

Implementation of AI Persona Accounts in Social Media Content Strategies to Support Brand Awareness

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ABSTRACT

This study aims to analyze the process of designing, implementing, and managing artificial intelligence (AI)-based persona accounts in PT Sumur Creative's social media content strategy. The research uses a descriptive qualitative approach with a case study design. The results show that AI personas are designed through target audience identification, character identity preparation, character bible, moodboard, content pillar, tone of voice, and visual guidelines. The implementation was carried out through five Instagram accounts that produced 62 feed content. Research concludes that AI personas have the potential to be a personification of brand personality and a means of storytelling, but their effectiveness requires detailed guidelines, documented production workflows, clear persona-brand relationships, diversification of content formats, and long-term evaluation.

INTRODUCTION

The development of social media and artificial intelligence has changed the way brands build communication with audiences. Social media no longer functions only as a channel for the dissemination of information, but also as a space to form identities, develop relationships, and manage brand experiences on an ongoing basis. Interactive, relevant, and consistent social media marketing activities have been linked to an increase in *Brand Awareness*, *Brand Engagement*, and consumer response;. At the same time, the development of AI is expanding the possibilities of personalization, content production, and the creation of digital figures that can communicate in a human-like style; . (Seo & Park, 2018) Zeqiri et al., 2025) (Stuttgart & Laroche, 2025 Teepapal , 2025)

One form of AI utilization that is increasingly prominent is digital personas or *Virtual Influencer*. The figure can have a name, background, personality, visual style, and communication patterns that are consistently designed. Previous research has shown that audiences can build a parasocial relationship with virtual figures, although their strength depends on the perception of similarities, *human-likeness*, and character authenticity; . In an organizational context, AI personas don't have to function as (Stein et al., 2024 Dondapati & Dehury , 2024) *endorse*. Personas can be developed as brand-owned characters that convey a narrative, display identity, and build more personalized communication patterns.

The concept is related to *Brand Personality*, which is a set of human characteristics associated with a brand. *Brand personality* help brands stand out from the crowd, are easily recognizable, and have symbolic meaning for consumers. When this concept is translated into an AI persona, the brand's personality is not only present through logos, colors, or slogans, but is embodied in digital figures who can "speak," "tell stories," and appear repeatedly on social media. The repetition of visual identity, language style, and narrative has the potential to aid the process (Aaker, 1997) *Brand Recognition* and *Brand recall*, which is a staple of the *Brand Awareness* (Keller, 1993).

However, the use of AI personas does not automatically result in brand awareness. Audiences can recognize digital characters without knowing the brand behind them. Personas whose visuals are fickle, their language style is inconsistent, or their relationship to the brand is not explained risks becoming only momentarily compelling content. Additionally, the use of AI raises issues *Trust*, *Authenticity*, and *transparency*. Studies on *Disclosure* suggests that the openness of the use of AI can have different effects on content quality and trust, so transparency strategies need to be carefully designed; (Chen et al., 2025 Schilke & Reimann, 2025 Grigsby et al., 2025)

PT Sumur Creative is a *Creative Agency Shop* in Yogyakarta that is engaged in services *Branding*, brand communication, social media management, and visual and audiovisual production. During the internship period, the company developed five internal AI persona accounts as an exploration of Instagram's content strategy. The five accounts are designed with the target audience, characters, visual identities, *Tone of voice*, and *Content Pillar* different. During the observation period, the accounts generated 62 pieces of content *Feed*. Although

the implementation is underway, the audience response is still limited so there is a need to understand not only the end result, but also the design, management, and constraints that accompany the strategy.

Previous studies have assessed the influence of social media activities, *Virtual Influencer*, or *AI Disclosure* to consumer attitudes and behaviors through a quantitative approach. There is still limited research that explains the implementation of AI personas as an organizational process: how characters are built, how visual and *Caption* produced, how multiple accounts are managed simultaneously, as well as how the data *Insight* Originally interpreted without exaggerating the claim *Brand Awareness*. Therefore, this study uses a qualitative approach to fill the gap.

