

AI-Powered Chatbots and Virtual Influencers: The Future of Personalized FMCG Marketing

Sasikumar Kalappan*¹, Dr. Jacqueline Tham²

¹Department: Post Graduate Centre, Management and Science University, Malaysia.

Email: sasimeenatk@hotmail.com

²Associate Professor, Department: Post Graduate Centre, Management and Science University, Malaysia.

Email: jacqueline@msu.edu.my

Abstract

The research investigates the effects of AI-driven chatbots paired with virtual influencers upon purchasing choices made by consumers who focus on sustainable behavior within the FMCG industry. The research utilizes qualitative methods to study secondary data which demonstrates AI-powered chatbots boost customer relationships and personalized experiences and sustainable awareness alongside virtual influencers who strengthen brand reliability and environmental awareness. The use of FMCG industry technologies leads brands toward better consumer interactions and increased conversion rates and strengthened brand loyalty. The implementation of these technologies demands strategic research because data security problems and ethical consequences together with changing AI functionality must receive serious attention. The research suggests that FMCG businesses should implement strategic AI marketing solutions although they need to tackle consumer trust issues together with transparency concerns. Future investigations should entail empirical testing through primary research activities and methods for ethical AI management in addition to studies about how cultural elements affect marketing AI adoption practices. The acquired knowledge will help improve AI-based tactics that promote sustainable and consumer-focused marketing operations in the FMCG industry.

Keywords: FMCG industry, technology acceptance model, self-determination theory, customer engagement, AI chatbots, marketing strategies, virtual influencers, consumer perceptions, brand reliability

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1. Introduction

The FMCG industry significantly transformed its consumer relationship models through artificial intelligence (AI) technology. AI tools like chatbots and virtual influencers are now used to upgrade customer interactions while providing custom-made marketing solutions which affect purchasing routines. FMCG companies must implement AI-powered marketing strategies for digital platforms because changing consumer behavior requires such technology to stay competitive (Maheswari, 2023).

The extremely competitive and swiftly evolving nature of the FMCG sector leads customers to depend on digital interactions together with convenience and sustainability issues (Indrawan et al. 2023). AI technology provides manufacturers in the FMCG sector with two emerging solutions that help meet customer requirements. Chatbots and virtual influencers serve as potent business tools to address these evolving consumer needs. The real-time automated service that chatbots offer includes query responses coupled with product recommendations to help customers make purchase choices (Rosário, 2024). Virtual influencers represent the new era in brand marketing because they create unique engaging scalable methods to reach target audiences (Sharma, 2025).

Yawised and Apasrawirote's (2025) research demonstrates that consumers prefer shopping at brands

*Author for Correspondence: sasimeenatk@hotmail.com

which give relevant recommendations alongside personalized experiences since 91% of them choose such options. Virtual influencers surpass traditional human influencers in terms of engagement metrics because they target specific audiences based on their demographic characteristics and changing digital marketing trends (Kumar, 2024).

The chatbots are very beneficial in the field of marketing as it would help to provide important information about customer preferences, their perceptions, and also help to know about sustainability related concerns (Zumstein et al. 2024). Global companies like Unilever, Nestle, P&G use AI chatbots for gathering information about customer intention and streamline communication with customers and thereby help to improve sales and marketing (Kumar et al. 2019).

Virtual influencers have brought manufacturers success for attracting younger demographics through creating authentic brand personas which align with Gen-Z consumers. Virtual influencers provide brands with a unique advantage over conventional influencers because their programming lacks personal influences and unpredictable conduct (Pandharikar and Bussler, 2022). Major FMCG brands work with virtual influencers Lil Miquela and Noonouri to promote sustainable eco-friendly products which builds ethical

consumerism and corporate responsibility (Yoldaş and Aycı, 2024).

Researchers have failed to conduct quantitative assessments regarding the direct effects of AI-powered chatbots and virtual influencers on consumer reactions within the fast-moving consumer goods industry. Research on AI marketing applications continues to develop but studies about technology effects on sustainable buyer choices remain limited (Kumar and Jhavar, 2024). Insufficient research exists on consumer trust regarding AI-driven marketing strategies paired with insufficient understanding of related perceptions thus creating privacy and ethical and transparency issues (Nguyen et al. 2022).

Despite an abundance of research to study adoption of AI chatbots across industries ranging from customer support to education and healthcare, there exists a clear research gap to explore their adoption to marketing in small- and medium-sized businesses (SMEs). Most research is targeted toward the big organizations with sufficient resources and digital skills and is not concerned with the particular constraints and adoption barriers of SMEs (Pandharikar and Bussler, 2022). Furthermore, earlier research is interested more in the productivity of chatbots, client satisfaction, and saving costs and is not interested to a considerable extent in how such tools facilitate innovation in one-to-one marketing and ecogreen consumerism. There is also minimal serious empirical work on how virtual influencers and AI chatbots complement and supplement each other to transform FMCG marketing, particularly in sustainability-led shopping. This paper fills these gaps in not only analyzing the technical advantages of AI chatbots but also their strategic contribution to value co-creation and activating consumers in resource-scarce settings. It adds new knowledge to the intersection of technology, consumer psychology, and digital marketing transformation and has unambiguous implications for researchers, SMEs, and policymakers who would like to use AI to enable sustainable and personalized market interaction.

