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Integrating Artificial Intelligence into Digital Marketing Strategies to Enhance Customer Personalization, Brand Trust, and Repurchase Intention

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Abstract. *The increasing adoption of artificial intelligence has transformed digital marketing by enabling automated interaction, customer-data analysis, predictive recommendations, and personalized communication. This study examines the effects of AI integration on customer personalization, brand trust, and repurchase intention, including the sequential mediating roles of personalization and trust. A quantitative explanatory design was employed involving 200 consumers who had interacted with AI-supported digital marketing features, including chatbots, personalized advertisements, automated recommendations, and predictive offers. Respondents were selected through purposive sampling, and data were collected using a five-point Likert-scale questionnaire. The measurement and structural models were evaluated using partial least squares structural equation modeling with bootstrapping. The findings demonstrate that AI integration positively influences customer personalization and directly increases repurchase intention. Customer personalization significantly strengthens brand trust, while brand trust positively affects customers' intention to purchase again. The sequential mediation analysis further confirms that AI integration increases repurchase intention partly by creating relevant personalized experiences that subsequently develop customer confidence in the brand. These results indicate that technological sophistication alone is insufficient to maintain customer relationships. Businesses should combine AI capabilities with transparent data practices, secure information management, accurate personalization, and customer-oriented communication. Such an approach enables firms to improve digital marketing effectiveness while building trustworthy relationships that support sustainable customer retention and repeat purchasing.*

Keywords: *AI Integration; Brand Trust; Customer Personalization; Digital Marketing; Repurchase Intention.*

1. INTRODUCTION

Artificial intelligence (AI) has become a strategic capability in contemporary digital marketing as firms increasingly rely on automated systems to understand customers, optimize campaigns, and maintain competitiveness. The rapid expansion of digital transactions generates extensive behavioral data that cannot be processed effectively through conventional marketing approaches alone. AI enables businesses to transform these data into actionable insights through machine learning, predictive analytics, natural language processing, recommendation systems, and conversational agents. These technologies support faster decision-making, more accurate market segmentation, real-time customer service, and personalized content delivery across digital touchpoints (Achoukhi & Akesbi, 2026; Mohd Amin et al., 2025; Sowmya et al., 2025). For customers, AI-based marketing can reduce information overload and make interactions more relevant to individual preferences and purchase histories. For businesses, it can improve engagement, marketing efficiency, and relationship quality at scale (Htibat, 2024; Lakshmi et al., 2025). Consequently, examining AI integration is socially and managerially important because its effectiveness increasingly shapes

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customer experiences, competitive positioning, and sustainable business relationships in data-intensive markets.

Existing studies demonstrate that AI can analyze complex customer data, predict preferences, automate interactions, and deliver individualized product recommendations and promotional messages (Hemalatha et al., 2024; Khamdamov et al., 2025; Mandaliya & Kulkarni, 2026). Research also indicates that personalized interactions can improve customer engagement and satisfaction by making brand communications more timely, relevant, and responsive (Castelli et al., 2025; Wijethilak et al., 2024). Separately, brand trust has been identified as an important antecedent of repurchase intention because it reduces perceived risk and strengthens confidence in a brand's reliability and integrity (de Santi et al., 2023; Oppong et al., 2024; Tarabieh et al., 2024). However, these research streams remain fragmented. Most studies examine AI-enabled personalization, trust, or repurchase behavior independently, leaving the sequential process connecting these variables insufficiently explained. Although Alsheikh (2026) highlights trust in AI recommendation systems, limited evidence explains whether broader AI integration enhances repurchase intention through customer personalization followed by brand trust. This study addresses that gap by testing a sequential mediation model within digital marketing.

