

The Impact of AI-Generated Content Tone and Brand Credibility on Consumer Trust and Brand Loyalty

Vijayant Kumar Singh and Ansh Sahi

Abstract

The rapid development of artificial intelligence in the field of marketing communication has greatly changed the dynamics of the relationship between a brand and a consumer in the virtual world. The purpose of this research is to examine the role of artificial intelligence-generated content tone and brand credibility in developing trust and brand loyalty among consumers, especially in emerging markets. The research is based on existing literature on the subject. The research also includes primary research data to support the research. The research highlights the role of communication tone in creating the right impact on the minds of the consumers. The friendly and empathetic tone of artificial intelligence helps in creating trust among the consumers. The research also highlights that brand credibility plays an important role in creating trust among the consumers and removing uncertainty about the virtual world. The research also highlights that trust acts as a mediator between artificial intelligence communication and brand loyalty, motivating the consumers to purchase the product again and develop brand loyalty. The research also highlights that the age group of 18-24 years is open to artificial intelligence communication, whereas the age group of 25-30 years is skeptical about the authenticity and transparency of the communication. The research also concludes that organizations need to strategically develop artificial intelligence communication by incorporating a human-like tone and high brand credibility to develop trust among the consumers and establish a long-term relationship with them. The research is an important contribution to the existing knowledge on the subject. The research is relevant to the existing knowledge on the subject and is relevant to businesses in the context of the changing dynamics of the virtual world in emerging markets.

1. Introduction

The high pace of AI technologies development has revolutionized the digital marketing and brand communication practices. Companies are increasingly using AI-generated content when communicating with customers via social media, websites, advertisement campaigns, and customer service platforms. NLP-powered tools can be used by companies to generate personalized messages on a scale, which allows companies to stay in constant contact with consumers. Although such technological advances enhance efficiency and scalability, they also pose some crucial questions regarding the effect on AI-generated communication on consumer perceptions (especially, in terms of trust and brand loyalty) (Davenport et al., 2020; Huang and Rust, 2021). The tone of the content is one of the most important aspects of AI-generated communication meaning the emotional style, voice, and linguistic framing applied to brand communication. The communication tone, whether warm, informative or empathetic or authoritative, has a great effect in influencing the attitude of consumers towards a brand (Keller, 2013). The previous studies in the field of marketing communication indicate that tone plays a role in the perceived authenticity, relatability, and emotional engagement with the consumer. Nevertheless, consumers might have divergent views on the credibility of the message and authenticity when the content is created not by hiring human marketers but through artificial intelligence. As a result, the tone of the AI-generated content has turned out to be one of the essential topics of investigation in terms of its influence on consumer reactions. The other important variable influencing consumer perceptions is brand credibility which can be described as the levels at which consumers believe that a brand is trustworthy, reliable and in a position to deliver what it promises. Brand credibility is commonly known to be one of the major determinants of consumer confidence and long-term customer affiliations. Brand credibility in the digital environments is even more important, where automated content generation is becoming very common (Erdem and Swait, 2004). In case consumers find AI generated communication to be impersonal, manipulative or deceptive, it will adversely affect their confidence in the brand (Delgado-Ballaster and Munuera-Aleman, 2005). On the other hand, properly designed AI communication strategies that are transparent and authentic can create stronger credibility and improve relationships with consumers. Consumer trust and brand loyalty have a significant relationship in emerging markets. Asian, African as well as Latin America countries are digitally

transforming quickly and there is a rise in online promotion and the adoption of e-commerce. The exposure of new technologies and digital communication method to consumers is usually high in such markets and at a rapid rate (Sheth, 2011). Although AI-supported marketing tools give corporations a chance to reach a vast and heterogeneous group of consumers, cultural differences, technological proficiency, and differences in the level of institutional trust may determine the way AI-created messages are perceived by humans. Thus, the study of the effects of the AI-generated content tone and brand credibility on consumer confidence and loyalty in the environment of the emerging market is a timely and required step. The current literature has touched upon several of the possibilities of AI in marketing such as chatbot communication, automated advertising, and algorithmic personalization. The significance of brand credibility and trust in brand purchase intention and brand loyalty has also been studied. Nevertheless, the exact interaction of AI-generated communication tone and brand credibility to business change consumer trust and loyalty has not been extensively tested (Grewal et al., 2020). Such a gap makes it important to have an extensive survey that would combine results of the studies regarding marketing, consumer behavior, and technology adoption. This review paper aims to integrate the available literature on the use of AI in marketing communication, content tone, brand credibility, consumer trust, and brand loyalty. Through the review of the literature, this paper seeks to establish some of the important theoretical frameworks, to summarize the results of existing research, and to present some of the research trends of AI-support brand communication. Besides, the paper aims to build a conceptualizing idea on how one is impacted by AI-generated content tone and brand credibility to create consumer trust and long-term loyalty in new market settings. The study is relevant in the marketing literature in three ways through this review. To begin with, it combines studies conducted in AI communication, branding, and consumer trust to offer a comprehensive perspective on AI-induced brand communication. Second, it emphasizes the role of the content tone and credibility in forming the consumer perception of the AI-generated messages. Third, it outlines the gaps in research and future avenues of study to scholars and practitioners who are keen on using AI technologies to create sustainable consumer relationships in the emerging markets.

