

The Impact of Conversational AI and Virtual Influencers on Brand Authenticity

Santosh Kumar Yadav (Ph.D)*

Shritej Anil Kohkade **

Perna Sharad Pandhare***

Janhavi Sanju Mukind ****

*ORCID ID: <https://orcid.org/0009-0002-6200-6646>

Associate Professor – Sandip Institute of Engineering & Management Nashik (India)

MBA Scholar - Sandip Institute of Engineering & Management Nashik (India)

MBA Scholar - Sandip Institute of Engineering & Management Nashik (India)

MBA Scholar - Sandip Institute of Engineering & Management Nashik (India)

Abstract

Conversational artificial intelligence (AI) and virtual influencers are transmuting how brands convey, boosting core questions regarding legitimacy, reliance, and customer–brand relationships. This study blends shifting literacy landscape on (i) conversational AI agents like as chatbots and brand voice generated by Artificial Intelligence, and (ii) Virtual Influencers powered by Artificial Intelligence, along with a customized associations on its results for identified brand legitimacy, customer reliance, and participation. Designing on current observational studies and comprehensive evaluation from marketing, human–computer participation, and conveys research, the paper identifies essential processes—personification, social presence, asymmetrical relationship, accountability and announcement, and moral dilemma—that configure legitimacy discretions in Artificial Intelligence (AI)-mediated brand dissemination. It suggest a comprehensive theoretical system and sketch the operational impact and approaches for future research in this rapidly changing and dynamic domain.

Key words: *Conversational artificial intelligence (AI), virtual influencers, human–computer, brand legitimacy*