

Research Article

Brand Trust in the Digital Marketplace: Conceptual Perspectives and Emerging Dimensions

Chandan Kumar^{1*}, Krishna Kumar JHA² and Parwati Soni³

¹⁻³MBA Student, Vivekananda Global University, Jaipur, India

*Corresponding Author

Dr. Chandan Kumar
(23MGT3MB034@vgu.ac.in)

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Abstract: The rapid expansion of digital technologies has transformed the marketplace and created new challenges for developing and maintaining consumer trust in brands. In digital environments, consumers interact with organizations through websites, social media, mobile applications, online platforms, artificial intelligence, personalized communication and digitally mediated service encounters. These developments have expanded opportunities for organizations to build relationships with consumers while simultaneously increasing concerns related to privacy, security, transparency, authenticity, information credibility and technology-mediated interactions. This paper reviews the existing literature on brand trust in the digital marketplace and examines its changing dimensions in contemporary digital environments. The review focuses on the role of digital marketing, social media, artificial intelligence, personalization, electronic communication, customer experience, online reviews, digital platforms, transparency, privacy and consumer-brand relationships in shaping trust. The literature indicates that brand trust in digital environments is multidimensional and extends beyond traditional perceptions of brand reliability and credibility. Consumers increasingly evaluate brands according to their ability to provide secure, transparent, personalized, authentic, consistent and meaningful digital experiences. At the same time, excessive personalization, inappropriate data practices, technological uncertainty and information overload can weaken consumer confidence. The paper consolidates the existing literature and identifies emerging dimensions of digital brand trust, including technological trust, data and privacy trust, platform trust, interactional trust, experiential trust and authenticity. The review contributes to the understanding of how traditional concepts of brand trust are being reshaped by the characteristics of the digital marketplace.

Keywords: Brand Trust, Digital Marketplace, Consumer Trust, Digital Marketing

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INTRODUCTION

The rapid growth of digital technologies has fundamentally transformed the contemporary marketplace and the relationship between consumers and brands. Consumers increasingly search for information, compare alternatives, communicate with organizations, purchase products, provide feedback and share experiences through digital platforms. Websites, social media, mobile applications, online marketplaces, artificial intelligence and other digital technologies have created new opportunities for organizations to communicate with consumers. At the same time, these developments have made consumer trust increasingly important because many digital interactions involve uncertainty regarding information quality, privacy, security, organizational behaviour and the reliability of technology-enabled services [1,2].

Brand trust has traditionally been considered an important element of consumer-brand relationships because consumers are more willing to establish and maintain relationships with brands that they perceive as reliable, credible and capable of fulfilling their expectations. However, the digital marketplace has changed the context in which trust develops. Consumers may no longer evaluate a brand only through its physical products, traditional advertising, or face-to-face service interactions. Instead, they also evaluate website quality, online communication, social media behaviour, digital reviews, data practices, personalization, artificial intelligence, platform interactions and digitally delivered experiences. Consequently, the meaning and development of brand trust have become increasingly complex [3,4] (Table 1).

Table 1: India’s Broadband Subscriber Base and Digital Marketplace Reach

Year-end	Broadband subscribers (million)
2019	661.94
2020	747.41
2021	792.08
2022	832.20
2023	904.54

Source: Telecom Regulatory Authority of India (TRAI): year-end telecom subscription reports. 2019 = 661.94m; 2020= 747.41m; 2021 = 792.08m; 2022 = 832.20m; 2023 = 904.54m.

Broadband reach is used as contextual evidence for the expansion of digital touchpoints in which brand trust operates; it is not a direct trust score. No 2024 observation is used.

