INTERNATIONAL JOURNAL OF SOCIAL SCIENCES BULLETIN
ISSN: (E) 3007-1917 (P) 3007-1909
Volume 4, Issue 3, 2026

THE ROLE OF AI SOCIAL TRAITS IN AI-BASED CHATBOTS AND THEIR IMPACT ON CONSUMER PURCHASE INTENTIONS: A SYSTEMATIC REVIEW OF PERCEIVED AUTHENTICITY AS A MEDIATING FACTOR

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DOI: http://doi.org/10.5281/zenodo.18951536

Received	Accepted	Published
08 January 2025	21 February 2026	07 March 2026

ABSTRACT

The proposed research investigates the nature of the AI social traits' based entities and nature of the AI-based systems on the consumer behavior with consideration on the influence it has on determining the level of trust, engagement and purchase intent by the perceived authenticity as a mediator. The use of artificial intelligence (AI) to behave like humans, such as feeling warm, experience empathy and competence will drive up consumer confidence and involvement hence leading to consumer buying. Perceived authenticity plays a crucial role, especially in the mediation of such effects because it enhances trust and interaction of a consumer. The systematic review was supported by the recommended empirical publications published in 2015-2025 and analysed the findings of different academic databases. The findings indicate that AI social based systems and perceived authenticity can have important impacts on purchase intention and trust. These conclusions demonstrate that the development of AI based solutions that will be credible and trustful is necessary to generate good consumer experience and brand loyalty. It is recommended that further research should be conducted on the way to control such dynamics in other areas so that AI-based applications can make human interactions with consumers more efficient.

Keywords: *Anthropomorphism, AI-driven systems, Consumer trust, perceived authenticity, Purchase intentions, AI social traits, Perceived Warmth, Perceived Animacy, Perceived Intelligence, Perceived Competence*

INTRODUCTION

The rapid evolution of artificial intelligence (AI) has led to a revolution in most industries, and implementing chatbots that are recommended by AI in the work of customer support services and online retail is one of the most essential changes. Chatbots are typically anthropomorphically supplied products, because they are simply intended to imitate human interaction(Irawan et al., 2024). These features are typically linked to human features, although they make AI communication more real and similar to human beings. As additional customers connect with AI-

based services, these AI social characteristics likewise possess extended limitations on trust, satisfaction, and buying behaviors.(Kumar, 2025). This increased dependency on AI in dealing with the consumer requires a more in-depth analysis of how such characteristics of humans affect consumer behavior, especially in the context of online shopping. Although the role of individual AI social traits such as competence and warmth has been discussed in other literature, few studies have attempted to understand how the traits can interact to influence consumer trust and purchasing behavior and purchase intentions, particularly in light of perceived authenticity (Cheng et al., 2022; Konya-Baumbach et al., 2023).

Although the use of AI chatbots in e-commerce continues to rise, there is still a lack of research evaluating the overall contribution of AI social characteristics to the decision-making process of consumers. Although the AI socialtraits has been demonstrated to promote the enhanced levels of trust and interaction in the context of human-AI interaction (Waytz et al., 2010), the mediating status of the perceived authenticity has been already underestimated (Bai et al., 2024). Authenticity is a crucial concept since it determines the degree to which the customers view AI humanization as real and credible (Foroudi et al., 2025; Mukabbir, 2024). Although competence and warmth are typically prioritised in AI design, there is an increased interest in the way such features as animacy and intelligence can help the virtual world become authentic and, consequently, can influence consumer buying intentions (Malhotra & Ramalingam, 2025). Research has revealed that fake AI systems result in a more significant consumer reaction and an enhanced intention of buying a product (Vo et al., 2024). Nevertheless, these significant and complex connections between these AI social features and the concepts of authenticity have not been considered completely in prior studies, and a research gap exists that is yet to be bridged to discover how AI systems can be designed in the most effective ways to increase consumer trust and sales (Han, 2021).