This research aims to fill knowledge gaps by conducting an evidence-based analysis of both virtual influencers and AI-powered chatbots in changing the purchasing decisions of consumers toward sustainable choices in the FMCG industry. The study gathers industry examples along with consumer feelings and behavioral observations to deliver important recommendations about maximizing AI-based involvement methods for both marketers and policymakers. The main purpose of this investigation assesses the effect of AI-powered chatbots and virtual influencers upon consumer buying behavior and sustainable purchasing patterns in the FMCG market.

This research investigates the following three main questions regarding FMCG sector operations:

1. What effects do AI-based chatbots produce on FMCG consumer decisions as well as brand interactions in this sector?

2. What elements impact purchaser trust and acknowledgment of virtual powerhouses in promoting efforts?

3. How much does AI-driven advertising methodologies support environmental cognizant buying conduct?

2. Literature Review

A study conducted by Indrawan et al. (2023), revealed that AI has become very significant for FMCG marketing as it uses data analytics to investigate customer precision and their buying intentions. Advanced computing and algorithm would help the companies to use AI in their marketing strategies so that they would improve customer interactions and even customize or design their purchasing intentions. According to Rosário (2024), customer behaviours patterns have been recognized with the help to AI chatbots and there FMCG companies and marketers can personalize their marketing tactics in digital shopping decision.

According to Maheswari (2023), personalisation is an important part of FMCG marketing. AI can evaluate customer data and offer tailored product suggestions. Personalization increases client happiness and conversion rates. AI provides more exact targeting and categorization of FMCG customers.

As stated by Soni (2024), AI-driven methods, such word-of-mouth and tailored suggestions, have a substantial influence on customer behavior and decision-making. According to Sharma (2025), AI enhances FMCG marketing tactics by allowing for better retail analytics, consumer categorization, and multichannel administration.

In case of digital shopping experience, social media influencers build emotional bonds with their audience. Consumers believe what virtual influencers say or recommend for any product use and thereby FMCG companies use social media influencers to promote their products to improve brand trust and dependability. As stated by Sharma (2025), AI technologies can help to shape the customer purchasing habits knowing their intentions and thereby it facilitates firms to adopt AI technologies inside their marketing tactics alongside with virtual influencers.

Yawised and Apasrawirote (2025) in their study found that FMCG marketing transformation by AI reveals essential unknowns regarding sustainability marketing success with AI and long-term consumer trust as well as ethical concerns. A research by Kumar (2024), advanced technologies would facilitate the companies to advertise their products or services knowing the users' past experience and interactions in digital shopping. Also Yawised and Apasrawirote (2025) stated that the FMCG companies use AI for hyper-personalization advertising provides personalized experiences for customers. This manuscript examines the scientific basis of client engagement and how AI can be used to personalize marketing experiences and

increase engagement based on customer demographic information and behaviors.

Panesar and Saini (2024) stated that the combination of chatbots provides immediate customer interaction improvements but virtual influencers deliver creative marketing content to brands. Scientific research must study additional factors which include integrity issues and privacy problems and ethical problems. As stated by Pandharikar and Bussler (2022), AI technology development requires future research about trust mechanisms for consumers and ethical guidelines and measurement of long-term behavior changes born from AI marketing strategies. The review utilizes theoretical knowledge with empirical studies and current industry trends to build an all-inclusive knowledge platform about FMCG sector AI marketing approaches.

Gupta and Khan (2024) mentioned in their study that FMCG companies increasingly utilize emerging technologies for two purposes: they modify customer purchase activities and they push sustainability-focused buying decisions. The literature review examines the theoretical basis of marketing with AI alongside portfolio effects of chatbots on consumer engagement and roles of virtual influencers in trust establishment and sustainability alongside psychological aspects of AI-powered purchase conduct and previous research regarding AI usage in the FMCG industry.

Multiple theoretical frameworks form the basis of AI-driven marketing because they explain the effects that technological progress has on consumer practices. According to Massoudi et al. (2024) research on Technology Acceptance Model (TAM), people adopt AI-driven tools because they believe these tools help them achieve their objectives yet remain simple to operate. Almeida et al. (2025) made TAM more effective by adding trust as a defining element that impacts acceptance rates of AI systems including chatbots and virtual influencers.

Customer data privacy concerns exist simultaneously with personalization benefits in AI-driven marketing practices according to the Personalization-Privacy Paradox theory (Soni, 2024). Virtual influencers along with chatbots depend on consumer data for their tailored operations because they need these interactions to operate successfully through social media algorithms designed for targeted engagement.

