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Generative Artificial Intelligence as a Driver of Digital Brand Equity: A Strategic Management Perspective

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Abstract

The rapid development of generative artificial intelligence (GenAI) is transforming contemporary digital branding strategies and reshaping the mechanisms through which organizations create and manage digital brand equity. AI-driven tools enable firms to generate personalized content, automate brand communication, enhance customer engagement, and optimize digital interactions across multiple platforms. At the same time, the growing integration of GenAI into branding activities creates new managerial and strategic challenges related to brand consistency, authenticity, governance, and long-term value creation. The purpose of this paper is to develop a conceptual framework explaining the role of GenAI as a driver of digital brand equity from a strategic management perspective. The study is based on an integrative literature review covering strategic brand management, digital branding, AI-driven marketing communication, and digital transformation research streams. The paper identifies key dimensions through which GenAI influences digital brand equity, including content personalization, customer engagement, communication efficiency, brand experience enhancement, and data-driven strategic decision-making. The study also discusses managerial implications associated with the implementation of AI-supported branding strategies in digitally mediated environments. The proposed framework contributes to the growing body of research on AI and strategic brand management by integrating digital branding and AI-related perspectives into a coherent conceptual model. The paper additionally outlines future research directions concerning AI-enabled brand management and the evolution of digital brand equity in increasingly automated market environments.

Keywords: generative artificial intelligence, digital brand equity, strategic brand management, digital branding, AI-driven communication, digital transformation

Introduction

The growing importance of digital technologies has significantly transformed contemporary branding and communication strategies. Organizations increasingly operate in digital environments where customer interactions occur through websites, social media platforms, mobile applications, and AI-supported communication systems. As a result, digital transformation has become an important factor influencing customer engagement, communication effectiveness, and long-term brand value creation (Verhoef et al., 2021).

One of the most dynamic technological developments influencing contemporary organizations is GenAI. It enables organizations to create text, images, and personalized communication content in real time, thereby supporting customer interaction, content creation, digital advertising, and online communication processes

(Huang & Rust, 2021). Consequently, organizations increasingly implement AI-supported tools within marketing communication and digital branding activities.

The growing implementation of GenAI creates new opportunities for organizations seeking to strengthen digital brand equity. AI-supported systems facilitate personalized communication, customer engagement, automated interactions, and adaptive digital experiences (Kietzmann et al., 2018). These capabilities may influence important dimensions of digital brand equity, including brand awareness, brand associations, perceived quality, and customer loyalty (Aaker, 1991; Keller, 1993).

At the same time, organizations face important managerial challenges related to the implementation of AI-supported communication systems. The increasing automation of digital communication requires organizations to maintain communication consistency, alignment with brand identity, and coherent customer experiences across multiple digital touchpoints. Consequently, GenAI increasingly becomes not only a technological tool but also a strategic capability influencing digital brand management.

Despite growing academic interest in AI and digital transformation, limited research has examined the relationship between GenAI and digital brand equity from a strategic management perspective. Existing studies frequently focus on technological or operational aspects of AI implementation, while fewer studies integrate AI with strategic branding and digital brand value creation processes.

Therefore, the purpose of this paper is to develop a conceptual framework explaining the role of GenAI as a driver of digital brand equity. The study identifies the main strategic mechanisms through which AI-supported personalization, customer engagement, digital communication, and data-driven decision-making influence digital brand value creation in digitally transformed environments.

The paper contributes to the literature by integrating perspectives from strategic brand management, digital transformation, and AI research. Additionally, the study proposes a conceptual framework that may support future empirical research concerning AI-enabled branding strategies and digital brand equity development.

Background And Literature Review

GenAI and Brand Management – General Overview

Existing literature concerning GenAI and digital brand management has expanded significantly in recent years. Previous studies have examined AI primarily in the context of automation, customer analytics, personalization, and digital communication processes (Huang & Rust, 2021; Wedel & Kannan, 2016). Simultaneously, strategic brand management research has extensively discussed the determinants of brand equity, customer engagement, and digitally mediated customer experiences (Aaker, 1991; Keller, 1993).

Research related to digital branding additionally emphasizes the growing importance of omnichannel communication, online customer interactions, and digital customer experience management in shaping brand value within contemporary markets (Lemon & Verhoef, 2016). As organizations increasingly implement AI-supported communication systems, the relationship between AI and digital brand equity becomes an important area of interdisciplinary research.

Although previous studies provide valuable insights into AI and digital branding, the existing literature remains fragmented across technological, marketing, and management perspectives. Consequently, there is a need for a more integrated conceptual approach explaining how GenAI influences digital brand equity creation within digitally transformed environments.

Artificial intelligence has become one of the most important technological drivers of digital transformation across numerous industries and organizational functions. Beyond marketing applications, AI-supported systems are increasingly employed in supply chain and procurement management to optimize logistics, demand forecasting, supplier relationships, and operational decision-making. In financial services, AI supports fraud detection, credit risk assessment, and intelligent decision support, whereas manufacturing organizations increasingly use AI for predictive maintenance, quality control, and production optimization (Dwivedi et al., 2021; Singh et al., 2025). More recently, AI adoption has expanded into sustainability

management and environmentally responsible organizational practices, further demonstrating that AI has evolved from an operational technology into a strategic organizational capability creating value across multiple business domains (Alkhwaldi et al., 2025; Alkhwaldi et al., 2026). Against this broader background of enterprise AI adoption, branding represents one of the newest strategic domains in which organizations seek to leverage Generative AI to strengthen customer engagement, improve digital brand experiences, and create long-term digital brand equity.

GenAI in Contemporary Organizations

AI has become one of the most important technological drivers of digital transformation in contemporary organizations. In recent years, particular attention has been devoted to GenAI, which refers to AI systems capable of generating new content, including text, images, audio, and interactive communication outputs. Unlike traditional AI systems focused mainly on prediction and automation, GenAI enables organizations to create adaptive and personalized communication in real time (Huang & Rust, 2021).

