



Transparent Algorithms, Trusted Brands: Ethical AI and Consumer Perceptions in Food Branding Literature review

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Abstract

As Artificial Intelligence (AI) reshapes branding practices globally, its implications for brand authenticity, transparency, and consumer trust particularly in culturally nuanced, trust-sensitive markets like Libya remain underexplored. This literature review addresses this gap by investigating how AI-driven branding influences consumer perceptions in the Libyan food industry, with a focused case on Aljaied for Food Industries. The central research question is: How can AI be ethically and effectively integrated into branding strategies without compromising brand authenticity and consumer trust in Libya's culturally specific context?. The novelty of this study lies in its contextual grounding: it bridges global AI ethics frameworks with the socio-cultural realities of a North African emerging market, where interpersonal trust, community values, and Halal compliance heavily shape consumer behavior. Unlike most AI-branding research centered on Western or highly digitized economies, this review emphasizes the unique challenges and opportunities faced by local firms navigating digital transformation amid low AI literacy and high cultural sensitivity. Key contributions include: (1) a theoretical integration of Social Identity Theory and Signaling Theory to explain how AI-mediated interactions affect brand identification and trust; (2) a practical framework for ethical AI adoption that prioritizes explainability, data privacy, algorithmic fairness, and cultural alignment; and (3) contextual insight into the Libyan market, offering the first systematic analysis of AI's role in a post-conflict, high-context society. This literature review also benefits Aljaied by providing actionable strategies to leverage AI for personalization and supply-chain transparency while preserving authenticity. By positioning AI as a trust-enhancing, not just efficiency-driven, tool, the study empowers Libyan brands to compete in a digital future without sacrificing the cultural and ethical foundations of their consumer relationships.

Keywords : Artificial Intelligence (AI), Brand Authenticity, Consumer Trust, Algorithmic Transparency, Food Branding, Libyan Market.

1. Introduction

In the digital age, Artificial Intelligence (AI) has emerged as a transformative force in marketing and branding, enabling companies to deliver hyper-personalized, data-driven consumer experiences at unprecedented scale and speed (Wang & Qiu, 2024). From intelligent chatbots and recommendation engines to predictive analytics and automated content generation, AI techies are reshaping how brands communicate, engage, and build lasting relationships with their audiences (Vo et al., 2024; Huang & Maracic, 2024). While these advancements offer significant opportunities for operational efficiency and customer satisfaction, they also pose critical challenges to foundational branding principles particularly brand authenticity and transparency. Brand authenticity, defined as the perception of a brand as genuine, consistent, and true to its core values (Morhart et al., 2015), has long been recognized as a key driver of consumer trust and loyalty. Similarly, transparency the open, honest, and accountable communication of a brand's practices has become a non-negotiable expectation in an era of increasing consumer skepticism and ethical awareness (Muhajir, 2024; Soyombo, 2024). The integration of AI into branding strategies introduces a paradox: while AI can enhance personalization and responsiveness, its opaque algorithms, potential biases, and perceived lack of human empathy may inadvertently erode the very authenticity and transparency that underpin consumer trust (Kirk & Givi, 2025; Brüns & Meißner, 2024). This tension is especially salient in trust-sensitive industries such as food production, where consumer decisions are deeply influenced by concerns about health, safety, cultural norms, and ethical sourcing. In the Libyan market, where interpersonal relationships, community values, and cultural identity strongly inform brand perceptions (Ali et al., 2025; Arora et al., 2025), the deployment of AI must be carefully calibrated to align with local expectations of sincerity, fairness, and accountability. Grounded in Social Identity Theory (Tajfel & Turner, 1979) and Signaling Theory (Spence, 1973), the research explores how AI-mediated interactions influence consumer identification with the brand and how ethical, transparent AI practices can serve as credible signals of brand integrity. By synthesizing recent theoretical and empirical insights from global and regional contexts, this literature review aims to provide a nuanced understanding of the opportunities and risks associated with AI in branding, ultimately offering a strategic framework for responsible AI adoption that preserves brand authenticity, fosters transparency, and strengthens consumer trust in emerging markets like Libya.

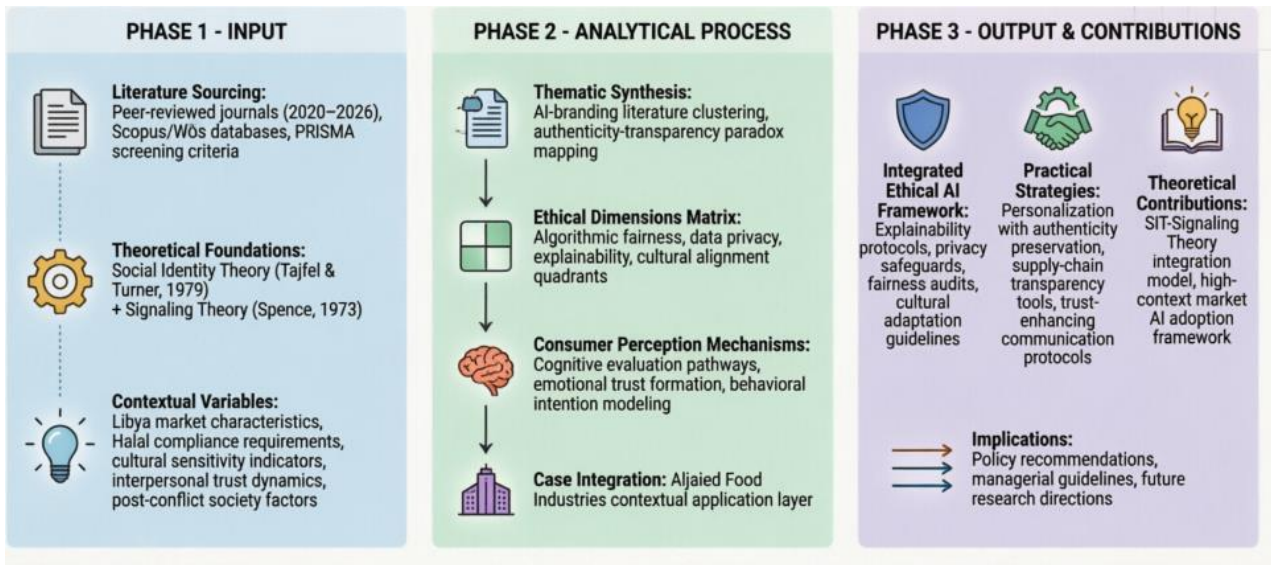


Figure 1 the research workflow based on Transparent Algorithms, Trusted Brands: Ethical AI and Consumer Perceptions in Food Branding

