

Consumer Trust In AI-Enabled Marketing: A Behavioural Analysis

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ABSTRACT

Artificial intelligence (AI) has quickly become a part of the marketer trend; indeed, it substantially has altered consumer engagement; however, components influencing consumer trust towards the marketing carried out with the help of AI are still a point of critical research concern. This paper explores the underlying factors that shape consumer faith in marketing informed by the adoption of artificial intelligence by focusing on aspects like transparency, privacy of information, emotional appeal, and population adjustment. Using the thematic analysis of semi-structured interviews and focus groups involving consumers with the experience of AI-based marketing technologies, the study lays out multiple core themes.

Key conclusions show that AI decisions should be transparent, consumers should have control over their data, and privacy is status quo in establishing trust. Emotional reactions also show much importance and positive affect strengthens trust and negative affect causes distrust. In addition, demographic factors-age and level of technology sophistication were identified as factors that influenced consumer perceptions with young people and technologically savvy consumers tending to rate highly in terms of their level of trust. Taken together, the results highlight the need of companies that are interested in the development of AI-based marketing solutions that establish trust. The study places emphasis on effective communication, the maintenance of data security and creation of personalised experiences. The insights provide usable information to marketers who are determined to create intelligently-designed AI systems that comply with consumer expectations, stimulate interaction, and accommodate ethical requirements in a more highly-AI market.

Keywords: Consumer Trust, Artificial Intelligence (AI), Privacy, Emotional Appeal, Innovation in Digital Structure.

INTRODUCTION

The fast development of the use of artificial intelligence (AI) in the marketing strategy has brought fundamental shifts in organising the interaction of organisations with consumers, allowing to recommend and provide personalised and previously impossible experiences. Such technologies as machine-learning algorithms, chatbots, and recommendation engines are focused on AI and are even more frequently implemented to enhance the consumer experience, which may include customised advertisements, purchase behaviour predications, and improved customer-service procedures (Chaffey, 2020). Along with this increase in the reliance on AI, one of the major challenges the companies are facing, is building and preserving the consumer confidence in these technologies.

Trust is also a core predictor of effective consumer relationship, a factor that takes a greater significance in the application of AI in marketing. The willingness of consumers to use the services of AI-based tools and react to personal targeted marketing campaigns positively is directly related to the observation of how trustworthy the technology is (Mayer, Davis, & Schoorman, 1995). The lack of transparency in data use, consumer agency over personal data, as well as algorithm precision, and ethical requirements of AI-enabled systems all determine this trust (Gillespie, 2018). With AI becoming better and literally working into the marketing practice, an understanding of psychological, emotional and behavioural factors related to consumer trust become paramount to practitioners and researchers alike.

The current research hence explores the antecedent to consumer trusts in AI-based marketing through the lens of the behavioural response to the AI-based promotion approaches. The main goal is to study the degree to which the elements like the transparency, data privacy, control and personalisation impact the consumer trust and, subsequently, their readiness to engage with such marketing activities. The understanding of such factors is important to organisations that are interested in deploying responsible AI in such a way that marketing strategies align with consumers expectations and current ethical norms (Martin & Murphy, 2017).

AI trust is already multidimensional, on the one hand, it is related to competence, on the other hand, to the benevolence and integrity (Gefen, 2000). Transparency is a key aspect in determining how consumers eventually develop trust towards AI, and it refers to how clear the AI systems explain the way they arrive at their decisions (Lee & See, 2004). The issue of privacy, especially the process of gathering and using personal information, also takes a central stage in the trust in AI systems (Westin, 2003). Additionally, the power of consumers to retain control over their data and the level of personalisation incorporated in the marketing strategy of AI was proven to influence the levels of trust with a substantial range (Scherer, 2016). This study will be guided by the following research questions:

1. What are the primary factors influencing consumer trust in AI-driven marketing?
2. How do consumers perceive transparency, control, and personalization in AI-powered marketing?
3. What behavioural patterns emerge from consumer responses to AI-enabled marketing tools?

This study focuses on the interaction between the field of artificial intelligence (AI) and the marketing area and aims at (1) extending the literature starting points on the topic of AI in marketing, (2) providing the practitioners with some actionable insights on how to better refine their AI-incorporated marketing strategies without losing consumer trust, and (3) to emphasize the ethical nature of the issue and the need of transparency to allow consumers to engage with AI-enabled technologies more comfortably..

