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AI-DRIVEN BRAND EQUITY: A SYSTEMATIC REVIEW OF CONSUMER PERCEPTIONS, ENGAGEMENT, AND LOYALTY IN THE AGE OF INTELLIGENT BRANDING

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Abstract

This systematic review synthesises empirical and conceptual research on the transformative role of 0 in shaping consumer-based brand equity (CBBE). Drawing on 31 peer-reviewed studies published between 2016 and 2025, the review maps how AI technologies—including personalization engines, chatbots, predictive analytics, and generative AI—affect key dimensions of brand equity such as awareness, trust, loyalty, and engagement. Findings reveal that AI enhances consumer-brand relationships through personalization, efficiency, and co-creation, while also generating risks related to privacy, ethics, and authenticity. Contextual moderators including industry type, cultural environment, and consumer demographics significantly condition AI's effects, underscoring the need for tailored and culturally sensitive strategies. Methodologically, most studies rely on cross-sectional surveys and quantitative models, with limited use of longitudinal or mixed-method approaches. The review highlights critical gaps in measurement standardisation, ethical evaluation, and economic impact assessment. Future research is called to develop integrative, contextually grounded, and ethically robust frameworks to harness AI's potential for sustainable brand equity in the age of intelligent branding.

Keywords: Artificial Intelligence, Brand Equity, Consumer Engagement, Personalization, Privacy and Ethics, AI-driven Branding

INTRODUCTION:

Brand equity, which used to mean the extra value a corporation gets from a product with a well-known name compared to a generic one (Keller, 2021), has changed a lot since the digital age. Brand equity is basically how people feel about a brand, how devoted they are to it, and how likely they are to buy it (Dong, 2025). With the rapid advancements in artificial intelligence (AI) technologies, a new dimension termed AI-driven brand equity has emerged, referring to the impact and value created through integrating AI tools and capabilities in brand management, marketing communication, and consumer engagement (France, 2025). AI-driven brand equity refers to the ways that intelligent automation, machine learning, and data analytics change how people and brands interact by making encounters more personal, improving brand experiences, and changing how people think about trust and authenticity (Teepapal, 2025). The significance of evaluating AI's impact on brand equity stems from the fundamental transformation AI introduces in contrast to conventional brand equity approaches. Classical branding relied on static assets like company logos, slogans, and advertising campaigns. AI, on the other hand, lets brands customize and connect with customers in real time and on a large scale (Deryl, 2023). This change lets marketers gather a lot of information about their customers and send them individualized messages that are based on their likes and dislikes, which makes the messages more relevant and emotional (Ojha et al., 2025). Importantly, AI capabilities expand beyond customization to include chatbots, predictive analytics, AI-powered content production, and sentiment analysis, all influencing consumer perceptions and engagement in unprecedented ways (Indrasari et al., 2024). These technologies promise to increase brand awareness, make people think the quality is better, and make customers more loyal—all of which are important parts of brand equity (Upadhyay & Chitnis, 2021).

But using AI in branding can be both advantageous and challenging. Even though it could improve interactions between consumers and brands, it also brings up big problems with privacy, ethics, and authenticity (Langmade, 2025; Teepapal, 2025). Today, customers want individualized experiences, but they are becoming more cautious about how their data is acquired and used (CMB, 2024). There are moral problems with AI algorithms that aren't clear, possible biases, data misuse, and the loss of human touch in branding (Brand Equity Economic Times, 2023). These concerns

have significant repercussions for brand trust and, consequently, brand equity, necessitating an understanding of both the beneficial and detrimental pathways influenced by AI (Dwivedi et al., 2019). Additionally, cultural, industry, and demographic settings impact how customers perceive and engage with AI-driven branding (Gürhan-Canli et al., 2018; Alghaswyneh, 2025). For instance, collectivist societies may react differently to AI-driven communications compared to individualistic cultures, owing to varying expectations of interpersonal warmth and trust (Gursoy et al., 2019; Mariciuc, 2023).

Despite growing attention, the literature indicates numerous research gaps. Current research frequently concentrates solely on technology efficacy or isolated dimensions, such as personalization, without systematically assessing comprehensive brand equity results (Hue, 2025). There is an absence of comprehensive studies that amalgamate marketing, management, and technological viewpoints regarding customer perceptions, engagement, and loyalty within AI-driven branding contexts (France, 2025; Deryl, 2023). Moreover, measuring methodologies exhibit significant variability, lacking adequate standards in assessing AI's influence on critical brand equity characteristics (Gutiérrez, 2024). Contextual modifiers, including industry type, cultural contexts, and customer demographics, are recognized yet insufficiently examined in comprehensive models (Prabhakaran et al., 2022; Indrasari et al., 2024). It is important to note that the ethical risks and privacy concerns that come with AI-driven branding are generally talked about independently from the effects on consumer involvement. This means that we need to look at both the good and bad effects in a more complete way.

The necessity for this systematic review is emphasized by the subsequent points. First, marketers that want to use AI's power while keeping real, trust-rich branding relationships need to know how AI technologies affect consumer-based brand equity (Laksamana, 2024). Second, figuring out what causes good things like personalization and engagement and bad things like privacy concerns and loss of authenticity is very important for creating balanced AI branding strategies (Teepapal, 2025; Vergemarketing Agency, 2025). Third, looking into contextual moderators is a response to the need for AI branding implementations that are sensitive to culture and demographics and that promote fairness across different markets (Barnes et al., 2024; Kumar, Ashraf, & Nadeem, 2024). Finally, emphasizing measuring methodologies and deficiencies directs forthcoming research towards the creation of standardized, multidimensional measurements appropriate for the dynamic AI branding environment (Gutiérrez, 2024).

In conclusion, this review endeavors to bridge the fragmented scholarly discourse by integrating peer-reviewed literature from marketing, management, and technology fields. It seeks to develop a holistic comprehension of AI-driven brand equity, concentrating on customer perceptions, engagement, and loyalty, while highlighting the interaction of AI-enabled mechanisms, ethical considerations, and contextual dynamics. This fundamental understanding is crucial for researchers and professionals endeavoring to comprehend the intricate, revolutionary effects of AI on brand equity in the era of intelligent branding.

METHODS

This systematic review employed a two-phase methodological approach: (1) search and selection strategy, and (2) classification and analysis of the collected studies. This ensured transparency regarding the rationale, procedures, and outcomes of the review process, adhering to rigorous systematic review standards.

1. Search and Selection Strategy

The review followed the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA 2020) guidelines to ensure methodological rigor and transparency (Page et al., 2021). Although originally developed for health-related interventions, PRISMA 2020's comprehensive framework is broadly applicable across social and business-related systematic reviews, including those examining AI and branding (Page et al., 2021).