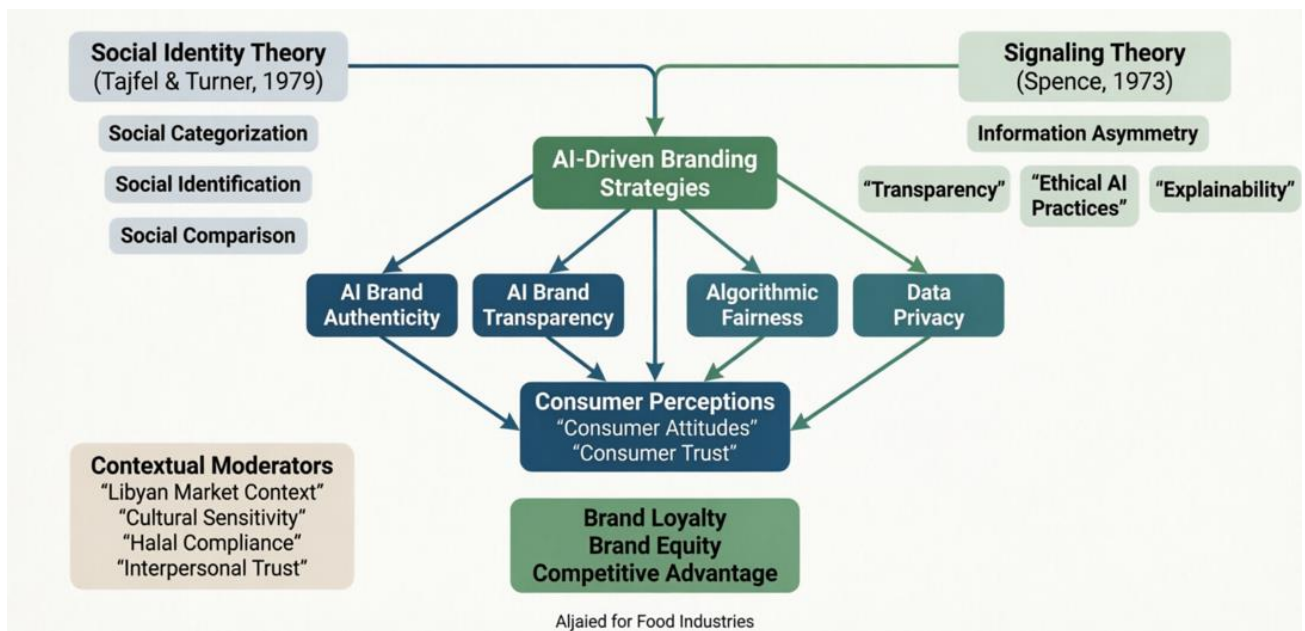


Figure 2: The theoretical framework diagram

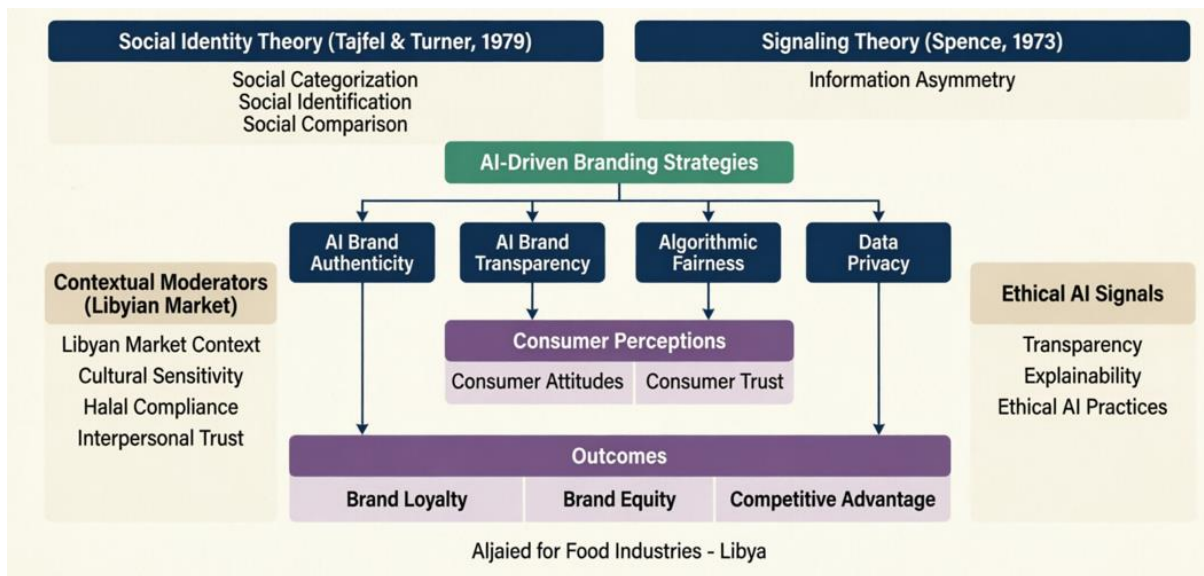


Figure 3: The architectural diagram for your research paper. The diagram.

2. Literature review

2.1. AI and Branding

Based on the integration between Artificial Intelligence (AI) as well as branding represents a transformative businesses interact with consumers. This technology has redefined the landscape of marketing by enabling highly personalized, data-driven strategies that enhance operational efficiency as well as consumer engagement (Vo et al., 2024; Huang and Maracic, 2024; Wang and Qiu, 2024). However, as AI becomes more pervasive in branding efforts, it simultaneously challenges traditional perceptions of brand authenticity as well as transparency (Vo et al., 2024; Huang and Maracic, 2024; Wang and Qiu, 2024).

2.2. The Role of AI in Branding

AI technologies have become indispensable tools in modern branding, facilitating innovative approaches to consumer engagement (Vo et al., 2024:7; Huang and Maracic, 2024; Wang and Qiu, 2024; Brüns and Meißner, 2024; Crisci, 2024). AI-driven applications, for instance, chatbots, recommendation systems, as well as automated content creation enable brands to interact with consumers on a more personalized level (Huang and Maracic, 2024; Wang and Qiu, 2024; Brüns and Meißner, 2024; Crisci, 2024; Kirk and Givi, 2025; Khan and Mishra, 2024; Holloway, 2024; Muhajir, 2024; Pedersen and Ritter, 2024). AI empowers brands to leverage predictive analytics, enabling them to anticipate market trends as well as consumer behaviors. Through advanced data processing capabilities, brands can identify emerging patterns and respond proactively, ensuring that their messaging remains relevant as well as

impactful. Furthermore, by analyzing consumer data, AI allows brands to create tailored experiences that resonate on an individual level. For example, predictive analytics can anticipate customer preferences, while natural language processing enables AI systems to interact seamlessly with consumers, fostering a sense of connection (Pedersen and Ritter, 2024; Tanase, 2024; Rawool et al., 2024; Guerra–Tamez et al., 2024).

2.3. Impact on Brand Authenticity

Brand authenticity the perception of a brand as genuine, consistent, as well as true to its values is a critical factor in building trust as well as loyalty. AI can both enhance and undermine this authenticity. On the one hand, AI–driven personalization fosters a sense of connection by delivering content as well as recommendations that resonate with individual consumers (Soyombo, 2024; Wang and Qiu, 2024; Lopez and Garza, 2023; Yang et al., 2021:7; Kirkby et al., 2023). Authenticity remains a cornerstone of effective branding, as it builds trust as well as fosters long–term loyalty among consumers. AI plays a dual role in influencing perceptions of authenticity. On the positive side, AI's ability towards analyzing vast datasets enables brands to understand their audiences better as well as deliver highly relevant interactions. This personalization often leads consumers to perceive the brand as more attentive as well as genuine (Guerra–Tamez et al., 2024). However, challenges arise when AI systems lack the human touch required for authentic interactions. For instance, automated responses may come across as overly mechanical, diminishing the emotional connection that consumers expect. Furthermore, inconsistencies in AI–generated content can create doubts about the brand's sincerity (Tanase, 2024).

2.3.1. AI Brand Authenticity and Consumer Attitudes

In the contemporary digital era, artificial intelligence (AI) has redefined how brands communicate, operate, and position themselves in the minds of consumers (Ali et al., 2025; Aljarah et al., 2025; Arora et al., 2025; Hussain, 2025). Central to this transformation is the concept of AI–driven brand authenticity, which refers to the extent to which consumers perceive AI–integrated brand interactions as genuine, consistent, and aligned with the brand's core values (Ali et al., 2025; Arora et al., 2025; Hussain, 2025). However, with the advent of AI technologies such as chatbots, recommendation engines, and automated content creation, these human–centric dimensions are increasingly mediated through machines. Recent literature suggests that when AI systems deliver brand messages or engage in customer service, consumers often evaluate not only the efficiency of interaction but also the perceived authenticity behind the communication (Liu et al., 2023). In this context, consumer attitudes

defined as the cognitive and emotional evaluations of a brand are significantly influenced by how authentic they perceive these AI-driven interactions to be. A favorable consumer attitude may emerge when AI is perceived as enhancing transparency, consistency, and personalization in brand communication. For example Aljaied for Food Industries, integrating AI into branding strategies presents both an opportunity and a challenge. The opportunity lies in leveraging AI to personalize consumer experiences, offer consistent brand messaging, and respond promptly to inquiries. However, the challenge remains in maintaining a sense of human touch and cultural authenticity, particularly in the Libyan food market where trust is often built through interpersonal and community-based interactions (Ali et al., 2025; Aljarah et al., 2025; Arora et al., 2025; Hussain, 2025). Empirical evidence indicates that when consumers perceive AI tools as extensions of the brand's authentic voice rather than as impersonal or manipulative technologies their attitudes become more positive and trust levels increase (Chen & Zhang, 2022). Thus, AI brand authenticity functions not merely as a technological attribute but as a strategic enabler of consumer trust and brand loyalty. For example, Aljaied's implementation of AI technologies should therefore prioritize ethical AI use, culturally relevant content, and transparent communication to ensure the authenticity perceived by consumers remains intact (Arora et al., 2025; Hussain, 2025).

