From Perception To Purchase: How Consumers React To Ai-Sponsored Vlogs In Decision Making

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Abstract

The rapid growth of artificial intelligence (AI) has significantly transformed digital marketing practices, particularly in influencer-driven platforms such as vlogs. AI-sponsored vlogs, where artificial intelligence is used to create, recommend, or promote products through virtual influencers or AI-assisted content, are increasingly shaping consumer perceptions and purchasing decisions. This study examines how consumers perceive AI-sponsored vlogs and how these perceptions influence their purchase intentions and decision-making process. The study is empirical in nature and is based on primary data collected from consumers who actively engage with vlog content on platforms such as YouTube and Instagram. Descriptive analysis has been used to interpret the data collected through structured questionnaires. The findings reveal that trust, perceived authenticity, and informational value of AI-sponsored vlogs play a crucial role in influencing consumer purchase decisions. The study concludes that AI-sponsored vlogs are emerging as an effective marketing tool, provided ethical transparency and credibility are maintained.

Keywords

Artificial Intelligence, AI-Sponsored Vlogs, Consumer Perception, Purchase Decision, Digital Marketing

1. Introduction

The evolution of digital marketing has been significantly influenced by advancements in artificial intelligence (AI). In recent years, AI has moved beyond automation and data analytics to actively participating in content creation, personalization, and promotional strategies. One such emerging trend is AI-sponsored vlogs, where artificial intelligence either creates virtual influencers, assists human vloggers, or curates highly personalized sponsored content.

Vlogs have become a powerful medium for influencing consumer behaviour due to their visual appeal, storytelling nature, and perceived authenticity. With the integration of AI into sponsored vlogs, brands are now able to deliver highly targeted and data-driven messages to consumers. However, the effectiveness of AI-sponsored vlogs depends largely on how consumers perceive such content and whether it positively influences their purchasing decisions.

This study focuses on understanding the transition from consumer perception to purchase decision in the context of AI-sponsored vlogs. It aims to analyse how trust, transparency, and perceived usefulness of AI-driven sponsorships affect consumer decision-making.

2. Scope of the Study

The scope of the study is limited to analysing consumer reactions towards AI-sponsored vlogs and their influence on purchase decisions. The research focuses on consumers who regularly watch vlogs on digital platforms such as YouTube, Instagram, and other video-based social media channels.

The study examines factors such as consumer awareness of AI-generated or AI-assisted content, perception of authenticity, trustworthiness, and influence on buying behaviour. The research is confined to urban and semi-urban consumers and is based on primary data collected through questionnaires. The findings of the study may help marketers, content creators, and organizations understand consumer acceptance of AI-based promotional strategies.

3. Objectives of the Study

The objectives of the present study are:

1.   To study consumer awareness of AI-sponsored vlogs.

2.   To analyse consumer perception towards AI-generated or AI-assisted sponsored content.

3.   To examine the influence of AI-sponsored vlogs on consumer purchase decisions.

4.   To identify the key factors affecting trust and credibility in AI-sponsored vlogs.

4. Limitations of the Study

The study has the following limitations:

- The research is based on a limited sample size and may not represent the entire population.

- Data is collected using a structured questionnaire, which may lead to response bias.

- The study focuses only on vlog-based content and excludes other AI-driven marketing formats.

- Time constraints restricted the use of advanced statistical tools for analysis.

5. Research Methodology

5.1 Research Design

The study follows a **descriptive research design**, aiming to describe and analyse consumer perceptions and reactions towards AI-sponsored vlogs.

5.2 Research Approach

The research adopts a **quantitative approach**, supported by structured questionnaires.

5.3 Data Collection

- **Primary Data:** Collected through online questionnaires from consumers who watch vlogs regularly.

- **Secondary Data:** Collected from journals, articles, websites, and research reports related to AI and digital marketing.

5.4 Sampling Technique

Convenience sampling technique was used.