The initial literature search targeted scholarly databases including Scopus, Web of Science, Google Scholar, Ebsco, and ScienceDirect. Using a combination of search terms such as "AI-driven brand equity," "consumer perceptions AI branding," "AI personalization brand loyalty," and related keywords, 5607 potential studies was identified. The focus was on publications up to mid-2025 to capture the most recent advances in AI's role in consumer-based brand equity. Beginning in 2016, AI tools such as machine learning, chatbots, and natural language processing became increasingly sophisticated and widely adopted in marketing and consumer engagement, thus marking a relevant era for investigating AI's tangible impacts on consumer-based brand equity (Dong, 2025; Hue & Hung, 2025). This timeframe captures the critical phase when digital ecosystems matured enough for consumers to meaningfully interact with AI-driven brand experiences, while also encompassing heightened attention to privacy, ethics, and authenticity issues that emerged alongside AI proliferation (Alhitmi et al., 2024; Hari et al., 2025). Limiting the review to this recent decade ensures inclusion of the most current and methodologically rigorous studies, reflecting today's market realities and preparing the groundwork for future AI branding strategies rooted in contemporary consumer behavior (Ahmed et al., 2025; Roy et al., 2025). This approach aligns with best practices in systematic reviews, which emphasize balancing comprehensiveness with relevance by focusing on research from periods marked by significant technological and contextual developments.

1.1. Screening and Eligibility

After removing duplicates and non-peer-reviewed materials such as conceptual papers, editorials, and book chapters, 5,053 records were excluded. The remaining 554 studies underwent full-text assessment for eligibility based on predefined inclusion and exclusion criteria.

1.2. Inclusion and Exclusion Criteria

Studies were included if they: (1) empirically or conceptually addressed AI-driven consumer-based brand equity or related constructs such as loyalty, engagement, or trust; (2) were published in peer-reviewed journals up to mid-2025; (3) were written in English; and (4) offered measurement approaches or theoretical frameworks relevant to AI branding effects.

Studies were excluded if they: (1) lacked AI branding focus; (2) did not address consumer perceptions or brand equity outcomes; (3) were non-empirical without clear methodology; (4) were published beyond the inclusion period or in other languages.

Following these criteria, 523 studies were excluded, resulting in a final set of 31 primary studies and reviews selected for detailed analysis.

2. Classification and Analysis of Collected Studies

Selected studies were systematically reviewed, and key information on publication metadata (authors, year, journal), AI tools and technologies studied, brand equity dimensions evaluated, research methodologies, and contextual moderators was extracted. The reviewed studies were classified according to:

- Research focus: brand building, measurement, or consumer engagement via AI.
- AI technology type (e.g., chatbots, predictive analytics, generative AI).
- Brand equity dimensions addressed (e.g., loyalty, trust, awareness).
- Methodology: quantitative, qualitative, or mixed methods.
- Contextual moderators such as industry sector, cultural environment, and consumer demographics.

This classification facilitated a comparative thematic analysis to identify patterns in mechanisms by which AI influences brand equity (such as personalization, trust, ethical concerns), and to highlight research gaps in methodology, measurement approaches, and contextual understanding.

Findings

The findings from the reviewed studies (see table A1 in Appendix A) provide a structured understanding of how AI is shaping consumer-based brand equity (CBBE) in diverse contexts. Guided by the research objectives, the evidence was organised into four thematic areas discussed below.

1. How AI tools influence consumer-based brand equity

The review reflected that AI technologies — notably personalization engines, chatbots, recommendation systems, and recent generative-AI tools — shape multiple facets of CBBE including brand awareness, perceived quality, brand associations, and loyalty (Cheng & Jiang, 2021; Ahmed et al., 2025; Joshi et al., 2025). A dominant strand of evidence indicates that AI's capacity to tailor messages and experiences at scale strengthens perceived relevance and engagement, which in turn improves brand preference and loyalty metrics (Ahmed et al., 2025; Bano et al., 2025). For example, survey-based studies across retail and digital marketing contexts report positive links from recommender systems and personalization to engagement and repeat purchase intentions (Febrian, 2025; Alhitmi et al., 2024).

AI tools such as chatbots, predictive analytics, recommendation engines, natural language processing (NLP), and generative AI significantly influence key dimensions of CBBE. For instance, Ahmed et al. (2025) demonstrate that AI-driven personalization enhances consumer engagement and strongly boosts brand loyalty among digitally savvy consumers. The application of AI-powered chatbots and messaging further builds strong customer-brand relationships by enhancing communication quality, as shown in the work of Cheng and Jiang (2021). Moreover, e-commerce contexts benefit from AI tools like recommender systems that improve brand associations and perceived quality (Febrian, 2025). Generative AI for advertising also contributes positively by enhancing the informativeness and innovativeness of brand ads, which affects purchase intention and brand perception (Wu, Zeng & Huang, 2025; Gao et al., 2023).

Beyond personalization, AI affects brand equity via operational improvements — faster response times, 24/7 service through chatbots, and seamless information retrieval — which enhance service quality perceptions and satisfaction (Cheng & Jiang, 2021; West, Clifford & Atkinson, 2018). More advanced AI (e.g., generative models) also influences brand imagery and creativity: several recent studies suggest generative tools enable new forms of brand storytelling such as AI influencers and co-creation with consumers, broadening brand associations and innovation perceptions (Joshi et al., 2025; Dong, 2025).

However, the influence is not uniformly positive. Multiple studies flagged that benefits are contingent on data quality, transparency, and the perceived authenticity of AI-mediated interactions (Dropulic et al., 2022; Fawal et al., 2024). Where consumers detect intrusive profiling, opaque use of data, or robotic/inauthentic communication, the same AI features can erode trust and damage brand associations (Gao et al., 2023; Roy et al., 2025). In short, AI acts as a

powerful lever for CBBE but produces both enhancement and erosion paths depending on implementation and consumer interpretation (Chow et al., 2025; Surikova, Siroda, & Bhattarai, 2022).

The network map (figure 1) visually illustrates the relationships between AI tools and technologies and the dimensions of consumer-based brand equity (impacts). Red nodes represent AI applications such as personalization, chatbots, and predictive analytics, while blue nodes represent outcomes including trust, loyalty, engagement, and authenticity. The connections highlight how specific AI interventions directly influence consumer perceptions and brand-related outcomes, reflecting the pivotal role of intelligent branding in shaping brand equity.

