



VILNIUS UNIVERSITY
BUSINESS SCHOOL

DIGITAL MARKETING PROGRAMME

Dalia Grakulskytė

THE FINAL MASTER'S THESIS (PROJECT)

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| <i>„DIRBTINIO INTELEKTO SUKURTŲ SUASMENINTŲ VAIZDO ĮRAŠŲ KLONŲ IR ŽMOGAUS SUKURTŲ VAIZDO ĮRAŠŲ POVEIKIS VARTOTOJŲ KETINIMAMS IEŠKOTI DAUGIAU INFORMACIJOS“</i> | <i>“THE IMPACT OF AI-GENERATED PERSONALIZED VIDEO CLONES AND HUMAN-GENERATED VIDEOS ON CONSUMERS' INTENTION TO SEEK FURTHER INFORMATION”</i> |
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Summary

The Impact of AI-Generated Personalized Video Clones and Human-Generated Videos on Consumers' Intention to Seek Further Information

Master's Thesis

Master in Digital Marketing

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Academic supervisor – Marius Jackūnas

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Master thesis consists of 68 pages, 20 tables, 1 figures, references 74.

The current research examines and investigates the AI -generated and Hum spokesperson on intention to seek further information. This research was quantitative in nature. The data was collected through standardized scales which adapted from existing researches. In this research the key variables contained Spokespersons, source credibility (attractiveness, expertise, trustworthiness), information quality, perceived usefulness, perceived ease of use, user attitude and intention to seek information. The online platform was used to collect the data. The data was collected from the different nationalities and age groups. The results of the research described that there is no significant difference between human video spokesperson and AI spokesperson. The credibility (attractiveness, expertise and trustworthiness) are same for both spokesperson. However, the information quality from human spokesperson are higher than AI-generated spokesperson. Moreover, the information quality is considered as the useful and ease of use for the respondents. In this research the user attitude positively influenced from the perceived ease of use and perceived usefulness and ultimately played significant and direct impact on intention to seek further information. Similarly, the source credibility has strong and positive impact on the intention to seek information which deliberated that credible source has stronger impact on intention to seek further information. Based on the findings of this research, the digital marketing strategist and experts design the digital campaigns accordingly considering these factors for better results.

Santrauka

Dirbtinio intelekto sukurtų suasmenintų vaizdo įrašų klonų ir žmonių sukurtų vaizdo įrašų poveikis vartotojų ketinimams ieškoti papildomos informacijos

Šiame tyrime analizuojamas ir tiriamas dirbtinio intelekto sugeneruoto vaizdo klonų įrašas ir žmogaus sugeneruoto vaizdo įrašo poveikis vartotojams ir ketinimas ieškoti papildomos informacijos. Tyrimas buvo atliktas kiekybinio pobūdžio. Šio tyrimo duomenys buvo renkami naudojant standartizuotas skales, pritaikytas iš ankstesnių mokslinių tyrimų. Pagrindiniai tyrimo kintamieji apėmė atstovo tipą, šaltinio patikimumą (patrauklumą, kompetenciją, patikimumą), informacijos kokybę, suvokiamą naudingumą, suvokiamą naudojimo paprastumą, vartotojo požiūrį ir ketinimą ieškoti papildomos informacijos. Duomenų rinkimui buvo naudojama internetinė apklausos platforma. Šio tyrimo imtį sudarė skirtingų tautybių ir amžiaus respondentai. Tyrimo rezultatai parodė, kad nėra reikšmingo skirtumo tarp dirbtinio intelekto sugeneruoto vaizdo įrašo klonų ir žmogaus sugeneruoto vaizdo įrašo. Abiejų vaizdo įrašų atstovų patikimumas (patrauklumas, kompetencija ir patikimumas) buvo vertintas vienodai. Vis dėl to nustatyta, kad žmogaus sugeneruoto atstovo vaizdo įrašas, ties pateikiamos informacijos kokybė buvo vertinama aukščiau nei dirbtinio intelekto sugeneruoto vaizdo klonų. Be to, respondentai informacijos kokybę siejo su suvokiamu naudingumu ir naudojimo paprastumu. Tyrimo rezultatai taip pat atskleidė, kad vartotojo požiūris buvo teigiamai veikiamas suvokiamo naudojimo paprastumo ir suvokiamo naudingumo, o tai galiausiai turėjo reikšmingą ir tiesioginį poveikį ketinimui ieškoti informacijos. Panašiai ir šaltinio patikimumas turėjo stiprų teigiamą poveikį ketinimui ieškoti informacijos, patvirtindamas, kad patikimas šaltinis stipriau įtakoja vartotojus ir jų ketinimus ieškoti papildomos informacijos. Remiantis šio tyrimo rezultatais, skaitmeninės rinkodaros strategai ir ekspertai, gali atitinkamai formuoti skaitmeninės rinkodaros kampanijas, atsižvelgiant į šiuos aspektus, siekiant geresnių rezultatų.

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Introduction

These days, the convergence of Artificial Intelligence (AI) has totally transformed the digital marketing landscape. The digital technologies are rapidly changing the business environment (The Economist, 2017). Currently, personalized marketing content, messages, experiences, and offers for each end user, whether B2C or B2B, as the main goal is to reach and attract them to seek more information in this technological age. According to McKinsey research in 2021, the majority of consumers expect personalized interactions, and, more interestingly, when we dig deeper, 71% expect companies to deliver a custom-fit experience. Even 76% of consumers feel discouraged when this expectation is not met (McKinsey, 2021).

Digital advertising is a major part of the transition from mass advertising to highly specific, personalized communication with consumers, enabling it to reach and trigger responses tailored to each consumer. The question arises: how has this digital marketing industry changed forever? And how it can find the answer if consider, within this area, components like Generative AI (GenAI) and Large Language Models (LLMs), which shifted the trends by enabling personalized persuasion at scale, pushing this industry to grow and change irrevocably (Matz, 2024). These smart (LLMs) computer programs can generate words, messages, and videos in very creative ways that reach the right audience. They look for the right audience and want to ensure this audience likes what they see, hear, or interact with. And in this way, they want to improve customer engagement, service acceptance, and behavioral responses (Gu et al., 2024).

Because computer technology is getting better and better at creating synthetic content, it is even harder for us in this age of technology to recognize that the video we are watching is made by humans, or even that the person speaking in it is real or generated by a computer. In the market, we have many options and platforms for creating AI avatars, which clearly demonstrate this technological process of synthetic video content (Campbell et al., 2021). On the internet, there are different platforms available from where the digital clones, voice, videos and other content can easily create and it showed as natural gestures, even from different triangles. In this case, saving time that can be allocated to more efficient tasks, and, of course, saving the company budget and staying on plan with less fluctuation to meet project deadlines (Ourech & Zhu, 2025). Need to consider models like OpenAI Sora and Google Veo, which are opening new horizons for the digital marketing industry. These hyper-personalized and multimodal models for digital

marketing industry experts let them create advertising material from start to finish, or even create variations for each consumer's taste, such as text-to-video, picture-to-video, and video-to-infographics (Schaub, 2024). Elements like attractiveness, trustworthiness, or that person seems honest, and expertise - we as human beings identify the credibility of another person. But today's huge problem is that we are not sure whether we can trust that the messages came from computers, not from real people. Moving deeper into computer science made it even harder to understand the trust by itself (Taillon et al., 2020).

Problem Statement

Regardless of the research, we already know that synthetic media in digital marketing is proven: computer-made text can convince consumers to take action, and each day, consumers recognize more and more computer-made media on the internet for marketing purposes. What we do not know very well is how AI multimodal video clones really work and how they are convincing consumers to seek more information. While previous studies clearly demonstrate the impact of personalized text from LLMs, there is insufficient research directly comparing AI-Generated Personalized Video Clones and Human-Generated Videos with the same spokesperson. For future research, this existing gap in using text-to-video for advertising purposes is considered highly valuable for deeper exploration (Tang et al., 2024). In addition to limited academic research, AI works differently across contexts and domains (Li & Yang, 2024); its role in the podcast industry and video podcast creation services remains largely unknown and unexplored. How consumers trust AI-generated video clones to seek more information also remains unclear. Need to keep in mind that the podcast industry will increase dramatically in the coming years (Jones et al., 2021).

Moreover, due to a narrow focus on bottom-funnel consumer behaviors, such as purchase intention, we need to go deeper to understand consumer responses across different service areas and domains (Aiolfi et al., 2021). For this reason, the customer journey is really important, as different digital channels offer distinct reasons to buy. Actually, at the moment, consumers are quite full of triggers pushing them to take action, so they would now like to learn about the products or services. For this reason, we need to consider AI-Gen material questions more widely, and attention should be more focused on the early stages of the customer journey, particularly to seek more information, as this is important for brand discovery and awareness

(Sands & Karpen, 2020). We already know that personalized messages do not work on everyone in the same way; it truly depends on factors like the stage of the customer journey, the right audience segmentation, the keywords they can hear, and even cultural factors. For this reason, it is important to focus on the early stages of the customer journey; in this way, we can gain a significant advantage in guiding them accordingly (Nobile & Catoni, 2023).

Based on these considerations, the research study's main question remains the same: Does AI-Gen video clone influence intention to seek more information about the podcast service, or does the real Human-Gen video work better to push consumers to trust the spokesperson and to seek more information, and how is this comparison mediated by perceiving the trust and privacy concerns?

Aim of Topic

This study aims to empirically analyze how AI-generated personalized video clones and real human-generated video spokesperson messages influence consumers' decisions to seek further information about podcast creation services. In addition, the psychological and ethical factors driving this outcome need to be identified.

Research Objectives

The main objective of this research is to examine a demanding and emerging application of artificial intelligence-generated video clones, comparing them with human-generated videos featuring real spokespersons. Both versions contain the same message and the same person. However, one video is recorded by a real person, and the other is created using the AI-Gen video cloning platform, but the message remains the same in both.

The objectives of this research :

1. To critically examine existing literature, articles related to AI-personalization, video spokesperson credibility and consumers' responses.
2. To Examine the perceived credibility of AI-generated personalized video clones and human-generated video spokespersons.
3. The study aims to examine how the information quality of the video message is perceived as beneficial to users.

4. To examine the perceived usefulness and perceived ease of use on consumers' seeking more information about the podcast services through user attitude.
5. To provide managerial recommendations related usage of AI-generated and human video clones for advertising.

Methods

In this research, a quantitative methodology is employed to collect data and analyze the results. The data will be collected through questionnaire having two different videos (AI vs. Human-generated) for gaining opinions from the respondents and then analyze for understanding the results.

Structure of Thesis

The structure of this research begins in the introduction section, where the background and main objectives will be explained. Another section will examine literature analysis and different perspectives, drawing on prior research and theoretical foundations. The methodology section will explain the research design, the data collection process, and the analytical process. The final section will present the main findings, along with the study's limitations and future research directions.

1. Literature Analysis

1.1 AI in Marketing

At this moment in the era, a significant AI transformation is underway across various industries. This happens because Artificial Intelligence (AI) and related technologies are moving into our lives to create more efficient processes and strategies for digital marketing (DM) (Evans et al., 2024). Consumers interact with AI systems daily, often without realizing it. They engage through social media channels, online searches, or even e-shops (Evans et al., 2024). AI has become an important tool that is improving company efficiency and cost-effectiveness compared to traditional marketing methods. AI offers the opportunity to personalise communication, which is what all companies seek: higher conversion rates. (Gao et al., 2023)

AI in Personalization and Content Generation

If we look at the entire digital marketing funnel and strategy, we can see that AI influences the entire marketing process, which starts with choosing the right audience segmentation and includes advertising distribution (Gao et al., 2023). Exceptional technologies such as LLMs working within complex computer system designs, such as the Transformer and its self-attention mechanism, help create personalized advertising recommendation systems (Feng et al., 2025) that generate advertisements specifically tailored to the individual consumer's profile and behavioral tendencies (Srinivas et al., 2025).

