

## AI, Consumer Trust, and Brand Loyalty: A Bibliometric Analysis of Marketing's Changing Landscape

GRAA Amel <sup>1♦</sup>, FRIQUI Samira <sup>2</sup>, SOUIKI Boumediene <sup>3</sup>

<sup>1</sup> Djillali Liabes University (Algeria), [amel.graa@univ-sba.dz](mailto:amel.graa@univ-sba.dz)

ORCID: <https://orcid.org/0000-0002-9593-2446>

<sup>2</sup> Independant researcher (Algeria), [samira.frioui@univ-sba.dz](mailto:samira.frioui@univ-sba.dz)

 ORCID: <https://orcid.org/0009-0007-9888-878X>

<sup>3</sup> Lab Montpellier recherche économie (MRE)- Laboratoire d'Economie Rouen Normandie (LERN), Montpellier University (France),

[boumediene.souiki@umontpellier.fr](mailto:boumediene.souiki@umontpellier.fr)

ORCID: <https://orcid.org/0009-0009-5689-0712>

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### Abstract:

The application of Artificial Intelligence in marketing raises some concerns regarding its effect on consumer trust and brand loyalty. Nonetheless, very little research in this area has been accomplished using bibliometric analysis. This study aims to address this shortcoming using bibliometric analysis of consumer trust and brand loyalty in marketing, covering literature published on this subject between 1986 to 2023 (July) using Scopus and Biblioshiny (R Studio). The study was based on monitoring and analyzing distribution and citation records and publications, and their distribution across different journals, authors, institutions, and countries. Moreover, it investigated publications' country-level collaborations. Data indicated that publications have increased multifold annually since 2015, and the Journal of Business Research is the most productive outlet. The USA, China, and India have the highest records of publications in this domain. The predominant areas of publication related to marketing were consumer behavior, artificial intelligence, and the privacy and personalization of marketing big data, all revealing an emphasis on customized marketing. Through network analysis, the related research clusters were identified, particularly AI consumer trust. This paper intends to be the beginning point for AI and marketing researchers or practitioners.

**Keywords:** Artificial Intelligence, Consumer Behavior, Brand Loyalty, Bibliometric Mapping, Marketing Strategies, Research Trends.

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♦ Corresponding author.

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## **I- Introduction:**

Artificially intelligent (AI) systems and tools are, in the current marketplace, deemed revolutionary in the automation and integration of consumer- and brand-managerial functions and processes. This study conducts a thorough bibliometric analysis to visualise and assess the extent and growth of the academic discourse surrounding the use of AI in marketing, and particularly, in consumer trust and brand loyalty. Recent scholarly work has begun to document the rapid deployment of AI tools in almost every marketing practice and the extent to which tools influence consumer attitudes and behaviors, which demonstrates the need for improved understanding of AI's impact marketing theory and practice (Dwivedi et al., 2021; J.-H. Huang et al., 2021).

The use of artificial intelligence in marketing has transformed several areas, including the customisation of consumer experiences and the automation of marketing activities. The varied experiences of (J.-H. Huang et al., 2021) document the evolution of consumer satisfaction and engagement toward the use of personalized AI and the consumer-brand relationships. A similar approach is taken by (Dwivedi et al., 2021) on customer service and productivity as an element of the marketing mix; the augmentation of the integration of several marketing AI applications. Cross industry studies on the AI in the marketing include the use and the importance of trust and loyal marketing. The AI partnership with loyalty is explained in (Chiu, 2024) on predictive trust in consumer behavior models. (He et al., 2015) also surveys the use of AI on consumer insights and brand strategy in the contribution of sophisticated AI systems to consumer trust and brand equity.

This research adopts a bibliometric review approach, a quantitative approach to scholarly examination. It measures volumes, periodicities, and relationships of publishing and citation phenomena, as well as collaborations, furnishing evidential, analytical account of the patterns and morphological changes in a given area of study. Furthermore, the scientometric component of this approach clarifies the spatial and institutional setting concerning marketing and AI. In this regard, the application of bibliometric techniques has proved to be invaluable in describing academic landscapes and predicting research output in a more structured manner. Recent publications, for example, (Wisetsri & Al, 2021), utilizing sophisticated bibliometric methods, such as keyword co-occurrence networks, theme evolution analysis, and citation by maps, demonstrate research areas and future pathways, thus enhancing the overall AI-Marketing discourse.

This research seeks to perform an extensive bibliometric analysis of marketing and AI with the following aims:

- Analyze the patterns of publication and temporal distribution of the AI and marketing literature.
- Analyze the geographical distribution of literature.
- Analyze the central participants and principal repositories of literature in the discourse of this domain.

Determining the principal research themes and patterns concerning the intellectual development of AI on consumer trust and brand loyalty.

## **1. Theoretical framework**

An understanding of the role of artificial intelligence (AI) within marketing applications must begin with a solid understanding of the impact on customers' trust and loyalty. Recent literature suggests that the growing complexity of consumer-brand relationships in the digital space requires an analysis of these relationships (Dwivedi et al., 2021; J.-H. Huang et al., 2021). The expansion of online consumer channels and digital marketplaces encourages consumer-brand relationships to develop.

### **1.1. Artificial Intelligence in Marketing**

Decision-making, pattern recognition, understanding natural language, and other cognitive functions such as these are being integrated into artificial intelligence and are changing how Marketers function (Davenport et al., 2019; J.-H. Huang et al., 2021). Predictive analysis, chatbots, recommendation engines, and customized promotional messages are some of the more recent versions of AI (Kietzmann et al., 2018). One of the main reasons why AI is disruptive when it comes to the Marketing field is its ability to cope with enormous amounts of data compared to its rivals and therefore create more precise and personalized customer interfaces that marketing never achieved (Davenport et al., 2019).