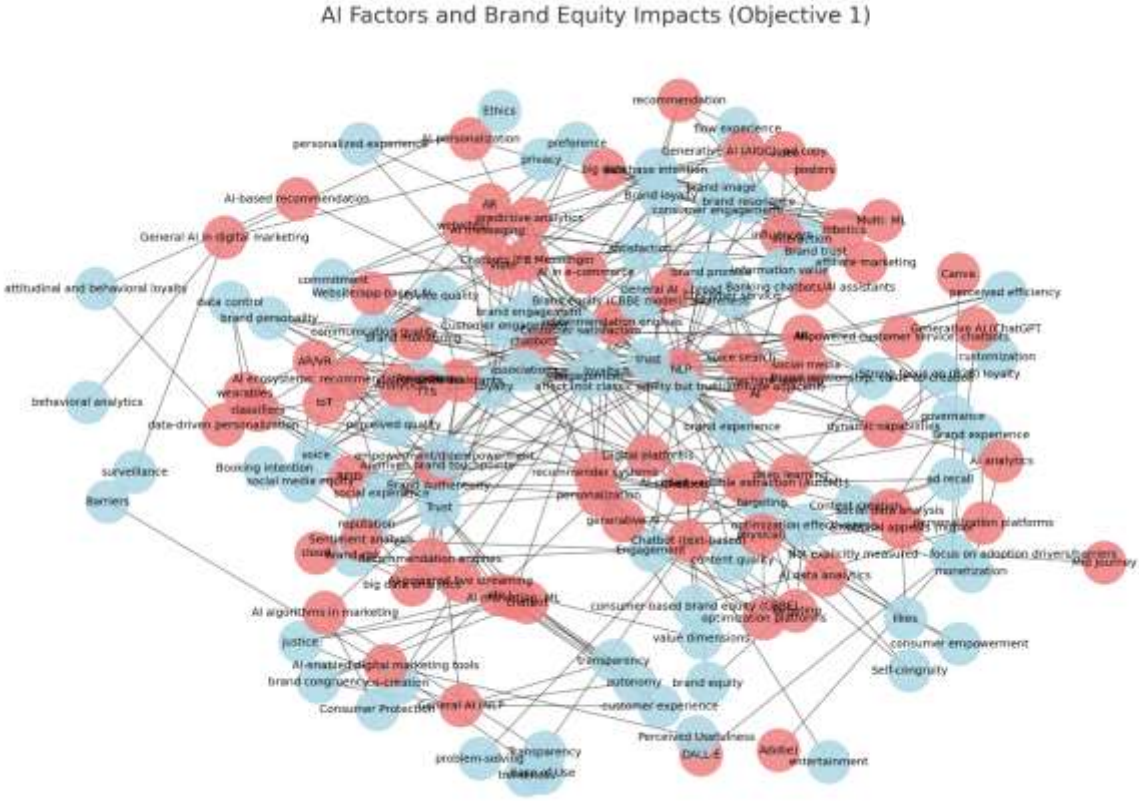

Figure 1. Network Map Linking AI Tools to Brand Equity Dimensions

2. Mechanisms driving positive and negative outcomes

The review reveals a coherent set of mechanisms by which AI drives brand outcomes:

2.1. Positive Mechanisms

Personalization is repeatedly identified as the foremost driver of brand loyalty and engagement across diverse contexts (Ahmed et al., 2025; Ben Khelil, 2025). Singh and Singh (2024) show that AI-powered customer service enhances satisfaction, perceived efficiency, and ultimately customer loyalty through efficient and personalized interactions. Predictive targeting and automation also boost brand engagement by improving marketing precision and operational efficiency (Bano et al., 2025; Joshi et al., 2025). Trust is another critical mechanism influenced by AI transparency and ethical use, as reflected in multiple studies (Cheng & Jiang, 2021; Hari et al., 2025). Arora et al. (2025) emphasize the importance of emotional intelligence and human oversight in AI systems to foster authenticity and prevent alienation. The mediating roles of brand experience and consumer empowerment are demonstrated by Mariana, Kurniawati, and Masnita (2025), who find AI's personalized services strengthen self-congruity and brand loyalty.

In relation to convenience and efficiency, automation (chatbots, voice assistants) reduces friction in transactions and service recovery, which improves perceived service quality and brand trust (Cheng & Jiang, 2021; West, Clifford & Atkinson, 2018). In relation to co-creation and innovation: Generative AI and customizable interfaces enable consumers to co-create content and products, enhancing brand distinctiveness and emotional attachment (Joshi et al., 2025; Dong, 2025). Furthermore, predictive analytics help brands anticipate needs (dynamic offers, inventory), which can strengthen the brand's competence image and perceived quality (Roy et al., 2025).

2.2. Negative Mechanisms

Privacy risks and ethical dilemmas around data misuse, surveillance, and bias constitute significant barriers in AI-driven branding (Alhitmi et al., 2024; Saura, Skare & Dosen, 2024). Alhitmi et al. (2024) advocate for multilateral controls and transparency to protect consumer trust and brand reputation. The privacy paradox identified by Saura,

Skare, and Dosen (2024) underlines the tension between consumers' desire for personalization and their privacy concerns.

Authenticity challenges stem from AI's potential to produce robotic, less emotionally resonant brand communications (Puntoni et al., 2021; Surikova, Siroda & Bhattarai, 2022). Kumar and Suthar (2023) highlight ethical risks such as algorithmic bias and disinformation, calling for hybrid AI-human models to ensure responsible AI branding practices. These ethical frontiers are also emphasized in Hari et al. (2025), who discuss the paradoxes of personalization and privacy in AI marketing. In relation to expectation inflation and disappointment, highly personalized promises that the brand cannot consistently meet (e.g., personalization without product availability) can backfire and reduce perceived reliability (Febrian, 2025; Chow et al., 2025).

Overall, it can be observed that mechanisms are two-sided: personalization and automation are central levers, but their design, transparency and fairness determine whether they strengthen or weaken brand equity (Ahmed et al., 2025; Roy et al., 2025).

3. Contextual Moderators Influencing AI Impact on Brand Equity

3.1. Industry Type

AI's impact varies across industries. Digital marketing and telecommunications sectors exhibit strong benefits from AI personalization and recommendation engines, especially among tech-savvy consumers (Ahmed et al., 2025; Ben Khelil, 2025). Banking and financial services show mixed effects where information accessibility and customization are important, though interaction effects may be limited (Fawal et al., 2024; Chow et al., 2025). Luxury retail emphasizes experiential AI features enhancing trendiness and engagement (Chung et al., 2020).