Recent studies indicate that the rapid diffusion of GenAI extends well beyond marketing and communication activities. Organizations increasingly adopt GenAI to support strategic decision-making, innovation management, knowledge creation, supply chain coordination, human resource management, and organizational transformation. Consequently, GenAI is increasingly perceived not merely as an operational technology but as a strategic organizational capability that enhances organizational agility, innovation potential, and value creation across multiple business functions (Feuerriegel et al., 2024; Mariani & Dwivedi, 2024; López-Solís et al., 2025). This perspective is reinforced by recent marketing research, which positions GenAI as a foundational capability reshaping marketing strategy, customer interactions, organizational value creation, and the responsible design and governance of AI-enabled business processes (Grewal et al., 2025; Hermann & Puntoni, 2025).

From the perspective of the Resource-Based View (RBV), sustainable competitive advantage is achieved through valuable, rare, inimitable, and organizationally embedded resources (Barney, 1991). While GenAI itself is becoming increasingly accessible, competitive advantage arises from organizations' ability to integrate AI capabilities with proprietary data, organizational knowledge, managerial competencies, and customer relationships. This perspective is complemented by the Dynamic Capabilities framework, which emphasizes firms' ability to sense opportunities, seize emerging technologies, and continuously reconfigure organizational resources in response to changing environments (Teece et al., 1997; Teece, 2007). Consequently, GenAI should be understood not merely as a technological innovation but as a strategic organizational capability that enables continuous learning, adaptive decision-making, and long-term value creation within digitally transformed environments (Feuerriegel et al., 2024; Mariani & Dwivedi, 2024).

Unlike earlier generations of digital technologies, which primarily supported process automation, data analysis, and rule-based decision-making, Generative AI is capable of creating original content, generating context-aware responses, and interacting with users in natural language. These capabilities enable organizations not only to optimize existing marketing processes but also to transform how brand value is created through personalized communication, dynamic customer interactions, and scalable content generation. Consequently, GenAI represents a shift from technologies designed to support organizational processes toward technologies that actively participate in value creation and customer relationship development (Feuerriegel et al., 2024; Huang & Rust, 2021; Kanbach et al., 2024).

The rapid development of large language models and AI-supported communication tools has significantly influenced marketing communication and customer interaction processes. Organizations increasingly use GenAI in customer service, digital advertising, social media management, content creation, recommendation systems, and online communication activities (Kietzmann et al., 2018). These technologies allow firms to automate communication processes while simultaneously improving communication scalability and responsiveness.

The growing implementation of GenAI also changes the role of technology within strategic management processes. AI-supported systems increasingly support customer analytics, market segmentation,

personalization, and communication optimization (Wedel & Kannan, 2016). Consequently, organizations are able to respond more effectively to changing customer expectations and dynamic digital market conditions.

From a managerial perspective, GenAI additionally supports operational efficiency and strategic flexibility. Organizations may process large volumes of customer and market data more rapidly and use AI-generated insights to improve communication effectiveness and customer engagement strategies. As a result, GenAI is increasingly perceived not only as a technological innovation but also as a strategic organizational capability.

At the same time, the growing use of AI-supported communication systems creates important managerial challenges. Organizations must ensure that AI-generated content remains aligned with brand identity, organizational values, and long-term strategic objectives. Moreover, excessive automation may negatively influence communication authenticity and customer perceptions of brand credibility. Therefore, effective governance mechanisms become increasingly important within AI-supported communication ecosystems.

Digital Brand Equity

Brand equity represents one of the most valuable intangible assets of contemporary organizations and reflects the value associated with customer perceptions and relationships with a brand. According to Aaker (1991), brand equity consists of several key dimensions, including brand awareness, brand associations, perceived quality, and brand loyalty. Similarly, Keller (1993) emphasized that customer-based brand equity results from the differential effect of brand knowledge on consumer responses to marketing activities.

The growing importance of digital technologies has transformed traditional approaches to brand equity creation and management. In digital environments, customers interact with brands through websites, social media platforms, e-commerce systems, mobile applications, and other technology-enabled communication channels. Consequently, digital brand equity increasingly depends on the quality of digitally mediated customer experiences and communication effectiveness.

Digital brand equity may therefore be understood as the value generated through digital interactions, online communication, customer engagement, and digitally supported brand experiences. Contemporary consumers increasingly evaluate brands based not only on products and services but also on communication responsiveness, personalization quality, digital accessibility, and interaction consistency across digital touchpoints. The transition from predictive to generative AI further transforms consumer-brand relationships by enabling more interactive, personalized, and co-creative forms of digital engagement (Hermann & Puntoni, 2024).

Customer engagement additionally plays an increasingly important role in digital brand equity development. Interactive communication, online communities, user-generated content, and social media participation contribute to stronger customer relationships and higher levels of brand attachment (Lemon & Verhoef, 2016). Consequently, organizations increasingly invest in digital communication strategies designed to strengthen customer involvement and improve digital brand experiences.

The growing importance of omnichannel communication also influences contemporary brand equity management. Consumers expect seamless interactions across multiple digital platforms and communication channels. Therefore, organizations must ensure communication consistency and integrated customer experiences within digital ecosystems. In this context, technology-supported communication systems become increasingly important for maintaining long-term customer relationships and strengthening digital brand value.

GenAI as a Driver of Digital Brand Equity

The increasing implementation of GenAI creates new opportunities for organizations seeking to strengthen digital brand equity. AI-supported systems enable firms to personalize communication, automate customer interactions, optimize content creation, and improve customer engagement across digital environments.

Consequently, GenAI increasingly influences the mechanisms through which organizations create and sustain digital brand value.

One of the most important mechanisms linking GenAI with digital brand equity is personalization. AI-supported systems allow organizations to analyze customer preferences and behaviors in real time, thereby enabling the creation of individualized communication and adaptive digital experiences (Wedel & Kannan, 2016). Personalized communication may strengthen customer satisfaction, improve perceived relevance, and contribute to stronger brand associations.