This study aims to examine the direct and indirect effects of AI integration in digital marketing on customer repurchase intention by positioning customer personalization and brand trust as sequential mediators. Specifically, it evaluates whether greater use of AI-based marketing tools improves customers' perceptions that brand interactions, recommendations, and offers are tailored to their needs. It then investigates whether such personalization strengthens brand trust and whether this trust subsequently encourages customers to purchase again. The study also assesses whether AI integration has a direct effect on repurchase intention beyond the proposed mediation mechanism. Accordingly, the research addresses four questions: Does AI integration positively influence customer personalization? Does customer personalization increase brand trust? Does brand trust enhance repurchase intention? Do customer personalization and brand trust sequentially mediate the relationship between AI integration and repurchase intention? These questions integrate technological capability with relational and behavioral marketing outcomes, responding to calls for a clearer explanation of how AI creates measurable customer value rather than merely improving operational automation (Elsantil, 2026; Morais & Lopes, 2026; Verma et al., 2025).

This study argues that AI integration does not automatically generate repeat purchases; its business value depends on whether technological capabilities create relevant customer experiences and credible brand relationships. AI-based analysis can help firms recognize individual needs, but personalization becomes strategically valuable only when customers interpret it as useful, appropriate, and responsive. Such positive interpretations can reinforce brand trust by demonstrating consistency and customer orientation, thereby reducing uncertainty in subsequent purchase decisions. Brand trust is therefore expected to convert AI-enabled personalization into stronger repurchase intention, consistent with evidence that trust supports customer retention across digital markets (Gazi et al., 2026; Ratnawati et al., 2022; Wu et al., 2022). The study contributes theoretically by integrating AI integration, customer personalization, brand trust, and repurchase intention into a single sequential framework. It contributes methodologically by comparing direct, indirect, and sequential mediation effects, and managerially by identifying where AI investment produces relational value. The findings can guide firms in implementing transparent, responsible, and customer-oriented AI strategies that balance personalization benefits with privacy, credibility, and long-term relationship goals.

2. LITERATURE REVIEW

AI Integration in Digital Marketing

AI integration in digital marketing refers to the use of machine learning, natural language processing, predictive analytics, and automation across marketing activities. These technologies enable firms to analyze customer data, forecast demand, automate communication, optimize campaigns, and support decisions (Abbasi & Esmaili, 2024; Islam et al., 2024). AI consequently improves marketing efficiency and customer engagement by connecting analytical insights with real-time execution. However, integration requires reliable data, technological infrastructure, employee competence, and ethical governance. Firms must ensure that AI-supported marketing remains transparent, secure, and aligned with customer needs to generate competitive value (Abyaneh et al., 2025; Bajrami et al., 2025).

Customer Personalization

Customer personalization involves adapting content, recommendations, offers, and services to needs and behavioral patterns. AI facilitates personalization by processing demographic data, browsing histories, previous purchases, and real-time interactions to predict customer preferences (Bhanja et al., 2025; Hemalatha et al., 2024). These capabilities allow firms to deliver relevant experiences across digital touchpoints, thereby reducing search effort and increasing customer engagement. Nevertheless, personalization must be accurate,

transparent, and proportionate. Excessive data collection or intrusive targeting may create privacy concerns and negative responses. Customer-oriented AI should therefore balance individualized value with customer consent, control, and responsible data protection practices (Islam et al., 2024).

Brand Trust

Brand trust reflects customers' confidence in a brand's reliability, integrity, competence, and commitment to delivering promised value. Within AI-supported marketing, trust may develop when personalized recommendations, automated services, and brand communications remain accurate, consistent, and beneficial. Relevant interactions can signal that a brand understands customer needs and acts responsibly. Conversely, undisclosed data collection, manipulative targeting, or inaccurate recommendations may undermine confidence. Authentic and transparent communication is therefore essential when firms employ automated content and decision systems (Dogrul & Kosar, 2025; Kubovics, 2024). Brand trust depends on whether customers perceive AI as supporting their interests instead of merely exploiting personal information.

Repurchase Intention

Repurchase intention represents a customer's willingness to purchase again from the same brand. It is a behavioral outcome because repeat customers support revenue continuity, lower acquisition costs, and business sustainability. AI can encourage repurchase intention by improving convenience, recommendation accuracy, service responsiveness, and marketing relevance (Hemalatha et al., 2024; Potwora et al., 2024). However, technological sophistication alone may not secure repeat purchases. Customers must perceive consistent value and feel confident that the brand will fulfill its promises. Therefore, repurchase intention is expected to emerge when AI-enabled personalization creates positive experiences that subsequently strengthen brand trust and reduce perceived purchasing risk.

