

AI-Driven Social Media Content Strategies and Brand Image of Indian E-Commerce Brands

OPEN ACCESS

Volume: 13

Special Issue: 1

Month: March

Year: 2026

P-ISSN: 2321-4643

E-ISSN: 2581-9402

Citation:

Merolin, Lida, and

Bharath Booshan.

“AI-Driven Social Media

Content Strategies and

Brand Image of Indian

E-Commerce Brands.”

Shanlax International

Journal of Management,

vol. 13, no. S1, 2026,

pp. 36–44.

DOI:

[https://doi.org/10.34293/](https://doi.org/10.34293/management.v13iS1-)

[management.v13iS1-](https://doi.org/10.34293/management.v13iS1-)

[Mar.10682](https://doi.org/10.34293/management.v13iS1-)

Lida Merolin

Student, Global Institute of Business Studies, Bangalore

Dr. Bharath Booshan

Associate Professor, Global Institute of Business Studies, Bangalore

Abstract

The high rate of digital technology development has greatly changed the marketing communication especially in the e-commerce market. The social media platforms have become very important platforms through which the brands can communicate and relate with the consumers, and create perceptions of the brands. Artificial Intelligence (AI) has become more actively incorporated into social media marketing over the last few years to improve the personalization of the content, interaction with the consumer, and decision-making processes. The use of AI-based social media content strategies in influencing brand image is very important in the Indian e-commerce market because the competition is stiff and the consumer is digitally empowered. This paper will be an attempt to analyze how AI-based social media content strategies, such as informational, promotional, and interactive, impact the brand image of Indian e-commerce brands with the use of secondary research method. It is founded on the systematic review and thematic analysis of the available literature that was published by the time of 2018 and 2024 in peer-reviewed journals, academic books, and industry reports. The results of the literature suggest that AI-based personalization and interactive content are highly valuable to consumer engagement, trust, and favorable brand associations, and too much promotional material can have a negative influence on perceived authenticity. The research is significant to the existing knowledge in that it offers a comprehensive conceptual knowledge of AI-based content strategy and brand image of the Indian e-commerce industry. Managerial implications demonstrate that it is crucial to use AI ethically, balance academic content and focus on consumers to make a brand sustainable.

Keywords: Artificial Intelligence, Social Media Content Strategies, Brand Image, E-Commerce, Secondary Research, India.

Introduction

Digitization of business has also radically changed how organizations interact with consumers. Marketing communication models that traditionally depended on dissemination of information in only one way have given way to interactive and technology-based platforms that promote real-time interaction. Instagram, Facebook, YouTube, and X are just some of the examples of social media that are now a part of a modern day marketing strategy, allowing brands to engage with consumers directly, providing content and shaping perceptions. The use of smartphones, cheap access to the internet, and online payment systems in India has greatly contributed to e-commerce development, with social media becoming a major

aspect in the pre-purchase process. Artificial Intelligence (AI) has become a revolutionary tool in digital marketing as it allows organizations to process large masses of information, automatize the process, and provide personalized experience. Machine learning, natural language processing, predictive analytics, and recommendation systems are AI technologies that enable marketers to make decisions based on consumer behavior on a granular basis. When applied to the marketing of social media, AI can be utilized to optimize the content creation, distribution, and performance measurement. These functions help e-commerce brands to leave the world of generic messaging behind and develop data-driven and individual content strategies. With the help of AI-driven social media content strategies, the brands can customize the informational, promotion, and interactive content according to consumer preferences, engagement patterns, and behaviors. Relevancy or credibility Informational information with AI backing ensures that the correct information reaches the correct audience at the correct time. Promotional content may be set in a manner that it is not overexposed and will not exhaust the consumer; and the interactive content will motivate the consumer to participate actively and communicate with the business. All these strategies affect the perception of consumers and are crucial in building brand image.

