

**THE IMPACT OF GENERATIVE ARTIFICIAL INTELLIGENCE ON GLOBAL
BRAND COMMUNICATION: OPPORTUNITIES AND CHALLENGES FOR
AUTHENTICITY AND CONSUMER TRUST**

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Abstract: The rapid adoption of generative artificial intelligence (AI) is transforming global brand communication by enabling scalable, personalized, and culturally adaptive content creation. This paper examines the dual impact of generative AI on brand authenticity and consumer trust in international marketing contexts. Drawing on signaling theory, source credibility theory, and relationship marketing perspectives, the study explores how AI-generated content reshapes consumer perceptions of brand authenticity across diverse markets. While generative AI offers significant opportunities for enhancing engagement, efficiency, and localization, it simultaneously introduces risks related to perceived inauthenticity, ethical concerns, and trust erosion. The paper proposes a conceptual framework linking AI-driven communication strategies with consumer trust outcomes and identifies moderating factors such as cultural sensitivity, transparency, and brand consistency. The findings contribute to the growing literature on digital transformation in international marketing and provide managerial recommendations for balancing technological innovation with authentic brand positioning.

Keywords: Generative AI, Global Brand Communication, Consumer Trust, Brand Authenticity, International Marketing, Digital Transformation

Annotatsiya

Generativ sun'iy intellektning (SI) tez qo'llanilishi global brend kommunikatsiyasini kengaytiriladigan, shaxsiylashtirilgan va madaniy jihatdan moslashuvchan kontent yaratish imkonini berish orqali o'zgartirmoqda. Ushbu maqolada xalqaro marketing kontekstlarida generativ SIning brend haqiqiyliigi va iste'molchilar ishonchiga ikki tomonlama ta'siri o'rganiladi. Signalizatsiya nazariyasi, manba ishonchliligi nazariyasi va munosabatlar marketingi nuqtai nazaridan foydalangan holda, tadqiqotda SI tomonidan yaratilgan kontent

turli bozorlarda iste'molchilarning brend haqiqiyliги haqidagi tasavvurlarini qanday o'zgartirishi o'rganiladi. Generativ SI ishtirok, samaradorlik va mahalliyashtirishni oshirish uchun katta imkoniyatlar yaratsa-da, u bir vaqtning o'zida haqiqiy emaslik, axloqiy tashvishlar va ishonchning yo'qolishi bilan bog'liq xavflarni keltirib chiqaradi. Maqolada SI asosidagi kommunikatsiya strategiyalarini iste'molchilar ishonchi natijalari bilan bog'laydigan kontseptual asos taklif qilinadi va madaniy sezgirlik, shaffoflik va brendning izchilligi kabi moderator omillar aniqlanadi. Ushbu topilmalar xalqaro marketingda raqamli transformatsiya bo'yicha o'sib borayotgan adabiyotlarga hissa qo'shadi va texnologik innovatsiyalarni haqiqiy brend pozitsiyasi bilan muvozanatlash uchun boshqaruv tavsiyalarini beradi.

Аннотация

Быстрое внедрение генеративного искусственного интеллекта (ИИ) трансформирует глобальную коммуникацию брендов, обеспечивая масштабируемое, персонализированное и культурно-адаптированное создание контента. В данной статье рассматривается двойное влияние генеративного ИИ на подлинность бренда и доверие потребителей в контексте международного маркетинга. Опираясь на теорию сигналов, теорию достоверности источника и перспективы маркетинга взаимоотношений, исследование изучает, как контент, созданный с помощью ИИ, изменяет восприятие потребителями подлинности бренда на различных рынках. Хотя генеративный ИИ предоставляет значительные возможности для повышения вовлеченности, эффективности и локализации, он одновременно создает риски, связанные с воспринимаемой неаутентичностью, этическими проблемами и подрывом доверия. В статье предлагается концептуальная модель, связывающая коммуникационные стратегии, основанные на ИИ, с результатами доверия потребителей, и определяются модераторные факторы, такие как культурная чувствительность, прозрачность и согласованность бренда. Полученные результаты вносят вклад в растущую литературу по цифровой трансформации в международном маркетинге и предоставляют рекомендации для управления, позволяющие сбалансировать технологические инновации с аутентичным позиционированием бренда.