2.3.2. AI Brand Authenticity and Consumer trust

The rapid integration of artificial intelligence (AI) into branding strategies has redefined the traditional parameters of consumer trust (Arora et al., 2025; Nadeem, 2025; Vo et al., 2025). In industries where brand integrity and transparency are core to consumer relationships, for instance, the food manufacturing sector trust plays a pivotal role in sustaining market competitiveness. For example, Aljaied for Food Industries, a Libyan-based company rooted in cultural identity and consumer familiarity, the authenticity of AI-driven brand communications directly influences the degree of trust consumers place in the brand (Arora et al., 2025). AI brand authenticity, in this context, refers to the extent to which consumers perceive AI-enabled systems, such as automated customer service platforms, personalized recommendation engines, or AI-generated content, as consistent with the brand's values, mission, and established identity. When consumers detect alignment between a brand's AI behavior and its professed values, they are more inclined to interpret the brand as authentic and trustworthy (Nadeem, 2025; Vo et al., 2025). Trust, as a multidimensional construct, is not solely built on techy efficiency or speed. Rather, it involves cognitive and emotional evaluations, including the perceived honesty, transparency, and consistency of the brand's communication regardless of whether it is human- or AI-mediated. In the case of Aljaied, trust is particularly

sensitive, as consumers in the Libyan market often rely on interpersonal relationships, brand heritage, and word-of-mouth in their purchasing decisions (Vo et al., 2025). Therefore, any deployment of AI must reinforce not undermine the cultural and ethical expectations of the target audience. Research has indicated that AI, when implemented transparently and ethically, can significantly enhance consumer trust (Zhou & Kim, 2023). For example, AI systems that clearly disclose their non-human nature, explain their decision-making processes, and provide personalized yet consistent messaging are more likely to be perceived as trustworthy (Arora et al., 2025; Vo et al., 2025). Moreover, when AI interactions reflect cultural sensitivity and adhere to local consumer norms, trust in the brand is further reinforced. For Aljaied for Food Industries, the strategic application of AI must focus on reinforcing the company's reputation for quality and integrity (Arora et al., 2025; Nadeem, 2025; Vo et al., 2025). However, when AI is used to support transparency in sourcing, enhance communication around health and safety standards, or ensure consistent product quality information, trust is likely to be enhanced. In sum, AI brand authenticity serves as a foundation for building and sustaining consumer trust. In the case of Aljaied, the challenge lies not in the technology itself, but in how it is positioned within the brand's identity narrative. A deliberate, value-aligned, and culturally responsive AI strategy can deepen consumer trust, elevate brand credibility, and secure long-term loyalty in an evolving digital market landscape (Vo et al., 2025).

2.4. Impact on Brand Transparency

Transparency is another cornerstone of effective branding, encompassing openness, honesty, as well as accountability in a brand's operations and communications. AI introduces new challenges as well as opportunities in this area. By leveraging AI, brands can enhance transparency through clear as well as accessible communication about their processes as well as practices. However, the opacity of AI algorithms poses a significant risk to transparency (Soyombo, 2024). Consumers often lack understanding of how AI systems function, leading to skepticism about the fairness as well as ethicality of AI-driven decisions. For example, if Aljaied For Food Industries employs AI in its marketing campaigns or supply chain management, it must ensure that its algorithms are not only effective but also explainable as well as free from biases. Transparent communication about how AI is used to enhance consumer experiences can mitigate these concerns as well as strengthen trust (Crisci, 2024; Kirk and Givi, 2025; Khan and Mishra, 2024; Holloway, 2024; Muhajir, 2024; Pedersen and Ritter, 2024). Trust is a cornerstone of successful brand-consumer relationships, and its maintenance is both an opportunity as well as a challenge in the context of AI-driven

interactions (Krishnaa and Pranava, 2024; Soyombo, 2024:9; Wang and Qiu, 2024; Lopez and Garza, 2023; Yang et al., 2021).

2.4.1. AI Brand Transparency and Consumer attitude

In an increasingly digitalized marketplace, brand transparency has become a core pillar in shaping consumer perceptions and attitudes (Hooi, 2025). The deployment of artificial intelligence (AI) within branding strategies has added a new dimension to transparency, requiring firms not only to share information but also to do so in ways that are intelligible, consistent, and trustworthy to consumers. For Aljaied for Food Industries, operating within the sensitive domain of food production and distribution, AI brand transparency is especially influential in shaping how consumers evaluate the brand and form attitudes toward its offerings. AI brand transparency refers to the clarity, openness, and traceability of AI-driven processes and interactions between a brand and its consumers (Wang et al., 2025; Schippers, 2025; Hooi, 2025). This includes how data is collected and used, how AI-based decisions are made, and how automated systems communicate with users. When consumers perceive AI systems as transparent providing understandable and honest information without concealing intentions they are more likely to respond with positive attitudes toward the brand (Hooi, 2025). Consumer attitude, which encompasses cognitive, affective, and behavioral components, is significantly shaped by the level of transparency a brand demonstrates, especially in AI-mediated environments. In the case of Aljaied for Food Industries, consumers are increasingly aware of digital technologies being used in production, quality control, logistics, and customer interaction. As such, they demand clarity on how AI influences food safety standards, inventory traceability, and product authenticity (Wang et al., 2025). A lack of transparency in these AI applications can lead to suspicion, misinformation, or reduced brand credibility, all of which negatively influence consumer attitudes. Recent academic discourse emphasizes that AI transparency enhances perceived brand accountability and fosters a sense of ethical responsibility (Martinez & Chatterjee, 2022); (Schippers, 2025; Hooi, 2025). For a brand like Aljaied, which operates in a culturally rich and trust-sensitive Libyan market, AI transparency must align with local values and ethical expectations. For example, clearly communicating how AI ensures food safety, maintains Halal standards, or manages inventory sustainability can positively shape consumer perceptions (Wang et al., 2025; Schippers, 2025; Hooi, 2025). In addition, allowing consumers to opt in or out of AI-driven personalization tools, and being open about the data privacy practices, further enhances the perception of brand integrity. AI brand transparency is not merely a technical or regulatory obligation but a strategic instrument for cultivating favorable consumer attitudes (Wang et al., 2025; Schippers, 2025;

Hooi, 2025). When AI systems are deployed in a manner that is honest, explainable, and culturally attuned, they serve to reinforce consumer confidence and deepen engagement. For Aljaied for Food Industries, adopting a transparent AI strategy can significantly improve consumer sentiment, foster brand loyalty, and provide a competitive edge in an increasingly intelligent marketplace.

2.4.2. AI Brand Transparency and Consumer Trust

In the modern digital landscape, brand transparency has evolved from a desirable trait into a critical expectation among consumers, in sectors where product safety, ethical standards, and information integrity are paramount (Ali et al., 2025; Hidayat et al., 2025; Sipos, 2025; Lindholm, 2025; Nizette et al., 2025). The incorporation of artificial intelligence (AI) into branding practices has redefined how transparency is perceived, delivered, and evaluated. For Aljaied for Food Industries a company operating in Libya's sensitive and trust-dependent food sector AI brand transparency plays a pivotal role in shaping and sustaining consumer trust (Sipos, 2025; Lindholm, 2025; Nizette et al., 2025). AI brand transparency can be understood as the degree to which AI-powered systems provide clear, understandable, and truthful insights into brand operations, decision-making processes, and data usage practices (Sipos, 2025; Lindholm, 2025; Nizette et al., 2025). This includes the openness with which a brand communicates how AI technologies are used in quality control, supply chain management, customer engagement, and data analytics. When these processes are disclosed transparently, consumers are more likely to perceive the brand as honest, responsible, and ethically grounded (Ali et al., 2025; Hidayat et al., 2025; Sipos, 2025; Lindholm, 2025; Nizette et al., 2025). Trust, is not built solely on the effectiveness or sophistication of AI tools, but on the perceived integrity and accountability of their implementation. In the case of Aljaied, consumer trust is influenced by whether AI is seen as enhancing product safety, reinforcing ethical sourcing, and ensuring compliance with cultural and religious standards, such as Halal certification (Sipos, 2025; Lindholm, 2025; Nizette et al., 2025). A transparent approach in communicating these AI applications signals the company's commitment to consumer well-being and ethical responsibility. Empirical studies support the assertion that transparency in AI systems contributes directly to increased levels of consumer trust (Nguyen & Simkin, 2023). When brands openly share how AI is utilized and offer clear explanations for its decisions consumers are less likely to feel manipulated and more inclined to perceive the brand as credible. For food industries in particular, where the stakes involve public health and consumption safety, such transparency is not merely strategic but essential (Ali et al., 2025; Hidayat et al., 2025; Sipos, 2025; Lindholm, 2025; Nizette et al., 2025). On the other hand,

opaque or overly technical AI practices can generate skepticism, erode brand reputation, and deter long-term loyalty. From a strategic perspective, embedding transparency into Aljaied's AI operations must go beyond regulatory compliance. It should be reflected in all touchpoints of customer interaction, including product labeling, website communication, chatbot disclosures, and customer data handling policies (Hidayat et al., 2025; Sipos, 2025; Lindholm, 2025; Nizette et al., 2025). Transparency must be positioned as a core value that guides how AI is applied, ensuring that every algorithmic decision aligns with consumer expectations, cultural values, and the brand's promise of quality. AI brand transparency is a vital determinant of consumer trust in today's data-driven business environment (Ali et al., 2025; Hidayat et al., 2025; Sipos, 2025; Lindholm, 2025). For Aljaied for Food Industries, ensuring that AI-enabled processes are transparent, explainable, and ethically communicated is fundamental to building and maintaining trust among its customer base. As trust continues to be a defining asset in competitive markets, transparent AI practices offer a sustainable path toward strengthening consumer-brand relationships and securing long-term organizational credibility (Sipos, 2025; Lindholm, 2025; Nizette et al., 2025).

