

Impact of customer perceptions of AI-generated fashion models on consumer-brand engagement in digital fashion marketing

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CAN YOU TELL WHICH ONE IS REAL?

OBJECTIVE 1: To identify and define key perceptual variables impacting consumer responses towards AI-generated models in fashion campaigns

OBJECTIVE 2: To develop a conceptual model that accurately assesses the impact these consumer perceptions have on consumer-brand engagement in response to AI-generated models used.

OBJECTIVE 3: To provide managerial implications for fashion brands wanting to adopt AI-generated fashion models.

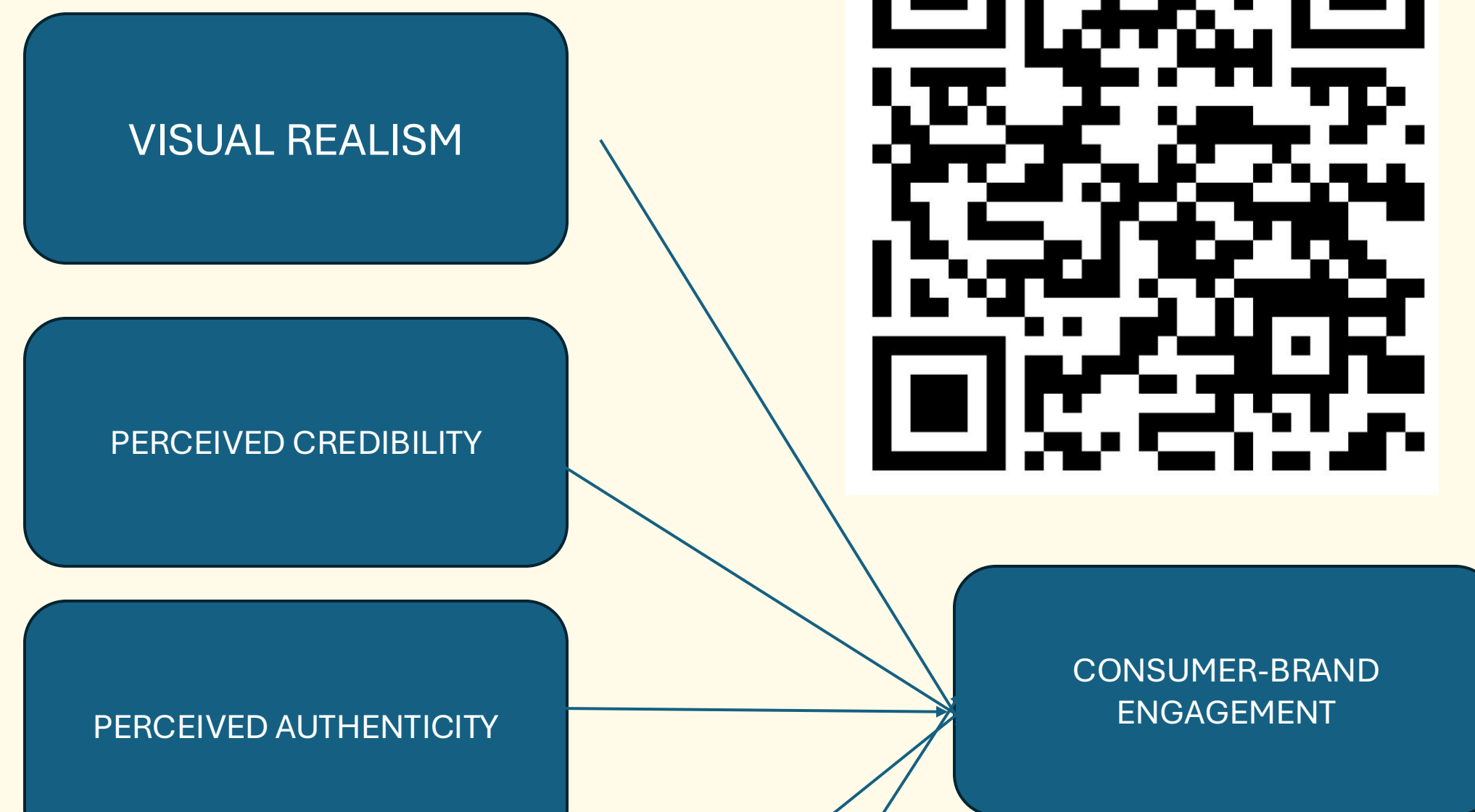


Figure 2: Stimuli used in survey (ChatGPT, 2025)