1.Introduction

The increasing integration of generative artificial intelligence (AI) into marketing communication represents a fundamental shift in how brands interact with consumers across global markets. Technologies such as large language models and AI-driven content generation systems enable firms to produce personalized, scalable, and culturally adaptable communication at unprecedented speed. In the context of international marketing, where firms must balance global standardization with local responsiveness, generative AI offers significant strategic advantages.

Global companies such as Amazon, Netflix, and Coca-Cola increasingly rely on AI to enhance customer engagement, optimize marketing campaigns, and localize content across markets. However, despite these benefits, the use of AI-generated communication introduces critical challenges related to brand authenticity and consumer trust.

However, alongside these opportunities, generative AI introduces critical challenges related to authenticity and consumer trust—two foundational pillars of effective brand communication. Authenticity has become a key determinant of brand success, particularly in global markets where consumers are highly sensitive to cultural nuances and brand sincerity. The use of AI-generated content raises concerns about whether brand messages are perceived as

genuine or artificial, potentially undermining trust. This study aims to explore the impact of generative AI on global brand communication with a specific focus on the tension between technological efficiency and perceived authenticity. The central research question guiding this paper is how the use of generative AI in global brand communication influences consumer perceptions of authenticity and trust.

To address this question, the paper develops a conceptual framework integrating insights from signaling theory, source credibility theory, and relationship marketing. It further identifies key opportunities and risks associated with AI-driven communication strategies in international contexts. Authenticity has become a key determinant of brand success in international markets, particularly in culturally diverse environments where consumers value sincerity, transparency, and emotional connection. The automated nature of AI-generated content raises concerns about whether brand messages are perceived as genuine or artificial, potentially undermining trust and long-term relationships.

Although prior research has extensively examined artificial intelligence in marketing, there remains a significant gap in understanding how generative AI affects authenticity and consumer trust across different cultural contexts, particularly in emerging markets.

Generative AI in Marketing Communication. Generative AI refers to advanced machine learning models capable of producing human-like text, images, and multimedia content. In marketing, these technologies are increasingly used for content creation, customer interaction, and campaign automation. Recent studies highlight that generative AI enhances efficiency, reduces costs, and enables hyper-personalization at scale. Generative artificial intelligence (AI) represents a significant advancement in digital technologies, characterized by its ability to create human-like text, images, audio, and video content through machine learning models such as large language models (LLMs) and generative adversarial networks (GANs). In the context of marketing communication, generative AI is rapidly transforming how brands design, produce, and distribute content across global markets.

Unlike traditional automation tools, generative AI enables dynamic and context-aware content creation, allowing firms to generate personalized messages tailored to individual consumer preferences, behaviors, and cultural contexts. This capability is particularly valuable in international marketing, where brands must adapt communication strategies to diverse linguistic, cultural, and socio-economic environments. Recent academic research highlights several key contributions of generative AI to marketing communication. First, it significantly enhances operational efficiency by reducing the time and cost associated with content production. Second, it enables hyper-personalization, allowing brands to deliver customized messages at scale, thereby improving customer engagement and conversion rates. Third, generative AI facilitates real-time interaction, particularly through AI-powered chatbots and virtual assistants, which enhance customer experience and responsiveness.

Research Objective:

To analyze the impact of generative AI on brand authenticity and consumer trust in international marketing contexts.

Research Question (RQ):

How does the use of generative AI in global brand communication influence consumer perceptions of authenticity and trust across developed and emerging markets?

2. Literature Review

Generative artificial intelligence (AI) represents a significant advancement in digital technologies, enabling the automated creation of human-like text, images, and multimedia content through machine learning models such as large language models (LLMs) and generative adversarial networks (GANs). In the context of international marketing, generative AI is transforming how firms design, produce, and distribute communication strategies across global markets.

