

Consumer Survey

UAE consumer survey about
Influencer marketing and AI
October 2025

UAE Consumer survey on influencer marketing & AI

Methodology : This research is designed to provide a report based on custom questions. It's conducted by running one survey in each location specified, in this case the UAE. This study is limited to 10 questions.

Responses are collected through the respondent surface, the Google Opinion Rewards app. All the locations have been tested by the Google Surveys team and they provide a representative results from age & gender demographics. We then weight the results after the survey to the region's population distribution (when available) to keep results consistent over time.

You can see the size of these weights above in the "Design Affect" column, and learn more about our methodologies either in our [Help center](#), or [Technical whitepaper](#).

Data collection : October 2025



SURVEY RESPONDENTS

1,148

GENDER

All Genders

LANGUAGE

English (United States)

AGE

All Ages

LOCATION

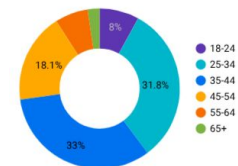
AE

FREQUENCY

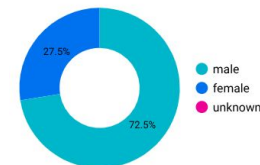
once

Respondents

AGE



GENDER



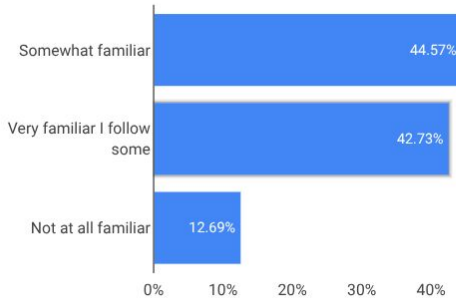
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QUESTION 1

44.57%

respondents selected **Somewhat familiar** 4..

How familiar are you with the concept of virtual or AI content creators (i.e., computer-generated characters who post on social media as if they are human)?



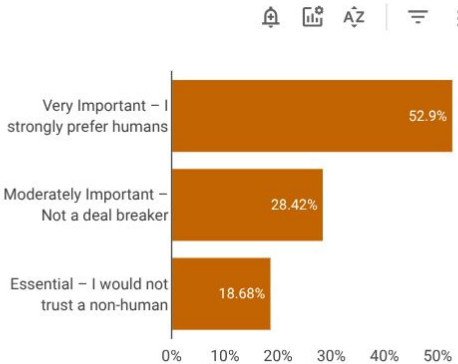
Note that respondents who answered "Not at all familiar" in question 1 could not continue the survey

QUESTION 2

52.9%

respondents selected **Very Important – I strongly prefer ...** 5..

When you decide to trust a content creator opinion or product recommendation, how important is it to you that it is a real human being?

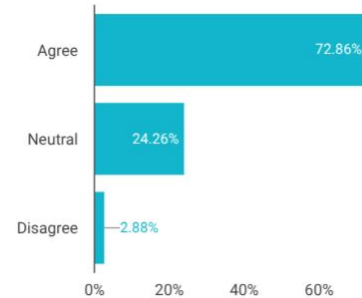


QUESTION 3

72.86%

respondents selected **Agree** 7..

To what extent do you agree with this statement: "Brands and content creators should be required to clearly label when a creator or their content is AI-generated" ?



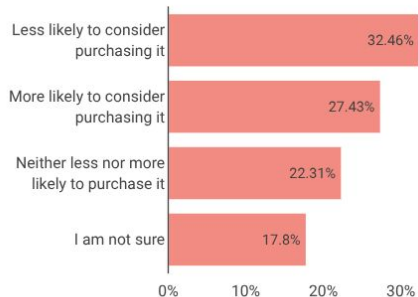
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QUESTION 4

32.46%

respondents selected Less likely to consider purchasing it 3..

A product recommendation from a virtual/AI content creator would make me...

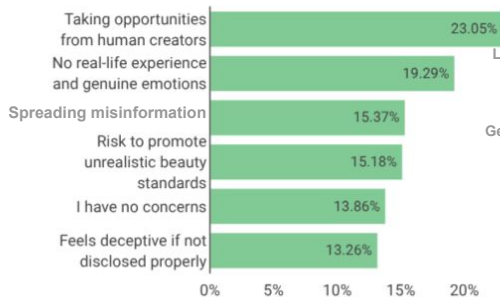


QUESTION 5

23.05%

respondents selected Taking opportunities from human ... 2..

What is your single biggest concern regarding the increasing use of AI in influence marketing in the region?