### **1.2 Consumer Trust in AI-Driven Marketing**

(Wirtza et al., 2023) states that the integration of AI technologies in marketing strategies continues to prove useful, due in great part to the consumer's trust. (Morgan & Hunt, 1994; Sirdeshmukh et al., 2002) define trust, in marketing, as the consumer's belief concerning the marketing entity's dependability and honesty in meeting their commitments. Integrating AI raises issues of trust when it comes to privacy, data security and transparency of such technologies. AI integration introduces complexities around privacy, data security, and transparency, directly impacting trust (Camilleri & Filieri, 2023). For instance, (Kim et al., 2009) indicates that transparency, in the context of AI, makes personalization processes trust worthy, and that opacity and potential abuse of one's data by AI systems can erode trust. Also, (Dwivedi et al., 2021) state that the perception of AI systems as ethically responsible and transparent strengthens trust and acceptance towards the marketing AI solutions.

### **1.3 Brand Loyalty in the Context of AI**

(Oliver, 1999) defined brand loyalty as the attitudinal and behavioral allegiance of the consumer toward a brand. This phenomenon has changed because of the use of technology. With the help of AI, consumer-brand interactions become more personal and strengthen emotional and functional attachments (Chen et al., 2021). Recent studies, for example, (J.-H. Huang et al., 2021), AI-enabled customizations, strengthen consumer satisfaction, and as a result, brand loyalty. (Chiu, 2024) is also a supporter of this through

empirical research showing that the continued use of AI-enabled services enhances loyalty intentions because of the high personalization and value that is perceived.

#### **1.4 Linking AI Integration, Trust, and Brand Loyalty**

AI's influence on engagement, consumer expectations, and brand loyalty is the relationship between and. (Chiu, 2024; Dwivedi et al., 2021) bring in recent data describing consumer trust as the mediator in the relationship between personalized marketing brand loyalty. For whom, growing trust relative to loyalty is explained by perceived AI marketing transparency and reliability (Camilleri & Filieri, 2023). On the contrary, (M.-H. Huang & Rust, 2020) describe how consumers lose brand loyalty by relatively AI failures to ethical concerns.

As consumer needs and experiences are predicted, customized trust and loyalty. (Kietzmann et al., 2018) draw attention to the importance of marketing in the AI in the understanding of the technology, consumer behavior, as the key to sustainable consumer relationship.

#### **1.5 Research Gaps and Contribution**

While there has been advances toward the understanding of the impact of the role of AI in marketing, gaps still exist. Most studies look into consumer trust and loyalty in isolation, or at best deal with them superficially and fail to analyze them together in the context of AI (Chiu, 2024; Dwivedi et al., 2021). In addition, there are few studies that have attempted to analyze these relationships chronologically, demonstrating the opportunity for bibliometric studies to integrate and address the disparate pieces of the research puzzle (Wisetsri & Al, 2021) .

Thus, this research offers the opportunity to analyze the existing academic discourse in the form of bibliometric analysis with the aim of demonstrating how scholarship on the impact of AI on marketing has evolved in terms of consumer trust and loyalty.

## **2. METHODOLOGY**

Using the most comprehensive bibliometric analysis, the study investigated the academic landscape concerning the integration of artificial intelligence (AI) into marketing and its influence on customer trust and brand loyalty. As a descriptive method, bibliometric analysis stands out among quantitative techniques as a powerful approach for synthesizing extensive volumes of academic literature, highlighting dominant themes and patterns, as well as research gaps and voids (Donthu et al., 2020).

For this analysis, the Scopus database was consulted. Scopus is regarded as the most comprehensive and authoritative source for bibliometric data (Donthu et al, 2020). With the focus of the research in mind, “Artificial Intelligence”, “Marketing”, “Consumer

Trust” and “Brand Loyalty” were the keywords that needed to be used” in the research.” Out of the reviews of the related literature, the keywords were chosen so that the searches were likely to yield relevant results, and the most used keywords in the marketing literature that utilizes AI would be used. The most used terminological differences were also used in order to be able to cover the gaps on different subfields linguistic-wise. The range of the study was the year 1986 up to the year 2023, July in order to give a longitudinal scope. The scope was intended to capture the most recent works, while also considering the different researches, and the development of the basic ideas and theories in the field. The highest degree of selectivity was exercised to select articles published in peer-reviewed journals, conference papers, books and other scholarly works that would be directly relevant to the four themes intersecting on AI, marketing, consumer trust, and brand loyalty.

Statistical examination of literature was undertaken via Biblioshiny interface within Bibliometrix/R Studio packages excellent for big volume bibliometric analyses (Aria & Cuccurullo, 2017). Primary settings involve uploading a data set from Scopus while constantly applying the article type filter. A citation threshold was set to retrieve only the relevant publications, while the network analysis phase set a criterion for co-citation and co-authorship to identify the key researchers and studies. Descriptive bibliometric analysis, keyword co-occurrence networks, thematic mapping, citation analysis, and global research collaboration networks were used in combination to yield a comprehensive view of the study area.