2.4.3. AI Brand AI Challenges and Consumer Attitudes

As artificial intelligence becomes increasingly integrated into branding and consumer engagement strategies, organizations face a set of complex challenges that influence how consumers perceive and respond to AI-mediated brand interactions (Rosário and Dias, 2025; Iqbal and Jan, 2025; Onifade et al., 2025; Nguyen et al., 2025). For firms like Aljaied for Food Industries, operating within a trust-sensitive and culturally specific market, understanding and addressing the challenges associated with AI branding is critical to shaping positive consumer attitudes and fostering long-term loyalty (Rosário and Dias, 2025:12). One of the most pressing challenges in AI branding is the perceived lack of human empathy and emotional intelligence (Iqbal and Jan, 2025; Onifade et al., 2025). While AI systems are capable of rapid data analysis, personalized recommendations, and automated communication, consumers may interpret these interactions as impersonal or overly mechanical. This is particularly relevant in the Libyan food industry, where traditional values and interpersonal trust still play a significant role in brand evaluation (Onifade et al., 2025; Nguyen et al., 2025). When consumers feel that AI replaces rather than complements human connection, their attitudes toward the brand may become skeptical or resistant. Another significant challenge is algorithmic opacity the inability of consumers to understand how AI systems make decisions (Iqbal and Jan, 2025:16). If Aljaied employs AI to recommend products, manage inventory, or personalize marketing communications, consumers may

question the fairness, accuracy, or motivations behind these processes. Without clear explanations, such AI applications can lead to a trust gap (Rosário and Dias, 2025; Iqbal and Jan, 2025; Onifade et al., 2025; Nguyen et al., 2025), where consumers become cautious or even distrustful of AI-driven messages, ultimately affecting their overall attitude toward the brand. Data privacy and security concerns also shape consumer attitudes in AI-enabled environments (Rosário and Dias, 2025). As AI systems rely heavily on consumer data, individuals may become increasingly aware of how their personal information is collected, stored, and used. If Aljaied does not communicate its data handling practices transparently, or if consumers feel their autonomy is being compromised, negative attitudes may develop, especially among privacy-conscious segments of the population. Cultural and contextual relevance presents yet another challenge (Rosário and Dias, 2025). AI technologies developed in global markets often lack localization and cultural adaptation, which may result in messages or behaviors that feel out of sync with Libyan norms. For Aljaied, failing to ensure that AI tools reflect the linguistic, religious, and ethical expectations of its audience may inadvertently alienate consumers or create misalignments between brand values and consumer identity. Such mismatches can lead to dissonance in consumer attitudes, weakening brand attachment (Nguyen et al., 2025). Despite these challenges, it is important to note that consumer attitudes are not inherently negative toward AI; rather, they are shaped by how AI is implemented, communicated, and perceived. When Aljaied actively addresses the above concerns by maintaining human oversight, offering clear AI explanations, ensuring robust data protection, and adapting AI to local cultural expectations consumers are more likely to view AI as a value-enhancing tool rather than a threat (Onifade et al., 2025; Nguyen et al., 2025). The company can cultivate more favorable attitudes and differentiate itself as an innovative yet culturally grounded brand. In conclusion, while AI offers significant potential in enhancing brand-customer engagement, it also introduces a range of challenges that can shape consumer attitudes both positively and negatively (Rosário and Dias, 2025; Iqbal and Jan, 2025; Nguyen et al., 2025).

2.4.4. AI Brand Challenges and Consumer trust

The integration of artificial intelligence (AI) into brand communication and operations presents not only opportunities but also a set of unique challenges that significantly impact consumer trust (Rosário and Dias, 2025:19; Kuma, 2025; Saleh and Zeebaree, 2025; Aljarah et al., 2025). In industries like food manufacturing, where consumer expectations are closely linked to health, transparency, and ethical standards, trust is both fragile and foundational. For Aljaied for Food Industries, the effective adoption of AI must be accompanied by a clear understanding

of the trust-related challenges that arise from AI-driven brand strategies (Saleh and Zeebaree, 2025; Aljarah et al., 2025). One of the core challenges undermining trust in AI branding is the lack of algorithmic transparency and explainability (Tasnim et al., 2025; Vuyyuru, 2025; Rosário and Dias, 2025; Kuma, 2025:17; Saleh and Zeebaree, 2025; Aljarah et al., 2025). When consumers are unaware of how AI systems make decisions such as product suggestions, service responses, or personalized promotions they may develop skepticism about the brand's intentions and fairness (Tasnim et al., 2025; Saleh and Zeebaree, 2025; Aljarah et al., 2025). For Aljaied, whose customer base likely includes individuals with limited exposure to advanced technologies, this opacity may be perceived as concealment, triggering doubt and reducing trust in both the technology and the brand itself. Another critical challenge lies in data privacy and surveillance concerns (Kuma, 2025; Saleh and Zeebaree, 2025:3; Aljarah et al., 2025). Furthermore, technological errors or biases embedded in AI systems can jeopardize consumer trust. If consumers experience inaccurate recommendations, irrelevant responses, or perceived unfairness in AI-based decisions, they may generalize these faults to the entire brand (Tasnim et al., 2025; Vuyyuru, 2025; Rosário and Dias, 2025; Kuma, 2025). For example, if an AI-driven chatbot provides incorrect information regarding product ingredients or delivery options, the resulting confusion may lead consumers to question the overall reliability of Aljaied's operations. Cultural dissonance also presents a significant challenge (Rosário and Dias, 2025:19; Saleh and Zeebaree, 2025:15; Aljarah et al., 2025). AI tools developed for global applications often lack localization and contextual awareness (Rosário and Dias, 2025; Kuma, 2025; Saleh and Zeebaree, 2025; Aljarah et al., 2025). In Libya, where religious, ethical, and cultural considerations influence consumer expectations in the food sector failure to align AI behavior with local norms can lead to miscommunication and erosion of trust. For instance, insufficient cultural sensitivity in product recommendations or language use may create unintended alienation or dissatisfaction (Tasnim et al., 2025; Vuyyuru, 2025; Rosário and Dias, 2025; Kuma, 2025). Despite these challenges, consumer trust is not inherently diminished by the use of AI. Instead, it is shaped by how proactively and ethically organizations address the concerns associated with AI deployment (Aljarah et al., 2025). For Aljaied to strengthen trust while using AI, it must adopt transparent communication strategies, offer consumer control over data usage, and ensure human oversight in AI interactions (Aljarah et al., 2025:7). Furthermore, AI systems should be adapted to reflect the cultural values and trust expectations of Libyan consumers, thereby aligning technology with social and ethical responsibility (Tasnim et al., 2025:9); (Elghaffi, 2026). While AI can enhance operational efficiency and brand outreach, it also introduces trust-related challenges that must be managed with precision and cultural insight (Tasnim et

al., 2025; Vuyuru, 2025; Rosário and Dias, 2025; Aljarah et al., 2025:13). For Aljaied for Food Industries, acknowledging and addressing these challenges is vital not only for technological advancement but also for maintaining the trust that underpins brand credibility and long-term consumer relationships (Aljarah et al., 2025:17).

2.4.5. AI Brand Opportunities and Consumer Attitudes

The integration of Artificial Intelligence (AI) within branding strategies presents a significant opportunity for firms such as Aljaied for Food Industries to reshape consumer attitudes and expectations. As AI techies become increasingly embedded in digital marketing and customer engagement processes, they enable brands to deliver hyper-personalized experiences, streamline interactions, and demonstrate heightened responsiveness to consumer needs (Spais and Jain, 2025:13; Sarin, 2025:8; Rosário and Dias, 2025:8; Teepapal, 2025). These innovations can foster more favorable consumer attitudes by enhancing perceived value, relevance, and convenience (Spais and Jain, 2025); (Osman et al., 2026). AI-driven systems are capable of interpreting consumer behavior patterns in real time, allowing firms to tailor product recommendations, customize communication, and predict future preferences with high accuracy (Spais and Jain, 2025). For Aljaied, such capabilities could translate into improved customer satisfaction and deeper emotional connections with its food products, thereby nurturing positive attitudinal outcomes. When consumers perceive that a brand understands and anticipates their preferences, they are more likely to associate that brand with trustworthiness and relevance (Spais and Jain, 2025; Sarin, 2025). Moreover, AI enables the automation of repetitive service functions while maintaining a human-like interface through natural language processing and machine learning algorithms (Alsharif et al., 2025); (A-abdullatef et al., 32026). In the context of Aljaied for Food Industries, AI can support intelligent customer service platforms that address queries and complaints promptly and consistently, which, in turn, contributes to more favorable consumer perceptions of the brand's responsiveness and reliability (Rosário and Dias, 2025; Teepapal, 2025). Additionally, the adoption of AI technologies positions a brand as forward-thinking and innovative (Teepapal, 2025). For a brand operating in the competitive food industry, leveraging AI as a tool for transparency such as real-time supply chain tracking or quality assurance updates may further reinforce positive consumer attitudes by promoting clarity and accountability (Spais and Jain, 2025; Sarin, 2025; Rosário and Dias, 2025; Teepapal, 2025). The extent to which AI-generated opportunities affect consumer attitudes depends largely on how transparently the brand communicates the role of AI in its operations. If consumers perceive AI as an enhancement rather than a replacement of human values and authenticity, their attitudes are

more likely to shift positively. Aljaied must strategically integrate AI in ways that emphasize consumer empowerment and ethical data usage, ensuring that technological innovation aligns with brand authenticity and trust-building initiatives. AI offers transformative opportunities for Aljaied for Food Industries to influence consumer attitudes positively (Teepapal, 2025).