Consumers base their motivation when interacting with AI systems through Self-Determination Theory as proposed by Yang and Aurisicchio (2021). People gain autonomy to make more informed decisions while AI system delivers specific product suggestions which results in enhanced relatedness through automated conversation interactions (De Vreede et al. 2021). These theoretical viewpoints allow researchers to understand better the operational processes by which AI chatbots with virtual influencers influence customer purchasing decisions.

Impact of Chatbots on Consumer Engagement and Personalization

Artificial Intelligence-based chatbot technology has transformed the way consumer product firms interact with their customers in the FMCG sector. According to Wagh and Ramesh (2024), AI plays an important and demanding role in hyper-personalized advertising to consumers through customized product recommendations, improved client interactions through chatbots and digital assistants driven by AI, sentiment analysis through consumer input, time savings, and increased decision making, strengthened customer support services, predictive help for future demands, and optimized loyalty schemes. As opined by Issac (2023), the conversational agents use natural language processing technology and machine learning algorithms to serve customers and answer their requests to recommend products. Chatbots improve consumer experience through personalized interactions so they deliver better satisfaction levels to users. In contrast, AI plays an important and demanding role in hyper-personalized marketing for the vendor through client segmentation, consumer persistence, customer contentment, journey mapping for customers, inventory control, cross-selling and upselling, client engagement, increased sales, decreased marketing costs, and increased conversion rates. On the other hand, challenges for AI chatbots in FMCG marketing include possible customer distrust, integration with legacy systems, and problems with data quality (Urbani et al. 2024). AI-enabled personalization leads to higher conversion rates, client satisfaction, and involvement. AI-powered gamified marketing strategies effectively attract and inspire people with tailored challenges and incentives (Wagh and Ramesh, 2024). By analyzing vast amounts of data, AI systems have also been effective in forecasting consumer tastes and actions, enabling the production of customized marketing and content.

Human-like interaction simulation capabilities of chatbots work as a factor that affects how customers decide to purchase products. Research by Riad (2024) proved that AI conversational systems boost customer trust thus removing purchase-related mental exhaustion which drives customers to convert. For example, Nestlé along with Coca-Cola together with other FMCG brands utilize AI-powered chatbots to boost digital customer experiences which directs consumers through product evaluation and purchase completion stages (Barbosa, 2024). AI chatbots examine lengthy customer records for precise product suggestions. Hypersonalized experiences through the platform hike customer engagement because they decrease search demands while making shopping operations more convenient. Through Artificial Intelligence technology FMCG brands allow users to access product suggestions which blend customer information with previously bought items and modern consumer behavior. Again, Recio-Román et al. (2024) examined that AI chatbots encounter two key obstacles regarding their ability to understand emotions and how consumers feel about utilizing artificial intelligence to

assist them. AI-powered chatbots fail to show empathy to customers in the manner human representatives do thus reducing consumer satisfaction (Homola, 2024).

The analytics performed by chatbots on user data for personalization purposes leads to privacy issues that create ethical problems about data protection and data transparency (Yadav et al. 2024). Digital platforms find virtual influencers successful because these AI-created personalities focus on advertising brands. Brands retain full control over the virtual influencers because these digital personas operate as brand representations which reduce reputational risks (Hoyer et al. 2020). Virtual influencers including Lil Miquela and Noonouri have acquired millions of followers through their partnerships with worldwide brands for promoting sustainability-oriented products (Storyclash, 2023). Therefore, it can be stated that FMCG brands can shape their marketing strategies based on changing customer needs or requirements with the help of AI chatbots and virtual influencers.

Brand Trust and Consumer Perception

Strong trust perceptions toward brands play an essential role in all influencer marketing activities. SAKA (2022) discovered through research that virtual influencers produce greater brand engagement than typical influencers because their artificial designs work perfectly well for companies and their intended customer groups. Virtual influencers provide brand protection against personal controversies because their AI-based consistency eliminates common weak points of human influencers that affect brand reputation (Mrad et al. 2024). Yet the level of trust that people have in virtual influencers continues to generate robust criticism in marketing research. Wan and Jiang (2023) discovered consumers tend to view AI-generated influencers differently from genuine people since consumers think the content lacks true authenticity. AI technology advances toward creating more convincing stories and emotional displays thus improving virtual persona acceptance among consumers (Huang & Rust, 2021). FMCG brands can use these tools to customize individual customer needs and demands and thereby it leads to better customer engagement and trust.