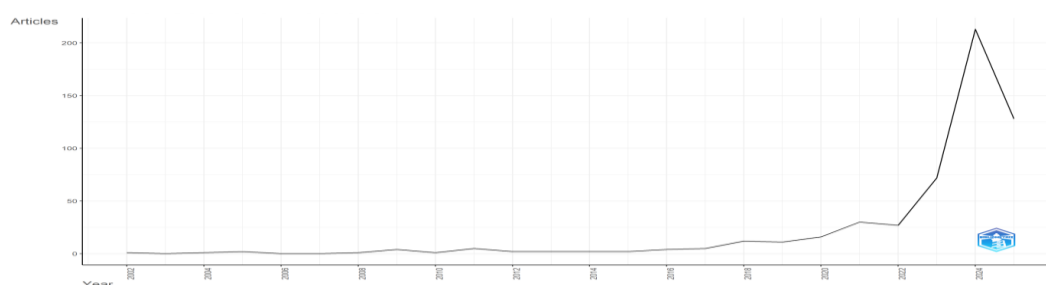
### 3. RESULTS AND DISCUSSION

The section that follows presents some results that contain an analysis of the time series of published papers which shows the growing importance and multi-disciplinary impact of AI in marketing today.

#### 3.1 Evolution of Research Publications Over Time

The analysis of Annual scientific production analyses underscore the rising scholarstic attention focused on the intersection of AI in marketing, particularly pronounced from 2015 onwards.

**Figure (1): Annual Scientific Production**



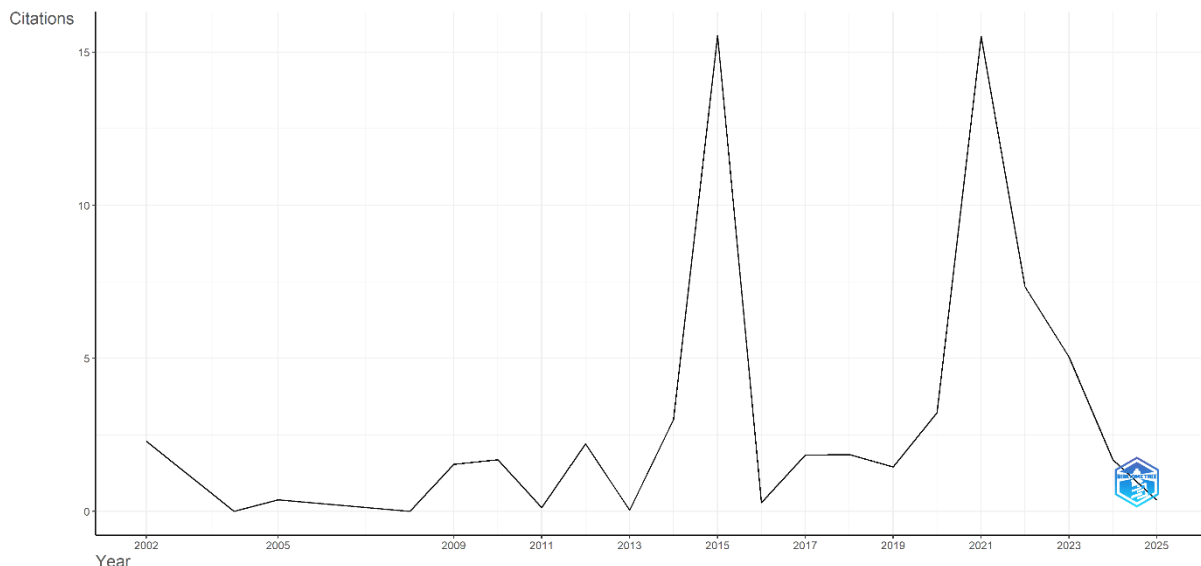
Source: Created by the authors using Biblioshiny in R Studio

Figure 1 provides data that demonstrate an increase in publications from 2022-2023 after nearly 2 decades of stagnation. Publications from 2022-2023 contribute an increase of well over 500 publications in that period alone, suggesting an increase from 400 total publications to over 900. Publications in the marketing domain of artificial intelligence technologies began to increase substantially due to acceleration of the integration of digital tools in business operations. Businesses began to use digital tools (e.g. ChatGPT, Bard) which accelerated the pace of research which contributed to academic publications. The increase in publications suggests that the field has moved beyond being an isolated niche. The significance of marketing, content generation, data analysis, and artificial intelligence tools to researchers and practitioners will only grow as the tools evolve.

### 3.2 Trends in Citation Impact

The change in the intellectual understanding by the academic community of the value of AI, especially during the years of 2018 to 2023, as captured by the citation trends in figure 2, is remarkable. This period has the largest number of citations, which suggests that the recent publications had the greatest impact. The noted increase during that period suggests that interest in academic AI-related fields such as consumer behaviour, marketing strategy, predictive analytics, etc., is particularly relevant and growing in the academic sphere..