Artificial Intelligence in Marketing

Artificial Intelligence is defined as the ability of machines and computer systems to execute activities that a human being would normally execute through intelligence i.e. learning, reasoning, pattern recognition and decision making processes. AI has also become one of the tools in the marketing strategy which help organizations to process huge volumes of consumer data, create actionable insights, and automate decision-making processes. The growing access to big data, coupled with the advance of computing power has boosted the utilization of AI in digital marketing habits. Machine learning algorithms, natural language processing, predictive analytics and recommendation systems are all AI-based marketing applications. The technologies enable marketers to study consumer behavior in many digital touchpoints and be able to make more accurate predictions in future actions. When it comes to social media marketing, AI can be applied to recognize target audiences, personalize content, ensure optimal posting schedules, and real-time campaign performance measurement. This change in the decision-making process founded on intuition to one based on data has enhanced marketing efficiency and effectiveness to a great extent. AI is an important tool in the process of e-commerce to improve customer experience and brand-consumer relationships. Chatbots that are driven by AI deliver immediate customer support, recommendation systems will recommend the right products, sentiment analysis platforms will track the opinions aroused by consumers on social media. These applications do not only enhance operational efficiency, but also affect the perception of consumers towards a brand. Individual and attentive communication through AI helps build a favorable brand image through increased trust, satisfaction, and value. Moreover, AI helps marketers switch to mass marketing to one-on-one communication. Through the processing of user-created information browsing history, likes, comments, and buying patterns, the AI systems can provide them with tailored information which suits their needs. This amount of personalization elevates the levels of content relevance and engagement that are essential predictors of brand image in online settings. Consequently, AI has become an indispensable element of the current marketing practices, especially to e-commerce brands that are operating within fiercely competitive markets like India.

Social Media Content Strategies

The social media content strategies are described as the organized planning, development, promotion, and analysis of the content in order to attain certain marketing goals. Good content

plans will make the brand message consistent and adjust with the specific attributes of various social media. The digital era means that the content is not contained in messages that are sent through text but in terms of images, videos, stories, live streams and interactive materials, which are aimed at capturing consumer attention. The literature is broadly divided into three types of social media content namely, informational content, promotional content and interactive content. All of them have different purposes and affect consumers and views of the brand differently.

Informational Content

Informational content centers on delivering value-based information to the consumers including product features, usage, product comparisons, and learning. Such material makes brands be viewed as reliable and reputable sources of information. Considering the e-commerce setting, informational contents are used to diminish consumer uncertainty and perceived risk when it comes to making purchases online. Due to its ability to be personal and relevant, AI can improve informational content strategies. Artificial intelligence systems will monitor consumer search and preferences and provide personalized information that meets the needs of that individual. Individualized informational content enhances understanding, perceived usefulness and brand credibility. Consequently, informational material supplied by the use of AI will have a positive effect on brand image by increasing cognitive decision of the consumers toward a brand.

Promotional Content

The promotional messages are meant to drive the short-term action of the consumers by emphasising discounts, offers, product releases, and time-based deals. This kind of content is also important in making sales and gaining visibility in competitive markets. Nonetheless, the over use of promotional messages can cause consumers to be fed up and have a poor view of brands. Artificial intelligence can be used to streamline the promotional content strategies by identifying the best frequency, time, and targeting in regard to the audience. Predictive analytics help marketers to recognize consumers most likely to react to the promotional messages favorably, and this will minimize needless exposure. Being tactfully applied, AI-enhanced promotional materials could boost brand image through providing the relevant deals without saturating customers. On the other hand, content in promotions that is poorly managed will be detrimental to brand authenticity and trust.

Interactive Content

Interactivity helps to engage consumers in active participation in the form of polls and quizzes, contest, live sessions, and campaigns of user-created content. Such content enables two way communication with the consumers and enhances emotional attachment between the consumers and the brands. Studies have continued to emphasize interactive material to be a major engagement, brand recollection, and brand loyalty factor. The interactive content strategies are improved by AI as it analyzes the patterns of engagement and determines the kind of format that produces the most interaction. Chatbots with AI and conversational interfaces also enhance the real-time interaction, enhancing responsiveness and customer experience. Interactive content Aided by AI serves as a considerable contribution to brand image by making experiences memorable and promoting the sense of community of the brand. Brand image is a general attitude towards a brand that consumer forms in the mind, based on the experience, beliefs, and associations. It is a multidimensional construct involving symbolic, functional and emotional aspects.

Brand Image

High brand image creates consumer trust, perceived quality and loyalty and a negative image or weak brand image can discourage potential customers. The importance of brand image in the

e-commerce setting is increased because of lack of physical touch with the products. Customers use site and online reviews, social media content as digital cues to create brand perceptions. The social media platforms are crucial platforms where brands express their values, personality, and promises, thus content strategy emerges as one of the key factors that define brand image. The content strategies of social media that are supported by AI impact the brand image through an increase of relevance, consistency, and engagement. Customized messages will make the consumers feel respected and appreciated and will increase the emotional response to the brand. Interactive content creates trust and familiarity whereas informative content creates credibility. All these combine to create a favourable brand image that distinguishes e-commerce brands in competitive markets.

