Building Brand Trust: The Role of AI-Driven Personalization and Brand Storytelling in Strengthening Brand Authenticity Perceptions

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Abstract: This study is a qualitative research that aims to analyze the relationship between AI-driven personalization, brand storytelling, and brand trust with brand authenticity perceptions. This research is based on a literature review of 30 literature sources, consisting of 10 journals and 20 theories from various experts related to these topics. The novelty of this research lies in the exploration of AI-driven personalization, a new concept that involves the use of artificial intelligence technology for personalization in building brand trust and its authenticity. The results of the study show that AI-driven personalization is closely related to the formation of brand trust. In addition, brand storytelling has also been identified as an important element in increasing trust in brands. Brand trust was found to have an important role as a mediator in the relationship between AI-driven personalization and brand authenticity perception. In addition, AI-driven personalization and brand storytelling also support the perception of brand authenticity. The study also highlights several other factors that are relevant in the formation of brand trust and brand authenticity perceptions, such as brand equity, brand choice intention, consumer behavior, and purchase intent.

Keyword: AI-Driven Personalization, Brand Storytelling, Brand Trust , Perception of Brand Authenticity

INTRODUCTION

In today's digital era, technological advancements, especially in the field of artificial intelligence (AI), have brought significant changes in the way companies interact with consumers (Rabby et al., 2021). One of the emerging phenomena is the use of AI-driven personalization that allows brands to provide services and experiences tailored to individual preferences (Sung et al., 2021). Research by Fickers et al., (2023), shows that AI-based personalization can improve user engagement as well as strengthen brand loyalty. Additionally, Imamovic (2024) found that the use of AI algorithms to recommend products increases customer satisfaction. Another study by Rathore

(2020) revealed that the right personalization strategy can contribute to a company's profitability. Reddy et al., (2023), highlighted how AI can be used to understand consumer data and optimize interactions through personalization, while Wagobera Edgar Kedi et al., (2024), suggest that AI-driven personalization can improve the overall customer experience, which has a positive impact on brand image.

Brand storytelling is also an important element that functions to connect brands with the audience emotionally (Rafieian & Yoganarasimhan, 2023). Research by Kang et al., (2020) shows that a compelling brand narrative can build a stronger emotional attachment with consumers, increasing purchase intent. Kemp et al., (2021), found that effective storytelling helps create a positive brand image and increase consumer trust. In addition, Ryu et al., (2019) emphasized how brand storytelling can play an important role in building a strong brand identity. Research by Ganassali & Matysiewicz, (2021), shows that stories associated with brand values can deepen consumers' relationship with products. Dessart & Pitardi, (2019) also noted that brand storytelling can increase brand awareness and create a more memorable experience for consumers.

While there are a number of studies that have examined AI-driven personalization and brand storytelling separately, there are shortcomings in the literature that explicitly investigate the impact of the combination of the two on brand trust and how it affects the perception of brand authenticity in the eyes of consumers (Cinelli & LeBoeuf, 2020; Karampournioti & Wiedmann, 2021). Research by Atulkar, (2020), shows the importance of trust in brands in shaping consumer perceptions. However, there has been no in-depth exploration of how AI-driven personalization and brand storytelling can contribute to strengthening brand trust. Furthermore, Khan & Fatma, (2019), found that brand trust plays an important role in the consumer experience, but there is no comprehensive understanding of how brand trust can play a role as a mediating variable in this relationship. Thus, this study aims to fill this gap by exploring the dynamics between AI-driven personalization, brand storytelling, brand trust, and brand authenticity perception.