Previous research provides quite strong evidence that AI can successfully support the creation of personalized consumer experiences. Studies using BERT-based advertising methodologies show improvements in click-through rates and conversion rates (Feng et al., 2025). These effects are often explained by how consumers perceive the main characteristics of an advertisement in general, particularly perceived personalization, relevance, and informativeness (Tahat et al., 2023). Research shows that consumers have more positive attitudes toward mobile advertising when it is perceived as personalized, informative, and entertaining. These positive perceptions are often associated with higher behavioural intentions (Tahat et al., 2023). In addition, research on programmatic advertising indicates a strong positive relationship between how relevant an

advertisement is perceived to be and consumers' attitudes toward both the advertisement itself and the retailer (Ciuchita et al., 2022).

If we would take a look from perspective where with AI help we can provide higher power in processes like sales forecasting, real time market segmentation and to be able manage organization customers effectively, then we agree that these improvements for companies to try and refine the right strategy through synthetic manipulation in develop stage, when companies do not have to apply right in the real world settings. According to these possible experiments, companies can reduce costs while still scaling in compliance with privacy requirements (Srinivas et al., 2025).

The Ethics and Risks of AI-Driven Personalization

We can even see astounding profit benefits from AI-provided advantages in the digital marketing field, but this is overall related to ethical and societal matters. The important thing is how user data is managed, collected, and protected.

Existing paradoxes of personalization and privacy highlight the conflict that is widely discussed: the marketing personalization and consumer privacy concern paradox (Vishwakarma et al., 2025). Today's technological systems rely on customer surveillance or tracking (Yoganarasimhan, 2015), leading consumers to feel vulnerable due to the lack of control over their personal data (Hardcastle et al., 2025). Research shows that Privacy Concerns negatively influence consumer behavioral intention, indicating that it is a positive factor in the intention to avoid personalized advertising (Aiolfi et al., 2021). In this case, young consumers continuously express higher levels of privacy concerns (PC) (Soni, 2024). In personalized system designs, privacy security violations as a negative moderating factor decrease the likelihood of a positive behavioral intention outcome (Yin et al., 2025).

The complexity of AI is perceived as a growing concern due to issues of opacity, discrimination, and bias. For marketing practitioners, these challenges can be the main factor, often translated into psychological resistance towards AI technologies. Because of this reported concern, such as anxiety about biased outputs and uncertainty about the transparency of the AI decision-making process, these two elements showed weaker trust in the technology itself (Tao et al., 2025). Over

time, such bias can intensify economic and societal diversity by failing to reflect the market distribution equally.

In the case of smaller organizations, the implementation of AI in digital marketing is impaired by a large number of PB (Perceived Barriers), which is a significant consideration given organizational/environmental constraints (Enshassi et al., 2025). If we know that trustworthiness and effectiveness are the key factors in evaluating endorsers, it becomes especially important to understand how these qualities are perceived when AI moves from “behind the scenes” to front-end spokespersons and requires closer attention. This shift from the traditional role of human endorsers is explored in the following chapters.

1.2 Spokespersons and Types

Brand endorsers, or spokespersons, are a main element in advertising strategy, increasing marketing communication and influence while capturing audience attention. The spokespersons help transform brand messages by aligning with consumer perceptions and ultimately influence purchasing decisions (Akbari et al., 2024). The effectiveness of an endorser depends on how well they can create positive attitudes towards both the advertisement and the brand being promoted (Yan et al., 2024).

The most important thing for an effective spokesperson’s role is the ability to build trust and establish credibility with the audience (Li et al., 2024). Consumers’ attitude toward an endorsement plays an important mediating role, shaping their later attitudes and behavioral responses (Yan et al., 2024). Previous research shows that when consumers perceive a celebrity endorser as trustworthy, this strengthens the credibility of the advertising message, the promoted brand, and the company as a whole (Viktoratos & Tsadiras, 2021).

In addition to providing information, spokespersons engage consumers on a social and emotional level, influencing deeper aspects of their motivation. Research on consumer behaviour indicates that purchasing and donation decisions are influenced not only by functional product needs but also by social and emotional motivators, such as a desire to support the endorser (Moe, 2023). This indicates the importance of relational dynamics in advertising effectiveness. For example, in podcast advertising, listeners’ more likely preference for host-read advertisements is strongly

influenced by the perceived relationship with the host and the authenticity of the host's message delivery. This finding suggests that building a parasocial relationship (an asymmetrical bond between audience and source) is a key factor in the effectiveness of human endorsements (Moe, 2023).

People usually trust real humans. At this moment, authentic human connection and trust are increasingly being challenged by the integration of AI-generated personas or video clones. As a result, the effectiveness measures and psychological effects associated with human endorsers serve as an important reference point for evaluating the importance of measuring emerging AI spokespersons. To gain a deeper understanding of AI's role in persuasive communication, it is important to distinguish between the different types of brand representatives, particularly human and virtual spokespersons, and examine their key characteristics and differences (Kim et al., 2023; Kim et al., 2019).

In recent years, the endorsement landscape has expanded beyond traditional human figures, such as celebrities or public personalities, to include virtual entities known as AI influencers or virtual web celebrities (Akbari et al., 2024). This new era group of AI endorsers has been defined by a set of traits with computer-generated origins and by a collection of benefits and psychological issues that differ from those of their counterparts.

Virtual Spokesperson Characteristics

To begin with, the key advantage is that, with web-generated endorsers, brands have strong control over their appearance and behaviour. If we go deeper into the nature of these virtual celebrities, we would see that they are computer-generated images that use sophisticated models, such as a generative LoRo model, to enhance facial attractiveness and realism in the final view (Li et al., 2024). Unlike human endorsers, virtual figures are not limited by physical constraints, and their public image can be managed more easily by reducing risks associated with unpredictable behaviour or contractual issues with real celebrities (Li et al., 2024). In the same line, lay down human performers who faced a threat from AI. These days, they are supposed to be aware of licensing and legal agreements to protect themselves from potential fraudulent or credulous uses in this synthetic media-generative age (Thomas, 2024).

In previously discovered studies, determinations of spokespersons were defined by trust (Li et al., 2024). In this case, we are supposed to develop an empirical test for these two sides: human versus virtual spokesperson.

The primary challenge and the central task for virtual endorsers is to generate the same level of trust as humans. At this point, existing empirical research indicates that humans have a higher level of trust than virtual-generated spokespersons, which leads to a higher intention to purchase and a more positive attitude (Li et al., 2024).

The second point is that consumers show greater trust and a more positive attitude towards advertising that emphasizes real human charm, which means that the simulation of human traits remains critical. This discovery revealed the perception of improvement in human-likeness (anthropomorphism), which helps increase trustworthiness and the positive effects of advertising (Li et al., 2024).

The final assumption concerns the uncanny valley effect, which often elicits negative emotional or cognitive reactions. This eerie sense of reaction occurs when respondents sometimes see AI-generated advertisements. This matter of existing perception (eeriness) can decrease the level of influence via the realism and imagination used in AI-generated advertising. Still, surprisingly, it can also be positively related to the complexity of the generation (Gu et al., 2024). In addition, studies on AI-generated voices indicate that they may evoke stronger auditory fear responses than human voices (Ni et al., 2023).

All these existing findings indicate that although AI-generated persuasive messages are increasingly studied for their ability to align content with individual psychological traits, AI spokespersons still tend to face lower levels of trust compared to real human endorsers due to their digital nature (Matz et al., 2024; Li et al., 2024)

Comparing human and AI endorsers requires linking their source characteristics not only to consumers' psychological responses, such as trust, but also to actual consumer behaviour. The following section, therefore, examines how AI and human spokespersons influence consumers' intention to seek further information and take action.

1.3 AI and Human Spokespersons and Customer Seeking Intentions

Customer seeking intentions reflect immediate digital behaviors, such as clicking on online content, browsing for additional information, or showing willingness to pay (WTP). These aspects can be understood as direct responses to persuasive messages (Yin et al., 2025; Matz et al., 2024; Li et al., 2023). AI technologies influence these intentions mainly by enabling more effective personalization and by improving the overall user experience.

AI-Driven Predictors of Seeking/Clicking Intention

Existing empirical research approaches the structural models, which show several points that increase consumers' intentions in AI digital environments:

1. **Relevance and experience:** AI-driven recommendation systems can increase online clicking intentions by shaping consumers' psychological experiences. In particular, experiences perceived as insightful, inspiring, and relevant have been shown to influence click behaviour positively. These effects are partly explained by internal factors such as immersive experience and technology acceptance, which mediate the relationship between perceived experience and behavioral intention (Yin et al., 2025). In addition, the timing and placement of advertising play an important role in shaping consumer behaviour. Research shows that when targeted advertisements are presented before a purchase decision, consumers show a higher browsing intention. This effect is partly explained by how useful (usefulness) the advertising is perceived to be (Li et al., 2023).
2. **Quality and empathy:** perceptions of both technological and personalization quality in AI recommendation services have been shown to influence consumers' behavioural intentions positively. This relationship is largely explained by perceived empathy, which can fully or partially mediate the effect of quality perceptions on intention (Yoon & Lee, 2021).

The studies show that when AI-generated messages align with consumers' personality traits, they are perceived as much more effective than messages that lack this personalisation. Unfortunately, the personalised messages are less likely to influence the intentions of more demanding behavioural consumers, such as willingness to pay (WTP) (Matz et al., 2024).

Need to consider the use of AI as a spokesperson for consumers, as it could identify some risks from their perceptions. For example, an AI's voice that creates a lower sense of identity connection is associated with weaker behavioural intentions. Higher risk perception (e.g., sounds unnatural, eerie, or "creepy") triggers negative human psychological functions and self-protection mechanisms when individuals feel fear. Therefore, paradoxically, it increases a stronger intention to take action to reduce the threat (Ni et al., 2023).

This existing realization creates a feeling of psychological friction, a sense of distance or weirdness, which can raise the question: "How does this "robot" or personalized AI system know that much about me?" This trigger creates a worry-based feeling about data privacy and pushes users away.

1.4 Source Credibility Theory (SCT)

Now is the time to go deeper into understanding how persuasive sources influence consumers' attitudes and behavioral responses through the Source Credibility Theory (SCT) framework (Viktoratos & Tsadiras, 2021). The core rule of SCT (the underlying principle of successful communication and persuasion) is that it really matters who is talking with consumers, not just what they are saying. This framework was originally introduced by Hovland and Weiss (1951).

According to Source Credibility Theory, the effectiveness of persuasive messages largely depends on how the source or endorser is perceived. When the source is viewed as more credible, the message is more likely to have a positive influence on the audience (Hovland & Weiss, 1951).

SCT's original formulation identified two main dimensions of credibility: trustworthiness and expertise (Hovland & Weiss, 1951). Later research expanded the framework by introducing a third credibility dimension - attractiveness, to capture the physical and social appeal of the source (Ohanian, 1990; Serban, 2010).

These three dimensions - attractiveness, trustworthiness, and expertise represent the main criteria through which consumers evaluate spokespersons, whether they are human or AI-generated. In marketing research, SCT is sometimes described as the Information Source Model, which similarly proposes that positive source attributes (attractiveness, trustworthiness, and expertise)

encourage consumers to accept information provided by the source. This process, often referred to as the “information source effect,” contributes to more favorable consumer attitudes toward the message and the brand (Liu & Lei, 2025).

Core Dimensions of Source Credibility

Trustworthiness

Among the dimensions of credibility, trustworthiness is perceived as a critical point in the context of new digital or virtual sources (e.g., AI-generated spokespersons). It refers to the level of confidence and acceptance that audiences place in both the speaker and the message. This concept includes perceptions of the source’s honesty, integrity, reliability, and solemnity. When AI influencers act as information providers, trustworthiness reflects the degree of trust that consumers are willing to place in the AI entity itself (Yan et al., 2024).

Empirical evidence highlights the strong mediating role of trust in shaping consumers' responses. Trustworthiness significantly influences how consumers respond and acts as a vector for various independent variables, including the perceived human qualities, charm, and self-consistency of the spokesperson, which affect outcomes (Li et al., 2024). Comparative studies of different spokespersons show that higher perceptions of human qualities and charm are positively associated with trust. In particular, perceived human nature and self-consistency have been found to strengthen perceptions of reliability significantly (Li et al., 2024). As a result, trustworthiness operates as a partial mediator between spokesperson characteristics - such as model type, perceived human qualities, charm, and self-consistency and desired advertising outcomes, including attitudes toward the advertisement, attitudes toward the brand, and purchase intention (Li et al., 2024).