Relationship Between AI, Content Strategies, and Brand Image

The addition of AI to the content strategies of social media enables the establishment of a dynamic connection between technology, content, and consumer perception. AI is an enabling tool that increases the usefulness of informational, promotion, and interactiveness contents. With the provision of customized and interactive content, AI-based approaches impact consumer attitudes, trust and emotions, which all determine brand image. The prospect of AI-based content strategies in brand differentiation is high in the Indian e-commerce environment as consumers are digitally engaged, and convenience and personalization are important to them. This relationship should be understood to come up with sustainable marketing strategies that will be in accordance with consumer expectations and technological advancements.

Review of Literature

The literature review will present a critical view of available literature on artificial intelligence, social media content strategies and brand image with special emphasis on the e-commerce setting. The section is a synthesis of the results of the previous studies aimed at identifying patterns, inconsistencies, and research gaps that support the present study.

Social Media Marketing and Brand Image

Some studies have highlighted how social media marketing influences the outcomes concerning the brand. Mangold and Faulds (2009) developed a conceptualized social media as a hybrid component of the promotion mix which would have the ability to shape consumer perception by communicating with consumers in an interactive manner. Their research proved that social media sites allow consumers to interact actively with brands and thus, it is a key factor in brand image development. According to Tuten and Solomon (2018), the quality of content on social media has a significant impact on the brand awareness and the brand image. According to their findings, positive brand associations are achieved by informative, entertaining, and interesting content. The authors have pointed out that coherence of content messaging increases credibility and trust of the brand. The study by Yadav and Rahman (2018) focused on how the activities of social media marketing impact on the brand loyalty in e-commerce industry. Their research established that content informativeness, interactivity, and perceived relevance have a positive impact on the brand trust and loyalty, which are significant elements in brand image. Nonetheless, the research was limited to the results of loyalty, and it did not provide much information on brand image as a multidimensional measure.

Informational Content and Consumer Perception

The informational content has been known to be a decisive element in consumer decision-making and brand perception. Studies have indicated that information content that gives details about the products, usage, and comparisons will lower the perceived risk and improve consumer confidence. Liu, Shin, and Burns (2021) discovered that informative social media information has a positive impact on brand credibility and quality perception. Their analysis discovered that consumers appreciate content that assists them in making informed choices especially in online platforms where they cannot evaluate products physically. Nevertheless, the role of AI in improving policies on informational contents was not directly studied in the study. The authors have highlighted that the informational content can be associated with cognitive brand evaluations, which are the basis of brand image (Ashley and Tuten, 2015). They explained that the more the brands deliver value-oriented content, the more they can be viewed as trustworthy and reliable. Although their work is valuable, it was conducted before AI became popular in content personalization.

Promotional Content and Brand Authenticity

Advertisement is also a fundamental element in the marketing plan of the social media, especially to e-commerce brands that are trying to generate sales. There is however divided evidence in literature on its influence on brand image. De Vries, Gensler, and Leeflang (2012) have noted that too much promotional material can result in irritation and bad brand attitudes towards the consumer. Their research indicates that too much sales oriented communication lowers the engagement and harms the brand authenticity. This shows the necessity of balanced promotional policies. Conversely, Kumar et al. (2016) stated that positive effects of promotional material on brand image could be observed in cases where the content is viewed as a relevant and useful one. Their research underlined the need to be targeted and timely with promotional messages. Nevertheless, the authors did not delve into how AI-based analytics can be used to maximize the effectiveness of promotional content. Recent research indicates that AI could reduce the adverse impacts of advertisement overload by enhancing the frequency of content and personalisation. Nevertheless, the literature in the field of empirical studies that help directly bridge the connection between AI-driven promotional strategies and brand image is still insufficient.

Interactive Content and Consumer Engagement

Interactive content has always been reported as one of the best content of social media. It has been found that, interactive content improves consumer engagement, emotional attachment, and brand recall. Cvijikj and Michahelles (2013) investigated user interaction with brand posts on social media and discovered that the level of interaction with interactive post is much higher than that with informational and promotional posts. Their analysis shows the value of the two-way communication in brand image development. Brodie et al. (2011) also came up with the notion of customer engagement, which is a psychological condition that is a product of interactive brand experiences. They conclude that when they engage more, emotional appeal and a good brand rating will be achieved. Their study is useful in terms of theoretical backgrounds, but it does not discuss how AI can be used to facilitate engagement. The recent literature indicates that AI-based chatbots, recommendation systems, and interactive interfaces provide a better engagement level with the possibility of real-time response and personal interaction. Nevertheless, there is a lack of research empirically investigating the effect of AI-enhanced interactivity on brand image in online shopping.