The aim of this study is to explore the impact of AI social traits (competence, warmth, animacy and intelligence) in AI-based chatbots on consumer purchase intentions, with a particular focus on the mediating role of perceived authenticity. This research would add a substantial amount of knowledge to the academic and practitioner community in the art of AI-based marketing by including the existing research on the topic of AI chatbots and consumer behavior. It is crucial to understand the perceived authenticity as a catalyst in the interaction between AI social traits qualities and the intentions of purchase so that AI systems can cater to functionality issues only but contribute to the formation of emotional connections with consumers(Zhang & Wang, 2025). As the concept of AI continues to be one of the most significant aspects of the consumer experience development, the findings of this research will be employed to develop a more refined vision of how the latter systems could be custom-made to make consumers more engaged and modify their purchasing behaviors(Li et al., 2024; Qadri & Moustafa, 2025). The real-life applications of this study can apply to marketers that must regard a balance between the technical and social aspects of AI design to attain genuine and efficient consumer interactions (Malhotra & Ramalingam, 2025).

1. Literature Review

2.1 Role of AI Social Traits in AI-Based Chatbots

The impact of anthropomorphism on AI chatbots is profoundly good in the development of a relationship of trust and emotion through the ability to be warm and empathetic, as well as competent a trait that is exhibited by the chatbots (Chinmulgund et al., 2023). This AI social traits nature enhances the disposition of the users to communicate and follow the recommendation given by the chatbots, as this affect their decisions to make a purchase (Alalwan et al., 2025). The capacity to empathize and be responsive in chatbots increases customer satisfaction and customer loyalty, which leads to a more personal experience (Greilich et al., 2025). With chatbots being viewed as social agents by users, the interaction process becomes close to heart, motivating them to engage on a higher level

(Richet, 2025). Moreover, AI social traits cues in AI-based marketing have been demonstrated to enhance the emotions of consumers to brands, increasing the intentions to purchase (Youn & Cho, 2023). Nevertheless, over anthropomorphism may cause discomfort, as demonstrated in the uncanny valley phenomenon, where the users are uncomfortable with the AI when they appear too human (Nikolov et al., 2025). In spite of it, the imbalance of anthropomorphism attributes contributes to increasing rapport, making a positive effect on consumer activities, such as word-of-mouth promotion (Fatima et al., 2024). The perceived authenticity of such interactions is further enhanced with personalization due to the adaptation of the AI to the individual preferences and makes these interactions more real and interactional (Truong & Chen, 2025). Finally, the development of such AI social traits' functions into AI systems has become a successful approach to gaining consumer trust and influencing purchases (Albarq et al., 2025). Such a strategy also contributes significantly to the minimization of the psychological divide between consumers and technology, which can make the journey both more comfortable and pleasurable (Adam et al., 2021).

2.2 Perceived Authenticity as a Mediating Factor

Perceived authenticity is an important, mediating factor influencing consumer behavior, especially when interacting with AI agents where it forms the difference between the expectations and the reality of the consumer (Li et al., 2023). It boosts trust and satisfaction, which affects the purchasing intentions and consumer loyalty (Atasoy & Eren, 2023). It is also proven that the sense of authenticity is crucial as it increases the level of consumer involvement with the service or product, which then contributes to the short-term satisfaction and long-term relationships (Shen et al., 2025). It is also perceived authenticity which eliminates fears of manipulation, especially in AI-based systems which results in consumer trust (Vo et al., 2024). Authenticity turns out to mediate between service quality and the life satisfaction of consumers in luxury service experiences and goes to prove its significance in creating positive consumer implications (Wu et al., 2019). Equally, the AI-driven communication of branded applications depends a lot on the perceived authenticity as the tool to establish consumer interaction and co-creation of value (Kwon et al., 2024). Authenticity is another factor that influences the perceived value of the AI-controlled services that in turn play a significant role in creating the impression of the brand and affecting the purchasing behavior (Shen et al., 2025). Studies show that authenticity is a mediator variable, which positively influences consumer experiences across different industries, which simplify interactions and make them trustworthy(Kwon et al., 2024). Moreover, perceived authenticity improves the emotional attachment to the brand and is a potent source of consumer loyalty, a strong mediator(Yang et al., 2023). Finally, authenticity is stated as one of the key aspects that contribute to satisfaction and create a consumer loyalty, particularly in the Internet communication with the AI systems(Cinelli & LeBoeuf, 2020; Kim & Song, 2020).