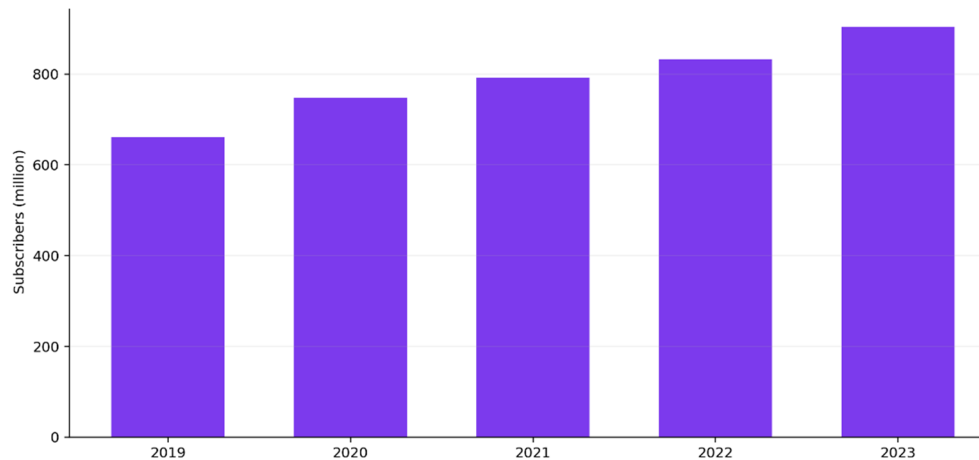


Figure1: Broadband Subscriber Growth in India, 2019-2023

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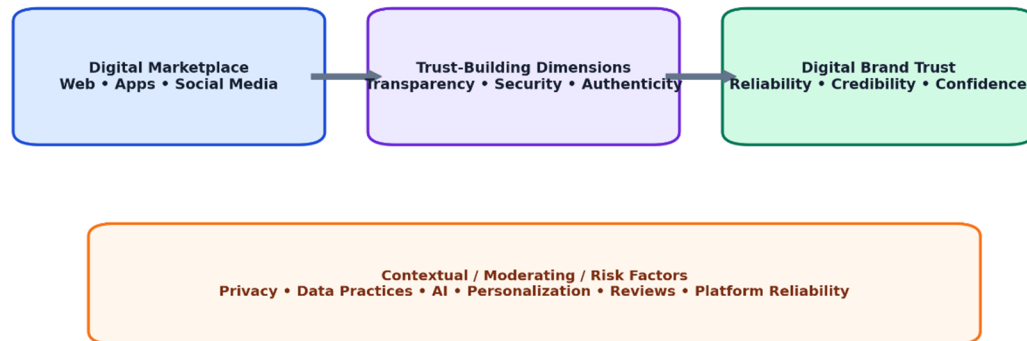


Figure 1: Conceptual Model for Brand Trust in the Digital Marketplace: Conceptual Perspectives and Emerging Dimensions

The digital environment provides organizations with greater opportunities to communicate directly with consumers. Social media, for example, allows brands to interact with consumers in real time and provides opportunities for dialogue, information sharing and relationship development. Such interactions can increase familiarity and strengthen consumer perceptions of a brand. However, social media also increases organizational visibility and makes brand-related information more difficult to control. Consumers can easily share positive or negative experiences, while other consumers can observe and evaluate these interactions. Zhang and Li [5], emphasize the importance of social identity and digital interaction in consumer engagement, suggesting that digital environments can influence the development of consumer relationships with brands (Figure 1).

Digital marketing has also increased the importance of information and communication in the development of trust. Consumers frequently encounter brand information through search engines, websites, advertisements, online reviews, social media posts, influencers and other digital sources. The credibility and consistency of such information can

influence how consumers evaluate brands. Hoekstra and Leeftang [2], highlight the continuing transformation of marketing in digitally connected environments, while Kemp *et al.* [6], reflect the growing importance of digital technologies and consumer interaction. The ability of brands to communicate consistently and transparently across different digital touchpoints has therefore become increasingly important. Artificial intelligence has introduced another important dimension to digital brand trust. Organizations increasingly use AI for recommendations, customer service, personalization, automated communication and consumer analytics. Moradi and Dass [7], examine the role of AI in marketing, while Akter *et al.* [8], highlight the growing significance of intelligent technologies and digital transformation. Buhalis *et al.* [9,10], further demonstrate the growing importance of technology-enabled service environments. Although AI can improve convenience, responsiveness and personalization, consumers may also question the accuracy, transparency and reliability of automated interactions. The increasing use of AI therefore creates new opportunities for trust while simultaneously introducing new sources of uncertainty (Figure 2).

