RESEARCH ARTICLE

DOI: 10.54392/ajir2535

Asian Research Association

ASIAN JOURNAL OF INTERDISCIPLINARY RESEARCH

The Emerging Trends in Influencer Marketing and the Impact of Artificial Intelligence in shaping the landscape: An in depth exploration of AI Influencers (AVATARS)

Ravneet Kaur [a], Jitendra Singh [b], Rajesh Singh [c], Anita Gehlot [c], Amit Kumar Thakur [d,*]

[a] Uttaranchal Institute of Management, Uttaranchal University, Dehradun, Uttarakhand, India
[b] Law College Dehradun, Uttaranchal University, Dehradun, Uttarakhand, India
[c] Uttaranchal Institute of Technology, Uttaranchal University, Dehradun, Uttarakhand, India
[d] Lovely Professional University, Phagwara, Punjab, India
* Corresponding author Email: amitthakur3177@gmail.com
DOI: https://doi.org/10.54392/ajir2535
Received: 08-07-2025; Revised: 10-09-2025; Accepted: 13-09-2025; Published: 25-09-2025

Abstract: Influencer marketing has expanded tremendously over the last few years and has become an essential component of Social Commerce. Whether it's the ever-changing mobile sector, fashion, cuisine, or hospitality, influencer marketing has proven to be an effective tool in almost every industry. This article investigates the evolving landscape of influencer marketing strategies, ranging from macro-trends seen across many social media platforms to micro-trends in content development and collaboration. It conducts a thorough investigation and explores the important roles of the AI influencer. UN in its Sustainable Development Goal (SDG) 9 focuses on Industry and Innovation and thus there have been constant improvements in the area of Influencer Marketing for the same (https://sdgs.un.org/goals). AI influencers, also known as AVATARS, are a remarkable advancement in the field of artificial intelligence that is gradually replacing human influencers. This study uses the 1+5 View Model to explain these AVATARS in depth. So, AVATARS are researched from a logical, development, process, physical, and security standpoint. Although the field is advancing at a rapid pace, it presents several ethical challenges, particularly concerning transparency, integrity, and adherence to regulatory standards. By integrating insights from existing scholarship with practical case studies, meaningful recommendations can be formulated for application across diverse organizational contexts.

Keywords: Artificial Intelligence, AVATARS, Industry 4.0, Influencer Marketing, Virtual/AI influencers, Social Commerce

1. Introduction

The idea of influencers originated with the monarchy influencing the general public, long before films and television (Ozuem & Willis, 2022). Theoretically, an influencer's work can be considered synonymous with 'word-of-mouth influence' which is a way of communicating with customers directly about a product via channels that are not under the company's direct control (Parment *et al*, 2021). It used to be believed that word-of-mouth was limited to friends and acquaintances, but these days, users, consumers and content creators in a certain social media site may also influence one another via recommending one another (Talaverna (10), 2015). It can also be defined as the process by which well-known social media users work with companies to promote those brands' goods and services. These kinds of informal alliances date back to the early days of social networking (Company, 2023). An individual who creates content for social media and gains a large following is known as a social media influencer. Businesses may use these individuals to market their products (Lou & Yuan, 2019). Some work for free while other Influencers can be compensated to provide an honest, transparent evaluation of a business or brand on their platform. These influencers cultivate meaningful relationships with their audiences. For example, Nikkie de Jager, a prominent beauty influencer on Instagram, actively engages her followers through interactive practices such as question-and-answer

sessions, polls, and the sharing of personal narratives. Such efforts foster a sense of connection and recognition, allowing followers to feel personally valued (Pan *et al.,* 2025). Therefore, to get the best results, marketers and influencers should focus on creating content that is strong in informative value, credibility, uniqueness, and visual appeal (Ma et al., 2025). A study conducted in Greece revealed that Social media influencers have a big impact on how people think and behave as consumers. Their content frequently influences political opinions, lifestyle choices, and purchase decisions, giving them the ability to change public perception (Alexander, 2024). Another study revealed that Customers are more likely to be swayed by influencers' suggestions since they frequently view them as personable and reliable individuals. Influencers' perceived legitimacy and authenticity are important factors in deciding how effective they are as marketing tools (Mishra & Ashfaq, 2023). Moreover, there are numerous studies that suggest the growing importance of influencers in shaping consumer behaviour and brand perception. Influencer marketing is particularly valuable for entrepreneurs in tourism, food, wine-alcohol, and fashion. At the same time, celebrities in tourism and sports could be leveraged more effectively to maximize impact (Vila-López *et al.*, 2025). A recent study revealed that the three most widely used Influencer Marketing are Food and drink, beauty and fashion (Kenan, 2024). Statista reports that the market for influencer marketing grew by 24 billion US dollars in 2024, compared to just 1.7 billion in 2016 an almost 14-fold increase in just 8 years (Dencheva, 2024). Figure 1 shows the trend for the same. Industry 4.0 has completely revolutionized how businesses function. There have been huge advancements in the 7 Ps i.e. Product, Price, Place, Promotion, People, Processes and Physical Evidence due to Industry 4.0. In today's world, every organisation needs a unique marketing plan to match client and market expectations for products and services. Thus, using technologies such as IoT, Machine Learning, Artificial Intelligence, Big Data etc. come handy for the same (Kaur *et al.*, 2022). Businesses are continuously making improvements in order to reduce any loopholes and increase sales, satisfaction and ultimately loyalty of a customer. AI has been used tremendously specifically in the area of Influencer Marketing. A great technological development in this field is the birth of the virtual/AI influencers also called AVATARS (Audrezet & Koles, 2023). In particular, the fashion industry is using AVATARS more frequently to advertise their products on social media (Cheng & ma 2025). AI influencers have the ability to significantly appeal to customers looking for distinctiveness and effectively encourage word-of-mouth conversations (Rumangkit *et al.*, 2025). However, marketers encounter significant challenges in identifying influencers who are most compatible with their brand (Spörl-Wang *et al.*, 2025). Furthermore, reaching Generation Z has grown more difficult, as their unique media habits often differ from traditional communication channels (Buckley *et al.*, 2025). Ying Qu and co-authors conceptualize the transition from human influencers to avatars as Anthropomorphism, emphasizing the incorporation of human-like traits in virtual agents (Qu *et al.*, 2025). Scalability and round-the-clock engagement are two benefits of AI influencers, which may reach a variety of audiences on many platforms (Güzel, 2025).

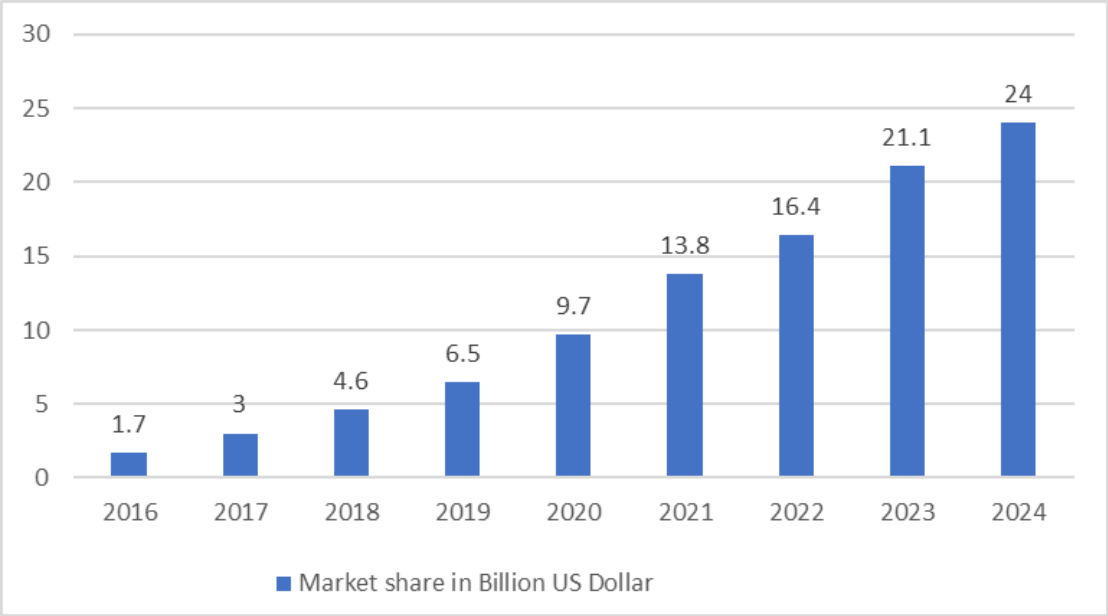

Figure 1. Growth in Market Share in Influencer Marketing worldwide from 2016-2024

While AI influencers contribute to content creation and brand promotion, their use presents not only significant opportunities but also complex ethical challenges (Ramadan & Ramadan, 2025, Jayasingh *et al.*, 2025). Extensive research is being undertaken to examine the distinctions between human and AI influencers, particularly in relation to their modes of interaction with followers (Blomberg & Kahler, 2022). This study employs a multidisciplinary methodology to examine AVATARS from both a technological and business standpoint. Since this artificial intelligence (AI) influencers are created with the help of sophisticated AI technologies, influencer marketing needs to be examined from both angles. The manuscript highlights its worth as a tool that is both generalisable and flexible, promoting theoretical clarity while being realistically applicable in a variety of digital commerce environments. Rather than being limited to a specific platform, area, or sector, the 1+5 View Model is a framework that can be used to a variety of social commerce situations. Its conceptual framework makes it possible to analyse AI-powered influencers and avatars in a variety of settings, such as the gaming, fashion, retail, and lifestyle industries.