3.2. Cultural Environment

Culture substantially moderates AI's brand impact. Chow et al. (2025) document variations between Hong Kong and Turkey, where national culture influences whether customization or interaction drives brand experience. Guerra-Tamez et al. (2024) confirm that Gen Z consumers' trust in AI is shaped by cultural attitudes toward technology and brand congruence. Privacy regulation and cultural norms further condition AI acceptance (Alhitmi et al., 2024; Saura, Skare & Dosen, 2024).

3.3. Consumer Demographics

Age, digital literacy, and generational differences influence AI brand perceptions. Younger, digitally native consumers display higher trust and engagement with AI tools (Ahmed et al., 2025; Guerra-Tamez et al., 2024), while older or less tech-literate populations may harbor greater privacy and ethical concerns. Technology readiness and experience level also moderate satisfaction with AI-powered customer service and personalization (Singh & Singh, 2024; Arora et al., 2025).

3.4. Brand credibility and category fit

The same AI feature produces different responses depending on brand equity baseline: strong, credible brands can deploy AI more liberally without immediate reputational harm, while weaker brands risk undermining trust if AI fails (West, Clifford & Atkinson, 2018; Febrian, 2025).

3.5. Regulation and data governance

Jurisdictional differences in data protection and algorithmic transparency shape consumer expectations and legal risk, acting as a macro moderator across studies (Fawal et al., 2024; Roy et al., 2025).

4. Measurement approaches and research gaps

4.1. Measurement strengths

Most empirical studies in the dataset employ validated survey scales (Likert), structural equation modelling (SEM/PLS), and experimental designs to capture mediating mechanisms such as trust, perceived personalization, and satisfaction (Cheng & Jiang, 2021; Ahmed et al., 2025). Several papers combine objective engagement metrics (clicks, click-through rates) with attitudinal measures, which is a methodological strength (Bano et al., 2025; Febrian, 2025). Emerging measurement innovations include AI-driven content analysis and machine learning to code social media emotional appeals (Mukherjee & Chang, 2025). Qualitative approaches involving expert interviews and thematic analysis complement quantitative findings by exploring adoption barriers and ethical frameworks (Roy et al., 2025; Joshi et al., 2025).

4.2. Research Gaps

Several limitations prevail. Most studies are cross-sectional, limiting causal inference on AI's long-term effects on brand equity (Ahmed et al., 2025; Dong, 2025). There is a distinct paucity of empirical work addressing the negative consequences of AI such as privacy violations, ethical conflicts, and authenticity loss (Hari et al., 2025; Dong, 2025). Several papers use convenience samples (students or platform panels) and focus on digital retail or single national contexts, limiting generalisability (Cheng & Jiang, 2021; Dropulic et al., 2022). In addition, there is a shortage of longitudinal and field experiments that capture how consumer perceptions evolve with continued AI exposure (Roy et al., 2025; Joshi et al., 2025).

Research is often sector-specific (e.g., e-commerce, banking) and geographically constrained, limiting generalizability especially in emerging economies (Fawal et al., 2024; Mariana, Kurniawati & Masnita, 2025). There is also

inconsistent attention to hybrid AI-human interaction models, which may enhance ethical branding and trust (Arora et al., 2025; Kumar & Suthar, 2023). While many studies measure attitudes, fewer link AI interventions to hard economic outcomes (e.g., CLV, churn rates) in longitudinal settings (Febrian, 2025), reflecting insufficient behavioral outcomes. Standardization in measurement and definition of AI-specific brand equity constructs is lacking, resulting in fragmented findings (Verma et al., 2021; Dong, 2025). Considering fragmented operationalization of AI constructs, studies label diverse technologies as "AI" but use inconsistent operational definitions, making cross-study synthesis difficult (Gao et al., 2023; Chow et al., 2025).

Future Research Directions

The systematic review underscores multiple intriguing directions for future research on AI-driven brand equity.

1. **Standardizing the conceptualization and measurement of artificial intelligence in branding.** Research frequently employs "AI" as a broad term to denote many technologies, including chatbots, recommender systems, and generative platforms, lacking precise operational definitions. Future research should provide explicit typologies and validated metrics that differentiate amongst AI functionalities (e.g., predictive, generative, conversational) and assess their unique effects on CBBE. Longitudinal and experimental designs may enhance causal models.

2. Enhancing methodological techniques.

The prevailing evidence is primarily derived from cross-sectional surveys, which constrain causal inference. Future research ought to incorporate longitudinal field studies, natural experiments, and behavioral data (e.g., purchase records, engagement logs) to examine the evolution of consumer trust and loyalty with prolonged AI exposure. Mixed-methods approaches that integrate quantitative surveys with qualitative insights, such as interviews and ethnography, can reveal profound consumer beliefs regarding authenticity, fairness, and privacy.

3. Analyzing moderators in greater detail.

- Contextual moderators have emerged as essential yet insufficiently examined. Future research could examine industry sensitivity by contrasting high-trust areas, such as healthcare and banking, with transactional sectors, including retail and entertainment.
- Cross-cultural variance, specifically the influence of privacy conventions, cultural values, and legislative frameworks on consumer acceptance.
- Consumer demographics and digital literacy to evaluate generational disparities in perceptions of AI-driven engagement.

4. **Investigating ethical, equitable, and societal ramifications.**

A persistent deficiency exists in the emphasis on prejudice, fairness, and explainability. Future research should investigate how algorithmic openness, perceived fairness, and ethical safeguards influence brand trust and loyalty. Comparative analysis of regulatory contexts (e.g., GDPR versus non-GDPR environments) helps elucidate the influence of governance frameworks on brand equity outcomes.

5. **Correlating AI implementation with economic and strategic brand results.**

Most studies focus on consumer perceptions (trust, contentment, loyalty), although few link these to concrete performance indicators such as customer lifetime value, churn reduction, or brand valuation. Future research should examine how AI-driven equity correlates with financial and strategic results, allowing companies to measure the return on investment from AI branding efforts.

6. **Examining co-creation and generative artificial intelligence.**

Generative AI facilitates innovative methods of brand-consumer co-creation. Future research ought to investigate the impact of co-designed brand narratives, AI-generated content, and creative collaborations on brand associations, authenticity, and emotional engagement. Ethical and ownership issues in this domain remain insufficiently theorized.

Conclusion

This systematic review brings together a lot of empirical and conceptual studies that all show how AI is changing CBBE in a big way. In numerous sectors, locales, and consumer demographics, AI technologies including as customization algorithms, chatbots, predictive analytics, and generative AI have demonstrated considerable promise to enhance critical aspects of brand equity, including loyalty, engagement, trust, and perception. companies may offer more relevant, useful, and emotionally powerful experiences by using AI technologies. This improves the relationship between consumers and companies in markets that are becoming more digital.