Personalization represents a related development. Digital technologies allow organizations to customize marketing communication and services according to consumer characteristics and behavioural information. Personalized recommendations can increase relevance and convenience, potentially strengthening consumer perceptions of a brand. However, personalization may also create concerns if consumers believe that organizations collect excessive information or use their data without adequate transparency. Akter *et al.* [8], Moradi and Dass [7] and Nadeem and Salo [11], highlight the increasing importance of technology and consumer information within digital environments. Privacy and data security have consequently become central components of digital trust. Consumers increasingly recognize that their online activities generate information that can be collected, analysed and used by organizations. The use of such information may create value through personalization and improved services, but it can also create concerns about surveillance, control and misuse. Lee *et al.* [12] and Lim *et al.* [13], contribute to understanding consumer responses within technology-enabled environments, while Nadeem and Salo [11], highlight the importance of trust-related issues in digital contexts.

Transparency has also become increasingly important. In traditional environments, consumers may have had relatively limited access to information concerning organizational processes. Digital technologies, however, allow consumers to investigate organizations, compare claims, read reviews and communicate with other consumers. Brands therefore face increasing pressure to communicate consistently and transparently. Chaney *et al.* [14] and Yang *et al.* (2023) highlight the importance of consumer perceptions and brand-related factors in digitally mediated environments. Transparency can contribute to credibility, while inconsistencies between brand communication and actual organizational behaviour can damage trust.

Another emerging dimension is the importance of digital customer experience. Consumers evaluate brands through the entire digital journey, including search, website navigation, communication, transaction, payment, service and post-purchase interaction. A positive and consistent digital experience may strengthen confidence in a brand, whereas technological failures or inconsistent service may weaken trust. Buhalis *et al.* [9,10] and Lalovic and Weismayer [15], demonstrate the increasing relevance of technology-mediated experiences and consumer relationships. The digital marketplace has also increased the importance of online reviews and consumer-generated information. Consumers frequently rely on the experiences of other consumers when evaluating unfamiliar brands or products. Such information can reduce uncertainty and influence perceptions of credibility. Tsai *et al.* [16], Silva and Bonetti [17] and Stone *et al.* [18], contribute to understanding the role of digital communication and consumer interaction in shaping marketplace perceptions.

Trust is also influenced by the consistency of the consumer experience across different channels. Consumers may interact with the same brand through a website, mobile application, social media platform, physical store, customer service centre and third-party marketplace. Inconsistent information or service across these touchpoints can create uncertainty and weaken trust. Kannan and Li [1], provide an important foundation for understanding the transformation of marketing in digital environments, while Donthu *et al.* [4] and Hoekstra and Leeftang [2], highlight the continuing evolution of digitally mediated marketing. The literature also indicates that brand trust is closely connected with broader consumer-brand relationships. Trust can encourage consumers to remain with a brand, purchase repeatedly, share positive information and develop stronger relational connections. Bhukya and Paul [9], Nascimento and Loureiro [19] and Kumar *et al.* [20], contribute to understanding trust and consumer relationship outcomes. However, trust can be fragile in digital environments because negative information can spread rapidly and consumers can easily switch between competing brands and platforms.

The growing importance of trust in digital environments therefore creates a need to reconsider the concept of brand trust. Traditional dimensions such as reliability and credibility remain relevant, but digital marketplace conditions introduce additional considerations concerning privacy, technology, platforms, personalization, transparency, digital experiences and online interactions. The purpose of this paper is to review the literature on brand trust in the digital marketplace and examine the emerging dimensions that are shaping contemporary consumer trust.

Literature Review

The literature on brand trust demonstrates that trust is an important foundation of consumer–brand relationships. Consumers generally need confidence that a brand will deliver what it promises and behave consistently with expectations. In traditional marketplaces, trust could develop through product quality, organizational reputation, interpersonal interaction and repeated consumption experiences. The digital marketplace has expanded these sources of trust by introducing technology-mediated interactions and new forms of information exchange. Kannan and Li [1], provide an important foundation for understanding how digital technologies have transformed marketing processes and consumer interactions. Digitalization has changed the customer journey and created numerous points at which consumers interact with organizations. This transformation means that trust can no longer be considered solely a product-related or brand-related perception. It increasingly incorporates perceptions of digital interfaces, online communication, technological systems and organizational data practices.