This research aims to: (1) describe the process of designing AI persona accounts; (2) analyze its implementation in PT Sumur Creative's social media content strategy; and (3) identify constraints and management needs so that AI personas have the potential to support *Brand Awareness*. *Brand awareness* In this study, it is not treated as a statistically tested causal impact, but rather as a potential formation of brand recognition and associations that are read through persona consistency, connection to the company, and initial audience response.

THEORETICAL REVIEW

AI Persona Account

The development of artificial intelligence (AI) has enabled the creation of virtual characters with a distinct identity, personality, communication style, and narrative, discussed in the literature under terms such as *virtual influencer*, *AI-generated virtual influencer*, and *digital personality*. Audrezet et al. (2025) define a virtual influencer as a digital persona created through digital technology, including AI, possessing its own identity and presence, while Yu et al. (2024) show that AI-based virtual figures display communication characteristics that shape user responses. Identity formation is further reinforced by the concept of the *computer-generated influencer* (Mrad et al., 2022) and *brand personality* (Aaker, 1997), and requires consistency across content to remain recognizable (Leggett & Davies, 2026). In this study, an *AI persona account* is defined as a social media account presenting a fictional, AI-generated digital character with its own identity, visual identity, communication style, and narrative, managed as part of a company's social media content strategy.

Social Media Content Strategy

Social media serves not only to deliver information but also to build communication and interaction with an audience, so that published content requires a clear communication objective. Li et al. (2021) define *social media marketing strategy* as an integrated organizational activity linking company goals, social media activities, audience interaction, and outcomes, including a *social content strategy* focused on creating and distributing engaging content. This involves planning (objectives, audience, theme, style, format, and timing), production of content suited to the platform used—where Moran et al. (2020) show that message and visual characteristics relate to audience engagement such as likes, comments, and shares—and ongoing publication, interaction

management, and evaluation using data such as reach and profile visits. In this study, social media content strategy refers to this directed process of planning, producing, publishing, managing interaction, and evaluating content, used to analyze how the AI persona account is implemented.

Brand Awareness

Brand awareness refers to consumers' ability to recognize and recall a brand, and is one of the main components of *customer-based brand equity* (Keller, 1993). It comprises *brand recognition*, the ability to identify a brand from a cue such as a name or character, and *brand recall*, the ability to retrieve a brand from memory unprompted. Zeqiri et al. (2025) find that social media marketing activity positively affects brand awareness, brand engagement, and purchase intention, indicating that consistent and relevant content can broaden brand recognition. In this study, the AI persona account is positioned as a form of digital communication with the potential to support PT Sumur Creative's brand awareness, understood specifically as audience awareness of the company behind the persona rather than of the persona's character alone, and treated as a communication objective rather than a statistically measured outcome.

As this study employs a descriptive qualitative approach with a case-study design, it does not propose statistical hypotheses. Instead, the relationships among the constructs above are organized into the research's conceptual framework, presented below.

Research Conceptual Framework

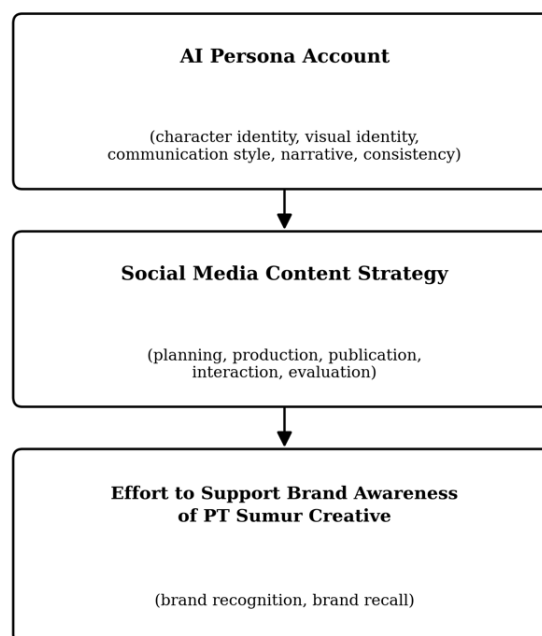


Figure 1. Research Conceptual Framework

The framework positions the AI persona account—analyzed through character identity, visual identity, communication style, narrative, and consistency—as implemented through a social media content strategy covering planning, production, publication, interaction management, and evaluation, which together are directed toward supporting PT Sumur Creative's brand awareness through brand recognition and brand recall (Keller, 1993). It serves not as a causal model to be tested statistically, but as an analytical guide for understanding the design, implementation, and management challenges of the AI persona account.