Expertise

Expertise refers to the extent to which a source is perceived as having relevant knowledge, skills, and experience within a particular field. When consumers process persuasive messages through the peripheral route, they tend to rely on credibility cues such as perceived expertise, reputation, and site appearance (Yoon & Lee, 2021).

In the context of artificial intelligence, perceptions of expertise involve a distinctive dual challenge. Although AI systems, especially LLMs, have access to extensive data and powerful computational capabilities that enable them to perform well on indicators of expertise, many consumers remain hesitant to trust them fully (Gilardi et al., 2024). We already know that AI can write incredible news articles. These articles are smart, readable, and, in most cases, factually correct. Even though AI is doing a great job of writing articles, humans still do not want to trust it or accept it as a human writer. Ideally, if we grade something as “good,” we are supposed to “like” it, but this rule does not apply to AI. If an individual admits that it is a “good” article, but does not trust it enough because of accountability, human authenticity, and traditional editorial oversight (Gilardi et al., 2024).

Attractiveness

The third dimension is attractiveness, which refers to the overall appeal of the spokesperson as perceived by the audience. This concept goes beyond physical appearance, such as facial features or body image, and also includes social aspects of appeal. These include likability, relatability, goodwill, and perceived similarity to the consumer, which are central ideas within similarity-attraction theory.

The last paragraph is about attractiveness - not just physical beauty, but this is an encouragement to understand it as a multidimensional construct which includes both physical appeal and social charm (likeness, relatability, goodwill, likability). Research highlights that when spokespersons mostly rely on emotional appeals and personal charm (heuristic processing), virtual endorsers can be much more effective if they use rational appeals, and that "attractiveness" might need to be supplemented with functional trust and logic. The way attractiveness dimension is especially important in industries where visual appearance plays a central role (beauty and fashion industries) and remains influential across a wide range of other contexts (Liu & Lei, 2025).

Attractiveness (often described as charm) has been shown to strongly influence consumers' attitudes, particularly among individuals with a low need for cognition. These consumers are more likely to rely on simple peripheral cues (e.g., physical appearance or source attraction) rather than engage in deeper cognitive evaluation of the message content (Yoon & Lee, 2021). Research shows that charm plays a significant role in building trust (Li et al., 2024). For this

reason, efforts to make virtual endorsers appear more human-like through anthropomorphism aim to enhance perceived charm and elicit more positive consumer responses (Liu & Lei, 2025).

The rise of generative AI (GenAI) spokespersons and even real-person clones introduces new complexities that challenge traditional assumptions of Source Credibility Theory, particularly regarding transparency and authorship.

Research has not yet reached a consensus on the effects of explicitly labeling content as AI-generated. Some studies suggest that disclosing AI authorship, especially alongside explanations of how the algorithm works, may decrease perceptions of credibility (Henestrosa & Kimmerle, 2025). Empirical research authors found that prior information (disclaimers) on AI's generative content had "no effect" on content and minor effects on authorship perception. In other words, saying that disclaimers act like a resume of content, telling users that AI is good at "X" - that is, even strengthening users to trust it even more (Henestrosa & Kimmerle, 2025).

Also interesting is that credibility is influenced not only by the factual disclaimers but also by how the information is presented. The academic study shows that a subjective, evaluative tone in AI-generated content lowers perceived credibility and intelligence of naturally framed messages. All that means that, if you want individuals to trust an AI, it should sound like a robot, not like a real person. This research finding suggests that adopting a neutral, factual tone would make AI systems sound smarter and more credible to recipients.

In general, Source Credibility Theory holds that perceived credibility plays a direct role in shaping behavioral intentions, which is the central focus of this research examining consumers' intentions to seek further information. Research on synthetic advertising highlights perceived advertisement credibility as a key cognitive factor explaining why AI disclosure can negatively influence consumer attitudes and donation intentions (Beak et al., 2024). Accordingly, the trust gap is often associated with AI sources that lack human authenticity and oversight. This matter is supposed to be addressed by strengthening key Source Credibility Theory dimensions (trustworthiness, expertise, and perceived charm/attractiveness) to lead to more positive customer-seeking behaviours (Gilardi et al., 2024).

Within digital marketing and endorsement research, credibility is most commonly understood through the concept of trust, which functions as a strong mediating variable. Trust plays a crucial role because it mediates the relationship between a spokesperson's characteristics and advertising outcomes (Li et al., 2024). Empirical studies show that perceived trust in a source has a "meaningful effect on consumer response" and serves as a key mediator of independent variables such as perceived human qualities and charm (Li et al., 2024). In addition, perceived trust in a digital platform has been shown to influence consumers' willingness to share their personal data positively (Vishwakarma et al., 2025).

SCT Application in AI and Personalization

In the context of AI personalization, SCT helps explain how perceived credibility reduces perceived risk. The research study shows that trusted and credible AI sources reduce perceived risk and encourage engagement (Tao et al., 2025).

Trust in general, according to AI systems, is formed by several related factors, including transparency, credibility, and anxiety. Transparency by itself does not automatically increase willingness to share data, but trust in AI has a higher positive impact under ("white-box") transparent conditions. It means that when AI transparency demonstrates greater transparency to users, according to the existing AI system, trust increases data-sharing behaviour (Rosenberger et al., 2024).

Beyond transparency and credibility, psycho-barriers represent a challenge for AI-generative communication. These psychological challenges, such as anxiety over privacy concerns, bias, and system opacity, have been shown to affect trust in AI technologies negatively (Tao et al., 2025). These user concerns constitute a form of perceived risk that reduces users' engagement with AI systems. AI spokespersons face critical challenges in achieving credibility; it requires not only functional performance but also transparent communication. Finally, in the context of ad personalization, perceived credibility is associated with higher consumer acceptance. Studies show that consumers are more likely to accept personalized content when it's perceived as relevant and credible (Aiolfi et al., 2021). Other studies indicate (in highly open markets) that credibility may play a less decisive role. In open globalized markets, audiences may engage with advertising even when credibility expectations are relatively low (Tahat et al., 2023).

This whole process explains how perceived human characteristics of the spokesperson are converted into trust, and, as a whole, the combination is outlined as the Source Credibility Theory.

1.5 TAM (Technology Acceptance Model)

The Technology Acceptance Model is used to explain why individuals adopt or reject new information systems (Bilal et al., 2024; Enshassi et al., 2025). This model, especially in today's digital environment, is useful for understanding the psychological factors that either encourage or discourage consumers from engaging with and accepting AI-based technologies such as virtual spokespersons. The following sections of the literature review of TAM will provide a solid foundation of understanding.

If we would like to discover how individuals adopt and use IT systems, we need to understand the Technology Acceptance Model, a widely used framework for predicting this and explaining behavioral intentions related to tech adoption (Enshassi et al., 2025).

The Technology Acceptance Model emerged in the 1980s as companies and organizations began to notice that their employees were not fully adopting newly introduced workplace technology. The developers of TAM proposed that higher levels of system usage depend primarily on whether employees accept the technology. This framework, which relates to the acceptance of existing technology, can be illustrated by examining an individual's intention to use it in the future (Adawiyah et al., 2024). By understanding the factors that shape this intention, organizations are better able to influence acceptance strategically and encourage greater levels of actual technology adoption.

The TAM core foundation is strongly grounded in social psychology, specifically in the Theory of Reasoned Action (TRA) (Enshassi et al., 2025). The TRA, originally developed by Ajzen and Fishbein (1975) and formally presented by Ajzen (1980), explains why a person behaves in a certain way (Enshassi et al., 2025). Consistent with the TRA, TAM identifies key psychological variables that influence the use of new technology (Lind, 2024).

The initial model was introduced by Fred Davis in 1986. The core premise of this early model was that a user's attitude toward using a system significantly mediates the relationship between external variables and behavioral intention to use the system (Adawiyah et al., 2024).

As technology continued to evolve and usage context has changed, the Technology Acceptance Model has been repeatedly adapted and extended to strengthen its explanatory power:

1. TAM and TPB synergy: the Technology Acceptance Model (TAM) is often combined with the Theory of Planned Behaviour (TPB), which in turn builds on the Theory of Reasoned Action (TRA). TPB adds important psychological elements, such as attitudes, subjective norms, and perceived behavioral control, to influence and explain behavioral intentions (Adawiyah et al., 2024). By integrating TAM and TPB, researchers can consider both technological factors (PU/PEOU, such as perceived usefulness and ease of use) and psychosocial factors (norms, control). These studies show that this integrated framework improves the ability to adopt technology. Especially in complex environments such as retailing, it is crucial to explain and predict consumers' behaviour (Lopes et al., 2024).
2. The literature also discusses improved versions of TAM, known as TAM2. This version incorporates additional factors related to social influence in technological adoption. This extension (TAM2) emphasizes the elements such as voluntariness, in other words, “the element of user choice,” and image, which reflects the social status linked to technology usage (Lores et al., 2025)

Over time, the Technology Acceptance Model has remained a key framework. As it already demonstrated, this TAM model is effective for studying technology adoption across various fields, such as e-banking, e-commerce, and artificial intelligence applications (Enshassi et al., 2025).

Components of the Technology Acceptance Model (TAM)

An individual's intention, according to TAM, to try new technologies is related to the primary drivers of an individual's intention to use a new system at all (Enshassi et al., 2025).

Perceived Usefulness (PU)

PU, more specifically, reflects the belief that all new systems will help users complete their work faster and more efficiently. This is the extent to which individuals believe that using a particular technology will improve workplace performance (Lopes et al., 2024). Let's explore in more depth several characteristics of PU.

One of the sides that appears in the literature on modern technology adoption, perceived usefulness (PU), is closely linked to performance expectancy. If individuals can see clear and measurable benefits, it will positively affect adoption intention (Enshassi et al., 2025).

Empirical evidence shows a strong positive relationship between perceived usefulness and the willingness to adopt AI technologies. Existing suggestions for these IT solutions should be communicated primarily in terms of their tangible business value. Perceived usefulness consistently emerges as the strongest factor in adoption, so there is no need to emphasize user-friendliness alone (Enshassi et al., 2025).

Overall, in the educational context (e-learning), perceived usefulness is strongly influenced by the quality of the content. Perceived value of outcomes plays a central role in how educators and students evaluate the usefulness of digital technologies (Cheng & Hu, 2023).

Perceived Ease of Use (PEOU)

From the user's perspective, a system is considered easy to use when interacting with it does not demand noticeable physical or cognitive effort. This understanding of low effort is what TAM declares through the concept of PEOU (Enshassi et al., 2025; Lopes et al., 2024). This would direct us to discover a bit wider key characteristics of PEOU for better understanding:

- The way systems (e.g., e-learning) are designed plays a decisive role in how simple they are perceived to be to use. Features such as an easy interface, accessibility, and an uncomplicated design are key elements of PEOU (Cheng & Hu, 2023). Similarly, within e-commerce environments, AI-enabled ease of use has been shown to increase purchase intention and reduce the influence of psychosocial barriers on consumer behaviour (Lopes et al., 2024).
- Effort reduction: PEOU reflects the extent to which users perceive minimal friction or complexity when interacting with a new technological system (Enshassi et al., 2025).

The core element of the original Technology Acceptance Model is the proposed relationship between Perceived Usefulness, Perceived Ease of Use, and Behavioral Intention:

1. PEOU influences PU: the Technology Acceptance Model proposes a positive relationship between perceived ease of use and perceived usefulness. This relationship is based on the idea that technologies that are easier to use are more likely to be viewed as useful by users (Enshassi et al., 2025). If an existing system appears complex to use, users may fail to recognize its advantages, no matter how powerful the technology can be.
2. Behavioral intention (BI) is a key construct in the TAM. According to the TAM model, both perceived usefulness and perceived ease of use serve as direct predictors of this BI intention to use technology (Adawiyah et al., 2024).