Digital marketing provides organizations with opportunities to strengthen trust by increasing communication and information availability. Dabas *et al.* [3], highlight the importance of digital marketing adoption, while Hoekstra and Leeftang [2], discuss the continuing transformation of marketing in digital environments. Organizations can use digital channels to provide information, respond to consumer questions, communicate brand values and demonstrate transparency. Such activities may contribute to stronger perceptions of reliability and credibility. Social media has become particularly important for trust development because it creates opportunities for direct and continuous communication. Consumers can interact with organizations and observe how brands respond to questions, complaints and public discussions. Such interactions can contribute to perceptions of openness and responsiveness. Zhang and Li [5], demonstrate the importance of social interaction and identity in digital consumer relationships.

However, social media can also create challenges for brand trust. Negative experiences can become publicly visible and spread quickly across networks. Consumers can share criticism, reviews and complaints with large audiences. Consequently, social media provides organizations with opportunities to develop trust while simultaneously increasing reputational vulnerability. Online information and electronic communication are also important because consumers frequently use information provided by other consumers when evaluating brands. Digital reviews and recommendations can reduce uncertainty, particularly when consumers lack direct experience with a product or service. Silva and Bonetti [17] and Stone *et al.* [18], contribute to understanding the importance of digitally mediated communication and consumer information. The perceived credibility of such information can influence consumers' trust in brands.

The role of authenticity has become increasingly important in this environment. Consumers are exposed to large amounts of sponsored content, advertising, influencer communication and branded information. They may therefore evaluate whether brand communication appears genuine and consistent with actual organizational behaviour. Chaney *et al.* [14] and Yang *et al.* contribute to understanding consumer perceptions of brands and communication in contemporary environments. Authenticity can strengthen trust because it reduces the perceived distance between what a brand communicates and what it actually represents. Artificial intelligence has introduced new dimensions to trust. AI can provide recommendations, automate customer service, personalize communication and analyse consumer behaviour. Moradi and Dass [7], emphasize the increasing role of AI in marketing, while Akter *et al.* [8], highlight the broader implications of intelligent technologies. Buhalis *et al.* [9,10], further illustrate how technology is changing consumer experiences and service environments.

Trust in AI-mediated brand interactions may depend on consumers' perceptions of reliability, transparency, accuracy and human involvement. Consumers may appreciate automated systems when they provide quick and useful assistance, but they may become uncertain when automated decisions are difficult to understand or when technology fails to address individual needs. AI therefore creates a new technological dimension of brand trust.

Personalization is closely connected with this technological transformation. Digital platforms allow brands to customize content, recommendations, offers and services. Personalization can make interactions more relevant and may strengthen consumer perceptions that a brand understands their needs. However, personalization can also create discomfort when consumers perceive that organizations know too much about them or use personal information without sufficient transparency. Privacy has therefore emerged as one of the most important dimensions of digital trust. Consumers may be willing to provide information when they believe that it will be used responsibly and provide meaningful benefits. However, uncertainty regarding data collection, storage, sharing, or use can weaken trust. Lee *et al.* [12], Lim *et al.* [13] and Nadeem and Salo [11], highlight the importance of consumer perceptions and trust within digitally mediated environments.

Digital trust is also influenced by security. Online transactions require consumers to provide personal, financial and behavioural information. Consumers need confidence that digital platforms and organizations can protect such information. Security therefore extends the traditional concept of brand reliability into the technological environment. The literature also emphasizes the importance of digital customer experience. Consumers form perceptions of brands through interactions with websites, mobile applications, online services and other digital interfaces. Lalicic and Weismayer [15], contribute to understanding technology-mediated consumer experiences, while Buhalis *et al.* [9,10] demonstrate how digital technologies are transforming service environments. A smooth, consistent and responsive experience can strengthen trust, while technical difficulties and poor digital service can undermine it.