GenAI additionally supports customer engagement through interactive communication systems and automated customer interactions. AI-supported chatbots, virtual assistants, and recommendation systems facilitate continuous communication between organizations and consumers across digital platforms. Increased responsiveness and communication accessibility may positively influence customer experiences and strengthen customer loyalty.

Another important dimension concerns AI-supported brand communication. Organizations increasingly use GenAI to create digital content for websites, social media platforms, online advertising, and customer communication activities. These technologies improve communication scalability and enable organizations to maintain continuous interactions with customers in dynamic digital environments.

AI-supported analytics also contribute to digital brand equity creation by improving strategic decision-making processes. Organizations may use AI-generated insights to identify customer preferences, optimize communication strategies, improve segmentation processes, and monitor customer engagement patterns (Grewal et al., 2020). Consequently, firms may adapt branding activities more effectively to changing market conditions and customer expectations.

The strategic value of GenAI also derives from its ability to integrate organizational knowledge, facilitate managerial decision-making, and support continuous organizational learning. Rather than serving solely as a communication tool, GenAI increasingly functions as a strategic capability enabling organizations to develop adaptive branding strategies and respond more effectively to rapidly changing market conditions (Mariani & Dwivedi, 2024; López-Solís et al., 2025).

At the same time, the growing implementation of GenAI creates strategic and managerial challenges associated with communication consistency, authenticity, and long-term brand positioning. Organizations must ensure that AI-generated communication remains aligned with brand identity and organizational values. This challenge has become increasingly important as consumers become more aware of AI-generated content and more sensitive to issues of authenticity and transparency. The growing use of synthetic media, including deepfakes and highly automated brand communication, may create perceptions of inauthenticity, particularly when consumers are unable to distinguish between human- and AI-generated content. Such perceptions may undermine brand trust, reduce the credibility of brand messages, and weaken consumers' emotional attachment to the brand (Luo et al., 2019; Mariani & Dwivedi, 2024). From the perspective of Keller's (1993) Customer-Based Brand Equity framework, perceived inauthenticity may negatively affect both brand judgments, by reducing perceptions of credibility and reliability, and brand feelings, by weakening emotional connections and consumer confidence. Consequently, organizations should ensure that AI-supported communication remains transparent, ethically governed, and consistently aligned with the brand's identity and core values. Therefore, effective governance and strategic oversight become important determinants of successful AI-supported branding strategies.

Although previous studies discuss AI, digital communication, and brand management separately, relatively limited research integrates these perspectives within a coherent strategic framework explaining the role of GenAI in digital brand equity creation. Moreover, while recent research has increasingly examined the strategic implications of GenAI for innovation, organizational transformation, and managerial decision-making (Feuerriegel et al., 2024; Kanbach et al., 2024; Mariani & Dwivedi, 2024), its contribution to strategic brand equity creation remains underexplored. Existing studies primarily focus on technological implementation or operational applications, whereas less attention has been devoted to explaining the strategic mechanisms through which GenAI creates long-term digital brand value. This indicates the need

for further conceptual development concerning AI-enabled branding strategies and digitally mediated brand value creation.

Presentation of the Main Contribution of the Paper

The main contribution of this paper is the development of a conceptual perspective explaining the role of GenAI in digital brand equity creation from a strategic management perspective. The study integrates insights from strategic brand management, digital transformation, AI, and digital communication literature in order to explain how AI-supported technologies influence digitally mediated branding processes.

The paper contributes to the existing literature in several ways. It addresses the growing need to connect AI research with strategic brand management and digital branding perspectives. Previous studies frequently focus on technological or operational aspects of AI implementation, while relatively limited attention has been devoted to the strategic role of GenAI in digital brand value creation.

The study identifies the main strategic mechanisms through which GenAI may influence digital brand equity. In particular, the paper emphasizes the importance of AI-driven personalization, customer engagement enhancement, AI-supported communication, data-driven decision-making, and digital customer experience management within contemporary digital ecosystems.

The paper develops a conceptual framework explaining the relationships between GenAI and the main dimensions of digital brand equity. The proposed framework highlights the growing strategic importance of AI-supported communication systems within digitally transformed organizational environments. It illustrates how GenAI functions as a strategic organizational capability that enables AI-driven personalization, customer engagement enhancement, AI-supported brand communication, data-driven strategic decision-making, and digital brand experience, ultimately contributing to the development of digital brand equity.

Finally, the study contributes to managerial discussions concerning the implementation of GenAI within branding strategies. The paper emphasizes that organizations increasingly need to balance automation efficiency with communication consistency, customer-centered value creation, and long-term brand positioning. Consequently, the study highlights the growing importance of strategic governance mechanisms within AI-supported branding ecosystems.

Research Questions

Building upon the literature reviewed in the preceding sections, this study aims to develop a conceptual framework explaining how Generative Artificial Intelligence contributes to digital brand equity from a strategic management perspective. Although previous studies have examined AI-supported communication, personalization, customer analytics, and digital transformation, the existing knowledge remains fragmented and lacks an integrated perspective linking these research streams to digital brand equity development. Consequently, the present study addresses the following research questions.RQ1: How does GenAI influence digital brand equity in digitally transformed environments?

RQ2: What strategic mechanisms connect AI-supported communication and personalization with digital brand equity creation?

RQ3: Which dimensions of digital brand equity are most strongly influenced by GenAI?

RQ4: How does GenAI support customer engagement and digital brand experience management?

RQ5: What managerial implications emerge from the implementation of GenAI within strategic brand management processes?

Methodology

This study adopts a conceptual research approach based on an integrative literature review. The integrative review method was selected because the analyzed phenomenon combines several interconnected research areas, including strategic brand management, digital transformation, AI, digital communication, and customer engagement. The conceptual nature of the study additionally reflects the relatively early stage of research concerning the role of GenAI in digital brand equity creation.