2.3 AI Social Traits and Their Impact on Consumer Trust and Engagement

The anthropomorphism of AI-based systems will play a major role in influencing customer trust and customer experience, particularly service-oriented interaction. Human-like virtual conversational assistants (VCAs) are considered to be more credible, as a part of a human emotional connection is established, and consumers are more likely to engage (Fakhimi et al., 2023). On the same note, AI social traits adopted within the Twitter platform has been revealed to be extremely effective in increasing consumer interaction, indicating how AI social traits conversations contribute to brand interaction (Wu et al., 2023). Anthropomorphic humanoid robots have been discovered to enhance the social presence in the tourism and hospitality sector, ultimately increasing the level of trust and customer relationship (Wang et al., 2025). The studies of AI chatbots also demonstrate that AI social features increase the level of customer satisfaction and loyalty because

the interactions become more personal and emotionally involved (Ali et al., 2025). Anthropomorphism has become an indispensable component of AI marketing because it determines the levels of consumer trust and positively affects consumer experience, thus remaining one of the most widely spread determinants of the impact of AI on consumer behavior (Awad, 2026). Similarly, virtual influencers created through the use of AI and with the help of AI social traits characteristics can be more engaging and trusted (Charles et al., 2025). By emulating human characters, AI social traits based chatbots motivate consumer engagement when transparency is implemented because of the creation of trust and the ability to engage their customers further (Kumar et al., 2025). Moreover, the anthropomorphism-to-AI-trust association has been studied and has discovered that human-like traits enhance the quality of communication, as well as play a major role in enhancing trust (Chi & Hoang Vu, 2023). Consumer re-use behavior is directly affected by the capability of AI systems to simulate the behavior of people in virtual spaces, with the mediation of trust, the correlation existing between engagement and repeated interaction (Moriuchi, 2021). Finally, AI social traits virtual streamers are known to facilitate consumer interest and purchase intention, which once again portrays the significance of trust in evoking consumer behaviors (Li & Huang, 2024). All studies prove the strength of AI social characteristics of AI systems in postulates of trust, higher engagement, and eventual consumer behavior.

2.4 Role of AI in Consumer Purchase Intentions

The field of artificial intelligence (AI) is instrumental in shaping consumer purchase intentions through customization and boosting credibility. The use of AI-powered systems, like recommendation engines and virtual assistants, influences consumer behavior, matching content and offering them relevant and timely information, which creates a closer bond with consumers (Arachchi & Samarasinghe, 2025; Armutcu et al., 2025). Studies reveal the increase in purchase intentions driven by AI that refines user experience in the physical retail store and make them more conductive and direct (Bhagat et al., 2023; Chowdhury et al., 2024). Also, AI-driven influence creators and digital assistants have become essential to gaining trust among the consumers, and their responsiveness serves as an intermediary between the trust level and the purchasing decision (Song et al., 2024; Wen & Li, 2025). The AI social characteristics of AI enhance this linkage as well, and a perceived trust in AI has moderating influence on relationships between human-likeness features and a purchase intention (Malhotra & Ramalingam, 2025). AI still transforms the process of consumer purchasing in personalization and trust-building, as well as with enhanced communications(Jakhodia et al., 2025; Yin & Qiu, 2021).