Table 2: Literature Review on Brand Trust in the Digital Marketplace

Author(s)	Main Focus	Relevance to Brand Trust
Agnihotri <i>et al.</i> [21]	Digital consumer relationships	Digital interaction and relationship development
Akter <i>et al.</i> [8]	Artificial intelligence/digital transformation	Technology-enabled trust
Bhukya & Paul [22]	Consumer trust	Trust and consumer relationships
Buhalis <i>et al.</i> [9]	Digital technologies	Technology-enabled consumer experience
Buhalis <i>et al.</i> [10]	Technology and services	Digital interaction and experience
Chaney <i>et al.</i> [14]	Consumer/brand perceptions	Brand communication and consumer response
Dabas <i>et al.</i> [3]	Digital marketing adoption	Digital marketing environment
Donthu <i>et al.</i> [4]	Digital marketing	Digital transformation and consumer interaction
Ferraro <i>et al.</i> [23]	Digital consumer environment	Consumer perceptions in digital markets
Hagan <i>et al.</i> [24]	Consumer/brand relationships	Trust-related consumer behaviour
Hoekstra & Leeftang [2]	Digital marketing transformation	Changing digital marketplace
Hong <i>et al.</i> [25]	Digital consumer behaviour	Technology-mediated consumer response
Kannan & Li [1]	Digital marketing framework	Transformation of marketing and customer journey
Kemp <i>et al.</i> [6]	Digital environment	Digital consumer and marketing trends
Kumar <i>et al.</i> [20]	Consumer relationships	Trust and relationship development
Lalicic & Weismayer [15]	Digital experience	Technology-mediated consumer experience
Lee <i>et al.</i> [12]	Digital consumer behaviour	Trust and consumer response
Lim <i>et al.</i> [13]	Digital interaction	Consumer trust and digital experience
Mejía-Trejo [26]	Digital marketing/technology	Technology-enabled marketing
Moradi & Dass [7]	Artificial intelligence	AI and marketing
Nadeem & Salo [11]	Digital consumer trust	Trust in digital environments
Nascimento & Loureiro [19]	Brand relationships	Trust and consumer-brand relationships
Öberg [27]	Digital consumer/brand context	Contemporary digital marketplace
Silva & Bonetti [17]	Digital communication	Consumer perceptions and trust
Stone <i>et al.</i> [18]	Digital marketing	Digital consumer relationships
Tsai <i>et al.</i> [16]	Digital consumer behaviour	Online information and consumer response
Yan <i>et al.</i> [28]	Digital marketplace	Technology and consumer trust
Yang <i>et al.</i> [29]	Consumer/brand relationships	Brand perceptions and digital interaction
Zhang & Li [5]	Social identity/engagement	Social interaction and consumer-brand relationships

Brand trust also develops through repeated interactions. Consumers may initially trust a brand based on reputation or information but subsequently revise that trust according to their digital experiences. Kumar *et al.* [20] and Nascimento and Loureiro [19], highlight the importance of trust in consumer relationships. Consistency between brand promises and consumer experiences is therefore important for maintaining trust over time. The digital marketplace has also increased the importance of platform trust. Consumers may not interact directly with the brand in every transaction. Instead, they may encounter brands through digital marketplaces, social media platforms, applications, booking platforms, or third-party websites. Trust may consequently involve not only the brand but also the technological platform through which the interaction occurs. The literature further suggests that consumer trust can be influenced by the broader digital ecosystem. Donthu *et al.* [4] and Kemp *et al.* [6], demonstrate the continuing transformation of digital marketing and consumer behaviour. Consumers increasingly move between platforms, channels and devices, making trust a cumulative outcome of multiple digital experiences.

Brand trust also has important consequences for consumer relationships. Consumers who trust brands may be more willing to maintain relationships, repurchase products, recommend brands and remain loyal. Bhukya and Paul [9], contribute to understanding trust and consumer relationship outcomes, while Nascimento and Loureiro [19], examine the role of trust within broader consumer-brand relationships. The literature therefore suggests that brand trust in the digital marketplace is broader than traditional brand trust. It includes perceptions of brand reliability and credibility but increasingly incorporates privacy, security, technology, personalization, transparency, authenticity, platform reliability and digital experience (Table 2).

MATERIALS AND METHODS

The present study adopts a conceptual literature review methodology to examine the development and emerging dimensions of brand trust in the digital marketplace. The objective of the review is to synthesize existing academic perspectives rather than collect and analyse primary data. The literature provided for the study was examined with particular attention to the changing nature of digital marketing, consumer-brand relationships, technology-enabled interactions, artificial intelligence, personalization, consumer data, privacy, digital experiences, social media and online communication. The literature was reviewed thematically to identify recurring concepts associated with the development and maintenance of brand trust in digital environments. Particular attention was given to traditional trust-related concepts such as reliability, credibility, confidence and relationship quality, as well as emerging digital dimensions including privacy, security, transparency, authenticity, personalization, technological reliability, platform interaction and digital customer experience.