5.5 Sample Size

The sample size for the study is **120 respondents**.
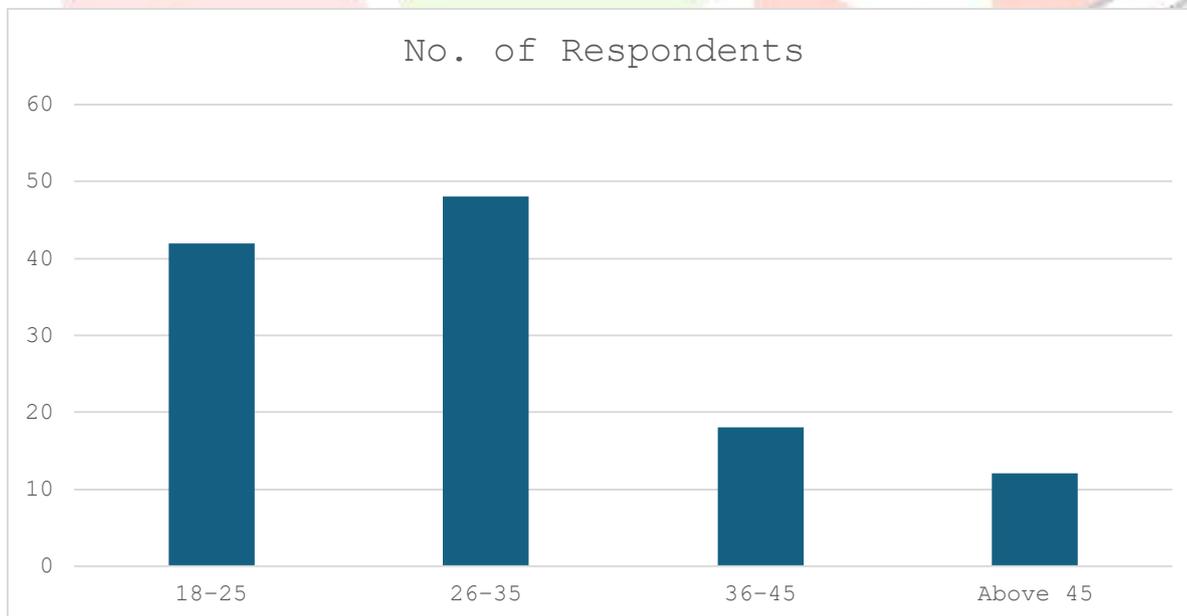
5.6 Analytical Tools

- Percentage analysis

- Tabular representation

- Graphical interpretation

6. Data Analysis and Interpretation

Table 6.1: Age-wise Distribution of Respondents

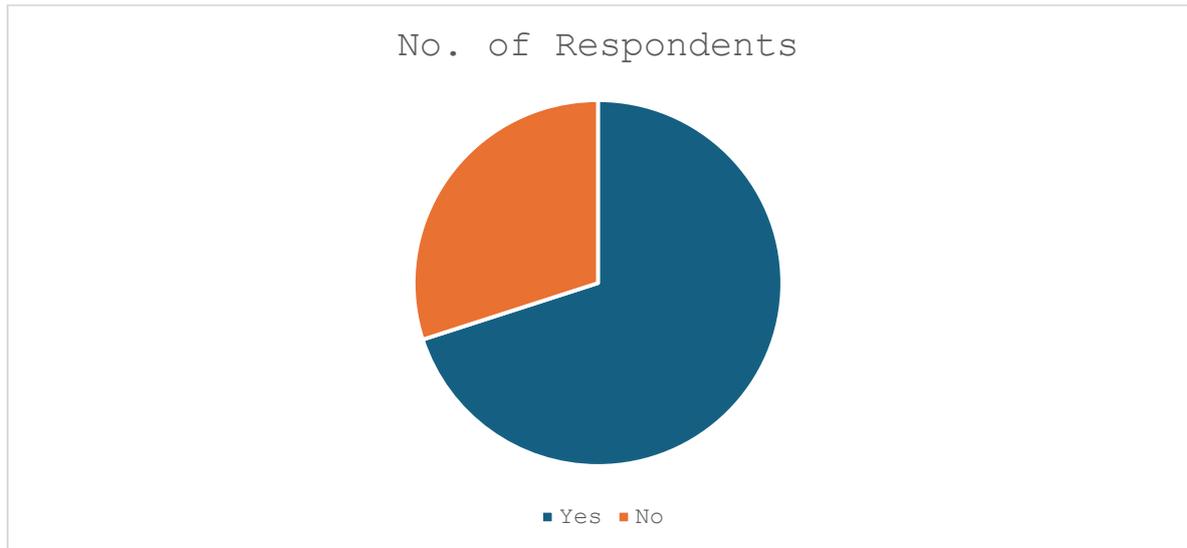| Age Group	No. of Respondents	Percentage (%)
18–25	42	35
26–35	48	40
36–45	18	15
Above 45	12	10
Total	**120**	**100**