Therefore, in order to study this field of research in a more complete way, a 1+5 view model of AVATARS is built. The following are the study's objectives:

- To evaluate the algorithmic architecture and technical framework that allows AI influencers to function efficiently on social media.
- To conceptualize and apply the 1+5 View Model in the context of AI influencers using a use case scenario hereafter.
- Lastly, certain recommendations are included for future advancements on the topic.

The paper has been segmented into various sections. Since Section 2 addresses the theoretical underpinnings, it expounds on the several theories pertaining to influencer marketing. An overview of artificial intelligence and generative AI is given in Section 3, with an emphasis on how organisations might employ these technologies to improve their development prospects. In Section 4, influencer marketing and AI are integrated, shedding light on how AI may be leveraged to maximise influencer marketing and improve consumer interactions. To provide a comprehensive explanation of AVATARS from a logical, development, process, physical, and security perspective, Section 5 employs the 1+5 view model. The many viewpoints involved have also led to the suggestion of a use case scenario. Section 6 contains recommendations, in which the writers provide specific ideas and proposals for the intended outcome. The conclusion, included in Section 7, offers a synopsis of the whole work for easier reading.

2. Theoretical Foundation

A few theories might serve as guidelines for influencer marketing. Theory of Planned Behaviour is one such theory. According to a study, Perceived behavioural control, subjective standards, and perceived trust all favourably impact views towards fashion influencers (Tiwari *et al.,* 2024). Another study based on Social Learning Theory suggested that the audience's desired identification was significantly impacted by the physical beauty, social attractiveness, and credibility of travel vloggers, with credibility having the greatest effect (Le & Hancer, 2021). The two-step flow theory can also be used to understand influencer marketing. One study suggested that winning the support of influencers and leveraging their endorsements allows companies to obtain the influence they need to convey their message virally (Uzunoğlu & Kip, 2014). There is also a leadership theory in which one of the studies revealed that those who are perceived as leaders by other participants write a significant number of positive, short messages in simple language that other participants understand. As a result, influencers create content that their large number of followers can readily grasp (Johnson *et al.*, 2015).

Social Identity theory by Tajfel and Turner can also be used to explain influencer marketing wherein followers' perception of the self in relation to the influencer community is studied in one such study (Farivar & Wang, 2022). Influencer marketing can also be better understood by applying Source Credibility theory. It explains how an influencer's entire demeanour and character are used to assess their believability (Ohanian, 1990). The Social Capital Theory may be used to analyse the expenses and benefits of influencer marketing. This theory's central claim is that the costs and rewards of establishing and maintaining contact between two parties determine how much communication occurs (Chia *et al.*, 2021). People frequently compare themselves to others, which has an impact on their sense of value and self-worth. Therefore, individuals follow influencers and compare themselves to them, which

motivate them to purchase goods or services, according to the Social Comparison Theory (Festinger, 1954). The following Table 1 gives a summary of the various theories used to study influencer marketing.

Table 1. Theories of Influential Marketing

Theory	Keywords	References
Theory of Planned Behaviour	Perceived behavioural control, subjective standards, perceived trust	(Ajzen, 1991)
Social Learning Theory	Physical beauty, social attractiveness, and credibility	(Bandura, 1971)
Two Step Flow Theory	Influencers as intermediaries	(Lazarsfeld et al., 1960)
Leadership Theory	Influencers as leaders	(Johnson et al., 2015)
Social Identity Theory	Followers' perception of the self in relation to the influencer	(Islam & Teo, 2014)
Social Credibility Theory	Influencers' character and Personality	(Hovland & Weiss, 1951)
Social Capital Theory	Rewards and Benefits	(Bourdieu, 1985)
Social Comparison Theory	Comparing yourself with the influencers	(Festinger, 1957)

Table 2. Theories of Artificial Intelligence

Theory	Keywords	References
Symbolic AI (GOFAI)	Rule-based symbolic manipulation	(Newell & Simon, 2007)
Connectionism (Neural Networks)	Distributed parallel processing (ANNs)	(Rumelhart et al., 1986)
Bayesian/Probabilistic Models	Probabilistic inference under uncertainty	(Pearl, 2014)
Embodied Cognition	Learning through physical interaction	(Brooks, 1991)
Machine Learning Theory	Algorithmic learning from data	(Mitchell & Mitchell, 1997)
Artificial General Intelligence (AGI)	Cross-domain reasoning and learning	(Goertzel, 2014)
Hybrid Theories	Neural-symbolic systems	(Besold et al., 2021)

AVATAR modelling heavily relies on the aforementioned theories. The Social Learning theory, for example, demonstrates how viewers engage with influencers based on their physical appeal, credibility, and beauty. For example, Shudu, the first digital supermodel, has over 240K Instagram followers thanks to her glass-like skin and sharp physical features. Emma, another AVATAR, may be used to illustrate the Social Capital Theory since she works with brands like IKEA by combining cultural viewpoints and sharing relatable information. Social Comparison theory is vouched by so many AI and human influencers whom their followers relate to and follow their footsteps.

Talking about Artificial Intelligence, there has been an absence of a robust theory to guide into the various dimensions of the area of study. Nonetheless, the most notable is Newell's "Unified Theories of Cognition," in which he argued for the necessity for unifying theories in AI and cognitive science, as well as proposed his own theory, which tries to integrate both AI and human intelligence (Newell, 1994). Albus and Pollack have given a similar theory on this area of research (Wang, 2012, Albus, 1991, Pollock, 2006). Connectionism theory also co-relates with comparing AI network to a brain.

Simplified representations of the brain, neural networks are made up of a large number of units (the analogues of neurones) and weights that indicate how strongly the units are connected to one another (Buckner, 2019). Some of the theories of Artificial Intelligence can be summarised from the Table 2.

The current review of literature shows that there is a research gap and AI Influencers have not been studied using the 1+5 View Model. This Model digs deeper into the architectural and technological perspectives to better understand AI influencers, hence the current study.

3. Overview of Artificial Intelligence and Generative AI

Artificial Intelligence has seen exponential growth in the past few years. AI has become central to advancements across nearly every sector globally. The term Artificial Intelligence was initially coined in 1956 during a conference at Dartmouth College (Brunette *et al.*, 2009). In the words of McCarthy, "AI is the science and engineering of creating intelligent machines, particularly intelligent computer programs". It is associated with the task of using computers to comprehend human intelligence (Mccarthy, 1990).Therefore, artificial intelligence (AI) must examine the processes by which the human brain learns and makes decisions in order to effectively solve problems and perform tasks (Trivedi, 2023). At present, this technological domain exhibits the most rapid growth, as it integrates data science with artificial intelligence while positioned at the intersection of statistics and computer science (Singh *et al.*, 2025).

AI provides various advantages such as acquiring insights, tailoring experiences to individuals, enhancing customer satisfaction, offering superior service, cutting operational expenses, boosting efficiency, and more (Akyüz & Mavnacıoğlu, 2021). Artificial intelligence systems possess the capability to adapt through the utilization of historical data, thereby facilitating ongoing learning and progressive enhancement (Agrawal *et al.*, 2020). Having solved day to day minor and major issues in different areas, AI has proved to be a revolutionary innovation (Lawler & Rushby, 2013). In summary, Artificial Intelligence is a revolutionary technology applied across various sectors such as marketing, medicine, education, and financial services. It possesses the ability to mimic human brain functions, paving the way for enhanced opportunities and challenges in the future.There has been a buzz in the field of AI known as Generative AI. Its potential lies in bringing about sweeping changes in many areas of life, much like the revolutionary effects of the Internet and smartphones (Ooi *et al.*, 2025). Computational methods that can produce seemingly original, meaningful content like writing, pictures, or audio from training data are referred to as generative AI (Feuerriegel *et al.*, 2024). Three key elements are required for the implementation of generative AI: user experience, software, and hardware (Bandi *et al.*, 2023). Talking about the business perspective, generative AI may perform duties related to accounting and human resources act as a chatbot to provide customer care, act as a virtual assistant to assist clients in completing particular tasks, and produce ads or marketing concepts (Fui-Hoon Nah *et al.*, 2023). Recommendation engines are also an application of generative AI. Recommendation engines leverage users' prior purchases and browsing behaviour to suggest items and information that may pique their interest and encourage them to become loyal to a specific social media platform (Taliwal *et al.*, 2024). Generative AI is skilled in creating visually and textually captivating and emotionally attractive content. By facilitating cross-cultural communication, it increases the amount of time that businesses and customers around the world may communicate (Lee, 2022). Generative AI can be harnessed to unlock deeper business insights and create integrated solutions that streamline online retail operations, ultimately providing fashion customers with a more seamless and engaging shopping journey (Sharma *et al.*, 2025, February). One exciting future possibility is using generative AI to craft personalized product descriptions in e-commerce. By creating multiple variations that align with each shopper's interests and preferences, businesses can offer a more engaging, tailored shopping experience that feels unique to every customer (Wasilewski, 2025). However, Generative AI poses potential risks, as it may be exploited for harmful activities, including the production of deepfakes for identity theft or the dissemination of misinformation (Sengar *et al.*, 2025).