The review reflects ambivalent nature of AI in branding. Personalization and automation can help brands, but privacy risks, ethical issues, and problems with authenticity are all big problems that could hurt long-term trust and loyalty if they aren't dealt with. Contextual modifiers such as industry characteristics, cultural settings, and customer demographics greatly impact the effect of AI on brand perceptions and actions, highlighting the necessity for tailored and culturally sensitive AI branding strategies.

The discipline is methodologically characterized by a significant dependence on cross-sectional surveys and quantitative modeling, coupled with emerging yet limited qualitative and AI-analytic approaches. There is an ongoing

imperative for longitudinal, experimental, and multi-method research to clarify causal relationships and deepen understanding of the complex impacts of AI on brand equity.

This review indicates that AI is altering brand-consumer relationships in both beneficial and detrimental ways. For practitioners to be successful, there needs to be a balance between new technology, openness, ethical safeguards, and brand authenticity. Researchers are still exploring the field, therefore they need more rigorous and standardized methods to capture the complexities of AI-driven branding. But to fully use AI's promise in branding, we need to work hard to solve ethical issues, protect privacy, and keep authenticity through responsible AI governance. Future research and practice must pursue integrative, contextually pertinent, and ethically grounded AI branding frameworks to foster enduring client trust and loyalty in the age of intelligent branding.

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Appendix A

Table A1. Description of studies included in the review

Author(s)	Year	Title	Source/ Journal	Country /Context	Industry/Domain	Consumer Segment/Demographics	AI Tool/ Technology	Methodology	Brand Equity Dimensions Studied	Mechanisms Highlighted	Contextual Moderators	Key Findings/Outcomes	Measurement Approaches	Research Gaps/Limitations
Ahmed et al.	2025	The Impact of AI-Driven Personalization on Consumer Engagement and Brand Loyalty	Qlantic Journal of Social Sciences	Pakistan, global (online/screening)	Digital marketing	Digital consumers (mainly <40, social media active)	AI personalization, chatbots, predictive analytics	Survey (225, SEM-PLS)	Brand loyalty, engagement, personalized experience	Personalization, trust, predictive analytics, data privacy/ethics	Age (digital natives), digital literacy, tech exposure	AI personalizes experience, boosts engagement, strongly boosts loyalty; data/ethics key	Validated previous scales, convergent/ discriminant reliability	Young, digitally literate sample; cross-sectional, not causally robust
Alam	2025	AI-Driven Customer Co-Creation in Hospitality Live Streaming	International Journal of Hospitality Management	Saudi Arabia	Hospitality	Tourism/Travel Consumers; Young Adults	AI-powered live streaming, personalization	Survey (244), SEM, Content Analysis	Booking intention, engagement, co-creation, value dimensions	Personalization, Effort Sharing, Learning, Social, Hedonic	Culture, Tech Readiness	WCC positively influences learning and novelty values; mediates booking intentions	Likert scales; SEM; Values theory	Cross-cultural validity, longitudinal effects, broader demographic validation
Alhitmi et al.	2024	Data security and privacy concerns of	Cogent Business	Qatar/ global	Cross-industry	General, B2B, digital	AI marketing: ML,	Systematic literature	Trust, engagement, reputat	Privacy, security, transparency,	Sector, firm size,	Major concern for privacy/cybersecurity, calls for insurance, regulatory, and multilateral controls to	PRISMA-based SLR;	Lacks quantification, proposes

		AI-driven marketing in the context of economics and business field: an exploration into possible solutions	& Management		(B2B/B2C), e-commerce, business	business	big data analytics, chatbots, cloud, RFID	review	ion, brand risk	regulation, insurance, technology readiness	technology adoption stage	protect consumer trust/brand value; emphasise issues including data confidentiality, distribution, cyberattacks, fraud, and disinformation; and the need for transparency in the use of AI by marketing professionals, highlighting the need to keep clients aware of data practices.	qualitative patterns; not empirical	but doesn't test frameworks, little on sector/consumer-specific solution uptake
Arora et al.	2025	AI-Driven Personalization Of Brand Voice: Enhancing Customer Engagement And Brand Identity	International Journal of Environmental Sciences	India	Marketing	Marketing professionals, AI developers, consumers (diverse demographics)	Chatbots, NLP, Sentiment analysis, Recommendation engines	Mixed methods: survey, interviews, content analysis	Engagement, Trust, Loyalty, Brand Authenticity	Personalization, Emotional intelligence, Human oversight, Transparency	Consumer tech readiness, Ethical design awareness	AI enhances engagement and satisfaction when combined with human oversight; Privacy concerns noted; Preference for hybrid AI-human model	Likert scales, TAM model, Correlation analysis	Emotional resonance challenges; Need for ethical frameworks; Limited generalizability beyond Indian context
Bano, R., Azim, F., Mahmood, Z., Sanaullah, A., Ali, O.	2025	The Role of Artificial Intelligence in Personalized Marketing: Enhancing Customer Experience, Predictive Targeting, and Brand	Critical Review of Social Sciences Studies	Pakistan/global (mixed)	Marketing (retail, e-com, media)	Marketing professionals + consumers (survey & secondary data)	Chatbots, recommendation engines, predictive analytics, NLP	Quantitative survey + case studies (Amazon, Netflix, etc.)	Customer engagement, brand engagement, satisfaction, loyalty	Personalization, predictive targeting, automation, efficiency, privacy/ethics	Industry (retail vs. services), market (developed vs. emerging)	AI personalization highly effective (perceived by 78% surveyed), improves engagement and ROI; ethical concerns noted	Descriptive stats, regression, interviews	Sampling not fully random; regional and sector bias; deep longitudinal effects not tested