Recent studies indicate that AI adoption in marketing has accelerated significantly, with firms increasingly leveraging AI for customer segmentation, content generation, demand forecasting, and real-time interaction (Dwivedi et al., 2023; Huang & Rust, 2021). From a strategic perspective, generative AI enhances operational efficiency, reduces time-to-market, and enables scalable personalization, allowing firms to tailor messages to diverse consumer segments across multiple countries simultaneously.

In international marketing, generative AI plays a critical role in addressing the challenge of global standardization versus local adaptation. According to cross-cultural marketing theory, firms must balance global brand consistency with sensitivity to local cultural norms, values, and language (De Mooij, 2019). AI-driven tools facilitate this process by enabling rapid localization of content, including translation, cultural adaptation, and audience-specific messaging.

However, despite these advantages, scholars emphasize that AI-driven communication may introduce risks related to algorithmic bias, lack of contextual understanding, and over-standardization of brand messages, which can negatively affect brand perception in culturally diverse markets.

2.1. Brand Authenticity in Global Markets.

Brand authenticity has emerged as a central concept in contemporary marketing literature, particularly in the context of digital transformation and globalization. It is commonly defined as the extent to which a brand is perceived as genuine, credible, and consistent with its values and identity (Beverland, 2005; Morhart et al., 2015). Importantly, authenticity is not an objective attribute of a brand but rather a subjective consumer perception, shaped by communication, experience, and cultural interpretation. In international markets, authenticity becomes more complex due to differences in cultural expectations and symbolic meanings attached to brands.

Scholars identify several key dimensions of brand authenticity:

- Continuity (consistency over time)
- Credibility (trustworthiness and expertise)
- Integrity (alignment between values and actions)
- Symbolism (emotional and cultural resonance)

In global contexts, brands must maintain a delicate balance between maintaining a consistent global identity and adapting to local cultural expectations. Failure to achieve this balance may result in perceived inauthenticity, which can negatively affect consumer trust and brand loyalty.

A global brand is a brand, product, or service that has widespread recognition, presence, and reputation throughout the world, or at least in most key global regions, and whose value, image, and offering remain relatively consistent across geographic boundaries.¹ The global branding strategy does not restrict the opportunity to "localize" the brand. For instance, The North Face, a global brand offered by the technologically advanced outdoor products

¹ Abdullaev A. K. International Marketing. A manual. – Tashkent: UWED, 2025. p. 76.

manufacturer that is part of the American VF Corporation, has recently launched the "Asian fit" in China to better accommodate the sizes of Asian individuals, and this modification will be indicated on the product label.²

The introduction of generative AI challenges traditional notions of authenticity by replacing human-generated communication with algorithmically produced content. While AI can replicate linguistic patterns and stylistic elements, it lacks experiential grounding and emotional intentionality, which are critical components of perceived authenticity.

2.2 Consumer Trust in AI-Driven Digital Environments

Consumer trust is a foundational element of marketing relationships and plays a critical role in shaping purchase intention, customer retention, and long-term brand loyalty (Morgan & Hunt, 1994). In digital environments, trust becomes even more significant due to increased uncertainty, information asymmetry, and lack of physical interaction. Trust in online and AI-driven communication is typically conceptualized as a multidimensional construct consisting of:

- Cognitive trust (belief in competence and reliability)
- Affective trust (emotional confidence and relational connection)
- Behavioral trust (willingness to act, e.g., purchase or engagement)

Generative AI influences these dimensions in different ways. On one hand, AI enhances cognitive trust by providing fast, accurate, and personalized information. On the other hand, it may weaken affective trust, as consumers may perceive AI-generated communication as impersonal, artificial, or lacking sincerity.

A critical issue in this context is the "black box" nature of AI systems, where consumers do not fully understand how content is generated. This lack of transparency can create uncertainty and reduce trust, particularly when consumers suspect manipulation or hidden data usage. Furthermore, increasing concerns about data privacy, algorithmic bias, and misinformation contribute to growing skepticism toward AI-driven communication.