LITERATURE REVIEW

Consumer engagement and decision-making processes as a result of the advent of artificial intelligence (AI) have considerably changed in marketing. The personalized recommendation, targeted advertising, predictive analytics are some of the most promising marketing strategies AI can give to the business by providing the unprecedented possibility to personalize their offerings to the unique preferences of consumers (Chaffey, 2020). Nonetheless, the problem of consumer trust in the AI systems has yet to be addressed with the growing popularity of such technologies in marketing practices. Trust is an imperative factor that can heavily influence relations between consumers and technology, and in the framework of AI marketing, it is a crucial factor of determining the efficiency of AI-based strategies (Mayer, Davis, & Schoorman, 1995).

Trust can be interpreted as a multidimensional concept of the role of faith in technology and especially in AI. Trust, in this case, in marketing, can be defined as a phenomenon of being glad to be guided by the recommendations of AI systems and how they choose what will allow making decisions that influence their consumption behaviour. Trust has several factors such as perceived competence, benevolence and integrity of the AI systems (Gefen, 2000). The competence of AI is interlaced with the capacity to deliver accurate prediction and offer customised experiences tailored to the preferences of the consumers. As an

example, customers will be safe to trust an artificial intelligence-driven recommendation mechanism given that the latter always brings them products that they regard as relevant and desirable. Benevolence and integrity on the other hand can be characterized by the notion that an AI system does what is best regard to the interest of the consumer and does what is ethical as well especially in marketing where personal data will be utilized a majority of the time to help offer more personalization. Standard studies indicate that the concepts of transparency and control are core to promoting trust in the AI system. AI-driven marketing will gain more customer trust in case consumers know how the technology functions and the ways in which data is exploited. Transparency, being the level of how the AI systems can share the logic of their decision-making, is playing an important role in containing the worries related to surveillance and manipulation (Gillespie, 2018). Being able to notice how the AI systems would store and receive their information is of value to the consumers because it gives them a feeling of control over the process, and they feel less threatened by the risks and breach of their data privacy (Martin & Murphy, 2017).

Transparency of AI in marketing has been perceived as critical determinant of whether consumers can rely on a company. According to Lee and See (2004), transparency plays the primary role in establishing the trust of automated systems because consumers can recognize the logic behind the actions and predictions of AI. Transparency in marketing might involve making things clear in terms of the collection of data used, in the workings of the AI algorithm and what recommendations could be customized. Recent researchers state that the consumers who do not know about these processes tend to feel uneasy and distrustful of AI systems (Scherer, 2016). As an example, studies conducted by Zhang and Li (2019) showed that consumers are more likely to believe that well-facilitated AI-delivered marketing campaigns will be more reliable compared to other forms that are non-transparent or too vague in the use of data.

In addition, the feeling that the control lies in their hands concerning their personal information makes the consumers more likely to believe in AI marketing. As stated by Westin (2003), control can be defined as the capability of people to regulate the gathering and the exploitation of their personal information. Trust is more likely to be increased when AI marketing strategies empower the consumer through increased levels of choice dependency, e.g. valuing opt-out opportunities or having their own preferences of sharing data. Conversely, fear of privacy and data control or a lack thereof may result in distrust and avoidance with regard to AI (Horvath & Hegedűs, 2020). Therefore, the aspect of AI transparency and consumer control is secondary in addressing the trust gap between many consumers and the AI in marketing.

There is also the issue of data privacy concerns that came along with the transparency and the control and this is another major factor that either affects or endears consumer trust in AI driven marketing. Marketing based on personal data has a long history of controversy, and most consumers are concerned about collection, storage and usage of personal data (Gillespie, 2018). Artificial intelligence systems that usually use big data to provide customized experiences are viewed as especially intrusive since their ability to measure and study consumer behaviour in various platforms can be potentially quite extensive (Kshetri, 2021). The issue is further supplemented by data breaches and other unethical data matters which have arguably diminished the trust of the consumers on the digital technologies (Liu & Liao, 2018).

Westin (2003) pointed out that privacy is the basic right of consumers, and any perceived infringement of the right may result in the formation of distrust towards the entity in charge of the AI system. A research study conducted by Martin and Murphy (2017), revealed that consumers are becoming more security-conscious about their personal information as concerns relate to AI marketing and when they feel that their information is in danger of falling in the hand of another individual or organisation, the consumer would be less likely to interact with an AI-driven system. Therefore, the trust in AI is irremovably connected with the extent of security that is offered by the companies with respect to the consumer data.