In highly integrated technological environments, users may not clearly distinguish between how useful a system is and how easy it is to use. Research on AI-personalized recommendation systems suggests that PU and PEOU may converge into a single model - “technology acceptance” (Yin et al., 2025). While TAM remains a strong framework for studying technology acceptance, its explanatory power may be limited when consumers interact with technologies that offer embodied experiences, including AI recommendation systems (Yoon & Lee, 2021). For better understanding, the final result calls for an alternative framework: the Artificial Intelligence Device Use Acceptance (AIDUA) model. This alternative model extends beyond traditional technology perceptions by considering consumer experience, cognitive evaluation, and emotional reactions (Yoon & Lee, 2021).

In summary, TAM remains a powerful model because of its key elements: PU and PEOU. These elements are clearly linked to behavioral intention, enabling reliable prediction of technology adoption across a wide range of contexts (Enshassi et al., 2025).

TAM and AI Adoption

The Technology Acceptance Model explains behavioral intention as a result of two main beliefs. Perceived usefulness reflects expected performance benefits, and PEOU captures how effortless the system is perceived to be.

1. PU refers to the extent to which an individual believes that using a particular system will increase their performance (Bilal et al., 2024). Given the existing context of AI adoption in digital marketing, PU consistently ranks as the strongest predictor for marketing

professionals and SMEs. (Enshassi et al.,2025). As a result, professionals are more likely to adopt AI technologies when they perceive clear value. From the consumer's perspective, PU mediates the relationship between advertising timing and browsing intention. Consumers are more likely to adopt AI technologies when they perceive clear value in terms of productivity and results, rather than how easy the system is to use (Li et al., 2023).

2. From the customer's perspective, the system is perceived as easy to use, with minimal physical or mental effort. Research shows that PEOU is a positive predictor of both AI adoption and actual usage intention. However, in an organizational adoption context, its effect is often weaker than that of PU, suggesting that demonstrating clear business value is more important than user-friendliness (Enshassi et al., 2025).

The Technology Acceptance Model provides a clear framework for assessing whether consumers accept the underlying technology behind AI-generated spokespersons and personalized messages, ensuring that the technology is perceived as a supportive and useful tool rather than a complex obstacle.

Information Quality (IQ)

In the context of existing research in the digital marketing field, consumers today face the challenge of overwhelming information available on the internet. That creates anxiety for consumers when they have to evaluate existing information and make a decision. Information Quality (IQ) refers to the multidimensional construct that shapes how valuable existing information is to the receiver (Cheung et al., 2008). On the other hand, from a user perspective, IQ is defined as “fitness for use. This term of “fitness for use” means how the provided information meets a particular consumer's needs to complete a specific task. (Ge & Helfert, 2007). High information quality plays a critical role in influencing consumers' trust and shaping behavioral intentions. The fact is that in digital environments, consumers cannot physically touch, feel, or smell the items, so they have to rely heavily on the provided information. If consumers perceive the information as valid and helpful, then influencing a user to seek more information or make a purchase decision is much easier (Cheung et al., 2008).

Dimensions of Information Quality

According to studies, IQ has certain dimensions (relevance, accuracy, comprehensiveness) that consumers use to filter and evaluate perceived information. Let's go deeper with all these dimensions from prior research. The first place of our evaluation system - relevance dimension, this describes how well the information provided by the system or spokesperson and how well that information meets the needs of the user. This dimension is crucial because, if the information fails to satisfy the user's needs on time, it is considered irrelevant and tends to be ignored (Zhu & Chang, 2016). The next important dimension is accuracy. This dimension is defined as the correctness of output information, based on the user's perception of the information's validity and error-free aspects. Prior studies show that when information comes from retailer-controlled sources, accuracy is a core driver of consumer attitudes (Fanoberova & Kuczkowska, 2016). And the final dimension is comprehensiveness. This dimension refers to the completeness of information, providing sufficient scope for users to make well-informed decisions. (Cheung et al., 2008).

The Relationship Between Spokesperson and Information Quality

The connection between IQ and the type of spokesperson (Human vs AI/Virtual) is complex because the spokesperson's identity strongly influences how consumers process the information.

1. **Human Spokesperson (Heuristic Processing).** When celebrities or influencers are involved in this scenario, consumers more often engage in heuristic processing. In this way, the audience prioritizes the endorser's personal charm, attractiveness, and social cues over product information (Liu & Lei, 2025). Factors such as source credibility, trustworthiness, and attractiveness appear to be the dominant forces in influencing.
2. **AI and Virtual spokespersons (Systematic Processing).** In contrast, an AI or virtual spokesperson would not have the same type of processing as humans. This systematic process for AI/Virtual spokesperson often prompts consumers to focus more on product information itself, thereby fostering a systematic way of processing information (Liu & Lei, 2025). Virtual endorsers are usually perceived more as objective instruments, which builds stronger brand trust and delivers high-quality information. As a result of this type of comparison, when an AI spokesperson is used, IQ has a greater influence on consumers' attitudes.

Information Quality (IQ) and the Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) provides a framework for explaining how IQ influences consumer behavior, especially in the adoption of AI-based systems. The fundamental constructs include Perceived Usefulness (PU) and Perceived Ease of Use (PEOU), and the paper highlights personalization quality as an important factor with potential barriers that can limit user acceptance.

The core constructs PU and PEOU provide the conceptual basis for the Technology Acceptance Model (TAM), which was grounded in social psychology, specifically the Theory of Reasoned Action (TRA) (Enshassi et al., 2025). As we already know from previous sections, according to TAM, a user's intention to adopt a technology primarily depends on two core beliefs: PU and PEOU. Perceived Usefulness (PU) is the belief that the system will improve their performance or usefulness, and Perceived Ease Of Use (PEOU) is how effort-free the system is perceived to be (Adawiyah et al., 2024).

In the AI and digital marketing environment, Information Quality (IQ) plays an important role in shaping the key constructs of the TAM. Empirical research suggests that personalization, a key dimension of IQ, generates positive cognitive responses such as higher PU and greater perceived offering relevance (Adawiyah et al., 2024). If AI systems provide high-quality information, consumers view the systems as helpful to their decision-making process, which leads to faster adoption of technology or advice (Bilal et al., 2024). Even more, the high-quality personalization of information reduces the effort required to search for or discover information, thereby directly improving PEOU by making shopping more effortless (Adawiyah et al., 2024).

While TAM traditionally treats PU and PEOU as separate predictors, studies on highly integrated technologies suggest that modifications to these assumptions may be warranted. Within the specific domain of AI-based recommendation services, personalization quality plays a key role and can serve as a central indicator of IQ. However, in the context of AI adoption, certain researchers have found that the possibility of adapting these two dimensions, PU and PEOU, can emerge into a single factor, "technology acceptance. It means that when users benefit from AI systems and are satisfied with all requirements aligned with their needs, PU and PEOU may blend together in shaping acceptance (Yin et al., 2025).

Let's move on to the final construct: barriers to acceptance. Even high Information Quality increases perceived usefulness and ease of use, perceived barriers of acceptance can reduce this relationship. The “Personalization-Privacy Paradox” hypothesis suggests that, despite consumer demand for high-quality AI-generated information, the data collection required to achieve such personalization often raises privacy concerns (Awad & Krishnan, 2006). Perceived barriers, such as data privacy and collection, have a significant negative impact on users’ intention to adopt technology. For Information Quality to be effective in influencing technology acceptance, the benefits of personalized information must be perceived as greater than the privacy risks associated with the system (Boerman et al., 2021).

Research Model and Theoretical Framework

The literature reviewed provides a solid foundation for developing a comprehensive research model that examines the comparative effectiveness of human and AI-generated spokespersons in shaping consumers’ information-seeking intentions. The recommended model brings together the core constructs of this study: spokesperson type, trust/credibility, technology acceptance, and seeking intention.

The purpose of this research model is to empirically examine how AI-generated personalized video spokespersons compare with human-generated video in shaping consumers’ intention to seek further information about a podcast service, while also exploring the psychological and ethical factors that shape these effects and their impact on existing outcomes.

The analytical framework of this Master’s thesis is structured around four elements. The four elements that collectively shape the proposed research approach:

1. Spokesperson Type (Independent Variable): This variable contrasts the effectiveness of AI-generated personalized video spokespersons with that of human-generated video spokespersons.
2. Seeking Intention (Dependent Variable): The desired outcome, specifically consumers' intention to seek further information about the podcast service. Focusing on this measure shifts the study to the earlier stages of the customer journey, which are critical for brand discovery and awareness.

3. Source Credibility: This addresses the challenge of perceived credibility regarding non-human entities. The model uses concepts from Source Credibility Theory (SCT), primarily measuring the dimensions of attractiveness, trustworthiness, and expertise.
4. Technology Acceptance (Mediator): Drawing on the Technology Acceptance Model (TAM), acceptance functions as a key psychological mediator. Technology acceptance absorbs the characteristics of the AI-driven message and influences the final behavioral response (Seeking Intention).
5. Information Quality: This examines the information quality of the messages conveyed in the videos of the AI-generated and human spokespersons.

At the core of this research problem are the key relationships that are investigated within the proposed research framework:

1. Direct and Indirect Effects: The model examines the direct effect of the spokesperson type (AI vs. Human) on the information quality. Moreover, examining the credibility of sources. It explicitly aims to compare the perceived credibility (e.g., trustworthiness, expertise) of the AI versus the human spokesperson.
2. Mediation: The relationship between perceived ease of use and perceived usefulness, and the seeking intention is mediated by user attitude.

Prior research and analysis have suggested that the credibility of a source plays a decisive role in shaping consumers' responses. In addition, "meaningful effect on consumer response" acts as a vector for variables such as perceived human nature and charm. The model explains how spokesperson characteristics are transformed into perceived trust, which, in turn, either encourages or restrains behavioral intentions.

2. Research Methodology

2.1. Purpose of research, model, and hypotheses

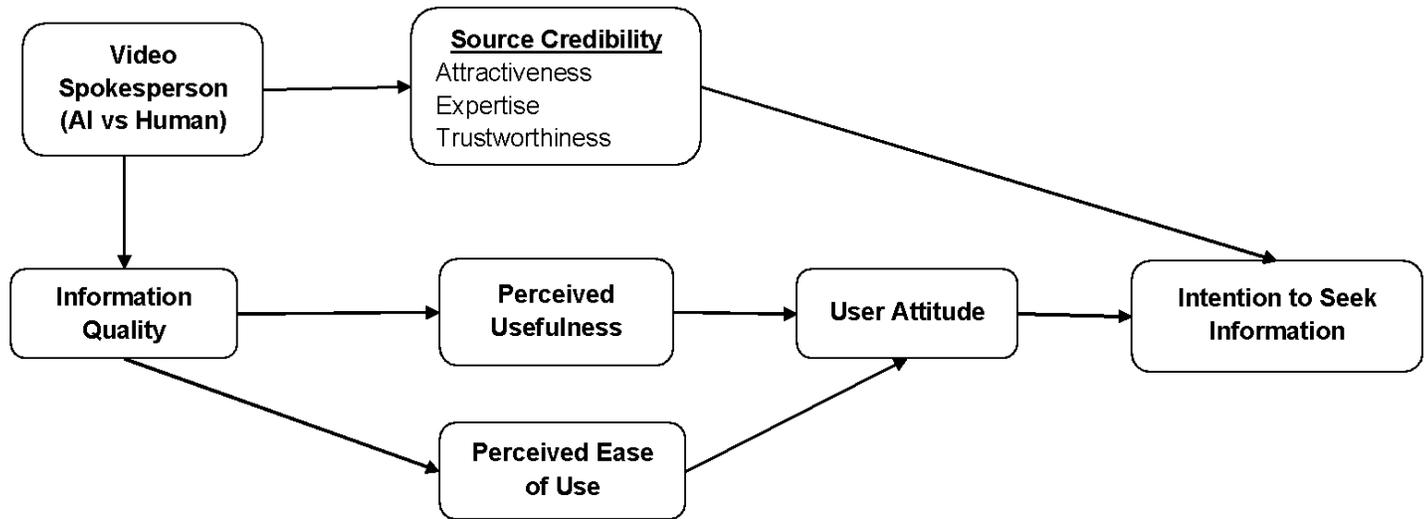
The current research aligns with the existing sections that include the problem statement, research objectives, methods, and literature analysis. This section consisted of the research framework, hypothesis development, research methods, data collection procedure, sampling procedure & technique, and the instrument for data collection. These details are presented in this section.