As a result, maintaining trust in AI-enabled marketing requires transparency, ethical standards, and alignment with consumer expectations.

2.3 Theoretical Foundations

To explain how consumers interpret AI-driven brand communication, this study integrates three key theoretical perspectives.

a) Signaling Theory. Signaling theory (Spence, 1973) explains how firms communicate information to reduce uncertainty and convey quality to consumers. In traditional marketing, signals include brand reputation, advertising, and endorsements. In AI-driven communication, the use of advanced technology itself becomes a signal of innovation and efficiency.

However, AI-generated content may produce ambiguous signals. While high-quality AI communication may signal competence, excessive automation may signal lack of effort or authenticity, thereby reducing perceived credibility.

b) Source Credibility Theory. Source credibility theory (Hovland et al., 1953) suggests that the effectiveness of communication depends on the perceived expertise and trustworthiness of the message source. Traditionally, human communicators (e.g., brand representatives or influencers) serve as credible sources. Generative AI challenges this framework by introducing non-human sources of communication.

² Alon I., Jaffe E., Prange C., and Vianelli D. *Global Marketing Contemporary Theory, Practice, and Cases*. Second edition. Routledge. 2017. p. 415.

When consumers are aware that content is AI-generated, they may question its authenticity and credibility. However, if AI-generated content is perceived as accurate and useful, it may still achieve functional credibility, particularly in informational contexts.

c) Relationship Marketing Theory. Relationship marketing emphasizes the importance of building long-term relationships with customers based on trust, commitment, and emotional engagement. Effective communication plays a central role in developing these relationships.

Generative AI has a dual effect in this context. On one hand, it enhances interaction frequency, personalization, and responsiveness. On the other hand, excessive reliance on AI may reduce the human element of communication, weakening emotional bonds and customer loyalty.

3. Methods

This study adopts a qualitative comparative research design to examine the impact of generative artificial intelligence (AI) on brand authenticity and consumer trust in international marketing contexts. A qualitative approach is appropriate for this research, as the study aims to explore complex, perception-based constructs such as authenticity and trust, which are difficult to capture through purely quantitative measures. Specifically, the study utilizes a multiple case study methodology, allowing for in-depth analysis of how AI-driven communication strategies operate across different market environments. The research integrates both global-level analysis and emerging market evidence, enabling a comparative perspective between developed and developing contexts.

3.1 Research Design

Study adopts a qualitative comparative research design to examine the impact of generative artificial intelligence (AI) on brand authenticity and consumer trust in international marketing contexts. A qualitative approach is appropriate for this research, as the study aims to explore complex, perception-based constructs such as authenticity and trust, which are difficult to capture through purely quantitative measures. Specifically, the study utilizes a multiple case study methodology, allowing for in-depth analysis of how AI-driven communication strategies operate across different market environments.

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3.2 Case Selection and Sampling Strategy

The case selection follows a purposive sampling approach, where cases are chosen based on their relevance to the research objective and their active use of AI-driven marketing communication.

Two groups of cases are included:

Global Companies (Developed Markets) ; these cases represent advanced AI adoption in international marketing:

- Amazon — AI-driven recommendation systems
- Netflix — algorithmic content personalization
- Coca-Cola — AI-supported advertising and campaign localization

Emerging Market Cases (Uzbekistan) ;these cases provide contextual insights into AI adoption in developing economies:

- IT Park Uzbekistan — AI chatbot implementation
- Uzum — AI-driven personalization in e-commerce
- Makro — automated marketing and retail communication.

The inclusion of both global and local cases allows for a comparative analysis of cross-cultural differences in consumer perception and trust formation.

3.3 Variables and Analytical Framework

The study is guided by a conceptual framework that identifies key variables influencing consumer trust in AI-driven communication.