This research has important significance for both academics and practitioners in the field of marketing. From an academic point of view, this research will contribute to the literature in understanding how narrative technology and strategies can affect brand trust and perception of authenticity. Previous research, such as those conducted by Safeer & Liu, (2023); Uysal & Okumuş, (2022), shows that the perception of brand authenticity plays a crucial role in determining consumer loyalty. Meanwhile, by Oh et al., (2019); Södergren, (2021), reveals that understanding brand authenticity can contribute to more effective marketing strategies. For practitioners, the findings of this study can provide valuable insights for companies in designing more efficient marketing strategies by leveraging AI and storytelling to build stronger relationships with consumers. Thus, this research is expected to offer practical guidance for brands in increasing loyalty and sustainability in an increasingly competitive market.

By focusing attention on the complex relationships between these variables, it is hoped that this research will bring new insights into how brands can adapt and evolve in an ever-changing landscape. Problem Statement, Based on the preliminary description above, several malasah formulations can be built in this study as follows; 1) How can AI-driven personalization build brand trust among consumers?; 2) How does brand storytelling contribute to building brand trust among consumers? ; 3) What is the role of brand trust as a mediator between AI-driven personalization and perception of brand authenticity among consumers? ; 4) How does the interaction between AI-driven personalization and brand storytelling affect the perception of brand authenticity in the eyes of consumers? ; 5) What other factors can influence the relationship between AI-driven personalization, brand storytelling, and brand authenticity perceptions?

METHOD

Research is qualitative research using the literature review method to analyze and synthesize previously published research results, where studies are important to understand theoretical developments and find research gaps that have not been answered (Snyder, 2019). In addition, the study analyzes 10 scientific journals and 20 theories to strengthen the basis of the argument and present a comprehensive understanding of the topic. The research of Gentles et al., (2016) and (Thomas & Harden, 2008), emphasizes the importance of literature review in improving understanding and innovation in various disciplines.

RESULTS AND DISCUSSION

AI-Driven Personalization dan Brand Trust

AI-driven personalization, which utilizes algorithms to collect and analyze user data, plays an important role in improving customer satisfaction (Amil, 2024; Ifekanandu et al., 2023). By creating a more relevant and personalized experience, customers feel more understood, which has a positive impact on their satisfaction (George E. Danner, 2019; Venkateswaran, 2023). In addition, the right product recommendations increase consumer confidence in the brand (Amil, 2024; Chavez et al., 2019). Transparency in the use of personal data is also key; when the company maintains the privacy of customer information, trust is increasingly built (Atulkar., 2020). Brands' rapid responses to customer feedback further strengthen these relationships, so AI-driven personalization not only improves service quality, but also builds deeper trust between consumers and brands (Wagobera Edgar Kedi et al., 2024),

Brand Storytelling dan Brand Trust

Brand storytelling, the art of conveying a narrative about the value and character of a brand, has a significant impact on brand trust (Kao, 2019; Moin, 2020). By building emotions, brand storytelling is able to create a connection between consumers and brands, as well as maintain consistency in the message conveyed (Huang & Guo, 2021; Li et al., 2019; Peho, 2020). In addition, it enhances brand sustainability by demonstrating a commitment to authentic values and creating a strong identity for the brand (Bao & Wang, 2021; Kwan so Shin et al., 2019). In the midst of a crisis, transparency in telling the situation faced by brands can help restore consumer trust. Thus, brand storytelling not only attracts attention, but also builds a deeper and more trusted relationship between consumers and brands (Huaman-Ramirez & Merunka, 2019; Sutherland & Barker, 2023).

Brand Trust Perception dan Brand Authenticity

Brand trust perception, which reflects consumer confidence in the reliability and integrity of a brand, has a significant effect on brand authenticity, namely the extent to which a brand is perceived as authentic (Atulkar, 2020; Tiep Le et al., 2023). When consumers feel confident in a brand, they tend to view it as authentic, triggered by positive experiences, honest communication, and consistency in values and messaging (Kemp et al., 2021; Ryu et al., 2019). Positive reviews and reputation also play an important role in increasing trust, thus reinforcing the perception that the brand is reliable and in accordance with the values it promises (S. H. Kim et al., 2021; Li et al., 2019). Therefore, increasing brand trust can contribute to improving overall brand authenticity.