METHODOLOGY

The research uses a descriptive qualitative approach with a case study design. This approach was chosen because the research seeks to understand the processes, creative considerations, implementation experiences, and constraints of managing AI personas in an organizational context in depth, rather than testing the relationship between variables statistically. The case analyzed was the implementation of five internal AI persona accounts of PT Sumur Creative on Instagram during the internship period of September-December 2025. (Creswell, 2014)

The unit of research analysis is the AI persona account and the entire implementation process, including determining the target audience, character formation, and preparation Character Bible, development Moodboard, determination Content Pillar and Tone of voice, AI-based visual production, writing Caption, publication, and initial evaluation of content performance. To maintain confidentiality, account identities are disguised as Personas AI A, B, C, D, and E.

Primary data were obtained through limited participatory observation and semi-structured interviews. The researcher is involved as an intern as well as observing the discussion of ideas, the creation of Letter, visual production, writing Caption, internal revisions, publications, and evaluations. The three informants were purposively selected because they represent the main functions directly involved in all stages of the development of AI persona accounts. Project Manager representing the function of strategic planning and supervision, Content Team represents the function of drafting concepts, narratives, and Caption, while Production Team represents production function as well as visual consistency. The interviews were conducted online and recorded with the consent of each informant.

Secondary data includes Character Bible, Moodboard, Calendar content, draft and revision Caption, Instagram upload archive, visual references, evaluation notes, and Insight Instagram. The available indicators consist of the number of Feed, range Likes, comments, Reach, and Profile Visit. The figures are used as data to support interpretation, not as statistical testing or single evidence of improvement Brand Awareness.

The validity of the data is maintained through source triangulation and triangulation techniques. The information from the three informants was compared based on their position and role, then checked with observation notes and internal documents. Dependability strengthened through Audit trail which

include interview guidelines, transcripts, field notes, content archives, code matrices, and theme groupings.

Data were analyzed using thematic analysis (Thematic Analysis) with reference to. The stages include: (1) familiarization of transcripts, observation notes, and documents; (2) the provision of initial codes; (3) theme development; (4) thematic review of the overall data; (5) naming and defining themes; and (6) the preparation of reports. The three main themes that resulted were the process of designing AI personas, implementation in content strategies, and management constraints and needs to support (Braun & Clarke, 2006) Brand Awareness.

RESULTS

Characteristics of the Five Personas AI

The five personas are designed to reach the interests of different audiences. The difference lies not only in the content theme, but also in the visual identity, language style, and patterns *Storytelling*. This differentiation strategy is intended so that each persona appears as a whole character and does not overlap with each other. A summary of the characteristics of personas is presented in Table 1.

Table 1. Summary of the characteristics of an AI persona account

Person	Content target and focus	Communication identity	Number of feeds
A	Gen Z women; <i>beauty, lifestyle, OOTD, and café hopping</i>	Feminine and <i>playful</i> visuals; <i>A Gentleman, Gentleman, and a Gentleman.</i>	14
B	Urban audiences; <i>fashion, baddie lifestyle, and humor</i>	Visual <i>bold and glam; tone of humor, dime, and English mix</i>	15
C	Spiritual content enthusiasts; <i>tarot, aura, and energy reading</i>	Visual <i>dark aesthetic; Firm, confident, and mysterious tone</i>	14
D	Scene and <i>coffee culture audience</i>	Visuals <i>urban-edgy; Trending Tone and Opinion Trends</i>	5
E	Animal lovers; <i>Everyday Cats and Circus Humor</i>	Visual, <i>natural and expressive; The tone is a bit harsh but funny.</i>	14

Source: Data processed, 2026.