The literature search was conducted using the Scopus and Web of Science databases, complemented by Google Scholar to identify recently published articles and early online publications. The search strategy combined keywords including "Generative Artificial Intelligence", "GenAI", "artificial intelligence", "digital brand equity", "brand equity", "digital branding", "AI-driven marketing", "customer engagement", "customer experience", "strategic management", and "digital transformation". The review primarily focused on peer-reviewed journal articles published between 2020 and 2025 in order to capture the most recent developments in GenAI research. Seminal theoretical works on brand equity and strategic management (e.g., Aaker, 1996; Barney, 1991; Keller, 1993; Teece et al., 1997) were additionally included to provide the conceptual foundations of the proposed framework.

The literature review focused on identifying the main theoretical perspectives and research streams related to GenAI, AI-supported communication systems, digital branding, customer engagement, and digital brand equity. The analysis included academic publications related to strategic management, marketing, digital transformation, and information systems research. Particular attention was devoted to studies discussing AI-driven personalization, customer interaction management, digital communication processes, omnichannel customer experiences, and brand value creation within digital environments. The literature analysis additionally considered previous research examining the role of technology-supported systems in customer engagement and digital relationship management.

Studies were selected based on their relevance to the research objective, theoretical contribution, and publication quality. Particular emphasis was placed on studies addressing GenAI applications in branding, marketing, strategic management, digital transformation, customer engagement, and AI-supported communication. The final conceptual synthesis integrated recent research on Generative AI with established theories of strategic management and digital brand equity to develop a coherent theoretical framework explaining the strategic mechanisms through which GenAI contributes to digital brand equity development.

The study applies a synthesis-oriented conceptual approach aimed at integrating insights from previously separated research streams. Through comparative analysis and theoretical synthesis, the paper identifies the main strategic mechanisms through which GenAI may influence digital brand equity development. The conceptual framework was developed through an iterative process of theoretical synthesis. Initially, the key concepts identified in the reviewed literature were grouped into thematic categories reflecting the strategic and marketing dimensions of GenAI adoption. Subsequently, conceptual relationships among these categories were analysed and integrated into a coherent framework explaining how GenAI functions as a strategic organizational capability supporting digital brand equity development. The framework was refined through repeated comparison of findings across the reviewed studies to ensure conceptual consistency and theoretical coherence.

Based on the literature review and conceptual analysis, the study develops a conceptual framework explaining the relationships between GenAI and digital brand equity dimensions. The framework emphasizes the strategic role of AI-supported personalization, customer engagement enhancement, AI-supported communication, data-driven decision-making, and digital brand experience management within digitally transformed organizational environments.

The conceptual framework proposed in the study is intended to support future empirical research related to AI-enabled branding strategies and digital brand equity development. The framework may additionally provide a foundation for future quantitative studies examining the relationships between AI-supported

communication capabilities and digital brand value creation across different industries and digital market environments.

Results/Findings

The conceptual analysis conducted in this study resulted in the development of a framework explaining how GenAI may contribute to digital brand equity creation in digitally transformed environments. The proposed model presents a system of interconnected relationships linking AI-supported communication capabilities with customer engagement, digital customer experience, and the main dimensions of digital brand equity.

The framework positions GenAI as a central technological and managerial capability supporting contemporary digital branding strategies. Within the proposed model, GenAI influences digital brand equity indirectly through several strategic mechanisms related to personalization, customer engagement, communication management, strategic analytics, and digitally mediated customer experiences.

Figure 1 summarizes the proposed conceptual framework developed in this study. It demonstrates that GenAI contributes to digital brand equity indirectly by strengthening several strategic branding capabilities. Rather than acting as an isolated technological tool, GenAI supports organizational capabilities that improve customer engagement, communication effectiveness, personalization, strategic decision-making, and digital brand experiences, which together contribute to stronger digital brand equity.

GenAI as a Strategic Organizational Capability

The proposed framework identifies GenAI as the primary enabling capability shaping digitally mediated branding activities. In contrast to earlier approaches in which AI was treated mainly as an operational support tool, the model emphasizes its broader strategic role within communication management, customer interaction processes, and digital relationship development.

GenAI supports organizations in managing communication activities at scale while simultaneously improving responsiveness, adaptability, and interaction quality. Through AI-supported systems, organizations may optimize communication processes, personalize digital interactions, and improve customer-oriented communication strategies across multiple digital environments.

The framework further highlights that GenAI contributes not only to operational efficiency but also to the strategic development of digitally mediated customer relationships. AI-supported communication systems increasingly become integrated with customer experience management, omnichannel communication strategies, and long-term digital brand development activities.

In this context, GenAI functions as a strategic capability connecting technological infrastructure with customer-centered value creation processes. The model therefore positions AI as an important element of contemporary digital branding ecosystems.

AI-Driven Personalization

The first strategic mechanism included in the framework concerns AI-driven personalization. GenAI enables organizations to process customer data related to behaviors, preferences, interaction histories, and digital activities in real time. Based on these data, AI-supported systems may generate adaptive and individualized communication tailored to specific customer expectations. Recent studies indicate that GenAI extends traditional personalization by enabling dynamic content generation, conversational interactions, and emotionally adaptive customer communication, thereby supporting deeper customer engagement and stronger brand relationships (Huang & Rust, 2024).

Personalized communication contributes to improving communication relevance and interaction quality within digital environments. Customers increasingly expect individualized experiences and communication

aligned with their needs and behavioral patterns. Consequently, AI-driven personalization strengthens customer responsiveness and supports more customer-oriented communication processes.
The framework also emphasizes the relational dimension of personalization. Adaptive communication may strengthen perceptions of responsiveness, innovativeness, and customer orientation, thereby improving customer-brand relationships. More personalized interactions additionally support emotional attachment and contribute to stronger digitally mediated customer engagement.