2.4.6. AI Brand Opportunities and Consumer trust

The adoption of Artificial Intelligence presents substantial opportunities for enhancing consumer trust in brand engagement, particularly in sectors such as food manufacturing where transparency, reliability, and authenticity are paramount (Sajan and Giri, 2025; Yang et al., 2025; Gursoy, 2025). For Aljaied for Food Industries, leveraging AI techies can serve as a strategic enabler for building and sustaining consumer trust by reinforcing the brand's commitment to quality, responsiveness, and ethical practices. One of the primary mechanisms through which AI fosters trust is by enhancing operational transparency (Gursoy, 2025:12). AI-powered systems allow for traceability across the supply chain, from sourcing raw materials to final delivery. When consumers are provided with real-time, accurate information regarding product origins, nutritional content, or safety standards, they are more inclined to develop trust in the brand. In the context of Aljaied, such transparency can signal a strong commitment to accountability and food integrity factors critical to consumer confidence in food brands. AI contributes to consistency in customer interactions, which is a cornerstone of trust. Through automated chatbots, recommendation engines, and feedback systems, AI enables brands to offer dependable and coherent communication (Sajan and Giri, 2025; Gao and Liang, 2025; Cicek et al., 2025; Yang et al., 2025; Gursoy, 2025). For Aljaied, implementing AI-powered customer support can improve responsiveness, ensure consistent messaging, and minimize human error (Gursoy, 2025:16). As a result, consumers may perceive the brand as more reliable and professionally managed, reinforcing their willingness to trust its offerings (Sajan and Giri, 2025:16). Moreover, predictive analytics and machine learning tools provide opportunities for brands to anticipate and address consumer concerns proactively (Cicek et al., 2025:5; Yang et al., 2025:12; Gursoy, 2025). By analyzing consumption patterns, feedback trends, and social sentiment, Aljaied can identify potential areas of dissatisfaction before they escalate. Such anticipatory behavior signals a customer-centric approach, cultivating trust through perceived attentiveness and care. Importantly, the ethical use of consumer data is central to the development of trust in AI-driven branding. Brands that use AI responsibly ensuring data privacy, informed consent, and algorithmic fairness are more likely to be viewed as trustworthy (Sajan and Giri, 2025:15). If Aljaied adopts transparent data policies and communicates clearly how consumer information is used, it can reassure

customers and strengthen trust in both the techy and the brand. AI offers opportunities to enhance product quality and safety. Machine learning algorithms can detect anomalies in production lines or predict equipment failures, reducing risks related to contamination or product recalls (Yang et al., 2025:16; Gursoy, 2025). This reliability in manufacturing processes indirectly influences consumer trust, especially in a sector where health and safety are non-negotiable values (Gursoy, 2025).

2.5. Transparency in Data Usage

Is a key factor in fostering trust, particularly when it comes to the use of consumer data. Brands must go beyond simply obtaining consent as well as ensure that consumers understand how their data is being used to enhance their experiences. For example, Aljaied For Food Industries can provide clear explanations about how AI systems leverage consumer data to personalize recommendations or improve customer service. Regular updates as well as reports on data usage practices can further demonstrate accountability as well as reinforce trust. These updates should be presented in accessible formats, avoiding technical jargon to ensure comprehension by a broad audience (Hasan et al., 2021).

2.6. Implications for Brand Authenticity and Transparency

The way a brand handles consumer data directly impacts perceptions of authenticity and transparency. A commitment to safeguarding data as well as respecting consumer consent signals that a brand values its customers as well as adheres to ethical standards. For Aljaied For Food Industries , prioritizing data privacy as well as explicit consent can enhance its reputation as a trustworthy as well as transparent organization, fostering deeper consumer loyalty as well as engagement (Meggert, 2024). Safeguarding consumer data as well as obtaining explicit consent for its use are critical components of ethical AI implementation in branding. By adopting robust data privacy measures and transparent consent mechanisms, Aljaied For Food Industries can ensure that its AI-driven strategies align with consumer expectations as well as regulatory requirements. This approach not only enhances trust as well as transparency but also reinforces the brand's commitment to authenticity as well as ethical practices in a rapidly evolving digital landscape.

2.7. Implications for Consumer Loyalty

Loyalty is closely tied to trust as well as is influenced via the quality of consumer experiences with a brand. AI-driven interactions have the potential to foster loyalty by delivering consistent, personalized, as well as efficient services (Wang and Qiu, 2024; Lopez and Garza, 2023; Yang et al., 2021:9; Kirkby et al., 2023). For instance, AI-powered chatbots that resolve

customer queries promptly or recommendation systems that accurately anticipate consumer needs can enhance satisfaction as well as encourage repeat engagement with the brand. However, the over-automation of interactions can sometimes diminish the emotional connection between consumers as well as brands. Consumers may feel alienated if AI systems lack a human touch or fail to address complex concerns effectively (Lopez and Garza, 2023); (Yang et al., 2021); (Kirkby et al., 2023). To cultivate loyalty, Aljaied For Food Industries should focus on blending automation with human oversight, ensuring that AI-driven interactions are both efficient as well as emotionally resonant.

2.8. Ethical Considerations in AI-Driven Branding

Ethical AI practices are fundamental to preserving brand authenticity and transparency. This includes ensuring algorithmic fairness, protecting consumer privacy, as well as avoiding manipulative practices (Nallaperuma et al., 2024; Krishnaa and Pranava, 2024; Soyombo, 2024). For brands like Aljaied For Food Industries, ethical AI implementation involves:

2.9. Safeguarding consumer data and obtaining explicit consent for its use

The use of Artificial Intelligence (AI) in branding strategies heavily relies on consumer data to deliver personalized as well as effective interactions. However, the collection, storage, as well as use of consumer data present significant challenges related towards privacy, security, as well as ethical considerations (Yang et al., 2021; Kirkby et al., 2023:12; Deryl et al., 2023; Lou et al., 2023; Lee et al., 2024). Safeguarding consumer data as well as obtaining explicit consent are critical for maintaining trust as well as transparency, especially for brands like Aljaied For Food Industries.

2.9.1. Importance of Data Privacy

Is a cornerstone of consumer trust in the digital era. Consumers expect brands to handle their personal information responsibly as well as to prioritize security in their data management practices. For Aljaied For Food Industries, ensuring robust data privacy measures remains essential for building as well as maintaining consumer confidence. AI-driven branding strategies, which analyze vast amounts of consumer data, must align with stringent privacy standards to mitigate potential risks as well as foster trust.

2.9.2. Key aspects of safeguarding consumer data include:

- Utilizing advanced encryption methods to protect sensitive consumer information from unauthorized access (Sahin and Soylemez, 2024; Charfou and Naji, 2024; Ahmed, 2024:12; Bulmer et al., 2024).

- Employing secure data storage solutions to prevent breaches and unauthorized data usage (Tarnanidis and Manaf, 2024; Sahin and Soylemez, 2024).
- Restricting access to consumer data to authorized personnel only, ensuring accountability as well as minimizing risks (Lou et al., 2023:14; Lee et al., 2024; Hasan et al., 2021; Blösser and Weihrauch, 2024; Knödler and Rudeloff, 2024).

2.9.3. Obtaining Explicit Consumer Consent

Consent from consumers before collecting as well as utilizing their data is not only a legal requirement in many jurisdictions but also a fundamental ethical practice. Consent-based data collection ensures that consumers are fully informed about how their information will be utilized as well as provides them with the ability to make autonomous decisions regarding their data (Huang and Maracic, 2024; Parveen, 2024); (Helberger et al., 2024). For Aljaied For Food Industries, implementing clear as well as transparent consent mechanisms can help reinforce its commitment to ethical AI practices. Best practices for obtaining explicit consent include:

- Explaining why data is being collected, how it will be used, as well as the benefits for the consumer in a concise as well as straightforward manner (Kumar et al., 2024; Jabagi et al., 2024; Kunz and Wirtz, 2024).
- Allowing consumers to actively choose to share their data rather than relying on pre-checked boxes or passive consent (Huang and Maracic, 2024; Parveen, 2024; Helberger et al., 2024; Parveen, 2024).
- Providing consumers with the ability to select specific types of data they are willing to share, ensuring greater control over their personal information (Lopez and Garza, 2023; Yang et al., 2021; Kirkby et al., 2023).