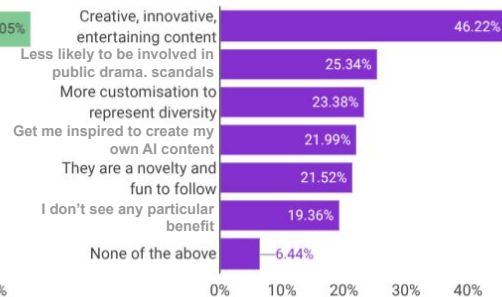


QUESTION 6

46.22%

respondents selected Creative, innovative, entertaining c... 2..

What do you see as the main benefit of virtual/AI creators for consumers? (Please select up to two))



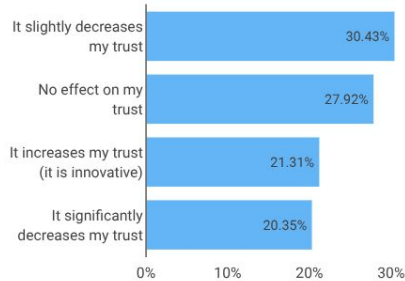
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QUESTION 7

30.43%

respondents selected **It slightly decreases my trust** 3..

How would it affect your trust if a human creator used AI to edit or create their content (using AI to create background, create captions or alter their appearance)?

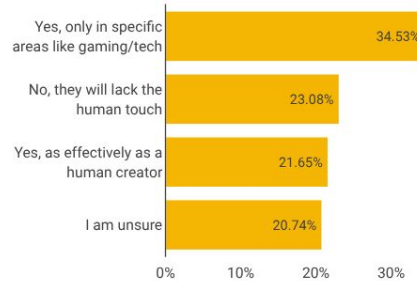


QUESTION 8

34.53%

respondents selected **Yes, only in specific areas like gam...** 3..

In the U.A.E.'s diverse and relationship-oriented culture, do you believe an AI-generated content creator can form a genuine and trusted connection with a local audience?

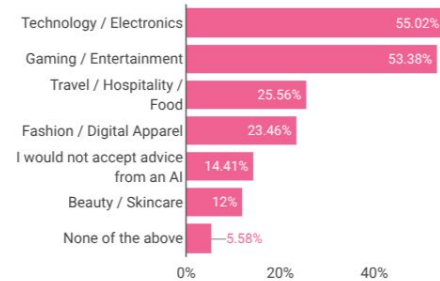


QUESTION 9

55.02%

respondents selected **Technology / Electronics** 5..

For which of the following categories would you be most open to accepting recommendations from an AI content creator? (Please select up to two)



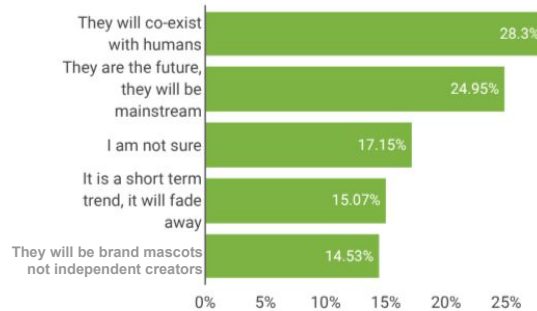
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QUESTION 10

28.3%

respondents selected They will co-exist with humans 2..

Which statement best reflects your opinion on the future of AI content creators on social media and video platforms in the GCC ?



Key learning from the survey :

- Consumers in the UAE are aware of AI influencers : 87%
- When it comes to trusting recommendations, consumers strongly prefer human influencers (53%)
- 73% agree that brands and creators should disclose it when they use an AI in their content
- When it comes to considering purchasing a product 32% are less likely to consider it but 27% are more likely to consider purchasing it if it comes from an AI.
- The main concerns when it comes to AI influencers is that they are taking opportunities away from human influencers, and that they do not have genuine emotions, but their main benefit is how entertaining, innovative and creative they are
- 21% of consumers think that AI used by Human influencers is actually innovative and it increases their trust in the human influencer, but for 51% it decreases their trust when Humans influencers use AI
- The sectors in which AI influencers are the most accepted is Gaming/tech/ entertainment and the least is beauty/ skincare
- Finally in the future, most consumers believe they will coexist with human influencers or even be the future and become super mainstream.
- 35% of people believe they will be able to connect effectively with human beings in the GCC especially in the sector of Tech/ Gaming and 23% believe they will not connect effectively as they will lack the human touch.