		Engagement												
Ben Kheli l	2025	The impact of AI-driven personalization on customer loyalty	Academy of Marketing Studies Journal	Tunisia/ Ooredoo case	Telecom	Ooredoo users, Facebook sample, both genders	AI-based recommendation, data-driven personalization	Online survey (7-pt Likert), SEM	Customer satisfaction, attitudinal and behavioral loyalty	Personalization, relevance of offers, convenience, privacy concerns	Cultural attitudes to privacy, telecom context	AI personalization strongly boosts satisfaction and attitudinal loyalty; behavioral loyalty more context-dependent; privacy can affect trust	Adopted/validated scales (e.g. Sundar, Vesel, Chaudhuri & Holbrook), SEM	Limited to one brand/context, self-reported outcomes, privacy/acceptance need more study
Cheng & Jiang	2021	Customer–brand relationship in the era of artificial intelligence: understanding the role of chatbot marketing efforts	Journal of Product & Brand Management	USA	Multi-industry (top 30 brands), messaging	US general consumers (n=1,072, mean age 36)	Chatbots (FB Messenger, Viber, websites), AI messaging	Quantitative survey, SEM	Loyalty, preference, purchase intention, trust, commitment, satisfaction, communication quality	Personalization, interaction, information accessibility, entertainment, customization	Brand category, product type, consumer digital confidence	CMEs (chatbot marketing efforts) directly/indirectly boost brand relationship and customer response; communication quality is crucial	Likert-based recognized scales for chat, trust, satisfaction, loyalty; model fit indices	Focused on chatbots, US only, potential platform bias, limited cross-industry depth, mostly self-report
Chow et al.	2025	Role of culture in how AI affects the brand experience: comparison	Asia-Pacific Journal of	Hong Kong & Tu	Banking	Bank customers HK (300); Turke	Banking chatbots/AI assistants	Survey, PLS-SEM, multi-	Brand experience, preference, loyalty, trust	Interaction, information, customization	National culture: uncertainty avoid	AI affected brand experience and brand preference in both Hong Kong and Turkey. Multi-group analysis revealed that customisation exerted stronger influences on brand experience for the	Validated scales (7-pt Likert), media	Only two countries, only banking sector; self-reporting,

		of Belt and Road countries	Business Administration	rkey		y (398)		group			ance, maturity, service expectations	Hong Kong group, while interaction had a stronger effect on brand experience in the Turkey group; culture moderates AI impact on brand experience	tion/moderation	not generalizable
Chung et al.	2020	Chatbot e-service and customer satisfaction regarding luxury brands	Journal of Business Research	Korea/Global luxury retail	Luxury retail (fashion)	Luxury consumers, global brands	Chatbot (text-based)	Survey: Factor analysis, SEM	Interaction, entertainment, trendiness, customization, problem-solving	Personalization, engagement, trend, convenience	Luxury context, high involvement, expectation for experience	Chatbots successfully replicate key service dimensions, boost loyalty, satisfaction, trend-consciousness	Composite metrics for 5 service dimensions	
Dong	2025	Implementation of artificial intelligence for brand equity	Cogent Business & Management	USA/global	Cross-industry	General, cross-sector	AI, chatbots, AR, voice assistants, social media	Systematic review (biblio, co-citation)	Brand equity (CBBE model): awareness, loyalty, associations	Personalization, E-WOM, AR, anthropomorphism, trust, influencer/UGC	Social media, generational: Gen Z/online influencers	AI branding doubles every 1.61 years; E-WOM + AR integral to brand equity; Anthropomorphism, lack of explainability and transparency concerns are rising, as well as new challenges to keep balance between short-term performance and long-term brand equity.	VOSviewer, keyword trend, CBBE pyramid	Limited in-depth exploration of negative AI impacts, cross-cultural implications

Dropulic, Krupka, & Vlasic	2022	Brand equity in a digital age: Systematic literature review	Ekonomska misao i praksa	Croatia, global	Multisector: banking, hospitality, retail, e-commerce, tech	General (review), digital consumers	Digital platforms, AI-driven brand touchpoints, AR/VR, IoT	Structured narrative review (2011–2022), bibliometric	Awareness, associations, perceived quality, loyalty, social media equity	Personalization, omnichannel integration, IMC, content creation, technology-enabled innovation	Industry type, pandemic, cross-generational, product type	Brand equity is increasingly mediated by technology (AI, social, AR/VR), calls for integrated marketing, differentiated by industry	Bibliometric mapping, model classification (Aaker, Keller, Rust), concept clusters	Heavily review-based, little causal insight, need for direct empirical evidence on AI's impact on brand metrics
Enshassi et al.	2025	Unveiling Barriers and Drivers of AI Adoption in Malaysian SMEs	Journal of Open Innovation and Technology	Malaysia	SMEs/ Digital Marketing	SME owners and employees; managerial level	AI-enabled digital marketing tools	Quantitative survey (301), PLS-SEM	Perceived Usefulness, Ease of Use, Barriers	PLS-SEM, TAM, TOE, Data Barriers	Culture, Industry environment, Regulation	PU most influential; barriers such as organizational and data constraints hinder adoption	Likert scales, Validity tests, SEM modeling	Cross-sector comparisons, long-term adoption studies, barriers beyond SMEs
Fawal et al.	2024	The impact of AI marketing activities on consumer-based brand equity: The mediating role of	Journal of Infrastructure, Policy and	Lebanon	Banking (retail)	Lebanese banking employees/ marketing staff	Chatbots, personalization platforms	Survey + PLS-SEM	Brand experience, CBBE	Information delivery, accessibility, customization (not interaction), digital channel	Banking industry, region-specific banking	AI improves brand experience mainly via information, accessibility, and customization; brand experience partially mediates relationship with brand equity	Validated 5-point Likert scales (Cheng & Jiang, Trivedi,	Small sample, banking-specific, interaction dimension not significant, cross-sectional

		brand experience	Development			(n=211)				engagement	maturity, tech readiness		Koay et al.); PLS-SEM, HTMT	only, Lebanese context limits broader takeaways
Febrian	2025	The Role of Artificial Intelligence in Increasing E-Commerce Brand Equity	Journal of Tech Mgmt & Innovation	Indonesia	E-commerce	Indonesian e-commerce customers	Website/app-based AI, recommender systems	Survey, SEM (242 respondents)	Awareness, associations, perceived quality, loyalty	Personalization, customization, rapid info, chatbot access	Brand credibility, product category, age, education	AI alone cannot directly increase purchase intentions. Brand equity's mediating effect is needed to influence purchase intentions positively; credibility moderates effect	Survey, Likert scales, mediation (VAF), moderation analysis	Focus on Indonesia, mainly fashion/cosmetics/electronics categories, limited generalizability
Gao et al.	2023	Artificial Intelligence in Advertising: Advancements, Challenges, and Ethical Considerations in Targeting, Personalization, Content Creation, and Ad Optimization	SAGE Open	China/International	Advertising, cross-platform	General, conceptual/global	Targeting, recommender systems, generative AI, NLP, optimization platforms	Systematic review, bibliometric, keyword co-occurrence	Engagement, targeting, personalization, content quality, optimization effectiveness	Personalization, dynamic targeting, creative AI, ethics, privacy, transparency	Ad platform, user/device context, region, audience	AI enables advanced ad targeting/personalization/content and optimization, but faces privacy/ethics/data bias issues	Keyword/biblio analysis with SLR, clustering	Lacks primary data, empirically untested, focuses on advertising not general branding, mainly technological mechanisms