The current research is quantitative. This research used survey research and a quantitative research design. The data were collected using standardized scales, which were adapted and used in this research from an adequate sample size. The data collected will be analyzed in SPSS to obtain results and test the hypotheses.

Research Problem Statement: The current research problem concerns AI-generated video clones vs. human video spokespersons and their influence on the intention to seek information.

Aim of the research: This research aims to analyze the influence of AI-generated video clones vs. human spokesperson video messages on customers' information-seeking behavior regarding podcast services.

There are different theories in the existing literature. However, for this research, the Technology Acceptance Model (TAM) and Source Credibility Theory were used. From the TAM framework, perceived usefulness and perceived ease of use impact user attitude, which leads to the intention to seek further information. However, the source credibility theory contains three main determinants: attractiveness, expertise, and trustworthiness. The type of spokesperson is also contained in this research. The AI-generated clone and the real Human spokesperson used in this research are linked to the source credibility. Moreover, the messages conveyed by both spokespersons were used to examine the information quality, its usefulness, and usability. The framework is presented in Figure 1.



2.1.1 Research Hypothesis

Based on the literature analysis and the theoretical framework, the hypotheses are presented here.

Human spokesperson suggested and recommended based on their personal experiences and expertise. Humans build connections based on emotions, which also causes trust with the audience. In contrast, the AI-generated spokespersons are just providing the information given to them by humans. The credibility of the human spokespersons seems higher because they build connections and trust with the audience. The existing research also found that human endorsements are more credible than AI endorsements. While in some research, contradictions were found, and they stated that there is no credibility between AI and Human endorsers (Li et al., 2024; Matz et al., 2024). Align with credibility: it contains three major elements that are linked and grounded in credibility. These include attractiveness, expertise, and trustworthiness (Yan et al., 2024; Li et al., 2024). From existing studies, it was found that human spokespersons are considered more trustworthy and experts in their field. They have firsthand experience, feelings, and emotions, and they interact with the audience in the same way. In contrast, AI spokespersons lack these elements (Viktoratos & Tsadiras, 2021; Li et al., 2024). Moreover, humans are considered to have a higher level of attractiveness than AI-generated persons (Li et al., 2024; Matz et al., 2024). So the following hypotheses are hypothesized.

H1: Human video spokesperson is more credible than AI spokesperson.

H1a : Human video spokesperson is more attractive than AI spokesperson.

H1b : Human video spokesperson has more expertise than AI spokesperson.

H1c : Human video spokesperson is trustworthy than AI video spokesperson.

Information quality differs between human and AI video spokespersons. This contained the various elements, i.e., empathy, personalization, emotions, clarity, and expression. These directly influence consumers, who perceive and respond accordingly. In the human spokespersons, the video message contained appropriate and adequate information, with clarity, conciseness, and expression. This appeals to the audience and resonates with their emotions. The AI-generated spokesperson lacks these elements and conveys the message without empathy or emotional depth. This looks unnatural (Yoon & Lee, 2021; Matz et al., 2024). The information conveyed by an AI spokesperson is sometimes not perceived as appropriate because of a lack of human elements and an unnatural tone (Ni et al., 2023). So, the following statement hypothesized.

H2: Human video spokesperson's information quality is different than AI video spokesperson.

Information quality matters a lot, especially in video messages. In the message, if it provides complete and detailed information, clarity, accuracy, and is well-structured, then it has a positive impact on the users. The users found it useful and proceeded further. The clear, complete information enabled them to compare and analyze for further usability and decision-making. Existing research shows that personalized and effective message characteristics are more useful to respondents (Yoon & Lee, 2021; Lopes et al., 2024). So, the following hypothesis is generated.

H3 : Video message information has positive impact on perceived usefulness

Video message information is easy for users to understand. These days, consumers intend to get information quickly and with less effort. When they receive concise, complete information in a video that requires less effort, it is beneficial for them, they are easy to obtain and use for further purposes because of less effort. Existing research indicates that information obtained with less effort will be easier to understand and use. Similarly, the video information was perceived as easy to use because it required less effort (Enshassi et al., 2025; Cheng & Hu, 2023). So, the hypothesis was generated.

H4: Video message information has a positive impact on perceived ease of use

Perceived usefulness strongly influences the users. They feel that the system and information are useful and provide appropriate benefits. This shapes the positive attitude because the user's perception of usefulness enhances it. The consumer perceived it as beneficial, which ultimately had a positive impact and was favorable to the user's attitude. In other words, the user attitude becomes positive as it considers the perceived usefulness of the system, information, etc. In line with this, as consumers feel less effort in obtaining information, their attitude also becomes more positive. The user wants less effort, maximum benefits, and a great experience. These elements enhanced the user attitude (Lopes et al., 2024; Enshassi et al., 2025). So, the hypotheses were generated.

H5: Perceived usefulness has a positive impact on user attitude.

H6: Perceived ease of use has a positive impact on user attitude.

For gaining information and proceeding further, the credibility of the source matters a lot. In the research, it was found that if the source is credible, i.e., trustworthy, expert, or authentic, it gives the users confidence to seek further information. As the user received the information from a credible source, their confidence in the message increased, directly strengthening and influencing their behaviors. These behaviors lead to further actions (Li et al., 2024; Gilardi et al., 2024). So, the hypothesis is underlined.

H7: Source credibility has a positive impact on intention to seek information.

In the digital environment, the user's attitude matters a lot. It directly influences behavioural intentions. In this scenario, the users have received the video message, which has increased their positive attitude. This user's attitude positively influenced the user to proceed with further actions. Prior studies confirm that attitude acts as a key psychological driver linking persuasion to action (Yan et al., 2024; Yin et al., 2025).

H8: User attitude has a positive impact on intention to seek information

In the TAM framework, perceived ease of use and perceived usefulness are the key determinants that impact attitude, which ultimately impacts behavioural intentions. From existing research, it was found that when users received information considered useful, they took further action and their behavioural intentions increased. In other words, beneficial information shaped the user's

attitude, leading to an intention to seek further information. Similarly, when the user receives information without much effort, i.e., research, mental effort, physical or psychological effort, their attitude becomes positive. This positive attitude has a positive impact on behavioral intentions. In other words, the positive attitude triggers the intentions (Lopes et al., 2024; Enshassi et al., 2025). So, the hypothesis statement is mentioned as:-

H9: User attitude mediates between perceived usefulness and intention to seek information.

H10: User attitude mediates between perceived usefulness and intention to seek information.

2.2. Data Collection Methods and Research Instruments

In the current research, an online survey and quantitative research method were used. The spokespersons and other details are outlined here for the data collection procedure.

Data Collection Procedure

The current research used a survey, and the data were collected through an online survey. The two spokespersons (Human, AI) were selected and used in this research. They are conveying messages about the services. After that, the survey statements were designed in English. The survey link was circulated and shared through digital platforms. The respondents were asked to complete the questionnaire anonymously to maintain confidentiality. Moreover, in the survey, a special note was explained about the purpose of the research, ethical considerations, and secrecy of the respondent's data. Moreover, the data will be used for academic research purposes. These key points are mentioned, and then data collection proceeds.

Spokesperson and Service Selection

In the questionnaire, two spokespersons (AI and Human) were used, and they delivered messages about the podcast services. The first spokesperson is a real human, while the second is an AI-generated clone. The purpose was to give the information and then collect the responses. This study contains the service of podcast services for gaining information or for seeking after watching the video message conveyed by the spokesperson.

Research Instrument

The research instrument was designed on Google Forms. The standardized scales were used, adapted from existing research. The five-point Likert scale (1= Strongly Disagree, 2= Disagree, 3= Neutral, 4=Agree, 5= Strongly Agree) was used in this research. The survey contained three sections. The first section is about the ethical considerations note; the second is about the key statements of the variable, along with the spokesperson's video link; and the third section is about the demographics of the respondents to understand the profile and characteristics. The details of the research survey are mentioned.

Source Credibility

The source credibility scale was used to assess the spokesperson's credibility. Source credibility comprises three main dimensions: Attractiveness, Expertise, and Trustworthiness. These are the most appropriate dimensions for examining the spokespersons' credibility. In the literature, numerous scales were used across different research. However, according to current research, this scale is appropriate. The scale was adapted from Ohanian (1990) and Munnukka et al. (2016). The scale consisted of 12 items, which measure the source's credibility. This scale is appropriate for the current research because it contains three key dimensions of source credibility: Attractiveness, Expertise, and Trustworthiness.

The questions were adequate and tailored to this research (Attractiveness = I think the spokesperson is sexy, Expertise = I consider the spokesperson an expert in her area, Trustworthiness = I consider the spokesperson trustworthy).

Information Quality

The information quality scale was used to assess the quality of the video message conveyed in the video. The core purpose was to understand the message's value, usefulness, and the quality of the information. The scale contained 4 items and was adapted from Wang and Strong (1996), Alkhatabi et al. (2010), and Maltz (2000). The sample question of the information message quality (Video information message is informative and valuable). This scale was according to the nature of the research, so the scale adapted for this research.

Perceived Usefulness

The perceived usefulness scale was examining the usefulness of the information. In the existing literature, numerous scales are available. However, in this research, the 4-item scale was used, which was adapted from Venkatesh and Davis (2000). The scales are adequate for this research, and the sample questions are about (the information provided in this video is useful for learning about podcast services).

Perceived Ease of Use

The perceived ease of use scale was also adapted from Venkatesh and Davis (2000). The scale contained 4 items and was appropriate for this research, given its nature. On this scale, clarity and not requiring much effort were examined. The sample question is about (The video message about podcast services is clear and easy to understand).

User Attitude

The user attitude is the key variable in this research. The user attitude was measured using a 5-item scale adapted from Ayeh et al. (2013). There are numerous scales available, but this scale is the best and adequate fit for this research. The scale contained information and opinion about positivity, etc. The sample question asked about the respondents' user attitude is (I feel good watching the video about podcast services).

Intention to Seek Information

In this research, the main and key variable is Intention to seek information. This is about seeking further information. The scale was adapted from Brinker et al. (2020) and Lu (2015). There are numerous scales used in the existing literature, but the most appropriate scale is the one adopted in this research. The sample question for the scale is "I plan to seek information about podcast services."

Table 1: Research Variables, and Measurement Scales

| Ser# | Variable | Items | Source |
|------|-------------------------------|-------|---|
| 1 | Source Credibility | 12 | Ohanion 1990 |
| 2 | Perceived Usefulness | 4 | Venkatesh and Davis, 2000 |
| 3 | Perceived Ease of Use | 4 | Venkatesh and Davis, 2000 |
| 4 | Attitude | 5 | Ayeh et al. 2013 |
| 5 | Intention to Seek Information | 4 | (Brinker et al. (2020), (Lu, 2015), and Yang (2012)) |
| 6 | Information Quality | 4 | Wang and Strong (1996), Alkhatabi et al. (2010), Maltz (2000) |

Other than the key variables' statements, the last section is about the demographics section. It contained information about the respondent's profile, including gender, age, income, nationality, etc. The key purpose is to understand the respondents' characteristics and profiles.

2.3. Sampling and Research Procedure

In this research, a non-probability sampling technique was used. The population for this research is people who intend to seek further information about the podcast services. There are no specific limitations on the group, gender, or nationality for the collection of data. For this research, a convenience sampling technique was employed. The sample size is determined from reliable literature sources and then finalized based on the appropriate size. According to reliable sources, the average sample size for this research was 216 respondents, drawn from the existing literature. The authors' sources are mentioned in Table 2.