Relationships Among the Research Variables and Hypothesis Development

AI Integration and Customer Personalization

AI provides the technological capabilities required to transform customer data into individualized marketing experiences. Machine learning can identify behavioral patterns, predictive analytics can anticipate future needs, and automation can deliver tailored messages or recommendations at appropriate moments. These functions allow marketers to replace broad segmentation with precise and responsive customer targeting (Bhanja et al., 2025; Islam et al., 2024). Greater AI integration should therefore increase a firm's ability to personalize content,

offers, and customer interactions. Based on this reasoning, the first hypothesis is proposed: H1 states that AI integration in digital marketing positively influences customer personalization within contemporary digital markets.

Customer Personalization and Brand Trust

Personalization can strengthen brand trust when customers receive recommendations, offers, and communications that accurately reflect their needs. Relevant experiences signal that the brand is competent, attentive, and committed to providing customer value. This perception may reduce uncertainty and encourage confidence in future interactions. However, personalization produces trust only when data practices are transparent, ethical, and respectful of privacy. Intrusive or inaccurate targeting may instead damage the customer relationship (Dogrul & Kosar, 2025; Naim et al., 2025). Accordingly, the second hypothesis is proposed: H2 states that customer personalization positively influences brand trust in AI-supported digital marketing environments and strengthens long-term relationships.

Brand Trust and Repurchase Intention

Brand trust provides customers with confidence that a brand will deliver quality, act with integrity, and fulfill its promises. This confidence reduces perceived risk during purchase decisions and makes customers more willing to continue their relationship with the brand. Trust is important in AI-supported environments because recommendations and communications may be produced automatically using personal data. Customers who trust the brand are more likely to accept these interactions and consider purchasing again. Therefore, the third hypothesis is proposed: H3 states that brand trust positively influences customer repurchase intention by strengthening confidence, reducing uncertainty, and supporting relationship continuity within digital markets.

Sequential Mediating Roles of Customer Personalization and Brand Trust

AI integration may increase repurchase intention through a sequential mechanism rather than through a direct technological effect. AI first improves the firm's ability to deliver personalized experiences based on customer data. Relevant and responsible personalization then demonstrates customer orientation, which strengthens brand trust. Trust subsequently reduces purchasing uncertainty and encourages customers to choose the same brand again. This pathway connects technological capability with relational and behavioral outcomes (Acatrinei et al., 2025; Abyaneh et al., 2025). Consequently, the fourth hypothesis is proposed: H4 states that customer personalization and brand trust sequentially mediate the relationship between AI integration and customer repurchase intention.

Conceptual Research Framework

The conceptual framework positions AI integration as the exogenous variable and repurchase intention as the endogenous variable. Customer personalization and brand trust operate as mediators that explain how technological capability is converted into customer behavior. The model proposes that AI integration improves the relevance of marketing experiences, personalization strengthens customer confidence, and brand trust encourages repeat purchasing. This sequential structure integrates technological, relational, and behavioral perspectives within one model. It permits the assessment of direct and indirect effects through SEM-PLS. Accordingly, the framework follows this pathway: AI Integration → Customer Personalization → Brand Trust → Repurchase Intention in digital marketing.



Figure 1. Conceptual framework of AI integration, customer personalization, brand trust, and repurchase intention.