Figure 2 shows the various technologies such as deep learning, NLP, Machine learning and GAN which is used for generating solutions in social commerce such as AI influencers (AVATARS), Content creation, chatbots, predictions, visual recognition, personalized shopping experience, sentiment analysis, fraud detection, voice commerce and dynamic pricing.

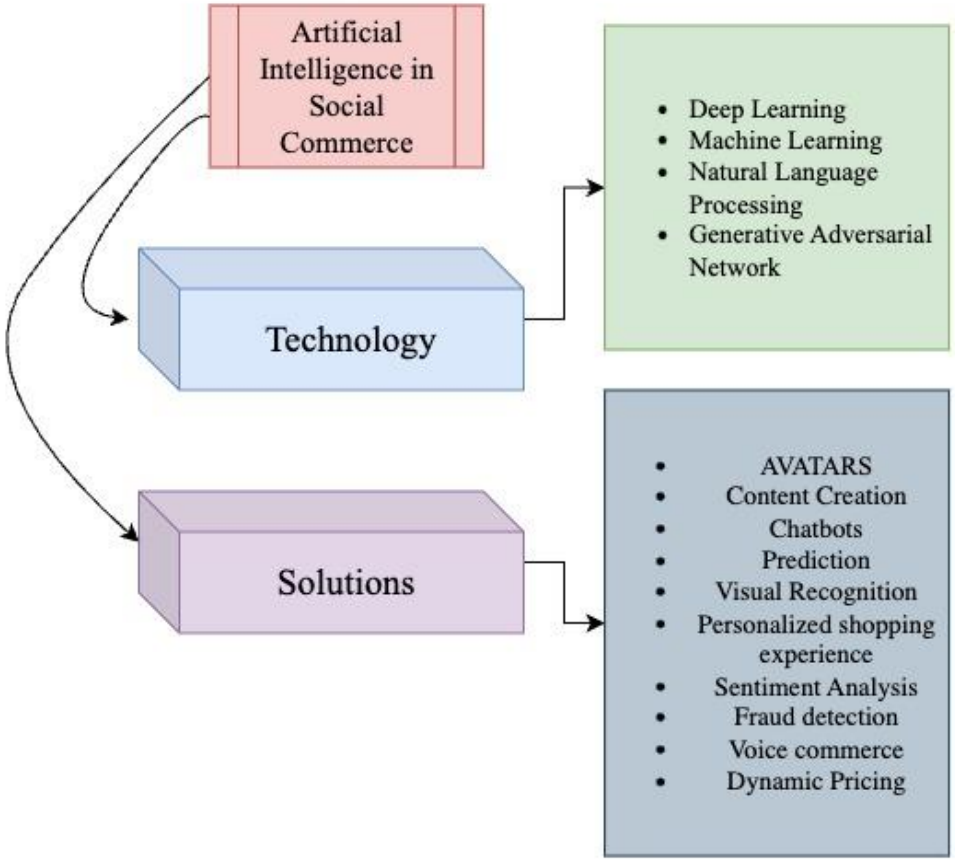

Figure 2. Artificial Intelligence in Social Commerce

4. Influencer Marketing and AI

An increasing number of businesses are leveraging influencers to promote their products, services, and brands on social media (Allal-Chérif *et al.*, 2024). According to an Influencer Intelligence research from 2022, Instagram was the most popular social media platform for influencer marketing, followed by tik-tok (Barnett, 2002). Similarly, the most recent digital marketing figures claim that the Influencer Marketing business is expected to reach a record value of $24 billion by 2024 (Salminen, 2024). Influencer Marketing may greatly benefit from Artificial Intelligence since it has entirely transformed how organisations locate influencers and analyse their effect (Altan & Milson, 2024).The use of AI in Influencer Marketing has allowed organisations to better identify which influencers are most suited to their brand and understand the customers' requirements (Kalinová, 2022). Influencer marketers have found success using AI to create tailored communication for their audience, strengthening their relationship with the brand and the product (Lou *et al.*, 2023). AI-driven Influencer Marketing has proven successful in spotting scams, such as unwanted followers, allowing for effective performance analysis (Atherton, 2023).With the use of AI optimization's efficacy, accuracy, and instantaneous analytics, advertisers may notice increased advertising effectiveness and make more informed decisions (Ramachandran *et al.*, 2024).

The emergence of AI influencers also called virtual influencers, who function to push particular businesses in the same way as human influencers, is a fascinating technological development in this industry (Franke *et al.*, 2023). AI influencers are altering firms' viewpoints and the way they approach certain markets (Kour & Kour, 2024). A report observed that the rising popularity of AI influencers can be attributed to their perceived appeal a characteristic that is positively regarded by social media users (Zhang & Wei, 2021). This technology will see more advances in the future to streamline the process and enhance user experience (ŁASZKIEWICZ, 2024). According to a study, customers view the degree of customisation offered by both human and artificial intelligence influencers as being comparable, and they are as willing to follow either kind of influencer. However, AI influencers are considered

to have stronger word of mouth though trust factor may be less as compared to human influencers (Sands *et al.*, 2022). Influencer marketing heavily relies on the emotional bond that is formed with followers. Consequently, it becomes difficult for AI influencers to engage emotionally in the same way as human influencers (Gaur, 2024). Virtual influencers are a viable solution in marketing campaigns, but care should be taken to avoid crossing the borders between the real and the virtual (Mazurkiewicz-Pizło, 2025). While many studies suggest the never ending opportunities of these AI Influencers, some researchers believe that these AVATARS can be an addition but not a perfect substitute of Human Influencers (Looi & Kahlor, 2024). The subsequent section will explore AI influencers more deeply.

5. 1+5 View model for AVATAR

The 1+5 View Model is used to arrange a description of a software architecture using various views like logical, development, process, physical and security view. In the end, a use case scenario is provided to demonstrate the model's practical application (Górski, 2021). The 1+5 View Model has been inspired from the Kruchten's 4+1 model. Philippe Kruchten developed a methodology for describing the architecture of large software systems from many viewpoints for a better and deeper understanding. First and foremost is the logical view which illustrates the basic functions of the AI Influencers and their relationship with the users of a social media. Then there is development view, which represents the entire development method of certain software (Kruchten, 1995). In this case, it signifies how an AVATAR is developed. The third view is the process view which signifies how software runs. In view of the paper, it may be signified as how an AI Influencer generates content ranging from the tools used to the chatbots available to communicate with the users. After the process view is the physical view which talks about the architectural arrangement signifying availability and scalability of the system (Kontio, 2008). The security perspective is also shown to represent the software's ethical and security concerns. For example, AVATARS must be programmed in such a way that they do not misuse the sensitive data of their followers. Thus, it can be stated that the 1+5 View Model provides a thorough image of software from multiple perspectives in order to get comprehensive knowledge in the end, ensuring that both the company and the customers' requirements are satisfied successfully. Figure 3 gives a diagrammatical representation of the various views of this 1+5 View Model.

5.1 Logical View of Avatars

As discussed in the previous sections, Artificial Intelligence Influencers or Virtual Influencers have been the buzz in the business industry.

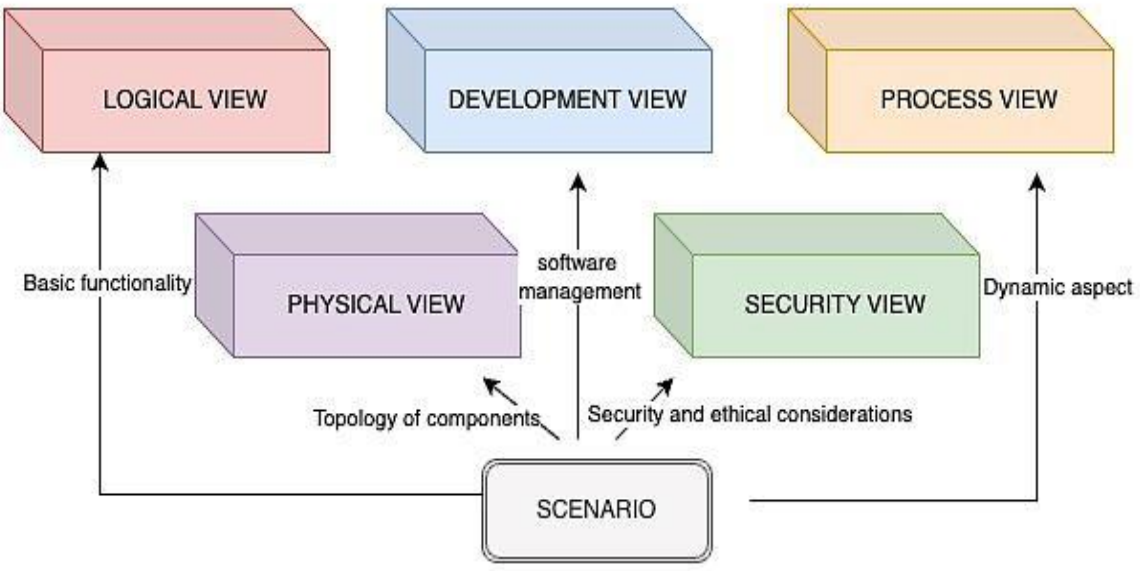

Figure 3. The 1+5 View Model

They play a crucial role in digital marketing especially in Social Commerce from communicating with their followers to building a strong image of the brand. AI influencers, also named AVATARS have the capability of sentiment analysis and thus may alter their communication whenever required. This is handy when compared to human influencers, who may not always be able to analyse their followers' feelings. Research indicates that AI influencers can foster greater trust with their followers during interactions (Nowak & Rauh, 2005). Moreover, one of the main advantages of AI influencers is that they do not entail human mistakes. Some studies have also found that they are perceived to be more honest than human influencers, thus followers being more inclined towards these Avatars. Three case studies have been done in Brazil which vouches for the aforementioned statement (Allal-Chérif *et al.,* 2024). Thus, it is safe to say that businesses now are also inclined more towards AI influencers than the human ones. Brands and marketing agencies exploring influencer marketing sometimes collaborate with virtual influencers to promote products or services, as this approach mitigates risks commonly associated with human influencers while simultaneously enhancing the persuasive impact of marketing efforts (Lee *et al.,* 2025).