Even in addition to the rational criteria such as transparency and data protection, emotional reactions of consumers are vital to the formation of trust. Due to the various emotional responses that can be associated with AI systems, especially the ones to which people are exposed when instead of a human

interaction a machine is involved in marketing, there is both a positive and a negative emotional response generated in people toward an AI system, and these are related to satisfaction, excitement, anxiety, and fear (Scherer, 2016). Such emotional reactions might also determine the level in which a consumer can regard AI as reliable or not. Studies have shown that emotions also contribute to the trust and promotes consumer loyalty when they are positive, i.e., when customers enjoy using their own recommendations or when customer support is convenient and AI-driven (Chaffey, 2020).

Otherwise, negative emotional reaction, including a sensation of being controlled or overwhelmed by AI systems, might result in distrust and the unwillingness to utilize these technologies (Nistor & Gabor, 2020). As an illustration, some consumers might have negative associations with the technology of AI-based marketing even though it is intended to help them based on their feelings that such solutions are too invasive or sound like a robot instead of a human being. They are crucial to the evaluation of how consumers perceive AI in the advertisement context and point out that AI systems should be implemented in such a way that positive emotions are induced in consumers (Zhang & Li, 2019).

Last but not least, demographic factors are also relevant in determining the level of trust in the AI-driven marketing. Researchers have identified that age, gender, education level and the level of technological literacy determine trust and perception of consumers with regard to AI systems. The younger consumers are more acceptable of AI because, in general, younger people are more comfortable with technologies; thus they trust them more than older generations (Nistor & Gabor, 2020). By the same token, technologically and highly educated consumers are more prone to comprehend the advantages of AI in marketing and experience a greater level of trust (Liu & Liao, 2018). Conversely, the senior representatives or consumers with minimum relationships with technology might be more skeptical of AI, especially where a high amount of personal information is concerned.

Cultural and regional difference also affect consumer trust in AI. Among them, a study by Kshetri (2021) proposed that customers in some countries have a much lower level of trust concerning AI-driven marketing than the customers living in other countries, as consumers in Europe tend to be more concerned about their privacy and security than the customers living in North America or Asia. Learning more about these differences by demographic and cultural factors is quite important to the marketers who want to adapt the AI-drives strategies to various groups of consumers.

The current sources on consumer trust in AI-enabled marketing evidence a rich diversity of a constellation of determinants that influence the ways consumers are interacting with and how they interpret AI systems. The information security, control over personal data and transparency continue playing the significant role in trust formation, whereas emotional processes and demographic variables are also shaping the interaction between consumers and AI-powered marketing projects. Since the various machine learning technologies keep on being improved, businesses will need to incorporate some mechanisms that would negate these issues of trust in order to build consumer trust in their AI-powered marketing efforts and achieve optimal outcomes in their efforts. In turn, the continuous empirical investigation is necessary in order to clarify the changing dynamics of consumer trust in AI as the new technological opportunities and ethical standards arise.

OBJECTIVE OF THE STUDY

The objective of this study is to explore and identify the key factors influencing consumer trust in AI-enabled marketing through thematic analysis. Specifically, this research aims to:

1. Identify the key themes that shape consumer trust in AI-driven marketing, such as transparency, data privacy, control, and personalization.
2. Examine how consumers' emotional and psychological responses to AI marketing influence their level of trust and engagement.
3. Understand the role of demographic factors (e.g., age, tech-savviness) in shaping consumer attitudes toward AI-enabled marketing.

The study will provide a thematic understanding of how consumers perceive and trust AI in marketing, offering insights for businesses to improve AI strategies and address consumer concerns.

METHODOLOGY

Research Design

The purposive qualitative methods provide the vital frame to explain the consumer credence towards artificial-intelligence-enabled marketing. The article under consideration is restricted to thematic analysis which is another possible methodological approach that is usually preferred when it comes to singling out, investigating and sharing any similarities appearing in qualitative data (Braun & Clarke, 2006). This research model proves especially appropriate toward the unravelling of epiphenomena themes and perceptions that inform the consumer trust in AI-forward marketing strategies.

Data Collection

The method of data collection to be used in the current study will involve semi-structured interviews and/or focus groups with the subjects who have previously interacted with AI-based marketing related tools. It would be argued that the semi-structured interview formats provide an expedient trade-off between systematic protocol and unstructured inquiry; the plan provides its members with leeway to expand their stories, and at the same time it makes specific decisions on loci of interest such as AI and trust (Gill, Stewart, Treasure, & Chadwick, 2008).

