

## AI-empowerment Brand Equity Revisited: How Brand Personality and Technology Trust Influence Brand Attachment and Value Co-creation.

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### Abstract

**Purpose of the study:** Strategically, the study is necessary to re-examine and revise existing marketing strategies because AI is an indispensable element of marketing activities. The final purpose is to generate managerial implications and recommendations Grounded in the Consumer-Based Brand Equity (CBBE) model, this study investigates how AI-enabled brand personality and technological trust influence consumers' participation in value co-creation within brand communities, as well as their level of brand attachment, ultimately enhancing brand equity and brand resonance.

**Methodology:** Data collected from Taiwanese respondents are used to validate the research model using the partial least square approach.

**Research Objectives and Hypotheses:**The research draws on concepts like Brand Personality (e.g., Aaker's five dimensions: sincerity, excitement, competence, sophistication, and ruggedness), Brand Attachment (attachment strength and attachment style), Self-Verification Theory, and Relationship Marketing.

**Applications of this study:** The findings Determine if AI-empowered marketing or AI-generated products effectively reflect consumer-perceived brand personality. This application guides the use of AI tools

**Keywords:** AI-enabled brand personality, technological trust, brand attachment, value co-creation, Consumer-Based Brand Equity (CBBE), brand resonance, Generative AI, brand self-congruence.