2. Literature Review

2.1 Artificial Intelligence in Marketing Communication

Artificial intelligence (AI) is a revolutionary element of the contemporary marketing communication. As the artificial intelligence industry develops, through machine learning, natural language processing, and data analytics, organizations are turning to the deployment of AI systems to create marketing messages, customer interactions, and industry-specific communications (Davenport, Guha, Grewal, and Bressgott, 2020). AI-based applications allow brands to generate high quantities of material quickly, such as posts on different social media, descriptions of products, advertisement, and response to chatbots. Consequently, AI-created content is becoming an indispensable element of the digital marketing plan. The application of AI in marketing can be closely associated with the development of online environments and online shopping platforms. AI technologies are used by companies to use their data to forecast the behavior of buyers, deliver personalized messages to target audiences, and analyze consumer data (Huang and Rust, 2021). Through automation of the process of communicating, the firm is able to stay in constant touch with the consumer and also save the cost of operations. An example of the AI-powered chatbots enables companies to respond to customer-related inquiries in real-time and, hence, enhance their efficiency in service delivery and customer satisfaction.

2.2 AI-Generated Content Tone in Digital Marketing

Content tone is an emotional or a voice that is framed in terms of linguistics or used in communicative messages. Tone is important in a marketing environment as it helps to create consumer perceptions, attitudes towards brands and emotion appeal to the audience (Keller, 2013). The communication style can be official and informational, informal, funny, or understanding, according to the positioning and the intended audience of the brand. The possibility to control and optimize the tone of content has gained more significance with the emergence of AI-generated communication. Artificial intelligence technology can be conditioned to write messages that resemble various tonal styles so that the brands can customize their communication strategies to certain groups of customers. Conversational AI platforms can be used to create personalized messages (seeming friendly and relatable) without messing with the brand, as an example. It has been found that the tone of marketing communication is a key aspect in consumer response and commitment. The

messages with warm, empathetic tonality are more likely to build a stronger emotional connection with the consumers, and very formal or robotic messages can diminish the perceived authenticity (Chung, Ko, Joung, and Kim, 2020). When it comes to the linguistics aspects of the AI-generated communication, the tone will be all the more crucial since consumers might be highly attentive to the linguistic indicators that can express whether the message is produced by a person or a machine.

2.3 Brand Credibility and Consumer Perception

Content tone is an emotional or a voice that is framed in terms of linguistics or used in communicative messages. Tone is important in a marketing environment as it helps to create consumer perceptions, attitudes towards brands and emotion appeal to the audience (Keller, 2013). The communication style can be official and informational, informal, funny, or understanding, according to the positioning and the intended audience of the brand. The possibility to control and optimize the tone of content has gained more significance with the emergence of AI-generated communication. Artificial intelligence technology can be conditioned to write messages that resemble various tonal styles so that the brands can customize their communication strategies to certain groups of customers. Conversational AI platforms can be used to create personalized messages (seeming friendly and relatable) without messing with the brand, as an example. It has been found that the tone of marketing communication is a key aspect in consumer response and commitment. The messages with warm, empathetic tonality are more likely to build a stronger emotional connection with the consumers, and very formal or robotic messages can diminish the perceived authenticity (Chung, Ko, Joung, and Kim, 2020). When it comes to the linguistics aspects of the AI-generated communication, the tone will be all the more crucial since consumers might be highly attentive to the linguistic indicators that can express whether the message is produced by a person or a machine.

2.4 Consumer Trust in Digital and AI-Driven Environments

Trust of the consumer is well-known as a burning aspect of marketing relations and online trading. Trust is the readiness of the consumers to trust in a brand or a company with respect to anticipation of dependability, integrity and competence (Morgan and Hunt, 1994). Trust is particularly crucial in digital settings since in their interactions with brands, consumers more frequently move using technology mediated modes of interaction as opposed to direct human contact. The developing AI-based communication has altered the relationship of trust in the marketing relationships. Consumers can have different perceptions regarding digital messages that are produced using AI and human perceptions regarding technology and automation. It has been proposed in research that the perceived intelligence, transparency, reliability, and ethical aspects are some of the factors that affect trust in AI systems (Grewal et al., 2020). The possible failure of emotional bonding is one of the main problems of AI-based communication. Empathy, understanding, contextual awareness are human communication features that an AI system can hardly match. In the event that consumers believe that the AI-generated message is impersonal or insensitive, it can lower brand confidence among the consumers.