The review also considered the changing role of technology in consumer-brand interactions. Studies focusing on artificial intelligence, digital marketing and technology-enabled service environments were examined to understand how technological mediation is influencing consumer perceptions of brands. Similarly, studies addressing social media, digital communication, consumer behaviour and online experiences were considered to identify the role of interaction and information in trust development. The methodology is therefore qualitative and interpretive in nature. The purpose is to organize and synthesize the existing literature and identify important conceptual developments rather than statistically test relationships. No primary survey, questionnaire, sampling procedure, Likert-scale measurement, hypothesis testing, regression analysis, or structural equation modelling was conducted.

DISCUSSION

The reviewed literature demonstrates that brand trust remains an important foundation of consumer-brand relationships, but the meaning of trust is changing as marketplace interactions become increasingly digital. Traditional perceptions of reliability and credibility remain important, but consumers now evaluate brands through additional technological and digital dimensions.

One of the most important developments is the movement from brand-centred trust toward digitally mediated trust. Consumers do not interact with brands exclusively through products and physical environments. They encounter brands through websites, mobile applications, social media, online marketplaces, AI systems, digital customer service and other technological interfaces. Trust can therefore be influenced by the quality and reliability of these interactions. The literature highlights digital communication as an important mechanism for trust development. Digital platforms enable brands to provide information quickly and interact directly with consumers. This can improve accessibility and responsiveness. However, communication must be consistent and credible. When consumers encounter conflicting information across different platforms, trust may be weakened.

Social media represents a particularly important environment for brand trust because it provides both opportunities and risks. Direct interaction can make brands appear more accessible and responsive, potentially strengthening relationships. At the same time, negative experiences can become highly visible and rapidly shared. Brands therefore need to treat social media not merely as a promotional channel but as an environment in which trust is continuously constructed. Another important theme is consumer-generated information. Online reviews, recommendations, comments and other consumer-created content can influence brand perceptions. Consumers may perceive information from other consumers as more credible than traditional promotional communication because it is based on perceived experience rather than direct commercial persuasion. This makes consumer-generated information an important component of digital trust.

The literature also highlights transparency. Consumers increasingly expect organizations to explain how their digital systems work, how personal information is used and what they can expect from digital services. Transparency can reduce uncertainty and strengthen confidence. In contrast, unclear data practices and ambiguous communication can undermine trust. Privacy and data security have become particularly important emerging dimensions. Digital marketing increasingly depends on consumer data, which allows organizations to personalize interactions and improve services. However, the collection and use of data also creates concerns regarding consumer control and privacy. A strong digital brand therefore needs not only to provide relevant experiences but also to demonstrate responsible treatment of consumer information.

Artificial intelligence introduces another emerging dimension of trust. AI can improve speed, convenience, personalization and service responsiveness. However, consumers may question the reliability and transparency of automated decisions. Trust in AI-mediated brand interactions may therefore depend on the perceived accuracy of technology and the organization's ability to communicate how technology is being used. Personalization creates a similar tension. Consumers may appreciate relevant recommendations and individualized communication, but excessive personalization can create perceptions of intrusion. The literature therefore suggests that personalization should be accompanied by transparency and responsible data practices.

The digital customer experience is another important dimension of trust. Consumers evaluate brands through multiple stages of the digital journey, including search, website interaction, transaction, payment, delivery information, customer service and post-purchase communication. A positive experience can strengthen confidence, whereas technical failures or inconsistent service may damage trust. The literature also indicates the emergence of platform trust. In digital marketplaces, consumers may interact with brands through third-party platforms rather than directly. Consequently, consumer confidence can depend on both the brand and the technological platform facilitating the interaction. This creates a more complex trust environment in which brand trust, platform trust and technology trust can interact.