**Figure (2): Average Citations per Year**



**Source:** Created by the authors using Biblioshiny in R Studio

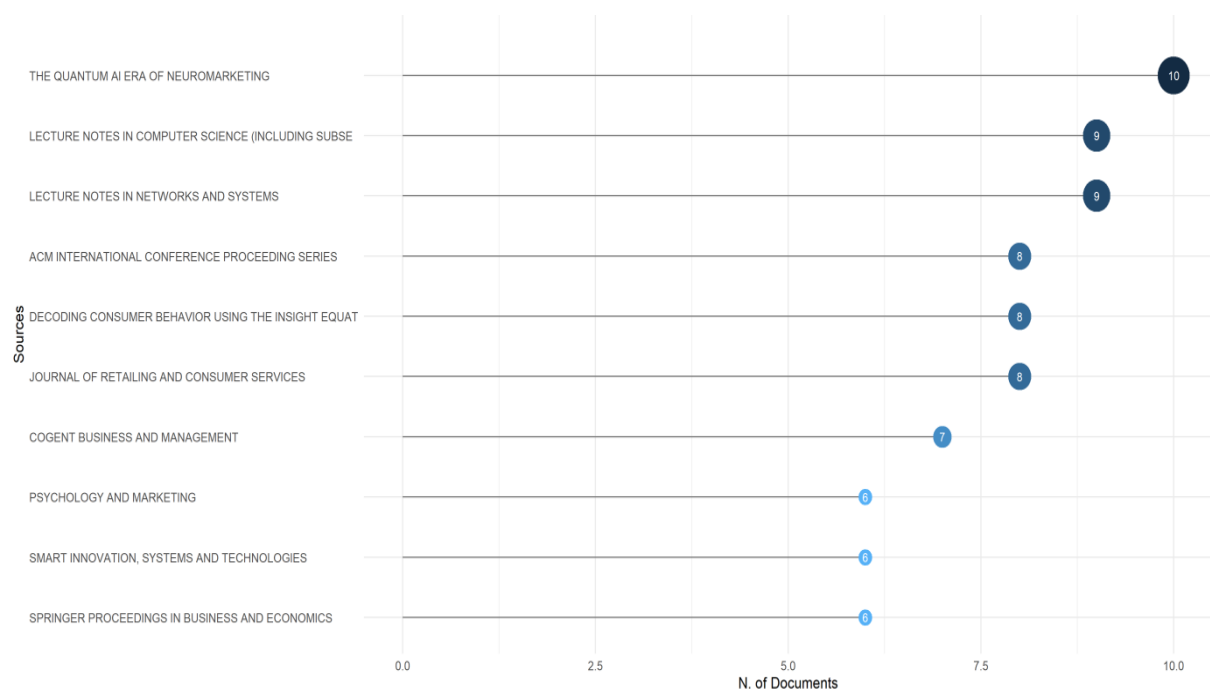
The rise in average annual citations also shows how a few very important papers have changed the conversation and shown that AI is important in business and marketing. These spikes probably happened at the same time as important breakthroughs and/or

important papers that gave new ideas and/or methods that sped up research and made AI more common in marketing. This trend also shows that AI is being used more quickly in strategies that are meant to get people to interact with brands. This shows that AI is becoming more important in both academic research and business. As the amount of influential work grows, it becomes more and more clear that AI is at the heart of effective marketing.

### 3.3 Leading Journals in the Field

Certain publications, specifically The Journal of Business Research, International Journal of Information Management, and Journal of Marketing, have become exceptionally pertinent to the diffusion of studies regarding the use of AI in marketing, and their functions as channels of valuable research are noteworthy. The ongoing sustained circulation of these journals... is a testimony to their interest, attention, and focus in the principal research domain of AI, consumer trust, and brand loyalty. Therefore, strengthening their position as exceptionally pertinent and reputable in the domain.

**Figure (3): Most Relevant Sources**

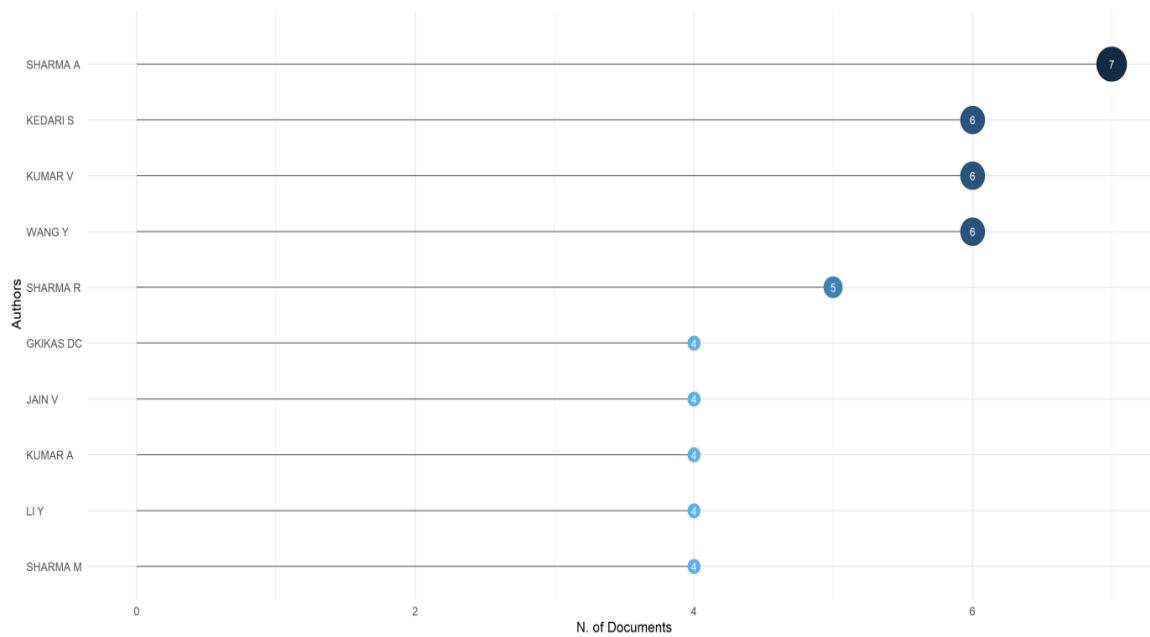


**Source:** Created by the authors using Biblioshiny in R Studio

### 3.4 Key Authors and Their Contributions

An examination of research contributions assigns primary authorship to Kumar, Dwivedi, and Huang as leading AI in marketing. These scholars influence the examination of AI-related consumer trust, ethics of trust, and brand loyalty, illustrating their leadership in marketing cognition.