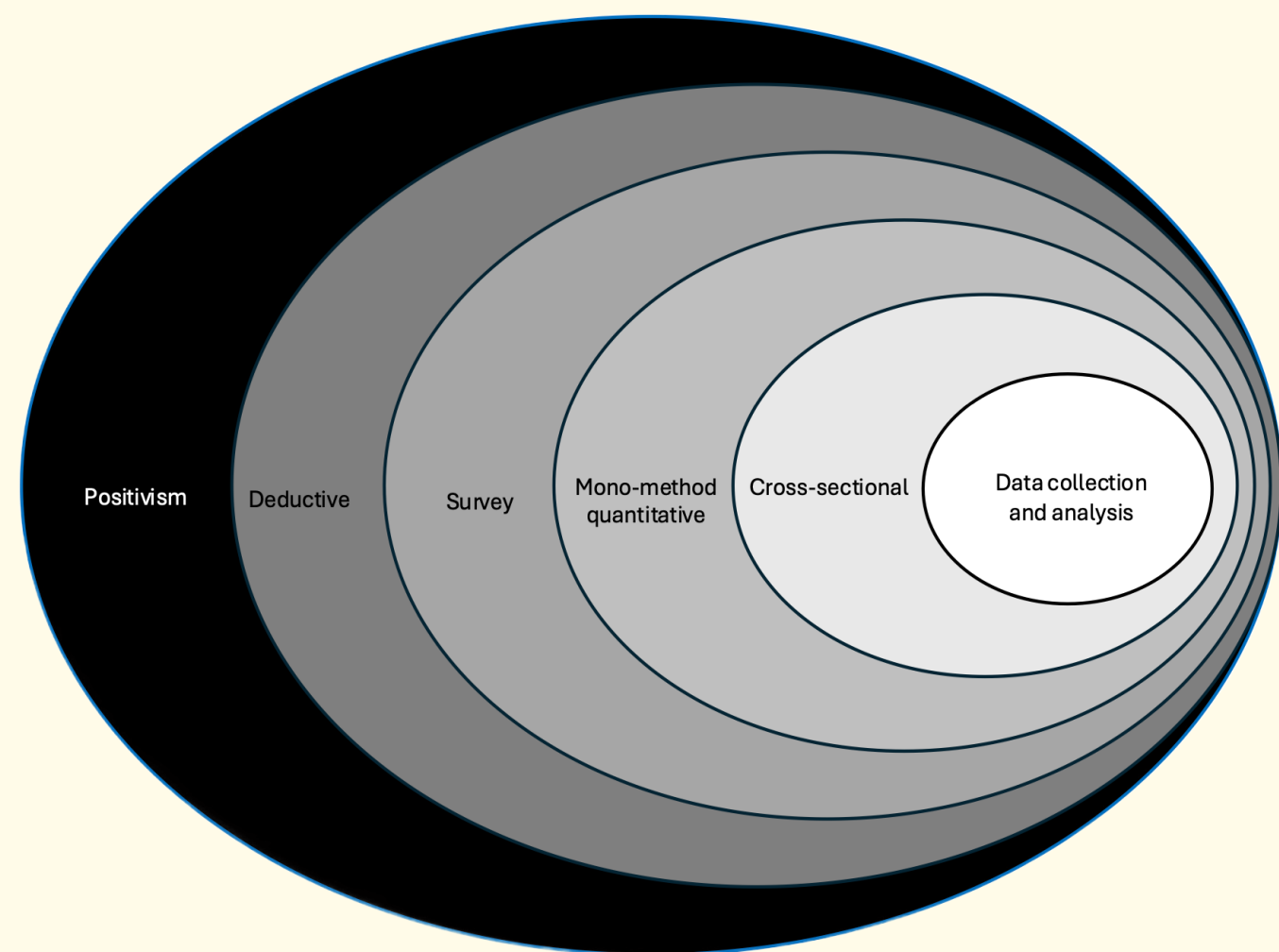
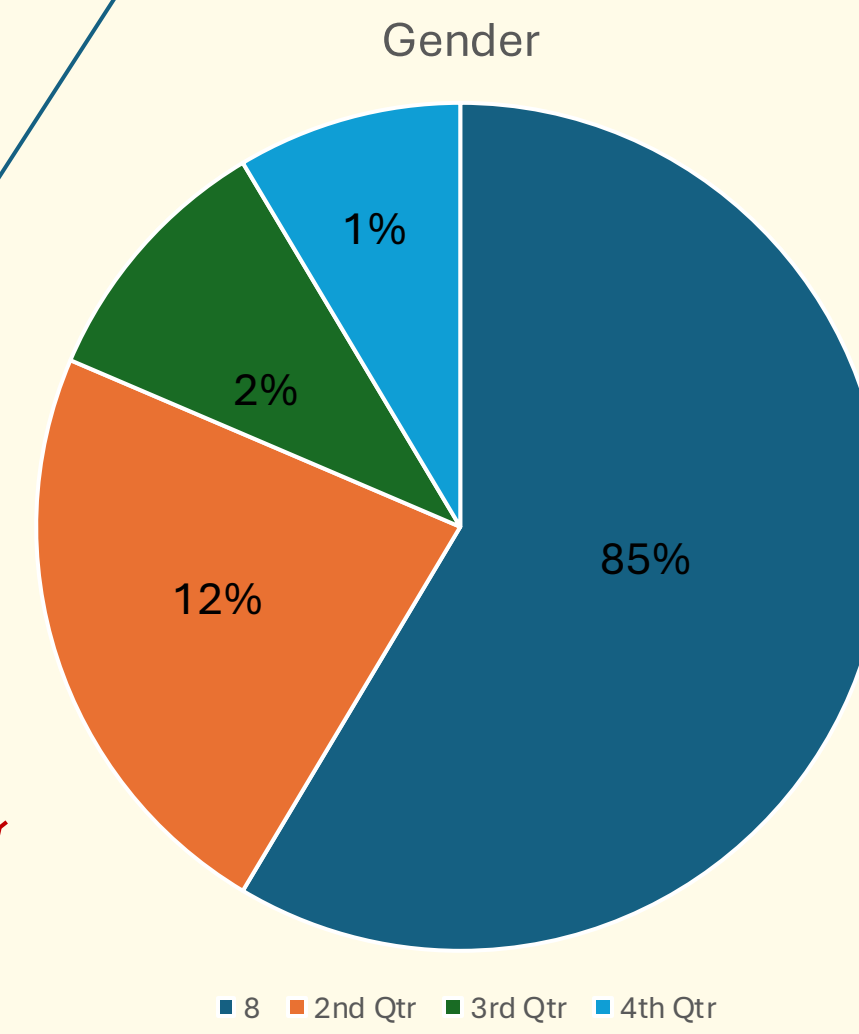