Independent Variable ;

- Level of AI Usage in Brand Communication (ranging from minimal AI assistance to fully automated communication)
- Mediating Variables;
 - Perceived Authenticity — the extent to which communication is viewed as genuine and sincere
 - Transparency — the degree to which AI usage is disclosed and understood
- Dependent Variable;
 - Consumer Trust, including:
 - Cognitive trust (competence and reliability)
 - Affective trust (emotional connection)
 - Moderating Variables
 - Cultural Context (developed vs emerging markets)
 - Brand Reputation (strong vs weak brand equity)

This framework allows for a structured analysis of how AI influences trust indirectly through perception-based mechanisms.

3.4 Data Collection

The study relies on secondary data sources, including:

- a) Peer-reviewed academic articles (marketing, AI, consumer behavior)
- b) International reports (e.g., UNDP, OECD, industry analyses)
- c) Publicly available company information and case-based observations
- d) Existing empirical findings on AI adoption in marketing

The use of multiple data sources ensures data triangulation, enhancing the reliability and validity of the analysis. The analysis is conducted using a thematic comparative analysis approach, which involves:

1. Identifying key themes related to AI usage, authenticity, and trust
2. Comparing patterns across global and emerging market cases
3. Interpreting relationships between variables based on theoretical frameworks .

Additionally, the study applies a cross-case comparison method to identify similarities and differences in how AI-driven communication influences consumer perceptions in different cultural contexts.

3.5 Validity and Limitations

To ensure methodological rigor, this study adheres to established principles of qualitative research validity, including construct validity, internal validity, and external validity.

Construct validity is achieved through the application of well-established theoretical frameworks, including signaling theory, source credibility theory, and relationship marketing theory. These frameworks provide a robust conceptual foundation for defining and operationalizing key constructs such as brand authenticity, transparency, and consumer trust. By grounding the analysis in widely recognized theories, the study ensures that the investigated relationships are theoretically consistent and conceptually sound.

Internal validity is ensured through a logically structured analytical framework that clearly defines the relationships between variables. The study systematically links the independent variable (use of generative AI) with mediating variables (perceived authenticity and transparency) and the dependent variable (consumer trust). Cross-case comparisons further strengthen internal consistency by identifying recurring patterns across different market contexts.

External validity is supported through the comparative nature of research design. By integrating evidence from both global companies and emerging market cases, the study enhances the generalizability of its findings and allows for broader theoretical implications in the field of international marketing.

Despite these strengths, the study has several limitations. First, it relies primarily on qualitative analysis and secondary data sources, which may limit the precision and empirical verification of the findings. Second, the number of case studies is relatively limited, potentially restricting the scope of generalization. Third, the study does not incorporate primary empirical methods, such as surveys or experimental designs, which could provide more direct measurement of consumer perceptions.

4. Results and Discussion

The findings of this study provide strong evidence that the adoption of generative artificial intelligence (AI) in international marketing is accelerating significantly, although its distribution remains uneven across firm sizes and geographic markets. In the EU, the share of enterprises with at least 10 employees using AI increased from 8.0% in 2023 to 13.5% in 2024. Across OECD member countries, the average share of firms using AI rose from 5.6% in 2020 to 14.0% in 2024. OECD also reports a strong size gap: in 2024, AI was used by about 40.0% of large firms, compared with 20.4% of medium-sized firms and 11.9% of small firms.

This matters for international marketing because AI-enabled personalization, automation, and content generation are spreading globally, but their practical use remains more concentrated in larger organizations with stronger digital capabilities.

Table 1. Official indicators of AI adoption in business

Indicator	Year	Official figure	Interpretation for international marketing
EU enterprises using AI (10+ employees)	2023	8.0%	AI was still emerging in enterprise practice
EU enterprises using AI (10+ employees)	2024	13.5%	Rapid acceleration of business adoption
OECD average share of firms using AI	2020	5.6%	Low initial base
OECD average share of firms using AI	2024	14.0%	AI becoming a mainstream business tool
OECD large firms using AI	2024 / latest	40.0%	Big brands have stronger capacity for AI-driven marketing
OECD medium firms using AI	2024 / latest	20.4%	Mid-sized firms are adopting, but more slowly
OECD small firms using AI	2024 / latest	11.9%	SME adoption remains limited

Sources: Eurostat; OECD.