**Figure (4): Most Relevant Authors**

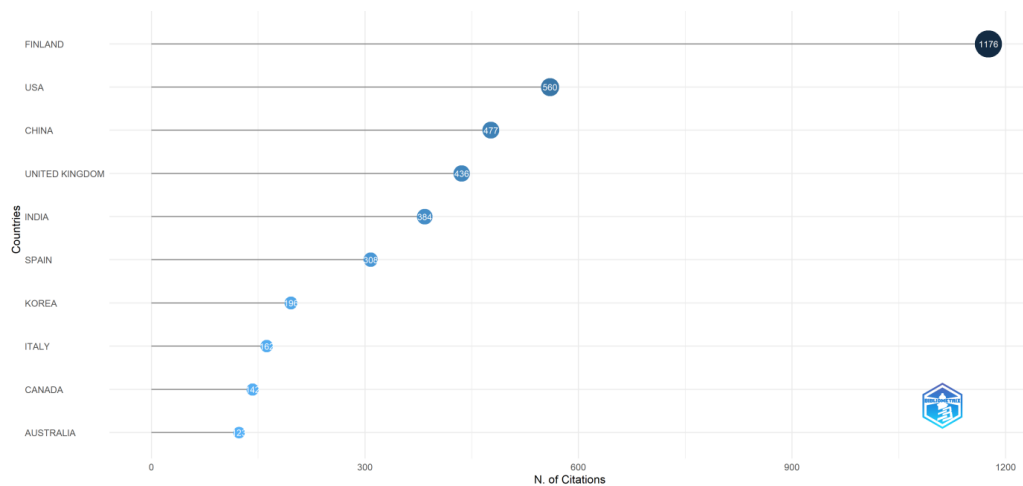


**Source:** Created by the authors using Biblioshiny in R Studio

### 3.5 Geographical Distribution of Research

As to the publication records, the scientific output from the USA, India, and China shows they are the primary players, internationally, in the marketing research that pertains to the application of artificial intelligence. Such a concentration of research activity suggests that these nations have deployed extensive research resources, of both a material and policy nature, to the marketing applications of artificial intelligence, specifically, consumer trust and brand loyalty. These entities have clearly constructed a governance model oriented to instrumentalizing the promotion of technological advancement and encouraging research, as pertains to artificial intelligence, incorporating within their national priorities. These countries are clearly positioned to dominate the future of marketing with their extensive research in the application of artificial intelligence, as substantiated in the output (Figures 5 and 6).

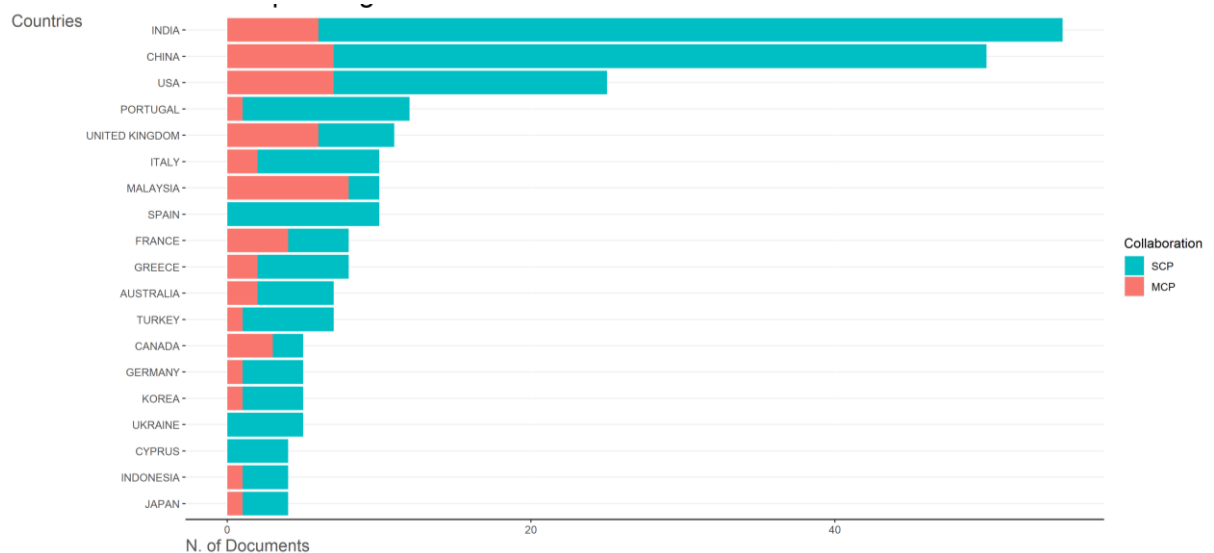
**Figure (5): Most Cited Countries**



**Source:** Created by the authors using Biblioshiny in R Studio

The U.S. is by far the most citation impactful. This outcome, as highlighted in Figure 5, is proof of how American scholarly work dominates the theoretical and methodological contributions concerning the foundational AI as well as marketing. Dominance also influences scholarly work.