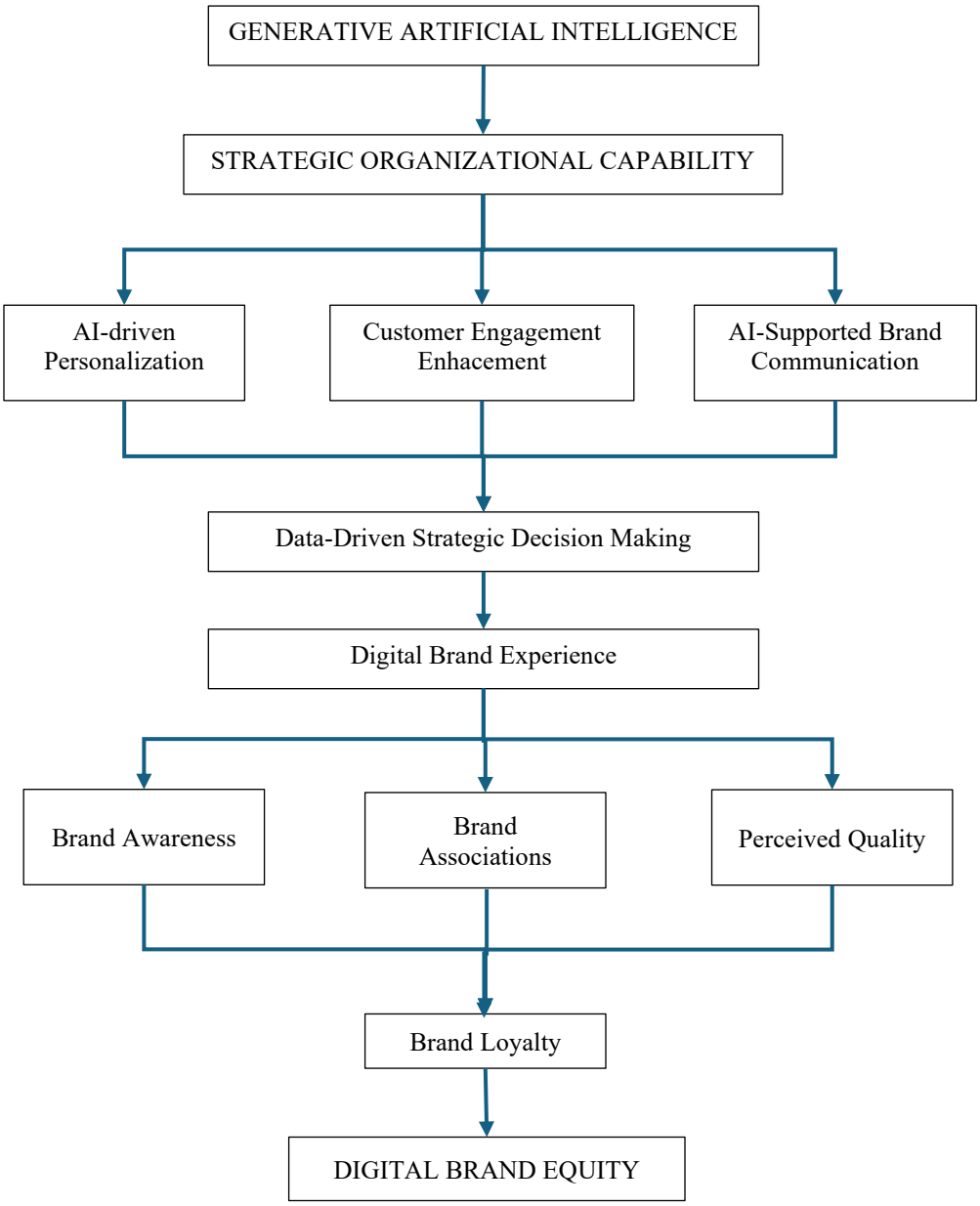

Figure 1. Conceptual Framework Illustrating the Strategic Mechanisms Through Which GenAI Influences Digital Brand Equity
Source: Developed by the author based on Aaker (1991), Keller (1993), Huang and Rust (2021), Paschen et al. (2020), and Verhoef et al. (2021).

Another important aspect concerns communication consistency across omnichannel environments. Customers frequently interact with brands through websites, mobile applications, social media platforms, and e-commerce systems. AI-supported personalization enables organizations to maintain adaptive communication continuity across these touchpoints, thereby improving digital customer experiences.
At the same time, the model acknowledges the importance of maintaining balance between personalization effectiveness and communication authenticity. Organizations must ensure that personalization strategies remain transparent and aligned with customer expectations regarding privacy and communication credibility.

Customer Engagement Enhancement
The second component of the framework relates to customer engagement enhancement. GenAI strengthens organizations' ability to maintain continuous interaction with customers across digitally mediated communication environments.
AI-supported communication systems such as chatbots, recommendation systems, conversational interfaces, and virtual assistants facilitate ongoing communication and improve interaction accessibility. These technologies support real-time responsiveness and enable organizations to maintain communication continuity regardless of communication intensity or customer activity levels.
Within the proposed framework, customer engagement represents a relational mechanism connecting AI-supported communication with long-term digital brand development. Increased interaction frequency and higher communication responsiveness contribute to stronger customer involvement within digital ecosystems.
Interactive communication environments additionally encourage customer participation in online activities, digital communities, and social media interactions. As customer participation increases, organizations may strengthen emotional customer-brand relationships and improve digitally mediated relationship quality.
The model also underlines that customer engagement is influenced not only by communication frequency but also by interaction quality. Although AI-supported systems improve communication responsiveness, organizations must preserve authentic and customer-centered communication experiences in order to avoid excessive automation and reduced relational quality.
Consequently, human oversight remains an important component of AI-supported engagement strategies, particularly in areas requiring emotional sensitivity, relationship management, and customer trust development.

