



The Role of AI-Driven Personalization and Storytelling on Trust and Perceived Brand Authenticity

Donny Irawan^{1*}, Sri Utami Ady², Nur Sayidah³

^{1,2,3}Dr. Soetomo University, Surabaya, Indonesia

*Corresponding author: donnyirawan.s3unitomo@gmail.com |

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Abstract

Purpose: This qualitative study aims to analyze the relationship between AI-driven personalization, brand storytelling, and brand trust with brand authenticity perceptions.

Research Methodology: This research is based on a literature review of 30 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 authenticity.

Results: The results show that AI-driven personalization is closely related to the formation of brand trust. In addition, brand storytelling has been identified as an important element in increasing brand trust. Brand trust plays an important role as a mediator in the relationship between AI-driven personalization and brand authenticity perception. Moreover, AI-driven personalization and brand storytelling support the perception of brand authenticity.

Conclusions: This study concludes that AI-driven personalization and brand storytelling play significant roles in building brand trust, which in turn strengthens perceptions of brand authenticity. The research highlights the importance of integrating both strategies for creating a more authentic and trustworthy brand image.

Limitations: The study focuses on the theoretical aspects of AI-driven personalization and brand storytelling without empirical validation. It also concentrates on a limited range of factors affecting brand trust and authenticity, excluding other potential influences such as market conditions or cultural differences.

Contributions: This research contributes to the understanding of how AI-driven personalization and brand storytelling influence brand trust and authenticity perceptions. It provides practical insights into how brands can use these tools to enhance consumer engagement and brand loyalty.

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

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1. Introduction

In today's digital era, technological advancements, especially in artificial intelligence (AI), have significantly changed the way companies interact with consumers (Rabby et al., 2021). One emerging phenomenon is the use of AI-driven personalization, which allows brands to provide services and experiences tailored to individual preferences (Sung et al., 2021). Fickers et al. (2023) showed that

AI-based personalization can improve user engagement and strengthen brand loyalty. Additionally, [Imamovic \(2024\)](#) found that using 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 [Reddy et al. \(2023\)](#) 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's emotions ([Rafieian & Yoganarasimhan, 2023](#)). [Kang et al. \(2020\)](#) showed that a compelling brand narrative can build a stronger emotional attachment with consumers, increasing purchase intention. [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 the importance of brand storytelling in building a strong brand identity. [Ganassali and Matysiewicz \(2021\)](#) show that stories associated with brand values can deepen consumers' relationship with products. [Dessart and 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](#)). [Atulkar \(2020\)](#) showed the importance of brand trust in shaping consumer perceptions. However, there has been no in-depth exploration of how AI-driven personalization and brand storytelling contribute to strengthening brand trust. Furthermore, [Khan and 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.

This research is important for both academics and practitioners in the field of marketing. From an academic perspective, this study contributes to the literature by providing insights into how narrative technology and strategies influence brand trust and perceptions of authenticity. Previous research, such as that conducted by [Safeer et al. \(2023\)](#) and [Uysal and Okumuş \(2022\)](#), shows that the perception of brand authenticity plays a crucial role in determining consumer loyalty. Meanwhile, [Oh et al. \(2019\)](#) and [Södergren \(2021\)](#) revealed that understanding brand authenticity can contribute to more effective marketing strategies. For practitioners, the findings of this study can provide valuable insights for companies to design more efficient marketing strategies by leveraging AI and storytelling to build stronger relationships with consumers. Thus, this study offers practical guidance for brands to increase loyalty and sustainability in an increasingly competitive market.

By focusing attention on the complex relationships between these variables, it is hoped that research provides new insights into how brands can adapt and evolve in an ever-changing landscape. Problem Statement, Based on the preliminary description above, several problem 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 consumer brand trust? (3) What is the role of brand trust as a mediator between AI-driven personalization and consumers' perception of brand authenticity? (4) How does the interaction between AI-driven personalized storytelling and consumer perceptions of authenticity affect the aticityers? (5) What other factors influence the relationship between AI-driven personalization, brand storytelling, and brand authenticity perceptions?