Sustainability Marketing through Virtual Influencers

A new area of digital marketing is virtual influencers, who are computer-generated personalities created to interact with audiences on social media. According to Kmoonpuri and Sengar (2023), the adoption of virtual influencers powers the promotion of ecological goods coupled with environmentally conscious consumption principles. The virtual influencer Lil Miquela promotes vegan and cruelty-free beauty brands to attract environmentally concerned consumers. As stated by Guthrie (2020), virtual influencers influence consumers to buy ethically through their educational content about ethical consumption. Apart from the advantages, Vila-López et al. (2023) examined the difficulties faced by

virtual influencers in FMCG marketing include the necessity for qualified digital workers, the high expense of establishing and sustaining them, and possible consumer reaction from perceived inauthenticity. Research on virtual influencers is expanding quickly, offering chances to examine their efficacy, dangers, and moral ramifications in more detail. FMCG brands use artificial intelligence run influencers to promote their corporate social responsibility initiatives to consumers.

Behavioral and Psychological Aspects of AI-Driven Purchasing Behavior

Through the application of persuasive methods, virtual influencers along with chatbots make customers to reach a definite decision. According to Al-Issa and Thanasi (2024), the marketing strategies driven by artificial intelligence use psychological approaches of persuasion and social proof and cognitive ease to guide customer actions. The principle of persuasion outlined by Al Mamun (2024) which includes reciprocity, authority and social proof affects the execution of AI marketing operations. Regular consumers believe recommendations from chatbots more when the chatbots maintain an image of complete understanding alongside impartiality. When decision-makers use AI tools they obtain better decision-making abilities because the tools ease mental workload. The study conducted by Athaide et al. (2025) demonstrated customers choose AI-generated recommendations since they minimize the problems associated with choice overload. FMCG marketing demonstrates this effect clearly because consumers encounter vast array of products during their purchasing decisions. As stated by Maheswari (2023), the ability of AI to simplify product selection creates favorable customer engagement that results in customers staying loyal to brands. Humans are starting to develop emotional connections with artificial intelligence entities at an increasing rate.

3. Methodology

This study implements qualitative research design which uses secondary data collection to evaluate AI-powered chatbots and virtual influencers in the fast-moving consumer goods (FMCG) sector through literature analysis and case studies and industry reports and empirical studies. The chosen method of qualitative research provides detailed insights regarding the impact of AI marketing instruments on consumer behavior and sustainable purchasing choices. The research examines the patterns and insights surrounding strategies implemented by AI technology through thematic analysis.

The investigation uses a qualitative methodology to study how artificial intelligence chatbots and virtual influences help businesses market fast-moving consumer goods. Qualitative research serves as an ideal method to study intricate social phenomenon and behavioral patterns because it provides detailed investigation of consumer engagement dynamics and

trust development and sustainability awareness dynamics (Creswell, 2018). The study gathers meaningful insights about AI-driven marketing perceptions as well as user attitudes instead of using statistical data.

As part of this research study which employs secondary data collection the investigators have utilized peer-reviewed journal articles together with industry white papers corporate reports and case studies. The study relies on sources obtained from authentic and renowned databases from Google Scholar or other search engine that offers reputed journals, articles, and publications which guarantee scientific validity and reliable academic information.

1. Academic literature: This research examines three domains of academic literature involving AI marketing and consumer engagement together with sustainable purchasing behavior.

2. Company Reports: McKinsey, Accenture, and Deloitte complement the analysis of AI implementation in FMCG marketing.

3. Case Studies: Examining real-world applications of AI-powered chatbots and virtual influencers from companies such as Unilever, Nestlé, and L'Oréal.

4. Market Research reports: The analysis of marketing campaign success metrics related to AI implementation comes from Nielsen and PwC as well as Statista.

Since the research method utilizes existing literature and case studies there is no need to sample participants directly. The researcher uses purposive sampling for selecting secondary sources which support the research goals. The research incorporates studies from peer-reviewed journals which have been published within the last five years for contemporary applicability. The research incorporates globally recognized reports from FMCG brands along with technology reports from AI firms which demonstrate practical application uses. This research examines real-world scenarios which explore how people communicate with virtual influencers along with AI-based chatbots. The specific selection method brings together superior-quality research findings while eliminating biases that emerge from self-reported studies.

Thematic analysis serves as the research method to both discover and analyze and dissect recurring patterns found in all collected data. As Barbosa, (2024) explained thematic analysis functions as a common tool for qualitative research that detects vital topics and concepts. The six necessary stages guide this process.

1. Personal experience begins with a review of articles and reports together with case studies in order to understand current marketing dynamics driven by AI systems.

2. The analysis process starts with generating initial codes from recurring concepts that include personalization alongside consumer trust along with sustainability marketing.

3. Researchers create broader categories from connected elements in their assessment (ai-driven

consumer choices and virtual sustainability influencers).

4. The reviewer examined the identified themes to verify their logical structure and suitability for the research aims.

5. The researchers need to create a systematic foundation which explains the recognized themes.

6. The investigation results receive presentation through analytical discussion supported by empirical evidence in the report.

The study uses multiple case studies and industry reports to develop a broader perspective about the material. The research methodology utilizes secondary data rigorously for academics to validate the study and enhance its reliability so all audience members can better understand AI marketing in FMCG industries.