AI-Supported Brand Communication
Another important mechanism within the framework concerns AI-supported brand communication. GenAI significantly changes the way organizations create, distribute, and manage communication content across digital channels.
Organizations increasingly use AI-supported technologies within social media communication, customer support, online advertising, email marketing, and digital content creation activities. Automated communication systems improve communication scalability and enable organizations to manage extensive communication activities more efficiently.
The framework also highlights the role of GenAI in improving omnichannel communication integration. Through AI-supported systems, organizations may maintain communication continuity and adaptive messaging strategies across multiple digital platforms. This contributes to greater communication consistency and stronger digital brand visibility. Adaptive communication capabilities additionally support communication optimization. Organizations may improve communication timing, adjust communication formats, and personalize messaging strategies according to customer preferences and digital interaction patterns.
The framework nevertheless emphasizes that communication automation requires strategic governance. AI-generated communication must remain consistent with long-term brand identity, organizational values, and

strategic positioning. Inconsistent or excessively automated communication may negatively influence customer perceptions of authenticity and communication credibility.

AI-supported communication additionally contributes to stronger perceptions of organizational innovativeness, responsiveness, and technological competence, thereby strengthening digitally mediated customer experiences and supporting digital brand equity development.

Data-Driven Strategic Decision-Making

The framework further identifies data-driven strategic decision-making as an integrative mechanism connecting AI-supported communication activities with branding outcomes. GenAI substantially improves organizations' analytical capabilities related to customer interactions and digital communication management.

AI-supported systems enable organizations to collect and process customer and market data originating from websites, social media platforms, digital transactions, and communication activities. Advanced analytics facilitate behavioral pattern identification, customer segmentation, communication optimization, and engagement monitoring.

Improved analytical capabilities support more adaptive branding strategies and greater strategic flexibility within digitally transformed environments. Organizations may respond more effectively to changing customer expectations and evolving digital market conditions by integrating AI-generated insights into branding and communication decisions.

The framework also emphasizes the role of analytics in improving communication relevance and customer experience quality. AI-supported strategic decision-making enables organizations to allocate communication resources more efficiently and optimize customer interactions across digital ecosystems.

Another important dimension concerns long-term relationship management. Through AI-supported analytics, organizations may continuously evaluate customer engagement patterns, communication performance, and customer interaction quality, thereby supporting long-term digital brand development.

At the same time, the model recognizes the risks associated with excessive dependence on algorithm-driven decision-making. Strategic oversight and managerial judgment remain necessary in order to maintain customer-oriented communication and balanced branding strategies.

Digital Brand Experience

Digital brand experience represents the next stage of the framework and functions as a mediating mechanism connecting AI-supported activities with digital brand equity dimensions. The model illustrates how personalization, engagement enhancement, communication management, and strategic analytics collectively influence digitally mediated customer experiences.

GenAI enables organizations to create more adaptive, interactive, and responsive communication environments. Customers increasingly evaluate brands based on experiences occurring across websites, mobile applications, social media platforms, AI-supported interfaces, and e-commerce systems.

Adaptive communication and personalized interaction contribute to improved customer satisfaction and stronger digitally mediated interaction quality. Customers may perceive responsive and technologically advanced communication systems as indicators of organizational competence, innovativeness, and customer orientation.

Digital brand experience additionally influences emotional aspects of customer-brand relationships. Positive communication experiences strengthen emotional attachment and contribute to stronger customer perceptions of communication quality and brand attractiveness.

The framework therefore positions digital customer experience as a central mechanism translating AI-supported communication capabilities into broader digital branding outcomes.

Dimensions of Digital Brand Equity

The proposed framework further explains how improved digital experiences influence the key dimensions of digital brand equity, including brand awareness, brand associations, perceived quality, and brand loyalty. Continuous communication exposure across digital environments contributes to stronger brand awareness and improves customer familiarity with digitally active brands. Omnichannel communication strategies additionally strengthen brand visibility within digitally mediated ecosystems.

Adaptive and personalized communication also shapes brand associations. Customers may increasingly associate AI-supported communication systems with innovativeness, responsiveness, technological advancement, and customer orientation. These perceptions contribute to stronger and more positive brand associations.

Perceived quality may also improve through responsive communication, interaction efficiency, and digitally mediated customer experience optimization. Customers frequently interpret adaptive communication systems and personalized interactions as indicators of organizational competence and communication effectiveness.

The framework additionally illustrates that these dimensions collectively contribute to customer loyalty development. Positive experiences, emotional attachment, and improved communication quality increase the probability of repeated interactions and long-term digitally mediated customer relationships.

Digital Brand Equity Development

The final stage of the framework concerns overall digital brand equity development. The model illustrates how the cumulative influence of AI-supported personalization, customer engagement, communication management, strategic analytics, and digital customer experiences contributes to long-term digital brand value creation.

Organizations capable of strategically integrating GenAI into branding activities may strengthen customer relationships, improve communication effectiveness, and enhance competitive positioning within digitally transformed markets.

The framework also highlights the growing importance of governance mechanisms within AI-enabled branding ecosystems. Although GenAI creates substantial opportunities related to communication efficiency and customer engagement, organizations must ensure consistency between AI-supported communication, organizational values, and long-term brand identity.

Consequently, successful digital brand equity development increasingly depends not only on technological capabilities but also on organizations' ability to strategically combine AI-supported systems with customer-oriented branding and relationship management processes.

Discussion of Findings

The proposed conceptual framework highlights the growing strategic importance of GenAI within contemporary digital branding environments. The model illustrates that AI-supported technologies influence digital brand equity not only through operational efficiency improvements but also through customer-oriented communication, digitally mediated relationship development, and adaptive customer experience management. This perspective is consistent with previous studies emphasizing the strategic role of digital transformation and AI-supported communication systems within contemporary organizations (Huang & Rust, 2021; Verhoef et al., 2021).

One of the most important observations emerging from the conceptual analysis concerns the changing role of communication within digital branding strategies. Contemporary organizations increasingly operate in environments characterized by continuous customer interaction, omnichannel communication, and rapidly changing customer expectations. In such conditions, GenAI supports organizations in maintaining

communication continuity, scalability, and responsiveness across multiple digital touchpoints (Kietzmann et al., 2018).