Appendix

- Breakdown by age and gender
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Question 1 by age & gender

How familiar are you with the concept of virtual or AI content creators (i.e., computer-generated characters who post on social media as if they are human)?

Gender	Age	Somewhat familiar	Very familiar I follow some	Not at all familiar
female	18-24	1.01%	0.47%	0.47%
	25-34	3.95%	3.25%	0.81%
	35-44	6.08%	4.06%	1.35%
	45-54	2.47%	2.12%	1.41%
male	18-24	2.27%	3.09%	0.68%
	25-34	8.68%	12%	3.11%
	35-44	8.66%	9.64%	3.21%
	45-54	5.23%	5.6%	1.31%
	55-64	5.18%	1.48%	-
	65+	1.03%	1.03%	0.34%

Question 2 by age & gender

When you decide to trust a content creator opinion or product recommendation, how important is it to you that it is a real human being?



Gender	Age	Very Important – I strongly pre...	Moderately Important – Not a ...	Essential – I would not trust a ...
female	18-24	0.69%	0.54%	0.46%
	25-34	3.48%	2.44%	2.32%
	35-44	6.19%	2.71%	2.71%
	45-54	3.24%	2.02%	-
male	18-24	3.17%	1.63%	1.34%
	25-34	13.07%	6.81%	3.8%
	35-44	12.06%	5.93%	2.96%
	45-54	5.56%	4.7%	2.14%
	55-64	4.24%	0.85%	2.54%
	65+	1.18%	0.79%	0.39%

Question 3 by age & gender

To what extent do you agree with this statement:
"Brands and content creators should be required to
clearly label when a creator or their content is AI-
generated" ?



Gender	Age	Agree	Neutral	Disagree
female	18-24	1.23%	0.46%	-
	25-34	5.58%	2.09%	0.58%
	35-44	8.32%	3.29%	-
	45-54	4.05%	0.81%	0.4%
male	18-24	4.48%	1.51%	0.16%
	25-34	16.63%	5.95%	1.1%
	35-44	15.23%	5.32%	0.41%
	45-54	9.84%	2.35%	0.21%
	55-64	5.93%	1.7%	-
	65+	1.58%	0.79%	-

Question 4 by age & gender

A product recommendation from a virtual/AI content creator would make me...

Gender	Age	Less likely to consider...	More likely to consider...	Neither less nor more...	I am not sure
female	18-24	0.92%	-	0.62%	0.15%
	25-34	3.02%	1.97%	1.86%	1.39%
	35-44	4.26%	2.13%	3.1%	2.13%
	45-54	2.43%	0.81%	1.62%	0.4%
male	18-24	2.32%	1.38%	1.42%	1.02%
	25-34	6.2%	7.18%	5.77%	4.54%
	35-44	6.13%	6.54%	3.68%	4.6%
	45-54	3.85%	2.78%	3.85%	1.92%
	55-64	2.54%	4.24%	-	0.85%
	65+	0.79%	0.39%	0.39%	0.79%

Question 5 by age & gender

What is your single biggest concern regarding the increasing use of AI in influence marketing in the region?

Gender	Age	Taking oppo...	No real-life ...	Spreading ...	Risk to pro...	I have no co...	Feels decep...
female	18-24	0.39%	0.54%	0.31%	0.23%	0.08%	0.15%
	25-34	1.63%	1.63%	1.86%	1.05%	1.28%	0.81%
	35-44	2.32%	2.52%	2.13%	2.13%	1.36%	1.16%
	45-54	2.43%	1.21%	0.4%	0.81%	0.4%	-
male	18-24	1.63%	0.85%	1.34%	0.53%	0.81%	0.98%
	25-34	6.56%	4.05%	3.68%	2.7%	3.5%	3.19%
	35-44	5.32%	4.29%	2.66%	2.86%	3.27%	2.56%
	45-54	2.78%	1.71%	2.14%	2.78%	1.07%	1.92%
	55-64	-	1.7%	0.85%	1.7%	1.7%	1.7%
	65+	-	0.79%	-	0.39%	0.39%	0.79%

Question 6 by age & gender

What do you see as the main benefit of virtual/AI creators for consumers? (Please select up to two)



