



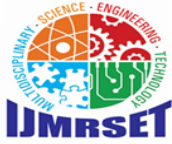
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## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

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# The Impact of Artificial Intelligence on Brand Engagement and Trust among Gen Z

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**ABSTRACT:** This study examines the impact of Artificial Intelligence (AI) on brand engagement and trust among Generation Z consumers. With the increasing integration of AI technologies such as personalized recommendations, chatbots, predictive analytics, and targeted content, brands are reshaping how they interact with young consumers. Gen Z, being digitally native, actively engages with AI-driven platforms and expects seamless, relevant, and transparent brand experiences. AI enables brands to deliver personalized communication, improve responsiveness, and enhance customer interactions, thereby influencing engagement levels and trust perceptions. The study is based on primary data collected through structured questionnaires from Gen Z consumers. Statistical tools such as percentage analysis and ANOVA were used to analyze the relationship between AI adoption and brand engagement and trust. The findings reveal that responsible and transparent use of AI significantly enhances brand engagement, strengthens trust, and encourages long-term brand relationships among Gen Z consumers.

**KEYWORDS:** Artificial Intelligence, Brand Engagement, Trust, Gen Z, Personalization, Digital Marketing.

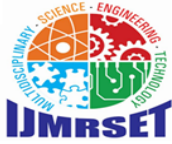
## I. INTRODUCTION

Artificial Intelligence has become a key driver in modern marketing strategies, particularly in engaging younger consumer segments such as Generation Z. Brands increasingly rely on AI-powered tools including recommendation engines, chatbots, voice assistants, and predictive algorithms to deliver personalized and interactive experiences. These technologies help brands understand consumer preferences, predict behaviour, and provide real-time responses, thereby improving engagement quality.

This study focuses on understanding how AI influences brand engagement and trust among Gen Z consumers. While AI enhances convenience and relevance, concerns related to data privacy, transparency, and ethical use remain critical. Gen Z consumers are highly aware of digital practices and are more likely to trust brands that use AI responsibly. Therefore, examining the balance between personalization and trust is essential to understand AI's true impact on brand consumer relationships.

## II. PROBLEM STATEMENT

In the digital era, brands are increasingly adopting AI to enhance engagement with Gen Z consumers. However, while AI-driven interactions can improve personalization and responsiveness, they may also raise concerns related to privacy, data misuse, and lack of transparency. Some Gen Z consumers perceive AI as helpful and engaging, while others feel uncomfortable or skeptical about automated brand interactions. This creates uncertainty for brands regarding whether AI truly strengthens trust and engagement or negatively affects brand perception. Hence, the problem lies in understanding the actual impact of AI on brand engagement and trust among Gen Z consumers and identifying how AI can be implemented responsibly to build meaningful and trustworthy brand relationships.



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### III. OBJECTIVES OF THE STUDY

- To examine the impact of Artificial Intelligence on brand engagement among Gen Z consumers.
- To analyse how AI-driven personalization influences trust toward brands.
- To study the role of AI transparency in shaping Gen Z's brand perceptions.
- To evaluate how AI-powered interactions affect long-term brand relationships.
- To identify concerns related to privacy and ethical AI use among Gen Z consumers.

### IV. REVIEW OF LITERATURE

**Wang (2020)** examined how humour and camera view influence user engagement on short-video platforms. The study found that entertaining content and immersive visual presentation increase social presence and encourage users to adopt and interact more with digital platforms. This suggests that engaging and creative content can significantly improve audience interaction and participation.

**De Veirman, Cauberghe, and Hudders (2019)** explored the effectiveness of influencer marketing on social media. Their research revealed that perceived authenticity and credibility of influencers strongly influence audience attitudes toward brands. The study highlights that transparency and authenticity are important factors that affect consumer trust and engagement.

**Kaye, Chen, and Zeng (2021)** analysed the development of short-video platforms such as TikTok and Douyin. The study emphasized how platform features, algorithms, and digital ecosystems shape user interaction and engagement. These technologies enable personalized content delivery, which plays a major role in attracting and retaining users. Overall, previous studies show that AI technologies can improve customer engagement and satisfaction, but trust depends largely on transparency, privacy protection, and ethical implementation.

### V. RESEARCH METHODOLOGY

#### Research Design

The study adopts a descriptive research design using a quantitative approach to analyze the relationship between Artificial Intelligence, brand engagement, and trust among Gen Z consumers.

#### Data Collection

Primary data were collected through a structured questionnaire distributed to Gen Z respondents. Secondary data were collected from journals, articles, and research publications.