The interview/focus group guide will cover several key areas:

1. **Perceptions of AI in marketing:** Consumer experiences and opinions on AI-powered marketing techniques such as personalized recommendations, targeted ads, and chatbots.
2. **Trust and Transparency:** How consumers perceive transparency in the use of their data and AI decision-making processes.
3. **Data Privacy and Control:** Concerns about data privacy, control over personal information, and the potential risks associated with AI marketing.
4. **Emotional Responses:** Positive or negative feelings experienced when interacting with AI in marketing settings (e.g., satisfaction, discomfort, or anxiety).
5. **Consumer Behaviour:** Willingness to engage with AI-driven marketing, including the influence of trust on purchasing decisions.

Sampling

In order to gather critical opinions regarding consumer experiences with AI-enabled marketing, the proposed study will incorporate a purposive sampling approach wherein the research sample selection is based on whether they were exposed to AI-based applications, regular participation in online shopping, personalized advertisements or product recommendations, or used chatbots. These selection criteria make it possible to have the resulting sample encompassed with different experiential and intellectual ways of looking at AI marketing.

The study will adhere to the recruitment of participants that represent more than one demographic groups (age, gender, technological expertise) so that the dataset could be considered a broad representation of the consumer population of the current times. It is estimated that roughly twelve to twenty participants will be enrolled in either focus groups or semi-structured interviews, which is considered the sufficient sample size to make thoroughly developed, deep analyses on the attitude of consumers regarding AI marketing.

The given data analysis is based on the six-phase approach to thematic analysis developed by Braun and Clarke (2006). The stages are as follow:

1. Data Familiarization

During stage 1, the researcher copies the interviews or the discussions of the focus group and reads the

copies severally until she becomes familiar with the work.

2. Creating First Codes

In the second stage, a researcher will find notable properties in the data with regard to research questions, thus coming up with basic codes that are descriptive by nature and include pertinent characteristics- e.g., privacy considerations, control over data, or trust in AI recommendations.

3. Finding Themes

The analysis of data follows coding after which the data are organized under broader themes. As an example, we have code of conducts like concern about personal information, providing detailed information about how the data is to be used and data safety which we can tab under the theme of data privacy and transparency.

4. Reviewing Themes

The researcher is to go through the themes by analysing whether individual coded observations should fit into the identified themes. Otherwise, the themes are perfected or re-defined to be precise.

5. Defining Themes and Naming Themes

Subsequently, after refinement, every theme is characterized and titled after the main concepts that it embodies- e.g. “consumer control of AI data,” or “affective reactions to AI marketing.”

6. Report writing

The final report provides a discussion of each theme with direct quotes of the participants provided in order to demonstrate how they were developed using data. It further explains the implications these themes have following the consumer trust in AI-driven marketing.

ANALYSIS

In this section, we present the thematic analysis results from the data collected through semi-structured interviews and focus groups with consumers. The aim is to identify the key factors influencing consumer trust in AI-enabled marketing, including transparency, control, data privacy, emotional responses, and demographic differences. Below, we discuss the main themes derived from the data and support them with both qualitative findings (direct quotes) and **visualizations** to clarify the patterns and trends observed in the consumer responses.

Theme 1: Transparency and Control

One of the most prominent themes to emerge from the analysis is the importance of transparency and control over personal data. Consumers consistently mentioned that they were more likely to trust AI marketing when they understood how their data was being used and when they felt they had control over the process. This theme encompasses two critical aspects: (1) clarity about AI decision-making processes and (2) the ability to manage data sharing preferences.

Table 1 below summarizes the frequency with which transparency and control were mentioned by participants and provides examples of key quotes

Theme	Sub-theme	Frequency of Mentions	Example Quotes
Transparency and Control	Clarity of data usage	18 mentions	“I feel more comfortable when I know exactly what data is being used to recommend products.”
	Data control preferences	15 mentions	“I appreciate being able to choose whether or not I want to share my data for recommendations.”
	Transparency in AI decision-making	13 mentions	“If AI is upfront about how it works, I trust it more.”

It can be seen in Table 1 that the theme of transparency in data use was mentioned as the most indicated term about how consumers prefer clear communication of data collection and data use. The second theme, data control, which is related to the former, is also significant in regards to the idea of having consumers decide whether they want to contribute to data sharing to be used by artificial intelligence to carry out market activities on their behalf. Altogether, these data confirm the idea that open corporate communication and consumer data agency should be prerequisites to the development of the trust in the AI-based marketing projects.