The framework additionally emphasizes the growing importance of personalization within digitally transformed communication environments. Personalized communication increasingly becomes an important determinant of customer engagement and interaction quality. AI-supported personalization enables organizations to create more adaptive and customer-oriented communication strategies, thereby strengthening digitally mediated customer relationships and improving communication relevance (Wedel & Kannan, 2016).

Another important issue concerns the relationship between customer engagement and digital brand development. The proposed model suggests that AI-supported communication systems facilitate continuous customer interaction and strengthen customer participation within digital ecosystems. Consequently, customer engagement becomes closely connected with long-term relationship development and digitally mediated brand experiences (Lemon & Verhoef, 2016).

The conceptual analysis also underlines the strategic role of digital customer experience within AI-enabled branding processes. Digital customer experiences increasingly influence customer perceptions of communication quality, innovativeness, responsiveness, and organizational competence. In digitally transformed environments, customers frequently evaluate brands not only through products and services but also through communication experiences occurring across websites, social media platforms, AI-supported interfaces, and mobile applications. This observation is consistent with contemporary approaches to customer experience management and digital brand development (Verhoef et al., 2021).

The framework additionally contributes to discussions concerning omnichannel branding and communication integration. AI-supported systems enable organizations to coordinate communication activities across multiple digital channels while maintaining communication continuity and adaptive interaction quality. Consequently, GenAI supports more integrated and customer-oriented branding ecosystems.

Another important aspect concerns the relationship between technological capabilities and strategic brand management. The proposed framework positions GenAI not only as a communication technology but also as a broader strategic capability integrated with customer relationship management and digital brand development processes. This perspective extends previous approaches that frequently treated AI mainly as an operational or automation-oriented tool (Paschen et al., 2020).

The conceptual analysis additionally highlights the growing importance of governance mechanisms within AI-supported branding environments. Although GenAI creates substantial opportunities related to communication efficiency and customer engagement, organizations must ensure that AI-generated communication remains aligned with organizational values, brand identity, and long-term strategic positioning.

The framework also suggests that excessive automation may negatively influence communication authenticity and customer perceptions of relational quality. Consequently, organizations implementing AI-supported communication strategies should maintain balance between technological efficiency and human-centered communication management. Similar concerns regarding authenticity and relational communication quality have also been discussed within branding and digital communication literature (Balmer & Podnar, 2021).

From a broader perspective, the proposed framework contributes to the integration of strategic brand management, digital transformation, and AI research streams. Previous studies often analyzed these areas separately, while the proposed model demonstrates the interconnected nature of AI-supported communication, customer engagement, digital customer experience, and digital brand equity development. This observation is consistent with recent bibliometric evidence demonstrating that research on AI and brand equity has rapidly expanded, although strategic perspectives integrating branding and Generative AI remain relatively underdeveloped (Dong, 2025).

Finally, the conceptual framework highlights that successful digital brand equity development increasingly depends on organizations' ability to strategically integrate AI-supported technologies with customer-oriented branding strategies. In digitally transformed markets, competitive advantage is increasingly associated not only with technological adoption itself but also with organizations' capabilities related to adaptive communication, digitally mediated relationship management, and coherent customer experience creation.

Implications for Research and Practice

Implications for Research

The proposed framework indicates several important implications for future research concerning AI, digital transformation, and strategic brand management. Future studies should increasingly examine GenAI not only as a technological innovation but also as a strategic mechanism influencing digitally mediated customer relationships and long-term brand value creation.

Additional empirical research is needed to verify the relationships proposed within the conceptual framework. Future quantitative studies may examine the influence of AI-driven personalization, customer engagement enhancement, AI-supported communication, and digital customer experience on individual dimensions of digital brand equity, including brand awareness, brand associations, perceived quality, and customer loyalty.

Future research may also investigate mediating and moderating factors influencing AI-enabled branding processes. Variables such as customer trust, communication authenticity, technological readiness, attitudes toward AI, and customer privacy concerns may significantly influence the effectiveness of AI-supported branding strategies.

The framework additionally suggests the need for industry-specific research. The influence of GenAI on digital brand equity may differ across industries characterized by varying levels of digitalization, customer interaction intensity, and service complexity. Particularly relevant contexts may include hospitality, retail, e-commerce, luxury brands, financial services, and digitally intensive service sectors.

Another important area for future research concerns the governance and ethical dimensions of AI-supported communication systems. The increasing implementation of AI-generated communication raises important questions related to communication transparency, personalization boundaries, customer privacy, and the long-term effects of communication automation on customer relationships and brand perceptions.

The framework also creates opportunities for longitudinal studies examining how AI-supported communication strategies influence customer relationships and digital brand equity over longer periods of time and under changing digital market conditions.

Implications for Practice

The proposed framework also provides several implications for managerial practice within digitally transformed branding environments. Organizations should increasingly approach GenAI as a strategic component of digital brand management rather than exclusively as a communication automation tool. AI-supported systems influence customer experiences, communication quality, customer engagement, and digitally mediated customer relationships, all of which contribute to digital brand equity development.

The framework highlights the importance of personalization strategies supported by GenAI. Personalized communication may improve communication relevance, strengthen customer responsiveness, and contribute to more adaptive and customer-oriented branding activities across digital ecosystems.

The growing importance of omnichannel communication additionally requires organizations to maintain communication consistency across websites, social media platforms, mobile applications, e-commerce systems, and AI-supported communication interfaces. Integrated customer experiences and communication

continuity increasingly become important determinants of digital brand value and customer relationship quality.

The framework also emphasizes the importance of balancing communication automation with relationship-oriented interaction management. Although AI-supported technologies improve responsiveness and operational scalability, excessive automation may negatively influence communication authenticity and emotional customer-brand relationships. Consequently, organizations should maintain customer-centered communication strategies and appropriate managerial oversight within AI-enabled communication environments.