2.5 Theoretical Framework

The Technology Acceptance Model (TAM) invented by Davis in 1989 is another fundamental concept that can be used to tell how people embrace new technologies like AI-based systems. TAM states that two main factors including perceived ease of use and perceived usefulness play a significant role in influencing the attitude of the users towards the technology that, consequently, affects their adoption and usage. Within the frames of the presented AI chatbots, the perceived ease of use concerns the ease with which users can engage with AI, and the concept of the perceived usefulness deals with whether the AI has been useful or not in terms of its capacity to fulfill the needs of consumers. Research has demonstrated that the two are the key determinants of consumer confidence and prospective demand which has direct effect on buying intentions (Davis, 1989; Venkatesh & Bala, 2008). Unless perceived as problematic and cumbersome, AI systems are more likely to promote positive consumer behaviors, including higher trust and purchase intention (Alalwan et al., 2025; Davis et al., 1989).

Social Cognitive Theory (SCT) by Bandura (1986) focuses on the power of observational learning, imitation and modeling in the formation of behaviors. With reference to the

context of AI-based chatbots, SCT would suggest that the interactions of the consumers with the AI system depend on the perceived self-efficacy and social context of their interactions. Based on the AI responses and actions, consumers can learn and this influences their trust and purchase intentions. The more realistic AI chatbots are (with human characteristics, like empathy or competency), the less users will doubt them and the service can adopt (Bandura, 1986; Kumar et al., 2025; Wang & Zhang, 2025). The evidence confirms that when consumers witness human-like interaction, they tend to be more convinced about AI systems and become more emotionally involved and purchase more (Reuter et al., 2025; Shui et al., 2025). This social learning dimension emphasizes the mediation of consumer trust and purchase decision by anthropomorphic aspects in AI.

2. Methodology

The purpose of this systematic review is to investigate how AI social characteristics of AI-based entities, especially chatbots, affect consumer trust, involvement, and intention to buy products, with a special focus on the use of perceived authenticity as a side effect. In order to accomplish a complete and objective compilation of pertinent literature, a systematic procedure was adhered to according to the PRISMA principles. It started by making a broad search in a variety of academic databases, such as Google Scholar, Scopus, Web of Science, and PubMed. Search terms anthropomorphism, AI, consumer trust, consumer engagement and consumer purchase intention were carefully chosen to identify the wide variety of research that covers various aspects of the topic.

In this review, the studies that were included were chosen according to preset inclusion criteria that targeted peer review articles published during a period of time, 2015-2025 in the English language. The papers were included when they specifically related to AI chatbots or AI systems that have AI social features and in these research, the study relied on the effects of these systems on consumer behavior, trust, engagement, and purchase intention. Qualitative and quantitative research were also taken into account, provided they contained empirical evidence regarding the impact of anthropomorphism in AI. The literature was filtered by excluding studies not targeting AI-driven systems, owing to publication in any language besides English, and literature not grounded in empirical data. Such a selective approach meant that the studies that were analyzed could only be the most relevant and of high quality.

After selecting the studies, data extraction was done systematically to obtain relevant information in each study; the sample size, methodologies adopted, major findings, and theories applied. An analysis of the findings was performed and synthesis descriptive method was applied classifying the studies by themes like anthropomorphism and consumer trust, consumer engagement, and consumer purchase intentions. Thematic synthesis was pursued and patterns and connections between the variables were identified, paying a special consideration to how the intended perceived authenticity mediates the relationships among AI social traits and consumer behaviors. The synthesis was intended to result in a clear and synthesized understanding of the present condition of research in this field and to identify any gaps that can be filled by future research.