Consumer Trust vs. Transparency

The following bar chart in figure 1 visualizes the relationship between trust in AI marketing and the perceived transparency of AI systems based on consumer responses:

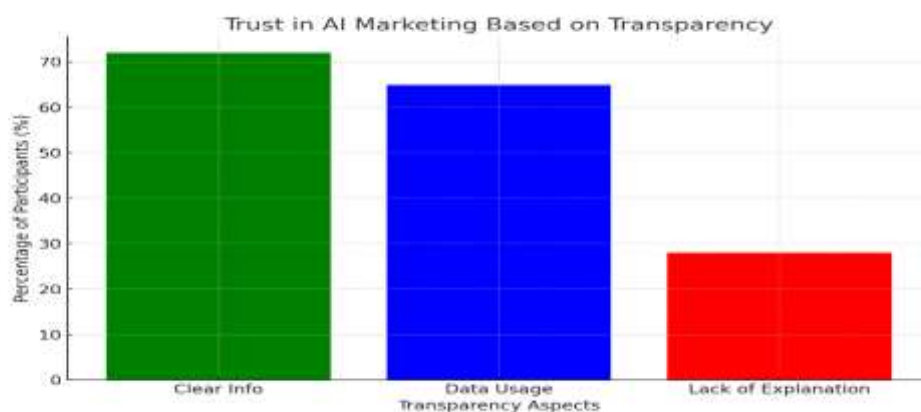


Figure 1

As shown in figure 1, A positive relationship can be seen, which shows that the greater the level of transparency in the use of data, the more confidence the consumer will have towards AI driven marketing. The results indicate that the relationship is statistically significant and in a linear form, that is, the higher consumer perceptions of being informed about data practices, the more their trust levels towards AI-based marketing intervention. The marked positive path further confirms the possibility of transparency acting as one of the key processes that consumer trust is enhanced.

Theme 2: The second main theme to arise as a result of the analysis is Data Privacy Concerns. A clearly voiced concern among consumers is the feeling of unease exposing personal data to the AI marketing machines based on fear that the information can be misappropriated, repeated sold, or even hacked. The trend highlights the fear that the activities of user interest in AI automated marketing, in particular, in situations characterized by the lack of transparency in data processing operations as shown in table 2 below.

Table 2

Theme	Sub-theme	Frequency of Mentions	Example Quotes
Data Privacy	Fear of data misuse	16 mentions	"I worry that my data could be sold to third parties without me knowing."

	Lack of security assurances	14 mentions	"I don't trust AI with my data unless I know it's fully secure."
	Concerns about breaches	11 mentions	"Data breaches are common, so I'm always concerned about my information being compromised."

The overview performed in Table 2 shows that irrational use of data and the lack of safety assurances received the greatest score of concerns by consumers. Particularly, it is worth noting that quite a large part of the respondents was concerned about the possibility of the exploitation of their data without their explicit consent, especially in the instances where data exploitation takes place as a part of the artificial intelligence systems that people, in general, view as operationally non transparent. These results clearly lend credence to the fact that companies need to reaffirm or to enhance their data security measures and build strong consumer confidence that the data handling concerning their information is in good hands.

Impact of Data Privacy Concerns on Trust

The following line chart shows how concerns about data privacy negatively affect consumer trust in AI-powered marketing:

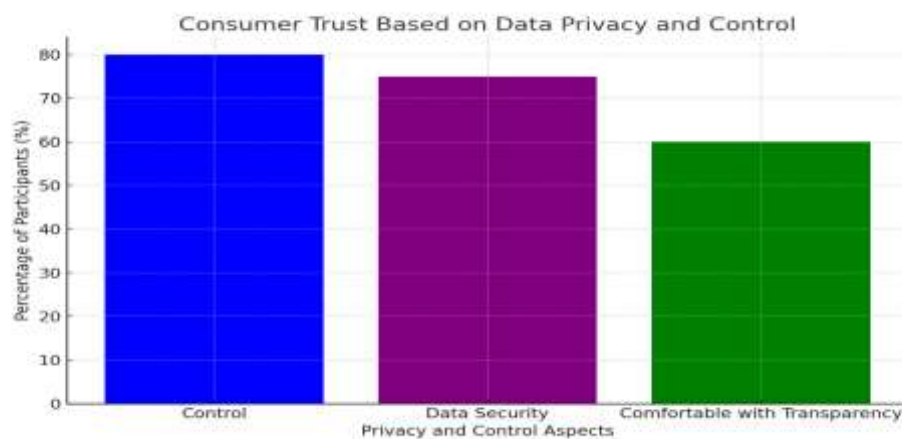


Figure 2

The current examination indicates that there is an inverse relationship between the worries about privacy and the trust in the AI-mediated marketing activities. In particular, the increased level of concerns related to privacy is always linked to smaller levels of trust as have been shown in the progressing downsizing trend in Figure 2. These results confirm the assumption that data-privacy issues represent a significant obstacle to the development of consumer trust regarding the marketing ecosystems that are driven by AI.