Table 2: Sample Size Estimation

| Ser# | Author | Questionnaire Types | Sampling Technique | Number of Respondents |
|------|--------------------|---------------------|--------------------------|-----------------------|
| 1 | Baek et al. (2024) | Online survey | Non-Probability Sampling | 226 |
| 2 | Yin et al. (2021) | Online survey | Non-Probability Sampling | 347 |
| 3 | Kim et al. (2021) | Online survey | Non-Probability Sampling | 114 |

| | | | | |
|---|-----------------------|---------------|--------------------------|------------|
| 4 | Yang et al. (2024) | Online survey | Non-Probability Sampling | 240 |
| 5 | Lee and Kim (2024) | Online survey | Non-Probability Sampling | 161 |
| 6 | Kim et al. (2023) | Online survey | Non-Probability Sampling | 302 |
| 7 | Rhee and Choi, (2020) | Online Survey | Non-Probability Sampling | 124 |
| | | | Average | 216 |

In this research, the two different questionnaires were circulated. The first one is about the AI spokesperson, while the second is about the Human Spokesperson. The respondents open the link, watch the video, then fill in the questionnaire, and provide adequate opinions on the statements.

Data Analysis Methods

In this research, the data will be collected through primary sources. Moreover, online platforms are used to share survey questionnaire links and to request respondents to complete the questionnaire. The collected data will be analyzed through SPSS version 27. The data analysis method contained descriptive and inferential statistics. Before that, the data cleaning removed inappropriate responses. In this research, the t-test, linear regression, multiple regression, and mediation analysis were used for hypothesis testing. In contrast, the descriptive statistical analysis was performed to understand the respondents' characteristics and profiles.

3. Results and Analysis

3.1 Descriptive Statistics

The questionnaire was formulated on an online platform and shared via social media. Personal references are also used to collect data from the target audience. The data were collected from 285 respondents, of whom 8 responses were filtered during the data cleaning phase.

In the questionnaire, the two links were shared, which stated as AI Spokesperson and Human spokesperson. The responses for the AI spokesperson were 145, for the Human spokesperson, 132, and overall, 277. These responses from the different nationalities. These included Asian, African, European, Gulf countries, and the USA. The respondents also participated from the UK. However, the majority of the respondents were from Asia and European countries.

Table 3 shows the respondents' gender in this research. The results showed that of the total respondents, 46.9% were male and 53.1% were female. Overall, the majority of respondents were female.

Table 3: Gender of Respondents

| Description | Frequency | Percent (%) |
|-------------|-----------|-------------|
| Male | 130 | 46.9 |
| Female | 147 | 53.1 |
| Total | 277 | 100.0 |

Table 4 describes and shows the age group of respondents. The results showed that respondents aged 18-24 were 26%, 25-34 were 27.4%, 35-44 were 24.5%, 45-54 were 14.8%, and respondents aged 55 and above were 7.2%. The results clearly showed that the data were collected from a diverse group and that most respondents were in the 25–34-year age group.

Table 4: Age of Respondents

| Description | Frequency | Percent (%) |
|----------------|-----------|-------------|
| 18-24 yrs | 72 | 26.0 |
| 25-34 yrs | 76 | 27.4 |
| 35-44 yrs | 68 | 24.5 |
| 45-54 yrs | 41 | 14.8 |
| 55 yrs & above | 20 | 7.2 |
| Total | 277 | 100.0 |

Table 5 shows the respondents' educational levels. The education levels ranged from higher secondary school to PhD. The results showed that 14.4% of respondents have a secondary

education. Respondents with a bachelor's degree were 39%, 34.7% were master's degree holders, and 4.7% had a doctoral degree. Apart from that, 7.2% of respondents preferred not to say. The majority of respondents have a bachelor's and a master's degree.

Table 5: Educational Level of Respondents

| Description | Frequency | Percent (%) |
|---------------------|-----------|-------------|
| Secondary Education | 40 | 14.4 |
| Bachelor's Degree | 108 | 39.0 |
| Master Degree | 96 | 34.7 |
| Doctoral Degree | 13 | 4.7 |
| Prefer Not to Say | 20 | 7.2 |
| Total | 303 | 100.0 |

Table 6 illustrates the respondents' income. The results showed that 17.7% of respondents had an income of less than 1000 euros. While 19.1% of respondents had an income level of 1000-1999 euros, 18.4% had an income level of 2000-2999 euros, 17.3% had an income level of 3000-3999 euros, 6.9% had an income level of 4000-4999 euros, and 3.2% had an income level of 5000 euros and above. However, 17.3% of respondents stated that they preferred not to say about their income level. The majority of respondents' income levels are between 1000 and 3999 euros per month.

Table 6: Income of Respondents

| Description | Frequency | Percent (%) |
|----------------------|-----------|-------------|
| Less than 1000 Euros | 49 | 17.7 |
| 1000-1999 Euros | 53 | 19.1 |
| 2000-2999 Euros | 51 | 18.4 |
| 3000-3999 Euros | 48 | 17.3 |
| 4000-4999 Euros | 19 | 6.9 |
| 5000 Euros Above | 9 | 3.2 |
| Prefer Not to Say | 48 | 17.3 |
| Total | 277 | 100.0 |

In Table 7, the descriptive statistics showed the mean and standard deviation for the variables. The key variables of the research are Attractiveness (Att), Expertise (Exp), Trustworthiness (Trust), Source Credibility (SC), Information Quality (IQ), Perceived Ease of Use (PEOU),

Perceived Usefulness (PU), User Attitude (U.ATT), and Intention to Seek (ITS). The mean values of the variables are shown in Table 5.

Table 7: Descriptive Statistics

| Description | Mean | SD |
|--------------------|-------------|-----------|
| Att.M | 3.6245 | .86068 |
| Exp.M | 3.7426 | 1.00031 |
| Trust.M | 3.8999 | .97909 |
| SC.M | 3.8691 | .84055 |
| IQ.M | 4.0792 | .83585 |
| PEOU.M | 3.8421 | .78834 |
| PU.M | 3.5271 | .88526 |
| U.ATT.M | 3.3547 | .91552 |
| ITS.M | 3.1634 | 1.08376 |

Reliability Analysis

Reliability analysis assesses the scales' reliability. It demonstrated the scale's reliability. A threshold of (0.700) and above is considered a reliable scale. The Cronbach's Alpha reliability analysis was performed, and the results are presented in Table 8.

From Table 8, the reliability values for the scales are Attractiveness (0.849), Expertise (0.922), Trustworthiness (0.932), and Source Credibility (0.942). Furthermore, the reliabilities of Perceived Ease of Use (0.888), Perceived Usefulness (0.892), Information Quality (0.846), User Attitude (0.893), and Intention to Seek (0.937) are high. It showed that all the scales' reliabilities are above 0.700, indicating that the scales are highly reliable.

Table 8: Reliabilities of Instruments

| Sr. No | Scales | Item scale | Cronbach Alph Reliability |
|---------------|----------------------|-------------------|----------------------------------|
| 1 | Attractiveness (Att) | 4 | .849 |
| 2 | Expertise (Exp) | 4 | .922 |

| | | | |
|---|------------------------------|----|------|
| 3 | Trustworthiness (Trst) | 4 | .932 |
| 4 | Source Credibility (SC) | 12 | .942 |
| 5 | Perceived Ease of Use (PEOU) | 4 | .888 |
| 6 | Perceived Usefulness (PU) | 4 | .892 |
| 7 | Information Quality (IQ) | 4 | .846 |
| 8 | User Attitude (U.ATT) | 4 | .893 |
| 9 | Intention to Seek (ITS) | 4 | .937 |

3.2 Hypotheses Testing

After the initial tests and analysis, the next step is to test the research hypotheses. This research contains 10 main hypotheses and 3 sub-hypotheses.

In this research, the two spokespersons' (Human and AI) attractiveness levels were examined. The first hypothesis (H1) examines the spokesperson's source credibility level. For instance, the t-test was performed. The results are shown in Table 9. The results (AI Mean=3.38, Human Mean=3.39, $t=-.101$, $p>0.05$) indicated that there is no significant difference in the credibility of AI and Human spokespersons. So, hypothesis H1, is rejected here.

Table 9: Spokesperson and Source Credibility

| Spokesperson | Mean | Std.Dev | t-value | Sig (p-value) |
|--------------|--------|---------|---------|---------------|
| AI | 3.3804 | .86308 | -.101 | .920 |
| Human | 3.3906 | .81832 | | |

Dependent: Source Credibility

The hypothesis (H1a) examines the spokespersons' attractiveness. For instance, the t-test was performed. The results are shown in Table 10. The results (AI Mean=3.59, Human Mean=3.65, $t=-.532$, $p>0.05$) indicated that there is no significant difference in the attractiveness of AI and Human spokespersons. So, the hypothesis, H1a, was rejected here.

Table 10: Spokesperson and Attractiveness

| Spokesperson | Mean | Std.Dev | t-value | Sig (p-value) |
|--------------|--------|---------|---------|---------------|
| AI | 3.5983 | .93230 | -.532 | .595 |
| Human | 3.6534 | .77696 | | |

Dependent: Attractiveness

The hypothesis (H1b) concerns the spokesperson's expertise. For instance, the t-test was performed. The results are shown in Table 11. The results (AI Mean=3.46, Human Mean=3.30, $t=1.309$, $p>0.05$) indicated that there is no significant difference in the expertise of AI and Human spokespersons. So, the hypothesis, H1b, was rejected here.

Table 11: Spokesperson and Expertise

| Spokesperson | Mean | Std.Dev | t-value | Sig (p-value) |
|--------------|--------|---------|---------|---------------|
| AI | 3.4603 | 1.00592 | 1.309 | .192 |
| Human | 3.3030 | .99139 | | |

Dependent: Expertise

The next hypothesis (H1c) concerns the spokesperson's trustworthiness. For instance, the t-test was performed. The results are shown in table 12. The results (AI Mean=3.08, Human Mean=3.21, $t=-1.131$, $p>0.05$) indicated that there is no significant difference in the trustworthiness of AI and Human spokespersons. So, hypothesis H1c, was rejected here.

Table 12: Spokesperson and Trustworthiness

| Spokesperson | Mean | Std.Dev | t-value | Sig (p-value) |
|--------------|--------|---------|---------|---------------|
| AI | 3.0828 | .99174 | -1.131 | .259 |
| Human | 3.2159 | .96394 | | |

Dependent: Trustworthiness

The second hypothesis (H2) examines the information quality of video messages conveyed by spokespersons. For instance, the t-test was performed. The results are shown in Table 13. The results (AI Mean=3.21, Human Mean=4.07, $t=-10.074$, $p<0.05$) indicated a significant difference in the information quality of AI and Human spokespersons. The results showed that the human spokesperson's information quality was higher than that of the AI spokesperson. So, hypothesis H2 is accepted here.

Table 13: Spokesperson and Information Quality

| Spokesperson | Mean | Std.Dev | t-value | Sig (p-value) |
|--------------|--------|---------|---------|---------------|
| AI | 3.2103 | .74807 | 10.074 | .000 |
| Human | 4.0777 | .67827 | | |

Dependent: Information Quality

The next hypotheses examine the impact of key variables. For instance, the regression analysis was performed.

Hypothesis 3 examines the impact of video message information quality on perceived usefulness. For instance, the linear regression analysis was performed. The results are shown in Table 14. The results showed that the values ($R^2=0.043$, $F=12.432$, $b=0.208$, $p<0.05$) are significant and positive. It showed that information quality has a positive and significant impact on perceived usefulness. So, H3 is accepted here.