A few data sources are critical for AI influencers, such as the importance of data on follower interactions and geographical proximity in deciding influencer selection and impact (Goldenberg *et al.*, 2021). Social Media is of utmost importance while collecting data about the followers. It provides recommendations to the AI influencers about the latest trends and the inclination of the people towards certain brands at a certain time frame. Apart from that, these influencers also retrieve data about the market, to find out what challenges can be faced in the future especially from the competitors. The live sessions by these influencers also indicate who is eager to attend live sessions and listen to the AVATARS. Typically, comments and likes play an important part at this period. AI influencers must shape their personas to appeal to their target audience, and their primary responsibility is to promote the product across several channels like as social media and the company's website (Sandeep, 2024). Furthermore, a study indicated that the urge to imitate an influencer significantly affects the quality of influencer marketing (Ki & Kim, 2019). As a result, AI influencers must be reliable, especially given their large following.

5.2 Development view of AVATARS

"AI influencers are often Computer Generated Images, motion capture technologies, generative AI, and other kinds of artificial intelligence with the purpose of obtaining brand partnerships" (Glover, 2024). The development of AI Influencers can be explained with the help of the following Figure 4.

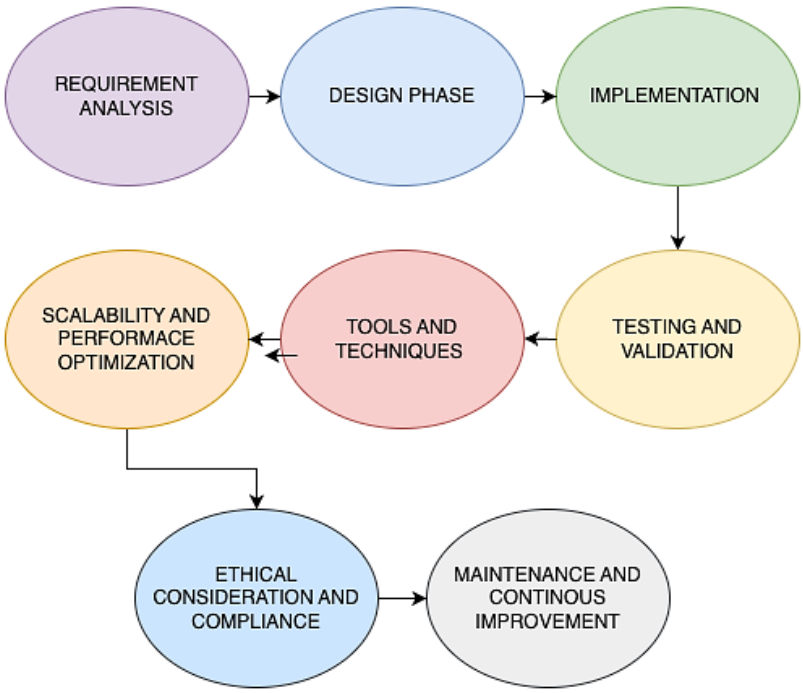

Figure 4. Process of AVATAR Development

Firstly, requirement analysis is done to develop an AI Influencer. Organizations usually opt for AI influencers when they feel human influencers are not able to provide the desired outcomes, Human Influencers are way out of the budget of the organizations, or when there is a rise in demand for virtual influencers in a similar organization. The next step is designing wherein the main task is to elaborate on the system architecture with special focus on the user interface required and the data flow. A prototype may be built in this stage for testing various concepts. Following the designing process, the actual coding for the AVATARS is completed. The major goal of this stage is to enable smooth integration with social networking sites. After this comes testing and validation to check how the AI influencer is performing before actual commercialization. An AVATAR is built using computer vision technologies like OpenCV and TensorFlow Lite, as well as machine learning frameworks like TensorFlow, PyTorch, and Scikit-Learn. Next there is scalability and optimization which ensures whether an AI influencer is able to handle large and complex data and is streamlined accordingly. It is to be noted that the ethical considerations are kept in mind during development of these AI influencers. All of the preceding stages are ineffective unless adequate maintenance is performed. Technology and client demand are ever-changing and must be adjusted accordingly.

5.3 Process View of AVATARS

In preparing the content, an AI influencer meticulously focuses on a distinct purpose of which could be a product, a service, or a brand promotion. Consequently, they engage the use of AI technologies to assemble the content. AVATARS are able to produce a text through human conversational engagements owing to the use of Natural Language Processing (NLP). How NLP aids in Influencer Marketing is numerous. It helps the firms to determine which influencers in the industry will be the best fit. NLP also assists in customer sentiment analysis with more than two comments and reviews in aiding. As also helps in the content development of the AVATARS, employs Generative Adversarial Networks (GANs) to synthesize authentic, sophisticated visuals to other forms of content. It also enhances the organization's efforts to combat fake and misleading materials which could be highly damaging to the companies (Shepherd, 2024). The next step is to capture extensive trend analysis involving social user defined posts which captures user preferences. This gathering of information is crucial because it provides the basis on which AI influencer predict the user's content of interest.

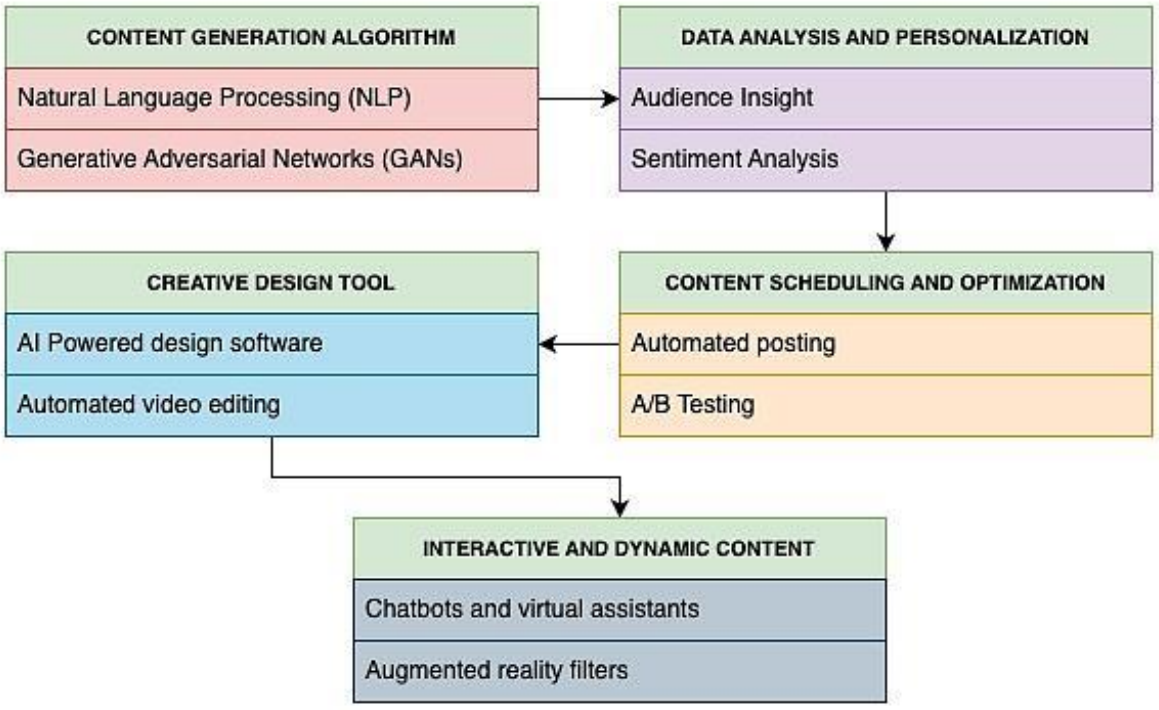

Figure 5. Process of AI Content creation

Sentiment analysis is crucial in this stage since it assists in determine user's emotions and feelings at a given time. This content would provide a foundation on which AI influencers could. The following figure 5 represents the process of AI content creation. A widely recognized example of an AI fashion influencer is *Lil Miquela*, who has collaborated with luxury brands such as Prada and Calvin Klein. An examination of her Instagram profile reveals that the content is carefully curated to align seamlessly with brand partnerships. Audience responses to her posts are notably polarized: while some followers express fascination with her style and curiosity regarding her authenticity, others critique her artificiality, frequently labelling her as "fake" or questioning inconsistencies such as her stated age. Overall, the nature of her content appears highly systematized and mechanized (Miquela, 2025). In contrast, *Matilda Djerf*, a human fashion influencer, demonstrates a more personal and emotionally driven approach to content creation. Her social media presence reflects authenticity and relatability, with comments from her followers often indicating a sense of trust and emotional connection (Djerf, 2025). Thus, while Lil Miquela relies primarily on algorithmically driven strategies to generate engagement, Matilda Djerf incorporates human emotion and relatability as key elements of her influence.