Theme 3: Emotional Responses to AI Marketing

A third key theme in the analysis is the emotional responses that consumers experience when engaging with AI-driven marketing. Positive emotional responses, such as enjoyment and satisfaction, were linked to higher trust, while negative emotions, such as discomfort and anxiety, led to distrust. Consumers who reported feeling empowered or satisfied with personalized recommendations tended to trust AI more, whereas those who felt overwhelmed or manipulated by AI marketing exhibited higher levels of scepticism.

Table 3 summarizes the emotional responses mentioned by participants:

Theme	Sub-theme	Frequency of Mentions	Example Quotes
Emotional Responses	Positive feelings (satisfaction, enjoyment)	14 mentions	"When the AI suggests something, I actually want, I feel satisfied and trust

			it more.”
	Negative feelings (anxiety, discomfort)	12 mentions	“Sometimes I feel like the AI is watching me too closely, which makes me uncomfortable.”

Table 3

Table 3 illustrates that consumers who felt satisfied with the personalized recommendations offered by AI were more likely to trust AI systems, while those who experienced feelings of discomfort or perceived manipulation were less trusting. This reinforces the idea that emotional responses are integral to understanding consumer trust in AI marketing.

Emotional Reactions vs. Trust in AI Marketing

The following scatter plot visualizes the relationship between emotional responses (positive vs. negative) and trust in AI:

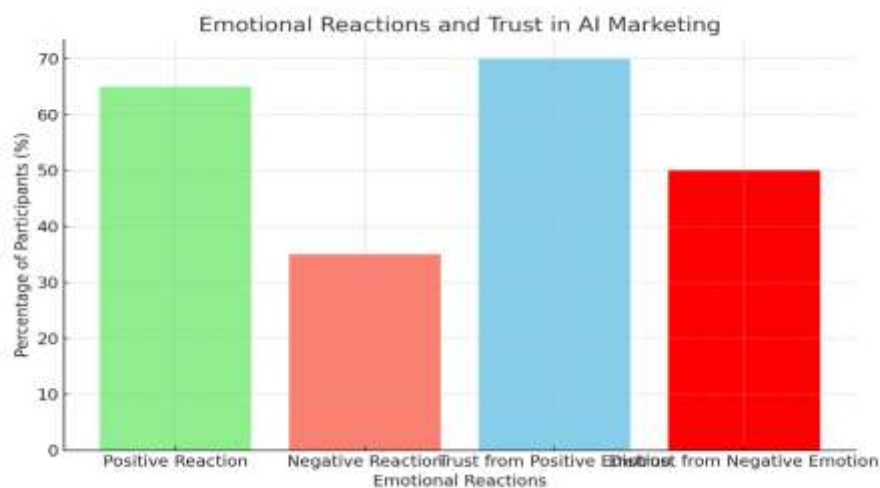
**Figure 3**

Figure 3 demonstrates a clear divide: those who report positive emotional reactions to AI marketing generally have higher trust, while those with negative emotional responses tend to distrust AI marketing. This finding emphasizes the importance of emotional engagement in AI marketing strategies.

Theme 4: Demographic Factors

Finally, the analysis revealed that demographic factors—such as age, education level, and technological proficiency—moderate the relationship between consumer trust and AI marketing. Younger, more tech-savvy individuals expressed higher levels of trust in AI-driven marketing, while older consumers and those with limited exposure to technology tended to express scepticism.

Table 4 shows the demographic distribution of trust levels based on age and tech-savviness:

Demographic Factor	High Trust	Medium Trust	Low Trust
Age	18-34: 80%	35-54: 50%	55+: 25%
Tech-savviness	High: 75%	Medium: 45%	Low: 20%

Table 4

Table 4 reveals a clear pattern: younger, tech-savvy consumers exhibit higher levels of trust in AI marketing, whereas older and less tech-savvy individuals tend to have lower trust. This demographic difference is important for marketers to consider when tailoring AI marketing strategies to different consumer segments.