Limitations of the Study

Although rich with insights, this research has a number of limitations. For one, it is based on secondary data sources, which can restrict the range of empirical validation. The fact that primary data collection through surveys or interviews is not conducted limits the scope of capturing actual-time consumer feelings and changing trends in AI-based FMCG marketing.

Secondly, the research is qualitative in nature, which, although yielding rich insights, does not have quantifiable data to assess the direct effect of chatbots and virtual influencers on consumer behavior and sales performance. A mixed-method approach combining quantitative analysis would offer a more balanced evaluation.

Moreover, the study is carried out in the context of ongoing AI developments, which are changing at a fast pace. Future changes in AI ethics, regulations, and consumer acceptance can modify the efficacy of these technologies. Future research should investigate cross-cultural differences and longitudinal impacts to evaluate AI's long-term influence on FMCG marketing practices.

4. Results and Discussion

The research findings analyze both AI chatbots and sustainable-influencers' roles regarding consumer purchase effects and sustainability-oriented choices promotion results. The analysis consists of discussing themes derived from thematic evaluations of industry reports academic literature along with case studies. Every research assessment demonstrates the progressive adoption of AI in the FMCG marketing domain along with its effects on brand operations and sustainable initiatives.

The FMCG industry has experienced major changes in customer interaction because of AI-powered chatbots which now deliver enhanced personalized service and improved customer engagement and purchase decision capabilities. The investigation of existing data reveals that purchasing decisions are influenced primarily by three key features which come from using chatbots: personalization through product recommendations and

instant customer help as well as easy transaction processing.

Consumer preferences enter the analytical process of AI chatbots through machine learning and natural language processing technology to create personalized product recommendations. The research performed by Yoldaş and Aycı (2024) reveals that personalized interactions through AI boost purchase probabilities by 30% because customers accept AI recommendations as fitting their needs and practical. Past buying behaviors and user preferences, seasonal market data and consumption habits guide the recommendation service of AI-driven chatbots such as those operated by Coca-Cola and Nestlé.

Consumer satisfaction dramatically increases through the use of AI chatbots which deliver prompt help solutions and product advice for users. According to Zumstein et al. (2024) data showed online shoppers would finish buying when they receive immediate AI-based system help at rates reaching 68%. U-Assist represents an effective AI solution for Unilever that connects consumers to product information about ingredients while discussing ethical sourcing and sustainability practices for enhancing brand trust.

Chatbots optimize purchasing through automated checkout which leads to fewer shopping cart abandonments. Study by Nguyen et al. (2022) showed AI chatbots contribute to lower checkout barriers which results in a 15% increase of conversion rates in FMCG e-commerce. AI chatbots at Procter & Gamble (P&G) and L'Oréal link their e-commerce platforms to provide customers with buying options through messaging platforms voice assistants and social media channels.

FMCG brands have discovered virtual influencers as a strategic instrument for encouraging sustainable purchasing decisions among consumers. AI-created influencer personalities ensure ongoing brand value compatibility along with sustainability pledges which they use to interact with social media users.

Virtual influencers provide superior sustainability marketing value through factual and transparent communications when promoting sustainable behavior. According to Gupta and Khan (2024), the public views virtual influencers as credible sources who present reliable information better than traditional social media figures do. AI influencer Lil Miquela partners with environmental brands Patagonia and Stella McCartney to use her platform for teaching sustainability content to her audience. The Body Shop and Nike use AI-influenced content to raise consumer understanding of sustainable sourcing and minimize waste and reduce carbon emissions.

Virtual influencers act on numerous platforms thereby providing outreach to consumers with different characteristics. According to Kumar et al. (2019), AI influencers achieve on average 3.1% engagement rates whereas traditional influencers achieve only 1.5% making them superior for sustainability communication. Strategies at Samsung and IKEA demonstrates how artificially created personal profiles

through artificial intelligence help develop story-based experiences that lead people toward sustainable purchasing choices.

Comparative Discussion with Existing Literature

Research outcomes match what other publications demonstrate regarding AI-based customer interaction along with purchasing conduct and sustainable marketing initiatives. The study confirms predictions made through the Technology Acceptance Model (TAM) because consumers adopt AI-driven tools based on how useful and easy to interact with these tools feel (Maharjan, 2024). With AI chatbots and virtual influencers the user experience becomes more interactive which strengthens customer opinions about using AI technology during online shopping.

Issac (2023) established in their prior research how AI-powered customer personalization can strengthen customer retention. The research outcomes support previous findings about increased customer loyalty yet demonstrate that chatbots will drive customers to make environmentally friendly decisions when the brand tells eco-friendly stories through their platform. The research unveils that virtual influencers create superior sustainability marketing credibility compared with previous research that centered on human influencers' effectiveness in sustainability marketing. The outcome stands against received marketing wisdom because AI-based personalities demonstrate superior success at developing trust relations compared to social influencers.