5.4 Physical View of AVATARS

Discussing about the Physical View of AVATARS, firstly there must be a focus on the hardware infrastructure. For AI influencers to work, powerful servers and network capability is required. As AI influencers work mostly on data, thus data centres also form a big part in the physical view which is usually cloud-based infrastructure. The AI Influencers must be such that they can work on any device be it mobile phones, laptops, computers etc. In order to deliver good graphics and images, there is a need of good quality cameras, robust software tools, microphones etc. All this is not possible unless there is regular maintenance and technical support from the backend. Finally, it is of utmost importance that the AI Influencers are build keeping in mind sustainable issues. There must be inclusion of renewable sources of energy in order to power the infrastructural requirements. The technologies used must be eco-friendly in nature as far as possible.

5.5 Security View of AVATARS

When discussing the security perspective of AVATARS, there are various ramifications. Security is essential for any organisation or client. While AI can assist in detecting thefts like uncover fraudulent followers in some cases, it can also be used to commit data breaches such as impersonating someone and opening their fake account to tarnish their image (Team, 2023). As collection of data from social media is one of the most important tasks, AI influencers must be designed to protect their followers' privacy in order to create trust and commitment. Along with security issues, there are certain ethical concerns related to AVATARS as well. AI influencers may show algorithmic bias and typically represent a perfect physical form and pale skin, which reflect traditional beauty standards that may be harmful to the society (Ahmed, 2023). Influencer marketing is progressively taking up a growing share of marketing expenditure, therefore businesses need to adopt a more planned and thoughtful approach that acknowledges and incorporates the contributions of all ecosystem participants (Libai *et al.*, 2025). Moreover, As AI research evolves quickly, it calls for strong ethical standards to guide its development and applications (Akila & Mohanbabu, 2024). This may cause mental harm to the followers who follow such standards blindly. Furthermore, these influencers encourage materialism, which can lead some users to spend far more than their budget permits in order to stay relevant with fashion. All these security and ethical concerns calls for a robust security view of AI influencers which can be represented by the following Figure 6. First and foremost, data security is critical for everybody who uses social media. The data must be anonymous and well encrypted to reduce the risks of it being stolen. There needs to be integrity in the content shared by the AVATARS. Deepfake technology has been widely used and has proven to have several harmful implications; thus, Artificial intelligence frameworks that facilitate virtual influencers should incorporate deepfake detection mechanisms to safeguard the authenticity and credibility of digital content. The content they promote should also be verified. Wrong information can prove quite tarnishing for a business. Also, the model should be robust in nature and free from any biasness for a particular segment of users. Real time security system is of utmost importance while promoting a product online to the users. As a result, effective monitoring and detection must be in place to detect any malicious activity, as well as a thorough incident response to properly resolve the situation.

Finally, adequate compliance is required by the AVATAR engineers, who must adhere to all data security norms and regulations as per the guidelines mentioned in the Information Technology Act, 2000. Data breaches must be prosecuted.

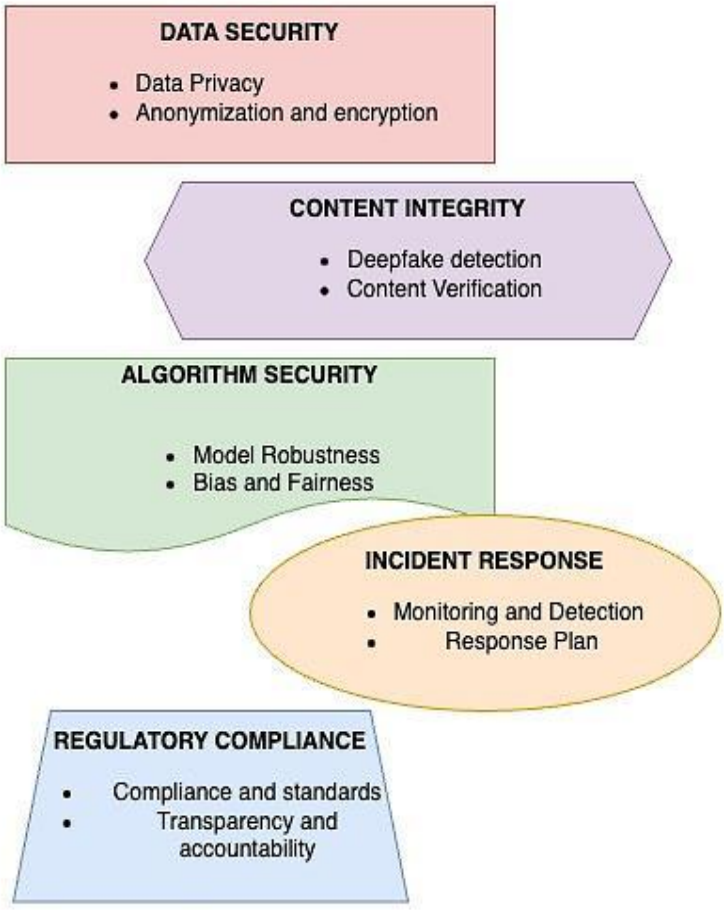

Figure 6. Security Views of AI Influencers

5.6 Use Case Scenario

Using the following figure, all these perspectives of the 1+5 view model may be combined to create an AVATAR use case scenario which fulfils the first objective of this paper i.e. to conceptualize and apply the 1+5 View Model in the context of AI influencers. Generative Adversarial Networks (GANs) and Natural Language Processing (NLP) are used in the creation of AVATARS. Physical integration, which includes data centres, hardware infrastructure, edge devices, and other content production tools, is required following the development of these AVATARS. Using AI influencers or AVATARs in social commerce involves the following steps:

- Identifying the influencers
- Personalized communication with the customers
- Content creation
- Scheduling the content through AI for best utilization.
- Analysis of data and Campaign management
- Maintenance and optimization.

It is important to remember that the security view oversees the other views, which include regulatory compliance, data security, content integrity, and incident response.

So, the following figure 7 represents the diagrammatic representation of the use case scenario for better interpretation.