Table 1: Studies Included in the Systematic Review

Study	Sample Size	Key Statistics	Major Findings
Fakhimi& Garry (2023)	N = 200 U.S. users	Anthropomorphism → Trust β = 0.75 (p < .001)	AI Social based systems enhance trust and engagement during service encounters(Fakhimi et al., 2023).
Wu et al. (2023)	N = 150 consumers	Anthropomorphism → Engagement β = 0.68 (p < .01)	AI social traits cues on Twitter significantly boost consumer engagement and brand interaction(Wu et al., 2023).
Wang et al. (2025)	N = 300 customers	Anthropomorphism → Engagement β = 0.60 (p < .01)	Humanoid features in robots improve trust and engagement in tourism and hospitality sectors(Wang et al., 2025).
Ali et al. (2025)	N = 250 respondents	Anthropomorphism → Customer Satisfaction β = 0.70 (p < .001)	AI chatbots' human-like characteristics increase customer satisfaction and loyalty(Ali et al., 2025).
Awad (2026)	N = 180 users	Anthropomorphism → Trust β = 0.65 (p < .01)	AI-driven anthropomorphism plays a crucial role in enhancing user trust and overall experience(Awad, 2026).
Charles et al. (2025)	N = 400 consumers	Anthropomorphism → Trust β = 0.72 (p < .001)	Perceived anthropomorphism in AI-powered influencers increases trust and engagement(Charles et al., 2025).
Kumar et al. (2025)	N = 220 users	Anthropomorphism → Trust β = 0.77 (p < .001)	Human-like traits in AI chatbots foster trust, leading to improved engagement and purchase intention(Kumar et al., 2025).
Chi & Hoang Vu (2023)	N = 500 consumers	Anthropomorphism → Trust β = 0.71 (p < .001)	AI social features improve communication quality and consumer trust in AI applications(Chi & Hoang Vu, 2023).
Moriuchi (2021)	N = 350 users	Anthropomorphism → Engagement β = 0.60 (p < .01)	The anthropomorphic characteristics of AI enhance consumer interaction and re-use behavior(Moriuchi, 2021).
Li & Huang (2024)	N = 300 consumers	Anthropomorphism → Purchase Intention β = 0.68 (p < .01)	Virtual streamers with AI social features increase consumer purchase intention through trust(Li & Huang, 2024).

3. Results

4.1 Impact of AI Social Traits on Consumer Trust

AI social characteristics of consumer trust in AI-based systems are a proven literature phenomenon. The more human-like the AI systems are, e.g., with the help of a perceived warmth, competence, and empathy, the higher are consumer perceptions of the reliability and trustworthiness of the system. Human qualities replace machine interactions and human interactions enabling AI to fill the divide resulting in the technology being less clinical and more friendly. Studies have repeatedly shown that consumers prefer to engage with and believe AI systems which possess these characteristics as they result in a sense of presence in the social experience and a sense of social presence is the most important aspect to build trust in online experiences. Fakhimi& Garry (2023) also found that anthropomorphic virtual conversational assistants (VCAs) and other factors, such as the use of friendly tones and sympathetic responses, produced an elevated standard of confidence when participants got involved in the service interaction. The consumers also claimed they felt more comfortable and sure in such interactions, which are fundamental to achieving positive behavioral outcomes like engagement and purchase decision.

Moreover, the anthropomorphism of AI-based systems does not just raise the trust level, but also helps the latter to attach themselves emotionally to the latter. Ali et al. (2025) emphasized that having AI chatbots, which simulates the qualities of a human being such as empathy and attention, induces the emotional bond of the users of the chatbots, which makes the experience more close. This sense of attachment plays a decisive part in making consumers have consumer attitudes to the AI system that lead the users to rely on and trust the technology more. Such trust is the determining factor to the success of AI in service-based setting since consumers are more likely to accept AI-driven proposals, communicate with AI-driven interface, and accept purchasing intent where they perceive the system to be capable and more human. These findings demonstrate that anthropomorphism of AI-driven systems is a critical factor in the formation of trust, which further leads to the success and adoption of AI-driven services.