AI Persona Designing Process

The design starts from determining who the audience to communicate with is the audience. *Project Manager* emphasizing the basic question, "Who does this persona want to talk to" (I1). The target audience then translates into age, background, interests, hobbies, personality, and communication behavior. The process is carried out collaboratively through *Brainstorming* between *Project Manager*, *Content Team*, and *Production Team*.

Results *Brainstorming* poured in *Character Bible*. This document contains the persona name and background, character, interests, speaking style, topics that can be discussed, and behavioral boundaries. *Content Team* explains that without a strong character foundation, "content tends to twist and become disconnected" (I2). The findings show that *Character Bible* serves as a control instrument so that visual, *Caption*, and *Storytelling* still refers to the same identity.

The character's identity is then translated into *Moodboard* visual. *Production Team* arrange the style of dress, *tone* The colors, expressions, settings, shooting angles, and visual atmosphere that set each persona apart. *Moodboard* not only an aesthetic reference, but also a mechanism *Brand Recognition* Because the audience recognizes digital characters through visual cues that appear repeatedly.

The next stage is the preparation *Content Pillar* and *Tone of voice*. *Content pillar* Set the theme variations to *Feed* not monotonous, whereas *Tone of voice* Maintain consistency in word choice and the way the persona speaks. In practice, the team compiles *do's and don'ts* to help writers *Caption* Maintain the character's voice. Thus, AI persona designing results in four main tools: *Character Bible*, *Moodboard*, *Content Pillar*, and *tone-of-voice guideline*.

Implementation in Instagram Content Strategy

Content production starts with *Letter* per upload. *Production Team* generate visuals using *Tools AI*, then selects and finalizes the results that best suit *Moodboard*. Once the visuals are complete, *Content Team* Compile *Caption* based on the character and *Tone of voice* each persona. The revision process is necessary when visual or *Caption* is considered not to be in accordance with the identity that has been determined.

Publications are focused on Instagram due to the arrangement *Feed* Make it easier for teams to build a visual identity gradually. *Content calendar* used to set upload schedules, even though the distribution of content is uneven due to differences in concept readiness and production capacity. During the research period, five accounts generated 62 pieces of content *Feed*, with the highest number of contents in Persona B as many as 15 and the least in Persona D as many as 5 contents.

Managing five accounts simultaneously requires cross-functional oversight. *Project Manager* supervise conformity with the original purpose, *Content Team* maintaining the theme and language, while *Production Team* maintain visuals. This pattern suggests that AI plays a role as a production tool, but strategic decisions, curation, and quality control remain human-dependent.

Table 2. Summary of Instagram *insights* during the observation period

Person	Feed	Likes/uploads	Comments	Reach	Profile visit
A	14	2-7	0	251	6
B	15	1-5	0	86	3
C	14	1-4	0	75	2
D	5	2-6	0	8	1
E	14	1-4	0	39	3
Total	62	1-7	0	459	15

Source: Data processed, 2026.

Audience Response and Brand Awareness Position

The audience response is still in its early stages. Range *Likes* There were 1-7 per upload and no comments on the available data. Accumulation *Reach* 459, while *Profile Visit* 15 in total. Persona A acquires *Reach* the highest, which is 251, while Persona D obtains *Reach* 8. The difference cannot be directly attributed to one cause because the amount of content, upload time, content characters, and account conditions are also different.

The data shows that content has gained limited exposure and a portion of the audience visits the profile, but it's not enough to conclude an increase *Brand Awareness*. The study did not involve surveys or audience interviews to measure *Brand Recognition*, *Brand recall*, or the ability to associate a persona with PT Sumur Creative. Therefore, *Likes*, *Reach*, and *Profile Visit* positioned as an indicator of initial response, rather than final evidence of strategy success.

Another important finding is that the relationship between persona and PT Sumur Creative has not been communicated explicitly and consistently. This creates a risk that the audience recognizes the character, but does not recognize the company that developed it. *Brand awareness* New companies can be supported if the identity of the persona is linked to the brand through the bio, *Caption* introduction, *cross-posting*, visual elements, or *Storytelling* that repeat.