Figure 3.1: Research Onion, adapted from Saunders et al. (2023)



CONTEXT AND RATIONALE:

AI-generated fashion models are disrupting traditional marketing tactics, enabling hyper-realistic visual representation without using human models (Hartmann et al., 2025)

Fashion brands like Mango and Moncler are already using AI-generated models in commercial campaigns, to promote brand messaging and product categories (Moncler 2023) (Khosla, 2024)

Despite increased adoption, academic understanding of how static AI imagery impact psychological antecedents of consumer-brand engagement is limited.

This research aims to bridge that gap by testing how five perceptual variables shape consumers emotional and cognitive responses towards AI-generated static campaign imagery.

METHODOLOGY

- DESIGN; Quantitative, between-subjects experimental survey
- Sample size: 229, Majority of respondents were female
- Stimuli: Static AI-generated model under two framings: Fast Fashion and Luxury Fashion
- Statistical Analysis: D

KEY FINDINGS:

- Visual Realism - ❌
- Perceived Credibility - ✅
- Perceived Authenticity - ✅
- Social Presence - ✅
- Uncanny Valley - ❌

Managerial insights

- Luxury brands warned about uncanny valley in emotional branding
- Fast fashion: Credibility is key to consumer trust

MANAGERIAL IMPLICATIONS:

- Less focus on visual realism – more on credibility and authenticity
- Important to maintain brand value and identity, especially in the luxury sector.
- Use AI-generated models strategically to ensure consumers don't feel a disconnection.

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• FIGURES:

- **Figure 1:** Saunders, M, Lewis, P, & Thornhill, A 2023, *Research Methods for Business Students*, Pearson Education, Limited, Harlow. Available from: ProQuest Ebook Central.
- **Figure 2:** GPT-4o ChatGPT (2025) ChatGPT response to Erin Liu, 1 March