Ensuring that consumers can easily withdraw consent as well as have their data deleted if they choose to opt-out in the future. Furthermore, the utilization of Artificial Intelligence in branding strategies heavily relies on consumer data to deliver personalized and effective interactions. However, the collection, storage, as well as utilize of consumer data present significant challenges related to privacy, security, as well as ethical considerations (Deryl et al., 2023; Lou et al., 2023; Lee et al., 2024; Hasan et al., 2021). Safeguarding consumer data as well as obtaining explicit consent are critical for maintaining trust as well as transparency, especially for brands like Aljaied For Food Industries.

2.9.4. Importance of Data Privacy

Data privacy is a cornerstone of consumer trust in the digital era. Consumers expect brands to handle their personal information responsibly as well as to prioritize security in their data

management practices (Knödler and Rudeloff, 2024:3; Tarnanidis and Manaf, 2024; Sahin and Soylemez, 2024). For Aljaied For Food Industries, ensuring robust data privacy measures is essential for building as well as maintaining consumer confidence. AI-driven branding strategies, which analyze vast amounts of consumer data, must align with stringent privacy standards to mitigate potential risks as well as foster trust.

2.9.5. Key aspects of safeguarding consumer data include:

- Utilizing advanced encryption methods to protect sensitive consumer information from unauthorized access (Singh and Kaunert, 2024:4; Farooq et al., 2024; Longpre et al., 2024).
- Employing secure data storage solutions to prevent breaches as well as unauthorized data usage (Ahmed, 2024; Bulmer et al., 2024; El-Annan and Hassoun, 2025).
- Restricting access to consumer data to authorized personnel only, ensuring accountability as well as minimizing risks (Deryl et al., 2023; Lou et al., 2023).

2.10. Obtaining Explicit Consumer Consent

Consumers before collecting as well as using their data remains not only a legal requirement in many jurisdictions but also a fundamental ethical practice. Furthermore, consent-based data collection ensures that consumers are fully informed about how their information will be used as well as provides them with the ability towards making autonomous decisions regarding their data (Lee et al., 2024; Hasan et al., 2021). For Aljaied For Food Industries, implementing clear as well as transparent consent mechanisms can help reinforce its commitment to ethical AI practices. Best practices for obtaining explicit consent include:

- Explaining why data is being collected, how it will be used, and the benefits for the consumer in a concise as well as straightforward manner (Tarnanidis and Manaf, 2024:9; Sahin as well as Soylemez, 2024).
- Allowing consumers to actively choose to share their data rather than relying on pre-checked boxes or passive consent (Singh and Kaunert, 2024; Farooq et al., 2024; Longpre et al., 2024; Chen et al., 2024).

2.10.1. Algorithmic Fairness

Algorithmic fairness remains a critical component of ethical Artificial Intelligence (AI) implementation in branding, especially in fostering trust, transparency, as well as authenticity. Furthermore, it involves designing AI systems that ensure equitable outcomes, avoid biases, and uphold ethical standards in decision-making processes (Knödler and Rudeloff, 2024;

Tarnanidis and Manaf, 2024; Sahin and Soylemez, 2024:9). Furthermore, for Aljaied For Food Industries, prioritizing algorithmic fairness is essential to maintaining consumer trust as well as supporting the brand's commitment to ethical practices (Jetlawei et al., 2025). Algorithmic fairness refers to the unbiased operation of AI systems, ensuring that decisions and recommendations made by these systems are not influenced by discriminatory factors (Charfou and Naji, 2024:8; Ahmed, 2024; Bulmer et al., 2024; El-Annan and Hassoun, 2025; Singh and Kaunert, 2024; Farooq et al., 2024:5; Longpre et al., 2024). Bias in AI can arise from skewed training data, incomplete datasets, or the unintentional perpetuation of existing societal inequalities. In branding, such biases can manifest in customer segmentation, personalized recommendations, or targeted marketing campaigns, potentially leading to unfair or exclusionary outcomes (Blösser and Weihrauch, 2024). For instance, an AI system utilized via Aljaied For Food Industries to recommend products might unintentionally favor certain consumer groups based on flawed data patterns. Such biases not only undermine the brand's authenticity but can also damage its reputation as well as consumer trust.

2.10.2. Ensuring Algorithmic Fairness

To address potential biases and ensure fairness, brands must adopt proactive measures throughout the AI development as well as deployment lifecycle. Key strategies include:

Ensuring that the datasets used to train AI models include diverse demographic, cultural, and behavioral data to minimize biases (Sahin and Soylemez, 2024:9; Charfou and Naji, 2024).

- Regularly testing AI systems for potential biases as well as rectifying issues through iterative updates (Lopez and Garza, 2023).
- Developing explainable AI models that allow stakeholders to understand how decisions are made and identify potential areas of bias (Soyombo, 2024).
- Establishing governance frameworks that involve diverse teams of experts to monitor AI systems as well as ensure adherence to fairness principles (Wang and Qiu, 2024; Lopez and Garza, 2023; Yang et al., 2021; Kirkby et al., 2023).

2.10.3. Benefits of Algorithmic Fairness

- Fair algorithms foster confidence among consumers by ensuring unbiased interactions (Hasan et al., 2021:8; Blösser and Weihrauch, 2024).
- Addressing biases ensures that branding efforts resonate with diverse consumer groups, fostering a broader appeal (Wang and Qiu, 2024; Lopez and Garza, 2023).

- Adhering to fairness principles helps align with legal as well as ethical standards, minimizing risks of penalties or reputational damage (Krishnaa and Pranava, 2024; Soyombo, 2024).
- Fair and ethical AI systems contribute to long-term trust as well as loyalty, essential for sustainable brand-consumer relationships (Meggert, 2024).

Algorithmic fairness is indispensable for ethical AI integration in branding. By prioritizing fairness, Aljaied For Food Industries can ensure that its AI systems support equitable consumer interactions, enhancing both brand authenticity as well as transparency (Krishnaa and Pranava, 2024; Soyombo, 2024; Wang and Qiu, 2024; Lopez and Garza, 2023). Proactively addressing biases as well as communicating these efforts transparently will help Aljaied For Food Industries maintain a competitive edge while fostering trust as well as loyalty among its diverse consumer base.

2.11. The Role of Algorithmic Fairness in Brand Authenticity and Transparency

Algorithmic fairness directly impacts consumer perceptions of authenticity as well as transparency. Brands that demonstrate a commitment to fairness in their AI systems remain more likely to be perceived as trustworthy as well as ethical. Conversely, the detection of bias in AI-driven interactions can lead to perceptions of manipulation or insincerity, eroding consumer trust as well as loyalty. For Aljaied For Food Industries, integrating algorithmic fairness into its AI branding strategies reinforces its dedication to ethical practices (Sahin and Soylemez, 2024). Transparent communication about efforts to ensure fairness, for instance, publishing regular reports on bias audits as well as fairness metrics can further strengthen consumer trust.

2.11.1. Transparency

Transparency is a cornerstone of trust in branding, as well as its significance is amplified in the era of Artificial Intelligence (AI). As brands increasingly leverage AI technologies to engage with consumers, transparency becomes essential in ensuring that these interactions are perceived as authentic as well as trustworthy (El-Annan and Hassoun, 2025). For Aljaied For Food Industries, maintaining transparency in its AI-driven branding strategies is pivotal to sustaining consumer trust as well as loyalty.

2.11.2. Transparency in AI

AI, transparency refers to the openness and clarity with which a brand communicates its AI-driven processes, decision-making mechanisms, as well as data usage practices. Transparent

AI systems provide consumers with clear insights into how their data is collected, stored, and utilized, as well as how AI algorithms influence their interactions with the brand (Meggett, 2024). For instance, if Aljaied For Food Industries employs AI for personalized product recommendations, transparency would entail explaining how these recommendations are generated, what data is used, as well as how consumer privacy is safeguarded.

2.11.3. Importance of Transparency in AI-Driven Branding

- Fosters confidence by assuring consumers that the brand operates ethically and respects their rights (Bulmer et al., 2024; El-Annan and Hassoun, 2025).
- Openly sharing information about AI systems reinforces the perception of the brand as genuine as well as aligned with its values (Krishnaa and Pranava, 2024; Soyombo, 2024).
- By addressing concerns about algorithmic opacity and data misuse, transparency reduces consumer skepticism as well as enhances engagement (Mishra and Alok, 2022; Zhou et al., 2022).
- Adhering to transparency standards helps align with legal frameworks, for instance, data protection laws, ensuring ethical AI deployment (Singh and Kaunert, 2024:9; Farooq et al., 2024; Longpre et al., 2024; Chen et al., 2024).
- Incorporating human judgment into AI-driven processes to ensure empathy and ethical alignment (El-Annan and Hassoun, 2025; Singh and Kaunert, 2024; Farooq et al., 2024).