Implementation Constraints and Need for Improvement

Implementation constraints include creative, technical, managerial, and ethical aspects. On the creative side, the language styles of several personas have the potential to mix up as content ideas increase. On the technical side, the visual results of AI are not always stable. *Production Team* explains that "the character's face or style changes slightly" and requires revision (I3). In the managerial aspect, five accounts require a flow *Letter*, production, revision, publication, and evaluation of more documented.

Content formats that are still dominated *Feed Static* also limits the space for interaction. Features *Story*, *poll*, *Q&A*, *Reels*, and collaboration between personas has not been utilized optimally. In addition, the company does not have a specific policy regarding *Disclosure* use of AI. The absence of policy does not indicate an attempt to disguise AI, but it does signal that transparency is not yet a priority in the early stages.

Table 3. Key constraints and management recommendations

Constraints	Implications	Recommendations
Characters and <i>tone of voice</i> are not always consistent	Persona is difficult to recognize as a whole character	Break down <i>character guidelines</i> , example <i>captions</i> , avoided words, and topic limits
AI visuals change on faces, expressions, or styles	Interfering with the identity and <i>authenticity</i> of the persona	Use detailed <i>visual references</i> , <i>templates</i> , and human curation processes
The five-account workflow isn't fully documented yet	Risk of delays and mismatches between outputs	Compile SOP <i>brief-production-revision-publication-evaluation</i>
Content is dominated by <i>static feeds</i>	Parasocial interactions and relationships have not developed	Develop <i>stories</i> , <i>polls</i> , <i>Q&A</i> , <i>reels</i> , and cross-persona collaboration
The relationship between the persona and the company is not yet clear	Audiences can recognize personas without recognizing the brand	Strengthen bio, <i>cross-posting</i> , visual elements, and <i>persona-brand</i> storytelling
No AI transparency policy yet	Potential trust doubts as reach grows	Arrange disclosures that are proportionate and in line with <i>the brand character</i>

Source: Data processed, 2026.

DISCUSSION

AI Persona as Brand Personality Personification

The findings suggest that AI personas can be understood as a form of personification *Brand Personality*. The brand's human identity that was previously presented through names, symbols, or communication styles is manifested more concretely in digital characters. Dimensions *sincerity* in an effort to make the persona feel close and *relatable*; *excitement* seen in characters who are creative, dynamic, and trend-following; whereas *Competence* Reflected in the planned management of identity and communication (Aaker, 1997).

However, brand personality can only be formed if the character is maintained for a sufficient period of time. *Character bible* and *tone-of-voice guideline* It is not just a production document, but a strategic tool to ensure that the audience

receives the same character pattern on various uploads. When visual style or language changes for no narrative reason, the process of brand recognition and association can be weakened.

Content Strategy and Human Curation as a Foundation

The implementation at PT Sumur Creative shows that AI does not eliminate the need for human creativity and decision-making. *Tools* AI helps generate visuals, but the results must be selected, corrected, and adjusted accordingly *Moodboard*. *Caption* It also cannot be produced uniformly because each persona has a different setting and speaking style. These findings support the view that AI becomes part of marketing strategies when combined with creative control, audience knowledge, and clear communication goals. (Stuttgart & Laroche, 2025)

Content strategy serves as a consistency control system. *Content pillar* define theme spaces; *Moodboard* visual control; *Tone of voice* language control; whereas *Calendar content* control the rhythm of publication. The four must be connected in *Workflow* obvious. Without such integrations, AI personas risk becoming a set of technically appealing images but not building memorable narratives and identities.

Instagram as an Introduction Channel, Yet as an Engagement Channel

Instagram is relevant as an initial channel because it provides a visual space through *Feed*, profile, and *Caption*. Repeating colors, faces, dress styles, and themes can help *Brand Recognition*. However, the format *Feed* which predominantly places the audience as a passive spectator. Interactivity is an essential element of continuous experience and participation on social media. Therefore, AI personas require (Kuo & Chen, 2023) *Story*, *poll*, *Q&A*, *Reels*, or conversations between personas to make the characters feel alive and give the audience a reason to come back.

Repetitive interactions also have the potential to build *Parasocial Interaction*. Studies show that audiences can build a parasocial relationship with Stein et al. (2024) *Virtual Influencer*, but the relationship is affected *human-likeness* and *perceived similarity*. In the context of this study, *human-likeness* It does not only depend on realistic visuals, but also on the consistency of behavior, response, and story development of the persona.