Table 14: Information Quality and Perceived Usefulness

| Model Summary | | | | | | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|-----------------|-------------------|-----|-----|---------------|
| Model | R | R Square | Adjusted R-Square | Std. Error of the Estimate | R Square Change | Change Statistics | | | Sig. F Change |
| | | | | | | F Change | df1 | df2 | |
| 1 | .208 ^a | .043 | .040 | .86748 | .043 | 12.432 | 1 | 275 | .000 |

a. Predictors: (Constant), IQ.M

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|-----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 9.355 | 1 | 9.355 | 12.432 | .000 ^b |
| | Residual | 206.942 | 275 | .753 | | |
| | Total | 216.297 | 276 | | | |

a. Dependent Variable: PU.M

b. Predictors: (Constant), IQ.M

| Coefficients ^a | | | | | | |
|---------------------------|------------|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.732 | .232 | | 11.800 | .000 |
| | IQ.M | .219 | .062 | .208 | 3.526 | .000 |

a. Dependent Variable: PU.M

Hypothesis 4 examines the impact of video message information quality on perceived ease of use. For instance, the linear regression analysis was performed. The results are shown in Table 15. The results showed that the values ($R^2=0.020$, $F=5.682$, $b=0.142$, $p<0.05$) are significant and positive. It showed that information quality has a positive and significant impact on perceived ease of use. So, H4 is accepted here.

Table 15 : Information Quality and Perceived Ease of Use

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | R Square Change | Change Statistics | | | Sig. F Change |
|-------|-------------------|----------|-------------------|----------------------------|-----------------|-------------------|-----|-----|---------------|
| | | | | | | F Change | df1 | df2 | |
| 1 | .142 ^a | .020 | .017 | .78174 | .020 | 5.682 | 1 | 275 | .018 |

a. Predictors: (Constant), IQ.M

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|-----|-------------|-------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 3.472 | 1 | 3.472 | 5.682 | .018 ^b |
| | Residual | 168.055 | 275 | .611 | | |
| | Total | 171.528 | 276 | | | |

a. Dependent Variable: PEOU.M

b. Predictors: (Constant), IQ.M

| Coefficients ^a | | | | | | |
|---------------------------|------------|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 3.358 | .209 | | 16.094 | .000 |
| | IQ.M | .133 | .056 | .142 | 2.384 | .018 |

a. Dependent Variable: PEOU.M

Hypotheses H5 & H6 examine the impact of perceived usefulness and perceived ease of use on user attitude. For instance, the multiple regression analysis was performed. The results are shown in Table 16. The results showed that the values ($b=0.481$, $p<0.05$) are significant and positive. It showed that perceived usefulness has a positive and significant impact on user attitude. So, H5 is accepted here. Similarly, the result value for perceived ease of use on user attitude ($b=0.369$, $p<0.05$) indicated a positive, significant impact. It stated that perceived ease of use has a positive and significant impact, and H6 is accepted here. Moreover, the overall impact is significant ($R^2=0.544$, $F=163.391$, $p<0.05$).

Table 16 : Perceived Usefulness, Ease of Use and Attitude

| Model Summary | | | | | | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|-----------------|-------------------|-----|-----|---------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | R Square Change | Change Statistics | | | Sig. F Change |
| | | | | | | F Change | df1 | df2 | |
| 1 | .738 ^a | .544 | .541 | .62053 | .544 | 163.391 | 2 | 274 | .000 |

a. Predictors: (Constant), PU.M, PEOU.M

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|-----|-------------|---------|-------------------|
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 125.832 | 2 | 62.916 | 163.391 | .000 ^b |
| | Residual | 105.507 | 274 | .385 | | |
| | Total | 231.339 | 276 | | | |

a. Dependent Variable: U.ATT.M
b. Predictors: (Constant), PU.M, PEOU.M

| Coefficients ^a | | | | | | |
|---------------------------|------------|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -.049 | .198 | | -.247 | .805 |
| | PEOU.M | .429 | .055 | .369 | 7.869 | .000 |
| | PU.M | .498 | .049 | .481 | 10.249 | .000 |

a. Dependent Variable: U.ATT.M

Hypotheses H7 & H8 examine the impact of source credibility and user attitude on intention to seek information. For instance, the multiple regression analysis was performed. The results are shown in Table 17. The results showed that the values of user credibility towards intention to seek (b=0.149, p<0.05) are significant and positive. It showed that source credibility has a positive, significant impact on the intention to seek information. So, H7 is accepted here. Similarly, the result for User attitude towards the intention to seek information (b=0.602, p<0.05) indicated a positive, significant impact. It stated that user attitude has a positive and significant impact, and H8 was accepted here. Moreover, the overall impact is significant (R²=0.514, F=144.655, p<0.05).

Table 17 : Source credibility, Attitude and Intention to Seek

| Model Summary | | | | | | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|-----------------|-------------------|-----|-----|---------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | R Square Change | Change Statistics | | | Sig. F Change |
| | | | | | | F Change | df1 | df2 | |
| 1 | .717 ^a | .514 | .510 | .75860 | .514 | 144.655 | 2 | 274 | .000 |

a. Predictors: (Constant), U.ATT.M, SC.M

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|-----|-------------|---------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 166.490 | 2 | 83.245 | 144.655 | .000 ^b |
| | Residual | 157.680 | 274 | .575 | | |
| | Total | 324.171 | 276 | | | |

a. Dependent Variable: ITS.M

b. Predictors: (Constant), U.ATT.M, SC.M

| Coefficients ^a | | | | | | |
|---------------------------|------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .123 | .196 | | .627 | .531 |
| | SC.M | .192 | .078 | .149 | 2.454 | .015 |
| | U.ATT.M | .712 | .072 | .602 | 9.909 | .000 |

a. Dependent Variable: ITS.M

In this research, the mediators are also a part of the research model. Hypothesis 9 examines the mediating effect of user attitude on the relationship between perceived usefulness and intention to seek information. For instance, the Process Macros model 4 was applied. The results are shown in Table 18.

Table 18 presents the results, including the direct, indirect, and total effects. The results values showed that perceived usefulness has a significant and positive impact on intention to seek (IV to DV) ($b = .2033$, $p < 0.05$), which showed the significant path. The next step is to examine the impact of perceived usefulness on user attitude (IV to Med), and the results ($b = .6867$, $p < 0.05$) indicate a positive, significant impact. Moreover, the next step is to examine the user attitude towards the intention to seek (Med to DV), and the results ($b = .7089$, $p < 0.05$) are also positive and significant. For mediation testing results ($b = .4868$, $SE = .0592$, $LLCI = .3701$, $ULCI = .6037$), the mediation was significant and showed that the mediator, user attitude, mediated between perceived usefulness and intention to seek information.

In Table 16, the overall results (**Direct effect** = 0.2033, LLCI = .0682, ULCI = .3382; **Indirect effect** = 0.4868, LLCI = .3701, ULCI = .6037; **Total effect** = .6901, LLCI = .5701, ULCI = .8102) indicate that the direct, indirect, and total effects were significant. It also showed that user attitude has played a mediating role, and the hypothesis H9 was accepted here.

Table 18 : User Attitude Mediation between Perceived Usefulness and Intention to Seek Information

| Variable / Effects | Beta (coefficient) | SE | t | p | 95% Confidence Interval | |
|--|-----------------------|-------|---------|-------|-------------------------|-------|
| | | | | | LLCI | ULCI |
| PU □ U.ATT | .6867 | .0466 | 14.7254 | .000 | .5949 | .7785 |
| PU □ ITS | .2033 | .0686 | 2.9622 | .003 | .0682 | .3382 |
| U.ATT □ ITS | .7089 | .0664 | 10.6802 | .000 | .5782 | .8396 |
| Effects | | | | | | |
| Direct | .2033 | .0686 | 2.9622 | .003 | .0682 | .3382 |
| Indirect (Mediation) PU □ U.ATT □ ITS | .4868 | .0592 | - | - | .3701 | .6037 |
| Total | .6901 | .0610 | 11.3184 | .0000 | .5701 | .8102 |

Hypothesis 10 examines the mediating effect of user attitude on the relationship between perceived ease of use and intention to seek information. For instance, the Process Macros model 4 was applied. The results are shown in Table 19.

Table 19 showed the results, which included the direct, indirect, and total effects. The results values showed that perceived ease of use has a significant and positive impact on intention to seek (IV to DV) ($b = .1952$, $p < 0.05$), which showed the significant path. The next step is to examine the impact of perceived ease of use on user attitude (IV to Med), and the results ($b = .7055$, $p < 0.05$) indicate a positive, significant impact. Moreover, the next step is to examine the user attitude towards the intention to seek (Med to DV), and the results ($b = .7374$, $p < 0.05$) are also positive and significant. For mediation testing results ($b = .5202$, $SE = .0674$, $LLCI = .3888$, $ULCI = .6559$), the mediation was significant, indicating that the mediator user attitude mediated the relationship between perceived ease of use and intention to seek information.

In table 16, the overall results (**Direct effect** = 0.1952, LLCI = .0519, ULCI = .3384; **Indirect effect** = 0.5202, LLCI = .3888, ULCI = .6559; **Total effect** = 0.7154, LLCI = .5760, ULCI =

.8548) indicate that the direct, indirect, and total effects were significant. It also showed that user attitude has played a mediating role, and the hypothesis H10 was accepted here.

Table 19: User Attitude Mediation between Perceived Ease of Use and Intention to Seek Information

| Variable / Effects | Beta (coefficient) | SE | t | p | 95% Confidence Interval | |
|--|-----------------------|-------|---------|-------|-------------------------|-------|
| | | | | | LLCI | ULCI |
| PEOU □ U.ATT | .7055 | .0556 | 12.6384 | .000 | .5960 | .8150 |
| PEOU □ ITS | .1952 | .0728 | 2.6818 | .007 | .0519 | .3384 |
| U.ATT □ ITS | .7374 | .0627 | 11.7677 | .000 | .6140 | .8607 |
| Effects | | | | | | |
| Direct | .1952 | .0728 | 2.6818 | .007 | .0519 | .3384 |
| Indirect (Mediation) PEOU □ U.ATT □ ITS | .5202 | .0674 | - | - | .3888 | .6559 |
| Total | .7154 | .0708 | 10.1057 | .0000 | .5760 | .8548 |

The results showed that, in this research, there were 10 main and 3 sub-hypotheses, of which 1 main and 3 sub-hypotheses were rejected, while the remaining 9 hypotheses were accepted. It also found that the direct and mediating hypotheses are accepted, and the summary is presented in table 20.

Table 20: Hypotheses Summary

| Ser# | Statement | Status |
|------------|---|-----------------|
| H1 | Human video spokesperson is more credible than AI spokesperson | Rejected |
| H1a | Human video spokesperson is more attractive than AI spokesperson | Rejected |
| H1b | Human video spokesperson has more expertise than AI spokesperson | Rejected |
| H1c | Human video spokesperson is trustworthy than AI video spokesperson. | Rejected |
| H2 | Human video spokesperson's information quality is different than AI video spokesperson. | Accepted |
| H3 | Video message information has positive impact on perceived usefulness | Accepted |
| H4 | Video message information has positive impact on perceived ease of use | Accepted |
| H5 | Perceived usefulness has positive impact on user attitude. | Accepted |

| | | |
|------------|--|-----------------|
| H6 | Perceived ease of use has positive impact on user attitude. | Accepted |
| H7 | Source credibility has positive impact on intention to seek information. | Accepted |
| H8 | User attitude has positive impact on intention to seek information. | Accepted |
| H9 | User attitude mediates between perceived usefulness and intention to seek information. | Accepted |
| H10 | User attitude mediates between perceived usefulness and intention to seek information. | Accepted |

3.3 Discussion

The research results indicated that 1 main and 3 sub-hypotheses were rejected, while the remaining 9 hypotheses were accepted.

In the research, the first hypothesis examines the source credibility of the spokesperson. These are categorized into two: real Human Spokesperson and AI-generated spokesperson. The results showed that there is no significant difference in the credibility of the spokespersons. Moreover, there is no significant difference in the attractiveness level between AI and human spokespersons. Similarly, no significant difference was found in trustworthiness and expertise between the human and AI spokespersons. It also explained that respondents considered both spokespersons equally and showed no differences. So, the hypotheses (H1, H1a, H1b, & H1c) were rejected. The existing research contradicted these results (Li et al., 2024; Matz et al., 2024; Yan et al., 2024)

The next hypothesis, H2, examines the information quality of the human and AI spokespersons, and the results found that significant differences exist. It showed that the human spokesperson's information quality is higher than the AI spokesperson's. In other words, a human spokesperson's information quality is higher than that of an AI spokesperson. The results are aligned with existing research (Yoon & Lee, 2021; Matz et al., 2024). Hypothesis H3 examines the perceived usefulness of video message information quality. The results showed that information quality has a positive and significant impact on perceived usefulness, indicating that video information quality is considered useful. The results aligned with existing research (Yoon & Lee, 2021; Lopes et al., 2024).