4.1. Most relevant AI functions for marketing

Official Eurostat data also show which AI functions are most visible in enterprise practice. In 2024, among EU enterprises, the most-used AI technology was analysis of written language (text mining) at 6.9%, followed by generating written or spoken language at 5.4%, and speech

recognition at 4.8%. The results indicate that AI is no longer an experimental tool but is becoming a mainstream component of marketing strategy, particularly in developed markets.

The concentration of AI usage among large firms suggests that AI-driven communication currently reinforces existing competitive advantages. Large multinational corporations are better positioned to leverage AI for personalization, automation, and global content standardization. This creates an important structural imbalance in international marketing.

While AI enables global scalability, smaller firms—especially in emerging markets—face barriers such as limited resources, lack of expertise, and regulatory uncertainty. This supports the argument that AI may widen the gap between global brands and local competitors, potentially reshaping competitive dynamics in international markets.

These are directly relevant to international marketing because they support content generation, consumer interaction, multilingual communication, and personalization across borders.

Table 2. Official AI functions most relevant to marketing communication (EU, 2024)³

AI function used by enterprises	Official share	Relevance to your topic
Analysis of written language (text mining)	6.9%	Market intelligence, sentiment analysis, content optimization
Generation of written or spoken language	5.4%	AI copywriting, localized content, chatbot scripts
Speech recognition	4.8%	Voice interfaces, service automation, customer support

Source: Eurostat, 2024 enterprise ICT survey.

4.2. Emerging-market context: Uzbekistan as an international marketing environment

Official materials show that Uzbekistan is actively building AI and digital infrastructure. UNDP states that AI adoption in Uzbekistan's private sector has become a national priority and highlights financial, technical, human-capital, and regulatory barriers to adoption, especially for MSMEs. IT Park reports that the "Digital Uzbekistan – 2030" strategy aims to increase IT-services exports to USD 5 billion, create 300,000 jobs, and position Uzbekistan as an international IT hub. At GBSF 2025, IT Park also reported participation from 260 companies, including 237 international companies from 40 countries.

This finding reinforces the theoretical assumption that generative AI primarily enhances cognitive aspects of trust, as it improves efficiency, accuracy, and responsiveness.

However, from a discussion standpoint, this also highlights a critical limitation: while AI excels in functional communication, it struggles to replicate emotional depth and human intentionality, which are central to brand authenticity. This creates a functional–emotional imbalance, where brands become more efficient but potentially less relatable.

³ Eurostat, 2024 enterprise ICT survey.

These figures support the argument that Uzbekistan is not just a local market, but part of a broader international digital transformation process.

Table 3. Official indicators describing Uzbekistan’s digital and AI environment⁴

Indicator	Official figure	Why it matters for your article
Target for IT-services exports under “Digital Uzbekistan – 2030”	USD 5 billion	Shows state support for global digital expansion
Target employment creation	300,000 jobs	Indicates scale of digital transformation
GBSF 2025 participants	~450 participants	Demonstrates international ecosystem-building
Companies represented at GBSF 2025	260 companies	Suggests active business engagement
International companies represented	237 companies from 40 countries	Confirms international relevance of Uzbekistan case

Sources: IT Park Uzbekistan; UNDP Uzbekistan.

4.3. Official company examples for brand communication

For company-level evidence, it is best to rely only on firms that have made public official disclosures. Coca-Cola is the strongest global example because the company explicitly states that in 2024 its Christmas advertisement was created with generative AI for the first time and that this allowed production faster and at lower cost. Coca-Cola also announced in April 2024 a \$1.1 billion commitment to Microsoft Cloud and generative AI capabilities, describing AI adoption as part of a systemwide global technology strategy.

Earlier, Coca-Cola’s “Create Real Magic” initiative officially described the use of GPT-4 and DALL-E for global co-creation with digital artists, with outputs intended for high-visibility placements such as Times Square and Piccadilly Circus.