**Figure (6): Most Relevant Countries by Corresponding Author**



**Source:** Created by the authors using Biblioshiny in R Studio

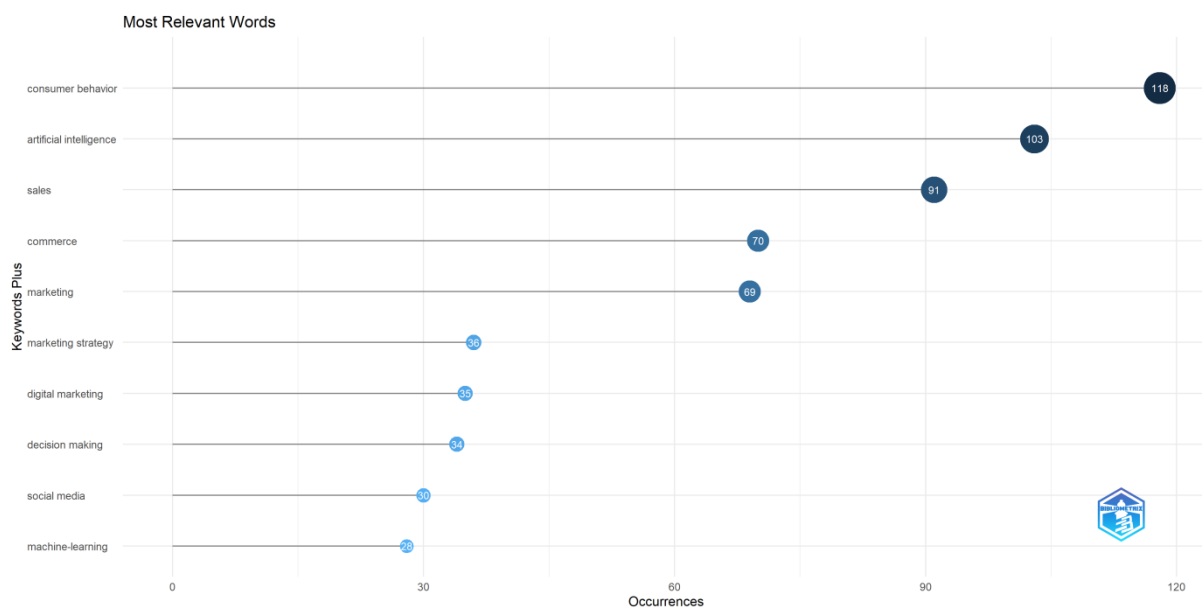
Figure 6 shows that India and China are not only working together and being active in academia, but they are also making huge contributions to the field. Both countries in the world research arena are showing more and more how advanced and integrated the field of Artificial Intelligence is, as well as how different their cultures and methods are from those of other countries. The trend of more collaboration in research explains the new

and cutting-edge work on how AI is used in marketing as a global and interdisciplinary field.

### 3.6 Central Themes and Keywords in Research

Keyword co-occurrence and bibliometric mapping methods propelled thematic literature analysis and illustrate several key dominant themes defining AI-driven marketing research.

**Figure (7): Most Relevant Words**



**Source:** Created by the authors using Biblioshiny in R Studio

Figure 7 illustrates significant themes intersecting behavioral economics, artificial intelligence (AI), and marketing, with economics (118 mentions) and AI (103 mentions) emerging as the most notable ones. Interest is clearly piqued by the capacity of AI technologies to influence consumer behavior. Research of this kind is likely to examine the degree to which tool-augmented AI, particularly consumer behavior prediction algorithms, is increasingly used to profitably streamline business electronic communications through psycho marketing.

Sales (91 occurrences) and commerce (70 occurrences) talk more about how AI will be used more in business and how it will improve e-commerce and sales. The use of AI to look at huge amounts of data and guess what customers will do is probably the most important thing, as it helps businesses improve their sales strategies and get customers more involved. The frequency of marketing and marketing strategy (69 and 36 occurrences, respectively) further illustrates the incorporation of AI in improving marketing activities, enabling businesses to implement target marketing strategies to optimize campaign efforts. Finally, digital marketing (35 times) and social media (30 times) show how AI is being

used in the digital world. The research probably looks at how AI can be used to improve digital marketing and engagement strategies to make the most of social media. The fact that decision making happened 34 times and machine learning happened 28 times shows that people are very interested in AI's ability to speed up the decision-making process, especially when it comes to improving business intelligence and operational efficiency. Overall, the research indicates that AI can personalize customer interactions, enhance marketing strategies, and boost customer loyalty..

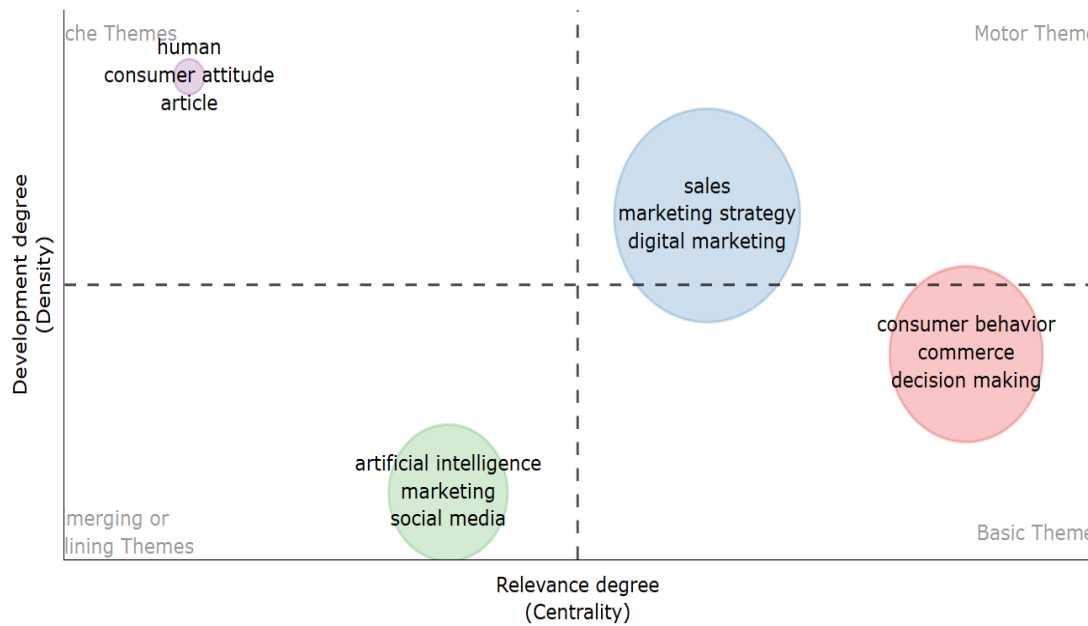
### **3.7 Development of Research Themes Over Time**