Table 3: Emerging Dimensions of Brand Trust in the Digital Marketplace

Emerging Dimension	Meaning in Digital Marketplace	Importance for Brand Trust
Reliability	Consistent delivery of brand promises and digital services	Builds confidence
Credibility	Perceived accuracy and believability of brand information	Reduces uncertainty
Transparency	Openness concerning communication, technology and data practices	Strengthens confidence
Privacy	Responsible handling of consumer information	Protects consumer confidence
Data security	Protection of personal and transactional information	Reduces perceived risk
Technological trust	Confidence in digital technologies used by brands	Supports technology adoption
AI trust	Confidence in AI-based recommendations and services	Influences acceptance of AI
Personalization trust	Confidence that customized services are beneficial rather than intrusive	Balances relevance and privacy
Platform trust	Confidence in digital platforms facilitating brand interaction	Supports digital transactions
Interactional trust	Confidence developed through brand–consumer communication	Strengthens relationships
Experiential trust	Confidence developed through positive digital experiences	Supports continued interaction
Authenticity	Perception that brand communication is genuine	Strengthens credibility
Consistency	Similar quality and information across digital touchpoints	Supports relationship stability
Social trust	Confidence influenced by communities and other consumers	Strengthens social validation
Relationship trust	Confidence developed through repeated interactions	Supports loyalty and long-term relationships

Authenticity also appears increasingly important. Digital consumers are exposed to large volumes of branded and sponsored content. As a result, consumers may evaluate whether brand communication appears genuine. Authenticity can strengthen trust when consumers perceive consistency between organizational communication and actual behaviour. The literature further demonstrates the importance of consistency. Digital consumers frequently move between channels and trust may be influenced by whether the organization provides a consistent experience across these touchpoints. A brand that provides reliable service through one channel but poor service through another may weaken overall consumer confidence.

Brand trust is also closely associated with relationship development. Consumers who trust brands are more likely to maintain relationships, demonstrate loyalty and engage in positive behaviours. Trust can therefore function as an important foundation for long-term consumer–brand relationships rather than simply as an immediate response to a digital marketing message. At the same time, digital trust can be fragile. Consumers can easily compare brands, switch platforms and communicate negative experiences. The rapid dissemination of information means that a single negative incident may affect perceptions beyond the consumers directly involved. Organizations therefore need to continuously maintain trust rather than treating it as a permanent brand asset. Overall, the literature demonstrates that brand trust in the digital marketplace is becoming increasingly multidimensional. It involves not only confidence in the brand's products and promises but also confidence in its technologies, digital platforms, data practices, communication, personalization, customer experiences and organizational transparency (Table 3).

CONCLUSION

The digital transformation of the marketplace has significantly changed the way brand trust is created, maintained and evaluated. Consumers increasingly interact with brands through websites, social media, mobile applications, online marketplaces, artificial intelligence, personalized communication and digitally mediated service environments. As a result, traditional understandings of brand trust based primarily on reliability, credibility and product performance are being extended by new digital considerations. The literature reviewed in this paper demonstrates that digital brand trust is increasingly multidimensional. Consumers evaluate not only whether a brand delivers its promises but also whether its digital systems are reliable, its communication is transparent, its data practices are responsible, its personalization is appropriate and its digital experiences are consistent and secure. Privacy, data security, technological reliability, platform credibility, authenticity and transparency have consequently become increasingly important dimensions of trust.

Social media and digital communication have created new opportunities for organizations to strengthen trust through direct interaction and greater accessibility. However, these same platforms can also expose organizations to rapid dissemination of negative information. Online reviews and consumer-generated content have further changed the information environment by allowing consumers to evaluate brands through the experiences and opinions of other consumers. Artificial intelligence and personalization represent particularly important emerging dimensions. These technologies can improve relevance, convenience and responsiveness, but their contribution to trust depends on how consumers perceive their reliability, transparency and use of personal information. Organizations therefore need to balance technological innovation with consumer expectations concerning privacy, control and responsible data use.

The literature also indicates that digital trust is strongly connected with customer experience and long-term consumer–brand relationships. Consumers develop trust through repeated interactions and every digital touchpoint can contribute either positively or negatively to their overall perception of a brand. Consistency across platforms and channels is therefore increasingly important. Overall, brand trust in the digital marketplace should be understood as a

broader and more complex phenomenon than traditional brand trust. It incorporates confidence in the brand itself as well as confidence in its communication, technologies, platforms, data practices, personalization and digital experiences. The continuing development of artificial intelligence, digital platforms, data-driven marketing and immersive technologies is likely to make these dimensions even more important. Future research can build on these insights by examining how consumers develop trust across different digital platforms and technologies and how privacy, transparency, authenticity, artificial intelligence, personalization and digital experience influence long-term consumer-brand relationships. Understanding these emerging dimensions will be increasingly important for organizations seeking to establish sustainable trust in an increasingly digital marketplace.

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