#### Sample Size

The study consists of 120 respondents belonging to Generation Z.

#### Sampling Technique

Convenience sampling was used to collect responses from participants who actively use digital platforms and interact with brands online.

#### Research Instrument

A structured questionnaire with Likert scale questions was used to measure perceptions regarding AI usage, brand engagement, and trust.

#### Variables

Independent Variable: Artificial Intelligence usage in brand interactions

Dependent Variable: Brand engagement and trust

#### Data Analysis Tools

- Percentage Analysis
- ANOVA (Analysis of Variance)



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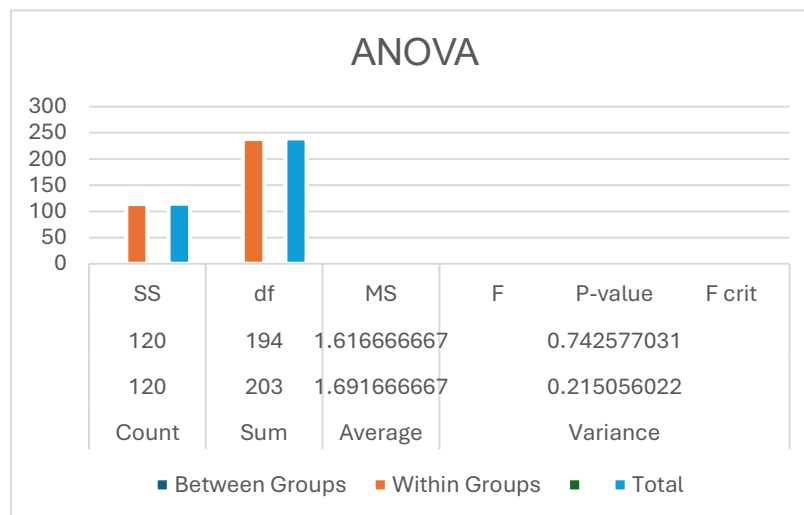
### ANOVA ANALYSIS

#### ANOVA: THE COMPARISON OF GENDER AND RECOMMEND BRANDS TO FRIENDS AND FAMILY

| SUMMARY  |       |     |          |          |
|----------|-------|-----|----------|----------|
| Groups   | Count | Sum | Average  | Variance |
| Column 1 | 120   | 203 | 1.691667 | 0.215056 |
| Column 2 | 120   | 194 | 1.616667 | 0.742577 |

| ANOVA               |          |     |          |          |          |          |
|---------------------|----------|-----|----------|----------|----------|----------|
| Source of Variation | SS       | df  | MS       | F        | P-value  | F crit   |
| Between Groups      | 0.3375   | 1   | 0.3375   | 0.704863 | 0.401997 | 3.880827 |
| Within Groups       | 113.9583 | 238 | 0.478817 |          |          |          |
| Total               | 114.2958 | 239 |          |          |          |          |

CHART 1

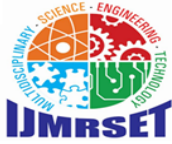


### INTERPRETATION

The results show that both groups have almost the same number of responses and very similar average scores, which means people in both groups responded in nearly the same way. Even though one group shows a bit more variation in responses

### VI. FINDINGS

- AI-powered personalization increases brand engagement among Gen Z consumers.
- Chatbots and virtual assistants improve customer interaction and response time.
- Gen Z consumers show higher engagement when brands provide personalized content.
- Responsible and transparent use of AI strengthens trust toward brands.



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- Concerns about data privacy slightly influence consumer perception of AI technologies.
- Gen Z consumers are generally open to AI-based experiences when they see clear benefits.

### VII. SUGGESTIONS

- Brands should clearly explain how AI technologies use customer data to build transparency and trust.
- Companies should ensure strong data privacy and security practices.
- AI systems should focus on providing relevant and meaningful recommendations rather than excessive targeting.
- Businesses should combine AI automation with human support to improve customer experience.
- Brands should regularly collect feedback from users to improve AI-based services.

### VIII. CONCLUSION

The study concludes that Artificial Intelligence plays a significant role in enhancing brand engagement and trust among Gen Z consumers. AI-driven personalization, interactive communication, and real-time responsiveness positively influence engagement levels and brand perceptions. However, trust is strongly dependent on transparency, ethical data usage, and respect for consumer privacy. When implemented responsibly, AI serves not only as a technological tool but also as a strategic approach to building authentic and lasting brand relationships with Gen Z. Future research may include comparative analysis across different age groups to broaden the scope of understanding

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