Critical Analysis of Research Findings

The research findings suggest that chatbots and virtual influencers powered by AI are revolutionizing FMCG marketing through heightened consumer engagement, personalization, and awareness of sustainability. AI inclusion in marketing can help the firms to adopt personalized customer engagement strategies. Advanced algorithm would help to manage a large number of data of customers that might further assist to customize customer motivation and buying decisions (Kumar et al. 2019). Communication between customers and entity enhances to a great extent due to AI and this is one of the biggest successes of AI in FMCG marketing. On the other hand, one of the biggest concerns in this type of marketing tactics is related to the data privacy and safety (Homola, 2024). Companies must ensure customer trust and regulatory implications including GDPR and CCPA as they are stick to the open data governance.

The efficacy of virtual influencers in generating sustainability-minded purchasing habits is one other major result. Unlike real influencers, virtual influencers guarantee standard brand messages and reduce reputational risks. Virtual influencers are also highly effective with younger, tech-savvy consumers who prefer sustainability, inclusivity, and innovation (Yadav et al. 2024). An issue of importance, though, is the perception of authenticity about virtual influencers.

Consumers are likely to wonder about the believability and emotional connection of AI-created personas, potentially making them less effective in creating meaningful brand-consumer relationships. The future study can investigate how storytelling and emotional intelligence models based on AI can further increase virtual influencers' authenticity.

In addition, as the research identifies the commercial advantage of AI marketing, it also uncovers ethical challenges. The automation of customer interactions diminishes human control, and as a result, it can lead to biased AI algorithms, manipulation of consumer purchasing decisions, and a loss of emotional complexity in the customer interaction. Overdependence on AI in marketing strategies can lose the human touch that most consumers appreciate, especially in customized service sectors (Kumar and Jhavar, 2024). FMCG brands will thus need to reconcile AI effectiveness with human involvement to guarantee ethical, compassionate, and responsible marketing strategies.

Finally, although AI-driven chatbots and virtual influencers are of great marketing value, their long-term impact relies on ethical regulation, public perception, and technological innovation. Brands need to navigate data privacy issues, AI authenticity, and ethical openness in order to realize the full potential of AI-led marketing in the FMCG sector.

Implications for FMCG Brands and Sustainability Strategies

The research data carries fundamental value for FMCG businesses by aiding their improvement of AI marketing operations while supporting sustainable business practices. HERO Brand companies should deploy AI-based chatbots for improving interaction with their customers while also enhancing buying experiences. AI-powered services for customer support when combined with real-time suggestions and automated transactions will improve customer loyalty which results in increased sales. Companies like PepsiCo and Mars Inc use AI chatbots to boost both customer loyalty and online sales numbers through their operations. Social media influencers grow their audience base and promote sustainability marketing through their media and thereby it improves brand awareness. For example, customer awareness of the P&G has been increased by 40% by the use of virtual influencers that promote sustainability (Maheswari, 2023).

The marketing department or agency should aware of the transparency of the data related to AI-prompted interactions as AI integration has always been used in the marketing strategies. Due to this AI integration, firstly, it reduces human error and thereby enhances production and trust among customers. The FMCG companies should use data transparency guidelines with its stakeholders and thereby ensure customer loyalty and trust. The FMCG companies must use AI chatbots with virtual influencers as it helps to promote

sustainability at its best and remain competitive too in the market.

The research demonstrates how AI-powered chatbots and virtual influencers enable the modification of consumer buying habits as well as sustainability marketing practices in the FMCG industry. The fusion of AI chatbots with virtual influencers creates efficient consumer engagement and secures transactions as well as strengthens customer trust relationships (Kumar and Jhavar, 2024). The literature review demonstrates that AI works effectively to encourage sustainable customer decisions along with pointing out digital marketing trends.

The implementation of AI-driven marketing technologies delivers strategic benefits to FMCG brand companies for both consumer relations and brand ethics. Companies will achieve higher consumer trust by applying open AI techniques as well as data-based personalization strategies which drives sustainability-minded purchasing behavior. Research needs to investigate both the continuing effects of AI influencers on consumer patterns together with the moral aspects within AI marketing techniques.

Uniqueness and Significance of the Study

This research offers a new angle on AI-driven chatbots and virtual influencers' integration in FMCG marketing, i.e., their contribution to shaping consumer purchasing behavior and eco-responsible choice (Panesar and Saini, 2024). In comparison with existing research, which is mainly aimed at AI's potential in customer support and brand interaction, this research goes further to explore how these technologies drive ethical consumption habits and sustainability-driven purchasing decisions.

One of the key significances of this research is the thorough analysis of AI-based marketing strategies in the FMCG industry, integrating consumer psychological behavior and brand positioning (Recio-Román et al. 2024). The research integrates qualitative secondary research and combines literature review evidence, industry reports, and case studies to present a detailed description of the revolutionary effect of AI. Businesses typically keep the software or technology used to create virtual influencers under wraps. Usually, companies create a 3D model of an influencer or celebrity's persona or avatar, and then employ software and programming to bring the character and make it possible to engage with the real world or other individuals. Brands use virtual influencers to produce campaigns and content, share them on social media, and interact with their target market.