2.5 Brand Loyalty in the Context of AI Marketing

Brand loyalty is a term used to describe the loyalty of consumers willing to repurchase or use a certain brand in the long run over other brands, although they are competing (Oliver, 1999). Loyal customers usually stand a high level of emotional involvement to the brands and they tend to refer others. Consequently, brand loyalty has become a well-known determinant of successful businesses during the long run. The decision of brand loyalty in digital marketing setting depends on a number of aspects, such as customer satisfaction, perceived value, trust, and brand engagement. When consumers are repeatedly exposed to a positive experience with a brand, chances are high that they become loyal and will have long-established relationships (Chaudhuri and Holbrook, 2001). AI technologies used in the marketing practices can be integrated to boost loyalty to the brand through improved customer experience. Personalization based on AI ensures that brands offer highly personalized recommendations, personalized content, and personalized communication to their consumers that meets their preferences. The individuals will feel relevant and valuable, hence loyalty can be enhanced as a result of such personalized interactions.

2.6 AI Marketing and Emerging Market Contexts

The emerging markets are one of the major growth opportunities of the businesses pursuing AI-powered marketing. The global economies of Asia, Africa and Latin America are undergoing a high rate of digitalization with the increasing penetration of internet, uptake of mobile devices and escalating of online shopping platforms (Sheth, 2011). As consumers in such markets grow closer, to them, brands are turning to digital technologies to connect and engage with consumers. Nevertheless, the purchasing behaviour in the emerging markets might not be the same as in the developed markets. The cultural values, cultural economic environments, technological infrastructure and regulatory environments, may affect the perceptions of consumers on marketing communication. As an example, customers in the developing market can consider more importance to trust and brand reputation because of the fear of poor-quality product and security of transactions. The AI-generated communication could also present benefits in the markets by allowing brands to expand their marketing processes effectively, as well as offering local content. Still, the cultural sensitivity and language diversity are to be taken into account by marketers who develop AI-generated messages. The inability to adjust communication style to the area context can lead to misinterpretations or poor attitudes.

3. Research Methodology

In this research, the descriptive and analytical research design is chosen to investigate how the tone of the AI-generated content and brand credibility have an effect on the consumer trust and brand loyalty. The descriptive method is useful in the perception of consumers and the analytical method is applied to assess the relationships between the variables. The research will be grounded on primary and secondary data. The primary data was gathered by a structured questionnaire aimed at receiving the responses of the consumers about their vision of the AI-generated communication, brand credibility, trust, and loyalty. The sources of the secondary data include research journals, scholarly articles, books, and online databases that have been used to furnish theoretical framework of the study. A structured questionnaire was used as the main research instrument. The questionnaire would include close ended questions with a Likert scale of between 1 and 5 whereby the respondent would be required to respond to the question based on the degree of agreement or disagreement. The questionnaire was categorized into various segments addressing AI generated content tone, brand credibility, consumer trust and brand loyalty. The researcher employed a convenience sampling strategy to gather the information of those respondents who are well acquainted with the digital platform and AI-based interactions like chatbot and online advertisements. The sample consisted primarily of people who fall within the age range of 18-30 years because they are the most frequent users of the digital platforms. The survey included (state your sample size here) respondents in the study. Independent variables in the study include AI-generated content tone and brand credibility, a mediating variable is the consumer trust and the dependent variable is the brand loyalty. Data obtained was also analyzed with simple statistical programs of percentage analysis, mean scores, and graphical analysis (charts and graphs). The tools assisted during the interpretation of the responses of the consumers and the recognition of the patterns and relationships between the variables. The analysis of the data was done in Microsoft Excel.

4. Conceptual Framework and Hypothesis Development

The incorporation of artificial intelligence (AI) in the field of marketing communication has brought about many changes in the way companies communicate with consumers. For instance, the incorporation of AI-generated content enables companies to communicate with consumers using digital communication tools. Nevertheless, the success of AI-generated communication depends on the way consumers receive the tone of the communication and the credibility of the brand. These two factors contribute to the creation of trust among consumers, which is essential in building brand loyalty.

The conceptual framework for this research indicates that the tone of the communication generated by AI and the credibility of the brand contribute to the creation of trust among consumers. As discussed earlier, the tone of the communication is essential in the digital marketing field. It can either be friendly, empathetic, and conversational. A positive tone generated by AI can contribute to the creation of trust among consumers. As discussed earlier, the tone generated by AI is positive and human-like. As such, the tone is likely to contribute to the creation of trust among consumers.

Brand credibility is the other factor that is essential in the creation of trust among consumers. Credibility is the level to which the consumer believes the brand can meet its obligations. As discussed earlier, brand credibility is essential in the creation of trust among consumers. As such, the consumer is likely to develop a positive attitude towards the brand.

