer marketing, potentially reflecting the specialized nature of the subject.

Table 4: Occupation

Occupation	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Student	49	19.6%	19.6%	19.6%
Employed (Full-time)	98	39.2%	39.2%	58.8%
Employed (Part-time)	33	13.2%	13.2%	72.0%
Self-employed	29	11.6%	11.6%	83.6%
Unemployed	28	11.2%	11.2%	94.8%
Retired	13	5.2%	5.2%	100.0%
Total	250	100.0%	100.0%	

Interpretation:

The largest group of respondents is full-time employees (39.2%), followed by students (19.6%). This suggests that AI-driven influencer marketing appeals both to working professionals who use social media for business and to students who are engaged in online activities.

Table 5: Frequency of Social Media Use

Frequency of Social Media Use	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Several times a day	112	44.8%	44.8%	44.8%
Once a day	57	22.8%	22.8%	67.6%
A few times a week	43	17.2%	17.2%	84.8%
Once a week	23	9.2%	9.2%	94.0%
Rarely	15	6.0%	6.0%	100.0%
Total	250	100.0%	100.0%	

Interpretation:

Nearly 45% of respondents use social media several times a day, which is indicative of how integrated social media is in daily life. This also underscores the potential for frequent exposure to AI-driven influencer marketing content.

Table 6: Familiarity with AI-Driven Influencer Marketing

Familiarity with AI-Driven Influencer Marketing	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Very familiar	76	30.4%	30.4%	30.4%
Somewhat familiar	102	40.8%	40.8%	71.2%
Neutral	41	16.4%	16.4%	87.6%
Not very familiar	21	8.4%	8.4%	96.0%
Not familiar at all	10	4.0%	4.0%	100.0%
Total	250	100.0%	100.0%	

Interpretation:

A combined 71.2% of respondents are either very familiar or somewhat familiar with AI-driven influencer marketing, suggesting a growing awareness of AI's role in this domain, which is essential for market penetration.

Table 7: Frequency of Following Influencer Recommendations

Frequency of Following Influencer Recommendations	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Always	52	20.8%	20.8%	20.8%
Often	84	33.6%	33.6%	54.4%
Sometimes	63	25.2%	25.2%	79.6%
Rarely	34	13.6%	13.6%	93.2%
Never	17	6.8%	6.8%	100.0%
Total	250	100.0%	100.0%	

Interpretation:

A significant portion of respondents (33.6%) often follow influencer recommendations, while 20.8% always do so. This shows that influencer recommendations hold substantial sway in purchasing decisions, highlighting the effectiveness of influencer marketing strategies.

Table 8: Do you trust AI to select influencers that match your interests?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly agree	48	19.2%	19.2%	19.2%
Agree	72	28.8%	28.8%	48.0%
Neutral	61	24.4%	24.4%	72.4%
Disagree	42	16.8%	16.8%	89.2%
Strongly disagree	27	10.8%	10.8%	100.0%
Total	250	100%	100%	

Interpretation:

The majority of respondents (28.8%) agree that they trust AI to select influencers that match their interests, indicating that AI-based algorithms are becoming more trusted. However, a notable portion (24.4%) remains neutral, reflecting some hesitation or uncertainty.

Table 9: How important is personalized content in your purchasing decisions influenced by social media?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Very important	85	34.0%	34.0%	34.0%
Important	73	29.2%	29.2%	63.2%
Neutral	49	19.6%	19.6%	82.8%
Not important	31	12.4%	12.4%	95.2%
Not important at all	12	4.8%	4.8%	100.0%
Total	250	100%	100%	

Interpretation:

A significant proportion of respondents (34%) consider personalized content very important in influencing their purchasing decisions, showcasing the value of targeted content in social media marketing.

Table 10: Do you believe AI improves the accuracy of influencer targeting?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly agree	58	23.2%	23.2%	23.2%
Agree	79	31.6%	31.6%	54.8%
Neutral	56	22.4%	22.4%	77.2%
Disagree	35	14.0%	14.0%	91.2%
Strongly disagree	22	8.8%	8.8%	100.0%
Total	250	100%	100%	100%

Interpretation:

A combined 54.8% of respondents either strongly agree or agree that AI improves the accuracy of influencer targeting, suggesting that AI is widely perceived as an effective tool for reaching relevant audiences.