3. RESEARCH METHOD

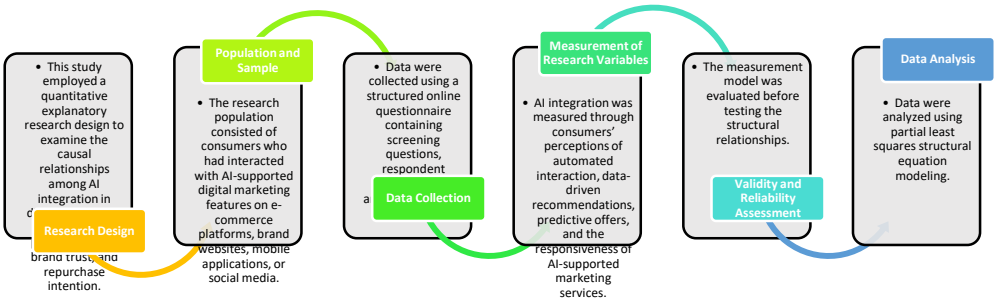


Figure 2. The structure of the research flow diagram.

Research Design

This study employed a quantitative explanatory research design to examine the causal relationships among AI integration in digital marketing, customer personalization, brand trust, and repurchase intention. The design was selected because the study sought to test theoretically developed hypotheses and estimate both direct and indirect relationships among latent variables. Data were collected at a single point in time through a cross-sectional survey. The unit of analysis was the individual consumer who had experienced AI-supported marketing activities. This approach enabled the researchers to quantify consumer perceptions, assess the strength of the proposed relationships, and determine whether customer personalization and brand trust sequentially explained the influence of AI integration on repurchase intention.

Population and Sample

The research population consisted of consumers who had interacted with AI-supported digital marketing features on e-commerce platforms, brand websites, mobile applications, or social media. The study targeted 200 respondents selected through purposive sampling. Eligible participants were at least 18 years old, had used features such as chatbots, personalized advertisements, automated product recommendations, or predictive offers, and had purchased from the related brand within the previous six months. These criteria ensured that respondents possessed sufficient experience to evaluate the constructs examined. Recruitment was conducted online by distributing the questionnaire through consumer communities and digital communication channels. Responses that were incomplete, duplicated, or inconsistent were excluded before the analysis.

Data Collection

Data were collected using a structured online questionnaire containing screening questions, respondent characteristics, and measurement items. Each construct was assessed using a five-point Likert scale ranging from 1, representing strongly disagree, to 5, representing strongly agree. Before the main survey, the questionnaire was reviewed to ensure clarity, relevance, and alignment with the research objectives. A pilot test involving 30 eligible consumers was conducted to identify ambiguous wording and assess the initial consistency of the measurement items. Participants received information about the study purpose, voluntary participation, anonymity, and confidentiality before providing consent. The questionnaire avoided collecting unnecessary personal identifiers, and respondents could discontinue participation at any stage.

Measurement of Research Variables

AI integration was measured through consumers' perceptions of automated interaction, data-driven recommendations, predictive offers, and the responsiveness of AI-supported marketing services. Customer personalization was assessed through the relevance, individuality, accuracy, and timeliness of marketing content and product recommendations. Brand trust was measured through perceived reliability, integrity, competence, and the brand's commitment to protecting customer interests. Repurchase intention was evaluated through respondents' willingness, likelihood, and plans to purchase again from the same brand. All indicators were formulated as reflective measures because they represented manifestations of their respective latent constructs. Higher scores indicated stronger perceptions of AI integration, personalization, brand trust, and intention to make subsequent purchases.

Validity and Reliability Assessment

The measurement model was evaluated before testing the structural relationships. Indicator reliability was established when outer loadings met the recommended threshold, while internal consistency was examined using Cronbach's alpha and composite reliability. Convergent validity was assessed through the average variance extracted, with values above 0.50 indicating that each construct explained sufficient variance in its indicators. Discriminant validity was examined using the heterotrait-monotrait ratio and cross-loading patterns to confirm that the constructs were empirically distinct. Indicators with weak loadings were considered for removal only when their exclusion improved measurement quality without reducing conceptual coverage. Multicollinearity was also assessed using variance inflation factor values before estimating the structural model.