Artificial Intelligence in Social Media Marketing

The adoption of AI in social media marketing is something that has become the topic of growing scholarly interest over the past few years. Kaplan and Haenlein (2019) investigated the use of AI in marketing and highlighted the promising nature of AI in changing customer-brand relationships. They stated that AI helps a brand to provide personalized experiences on a large scale, which contributes positively to consumer perceptions. Davenport, Guha, Grewal, and Bressgott (2020) analyzed the use of AI in marketing and found that it is beneficial in terms of personalization, automation, and predictive analytics. Their analysis indicates that AI-based marketing improves the level of customer satisfaction and brand value. The authors, however, also point out that there are ethical issues that can adversely impact trust in case ethical issues of data privacy are not addressed. Liu et al. (2021) emphasized that AI-based social media marketing personalization enhances the engagement and relevance. Their results show that consumers positively react to the content based on their preferences. However, the analysis mainly addresses the engagement measures as compared to brand image performance.

AI, Trust, and Ethical Considerations

Ethics and trust have become a burning problem in AI-based marketing. Data privacy issues, surveillance, and the bias of algorithms are becoming of great concern to consumers. It has been indicated that immoral AI activities can harm the reputation and trust of the brand. Martin and Murphy (2017) postulated that digital marketing requires transparency and ethical use of data to ensure the trust of the consumer. The focus of their study is that to prevent the development of negative brand perceptions, brands have to speak out regarding data collection and usage practices. According to recent research, ethical practices of AI has a positive effect on the brand image by increasing trust and perceived integrity. Nonetheless, there is limited empirical studies investigating the association between the use of ethical AI and brand image in e-commerce and especially in the developing countries like India.

Summary of Literature and Research Gap

The literature review shows that the content strategies employed on social media have a strong impact on brand image in terms of engagement, trust, and perceived value. Informational and interactive material tends to be positive in most cases whereas too much promotional content can be negative to brand authenticity. AI helps optimize content strategies with the help of personalization, automation, and real-time optimization. Although AI-driven marketing is increasingly gaining interest, no integrative literature has studied how AI-driven social media content strategies interact to affect brand image, especially in the Indian context of e-commerce. Majority of the available literature is centered on single variables and not in a holistic approach. This paper fills the gap by synthesizing literature available to construct a conceptual insight of AI-controlled content strategies and brand image.

Research Methodology

Research Design

The current research follows a secondary research design and a descriptive and exploratory research. The secondary research would suit the present study because it will facilitate the synthesis of existing academic knowledge on Artificial Intelligence, social media content strategies, and brand image without involving the collection of primary data. The aim is to synthesize and critically examine the previous research in order to come up with a conceptual knowledge that can be applied in the Indian e-commerce brands.

Sources of Data

The study data were gathered only in the form of secondary sources, such as:

1. Academic academic journals.
2. Academic books and volumes.
3. Conference proceedings Industry and consultancy reports.

Selection Criteria

The choice of the literature was done depending on the following factors:

Inclusion Criteria

1. Articles that were published in the past 4 years (since 2018).
2. The studies aimed at AI in marketing, social media content strategies, brand image, or e-commerce.
3. Peer-reviewed and indexed journal articles.

Exclusion Criteria

1. Opinion-based articles and non-academic blogs.
2. Other studies not related to marketing or branding.
3. Redundant or obsolete studies.

Method of Analysis

The thematic analysis was used to analyse the selected literature. This included determining recurring concepts, patterns, and relationships on AI-driven social media content strategies and brand image. The development of themes was carried out by attentive reading and contrasting the results in various research works.

Thematic Analysis and Discussion

According to the reviewed literature, there was a set of four significant themes that clarify the impact that AI-driven content strategies on the use of social media in terms of brand image.

AI-Driven Personalization and Brand Image

Artificial Intelligence-Based Personalization and Brand Image. Personalization is repeatedly mentioned in the literature as one of the most important AI contributions to social media marketing. Personalization made through AI can enable brands to serve content to individuals depending on personal taste, historical behavior, and the engagement rate. Individualized content increases relevance and satisfaction with consumers resulting in positive brand associations. Research shows that a consumer regards customized brand communication as meaningful and trustworthy. In the e-commerce setting where the customer is exposed to a lot of content, personalized communication aids brands in becoming more memorable and will build more cognitive and emotional bonds. Consequently, personalization based on AI is especially important in elevating a brand image through creating a sense of perceived care, relevance, and value.