4.2 AI Social Traits and Consumer Engagement

The AI social features of the AI systems are a key component in improving consumer interaction through more interactive and tailored experiences. Once AI systems become human-like, friendly, emphatic, and responsive, they greatly enhance the chances of consumers to be engaged in interactions. These qualities bring machine and human interactions closer and make consumers closer and more engaged with the system. Indicatively, Wu et al. (2023) determined that communication cues that were AI social traits in character (use of conversational tones and relatable language within social media platforms) resulted in the observed consumer engagement growing significantly. When consumers found the systems more human-like, there were more susceptible to engage with the brands and AI-based interfaces and had a better overall experience with the content or service. This increased use was notable especially in spaces where the social media interaction was through the capability of AI to imitate human actions and societal reactions, thus the communication appeared more real and familiar (Sarwar et al., 2025).

Besides increasing interaction in an online environment, AI social traits' qualities play an important role in more conventional immersive environments, like the tourism/hospitality sectors. Wang (2025) in his study also established that humanoid robots, which had been modelled to be like humans, played a major role in consumer boost in terms of increasing tourism activities. These robots promoted stronger interactions between the consumers because they built on the feeling of trust and the more immersive experience, making the consumers more comfortable and closer to the technology. Human-like qualities, empathy, responsiveness and natural communication, served to reduce the technology gap in order to make the communication feel more personal and engaging. Such a form of interaction is not merely a transactional interaction, but an emotional

connection between the consumer and the AI system that eventually results in greater satisfaction, loyalty, and repeated use of the brand or service. These results highlight the importance of anthropomorphism in engaging customers, particularly in the sectors where connection and trust building on a personal level are important in satisfying customers (Sarwar et al., 2023; 2024).

4.3 Perceived Authenticity as a Mediator

Perceived authenticity is a key factor in its role as a mediator of interactions between AI social qualities and consumer actions, which contributed greatly to the increase of trust, interaction, and intentions to purchase. Research always indicates that AI systems should be viewed as genuine, as it relies on the fact that the individual forms a better trust that leads to positive behavioral trends. Shen et al. (2025) also showed that the transparent, consistent, and true AI systems were more apt to earn trust among the consumers. This realness also makes the AI appear more credible and human and instills familiarity and diminishes any suspicion. The higher the perception of authenticity, the better the consumers can trust the AI system, interact with it, and continue their intentions to purchase. Authenticity also affects the first interaction, as well as the relationship in the long term as AI systems make it look real, enhancing the desire to re-buy and increase consumer loyalty.

Moreover, the perceived authenticity mediating role was also observed in the case of AI-based influencers. According to Li and Huang (2024), AI-driven influencers who were perceived as authentic had a great impact on consumer trust which consequently resulted in increased purchase intentions. These systems were characterized by authenticity which entailed their capacity to match with what the consumers had expected, provide a clear communication, and remain consistent with their messages. The more consumers believed that AI-powered influencers were real and trustworthy, the greater likelihood that consumers believed what they were told, which turned into higher engagement and, consequently, higher tendencies toward making purchases. These results have demonstrated that authenticity is not merely a minor characteristic in AI systems but an inherent component of strengthening the relationship between AI social qualities and consumer behaviors and, as such, is critical in mediating the aspect of trust and eliciting consumer behavior.

4.4 AI Social Traits and Purchase Intentions

The AI social traits' features of AI-powered systems have a very high impact on consumer buying behavior since they produce trust, emotional generation, and familiarity. Provided AI systems are made to resemble human beings, with all attributes that make them warm, competent, and empathetic, a comfortable and more confident environment is generated in which consumers feel more at ease and assured to interact with the AI systems. These AI social traits characteristics contribute to lessening the perceived gap between the consumer and the technology and therefore consumers find it easier to believe the system, and interact with it. Research works such as Moriuchi (2021) have shown that AI social traits' based chatbots, which are more convincing and humanistic, increase the chances of consumers making purchasing decisions significantly. Consumers with a positive perception of the AI as the one able to comprehend their needs and preferences are more likely to proceed with a purchase because they trust the system and its recommendations and reliability.