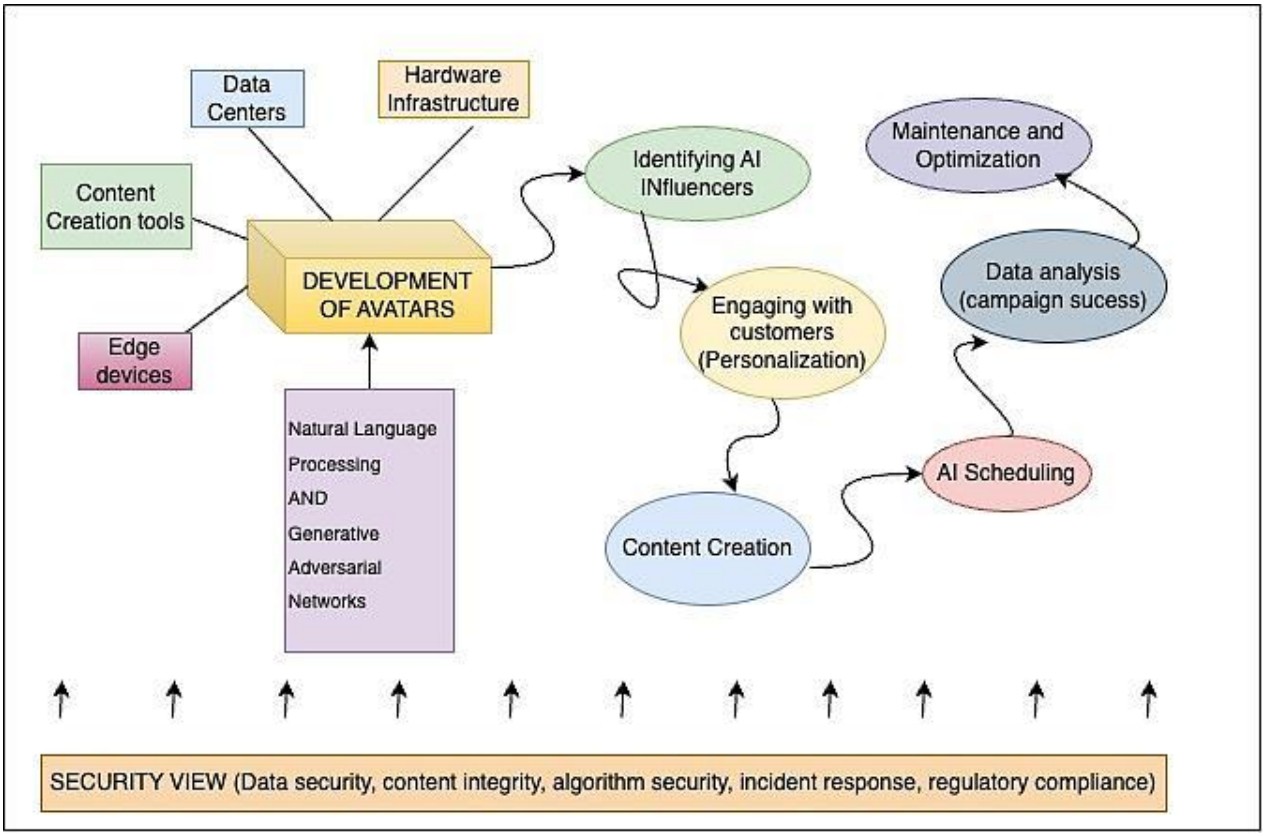

Figure 7. Use Case scenario of 1+5 view model of an AVATAR

6. Recommendations

The authors attempt to combine influencer marketing with artificial intelligence has resulted in an interdisciplinary piece. It should be mentioned that a technological viewpoint aids in a deeper comprehension of the notion in order to better grasp these AVATARS. There are a lot of tools that provide AI integration for influencer marketing. Some of them are Later (later.com), Tager (taggermedia.com), Grin (grin.co), Afluencer (afluencer.com) and influencity (influencity.com). All these tools of Influencer Marketing help to manage the social media campaign of various businesses. They provide assistance ranging from content creation to building better relationships with the customers. Consequently, these tools have gained significant prominence and widespread adoption among contemporary businesses. The article has provided a thorough explanation of the several views using the 1+5 view model that may be included in AVATARS, as well as a use case scenario where these perspectives can be combined and practically implemented. Based on the paper, the authors provide following recommendations-

- To gain a competitive edge, firms need to seize the potential presented by the broad uses of AI Influencers. They can perform a lot of functions like creating customized content, scheduling the content, forming cordial relationships with the followers and analysing data for future decision making.
- AI must be included into social media development platforms in order to guarantee a seamless flow of information. Businesses' job is made simpler by the aforementioned technologies, such as Later, Tager, Grin, and others, which automate social media marketing.
- Combining AVATARS with real influencers is the most successful strategy to market a good or service. When combined, these two provide advantages and disadvantages of their own while human influencers have already build emotional connection with their followers, AI Influencers help in scalability as well as updated data analysis techniques which provide better efficiency to businesses.

- To prevent issues like data breaches and harming users' sentiments, the industry has to set clear guidelines for the safe usage of these AVATARS. There must be a proactive approach of transparency on the end of the AVATAR to create trust in its followers. For this, Security View of the 1+5 model must be deeply studied as influencer marketing is highly susceptible to thefts and other security risks to make it a more robust mechanism.
- Further research on the subject is necessary in order to grasp how we can make better use of AI in Social Commerce as well as comprehend the evolution of these AVATARS more clearly to research their evolution and development, including their strengths, weaknesses, and effects on customer behaviour. Investigating cutting-edge artificial intelligence (AI) technologies like computer vision, machine learning, and natural language processing can improve AVATARS's usefulness and realism.
- When the 1+5 View Model is linked to cybernetic viewpoints and systems thinking, it becomes more comprehensive. According to this perspective, AI influencers are a component of broader socio-technical ecosystems in which audiences, brands, algorithms, and content engage in dynamic feedback loops. Cybernetic insights also emphasise self-correction, adaptability, and regulation for example, algorithms that adapt to engagement metrics. The model's conceptual foundation is strengthened and its interdisciplinary usefulness is highlighted by placing it in these literatures, which makes it both theoretically sound and practically relevant.

7. Conclusion

It has been demonstrated that artificial intelligence is a technology that has changed the landscape of internet marketing. Every day, a number of tools are created to ease the burden of commercial job. The main conclusions point to the widespread application of AI in social commerce, whether it is for content production, personalised messaging, campaign identification, or the incorporation of AI influencers to promote businesses. When effectively employed, these AVATARS/AI Influencers may offer valuable business insights that will help marketers make informed decisions going forward. Technological adoption has not only improved the transparency of processes but has also generated expanded opportunities for future research. This study acknowledges that platform designs, the dynamics of human-AI relationships, and industry-specific circumstances all influence AI systems. By placing the 1+5 View Model's application inside changing socio-technical settings, this acknowledgement strengthens the model's theoretical soundness rather than lessening its usefulness. In order to improve the model's scope conditions and advance a more sophisticated comprehension of AI-driven social commerce, future studies may expand it by experimentally evaluating its suitability across various platforms, geographical areas, and industry sectors. This suggests that upcoming studies could explore ethical frameworks to better manage the issues surrounding AI influencers.

References

Agrawal, A., Gans, J., Goldfarb, A. (2020). How to win with machine learning. *Harvard Business Review*, 24.

Ahmed, S. (2023). The Impact and Ethics of AI Influencers: Navigating the new Virtual landscape for Genuine Humans and Brands. *Retrieved from the socialelement*. https://thesocialelement.agency/the-impact-and-ethics-of-ai-influencers-navigating-the-new-virtual-landscape-for-genuine-humans-and-brands/

Ajzen, I. (1991). The theory of planned behavior. Organizational behavior and human decision processes, 50(2), 179-211. https://doi.org/10.1016/0749-5978(91)90020-T

Akila, S., Mohanbabu, B. (2024). Traversing the Ethical Terrain of AI: A Conceptual Framework for Practicing Research and Publication in the AI Era. *Asian Journal of Interdisciplinary Research*, 7(4), 19-26. https://doi.org/10.54392/ajir2443

Akyüz, A., Mavnacıoğlu, K. (2021). Marketing and financial services in the age of artificial intelligence. *Financial Strategies in Competitive Markets: Multidimensional Approaches to Financial Policies for Local Companies*, *Springer, Cham*, 327-340. https://doi.org/10.1007/978-3-030-68612-3_23

Albus, J.S. (1991). Outline for a theory of intelligence. IEEE transactions on systems, man, and cybernetics, *IEEE*, 21(3), 473-509. https://doi.org/10.1109/21.97471

Alexander, G. (2024). Role of Social Media Influencers in Shaping Public Opinion and Consumer Behavior in Greece. *International Journal of Communication and Public Relation*, 9(1), 13-26. https://doi.org/10.47604/ijcpr.2269

Allal-Chérif, O., Puertas, R., Carracedo, P. (2024). Intelligent influencer marketing: how AI-powered virtual influencers outperform human influencers. *Technological Forecasting and Social Change*, 200, 123113. https://doi.org/10.1016/j.techfore.2023.123113

Altan, B., Milson, S. (2024). AI-Powered Data Revolution: Navigating the Big Data Landscape. *EasyChair*.

Atherton, J. (2023). Influencer Marketing and AI. Retrieved from *digital marketing institute.* https://digitalmarketinginstitute.com/blog/influencer-marketing-and-ai

Audrezet, A., Koles, B. (2023). Virtual influencer as a brand avatar in interactive marketing. In *The Palgrave handbook of interactive marketing, Cham: Springer International Publishing*, 353-376. https://doi.org/10.1007/978-3-031-14961-0_16

Bandi, A., Adapa, P.V.S.R., Kuchi, Y.E.V.P.K. (2023). The power of generative ai: A review of requirements, models, input–output formats, evaluation metrics, and challenges. *Future Internet*, 15(8), 260. https://doi.org/10.3390/fi15080260

Bandura, A. (1971). Social learning theory. Stanford University. *General Learning Corporation,* 75, 1-46.

Barnett, D. (2002). How Social commerce will Shape the Future of Influencer Marketing. Retrieved from https://www.influencerintelligence.com/blog/t8d/how-social-commerce-will-shape-the-future-of-influencer-marketing

Besold, T.R., Bader, S., Bowman, H., Domingos, P., Hitzler, P., Kühnberger, K. U., Lamb, L.C., Lima, P.M.V., de Penning, L., Pinkas, G. and Poon, H., Zaverucha, G. (2021). Neural-symbolic learning and reasoning: A survey and interpretation, *the state of the art, IOS press*, 1-51. https://doi.org/10.3233/FAIA210348

Blomberg, L., Kahler, M. (2022) Digital Faces, Real Impact: The Rise of AI Influencers in Marketing. *Applied Linguistics*, 40, 134-142.

Bourdieu, P. (1985). The social space and the genesis of groups. *Social science information*, 24(2), 195-220. https://doi.org/10.1177/053901885024002001

Brooks, R.A. (1991). Intelligence without representation. *Artificial intelligence*, 47(1-3), 139-159. https://doi.org/10.1016/0004-3702(91)90053-M

Brunette, E.S., Flemmer, R.C., Flemmer, C.L. (2009). A review of artificial intelligence. In 2009 4th *International Conference on Autonomous Robots and Agents*, *IEEE*, Wellington, New Zealand, 385-392. https://doi.org/10.1109/ICARA.2000.4804025

Buckley, O., Ashman, R., Haenlein, M. (2025). Leveraging livestreaming to enrich influencer marketing. *California Management Review*, 67(2), 111-140. https://doi.org/10.1177/00081256241300730

Buckner, C.A. (2019). Connectionism. *The Stanford Encyclopedia of Philosophy (fall 2019 Edition)*. Retrieved from Stanford Encyclopedia of Philosophy: https://plato.stanford.edu/archives/fall2019/entries/connectionism/ .