Chart 6.1: Age-wise Distribution of Respondents

Interpretation:

The majority of respondents (40%) fall under the age group of 26–35, indicating that young adults are more engaged with AI-sponsored vlogs.

Table 6.2: Awareness of AI-Sponsored Vlogs

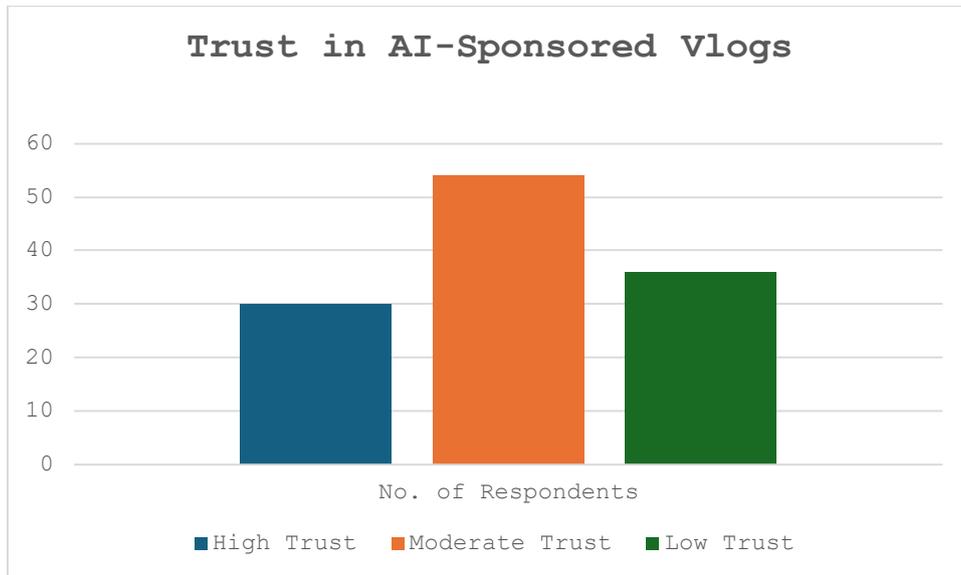| Response	No. of Respondents	Percentage (%)
Yes	84	70
No	36	30
Total	**120**	**100**

Chart 6.2: Awareness of AI-Sponsored Vlogs

Interpretation:

70% of respondents are aware of AI-sponsored vlogs, indicating growing awareness of AI-driven digital content.

Table 6.3: Trust in AI-Sponsored Vlogs

Opinion	No. of Respondents	Percentage (%)
High Trust	30	25
Moderate Trust	54	45
Low Trust	36	30
Total	**120**	**100**

Chart 6.3: Trust in AI-Sponsored Vlogs

Trust in AI-Sponsored Vlogs

■ High Trust ■ Moderate Trust ■ Low Trust

Interpretation:

Most respondents show moderate trust towards AI-sponsored vlogs, suggesting cautious acceptance.