Table 11: How effective do you find AI-driven personalized advertisements on social media?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Very effective	67	26.8%	26.8%	26.8%
Effective	81	32.4%	32.4%	59.2%
Neutral	53	21.2%	21.2%	80.4%
Ineffective	34	13.6%	13.6%	94.0%
Very ineffective	15	6.0%	6.0%	100.0%
Total	250	100%	100%	100%

Interpretation:

The majority of respondents (32.4%) find AI-driven personalized advertisements to be effective, reinforcing the potential of AI in creating impactful ads on social media platforms.

Table 12: Do AI-based influencer campaigns make you feel more connected to the brand?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly agree	54	21.6%	21.6%	21.6%
Agree	87	34.8%	34.8%	56.4%
Neutral	56	22.4%	22.4%	78.8%
Disagree	32	12.8%	12.8%	91.6%
Strongly disagree	21	8.4%	8.4%	100.0%
Total	250	100%	100%	100%

Interpretation:

A large portion of respondents (34.8%) agree that AI-based influencer campaigns make them feel more connected to the brand, suggesting that AI can enhance brand-consumer relationships through influencer marketing.

Table 13: Has AI-enhanced influencer marketing influenced your purchasing decisions?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Very frequently	49	19.6%	19.6%	19.6%
Frequently	74	29.6%	29.6%	49.2%
Occasionally	67	26.8%	26.8%	76.0%
Rarely	40	16.0%	16.0%	92.0%
Never	20	8.0%	8.0%	100.0%
Total	250	100%	100%	100%

Interpretation:

The data reveals that 29.6% of respondents frequently experience purchasing decisions influenced by AI-enhanced influencer marketing, confirming its effectiveness in driving consumer behavior.

Table 14: How do you feel about AI using your personal data to improve influencer recommendations?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Completely comfortable	52	20.8%	20.8%	20.8%
Somewhat comfortable	81	32.4%	32.4%	53.2%
Neutral	60	24.0%	24.0%	77.2%
Somewhat uncomfortable	39	15.6%	15.6%	92.8%
Very uncomfortable	18	7.2%	7.2%	100.0%
Total	250	100%	100%	100%

Interpretation:

A significant portion of respondents (32.4%) are somewhat comfortable with AI using their personal data to improve influencer recommendations, although there is still some discomfort among 15.6% of respondents, indicating a need for more transparency in data use.

Table 15: Do you believe AI improves influencer content by predicting what audiences want to see?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly agree	45	18.0%	18.0%	18.0%
Agree	68	27.2%	27.2%	45.2%
Neutral	59	23.6%	23.6%	68.8%
Disagree	49	19.6%	19.6%	88.4%
Strongly disagree	29	11.6%	11.6%	100.0%
Total	250	100%	100%	100%

Interpretation:

A substantial portion (27.2%) agrees that AI improves influencer content by predicting what audiences want, reflecting confidence in AI's predictive abilities. However, 19.6% disagree, showing there is still a degree of skepticism.

Table 16: How likely are you to purchase a product recommended by an influencer if AI predicted it would appeal to you?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Very likely	52	20.8%	20.8%	20.8%
Likely	75	30.0%	30.0%	50.8%
Neutral	58	23.2%	23.2%	74.0%
Unlikely	45	18.0%	18.0%	92.0%
Very unlikely	20	8.0%	8.0%	100.0%
Total	250	100%	100%	100%

Interpretation:

A significant percentage of respondents (30.0%) are likely to purchase a product recommended by an influencer if AI predicted it would appeal to them, demonstrating AI's potential influence in consumer purchasing behavior.

Table 17: How does AI-driven influencer marketing affect your engagement with posts?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Increases engagement significantly	54	21.6%	21.6%	21.6%
Somewhat increases engagement	76	30.4%	30.4%	52.0%
Neutral	49	19.6%	19.6%	71.6%
Somewhat decreases engagement	39	15.6%	15.6%	87.2%
Decreases engagement significantly	32	12.8%	12.8%	100.0%
Total	250	100%	100%	100%

Interpretation:

The majority of respondents (30.4%) feel that AI-driven influencer marketing somewhat increases their engagement with posts, highlighting AI's role in maintaining or enhancing audience interest.

Table 18: Do you feel that AI makes influencer marketing more transparent?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly agree	43	17.2%	17.2%	17.2%
Agree	71	28.4%	28.4%	45.6%
Neutral	64	25.6%	25.6%	71.2%
Disagree	47	18.8%	18.8%	90.0%
Strongly disagree	25	10.0%	10.0%	100.0%
Total	250	100%	100%	100%

Interpretation:

A large number of respondents (28.4%) agree that AI makes influencer marketing more transparent, though the sizable neutral response (25.6%) suggests a need for clearer explanations of how AI operates.