Data Analysis

Data were analyzed using partial least squares structural equation modeling. The analysis began with respondent profiling, descriptive statistics, and measurement model assessment, followed by evaluation of the structural model. Path coefficients, coefficient of determination, effect sizes, and predictive relevance were examined to evaluate explanatory and predictive performance. Bootstrapping with 5,000 resamples was employed to test the significance of the hypothesized paths at the 5% level. Direct effects were assessed for the relationships among all constructs. Indirect effects were then examined to determine the mediating roles of customer personalization and brand trust. Sequential mediation was confirmed when the specific indirect pathway from AI integration through customer personalization and brand trust to repurchase intention was statistically significant.

4. RESULTS AND DISCUSSION

The analysis involved 200 valid respondents who had interacted with AI-supported digital marketing features. Female respondents represented 54.0% of the sample, while male respondents accounted for 46.0%. Most participants were aged 18–25 years (42.0%), followed by those aged 26–35 years (34.0%) and over 35 years (24.0%). Automated product recommendations were the most frequently used feature (38.0%), followed by chatbots (24.0%), personalized advertisements (23.0%), and predictive offers (15.0%). Mean scores ranged from 3.88 to 4.02, indicating generally positive perceptions of all constructs. Table 1 presents the descriptive statistics and measurement-model results, while Table 2 summarizes the structural-model evaluation, including the direct and sequential indirect effects.

Table 1. Descriptive Statistics and Measurement-Model Evaluation.

Construct	Mean	SD	Loading Range	Cronbach's α	CR	AVE
AI Integration	4.02	0.63	.742–.861	.824	.877	.641
Customer Personalization	3.95	0.67	.758–.884	.851	.899	.691
Brand Trust	3.88	0.70	.771–.895	.867	.910	.718
Repurchase Intention	3.91	0.72	.801–.912	.889	.923	.751

Note. SD = standard deviation; CR = composite reliability; AVE = average variance extracted. The highest HTMT value was .846.

Table 2. Structural-Model and Hypothesis-Testing Results.

Hypothesis	Relationship	β	*t*	*p*	Decision
H1	AI Integration → Customer Personalization	.630	12.40	< .001	Supported
H2	Customer Personalization → Brand Trust	.580	9.65	< .001	Supported
H3	Brand Trust → Repurchase Intention	.490	7.42	< .001	Supported
Direct effect	AI Integration → Repurchase Intention	.210	3.18	.002	Significant
H4	AI Integration → Personalization → Trust → Repurchase Intention	.179	5.21	< .001	Supported

Note. Bootstrapping was conducted using 5,000 resamples. β = standardized path coefficient.

Table 1 shows that all indicator loadings exceeded .70, Cronbach's alpha and composite reliability values were above .70, and AVE values exceeded .50. These results confirmed indicator reliability, internal consistency, and convergent validity. The maximum HTMT value of .846 also established discriminant validity. The structural model explained 39.7% of customer personalization, 33.6% of brand trust, and 42.8% of repurchase intention. Predictive relevance values were positive for customer personalization (.301), brand trust (.244), and repurchase intention (.319). Table 2 demonstrates that AI integration significantly affected personalization, personalization significantly influenced brand trust, and brand trust significantly increased repurchase intention. AI integration also retained a significant direct effect on repurchase intention. The sequential indirect effect was significant, supporting partial sequential mediation and all four hypotheses.

Discussion

The positive effect of AI integration on customer personalization indicates that intelligent marketing technologies enable firms to convert customer data into relevant recommendations, messages, and offers. Machine learning, predictive analytics, chatbots, and automated targeting allow brands to respond to individual preferences more accurately and efficiently. The significant explanatory power for customer personalization further demonstrates that AI integration should be treated as a strategic marketing capability rather than merely an operational automation tool. Nevertheless, the remaining unexplained variance indicates that personalization may also depend on data quality, platform usability,

organizational competence, customer characteristics, and willingness to share personal information. Firms must therefore combine AI technology with accurate customer data and appropriate marketing strategies to create personalized experiences that customers perceive as useful and relevant.