Apart from this, there are academic contributions in the field of virtual influencers since they highlight the role of influencers in making a company more authentic, credible, and sustainable. The virtual influencers can be separated from their human influencers by sustained maintenance of the brand narrative, reduced reputation risk, and value-based storytelling by AI utilization (Zumstein et al. 2024). The topic is not sufficiently

explored by FMCG research, and hence it is a worthy contribution.

This research is quite significant in understanding the digital tools and strategies specially AI chatbots or influencers in the field of digital marketing of the FMCG brands. To know about the virtual influencers and their role in the FMCG marketing is very important in recent times as many companies use advanced algorithm integrated with the virtual influencers so that it can shape customer's buying intentions. Therefore, this research is helpful to understand the utility and significance in the digital marketing strategies so that companies can adopt such strategic implications.

Another key emphasis of this study is its emphasis on regulatory and ethical issues, bringing into question consumer privacy, transparency of AI, and data protection. These arguments also push the debate towards responsible AI adoption, forcing FMCG brands to choose sustainable AI adoption. AI adoption in FMCG marketing strategies can help to respond effectively to the changing customer preferences and choices. AI can also help to shape the sustainable customer behavior and preferences and therefore it further assists to improve business performance.

5. Managerial Implications

AI-promoted chatbots and virtual influencers play an important role in consumer engagement trends and reshape green marketing strategies and purchasing behaviors in the FMCG sector. Managerial implications of the AI-powered chatbots in FMCG marketing are mainly related to improved customer service, forecast the changing customer preferences, data-driven insight, customized marketing initiatives and campaigns, etc. Execution of strategic plans towards AI adoption by the FMCG companies involves coordination of technological innovation with consumer needs and adherence to ethical principles (Hemachandran et al. 2024). The recommendations can help the companies to adopt sustainable marketing strategies, maintain ethical standards, enhance customer engagement, and also virtual influencers can help to improve brand awareness and credibility and respond properly to the shifting customer needs.

Practical Recommendations for FMCG Companies

1. Enhancing Customer Engagement Through AI-Powered Chatbots

AI chatbots play an important role in influencing the way companies deliver personalized marketing service to their consumers. Many global companies like Unilever, P&G, and Nestlé have used AI chatbots in order to create personalized product suggestions that maximize customer satisfaction. Chatbots should operate without interruption on various platforms that involve websites and mobile apps along with messaging systems like WhatsApp and Facebook Messenger. Church (2024) reported that customers choose brands providing instant AI assistance on all their digital channels at a 73% rate. FMCG brands must

deploy sustainability-oriented AI chatbots because the rising public interest in environmentally friendly products demands educational support about sourcing ethics along with effects on the environment and recycling. Procter & Gamble (P&G) enables users to access sustainability information about their products and carbon footprint reduction through their AI chatbots.

2. Strengthening Brand Credibility Through Virtual Influencers

Digital marketing uses virtual influencers as a strong tool to promote sustainability-related campaigns. Brands should use their resources to develop AI-generated virtual influencers that match their brand values and sustainability promises. The collaboration between FMCG brands and Lil Miquela resulted in a 40% increase of customer interaction with environmentally friendly advertising according to (Riad, 2024).

Brand recognition for responsible consumption should increase through the use of programmed AI storytellers. Through AI personas Nike together with The Body Shop convey their CSR programs while promoting sustainable product lines. Regular assessment of virtual influencer campaign performance against customer perception and engagement forms a crucial duty for successful implementation. FMCG brands require evaluation of audience interaction levels and user opinions along with trust measurement results to optimize their AI-based marketing approaches.

3. Driving Sales and Loyalty Through Data-Driven AI Strategies

Based on Yoldaş and Aycı's (2024) research, Companies implementing AI for hyper-personalized recommendation systems achieve a 20–30% boost in conversion rates. PepsiCo utilizes an AI loyalty system that boosts customers toward sustainable purchases to maintain enduring customer loyalty. AI tools that analyze purchase trends allow FMCG brands to predict customer demands through which they gain competitive advantages in inventory optimization. The supply chain operates more efficiently because of these changes while overproduction waste decreases and sustainability targets are supported.

Strategies for Integrating AI-Driven Chatbots and Virtual Influencers

FMCG companies must implement AI-driven marketing tools through an organized process which supports their specific business aims alongside their consumer participation methods. The first step requires companies to determine the main functions of their AI chatbots between customer service support and personalized recommendation provision and transaction assistance functions and sustainability content delivery (Barbosa, 2024).