Cheng, J., Wang, J. (2025). Influencer-product attractiveness transference in interactive fashion marketing: the moderated moderating effect of speciesism against AI. *Journal of Research in Interactive Marketing*, 19(4), 712-729. https://doi.org/10.1108/JRIM-06-2024-0299

Chia, K.C., Hsu, C.C., Lin, L.T., Tseng, H.H. (2021). The identification of ideal social media influencers: Integrating the social capital, social exchange, and social learning theories. *Journal of Electronic commerce research*, 22(1), 4-21.

Company, M.K. (2023). What is influencer marketing? Retrieved from mckinsey. https://www.mckinsey.com/featured-insights/mckinsey-explainers/what-is-influencer-marketing#/

Dencheva, V. (2024). Influencer marketing market size worldwide from 2016 to 2024. Retrieved from www.statista.com: https://www.statista.com/statistics/1092819/global-influencer-market-size/

Djerf, M. [@matildadjerf]. (n.d.).(2025) Instagram profile. Instagram. Retrieved September 8, 2025, from https://www.instagram.com/matildadjerf/

Farivar, S., Wang, F. (2022). Effective influencer marketing A social identity perspective. *Journal of Retailing and Consumer Services*, 67, 103026. https://doi.org/10.1016/j.jretconser.2022.103026

Festinger, L. (1954). A theory of social comparison processes. *Human relations*, 7(2), 117-140. https://doi.org/10.1177/001872675400700202

Festinger, L. (1957). Social comparison theory. *Selective Exposure Theory*, 16(401), 3.

Feuerriegel, S., Hartmann, J., Janiesch, C., Zschech, P. (2024). Generative AI. *Business &Information Systems Engineering*, 66 (1), 111–126.

Franke, C., Groeppel-Klein, A., Müller, K. (2023). Consumers' responses to virtual influencers as advertising endorsers: novel and effective or uncanny and deceiving. *Journal of Advertising*, 52(4), 523-539. https://doi.org/10.1080/00913367.2022.2154721

Fui-Hoon Nah, F., Zheng, R., Cai, J., Siau, K., Chen, L. (2023). Generative AI and chatgpt: Applications, challenges, and AI-human collaboration. *Journal of Information Technology Case and Application Research*, 25(3), 277-304. https://doi.org/10.1080/15228053.2023.2233814

Gaur, P. (2024). Influencer Marketing Unveiled: A Conceptual Exploration of Emotional Marketing, Consumer Connections, and Future AI Trends. *Shanlax International Journal of Management*, 11(S1), 183-90. https://doi.org/10.34293/management.v11iiS1-Jan.7163

Glover, E. (2024). AI Influencers, Explained. *Built In. URL: https://builtin.com/articles/ai-influencer, pristup*, *16*(9), 2024.

Goertzel, B. (2014). Artificial general intelligence: concept, state of the art, and future prospects. *Journal of Artificial General Intelligence*, 5(1), 1. https://doi.org/10.2478/jagi-2014-0001

Goldenberg, J., Lanz, A., Shapira, D., Stahl, F. (2021). Influencer Marketing. *Impact at JMR*.

Górski, T. (2021). The 1+ 5 architectural views model in designing blockchain and IT system integration solutions. *Symmetry*, 13(11), 2000. https://doi.org/10.3390/sym13112000

Güzel, Ç.Ö. (2025). The Autthenticity of AI Influencers in Marketing. In Understanding Generative AI in a Cultural Context: Artificial Myths and Human Realities*, IGI Global Scientific Publishing*, 247-274. https://doi.org/10.4018/979-8-3693-7235-7.ch010

Hovland, C.I., Weiss, W. (1951). The influence of source credibility on communication effectiveness. *Public opinion quarterly*, 15(4), 635-650. https://doi.org/10.1086/266350

Islam, G., Teo, T. (2014). Encyclopedia of critical psychology. Encyclopedia of Critical Psychology. *Springer New York*. https://doi.org/10.1007/978-1-4614-5583-7_289

Jayasingh, S., Sivakumar, A., Vanathaiyan, A.A. (2025). Artificial Intelligence Influencers' Credibility Effect on Consumer Engagement and Purchase Intention. *Journal of Theoretical and Applied Electronic Commerce Research*, 20(1), 17. https://doi.org/10.3390/jtaer20010017

Johnson, S.L., Safadi, H., Faraj, S. (2015). The emergence of online community leadership. *Information Systems Research*, 26(1), 165-187. https://doi.org/10.1287/isre.2014.0562

Kalinová, E. (2022). Usage of Artificial Intelligence on Social Media in Europe. Ad Alta: *Journal of Interdisciplinary Research*, 12(2).

Kaur, R., Singh, R., Gehlot, A., Priyadarshi, N., Twala, B. (2022). Marketing strategies 4.0: Recent trends and technologies in marketing. *Sustainability*, 14(24), 16356. https://doi.org/10.3390/su142416356

Kenan, J. (2024). Influencer marketing trends across industries. Retrieved from *sproutsocial.com*. https://sproutsocial.com/insights/influencer-marketing-trends/

Ki, C.W.C., Kim, Y.K. (2019). The mechanism by which social media influencers persuade consumers: The role of consumers' desire to mimic. *Psychology & marketing*, 36(10), 905-922. https://doi.org/10.1002/mar.21244

Kontio, M. (2008). Architectural Manifesto: Designing Software Architectures, Part 5. Retrieved from https://www.scribd.com/document/84656947/Architectural-manifesto-Designing-software-architectures-Part-5

Kour, M., Kour, R. (2024). AI and Influencer Marketing: Redefining the Future of Social Media Marketing in Industry 6.0. In Advanced Businesses in Industry. *IGI Global Scientific Publishing*, 6.0, 87-103.

Kruchten, P.B. (1995). The 4+ 1 view model of architecture. *IEEE software*, 12(6), 42-50. https://doi.org/10.1109/52.469759

ŁASZKIEWICZ, A. (2024). Artificial Intelligence (Ai) Influencers in Influencer marketing. Scientific Papers of Silesian University of Technology. *Organization & Management*, Zeszyty Naukowe Politechniki Slaskiej. Seria Organizacji i Zarzadzanie, (193), 23-24. http://dx.doi.org/10.29119/1641-3466.2024.193.2

Lawler, R.W., Rushby, N. (2013). An interview with Robert Lawler. *British Journal of Educational Technology*, 44(1), 20-30. https://doi.org/10.1111/j.1467-8535.2012.01372.x

Lazarsfeld, P.F., Berelson, B., Gaudet, H. (1960). How the voter makes up his mind in a presidential campaign. *The people's choice*.

Le, L.H., Hancer, M. (2021). Using social learning theory in examining youtube viewers' desire to imitate travel vloggers. *Journal of Hospitality and Tourism Technology*, 12(3), 512-532. https://doi.org/10.1108/JHTT-08-2020-0200

Lee, H. (2022) the Opportunities of Generative Ai in Cross-Border E-Commerce.

Lee, H., Shin, M., Yang, J., Chock, T.M. (2025). Virtual influencers vs. Human influencers in the context of influencer marketing the moderating role of machine heuristic on perceived authenticity of influencers. *International Journal of Human Computer Interaction*, 41(10), 6029-6046. https://doi.org/10.1080/10447318.2024.2374100

Libai, B., Rosario, A.B., Beichert, M., Donkers, B., Haenlein, M., Hofstetter, R., Kannan, P.K., van der Lans, R., Lanz, A., Li, H.A. and Mayzlin, D., Zhang, L. (2025). Influencer marketing unlocked understanding the value chains driving the creator economy. *Journal of the Academy of Marketing Science*, 53(1), 4-28. https://doi.org/10.1007/s11747-024-01073-2

Looi, J., Kahlor, L.A. (2024). Artificial Intelligence in Influencer Marketing a Mixed-Method Comparison of Human and Virtual Influencers on Instagram. *Journal of Interactive Advertising*, 24(2), 107-126. https://doi.org/10.1080/15252019.2024.2313721

Lou, C., Kiew, S.T.J., Chen, T., Lee, T.Y. M., Ong, J.E.C., Phua, Z. (2023). Authentically fake? How consumers respond to the influence of virtual influencers. *Journal of Advertising*, 52(4), 540-557. https://doi.org/10.1080/00913367.2022.2149641

Lou, C., Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of interactive advertising*, 19(1), 58-73. https://doi.org/10.1080/15252019.2018.1533501

Ma, C., Wang, B. W., Dai, L., Guan, X., Yang, Z. (2025). What determines the effectiveness of social media influencer marketing? An fsqca-based study of influencer characteristics and content features' configurational effects. *Journal of Business Research*, 189, 115170. https://doi.org/10.1016/j.jbusres.2024.115170

Mazurkiewicz-Pizło, A. (2025). Virtual Influencers (VIs) As Marketing Communication Tools. *European Research Studies Journal*, 28(1), 472-492. https://doi.org/10.35808/ersj/3955

Mccarthy, J. (1990). *John mccarthy's Home Page*.

Miquela (2025) [@lilmiquela]. *Instagram*, Retrieved https://www.instagram.com/lilmiquela/

Mishra, S., Ashfaq, R. (2023). Influencer Impact: Examining the Effect of Influencers on Consumer Behaviour and Purchase Decisions. *Journal of Production, Operations Management and Economics*, 3(05), 1–18. https://doi.org/10.55529/jpome.35.1.18

Mitchell, T.M., Mitchell, T.M. (1997). Machine learning, 1(9).