Gender	Age	Creative, inn...	Less likely t...	More custo...	Get me insp...	They are a ...	I don't see a...
female	18-24	0.38%	0.47%	0.14%	0.05%	0.09%	0.33%
	25-34	2.12%	1.2%	1.2%	0.92%	1.13%	1.27%
	35-44	2.71%	1.65%	1.77%	1.3%	1.53%	1.77%
	45-54	2.71%	0.74%	0.49%	1.23%	0.99%	0.49%
male	18-24	1.71%	1.09%	0.97%	0.79%	1.02%	0.69%
	25-34	6.84%	3.32%	3.85%	4.3%	2.65%	2.2%
	35-44	5.91%	3.11%	3.24%	2.99%	2.74%	2.12%
	45-54	3.26%	2.6%	2.34%	1.3%	1.95%	1.43%
	55-64	1.55%	0.52%	-	0.52%	0.52%	0.52%
	65+	0.96%	0.72%	0.24%	-	0.48%	0.96%

Question 7 by age & gender

How would it affect your trust if a human creator used AI to edit or create their content (using AI to create background, create captions or alter their appearance)?

Gender	Age	It slightly decreases ...	No effect on my trust	It increases my trust ...	It significantly decre...
female	18-24	0.69%	0.54%	0.15%	0.31%
	25-34	2.21%	2.32%	1.97%	1.74%
	35-44	3.87%	2.9%	2.71%	2.13%
	45-54	1.21%	2.02%	1.62%	0.4%
male	18-24	1.71%	1.79%	1.3%	1.34%
	25-34	7.3%	6.38%	5.77%	4.23%
	35-44	5.21%	5.62%	5.01%	5.11%
	45-54	4.49%	3.85%	1.92%	2.14%
	55-64	2.54%	1.7%	0.85%	2.54%
	65+	1.18%	0.79%	-	0.39%

In the U.A.E.'s diverse and relationship-oriented culture, do you believe an AI-generated content creator can form a genuine and trusted connection with a local audience ?

Question 8 by age & gender



Gender	Age	Yes, only in specific a...	No, they will lack the ...	Yes, as effectively as...	I am unsure
female	18-24	0.85%	0.54%	-	0.31%
	25-34	2.79%	1.97%	1.63%	1.86%
	35-44	4.84%	2.52%	2.13%	2.13%
	45-54	2.83%	0.81%	1.21%	0.4%
male	18-24	2.32%	1.3%	1.3%	1.22%
	25-34	8.22%	3.99%	5.83%	5.64%
	35-44	7.87%	4.7%	4.5%	3.88%
	45-54	2.78%	4.7%	2.57%	2.35%
	55-64	0.85%	2.54%	1.7%	2.54%
	65+	1.18%	-	0.79%	0.39%

Question 9 by age & gender

For which of the following categories would you be most open to accepting recommendations from an AI content creator? (Please select up to two)



Gender	Age	Technology ...	Gaming / E...	Travel / Ho...	Fashion / Di...	I would not ...	Beauty / Ski...
female	18-24	0.45%	0.37%	0.04%	0.16%	0.24%	0.08%
	25-34	1.66%	2.27%	1.17%	1.23%	1.1%	0.92%
	35-44	3.78%	2.86%	0.92%	1.43%	0.92%	0.82%
	45-54	2.14%	2.35%	0.86%	0.43%	-	0.43%
male	18-24	1.63%	1.89%	0.95%	0.52%	0.56%	0.41%
	25-34	7.29%	6.93%	2.95%	3.6%	1.59%	1.55%
	35-44	6.64%	5.61%	3.18%	2.7%	1.4%	1.67%
	45-54	3.5%	3.27%	1.47%	1.02%	1.58%	0.45%
	55-64	1.34%	1.79%	1.34%	0.9%	-	-
	65+	0.62%	0.83%	0.62%	0.42%	0.21%	-

Question 10 by age & gender

Which statement best reflects your opinion on the future of AI content creators on social media and video platforms in the GCC ?

Gender	Age	They will co-exi...	They are the fu...	I am not sure	It is a short ter...	They will be bra...
female	18-24	0.23%	0.31%	0.46%	0.31%	0.39%
	25-34	2.56%	2.32%	1.39%	1.28%	0.7%
	35-44	3.48%	2.9%	1.74%	1.55%	1.94%
	45-54	3.24%	0.4%	0.4%	0.4%	0.81%
male	18-24	1.63%	1.67%	1.02%	0.73%	1.1%
	25-34	5.46%	7.05%	4.17%	3.74%	3.25%
	35-44	5.52%	6.44%	3.37%	2.86%	2.76%
	45-54	3.64%	2.99%	1.71%	1.71%	2.35%
	55-64	2.54%	0.85%	1.7%	1.7%	0.85%
	65+	-	-	1.18%	0.79%	0.39%