"The Role of Artificial Intelligence in Enhancing Consumer Trust in Influencer Marketing."

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Abstract

This paper explores the role of artificial intelligence (AI) in enhancing consumer trust in influencer marketing. With rising concerns about authenticity and transparency, AI is proving to be a valuable tool for ensuring that influencer campaigns remain genuine and consumer-centric. AI technologies, such as natural language processing (NLP) and machine learning, enable brands to analyze influencer content for alignment with brand values, while also tracking audience sentiment in real time through sentiment analysis. This allows brands to ensure that their partnerships resonate with consumers and are perceived as authentic. Additionally, AI helps manage data privacy concerns, an essential factor in maintaining trust, by anonymizing consumer data and adhering to ethical standards. The use of AI to detect fraudulent practices, such as fake followers or engagement manipulation, further reinforces transparency and integrity within influencer marketing. This research demonstrates how AI enhances personalization, maximizes engagement, and ensures that campaigns are both effective and trustworthy. As AI continues to evolve, it offers new opportunities for brands to build stronger, more transparent relationships with consumers, fostering long-term trust. The paper also addresses the ethical implications of AI in influencer marketing, ensuring that the technology is used responsibly (Smith, 2021; Brown & Lee, 2020).