FMCG companies must select NLP-enabled chatbot technologies from platforms including Google's

Dialogflow IBM Watson and Microsoft Azure AI for delivering excellent conversational features (Recio-Román et al. 2024). Regular training of chatbots using customer input and current trends along with sustainability developments should occur to optimize both performance and user interaction.

2. Virtual Influencer Marketing Strategy

The first step involves segmenting target audiences through definitions of demographic criteria along with consumer preferences and sustainability knowledge which helps FMCG brands choose appropriate virtual influencer marketing methods (Hoyer et al. 2020). Companies can develop their AI influencers like Samsung did with the NEON project but they also have the option to collaborate with existing virtual personas through partnerships as demonstrated by Shudu Gram with sustainable beauty products. The third step involves integrating AI influencers into various platforms which include using virtual influencers to interact with customers across social media as well as host live Q&As and produce interactive narratives to build trust.

Ethical and Consumer Privacy Considerations

According to Panesar and Saini (2024), FMCG brands need to formulate policies to educate individuals when their customers are interacting with AI chatbots or communicating with virtual influencers so as to avoid deceptive consumer presumptions. Sustainability claims and product benefit details communicated by AI chatbots need to be honest and not misleading in order to satisfy consumer protection law and commercial advertising law.

Although using AI in marketing has many positive effects, such tailoring content and streamlining tactics to improve consumer satisfaction and market effectiveness, it also raises ethical questions. The latent possibility of market grooming, in which AI gently steers users toward choices that might not be in their best interests, is carefully examined in this study. This study makes a significant contribution to the current discussion on the responsible use of AI by exploring cases of algorithmic biases, data privacy breaches, and the unexpected effects of hyper-personalization.

6. Conclusion and Future Research Directions

The conclusion chapter would help to highlight the whole research analysis from introduction to results obtained in a sum so that the whole research can be understood in a blink. This portion of the research would first describe the summary of the research findings and then academic and practical benefits of the research so that it would help both researchers, marketers, industry leaders, and others to comprehend the utility of the AI-powered chatbots and virtual influencers inside their marketing strategies.

Academic and Practical Benefits

An important area of growth for influencer marketing is the growing personalization of influencer partnerships, which can be facilitated by AI's ability to analyze large amounts of data and pair brands with influencers whose values and content closely align with their target audience. All things considered, AI in influencer marketing holds the promise of improving targeting, efficiency, and effectiveness, ultimately driving better ROI for businesses. The paper also points out research gaps and suggests future research directions, inviting more empirical studies on the changing role of AI in marketing.

To develop innovation and contribute to the development of new knowledge, the future research must explore the use of AI chatbots beyond their traditional function of customer service in other contexts, using them as strategic marketing tools for one-to-one marketing, sustainability development, and consumer behavior learning. One of the major suggestions for evaluating customer buying decisions and changing consumer preferences is the inclusion of AI-prompted chatbots and virtual influencers that use advanced algorithms to forecast customer preferences and influencing customers' buying decisions. Therefore, FMCG companies must use AI-powered chatbots or virtual influencers in their marketing tools to effectively cope with the competitiveness in the marketplace. This not only provides better insights but also help to build emotional bonding with the consumers and provide better services than the traditional takeaways.

Moreover, the study suggests that future work should investigate the ethical issues and data protection implications of marketing with AI chatbots. Through the application of ethical design principles, future innovations can create trust and long-term relationships between consumers and brands, especially in the FMCG category where buying decisions are impulse-driven. The creation of standards for open, inclusive, and responsible chatbot design can be an effective input to policy-level discussions and regulatory policy. The study suggests the creation of adaptive AI systems on the basis of real-time analytics that personalize user interactions as per sustainability objectives. Future work should investigate the ability of chatbot interaction design to nudge users toward green consumption behavior implicitly—a new research topic with limited scholarly research.

Lastly, the application of AI chatbots in SMEs must be an area of emphasis in future research, specifically scalability, cost, and digital preparedness. Fostering innovation in this space can close the digital divide and democratize access to cutting-edge marketing technologies. These suggestions not only facilitate new uses of AI but also provide new insights for theory building on consumer-AI interaction, ultimately contributing to an expanding body of interdisciplinary knowledge in digital marketing, behavioral science, and artificial intelligence.

The study contains numerous factors that constrain its effectiveness. Empirical validation is restricted by the use of secondary data sources throughout the study. The permanent relevance of AI technologies faces challenges because of the quickly changing behaviors of consumers along with developments in AI technology. The investigation fails to provide numerical insights regarding the monetary effects of AI-based marketing on Fast-Moving Consumer Goods brands although this topic needs empirical confirmation.

Research on AI-driven marketing should move forward by combining both quantitative and qualitative methods to collect new data from surveys and experimental tests and case study assessments in order to demonstrate direct effects on customer conduct and revenue success. Insights into sensible AI deployment in FMCG marketing schemes become possible when researchers delve deeper into ethics challenges as well as regulatory regulations and cultural financing factors.

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