Interactive Content and Consumer Engagement

It is well known that interactive content is one of the main sources of engagement and emotional attachment. AI improves interactive content with the help of the identification of the best formats, time, and engagement stimuli. Conversational interfaces, chatbots, and AI-assisted recommendation systems help to be more responsive and interact in real-time. It is implied by the literature that increased involvement entails better brand memory, emotional attachment and favorable brand ratings. The interactive experiences with AI supply a feeling of the dialogue instead of a monologue

and the consumers feel a part of the brand story. This interaction contributes greatly to brand image and more so with e-commerce brand that aims to build long-term relationships with customers.

Promotional Content, Balance, and Authenticity

Promotional Content, Balance, and Authenticity. Advertising materials are still necessary in generating brand awareness and sales, but its effectiveness to brand image is relative to balance and relevance. The literature points out that too much promotional messages can result in consumer fatigue and less trust. The AI-based analytics can be used to optimize promotional activities by establishing the relevant frequency and audience targeting. Promotional content applied when it is seen to be relevant and prompt can help boost brand value and credibility. AI will allow marketers to reduce invasive advertising and provide personalized offers, thus remaining authentic. In this way, the promotional content based on AI can positively shape the brand image when applied strategically and ethically.

Managerial Implications

This research has some significant implications to the managers of Indian e-commerce brands. To begin with, marketers are recommended to invest into AI technologies that will allow them to personalize the content and engage with it instead of promoting only. Second, the focus should be on interactive content strategies as the means of developing consumer relationships on a long-term basis and improving emotional brand bonds. Another way in which managers can make sure that there is ethical AI implementation is by embracing open data policies and honoring consumer rights. The authenticity and the reinforcement of brand image could be achieved through the help of a balanced content approach that combines informational, promotional, and interactive content. In general, AI is not only a technological resource but a strategic brand management resource..

Limitations and Future Research

The research is, nonetheless, limited to some extent. Being a secondary research study, it is not empirically validating the relationships between the two, as it is based on the existing literature. Also, the research is based mainly on the Indian e-commerce situation, so the generalization to other markets could be restricted. Primary or mixed-method research can be used in future studies to empirically test the conceptual framework hypothesized in this study. Longitudinal research would be able to look into the effects of AI-based content strategies on brand image, over time. More research can also examine the perceptions of consumers regarding the use of AI ethically in more detail

Conclusion

This paper explored the effect of AI-based content strategy in social media on the brand image of the Indian e-commerce brands based on an in-depth secondary research methodology. The results show that AI-based personalization, an interactive content, and promotional messages are important factors in forming a favorable attitude towards the brand. Ethical AI will also increase trust and brand reputation. The research base in the scholarly publications is the incorporation of Artificial Intelligence in the framework of social media content strategies and the use of brand image as one of the outcome variables. Managerially, the paper identifies the necessity of balanced, ethical, and consumer-focused AI-based content strategies in order to enjoy sustainable brand success in the competitive Indian e-commerce environment.

References

1. Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing. *Psychology & Marketing*, 32(1), 15–27.
2. Brodie, R. J., Hollebeek, L. D., Juric, B., & Ilic, A. (2011). Customer engagement. *Journal of Service Research*, 14(3), 252–271.
3. Cvijikj, I. P., & Michahelles, F. (2013). Online engagement factors. *Social Network Analysis and Mining*, 3(4), 843–861.
4. Davenport, T. H., Guha, A., Grewal, D., & Bressgott, T. (2020). How artificial intelligence will change marketing. *Journal of the Academy of Marketing Science*, 48(1), 24–42.
5. Kaplan, A. M., & Haenlein, M. (2019). Siri, Siri, in my hand. *Business Horizons*, 62(1), 15–25.
6. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for humanity*. Wiley.
7. Liu, X., Shin, H., & Burns, A. C. (2021). Examining AI in social media marketing. *Journal of Business Research*, 130, 203–215.
8. Mangold, W. G., & Faulds, D. J. (2009). Social media promotion mix. *Business Horizons*, 52(4), 357–365.
9. Martin, K. D., & Murphy, P. E. (2017). Ethical marketing data usage. *Journal of Public Policy & Marketing*, 36(2), 135–155.
10. Tuten, T. L., & Solomon, M. R. (2018). *Social media marketing* (3rd ed.). Sage.
11. Yadav, M., & Rahman, Z. (2018). Social media marketing and loyalty. *Telematics and Informatics*, 35(5), 1294–1309.