2. Literature Review

2.1 Artificial Intelligence in Marketing

The use of Artificial Intelligence (AI) in marketing has revolutionized how companies interact with consumers, particularly in personalizing experiences. AI-driven personalization allows brands to tailor services according to individual preferences, leading to increased engagement and brand loyalty (Rathore, 2020; Sutherland & Barker, 2023). Alongside this, brand storytelling plays a crucial role in building emotional connections with consumers. By conveying the brand's core values and narrative, storytelling strengthens the brand's identity, fostering trust and loyalty. This literature review explores the intersection of AI-driven personalization, brand storytelling, and brand trust, and how these elements influence brand authenticity perception (Ifekanandu et al., 2023; Rabby et al., 2021; Sung et al., 2021).

2.2 AI-Driven Personalization and Customer Engagement

AI-driven personalization involves algorithms that analyze consumer data to provide customized experiences. Studies have shown that personalized recommendations powered by AI significantly increase customer satisfaction and trust. The success of these AI systems depends not only on the accuracy of the personalization but also on the ethical use of consumer data (Mogaji, 2021; Vazquez, 2020). Transparency in how consumer data is handled builds trust, which is essential for long-term customer loyalty. Additionally, AI-driven personalization enhances consumer engagement by ensuring that interactions with brands feel more relevant and individualized (Chavez et al., 2019; Das et al., 2023).

2.3 The Role of Brand Storytelling in Building Trust

Brand storytelling is a powerful tool for creating deeper emotional connections with consumers. Research indicates that a compelling brand narrative can significantly enhance trust and influence purchase intentions. A consistent brand story across various communication channels further strengthens the bond between the consumer and the brand, fostering loyalty. Furthermore, during crises, storytelling helps maintain trust by providing transparency and showcasing the brand's commitment to its values. This ability to convey authenticity and consistency in the brand's message through storytelling is essential for long-term consumer trust (Peho, 2020).

2.4 Brand Trust and Its Impact on Perceived Brand Authenticity

Brand trust plays a critical role as a mediator between AI-driven personalization and brand authenticity perceptions. When consumers trust a brand, they are more likely to view it as authentic. This perception of authenticity has become increasingly important, as modern consumers are more concerned about the values and integrity of the brands they engage with. Positive brand experiences, clear communication, and consistent messaging all contribute to building trust, which in turn enhances the perception of authenticity. A strong relationship between trust and authenticity is crucial for sustaining consumer loyalty (Bao & Wang, 2021; Busser & Shulga, 2019).

2.5 The Synergy of AI-Driven Personalization and Brand Storytelling

The combination of AI-driven personalization and brand storytelling creates a synergistic effect that strengthens brand authenticity. While AI helps brands deliver personalized experiences that cater to individual preferences, brand storytelling offers a narrative that emotionally resonates with consumers (Li et al., 2019). When these two elements are integrated, they reinforce each other, leading to a stronger perception of authenticity. Consumers not only engage with content that is relevant to them but also develop a deeper connection with the brand's story, which improves their overall perception of the brand's trustworthiness and authenticity (Rodriguez, 2020; Ryu et al., 2019).

2.6 Other Factors Influencing Brand Trust and Authenticity Perception

In addition to AI-driven personalization and brand storytelling, other factors play a significant role in shaping brand trust and authenticity perceptions. These include brand equity, consumer behavior, and purchase intentions (del Barrio-García & Prados-Peña, 2019). A brand's reputation, based on positive consumer experiences and consistent delivery of its promises, is crucial for building trust. Furthermore, consumer behavior and their engagement with the brand, both online and offline, influence how authentic the brand is perceived to be. Managing these factors effectively can enhance the overall customer experience and contribute to a more authentic brand perception (Roos, 2020; Venkateswaran, 2023).

3. Methodology

This study is qualitative and uses 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 presented a comprehensive understanding of the topic. Gentles et al. (2016) and Thomas and Harden (2008) emphasized the importance of literature reviews in improving understanding and innovation in various disciplines.