Brand Awareness as a Potential Processual

The existence of five accounts and 62 uploads proves that the strategy has been implemented, but does not prove that *Brand Awareness* increased. *Brand awareness* It relates to the ability to recognize and remember brands, while the research data only shows initial exposure and response. Absence of comments as well as low (Keller, 1993) *Likes* shows that the involvement is not yet strong. On the other hand, *Reach* and *Profile Visit* indicates the presence of limited attention that can be the starting point for evaluation.

Use of the term "support" *Brand Awareness*" more accurate than "improve *Brand Awareness*" at this stage. In order for an improvement claim to be made, advanced research needs to measure *Recognition* and *Recall* directly, including

whether the audience can associate the persona with PT Sumur Creative. This is important because persona accounts can gain self-popularity without strengthening the parent brand if the relationship between the two is not explicitly managed.

AI Transparency and Audience Trust

No policy *Disclosure* is an important finding. Transparency does not have to be conveyed in the form of intrusive technical explanations *Storytelling*. The company can introduce the persona as a "creative digital character developed by PT Sumur Creative" through bio, *Highlights*, or introductory content. The strategy allows openness to be part of the brand narrative.

The literature shows that *Disclosure* can increase the perception of transparency, but under certain conditions also reduce *Trust* or *perceived content quality* (Chen et al., 2025 ; . Therefore, transparency policies need to consider the type of content, the level of audience engagement, and the risk of misunderstandings. Proportional openness also helps companies avoid the impression that digital figures are deliberately presented as real people. (Schilke & Reimann, 2025)

Managerial Implications

Managerially, AI personas should be positioned as long-term communication assets, rather than short-term upload experiments. PT Sumur Creative needs a documentation center that contains *Character Bible*, visual references, *prompt* or production parameters, for example *Caption, do's and don'ts*, as well as revision history. The documentation reduces reliance on individual memories and makes it easier *Handover* when team members change.

Evaluation also needs to be expanded. In addition to *Likes* and *Reach*, the company can monitor the growth of followers, *saves, Shares, completion rate* on video, response *Story*, the word or character that the audience is called, as well as the audience's ability to connect personas with the company. *Dashboard* Monthly data that combines quantitative data and qualitative notes will help teams make decisions based on patterns, not just the performance of a single upload.

CONCLUSIONS AND RECOMMENDATIONS

The design of an AI persona account at PT Sumur Creative is carried out through a structured process that includes target audience identification, character formation, Character Bible, Moodboard, Content Pillar, Tone of voice, and visual references. The process shows that AI personas are not just the result of image generation, but representations Brand Personality which requires the foundation of human identity and creative control.

The implementation was carried out through five Instagram accounts and generated 62 pieces of content Feed. Available data shows 1–7 Likes per upload, no comments, accumulation Reach 459, and 15 Profile Visit. The figure illustrates the initial exposure, but is not enough to declare an increase Brand Awareness. The relationship between persona and PT Sumur Creative has also not been communicated consistently, so the introduction to the character does not necessarily turn into an introduction to the company.

The main obstacles include character and visual consistency, coordination of management of five accounts, limitations of interactive formats, low audience response, and lack of AI transparency policies. Persona AI still has the potential to support Brand Awareness through brand personification and Storytelling, when managed with Guideline detailed, Workflow documented, more interactive content formats, clear persona-brand relationships, and evaluations over a longer period.

FURTHER STUDY

The research focused on one agency, a four-month observation period, three internal informants, and the Instagram platform. Audience perceptions have not been collected directly, while the data Insight available is limited and does not include Printing. The findings are therefore contextual and cannot be generalized as evidence of the effectiveness of AI personas across organizations.

Further research can engage audiences through surveys, interviews, or Focus Group Discussion to measure Recognition, Recall, Trust, and persona-brand associations. Comparison between Feed, Story, and Reels, as well as between Instagram and TikTok, is also necessary to understand the most appropriate format and platform. Experimental studies of shapes Disclosure AI can complement qualitative findings and help formulate more precise transparency strategies.

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