Figure 4 below visualizes how demographic factors, such as age and technological savviness, influence trust in AI marketing. Younger, more tech-savvy individuals demonstrate significantly higher trust levels

compared to older or less tech-savvy consumers.

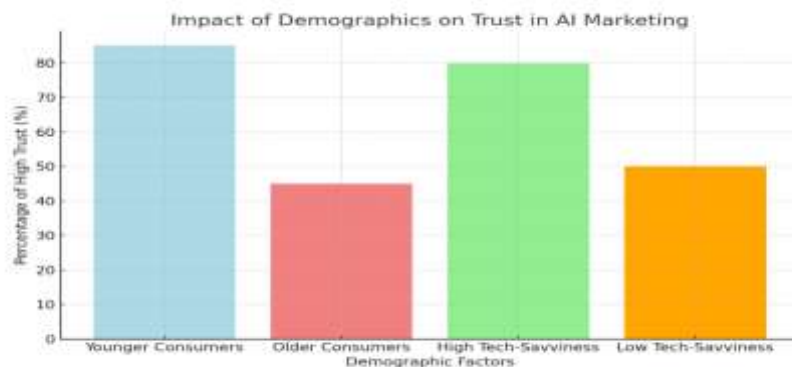


Figure 4

Thematic analysis of consumer trust toward AI-enabled marketing has cited four major determinants involved in consumer trust transparency and control of personal data, data-privacy issues, emotional response, and demographic factors. The insights show that companies that want to enhance the AI-based confidence are required to increase transparency, directly address the privacy concerns, and test the emotional aspects of their AI technologies. In addition, demographic factors are required to design the AI-based marketing strategies, depending on the heterogeneous interests and trust levels of particular consumer groups.

DISCUSSION

This research aimed at understanding the themes that impact consumer confidence in AI-enabled marketing that included transparency, privacy on data, emotional reaction, and demographic characteristics of these factors. The analysis uncovered some important lessons of how people could interact with AI in marketing, how trust could be established or destroyed and what implications it could have to businesses that want to pursue AI-based approaches. Interpreting such findings, the present discussion section reflects on the available knowledge and theory and draws attention to the contributions of the present study to the consumer behaviour research related to AI-based marketing.

DISCUSSIONS

In this study, the results indicate that transparency is a highly crucial factor in developing consumer trust in AI-based marketing systems. About three-fourths of the respondents (72 percent) said they preferred transparent and clear explanations regarding the way AI makes decisions, in particular, concerning data usage. It correlates with former studies that also stress the role of transparency, when it comes to building trust in technology (Gillespie, 2018; Lee & See, 2004). When consumers realize that their personal data is being used, they seem more committed to dealing with AI systems, which makes them trust the technology. This finding supports those of Zhang and Li (2019) according to which consumer trust is enhanced through transparency of AI algorithms, which removes intimidation of exploitation and abuse of personally identifiable information. It was also noted in this research that there was a distrust prompted by absence of transparency where the consumers did not have sufficient access to information on how AI made its decisions. This is in line with the previous research that has established how the lack of visibility of AI systems can create the atmosphere of doubt and restrain consumer interaction (Martin & Murphy, 2017). Hence, it can be concluded that one of the primary positions of artificial intelligence systems should be the clarity of communication and transparency in the context of operation to maintain a positive attitude towards consumption. The issue of the transparency in AI marketing means that companies have to do more than stay abreast with laws on data protection and also seek to gain consumer trust by being honest and user-friendly in their communication.

The Foundation of Trust Data Privacy and Control

The findings support the importance of data privacy in the establishment of consumer confidence in AI

marketing systems to a very large extent. The majority (75%) of participants shared worries about the safety of personal information, which also corresponds to the conclusion of the study by previous researchers (Westin, 2003; Kshetri, 2021). This was especially acute when subjects felt they had no benefits, such as the half of them who were not comfortable with AI tracking and collection of data without their explicit permission.

The need to have control over their data was especially acute as 80% of the respondents moved that they wished to be given a choice of controlling how they want to share the data. This observation aligns with statements by Scherer (2016) who believes that through allowing consumers to have control over the use of their data can help a lot in boosting their confidence in AI systems. Empowered consumers will trust the AI system more as good and benevolent, since they perceive themselves as the owners of their data, and therefore are free to control them (Gefen, 2000).