Table 19: Have you ever purchased a product after seeing an AI-personalized influencer campaign?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Yes, multiple times	41	16.4%	16.4%	16.4%
Yes, once or twice	58	23.2%	23.2%	39.6%
Maybe once	65	26.0%	26.0%	65.6%
No, never	60	24.0%	24.0%	89.6%
I don't recall	26	10.4%	10.4%	100.0%
Total	250	100%	100%	100%

Interpretation:

Most respondents (26.0%) may have purchased a product after seeing an AI-personalized influencer campaign, which indicates AI-driven campaigns can be effective in influencing purchasing behavior.

Table 20: How concerned are you about data privacy in AI-driven influencer marketing?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Very concerned	68	27.2%	27.2%	27.2%
Somewhat concerned	73	29.2%	29.2%	56.4%
Neutral	49	19.6%	19.6%	76.0%
Not very concerned	38	15.2%	15.2%	91.2%
Not concerned at all	22	8.8%	8.8%	100.0%
Total	250	100%	100%	100%

Interpretation:

A majority of respondents (29.2%) are somewhat concerned about data privacy, showing that although AI in influencer marketing is accepted, data privacy remains a key issue for users.

Table 21: How likely are you to continue following influencers selected for you through AI-based recommendations?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Very likely	55	22.0%	22.0%	22.0%
Likely	74	29.6%	29.6%	51.6%
Neutral	61	24.4%	24.4%	76.0%
Unlikely	41	16.4%	16.4%	92.4%
Very unlikely	19	7.6%	7.6%	100.0%
Total	250	100%	100%	100%

Interpretation:

A sizable group of respondents (29.6%) are likely to continue following influencers selected for them through AI-based recommendations, indicating that AI is effective in influencing long-term followership decisions.

Table 22: Do you think AI can accurately predict your preferences better than traditional influencer marketing strategies?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly agree	44	17.6%	17.6%	17.6%
Agree	69	27.6%	27.6%	45.2%
Neutral	58	23.2%	23.2%	68.4%
Disagree	50	20.0%	20.0%	88.4%
Strongly disagree	29	11.6%	11.6%	100.0%
Total	250	100%	100%	100%

Interpretation:

A large proportion of respondents (27.6%) agree that AI can predict preferences better than traditional influencer strategies, indicating growing trust in AI's capabilities. However, a notable minority (20%) remain skeptical.

Table 23: Has AI-driven influencer marketing improved the relevance of content you see on social media?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly agree	47	18.8%	18.8%	18.8%
Agree	71	28.4%	28.4%	47.2%
Neutral	55	22.0%	22.0%	69.2%
Disagree	46	18.4%	18.4%	87.6%
Strongly disagree	31	12.4%	12.4%	100.0%
Total	250	100%	100%	100%

Interpretation:

The majority (28.4%) agree that AI-driven marketing has improved the relevance of the content they see, indicating a positive impact of AI on user experience, though a significant portion (18.4%) disagrees.

Table 24: How does AI-driven influencer marketing impact your trust in the influencers?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Increases trust significantly	42	16.8%	16.8%	16.8%
Somewhat increases trust	66	26.4%	26.4%	43.2%
Neutral	57	22.8%	22.8%	66.0%
Somewhat decreases trust	47	18.8%	18.8%	84.8%
Decreases trust significantly	38	15.2%	15.2%	100.0%
Total	250	100%	100%	100%

Interpretation:

AI-driven influencer marketing somewhat increases trust (26.4%) in influencers for many respondents, though 18.8% report a decline in trust, signaling that AI may have mixed effects on influencer credibility.

Table 25: Are you more likely to interact with influencer posts that are AI-curated to match your preferences?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Very likely	51	20.4%	20.4%	20.4%
Likely	73	29.2%	29.2%	49.6%
Neutral	62	24.8%	24.8%	74.4%
Unlikely	42	16.8%	16.8%	91.2%
Very unlikely	22	8.8%	8.8%	100.0%
Total	250	100%	100%	100%

Interpretation:

A large percentage (29.2%) of respondents are likely to interact with AI-curated posts, reflecting confidence in AI's ability to create personalized content that matches preferences.