2.11.4. Strategies for Ensuring Transparency

To uphold transparency in its AI-driven initiatives, Aljaied For Food Industries can implement the following strategies:

- Develop AI systems that provide clear and understandable explanations of their operations (Ahmed, 2024). For example, Aljaied For Food Industries could use visual aids or simple language to describe how AI tools analyze data as well as generate outcomes.
- Clearly outline what data is being collected, why it is being collected, and how it will be used. Providing consumers with access to their data as well as options to control its use enhances trust (Vo et al., 2024; Ahmed, 2024; Bulmer et al., 2024).
- Obtain explicit consent from consumers before collecting and using their data. This includes offering granular options for consent as well as ensuring that the process is straightforward (Parveen, 2024; Helberger et al., 2024; Parveen, 2024).

- Publish transparency reports detailing AI usage, algorithmic audits, and data privacy measures. These reports can reassure consumers about the brand's commitment to ethical practices (Zhu and Liu, 2024).
- Establish direct communication channels where consumers can inquire about AI processes as well as receive prompt, honest (Bialkova, 2024).

2.11.5. Transparency and Consumer Perception

Transparency significantly influences consumer perceptions of brand authenticity and trustworthiness. When brands like Aljaied For Food Industries openly communicate their AI practices, they demonstrate accountability as well as a commitment to ethical values. This, in turn, strengthens the emotional connection between the brand and its consumers (Knödler and Rudeloff, 2024; Tarnanidis and Manaf, 2024). A lack of transparency can lead to mistrust, skepticism, as well as potential reputational damage. For example, if consumers feel that AI algorithms are manipulating their choices or if data usage practices are unclear, their perception of the brand's integrity may suffer.

2.11.6. Benefits of Transparency for Aljaied For Food Industries company

Transparency enhances Aljaied's image as a trustworthy and consumer-focused brand (Longpre et al., 2024).

- Transparent practices foster long-term relationships by aligning with consumer expectations for openness as well as honesty (Tanase, 2024).
- Demonstrating leadership in ethical AI usage sets Aljaied For Food Industries apart from competitors, attracting ethically conscious consumers (Zhu and Liu, 2024; Han, 2024).
- Transparency reduces the risk of legal issues and public backlash by ensuring compliance with ethical as well as regulatory standards (Bialkova, 2024).

2.11.7. Consumer Perceptions in AI-Driven Branding

Consumer perceptions of AI-driven branding efforts are shaped by their experiences, expectations, and understanding of the technology. While many consumers appreciate the convenience as well as personalization offered by AI, others may harbor concerns about privacy, authenticity, and transparency. Brands that effectively address these concerns are more likely to cultivate trust as well as loyalty (Kirkby et al., 2023). For Aljaied For Food Industries, integrating feedback mechanisms and educational initiatives into its AI-driven branding strategies can enhance consumer understanding as well as acceptance of the techy.

The integration of AI into branding presents both opportunities as well as challenges for businesses. Therefore, for Aljaied For Food Industries, leveraging AI technologies offers the potential to enhance consumer engagement, improve personalization, as well as streamline operations. However, maintaining brand authenticity as well as transparency requires careful consideration of the ethical and perceptual implications of AI adoption. By prioritizing ethical practices, transparent communication, as well as consumer-centered strategies, In addition, Aljaied For Food Industries can navigate the complexities of AI-driven branding while fostering trust as well as loyalty among its consumers.

2.11.8. Consumer Perceptions of AI-Driven Interactions

Consumers' perceptions of AI-driven interactions are shaped by several factors, including the technology's functionality, ethical considerations, as well as alignment with their expectations. AI technologies, for instance, chatbots, recommendation systems, and automated content generation, are designed to enhance personalization, efficiency, as well as engagement (Bulmer et al., 2024). However, the effectiveness of these tools depends significantly on how they are perceived by consumers. One positive aspect of AI-driven interactions is their ability to deliver personalized experiences. By analyzing consumer behavior and preferences, AI systems can tailor recommendations, promotional content, as well as customer support to meet individual needs (Tarnanidis and Manaf, 2024). For instance, Aljaied's use of AI-powered systems to recommend products or offer tailored promotions can create a sense of attentiveness as well as relevance, fostering a stronger connection with consumers. Despite these advantages, AI interactions may also evoke concerns among consumers. Some perceive AI-driven systems as impersonal or lacking the empathy typically associated with human interactions. This perception can be exacerbated by errors or inconsistencies in AI responses, which may lead to frustration or skepticism (Chen et al., 2024). Aljaied For Food Industries can strategically utilize AI to enhance consumer trust, maintain brand authenticity, as well as address concerns surrounding AI's potential risks. By analyzing AI's impact on consumer perceptions as well as exploring risk mitigation strategies, this study provides a comprehensive framework for ethical AI adoption in branding strategies.

2.12.1. The Role of AI in Branding Strategies

2.12.2. Enhancing Operational Efficiency

AI-driven solutions enable Aljaied For Food Industries to optimize its supply chain, ensure quality consistency, as well as streamline production processes. By using AI to analyze market trends as well as consumer preferences, the company can align its branding strategies with

customer expectations, offering tailored marketing campaigns and personalized experiences (Ahmed, 2024:15; Bulmer et al., 2024; El-Annan as well as Hassoun, 2025; Longpre et al., 2024:16).

2.12.3. Personalization and Consumer Engagement

One of AI's significant advantages is its ability to process vast amounts of consumer data. For Aljaied For Food Industries, AI-powered tools can be leveraged to understand customer preferences, predict behavior, as well as deliver personalized content. This fosters deeper engagement as well as strengthens consumer loyalty, essential components of brand authenticity (Sahin and Soylemez, 2024:5).

2.12.4. Ethical Implications and Transparency

The integration of Artificial Intelligence (AI) into branding processes introduces a range of ethical considerations that significantly affect consumer perceptions of authenticity and transparency (Parveen, 2024). As AI systems become more sophisticated in personalizing interactions as well as optimizing marketing strategies, the ethical deployment of these tools becomes a central concern. The findings of this research underscore that consumers are increasingly aware of the implications of AI on their privacy, decision-making, as well as emotional engagement, as well as they expect brands to uphold ethical standards in their AI-driven practices (Parveen, 2024; Bialkova, 2024). A primary ethical challenge identified is data privacy. Consumers express heightened concern regarding how their personal data is collected, analyzed, and stored by AI systems. When brands fail to communicate the scope as well as intent of data usage clearly, it undermines trust as well as erodes transparency (Parveen, 2024:5). Therefore, ethical AI implementation must prioritize explicit consent, ensure secure data handling, and provide consumers with the autonomy to manage their data preferences. For instance, Aljaied For Food Industries' deployment of AI-powered recommendation systems must be accompanied by clear disclosures about the algorithms in use as well as the data inputs that shape these outputs. Equally important is the issue of algorithmic transparency (Bialkova, 2024). AI-driven decisions, for instance, personalized content, product recommendations, or automated customer interactions must be explainable as well as free from hidden biases. The study reveals that consumers are more likely to trust AI applications when they understand how outcomes are generated as well as when they perceive the system to be fair and unbiased (Bialkova, 2024). To this end, brands must adopt explainable AI (XAI) models that offer interpretable insights as well as demonstrate accountability in algorithmic decision-making. Moreover, the research highlights that ethical

branding in the context of AI requires ongoing dialogue between the brand and its consumers. Ethical AI is not merely a technical or legal obligation but a relational one it reflects the values a brand embodies as well as communicates (Bialkova, 2024). Aljaied For Food Industries, for example, can enhance its brand authenticity by integrating human oversight in its AI systems, ensuring that automation complements rather than replaces meaningful human engagement. Transparency emerges as both a strategic imperative as well as a moral obligation. Brands that openly disclose the role of AI in shaping consumer experiences whether through clear terms of service, algorithmic explanations, or data use summaries are more likely to be perceived as trustworthy as well as ethical (Parveen, 2024; Bialkova, 2024). Transparency must go beyond compliance to become an embedded aspect of brand identity. This entails proactive communication, responsiveness to consumer concerns, as well as an organizational commitment to fairness and inclusion.

2.13.1 . Social Identity Theory (SIT)

Originally developed by Tajfel as well as Turner (1979) , explains how individuals derive part of their identity from the groups they belong to and how this influences their behavior and perceptions. In the context of branding, consumers often align themselves with brands that reflect their self–concept or desired identity. This theory is particularly relevant when examining how AI–driven branding strategies influence consumer perceptions of authenticity as well as transparency. When consumers interact with AI–generated content or AI–driven branding efforts, for instance, chatbots, recommendation systems, personalized ads, their perception of the brand's authenticity as well as transparency can influence their identification with the brand.

Key Concepts

- Social Categorization individuals classify themselves as well as others into social groups based on shared characteristics (Tajfel and Turner, 1979).
- Social Identification people adopt the identity of the groups they belong to, which affects their behavior as well as perception of others (Tajfel and Turner, 1979).
- Social Comparison individuals evaluate their in–group in comparison to out–groups to maintain a positive self–image (Tajfel and Turner, 1979).