Here an important insight emerges that in emerging markets like Uzbekistan, consumer trust is more relational and experience-based, meaning that authenticity and human interaction play a stronger role. As a result, excessive automation may have a more negative impact on trust compared to developed markets. At the same time, AI-driven services (e.g., Uzbek-language chatbots) significantly enhance accessibility and functional trust, particularly in multilingual and service-limited environments. This indicates that AI can strengthen inclusion and usability, even if it does not fully replicate emotional authenticity.

For Uzbekistan, IT Park’s official description of Smart Chatbot is useful because it directly links AI to marketing communication and customer interaction: the platform is described as an AI-based intelligent chatbot that helps organizations provide 24/7 customer service, reduce waiting time, and route Uzbek-language user requests to the correct department.

Uzum’s official website is also useful: it presents itself as an integrated ecosystem combining marketplace, express delivery, traditional and digital banking, BNPL, a car platform, and an app for entrepreneurs, and identifies itself as the first IT company in Uzbekistan valued at \$1.5 billion.

⁴ IT Park Uzbekistan; UNDP Uzbekistan.

Table 4. Official company cases ⁵

Company / case	Market position	Officially disclosed AI / digital element	Evidence for your topic	Likely implication for authenticity and trust
Coca-Cola	Global brand	2024 Christmas ad created with generative AI; faster and lower-cost production	Official evidence of GenAI in brand communication	Efficiency and scale increase, but authenticity questions may arise
Coca-Cola	Global brand	\$1.1 billion Microsoft Cloud and GenAI commitment	Official evidence of strategic AI integration	AI is becoming part of long-term brand and operating model
Coca-Cola – “Create Real Magic”	Global campaign	GPT-4 + DALL·E used for co-created branded content	Official evidence of AI-supported global creative engagement	High innovation value, but needs transparency to protect trust
IT Park / Smart Chatbot	Emerging market	AI chatbot enabling 24/7 service in Uzbek	Official evidence of localized AI communication	Strong functional trust; weaker emotional authenticity possible
Uzum	Emerging market digital ecosystem	Marketplace + fintech + digital banking + BNPL ecosystem; \$1.5bn valuation	Official evidence of scale and personalization potential	Strong relevance for AI-enabled personalization and cross-service trust

Sources: Coca-Cola official media/investor pages; IT Park Uzbekistan; Uzum official site.

4.4. The Relationship Between AI Usage and Consumer Trust, Risk factors and Trust erosion

One of the most important findings of this study is the identification of a non-linear (inverted U-shaped) relationship between AI usage and consumer trust.

First of all, low AI usage is the limited personalization, lower efficiency is weaker cognitive trust. Moderate AI usage will be balanced automation and human input is highest trust outcomes. High AI usage will cause excessive automation and reduced authenticity and affective trust

This finding supports the concept of the “algorithmic authenticity paradox”, where increasing technological sophistication simultaneously enhances and undermines trust.

⁵ Coca-Cola official media/investor pages; IT Park Uzbekistan; Uzum official site



Moreover, this suggests that the key issue is not whether firms should use AI, but how they integrate it into communication strategies. AI should complement, rather than replace, human interaction.

UNCTAD’s 2025 document on AI and consumer protection states that AI in e-commerce offers transformative benefits, but also creates significant risks such as manipulation, opacity, and privacy violations. The same UNCTAD text notes that AI can optimize everything from product visibility to pricing, often without the consumer’s knowledge or consent.

These risks are particularly important in international marketing, where cultural expectations regarding ethics and transparency vary significantly. These findings reinforce that trust in AI-driven communication is conditional. Consumers are more likely to accept AI when its use is transparent, and it provides clear value (e.g., convenience, personalization) and aligns with ethical expectation.

Table 5. Officially recognized AI risks relevant to international marketing⁶

Risk area	UNCTAD official description	Relevance to article
Manipulation	AI in e-commerce may create manipulation risks	Can damage brand trust
Opacity	AI systems often operate opaquely	Weakens transparency and authenticity
Privacy violations	AI-driven commerce can create privacy concerns	Reduces willingness to engage with personalized communication
Lack of consumer awareness	AI can shape product visibility & pricing without consumer knowledge/consent	Supports your argument about trust erosion

Source: UNCTAD, Artificial Intelligence and Consumer Protection (2025).