The thematic map shows research themes in four groups: central, emerging, niche, and declining. The most important and central themes, like "AI applications," "consumer behavior," and "marketing analytics," show that people are still interested in those areas. Researchers are still looking into how AI technologies are used to study consumer behavior and how this can help improve marketing strategies. These themes are very much a part of ongoing research. The themes restate the centrality of AI technologies with respect to innovation in the marketing field, and the understanding of consumer behavior and needs.

Nonetheless, the newly emergent, potential, and desirable attributes, such as "transparency" and "ethical considerations," persuasion applaud and exemplify the change in emphasis in the literature. As the IoT systems and technologies intertwine with and converge with consumer-facing technologies, there is a greater IoT techno-ethical awareness. The literature is pointing out the growing concern and the need for the social and ethical challenges that span the deployment of IoT systems and technologies, concentrating on the social, ethical, and technological advancement in the area of privacy, fairness, and accountability with respect to the IoT systems and technologies. The themes reflect the growing awareness in the literature which is illuminating the need for ethics which focuses on trust and accountability in relation to the use of AI technology.

These maps also likely reveal several niche and declining themes that are losing relevance and importance in contrast to the more dominant and emerging topics. In particular, certain themes may be outdated and/or less significant in the landscape of research, likely due to changing interests stemming from technological advancements and consumer demands. The arrangement of the thematic map reveals not only research trends and their instantaneous relevance but also the shifting nature of research priorities, where more advanced AI technologies are now considered just as urgent and necessary to be examined for their ethical, transparent, and consumer-centric features outside of marketing and consumer applications.

**Figure (8): Thematic Map**



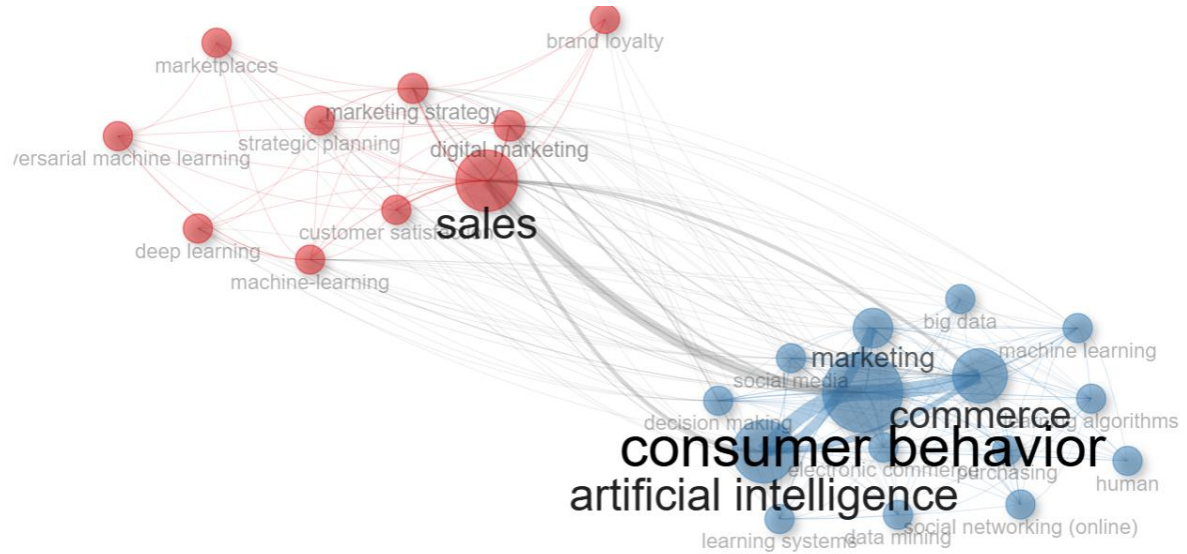
**Source:** Created by the authors using Biblioshiny in R Studio

### 3.8 Network Analysis of Research Themes

The keyword co-occurrence network analysis displayed in figure 9 depicts the spatial distribution of the relationships comprised of the keywords AI, consumer behavior, sales, digital marketing, and big data. From the distribution, we identify the cliques of associated nodes on the network. The node sales, which are the most important, show that the vertices marketing, AI, and consumer engagement all have something in common. This network shows how AI can connect consumer behavior and sales. It also shows how important big data analytics and personalization are for marketing that is focused on the customer. The fact that digital marketing and AI are even more strongly linked to marketing strategy and customer satisfaction supports the idea that modern marketing is based on both technology (like machine learning and AI) and consumers (like brand loyalty and trust).

The best AI-driven marketing strategies will use cutting-edge technology to analyze consumer insights in new ways and build trust with customers through personalized interactions. This integration indicates a more comprehensive and unified marketing strategy, utilizing AI and data alongside consumer behavior analysis to enhance customer retention.

**Figure (9): Keyword Co-occurrence Network**



**Source:** Created by the authors using Biblioshiny in R Studio

### 3.9 Institutional Contributions to Research

Harvard University, Stanford University, and Tsinghua University are always included because they are well-known and have a lot of power when it comes to research on how AI affects marketing.