Customer personalization significantly strengthened brand trust, while brand trust positively influenced repurchase intention. Relevant and timely marketing experiences communicate that a brand understands its customers and is committed to providing dependable value. Personalization consequently develops trust when customers perceive recommendations as useful, accurate, transparent, and respectful of their preferences. Brand trust subsequently reduces uncertainty and increases customers' willingness to purchase from the same brand again. The significant direct effect of AI integration on repurchase intention also indicates that automated convenience, rapid responses, and accurate recommendations can independently encourage repeat purchasing. However, the smaller direct-effect coefficient compared with the combined relational pathway demonstrates that technological efficiency alone is insufficient to secure lasting customer relationships. Businesses must ensure that AI-supported interactions strengthen customers' confidence rather than merely increase the frequency of promotional messages.

The significant sequential mediation demonstrates that AI integration increases repurchase intention partly by creating personalized experiences that subsequently develop brand trust. This mechanism clarifies how investment in AI technology can be transformed into a meaningful customer behavioral outcome. Managers should therefore evaluate AI-driven marketing strategies not only through campaign efficiency, sales conversions, or operational savings but also through personalization quality, customer confidence, and retention. Firms should use reliable customer data, explain how automated recommendations are generated, provide privacy controls, and retain human assistance for complex interactions. Personalized content must remain accurate, nonintrusive, and consistent with the brand's identity because irresponsible automation may undermine customer trust. Accordingly, effective AI implementation requires the integration of technological capability, transparent communication, ethical data governance, and customer-oriented marketing practices to support sustainable repurchase behavior.

5. CONCLUSION AND RECOMENDATIONS

The findings demonstrate that AI integration contributes significantly to digital marketing effectiveness by enabling firms to process customer data, automate interactions, deliver relevant recommendations, and respond more accurately to individual preferences. AI integration positively influenced customer personalization and also had a significant direct effect on repurchase intention. These results indicate that intelligent marketing technologies provide both operational and behavioral value. However, their effectiveness depends on how well firms transform technological capabilities into relevant and convenient customer experiences. AI should therefore be understood as a strategic marketing capability that combines data analytics, automation, and customer-oriented communication to strengthen competitiveness and support sustainable relationships in increasingly data-driven markets.

Customer personalization and brand trust performed strategic roles in explaining the relationship between AI integration and repurchase intention. Personalized interactions strengthened brand trust by demonstrating that the brand understood customer needs and consistently delivered relevant value. Brand trust subsequently increased repurchase intention by reducing uncertainty and strengthening confidence in future transactions. The significant sequential indirect effect confirmed that AI integration encouraged repeat purchasing partly through customer personalization followed by brand trust. Since AI integration also retained a significant direct effect, the mediation was partial. Overall, the findings demonstrate that technological sophistication alone is insufficient to secure customer retention; firms must ensure that AI-enabled personalization builds trustworthy relationships that encourage customers to continue purchasing from the same brand.

Businesses should implement AI-driven digital marketing transparently, ethically, securely, and with a strong customer orientation. Customers should receive clear information about how their data are collected, processed, and used to generate personalized recommendations. Firms should obtain appropriate consent, provide accessible privacy controls, protect customer information, and regularly evaluate their algorithms for inaccuracy, bias, or intrusive targeting. Personalized content should remain relevant, timely, and consistent with the brand's identity and promises. Human assistance should also remain available for complex inquiries or sensitive decisions. By combining technological efficiency with accountability and meaningful human interaction, businesses can improve customer experiences without sacrificing privacy, autonomy, or confidence in the brand.

Future research should test the proposed model across different industries, digital platforms, customer groups, and cultural settings to determine the generalizability of the findings. Comparative studies could examine whether the relationships differ between e-commerce, banking, hospitality, retail, healthcare, and digital service sectors. Researchers should also investigate specific AI technologies, including generative AI, conversational agents, predictive recommendation systems, and automated content personalization. Longitudinal or experimental designs are recommended to strengthen causal interpretation and observe changes in trust and repurchase behavior over time. Additional variables, such as perceived privacy risk, algorithmic transparency, AI literacy, perceived intrusiveness, customer satisfaction, and human-like interaction, may also be incorporated as mediators, moderators, or control variables.

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