The next hypothesis, H4, examines the perceived ease of use of the video message and its information quality. The results showed that video information quality has a positive and significant impact on perceived ease of use. It stated that the respondents find it easy to use the video message information. The results were aligned with existing research (Enshassi et al., 2025; Cheng & Hu, 2023).

The next hypotheses, H5 & H6, examined the perceived usefulness and perceived ease of use's impact on user attitude. The results showed that both predictors, perceived ease of use and perceived usefulness, have a positive and significant impact on user attitude. Moreover, it also stated that user attitude increased because of the perceived usefulness and ease of use of the information. The results aligned with existing research (Lopes et al., 2024; Enshassi et al., 2025).

Hypothesis H7 examines the impact of source credibility on the intention to seek information. The results showed that source credibility has a positive and significant impact on the intention to seek. The results showed that a credible source prompts users to seek further information and strengthens their intention. This research aligned with existing research (Li et al., 2024; Gilardi et al., 2024). The next hypothesis, H8, examined user attitude and intention to seek information. The results showed a positive, significant impact. It stated that user attitude has a positive impact, which explains that user attitude strengthens the intention to seek information. The results aligned with existing research (Yan et al., 2024; Yin et al., 2025).

Regarding the mediating hypothesis H9, this research examines the user's mediating role between perceived usefulness and intention to seek. The results indicate that user attitude has a positive and significant impact on perceived usefulness and intention to seek. It proves the mediating role. Similarly, between perceived ease of use and intention to seek, user attitude also played a significant, positive role. This was tested under hypothesis H10 (user attitude as a mediator between perceived usefulness and intention to seek information). The results concluded that user attitude significantly mediated the relationships between perceived usefulness and intention to seek information, and between perceived ease of use and intention to seek information.

4. CONCLUSIONS, RECOMMENDATIONS, AND FUTURE RESEARCH DIRECTIONS

This research examined the spokesperson and the intention to seek information about podcast services. For instance, the different determinants, i.e., spokespersons (AI, Human), information quality, source credibility, perceived ease of use, perceived usefulness, user attitude, and intention to seek information, were used in this research to meet the research objectives.

At first, the research focused on the source credibility of the spokespersons. For instance, the three dimensions of source credibility (attractiveness, expertise, and trustworthiness) are examined. This was about examining whether the AI spokespersons' and the human spokespersons' credibility differ. The results of the research indicated that there is no significant difference between AI and human spokespersons regarding attractiveness, expertise, and trustworthiness. The respondents considered the matter equally. The next step is to examine the information quality differences between AI and human spokespersons. Here, the results differ, showing that the Human spokesperson's information quality is higher than the AI spokesperson's, with significant differences.

The next step is about examining the perceived usefulness and perceived ease of use of the video information quality. The results indicated that video information quality has a significant and positive impact on perceived usefulness and perceived ease of use. It stated that respondents found the video information.

The next step is to examine the perceived usefulness and perceived ease of use in relation to the user attitude. The results found that user attitude increased as perceived ease of use and perceived usefulness had a positive impact. This increased users' positive attitude. Continuing to the next step, the source credibility and user attitude were examined in relation to the intention to seek further information. The results indicate that both variables have a significant, positive impact. It showed that source credibility has a positive impact, meaning that higher source credibility leads to a higher level of information seeking. Similarly, the higher the user attitude, the more positively it will influence information seeking.

The study's results also found that user attitude is an integral mediator between perceived ease of use and perceived usefulness in predicting intention to seek information. It concluded that not only direct factors but also user attitude play an indirect role in the model for seeking further information.

The following are the key recommendations based on the research findings.

- The research results clearly showed that AI and human spokespersons have no significant differences in attractiveness, expertise, or trustworthiness. However, the video message information quality differs, and the Human spokesperson's message is considered higher quality than the AI spokesperson's. So, marketers must consider the information in the video message from the human spokesperson.
- Video message information is considered useful and easy to use for the respondents. They are considered useful and easy to use. This highlighted and strengthened the information quality of video messages, which are useful for digital marketers. They formulate strategies accordingly.
- The user's attitude is positive when they perceive the information as useful and easy to use. This study's findings are explained and expressed. So, digital marketers must consider user attitude elements and influencing factors, such as ease of use and perceived usefulness.
- In the intention to seek further information, the source credibility matters a lot. The findings showed that source credibility has a positive and significant impact, leading to the seeking of further information. It means that a credible source motivates respondents to seek further information. Similarly, user attitude also has a positive, significant impact. So, digital marketers must consider these elements for formulating strategies or designing campaigns.

So, markets should consider it and design their marketing campaigns and formulate strategies accordingly.

Research Implications

Based on the findings, the current research contributes in two ways: industrial implications and academic or theoretical implications, which are described in detail.

Regarding the industrial implications, this research found that video information quality matters more for a human spokesperson than for an AI spokesperson. This helps formulate strategies for industrial experts. Further, the video message information is perceived as useful and easy to use by the respondents. It stated that digital marketing experts must consider the video message and its content, as users find it easy to use and consider it useful. Furthermore, the user's attitude is strongly and positively influenced by perceived ease of use and usefulness. Apart from that, the user's attitude directly influences the intention to seek further information. It helps digital marketing experts understand user attitudes because it directly and positively influences the user's intention to seek further information. Aligning with this, the source credibility is also a strong element that influences the intention to seek further information. So, digital marketing strategists and experts must consider these factors when designing a digital advertising strategy.

Regarding the academic implications, the current research is based on the source credibility theory and TAM. The prime focus was on examining the credibility of the Human and AI spokespersons, which was measured through the elements of source credibility (attractiveness, expertise, trustworthiness). Moreover, the TAM was used for perceived usefulness, perceived ease of use, and attitude towards information quality, towards intention to seek information. From a theoretical perspective, it showed that Human and AI spokespersons have no significant differences in trustworthiness, expertise, and attractiveness. The video information quality from the human spokesperson is higher than that of AI. Moreover, the information quality is perceived as useful and easy to use by users. Ease of use and usefulness ultimately impact the intention to seek information through user attitudes. The complex relationship examined in this research significantly contributed to the body of knowledge.

6.1 Limitations and Future Research Directions

The current research contained various limitations. First, the research focused on the female spokesperson and the respondent's opinion. In contrast, the male spokespersons will be considered for future research. The second limitation concerns the podcast services and the information seeking about them. Further research will be conducted across different domains/services and then compared to achieve better results and a deeper understanding. The current research is based on a quantitative research design, while future research should consider qualitative research and mixed-method research designs. This research employed a single survey

research method, whereas future research should employ different methods and also use triangulation techniques for data collection. This will help provide different methodological insights and different sources of data, which will be helpful for better understanding and the generalizability of the results.

These are the key limitations of this research and the future directions based on its findings and design.

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Appendix

Questionnaire

Dear Respondent,

I am a final-year student at Vilnius University currently conducting research for my thesis. I am reaching out to seek valued insights through a brief questionnaire, designed to gather perspectives on the influence of AI and Human Video spokesperson on User intention to seek information. Your responses would be of great significance to the success of this research.

In this study, I have selected two spokespersons, one is AI and the second is Human and message generating from both. Their information is towards the products consideration for intention to seek information. I kindly ask that you watch both spokesperson messages and then complete the questionnaire and provide an adequate and appropriate response.

Please be assured that your responses will be handled with the utmost confidentiality and will be used solely for academic purposes. I am committed to upholding the highest standards of research ethics and fully respecting your privacy.

Thank you very much for considering this request, and I sincerely appreciate your valuable time and insights.

Warm regards,

Dalia

This is AI-Generated Spokesperson video, and it gives you a message about podcast services. So, kindly click on the video link, watch the video.

After watching the video, kindly give your opinion on a 5 points scale, where, 1 – "Strongly Disagree", 2- "Disagree", 3- "Neutral", 4 - "Agree" and 5– " Strongly Agree"

| Statements | | | | | |
|--|---|---|---|---|---|
| Source Credibility | | | | | |
| Attractiveness | | | | | |
| I think spokesperson in the video is good looking. | 1 | 2 | 3 | 4 | 5 |
| I consider spokesperson in the video to be very stylish. | 1 | 2 | 3 | 4 | 5 |
| I consider spokesperson in the video to be very attractive. | 1 | 2 | 3 | 4 | 5 |
| I find the spokesperson’s body language in the video professional | 1 | 2 | 3 | 4 | 5 |
| Expertise | | | | | |
| I consider the spokesperson in the video to be sufficiently experienced to make claims about the topic | 1 | 2 | 3 | 4 | 5 |
| I consider the spokesperson in the video to be knowledgeable about the topic | 1 | 2 | 3 | 4 | 5 |
| I believe the spokesperson in the video is competent to provide information on this topic | 1 | 2 | 3 | 4 | 5 |
| I consider the spokesperson in the video to be an expert in this field. | 1 | 2 | 3 | 4 | 5 |
| Trustworthiness | | | | | |
| I consider the spokesperson in the video to be honest. | 1 | 2 | 3 | 4 | 5 |
| I believe the spokesperson in the video is truthful. | 1 | 2 | 3 | 4 | 5 |
| I consider the spokesperson in the video to be trustworthy. | 1 | 2 | 3 | 4 | 5 |
| I perceive the spokesperson in the video as sincere. | 1 | 2 | 3 | 4 | 5 |
| Perceived Ease of Use | | | | | |
| The video message about podcast services is clear and easy to understand. | 1 | 2 | 3 | 4 | 5 |
| Watching the video message does not require much mental effort. | 1 | 2 | 3 | 4 | 5 |
| I find the video message easy to follow. | 1 | 2 | 3 | 4 | 5 |

| | | | | | |
|---|---|---|---|---|---|
| Interacting with the video content was easy for me. | 1 | 2 | 3 | 4 | 5 |
| Perceived Usefulness | | | | | |
| The information in this video helps me save time when searching for podcast services. | 1 | 2 | 3 | 4 | 5 |
| The information provided in this video is useful for learning about podcast services. | 1 | 2 | 3 | 4 | 5 |
| This video improves my effectiveness when searching for podcast services. | 1 | 2 | 3 | 4 | 5 |
| The video provides valuable information about the podcast service. | 1 | 2 | 3 | 4 | 5 |
| Attitude Toward Product | | | | | |
| I like the video about podcast services. | 1 | 2 | 3 | 4 | 5 |
| I find the video about podcast services appealing. | 1 | 2 | 3 | 4 | 5 |
| I have a positive attitude toward the video about podcast services. | 1 | 2 | 3 | 4 | 5 |
| Overall, I evaluate the video about podcast services favorably. | 1 | 2 | 3 | 4 | 5 |
| I like the video about podcast services. | 1 | 2 | 3 | 4 | 5 |
| Information Quality | | | | | |
| Video information is informative and valuable. | 1 | 2 | 3 | 4 | 5 |
| Video content information is comprehensive. | 1 | 2 | 3 | 4 | 5 |
| Video information helps me make better decisions. | 1 | 2 | 3 | 4 | 5 |
| Video information provides quality information. | 1 | 2 | 3 | 4 | 5 |
| Intention To Seek Information | | | | | |
| I intend to look for more information about podcast services after watching this video. | 1 | 2 | 3 | 4 | 5 |
| This video makes me want to learn more about podcast services. | 1 | 2 | 3 | 4 | 5 |
| I am likely to search for additional information about podcast services. | 1 | 2 | 3 | 4 | 5 |
| After watching the video, I would consider exploring podcast services further. | 1 | 2 | 3 | 4 | 5 |

Demographics

What's Your Gender?

- Male
- Female

What's Your Age (Years): _____?

What's Your Nationality: _____?

What's your Income (Euros): _____?

Educational Level

- SSC (10th Grade)
- HSSC (Diploma, Intermediate)
- Bachelors
- Masters
- PhD