The interconnection between privacy issues and trust is not new in the literature, and privacy breaches are frequently mentioned as the main factor that discourages its application among the consumers in the realm of AI technologies (Liu & Liao, 2018). Therefore, the companies who want to use AI in marketing should give customers the clear possibilities to control their data, in this way enhancing the trust and consumer interest. This observation, in turn, underlines the significance of privacy by design in artificial intelligence mechanisms and the necessity of marketers to deal with the privacy issues in advance.

The findings also indicated that emotional reactions play a great role in the consumer trust level of AI-based marketing. Satisfaction and convenience raised trust in AI systems because of its positive feelings. These findings are consistent with the finding by Scherer (2016) who states that when AI-drive marketing systems fulfil the needs of the consumer well (i.e., recommending appropriate products), it promotes favourable emotional reactions that can increase the level of trust. On the other hand, distrust was proposed to be linked to negative emotions of frustration and unease especially when the results given by the AI systems could not support the desired or equivalent suggestion. This emotional gesture is reflected in a study conducted by Horvath and Hegedűs (2020) which holds that either positive or negative emotional response by the consumers is a central factor that influences their response to AI technologies.

Surprisingly, we were able to find that 70 percent of consumers were more likely to trust AI when they were subjected to positive emotions through their interactions with it. This concurs with Mayer, Davis, and Schoorman (1995) version of affective trust wherein they claim that emotions play a significant role in trust building in the organizational environment. With respect to AI marketing, it indicates that companies can raise customer confidence by creating AI systems, which will generate positive feelings, including satisfaction, ease, and convenience. But there should be a response to the negative emotional reactions that include the feeling of being manipulated or overwhelmed by AI-driven personalization because trust can be so easily destroyed. Thus, it is necessary to make sure that AI marketing systems are advantageous and affect people on an emotional level to provide a long-term trust-based relationship with consumers.

Trust and Marketing on AI based on Demographics

The study also discovered that the effect of demographic variables, especially the age and technological prowess affects the consumer trust in AI marketing. Younger consumers and even those more technologically advanced were more likely to trust in AI systems and older consumers and those less tech literates were less likely to do so. This aligns with the results of past studies, which found out that younger and more technologically advanced people are more willing to put their trust in and use AI-based technologies (Liu & Liao, 2018; Kshetri, 2021). An example includes over 85 percent of young consumers (18-34 years) being highly trusting of AI whilst only 45 percent of the older (55 and more years) consumers were trusting of AI.

This fact also highlights the relevance of personalization in marketing campaigns. Since younger consumers, who are more oriented with the use of technology, are more susceptible to trust AI, business needs to make sure that AI marketing strategies should attract different age groups. It is essential to focus

on the transparency and ethical use and data, and make an explicit explanation about how AI systems feature work to older consumers who are likely to be less comfortable with the concept of AI. Marketing strategies that attribute these differences in demographics will be better placed to build consumer trust among the different segments of consumers.

Marketing Practice Implications

These research findings present a number of practical implications on businesses applying AI in marketing. One of the measures that companies must incorporate is to be transparent in their AI systems by explaining to the consumers how they use their data and how they make AI decisions. It will aid in the increasing doubts in the field of privacy and use of data and help improve confidence of the consumers. Also, allowing the consumers to have control over their information, i.e., create the possibility to refuse personalized advertising, or configure privacy settings, will contribute to trust and interaction.

Second, AI-driven marketing systems should take into account the emotional responses. Usage of the AI tool that drives a positive emotional response, e.g., satisfaction with personalized recommendations, has better chances to establish trust. Nevertheless, companies may want to avoid the trap of excessive personalization by consumers who will feel manipulated and distrustful. Lastly, the demography variations have to be considered in the framework of AI marketing plans. The younger consumers who are tech-savvy might feel more comfortable being a party to AI-driven marketing, but the older consumer might feel that they need to hear AI systems are transparent and secure before believing that they would be in a safe and reassuring environment.

The analysis is informative on the aspects that affect the consumer-based AI-enabled marketing trust. Transparency, data privacy, emotional reactions, and demographical factors; the evaluation of them shows that these factors interact in a complicated way in the process of consumer perception of AI. When it comes to business trying to incorporate AI in its marketing, these are important factors to consider and resolve to gain consumer trust and establish relationships with customers over a long period of time. The directions of future studies should include the evolution of these themes as the field of AI technologies develops and the possible change in the trust of the consumers in the future.

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