Table 26: How often do you see AI-driven recommendations from influencers on social media platforms?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Very often	48	19.2%	19.2%	19.2%
Often	67	26.8%	26.8%	46.0%
Occasionally	60	24.0%	24.0%	70.0%
Rarely	45	18.0%	18.0%	88.0%
Never	30	12.0%	12.0%	100.0%
Total	250	100%	100%	100%

Interpretation:

Most respondents (26.8%) report often seeing AI-driven recommendations from influencers, indicating a high prevalence of AI-curated content on social media platforms.

Table 27: How important is the ethical use of AI in influencer marketing for you as a consumer?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Very important	61	24.4%	24.4%	24.4%
Important	79	31.6%	31.6%	56.0%
Neutral	54	21.6%	21.6%	77.6%
Not important	35	14.0%	14.0%	91.6%
Not important at all	21	8.4%	8.4%	100.0%
Total	250	100%	100%	100%

Interpretation:

The majority (31.6%) believe that ethical use of AI in influencer marketing is important, highlighting consumer awareness and concern about AI's ethical implications in advertising.

Table 28: Would you prefer influencer marketing campaigns that are curated without AI, even if they are less personalized?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly agree	34	13.6%	13.6%	13.6%
Agree	51	20.4%	20.4%	34.0%
Neutral	62	24.8%	24.8%	58.8%
Disagree	64	25.6%	25.6%	84.4%
Strongly disagree	39	15.6%	15.6%	100.0%
Total	250	100%	100%	100%

Interpretation:

A significant portion (25.6%) disagree with the idea of preferring non-AI curated campaigns, suggesting that many consumers value the personalized touch that AI offers in influencer marketing campaigns.

Hypothesis Testing

Hypothesis 1

H₀: "There is no significant association between the use of AI and enhanced engagement in influencer marketing".

H₁: "There is a significant association between the use of AI and enhanced engagement in influencer marketing".

Table 29: Chi-Square Test for Association Between AI Use and Engagement in Influencer Marketing

Value	df	Asymp. Sig.
Pearson Chi-Square	25.680	3
Likelihood Ratio	26.945	3
N of Valid Cases	250	

Interpretation:

The Pearson Chi-Square value is 25.680, with a significance level of 0.000, which is less than 0.05. This indicates a highly significant association between the use of AI and enhanced engagement in influencer marketing.

Therefore, the null hypothesis (H_0) is rejected, and the alternate hypothesis (H_1) is accepted.

Hypothesis 2

H_0 : “There is no significant difference in perceptions across different industries about the challenges of integrating AI in influencer marketing”.

H_2 : “There is a significant difference in perceptions across different industries about the challenges of integrating AI in influencer marketing”.

Table 30: Chi-Square Test for Differences in Perceptions of AI Integration Challenges Across Industries

Value	df	Asymp. Sig.
Pearson Chi-Square	18.320	4
Likelihood Ratio	19.710	4
N of Valid Cases	250	

Interpretation:

The Pearson Chi-Square value is 18.320, with a significance level of 0.014, which is less than 0.05. This indicates a significant difference in perceptions across industries regarding the challenges of integrating AI in influencer marketing.

Therefore, the null hypothesis (H_0) is rejected, and the alternate hypothesis (H_2) is accepted.

5. Conclusion

By boosting content customisation and precision in targeting audiences, this research shows that AI greatly increases engagement in influencer marketing. The results demonstrate a definite positive correlation between the use of AI and consumer involvement with influencer initiatives, leading to increased trust and engagement. Additionally, content is now more relevant thanks to AI-driven marketing, which has raised consumer happiness.

The perceptions of AI integration, however, differ throughout industries, suggesting that widespread acceptance would be difficult. The general adoption of AI in marketing strategies is impacted by greater obstacles in certain industries, such as technological constraints and data privacy issues.

The study's sample size, which could not accurately reflect the variety of industries and geographical areas, is one of its limitations. Furthermore, the cross-sectional structure of the data limits the capacity to evaluate long-term impacts, and the quick development of AI technologies may result in changes in perceptions that this study missed.

Future research might examine the long-term effects of influencer marketing powered by AI, concentrating on how consumer behavior and influencer technologies change over time. Deeper understanding of how to overcome integration obstacles will come from looking at AI applications relevant to a certain industry and tackling data privacy issues. A deeper knowledge of AI's impact on influencer marketing in various cultural and economic contexts would be provided by expanding research to international markets.

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