Guerra-Tamez et al.	2024	Decoding Gen Z: AI's influence on brand trust and purchasing behavior	Frontiers in Artificial Intelligence	Mexico	Fashion, tech, beauty, education (youth product focus)	Gen Z (n=224, university/young consumers, 18–26)	AI in e-commerce, recommendation, affiliate marketing, influencers	Quantitative survey (PLS-SEM, CFA)	Brand trust, flow experience, purchase intention, satisfaction	AI exposure, accuracy, attitude to AI, brand-AI congruence, perceived reliability	Generation, tech fluency, sector, flow engagement	AI exposure, favorable attitude, accuracy have positive impact on trust, which in turn led to higher purchase; flow experience mediates trust/effect; trust in AI is key for Gen Z decisions	7-point Likert, path analysis (PLS-SEM), mediation	Mexico-only, youth-focused, cross-sectional, survey, platform/sector determinant effects noted
Hari et al.	2025	Exploring ethical frontiers of artificial intelligence in marketing	Journal of Responsible Technology	India, Global	Cross-industry	General (multi-domain)	General AI (NLP, chatbot, etc.)	Systematic lit review (SPAR-4-SLR, bibliometrics)	Trust, transparency, brand congruency, customer experience, justice, autonomy	Paradox: personalization/uncanny valley/control/privacy/epistemic virtue/techno-moral virtues	Culture (e.g., collectivism), regulatory landscape	Identifies six conceptual clusters (ethics in marketing, trust/morality, info asymmetry, algorithmic dilemma); highlights responsible research/innovation	Keyword, co-citation and bibliometric mapping	Literature highly fragmented, limited research on consumer/-AI branding in emerging markets
Hue & Hung	2025	Impact of artificial intelligence on branding: a bibliometric review and future research directions	Humanities and Social Sciences Communic	Global, with country mapping	Multi-industry (broader "branding")	Academic publications, Scopus-indexed, international	Multi: ML, chatbots, big data, NLP, robotics	Systematic bibliometric review	Brand loyalty, consumer engagement, brand image, brand	Personalization, automation, content generation, social community, big data insights	Country, culture, multi-sector, tech innov	US, UK, India are top-producing countries; AI research in branding surging post-2019, major influence via social media/UGC; Six school of thoughts were identified, which include: integration of AI in branding through chatbots, voice assistants, and AI influencers; The intersection	Bibliometric mapping, citation and co-authorship analysis	Lacks focus on "how" in real consumer markets; calls for more context-embedded, empirical

			ations			authorship			resonance		ation level	of social media and AI in brand management; The influence of user-generated content and marketer-generated content on consumer behaviour and brand development; Leveraging advanced analytical approaches in branding through neural networks, sentiment analysis, and AI; Navigating consumer experience, insights, and branding strategies in the AI age; Crafting consumer engagement strategies and ensuring brand authenticity in the AI era.		studies/industry-specific work
Joshi, S., Bhattacharya, S., Pathak, P., Natraj, N.A., Saini, J., Goswami, S.	2025	Harnessing the potential of generative AI in digital marketing using the Behavioral Reasoning Theory approach	International Journal of Information Management Data Insights	India (expert interviews)	Digital marketing/General	Digital marketing experts/professionals	Generative AI (ChatGPT, Canva, Mid Journey, DALL-E, Adobe)	Qualitative inductive approach, Expert interviews (n=11), Thematic analysis	Not explicitly measured - focus on adoption drivers/barriers	Innovation, Creative communication, Speed/efficiency, Personalization, Predictive analytics vs Ethics, Security, Learning barriers, Data quality	Industry experience, Technology knowledge, Cultural context	Innovation & personalization are key drivers; Ethics & IP concerns are major barriers; Need for education & regulation	Behavioral Reasoning Theory framework, Qualitative thematic analysis	Limited to expert perspectives; Need for consumer studies; Cross-cultural validation needed
Kumar &	20	Ethical and Legal Challenges	SSRN Wor	India; Ge	Marketing	General	AI algorithms	Qualitative litera	Trust, Transparency	Bias detection, Transpare	Regulatory frame	Ethical issues: bias, privacy, job displacement, manipulation; Legal issues	Content analys	Limited empirical data;

Suthar	23	of AI in Marketing: An Exploration of Solutions	king Paper	neral Marketing		consumers	in marketing	ture review	, Consumer Protection	ncy, Privacy-enhancing tech, Ethical frameworks	works, Cultural norms	including GDPR and consumer protection; Recommendations for hybrid AI-human approach, ethical guidelines	is, Case studies	Needs stakeholder surveys; Rapid tech changes; Scope limited to marketing
Leong et al.	2025	Value Co-creation in a Digital Ecosystem: Autonomous Co-Creation of Influencer Ecosystems	Information (MDPI)	China, Digital Influencer Ecosystem	Digital Influencers, Platforms	Influencers, Platforms, Consumers, Regulators	Digital platforms, AI analytics, social data analysis	Qualitative case study, interviews (22)	Content creation, governance, monetization, trust	Distributed content creation, aggregate moderation, emergent monetization	Digital agency, shared spaces, data capabilities	Ecosystem evolution stages, actor participation, governance mechanisms	Ecosystem stages: content generation, aggregation, monetization	Single-country case; emergent, qualitative insights, scope for quantitative validation
Mariana, Kurniawati, & Masnita	2025	The Influence of Artificial Intelligence and Brand Experience on Brand Equity in the Social Security Program for Workers	JER, Trisakti University	Indonesia, Jakarta	Social Security/ Insurance	Social security users (n=319), ages 17-60, mixed jobs, ~49% with bachelor's degree	Chatbots, AI data analytics	Online survey + SEM (AMOS)	Self-congruity, consumer empowerment, brand experience, loyalty, brand equity	Personalization, empowerment, congruity creation, service efficiency	Service context, state enterprise, Indonesian worker demographics	AI boosts self-congruity and empowerment which has strong impact on brand experience and equity; all hypotheses supported	Validated Likert scales (factor loadings, Cronbach's alpha); SEM mediation models	Generalizability limited by single sector/country; high "agree" rates suggest possible social desirability bias; qualitative insight lacking