Newell, A. (1994). *Unified theories of cognition*. Harvard University Press.

Newell, A., Simon, H.A. (2007). Computer science as empirical inquiry: Symbols and search. In ACM Turing award lectures, 1975. https://doi.org/10.1145/1283920.1283930

Nowak, K.L., Rauh, C. (2005). The influence of the avatar on online perceptions of anthropomorphism, androgyny, credibility, homophily, and attraction. *Journal of Computer-Mediated Communication*, 11(1), 153-178. https://doi.org/10.1111/j.1083-6101.2006.tb00308.x

Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of advertising*, 19(3), 39-52. https://doi.org/10.1080/00913367.1990.10673191

Ooi, K. B., Tan, G. W. H., Al-Emran, M., Al-Sharafi, M. A., Capatina, A., Chakraborty, A., Dwivedi, Y.K., Huang, T.L., Kar, A.K., Lee, V.H., Loh, X.M., Wong, L.W. (2025). The potential of generative artificial intelligence across disciplines: Perspectives and future directions. *Journal of Computer Information Systems,* 65(1), 76-107. https://doi.org/10.1080/08874417.2023.2261010

Ozuem, W., Willis, M. (2022). *Digital marketing strategies for value co-creation*. Cham: Springer International Publishing.

Pan, M., Blut, M., Ghiassaleh, A., Lee, Z. W. (2025). Influencer marketing effectiveness: A meta-analytic review. *Journal of the Academy of Marketing Science*, 53(1), 52-78. https://doi.org/10.1007/s11747-024-01052-7

Parment, A., Kotler, P., Armstrong, G. (2021). Principles of marketing: *Scandinavian edition*. Pearson Higher Ed.

Pearl, J. (2014). Probabilistic reasoning in intelligent systems: networks of plausible inference. *Elsevier*.

Pollock, J.L. (2006). Thinking about acting: Logical foundations for rational decision-making. Oxford University Press, *Oxford Academic*. https://doi.org/10.1093/acprof:oso/9780195304817.001.0001

Qu, Y., Lo, C. K., Baek, E. (2025). From Humanoid to Virtual Humans: A Systematic Literature Review of Avatar Marketing. *International Journal of Human–Computer Interaction*, 1-20. https://doi.org/10.1080/10447318.2025.2464889

Ramachandran, K.K., Suma, S., Banerjee, D., Mathew, B., Cheepurupalli, N.R., Mohan, C.R. (2024). The Effectiveness of Influencer Marketing in the Age of AI. *Journal of Informatics Education and Research*, 4(2), 14.

Ramadan, Z., Ramadan, J. (2025). AI avatars and co-creation in the metaverse. *Consumer Behavior in Tourism and Hospitality*, 20(1), 131-147. https://doi.org/10.1108/CBTH-07-2024-0246

Rumangkit, S., Irianto, A.B.P., Paramadita, S., Purnomo, L. (2025). The Role of AI Influencers in Shaping Consumer Behavior: Analyzing Impulsive Buying through Perceived Value and Positive Emotional Appeal. In 2025 5th *International Conference on Innovative Research in Applied Science, Engineering and Technology (IRASET)*, *IEEE*, Fez, Morocco, 1-6. https://doi.org/10.1109/IRASET64571.2025.11008301

Rumelhart, D.E., Hinton, G.E., Williams, R.J. (1986). Learning representations by back-propagating errors. Nature, 323(6088), 533-536. https://doi.org/10.1038/323533a0

Salminen, M. (2024). Social Commerce2024: Definition, Key Trends, and Statistics. Retrieved from https://www.hostinger.in/tutorials/socialcommerce#16_Influencer_Market_to_Be_Worth_24_Billion_in_2024

Sandeep, K. (2024). The Rise of Ai Influencers – How They are Shaping The Future. Retrieved from themetagadget.com: https://themetagadget.com/the-rise-of-ai-influencers/#how-do-these-ai-influencers-work

Sands, S., Campbell, C.L., Plangger, K., Ferraro, C. (2022). Unreal influence: Leveraging AI in influencer marketing. *European Journal of Marketing*, 56(6), 1721-1747.

Sengar, S.S., Hasan, A.B., Kumar, S., Carroll, F. (2025). Generative artificial intelligence: a systematic review and applications. *Multimedia Tools and Applications*, 84(21), 23661-23700. https://doi.org/10.1007/s11042-024-20016-1

Sharma, M., Selvi, V., Chauhan, R., Khan, S. A., Siddiqua, A., Balakumar, A. (2025). The Future of Business with Generative AI Models and Insights. In 2025 3rd *International Conference on Intelligent Systems, Advanced Computing and Communication (ISACC), IEEE*, Silchar, India, 386-391. https://doi.org/10.1109/ISACC65211.2025.10969226

Shepherd, I. (2024, March 10). How AI Impacts Social Media Content Creation. Retrieved from forbes.com: https://www.forbes.com/sites/ianshepherd/2024/03/10/how-will-ai-impact-social-media-content-creators/

Singh, S., Singh, R., Gehlot, A., Akram, S.V., Thakur, A.K., Dogra, S. (2025). Adoption of Digitalization and Sustainable Services for Legal Practice 4.0: A Comprehensive Review. *Asian Journal of Interdisciplinary Research*, 8(2), 21-34. https://doi.org/10.54392/ajir2522

Spörl-Wang, K., Krause, F., Henkel, S. (2025). Predictors of social media influencer marketing effectiveness: A comprehensive literature review and meta-analysis. *Journal of Business Research*, 186, 114991. https://doi.org/10.1016/j.jbusres.2024.114991

Talaverna, M., (2015). Reasons why influencer marketing is the next big thing. Retrieved from https://www.adweek.com/performance-marketing/10-reasons-why-influencer-marketing-is-the-next-big-thing/

Taliwal, A., Pathania, M., Chugh, M. (2024). Social Commerce Recommendation Systems:Leveraging User Behaviour and Preferences. In Advanced Applications of Generative AI and Natural Language Processing Models, *IGI Global*, 265-285. https://doi.org/10.4018/979-8-3693-0502-7.ch013

Team, B. (2023). Influencer unmasking the impact of ai in social media security: insights from benlabs. Retrieved from https://www.benlabs.com/resources/unmasking-ai-impact-on-social-media-security/

Tiwari, A., Kumar, A., Kant, R., Jaiswal, D. (2024). Impact of fashion influencers on consumers' purchase intentions: theory of planned behaviour and mediation of attitude. *Journal of Fashion Marketing and Management: An International Journal*, 28(2), 209-225. https://doi.org/10.1108/JFMM-11-2022-0253

Trivedi, K.S. (2023). Fundamentals of Artificial Intelligence. In Microsoft Azure AI Fundamentals Certification Companion: Guide to Prepare for the AI-900 Exam, *Berkeley*, CA: Apress, 11-31. https://doi.org/10.1007/978-1-4842-9221-1_2

Uzunoğlu, E., Kip, S.M. (2014). Brand communication through digital influencers: Leveraging blogger engagement. *International journal of information management*, 34(5), 592-602. https://doi.org/10.1016/j.ijinfomgt.2014.04.007

Vila-López, N., Kuster-Boluda, I., Mora-Pérez, E., Pascual-Riquelme, I. (2025). A bibliometric analysis of virtual influencers in the Web of Science. *Journal of Marketing Analytics*, 13(1), 145-161. https://doi.org/10.1057/s41270-023-00262-2

Wang, P. (2012). Theories of artificial intelligence—meta-theoretical considerations. In *Theoretical foundations of artificial general intelligence*, Paris: Atlantis Press, 305-323.

Wasilewski, A. (2025). Harnessing generative AI for personalized E-commerce product descriptions: A framework and practical insights. *Computer Standards & Interfaces*, 94, 104012. https://doi.org/10.1016/j.csi.2025.104012

Zhang, L., Wei, W. (2021). Influencer marketing a comparison of traditional celebrity, social media influencer, and AI influencer. *Boston Hospitality Review*, 1-11.

Author contributions:

Ravneet Kaur: Conceptualization, Writing- Original Draft, Writing-review and editing, Investigation. Jitendra Singh: Conceptualization, Writing-Original Draft, Writing-review and editing, Investigation. Rajesh Singh: Conceptualization, Writing-Original Draft, Writing-review and editing, Investigation. Anita Gehlot: Conceptualization, Writing-review and editing, Supervision. Amit Kumar Thakur: Writing-Review and Editing, Visualization, Supervision. All authors have read and agreed to the published version of the manuscript.

Does this article screen for similarity?

Yes

Conflict of Interest

The authors have no conflicts of interest to declare. There is also no financial interest to report. The author certifies that the submission is original work and is not under review at any other publication.

About the License

Cite this Article

Ravneet Kaur, Jitendra Singh, Rajesh Singh, Anita Gehlot, Amit Kumar Thakur, The Emerging Trends in Influencer Marketing and the Impact of Artificial Intelligence in shaping the landscape: An in depth exploration of AI Influencers (AVATARS), Asian Journal of Interdisciplinary Research, 8(3), (2025) 53-71. https://doi.org/10.54392/ajir2535