**Figure (9): Most Relevant Affiliations**

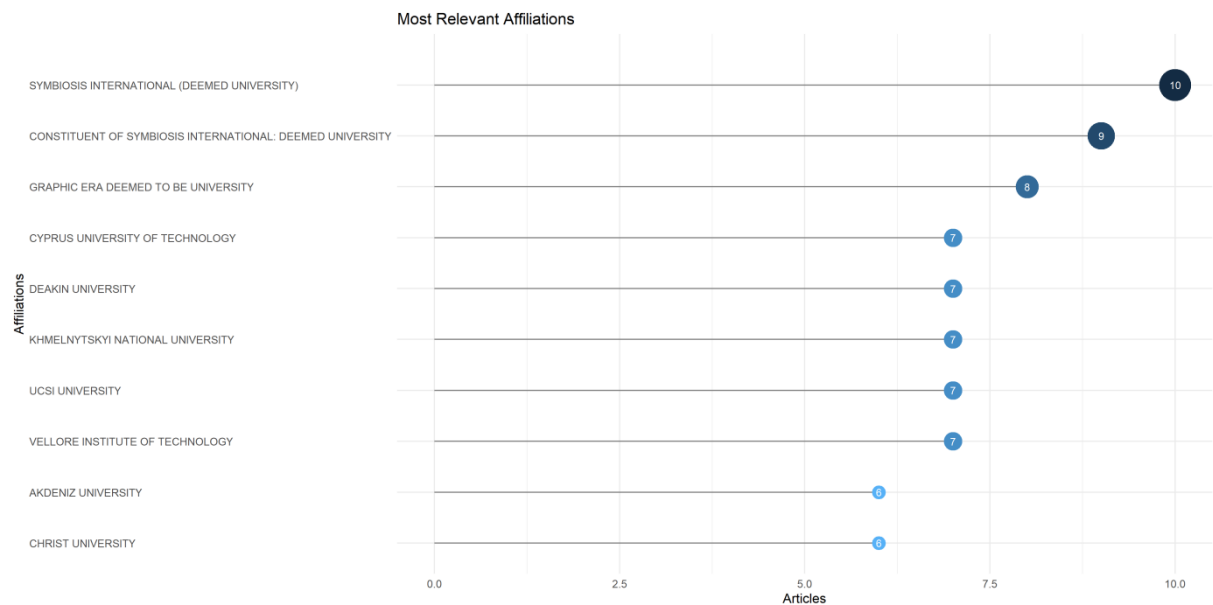


Figure 9 shows institutional affiliations, which show that a lot of academic work is being done at Symbiosis International University and other well-known schools. Symbiosis

International, alongside its contributing departments, Bestowed a considerable volume of publications toward the discipline. There appears to be a growing volume of scholarship stemming from these establishments, having directed their efforts toward the application of AI in marketing. They are the research pioneers in the field, and in scholarship.

The significance of several universities, particularly pertaining to this chart, associates closely with having a considerable concentration of research pertaining to the interdisciplinary field of AI and marketing, particularly its effects on consumer behavior.

## **Conclusion**

This research-based computing analysis of the literature surrounding the application of AI in Marketing, especially the interrelation of consumer trust and brand loyalty, focuses primarily on characterizing the scope of literature on brand trust and brand loyalty, including notable players, leading publishers, and highly influential topics that shape the scope of current and future studies dealing with consumer trust and brand loyalty in AI Marketing. From the year 1986 up to July of the year 2023, there was a notable proliferation of research output, especially in the year 2015 onwards, reaching a peak level of research activity in the years 2022 and 2023. This growth shows how much more people are interested in marketing and how AI can help build trust and brand loyalty among customers all over the world.

The number of citations also shows how much more interest there is in and how important it is to include AI in marketing, especially with the recent influential works that are highly cited. The main ideas that came up in the studies were "consumer behavior," "personalization," "machine learning," and "big data analytics." These keywords show how much interest there is in AI's ability to change how people interact with brands, which can build trust and loyalty.

Research on the geography of the International Relations field shows that the US, China, and India are the most powerful countries. They not only publish a lot, but they also lead in global partnerships for research and development in the field. These studies focus on the role of elite institutions like Harvard, Stanford, and Tsinghua in creating new technologies and developing very advanced marketing strategies.

Networked studies give detailed accounts of how different research themes affect each other and how collaborative research works. They highlight the importance of AI in various research trajectories and its interdisciplinary characteristics. The growing field of collaborative research shows a lot of international cooperation, which helps AI in marketing by encouraging cross-dialogue and the integration of knowledge in practice.

The ongoing development of AI technologies changes how marketing works and how consumers interact with brands by providing unique, personalized, and clear interactions. This opens up a new and exciting time for new marketing ideas and ways to connect with customers. This bibliometric review will be very helpful. It will help you find your way through the world of AI integration in marketing. It will help students, professionals, and researchers. There will be a good effect. This study and analysis will reveal novel and

evolving ethical considerations, the ramifications of transparency, and the psychological factors pertaining to AI and consumer interactions. This research and analysis will enhance a crucial and expanding domain of inquiry.

To fully integrate AI into marketing strategies, companies need to focus on using AI systems in a responsible way, being open, and making each customer's experience unique. These three important things work together to build trust in customers, which leads to loyalty. When AI works well, loyal customers become a product of it. This starts a feedback loop in which trust builds longer and stronger brand connections. By using AI to provide personalized and open experiences, businesses can build and keep trust to a higher degree, which leads to more loyalty.

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