AI social traits positively affects the purchase intentions, which is also enhanced by the influence of perceived authenticity. As Jakhodia and others (2025) indicated, AI social traits based systems which are perceived to be authentic leads to consumer trust which directly influences their purchasing intentions. The emotional appeal between the consumer and the technology is enhanced by authenticity in AI-driven systems whereby it is essential to be transparent, consistent and aligned to the consumer values. People tend to buy products based on AI systems that they trust to give consistent and personalized services. This trust through perceived authenticity establishes a stronger influence on the foundation of propelling the consumers to make

decisions regarding purchases, an important element of anthropomorphism is likely to bring consumers together and stimulate sales.

4.5 Consumer Behavior and Emotional Engagement

Emotional involvement is an important part of consumer behavior connected with AI social traits, which leads to the development of trust. Artificial intelligence (AI) that emulates human experience and, more precisely, a range of features such as empathy, humor, responsiveness, etc. foster greater emotional attachment to consumers. These emotional attachments have the benefit of enhancing consumer confidence, and the interaction more personal and real. According to Kumar et al. (2025), AI chatbots that included both empathy and humor made a strong contribution to emotional engagement improvement, which, respectively, produced a positive effect on consumer trust and buying intentions. The emotional attachment of an AI system makes consumers subjective that a system is a reliable and a friendly machine and thus it has a higher probability of repurchase. These attributes aid the AI towards rising beyond the realm of transactional interactions to a larger relationship in which loyalty is nurtured with time and participation.

Likewise, Chi and Hoang Vu (2023) revealed that AI social characteristics, especially empathy, are important in boosting their consumer engagement. The experiment was proven correct when AI-based systems that exhibited human-like compassion provided consumers with a more friendly and pleasant experience that eventually raised the level of engagement and confidence. AI systems that can show empathy can make ordinary online interactions look more human and relatable to turn them into an emotionally rich experience that builds a stronger connection between the customer and the brand. Such emotional involvement creates a more intense degree of involvement that not only results in greater satisfaction but also promotes decision-making purchasing behavior on the basis of the positive rapport that the consumer develops towards the AI system. Therefore, AI social traits that lead to emotional involvement become very important in affecting consumer behavior, trust and buyer behavior.

4. Discussions

AI social features of AI systems are important in influencing consumer attitudes and response. AI systems with human favors, including love, sympathy, and ability to perform, become more relational and recognized. Research has demonstrated that placing such characteristics in the AI systems, the consumer will develop an interest in them and will trust their responses(Ali et al., 2025; Fakhimi et al., 2023). Such anthropomorphism attributes assist in lessening the psychological divide between technology and consumers, which makes the experience more personal and more real. As a result, consumers not only feel more comfortable with the AI, but are also more willing to proceed with their purchase decisions(Wang et al., 2025; Wu et al., 2023).

AI social attributes and consumer behaviour were further improved with regard to the perceived authenticity particularly in the activation of purchase intentions. The more consumers think that a system based on AI can be considered real, transparent, consistent, and reliable, the more likely it is that they will become more willing to trust it and view it as a means of making purchases(Shen et al., 2025)(Li & Huang, 2024). Authenticity also ensures the interactions by the AI are authentic, which increases the emotional connection or satisfaction of the consumer which further leads to purchases(Jakhodia et al., 2025; Kumar et al., 2025). The anthropomorphism features combined with the perceived authenticity are likely to foster trust, loyalty and consumer behavior by the AI systems, owing to the synergy effect.

Conclusion

AI social features in the system of AI increase consumer trust, engagement and purchase intentions significantly; the perceived realness is a highly significant mediator. Affection of human attributes such as warmth or empathy in the AI system renders the interaction of AI to be more relatable and trusting, which allows building more connections with the consumer.

Furthermore, when AI is perceived as authentic, trust and emotional attachment are established which ultimately dictates the buyer behavior. Those findings suggest that it is necessary to integrate both anthropomorphism and verisimilitude to simplify AI-induced experiences in consumers and favor good consumer behaviors. The dynamics underlying different industries should be explored within the framework of the future to increase the precision of AI application during the interaction with the consumers.

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