4. Results and Discussion

4.1 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 (Danner, 2019; Venkateswaran, 2023). In addition, the right product recommendations increase consumer confidence in brands (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 (Kedi et al., 2024),

4.2 Brand Storytelling dan Brand Trust

Brand storytelling, the art of conveying a narrative about a brand's value and character, significantly impacts 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 of the message conveyed (Huang & Guo, 2021; Li et al., 2019; Peho, 2020). Additionally, it enhances brand sustainability by demonstrating a commitment to authentic values and creating a strong identity for the brand (Bao & Wang, 2021; Kwan Soo Shin et al., 2019). In the midst of a crisis, transparency in telling the situation faced by brands can help to 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).

4.3 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; Tjep 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 messages (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 (Kim et al., 2021; Li et al., 2019). Therefore, increasing brand trust can improve overall brand authenticity.

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

AI-driven personalization and brand storytelling can simultaneously build a perception of brand authenticity (Kim2021; 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, (Busser & Shulga, 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, the effective implementation of both approaches can improve overall brand authenticity.

4.5 Conceptual Framework

Based on the theoretical studies that have been described, the researcher formulates a research model that can guide future research. This framework helps connect theory with the research variables to be tested and provides direction for the data analysis to be carried out. The research model is shown in the following figure:

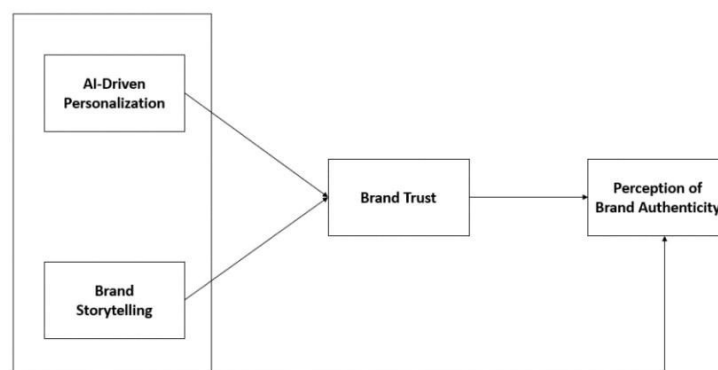


Figure 1. Research Model
Source: Data Processed, 2024

Based on Figure 1, the model illustrates the relationship between AI-driven personalization, brand storytelling, brand trust, and the perception of brand authenticity. AI-driven personalization and brand storytelling are shown to influence brand trust, which in turn affects the perception of brand authenticity. This suggests that personalized experiences and compelling brand narratives can enhance consumer trust, leading to a stronger belief in the brand's authenticity.

This article discusses brand trust and Perception of Brand Authenticity with factors that influence it, such as AI-driven personalization and brand storytelling. There are several other indicators or variables that can encourage the creation of a 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: (Chen, Huang, & Hou, 2020; Chen, Zhou, et al., 2020; Safeer & Liu, 2023; Yang & Battocchio, 2021)

3. Purchase Intent : (Eric et al., 2020; Kim & Song, 2020; Pittman & Sheehan, 2021)
4. Digital engagement: (Chen, Huang, & Hou, 2020; Pittman & Sheehan, 2021; Vazquez, 2020)

5. Conclusions

Based on literature review and review of previous research journals, it can be concluded that some findings are as follows: AI-driven personalization is closely related to brand trust formation. Brand storytelling has emerged as an important element in building brand trust. Brand trust plays a mediating role in the relationship between AI-driven personalization and the perception of brand authenticity. AI-driven personalization and brand storytelling contribute to shaping the perception of brand authenticity. Several other factors that play a role in the formation of brand trust and brand authenticity Perception includes brand equity, brand choice intention, consumer behavior, purchase intention, and digital engagement. This conclusion provides a descriptive picture of the various interconnected elements in the process of building brand trust and authenticity through technological approaches and brand narratives.

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Author Contributions

DI conceptualized the study, designed the methodology, conducted the literature review, and wrote the manuscript. SUA contributed to the research design, reviewed the methodology, and NS provided critical revisions to the manuscript.

Conflicts of Interest

The authors declare no conflict of interest in the publication of this research. This study was conducted independently, and there are no financial or personal influences on the results.

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