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AI-Powered Marketing Personalization, Influencer Credibility, and Digital Content Quality: The Mediating Role of Brand Trust in Online Repurchase Intention

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ABSTRACT

This study examined the effects of AI-powered marketing personalization, influencer credibility, and digital content quality on online repurchase intention, emphasizing the mediating role of brand trust among online consumers in London, United Kingdom. A quantitative, cross-sectional research design was adopted, and primary data were collected through an online survey of consumers residing in London who had experience purchasing products through e-commerce platforms. A structured questionnaire incorporating previously validated measurement scales was used to assess the study variables. Partial least squares structural equation modeling (PLS-SEM) was employed to examine the direct relationships and mediating effects. The findings indicated that AI-powered marketing personalization, influencer credibility, and digital content quality had significant positive relationships with brand trust and online repurchase intention. Brand trust also demonstrated a significant positive relationship with online repurchase intention. Furthermore, brand trust significantly mediated the relationships between all three independent variables and online repurchase intention, highlighting its role in connecting AI-enabled and digital marketing practices with consumer purchasing behavior. The study relied on cross-sectional, self-reported survey responses from consumers in London, which may limit the generalizability of the findings to other geographical locations and consumer populations. Online retailers and digital marketing professionals should invest in relevant AI-powered personalization, collaborate with credible influencers, and develop high-quality digital content to strengthen consumer trust and encourage repeat purchases. This study contributes to digital marketing and consumer behavior literature by integrating AI-powered personalization, influencer credibility, and digital content quality within a unified framework and explaining how brand trust connects these marketing practices with online repurchase intention in London's competitive e-commerce market.

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