Table 6.4: Influence on Purchase Decision

Response	No. of Respondents	Percentage (%)
Strongly Influenced	36	30
Influenced	48	40
Neutral	24	20
Not Influenced	12	10
Total	**120**	**100**

Chart 6.4: Influence on Purchase Decision
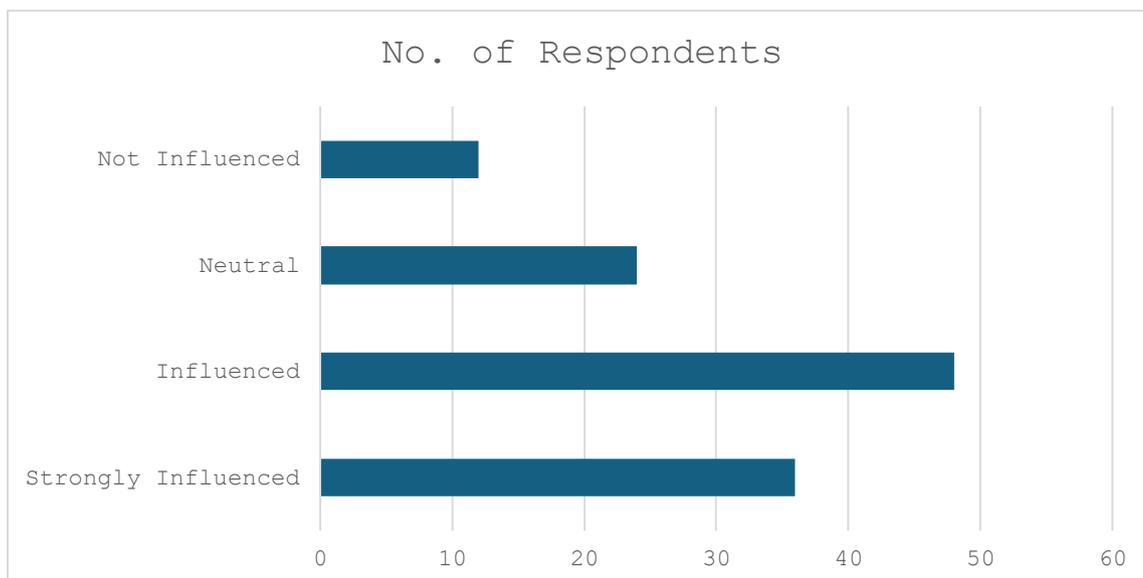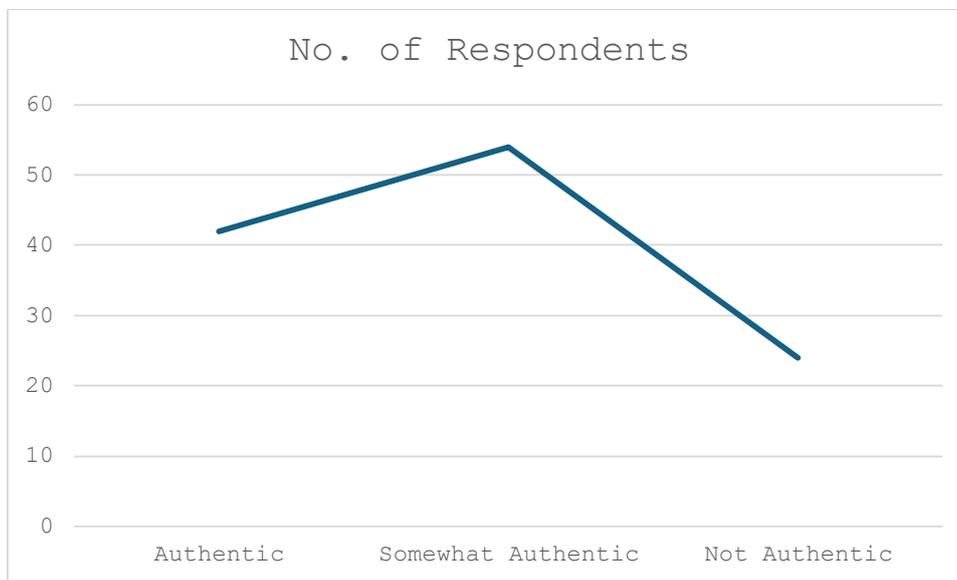

No. of Respondents

Interpretation:

70% of respondents agree that AI-sponsored vlogs influence their purchase decisions either strongly or moderately.