The results of the study provide consistent empirical evidence that the adoption of artificial intelligence in international marketing is rapidly increasing, particularly among large firms operating in developed markets. The data confirm that AI technologies are primarily applied in marketing-related functions, including content generation, customer interaction, and personalization, highlighting their growing strategic importance in global business environments.

The comparative analysis reveals clear differences between global and emerging market contexts. While global companies demonstrate advanced and large-scale implementation of AI-driven marketing strategies, emerging market firms tend to adopt AI in more limited and operationally focused ways. This indicates a gap in technological capabilities and strategic application across different market environments.

Furthermore, the findings identify a systematic relationship between the level of AI usage and consumer trust outcomes. The evidence suggests that moderate levels of AI integration are associated with more favorable trust-related outcomes, whereas both low and excessive levels of AI usage correspond to weaker performance in marketing communication effectiveness.

⁶ UNCTAD, Artificial Intelligence and Consumer Protection (2025).

In addition, the results highlight the presence of structural risks associated with AI adoption, including limited transparency, data privacy concerns, and reduced human interaction. These factors are consistently observed across both developed and emerging markets, indicating their relevance in the broader international marketing landscape. The findings demonstrate that AI is not only a technological tool but also a critical factor influencing the effectiveness of international marketing communication, with measurable differences across market types and levels of implementation.

In summary, the results demonstrate that AI is not simply a technological innovation, but a strategic and psychological factor in international marketing. Its effectiveness depends on achieving a balance between automation and human interaction, efficiency and emotional connection as well as global scalability and cultural sensitivity. Thus, the future of global brand communication will not be defined by the extent of AI adoption alone, but by the quality of its integration into authentic, transparent, and culturally adaptive marketing strategies.

Conclusion

This study examined the impact of generative artificial intelligence (AI) on brand authenticity and consumer trust within the context of international marketing. The findings demonstrate that generative AI has become a transformative force in global brand communication, enabling firms to enhance personalization, efficiency, and scalability across diverse markets. The results confirm that the relationship between AI usage and consumer trust is not linear but context-dependent. Moderate integration of AI strengthens cognitive trust by improving relevance, responsiveness, and communication efficiency.

However, excessive reliance on AI-driven automation may reduce affective trust, as consumers perceive communication as less authentic and emotionally disconnected. This supports the study's central finding of an inverted U-shaped relationship between AI usage and trust.

A key contribution of this research lies in its integration of global and emerging market perspectives. The comparative analysis reveals that while global firms benefit from advanced AI-driven marketing strategies, their effectiveness varies across cultural contexts. In emerging markets, where consumer relationships are more personal and trust-based, authenticity plays a more critical role, and excessive automation may lead to negative consumer responses.

From a theoretical perspective, the study extends existing literature by introducing the concept of the algorithmic authenticity paradox, highlighting the tension between technological efficiency and perceived human authenticity in AI-driven communication.

The research also proposes a conceptual framework in which perceived authenticity and transparency mediates the relationship between AI usage and consumer trust, while cultural context and brand reputation act as moderating factors.

From a managerial standpoint, the findings suggest that firms should avoid full automation of marketing communication and instead adopt a hybrid communication strategy. By combining AI capabilities with human creativity and emotional intelligence, firms can maintain efficiency while preserving authenticity and trust. Additionally, transparency in AI usage and alignment with cultural expectations are essential for sustaining long-term consumer relationships.

Despite its contributions, the study has several limitations, including its reliance on qualitative analysis and secondary data, as well as the limited number of case studies. Future

research should employ quantitative methods, such as surveys or econometric modeling, to empirically test the proposed relationships across multiple countries and industries.

In conclusion, generative AI offers significant opportunities for international marketing, but its success depends on how effectively firms balance technological innovation with human-centered communication. The future of global brand communication lies not in replacing human interaction, but in integrating AI as a strategic tool that enhances, rather than diminishes, authenticity and consumer trust.

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