Another important implication concerns governance mechanisms related to AI-supported branding activities. Organizations should ensure that AI-generated communication remains aligned with organizational values, long-term brand identity, and strategic positioning. Communication consistency and transparency therefore become increasingly important within AI-supported branding ecosystems.

The model additionally underlines the strategic role of data-driven decision-making within digital branding activities. AI-supported analytics may support customer engagement monitoring, communication optimization, and customer experience management, thereby enabling organizations to adapt branding strategies more effectively to changing digital market conditions.

The framework ultimately suggests that successful digital brand equity development increasingly depends on organizations' ability to combine technological capabilities with adaptive and customer-oriented communication strategies. Competitive advantage within digitally transformed environments is increasingly associated with coherent digital customer experiences, responsive communication systems, and effective digitally mediated relationship management supported by GenAI.

Limitations

The proposed study has several limitations resulting primarily from its conceptual character. The framework developed in the paper is based on an integrative literature review and theoretical synthesis rather than on empirical data collection and statistical verification. Consequently, the relationships presented within the model require further empirical validation in different organizational and industry contexts.

Another limitation concerns the dynamic nature of GenAI technologies. AI-supported communication systems, large language models, and digital interaction tools continue to evolve rapidly, which means that the role of GenAI in digital branding environments may change significantly over time. As a result, some mechanisms identified within the framework may require further refinement as AI technologies develop and organizations adopt new communication practices.

The framework additionally presents a generalized conceptual perspective on digital brand equity development. The influence of GenAI may differ across industries characterized by varying levels of digitalization, communication intensity, customer interaction complexity, and technological adoption. Therefore, the proposed model may not fully capture industry-specific differences related to AI-supported branding strategies.

Another limitation concerns the absence of cultural and geographical considerations within the proposed framework. Customer perceptions of AI-supported communication, personalization strategies, and digitally mediated customer experiences may vary across countries and cultural environments. Future research should therefore examine how cultural differences influence customer responses to AI-enabled branding activities.

The study also does not address all ethical and regulatory dimensions associated with GenAI implementation. Issues related to data privacy, algorithmic bias, communication transparency, and AI governance represent complex and rapidly evolving research areas requiring further theoretical and empirical investigation.

Finally, the framework focuses primarily on customer-oriented communication and branding mechanisms. Other organizational dimensions associated with AI implementation, including internal organizational capabilities, employee competencies, technological infrastructure, and organizational readiness for AI integration, remain beyond the scope of the present study and may constitute important directions for future research.

Propositions for Future Empirical Research

The conceptual framework developed in this study provides a theoretical foundation for understanding how Generative Artificial Intelligence contributes to digital brand equity development from a strategic management perspective. To facilitate empirical validation of the proposed framework, the principal conceptual relationships identified in this study are translated into research propositions that may guide future quantitative and qualitative investigations.

Proposition 1 (P1). Organizations that adopt Generative Artificial Intelligence as a strategic organizational capability, rather than solely as an operational technology, are more likely to achieve higher levels of digital brand equity.

This proposition reflects the assumption that the strategic integration of GenAI into organizational resources, managerial processes, and branding activities creates greater opportunities for sustainable value creation than its isolated use for process automation.

Proposition 2 (P2). AI-driven personalization positively influences digital brand equity by enhancing customer engagement and improving digital brand experiences.

This proposition is based on the premise that personalized, context-aware interactions supported by GenAI strengthen customer relationships and increase the perceived relevance and consistency of brand communication across digital touchpoints.

Proposition 3 (P3). AI-supported brand communication positively affects the core dimensions of digital brand equity—brand awareness, brand associations, perceived quality, and brand loyalty—provided that communication remains transparent, authentic, and aligned with the organization's brand identity.

This proposition recognizes that the effectiveness of AI-generated communication depends not only on technological capabilities but also on consumers' perceptions of authenticity, credibility, and ethical AI use.

Proposition 4 (P4). Data-driven strategic decision-making enabled by Generative Artificial Intelligence positively contributes to digital brand equity by improving organizational responsiveness, customer insight generation, and strategic brand management.

This proposition assumes that GenAI enhances managers' ability to transform large volumes of customer and market data into actionable strategic knowledge, thereby supporting more effective branding decisions.

Proposition 5 (P5). The relationship between Generative Artificial Intelligence and digital brand equity is strengthened by organizational governance mechanisms that promote transparency, ethical AI implementation, and consistency with organizational values.

This proposition reflects the view that governance practices moderate the effectiveness of GenAI implementation by increasing stakeholder trust and reducing risks associated with perceived inauthenticity and AI-generated communication.

The proposed research propositions provide a basis for future empirical studies examining the strategic mechanisms through which Generative Artificial Intelligence influences digital brand equity. Future research may test these propositions using survey-based studies, structural equation modeling, longitudinal research designs, or comparative case studies across industries and organizational contexts. Empirical validation of the proposed framework would contribute to refining the theoretical understanding of AI-enabled brand management while extending knowledge on the strategic role of Generative Artificial Intelligence in creating sustainable digital brand equity.

Conclusions

GenAI increasingly influences contemporary digital branding and the mechanisms through which organizations create digital brand equity. AI-supported systems contribute to personalization, customer engagement, communication effectiveness, and digitally mediated customer experiences, thereby becoming an important element of strategic brand management.

The conceptual framework proposed in this paper explains how GenAI may influence digital brand equity through interconnected mechanisms related to AI-driven personalization, AI-supported communication, customer engagement, data-driven strategic decision-making, and digital customer experience management.

The paper also highlights the growing importance of communication consistency, governance mechanisms, and customer-oriented branding strategies within AI-enabled communication environments. Consequently, successful digital brand equity development increasingly depends on organizations' ability to strategically integrate GenAI into broader digital branding and customer relationship management processes.

The proposed framework additionally provides a foundation for future empirical research concerning AI-enabled branding strategies and digitally mediated brand value creation.

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