Mukherjee & Chang	2025	Emotional Appeals as Drivers of Social Media and Advertising Engagement in Real-World Marketplaces: Using AI to Code Variables in Consumer Research	SSRN	Singapore/global (field and lab data)	Social media advertising	Instagram/YouTube users (large-scale dataset, ~real field)	AI-coded variable extraction (AutoML), emotional appeals (humor, physical)	AI-based content coding + econometric modeling	Engagement, ad recall, likes, affect (not classic equity but trust/attitude adjacent)	Emotion, humor, physical appeal as mediators	Media type, cultural context (humor fit), engagement metric (likes, comments)	AI coding scalable and accurate, but needs bias-correction for causal inference; humor, excitement drive engagement strongly	Human/AI coding cross-validation, bias-corrected estimators, multiple regression	Complex models, not purely equity; only two emotional mechanisms; focus is on methods; deeper brand impact inferred, not directly measured
Puntoni et al.	2021	Consumers and Artificial Intelligence: An Experiential Perspective	Journal of Marketing	Global	All sectors (conceptual)	General consumers, focus on user experience (varied)	AI ecosystems: recommendation systems, voice assistants, wearables, classifiers	Conceptual, literature review, framework building	Trust, service quality, empowerment/disempowerment, data control, social experience	Personalization, classification, data capture, social delegation, control, alienation	Socioeconomic status, culture, task type, device, context, regulation	Four AI experience types (data, classification, delegation, social) produce mixed benefits/costs; privacy, misclassification, empowerment/replacement; AI enabled product branding achieves consumer satyisfaction	New conceptual framework, research agenda, scenario-based logic	Mostly conceptual, no primary data, recommends empirical study specifically for social/psych impact and exploitation response
Roy et al.	20	AI-capable relationship	Journal	India	Cross-	Managers	AI, mach	Qual inter	Strong focus	Sensing, seizing,	Market	AI enhances ability to sense/transform	Gioia metho	

	25	marketing: Shaping the future of customer relationships	of Business Research		industry		ine learning, dynamic capabilities	views (67 managers), thematic	on (B2B) loyalty, engagement, dynamic capabilities	transforming, personalization, automation, value co-creation	dynamism, digital maturity, resource base	market/relationships; barriers: integration/human oversight/AI knowledge	d, three-aggregate dimension framework	
Saura, Skare, & Dosen	2024	Is AI-based digital marketing ethical? Assessing a new data privacy paradox	Journal of Innovation & Knowledge	Spain, Croatia, Global	AI & Digital marketing	General consumers	General AI in digital marketing	SLR, MCA (quant)	Ethics, privacy, behavioral analytics, surveillance	Personalization vs privacy, data dignity, privacy paradox	Tech culture, privacy regulation	Identifies privacy paradox in AI marketing; a strong connection between behavioral analytics, smart content and metaverse is identified, highlighting the risks of this emerging technology in this research field, as it is not linked to privacy or ethics; real-time tracking/surveillance not linked strongly to ethics/privacy	Systematic literature review, MCA in R	Links between cross-device tracking/data-driven tech and brand ethics remain unclear
Singh & Singh	2024	The power of AI: enhancing customer loyalty through satisfaction and efficiency	Cogent Business & Management	India (multi-industry, focus on online services)	Customer service (cross-industry; e-commerce, online platf	373 users with recent AI-powered customer service experience (gender-balanc	AI-powered customer service: chatbots, ML, NLP	Structured online survey + PLS-SEM	Customer satisfaction, perceived efficiency, loyalty	Efficiency, satisfaction, continuous service, personalization	Service intensity, task complexity, tech trust	AI-Powered Customer Service has significant positive impact on customer satisfaction and loyalty, and perceived efficiency; interaction quality and efficiency are key; strong statistical mediation shown	5-7 pt Likert, robust validity/SEM	

					orm s)	ed, broad age)								
Surikova, Sirodа, & Bhattarai	2022	The Role of Artificial Intelligence in the Evolution of Brand Voice in Multimedia	Nep JOL	Latvia/Nepal, multinational	Multimedia, Branding, Digital Platforms	General, digital consumers, marketers	Analytics, TTS, chatbots, brand monitoring	Qualitative, content analysis, case studies	Awareness, loyalty, trust, engagement, brand personality, voice	Personalization, predictive analysis, consistency, two-way integration, authenticity	Type of platform, digital literacy, market	AI is critical for evolving brand voice, life cycle in AI-integrated branding, two-way integration architecture, interdependence of AI, multimedia, and brand voice	Conceptual models (brand voice life cycle, AI integration); case analysis	Lack of longitudinal/bibliometric mapping, infancy in empirical brand voice–AI linkage, need for more user-centered operational research
Verma et al.	2021	Artificial intelligence in marketing: Systematic review and future research direction	Intl. J. Info Mgmt Data Insights	India, Global	Cross-industry	General consumers	General AI – broad, ML, NLP, deep learning	SLR, bibliometric analysis, co-citation	Brand relationship; value co-creation, trust, engagement	Customization, personalization, predictive analytics	Domain/industry, tech domain	AI drives customer-centric transformation but impact on brand equity varies by application	Trend analysis; text co-occurrence; descriptive, cluster analysis	Need for ensembled application of semantic knowledge and machine learning for deeper consumer insight
West, Clifford, & Atkinson	2018	“Alexa, build me a brand”: An Investigation into the impact of Artificial Intelligence	Business and Management Review	UK, global industry co	General industries, branding	B2C, general consumers, experts (interviews)	NLP, chatbots, machine learning, voice searc	Mixed-methods: qualitative (semi-struct	Customer service, brand promise, personalization,	Consistency of brand promise, efficiency, personalization, trust,	Brand type, sector, data quality, data	AI improves operationnal efficiency, delivery of brand promise, customer service, personalizes experience, but requires high-quality data, knowledge and clear organizationnal alignment	Interview coding, open/axial coding, expert	Cross-sectional, small sample, technological naivety, limited to NLP/ML,

		on Branding	(Conference)	ntext			h, recommendation engines	ured interviews), secondary data	loyalty, brand experience	sustainability	availability		validation, case studies	lacks measurement of emotive branding
Wu, Zeng, & Huang	2025	Influence of the Characteristics of AI-Generated Advertising on Consumers' Purchase Intention	Journal of Arts & Cultural Studies	China	Advertising/FMCG	General consumers; n=337, balanced gender and young (majority 18-24)	Generative AI (AIGC): ad copy, posters, video	Survey (Likert), case studies, multiple regression	purchase intention, engagement, information value	Entertainment, informativeness (strongest effect), innovativeness	Chinese culture (youth, digital natives), ad content domain	Informative value of AI ads drives intent most; entertainment and innovation significant but secondary; AI can improve brand perception if well-designed	5-point Likert (Ducoffe etc.), regression, validity checks	Limited to ad characteristics—not deep brand equity; cultural/market differences not controlled; short-term metrics