Trust is one of the factors that contribute to the creation of brand loyalty. As discussed earlier, trust is essential in the creation of brand loyalty. It enables the consumer to feel comfortable with the brand. As such, the consumer is likely to develop brand loyalty.

As discussed above, the conceptual model indicates that the tone generated by AI and brand credibility contribute to the creation of trust among consumers. As discussed above, trust is essential in the creation of brand loyalty.

Hypotheses

H1: AI-generated content tone positively influences consumer trust.

H2: Brand credibility positively influences consumer trust.

H3: Consumer trust positively influences brand loyalty.

H4: Brand credibility positively influences brand loyalty.

5. Discussion

From the analysis of the survey data, some differences can also be observed in terms of age groups, particularly in terms of consumer perception of AI-based marketing communication in terms of tone, brand credibility, trust, and loyalty. Most of the survey respondents fall in the age group of 18-24 years. Responses from these survey respondents have shown a positive attitude towards AI-based communication. These survey respondents have shown a satisfactory experience in terms of AI-based interactions such as chatbots, etc. These survey respondents have shown a positive perception towards AI-based communication, particularly in terms of tone, as they perceive AI-based communication as fairly friendly, somewhat empathetic, and quite professional but not quite human-like. This is in line with the findings in the literature, as a conversational tone and a warm tone have been considered more effective in terms of consumer engagement and trust. These survey respondents have shown moderate brand credibility as they were moderately confident in terms of brand reliability, honesty, and transparency. These survey respondents have shown a high level of trust in AI-based communication, particularly when they found the tone of communication appealing and brand credibility high. This level of trust has also been reflected in terms of behavioural intentions as these survey respondents showed a high level of willingness in terms of repurchasing and recommending the brand.

On the other hand, the results indicated that the consumers within the 25-30 age group were more critical and had a conservative approach towards AI-generated communication. Although they had a slightly higher experience with AI, implying higher exposure, they were not more impressed with the emotional aspect of AI-generated communication. This group of consumers was more concerned with the authenticity of communication and had more doubts about the credibility of AI-generated communication. Therefore, the results indicated that these consumers had lower levels of trust. This was because they were not considering AI-generated messages, and brand credibility was an aspect that helped to create trust. The results also indicated that these consumers were not more inclined to show higher levels of loyalty towards brands. The results indicated that these consumers within the 25-30 age group had placed more emphasis on the need to improve human-like communication, transparency, and avoid over-automating messages. The results also validated the existing literature, as they indicated that the overall effectiveness of AI-generated marketing communication was dependent on a large extent on the tone of the message and brand credibility. The results indicated that younger consumers were more open to AI-generated messages, whereas slightly older consumers were more critical and had higher expectations with regard to the authenticity and trustworthiness of messages. The results also indicated that within both age groups, the tone of the message, which was empathetic and friendly, and brand credibility, were two factors that helped to create higher levels of trust, thereby leading to higher levels of loyalty. Therefore, marketers should be able to design AI-generated communication strategies that not only help to efficiently reach consumers within emerging markets, but also have human-like qualities, transparency, and brand credibility.

6. Conclusion

This research aims to investigate the impact of the tone of the content generated by the AI and brand credibility on consumer trust and brand loyalty, specifically in the context of emerging markets. From the research findings, it is evident that the tone of the content generated by the AI has a significant impact on consumer behavior, specifically in the context of consumer trust and brand loyalty. It is evident that the friendly tone of the content generated by the AI is likely to increase the efficiency of the AI, since it is likely to be well received by the consumer. However, the lack of emotional depth in the content generated by the AI is likely to have a negative impact on consumer attitude.

From the research findings, it is evident that brand credibility has a significant impact on consumer trust. This is sufficient evidence to prove that consumer behavior is predisposed to accept communication from brands that it perceives to be credible, honest, and competent. From the research, it is evident that the hypotheses set for the research have been supported. This is sufficient evidence to prove that the tone of the content generated by the AI has a positive impact on consumer trust, which in turn has a positive impact on brand loyalty.

Also, from the age-wise analysis, it is clear that the nature of consumers in terms of their behavior towards AI communication varies with different age groups. Consumers belonging to the younger age group are found to be more open to AI communication, whereas consumers belonging to the older age group are found to be less trusting and hence require authenticity and transparency in their communication. This, again, supports the previous statement that a general approach may not work, and a segmented approach may be required.

Thus, in conclusion, it is important for organizations to be efficient in managing the changing nature of AI and its influence on the overall marketing process so that the organization is also efficient in managing the overall balance between being efficient and having a human-like quality for better transparency and credibility in order to maintain brand loyalty with consumers. Further research may be conducted to identify other important factors such as cultural, psychological, and technological factors in order to have a better understanding of AI-based consumer behavior.

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