

Title: Measuring the Influence of Brand Image on Consumer Behavioral Intentions by using AI: Exploring the Mediating Role of Trust

Author: Rahman, M. A., Emon, M. M. H., Khan, T., & Siam, S. A. J.

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Abstract:

This study investigates the influence of various dimensions of brand image—perceived brand quality, brand loyalty, brand awareness, perceived value, brand personality, and brand communication—on consumer behavioral intentions, with trust acting as a mediating factor. Using survey data from 130 respondents and employing structural equation modeling (SEM) via Smart PLS, the research finds that brand loyalty, awareness, perceived value, personality, and communication significantly impact consumer intentions. Notably, trust mediates the relationships between perceived value and consumer intentions, and between brand communication and consumer intentions. However, perceived brand quality shows no direct impact on consumer intentions. The study acknowledges limitations such as convenience sampling and self-reported data, suggesting avenues for future research to enhance generalizability through diverse samples and longitudinal studies. Practical implications suggest that marketers should focus on strengthening these brand dimensions to build consumer trust and drive favorable behaviors, thereby potentially enhancing

brand reputation and societal well-being. The study contributes to theoretical advancements by emphasizing trust as a pivotal mediator in brand-consumer relationships, offering valuable insights for strategic brand management in competitive market environments.

Author Keywords

- [Artificial Intelligence,](#)
- [brand image,](#)
- [perceived brand quality,](#)
- [brand loyalty,](#)
- [brand awareness,](#)
- [perceived value,](#)
- [brand personality,](#)
- [brand communication,](#)
- [trust,](#)
- [consumer behavioral intentions](#)

IEEE Keywords

- [Surveys,](#)
- [Numerical analysis,](#)
- [Brand management,](#)
- [Mathematical models,](#)
- [Data models,](#)
- [Behavioral sciences](#)

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