## Table 6.5: Perceived Authenticity of AI-Sponsored Content

Response	No. of Respondents	Percentage (%)
Authentic	42	35
Somewhat Authentic	54	45
Not Authentic	24	20
Total	**120**	**100**

Chart 6.5: Perceived Authenticity of AI-Sponsored Content

Interpretation:

A majority perceive AI-sponsored vlogs as somewhat authentic, indicating room for improving transparency.

Table 6.6: Overall Effectiveness of AI-Sponsored Vlogs

Opinion	No. of Respondents	Percentage (%)
Very Effective	34	28
Effective	52	43
Less Effective	22	18
Ineffective	12	11
Total	**120**	**100**

Chart 6.6: Overall Effectiveness of AI-Sponsored Vlogs

No. of Respondents

■ Very Effective   ■ Effective   ■ Less Effective   ■ Ineffective
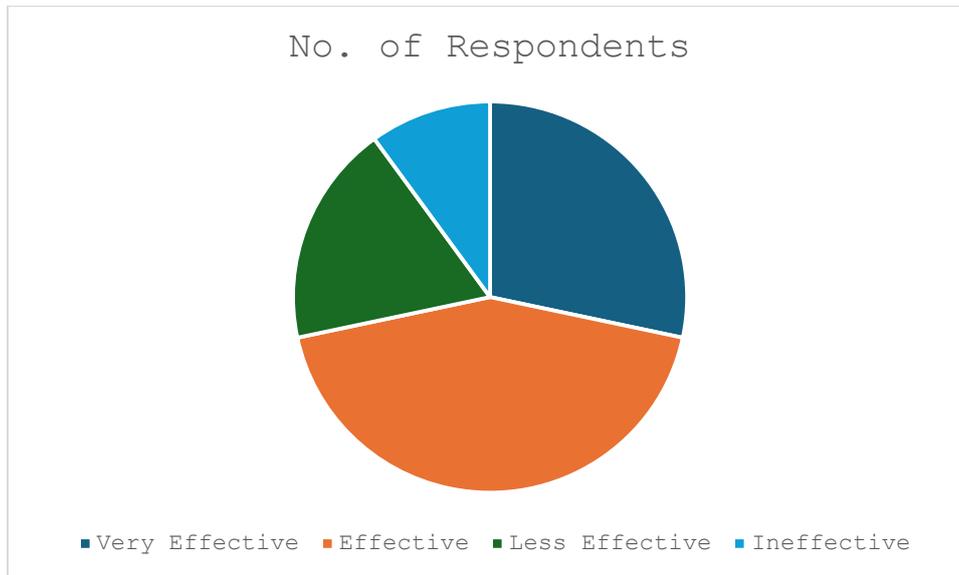
Interpretation:

71% of respondents believe AI-sponsored vlogs are effective marketing tools.

7. Findings of the Study

- Majority of consumers are aware of AI-sponsored vlog content.

- AI-sponsored vlogs moderately influence consumer purchase decisions.

- Trust and authenticity are critical factors affecting acceptance.

- Consumers prefer transparency regarding AI involvement in promotions.

- AI-sponsored vlogs are more effective among younger audiences.

8. Recommendations

- Brands should clearly disclose AI involvement to improve consumer trust.

- AI-generated content should maintain authenticity and realism.

- Combining human influencers with AI assistance can enhance credibility.

- Ethical guidelines should be followed to avoid consumer manipulation.

9. Conclusion

The study concludes that AI-sponsored vlogs play an increasingly important role in shaping consumer perceptions and purchase decisions. While consumers show growing acceptance of AI-driven promotions, trust and authenticity remain key determinants of effectiveness. AI-sponsored vlogs can significantly influence purchasing behaviour when implemented transparently and ethically. As digital marketing continues to evolve, AI-sponsored vlogs are likely to become a powerful tool in consumer decision-making processes.

10. References

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