AI-Driven Personalization, Brand Storytelling dan Perception Of Brand Authenticity

AI-driven personalization and brand storytelling can simultaneously build a perception of brand authenticity (S. H. Kim et al., 2021; Peho, 2020; Portal et al., 2019). AI-driven

personalization creates a customized consumer experience, thereby increasing a sense of connectedness and trust in the Busser & Shulga brand, (2019). On the other hand, brand storytelling conveys a narrative that brings the brand's values and character to life, making it more relatable and authentic in the eyes of consumers (Huang & Guo, 2021; Kedi et al., 2024; Skillius et al., 2024). When these two strategies are applied together, they strengthen synergy in building consumer perceptions that brands are not only relevant, but also honest and reliable (Rosado-Pinto et al., 2020; Södergren, 2021). Therefore, effective implementation of both of these approaches can improve overall brand authenticity.

Conceptual Framework

Based on the theoretical studies that have been described, the researcher formulates a research model that will be a guide for future research. This framework helps in connecting the theory with the research variables to be tested, as well as providing direction in the data analysis to be carried out. The research model in question can be seen in the following figure:
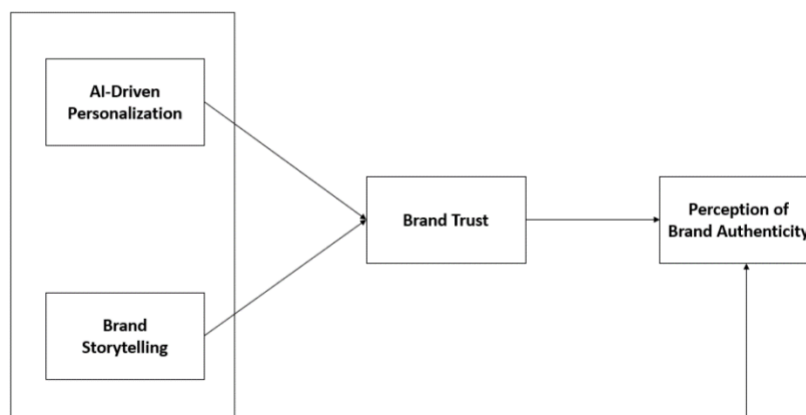

Figure 1. Research Model
Source: Processed by Researchers(2024)

This article discusses Brand trust and Perception of Brand Authenticity with factors that influence it such as Ai Driven Personalization and Brand Stroytelling. There are several other indicators or variables that can encourage the creation of Perception of Brand Authenticity such as:
1. Brand equity and brand choice intention: Febrian & Vinahapsari, (2020); Lu et al., (2015); Phung et al., (2019)
2. Consumer Behavior: Q. Chen et al.,(2020) ; R. R. Chen et al.,(2020) ; Safeer et al.,(2023) ; Yang & Battocchio, (2021)
3. Purchase Intent : Eric et al., (2020) ; J. H. Kim & Song, (2020); Pittman & Sheehan, (2021)
4. Digital engagement: (. Chen et al., (2020) ; Pittman & Sheehan,(2021); Vazquez, (2020)

CONCLUSION
Based on literature review and review of previous research journals, it can be concluded that some findings are as follows:
1. AI-driven personalization is closely related to the formation of brand trust.
2. Brand storytelling has emerged as an important element in building brand trust.
3. Brand trust plays a mediator role in the relationship between AI-driven personalization and the perception of brand authenticity.

4. AI-driven personalization and brand storytelling both contribute to shaping the perception of brand authenticity.
5. Several other factors that play a role in the formation of brand trust and brand authenticity perception include brand equity, brand choice intention, consumer behavior, purchase intention, and digital engagement.
6. This conclusion provides a descriptive picture of the various interconnected elements in the process of building brand trust and authenticity through technology approaches and brand narratives.

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