2. 13.2. Signaling Theory

Signaling Theory, introduced by Spence (1973), explains how individuals or organizations use signals to convey information about themselves in situations of information asymmetry. In marketing and branding, brands use various signals, for instance, certifications, transparency reports as well as ethical practices; to communicate quality, authenticity, and trustworthiness

to consumers. In its classical economic context, the theory explains how individuals or organizations convey credible information about their qualities, intentions, or value to influence perceptions and decisions in situations where one party possesses more information than the other (Spence, 1973). In marketing and branding, this theory has been widely adopted to explain how brands use various cues and signals to communicate authenticity, trustworthiness, quality, and ethical practices to consumers. In the context of artificial intelligence (AI) and branding, Signaling Theory becomes particularly relevant when addressing consumer concerns about transparency, algorithmic fairness, and data privacy. As AI technologies become more integrated into brand–consumer interactions ranging from personalized marketing to automated customer service consumers often face challenges in understanding how these systems operate and whether they can be trusted (Hasan et al., 2021; Lopez & Garza, 2023). This creates a significant information asymmetry, where consumers lack visibility into the mechanisms behind AI–driven decisions, potentially leading to skepticism, mistrust, or resistance. To bridge this gap, brands can employ transparency, ethical AI practices, and clear communication as signals to convey trustworthiness and authenticity. For instance, disclosing how AI systems collect and use consumer data, implementing fairness audits, and offering explainable AI mechanisms serve as credible signals that reassure consumers and reduce uncertainty (Ahmed, 2024; Bulmer et al., 2024). These signals are not only instrumental in shaping consumer perceptions but also in aligning with evolving regulatory expectations and ethical standards, especially in regions like Libya and the European Union, where AI governance frameworks are increasingly emphasizing algorithmic transparency and accountability (Kirkby et al., 2023); (Brüns & Meißner, 2024; Vo et al., 2024a).

2.14. A Synergistic Relationship

2.14.1. Personalized Consumer Experiences

One of the most impactful applications of AI in branding is its ability to deliver personalized experiences. By analyzing consumer data, AI systems can tailor marketing campaigns, product recommendations, and customer service interactions to individual preferences. For instance, AI–powered recommendation systems can suggest products based on a consumer’s purchase history, dietary preferences, or feedback, demonstrating a deep understanding of individual needs. These interactions create a sense of connection and reliability, which are critical components of brand authenticity. Consistency across all touchpoints is essential to maintaining brand authenticity.

2.15. Ethical and Transparent AI Use

2.15.1. Consumer Concerns About AI in Branding

Consumers are increasingly aware of the risks associated with data collection and storage. Misuse of personal information can lead to reputational damage and erode trust. Unintentional biases in AI algorithms can result in unfair treatment or misrepresentation of certain consumer groups, undermining perceptions of fairness and authenticity (Osman et al., 2026). The "black box" nature of some AI systems can lead to skepticism, as consumers may not understand how decisions are made or how their data is used (Sahin and Soylemez, 2024); (El-Annan and Hassoun, 2025; Singh and Kaunert, 2024; Farooq et al., 2024; Longpre et al., 2024).

2.16. Related work

Consumer trust in AI-driven branding is a multifaceted phenomenon shaped by several interrelated factors. Among these, familiarity with AI technologies plays a pivotal role. Consumers who have a foundational understanding or regular interaction with AI systems are often more inclined to trust brands leveraging these technologies. This familiarity reduces the perceived uncertainty associated with AI-driven branding strategies, as users develop confidence in the technology's reliability and capabilities. Conversely, a lack of exposure to or understanding of AI may heighten skepticism, fostering hesitation in trusting AI-mediated brand communications (Sahin and Soylemez, 2024). Perceived ethical considerations are another significant determinant of trust. Ethical concerns surrounding AI, for instance, transparency, data privacy, and fairness, directly impact how consumers perceive brands that integrate these techies into their operations. Brands that openly address these issues, providing clear policies on data handling and AI decision-making processes, are more likely to foster trust among their audience. For instance, AI algorithms perceived as biased or lacking accountability can erode consumer trust, whereas ethically aligned AI implementations serve to strengthen brand credibility (Tarnanidis and Manaf, 2024; Sahin and Soylemez, 2024; Charfou and Naji, 2024). Demographic characteristics, including age, culture, and technological literacy, further modulate consumer trust in AI-driven branding. Younger generations, often labeled as digital natives, may exhibit greater comfort and trust in AI technologies compared to older individuals, who might approach these advancements with caution due to limited technological exposure (El-Annan and Hassoun, 2025). Cultural influences also shape trust dynamics, as societal norms and values dictate the level of acceptance toward AI. Similarly, individuals with higher technological literacy are better positioned to understand and evaluate AI-driven branding efforts, which can either enhance

or diminish their trust based on their assessments of the tech's efficacy and ethical adherence. Fostering consumer trust in AI-driven branding necessitates a nuanced understanding of these contributing factors. Brands must proactively educate their audience about AI techies, prioritize ethical transparency, and consider demographic variations to establish meaningful and trust-based relationships with consumers. By addressing these dimensions, organizations can create a robust foundation for trust in their AI-driven branding initiatives. (Sahin and Soylemez, 2024; Charfou and Naji, 2024; Ahmed, 2024; Bulmer et al., 2024; El-Annan and Hassoun, 2025).

2.17.1. The Importance of Ethical and Transparent AI

Ethical AI practices refer to the responsible use of AI technologies, ensuring fairness, privacy, and accountability in decision-making processes. Transparency, on the other hand, involves openly communicating how AI systems operate, the data they utilize, and the outcomes they produce. Together, these principles form the foundation for trust between brands and their consumers. As consumers become more aware of AI's influence in shaping their experiences, their expectations for ethical and transparent practices have heightened. Brands that fail to meet these expectations risk damaging their reputation, especially in cases where AI systems are perceived to perpetuate bias, violate privacy, or prioritize profit over fairness (Arik et al., 2020). For example, AI-driven algorithms in online platforms have faced criticism for reinforcing societal stereotypes, leading to public backlash against the brands employing such technologies (Sahin and Soylemez, 2024). Brands that incorporate ethical and transparent AI practices distinguish themselves as trustworthy in a competitive marketplace (Dalla et al., 2025). Trust is an intangible asset that significantly influences consumer behavior. According to recent studies, consumers are more likely to remain loyal to brands that demonstrate accountability and fairness in their AI implementations. Transparency about data usage and decision-making fosters a sense of security among consumers, ensuring that their personal information is handled responsibly (Bulmer et al., 2024). Moreover, ethical AI practices align with consumers' values, particularly among younger generations who prioritize social responsibility in their purchasing decisions. These consumers tend to advocate for brands that commit to ethical conduct, amplifying the brand's reputation and expanding its market reach (Han, 2024). While efficiency is undeniably important, prioritizing it over authenticity and transparency can lead to long-term consequences. Automation and AI-driven optimization strategies should not compromise ethical standards. Brands that integrate ethical frameworks into their AI systems demonstrate a balanced approach, ensuring that efficiency is achieved without sacrificing consumer trust. This balance not only strengthens consumer loyalty but

also reduces the risk of regulatory and reputational repercussions (Tarnanidis and Manaf, 2024; Sahin and Soylemez, 2024).

Conclusion

The integration of Artificial Intelligence (AI) into branding strategies presents both transformative opportunities and complex ethical challenges, particularly in trust-sensitive sectors such as food production. As this literature review demonstrates, AI has the potential to significantly enhance consumer engagement through hyper-personalization, predictive analytics, and real-time responsiveness. For Aljaied for Food Industries a brand rooted in Libyan cultural values and consumer familiarity AI offers a strategic pathway to modernize operations, strengthen customer relationships, and remain competitive in an increasingly digital marketplace. However, the deployment of AI in branding must be carefully calibrated to preserve brand authenticity and transparency, which remain foundational to consumer trust. While AI-driven personalization can foster perceptions of attentiveness and relevance, its impersonal or opaque nature risks alienating consumers who associate trust with human empathy, cultural alignment, and ethical consistency. Moreover, aligning AI systems with local cultural expectations, such as adherence to Halal standards or linguistic nuances, reinforces the brand's authenticity and social responsibility. Grounded in Social Identity Theory and Signaling Theory, this analysis reveals that consumers are more likely to identify with and trust brands whose AI practices reflect their core values and provide credible signals of integrity. Ethical AI is thus not merely a technical or compliance issue it is a relational and strategic imperative. In sum, for Aljaied for Food Industries to harness the full potential of AI without compromising its brand equity, it must adopt a human-centered, culturally attuned, and ethically governed approach to AI implementation. By doing so, the company can transform AI from a mere operational tool into a trust-building mechanism that enhances authenticity, fosters transparency, and cultivates long-term consumer loyalty in an evolving digital landscape.

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