

Chapter 8

Adapting Brand Strategies to Technological Disruption by Mediation of AI-Driven Branding in the Horn of Africa

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ABSTRACT

based on AI, and disruption by the technology. Employing a structural equation modeling technique, we evaluate empirical data to investigate the direct and indirect impacts of brand strategy adaptation on disruption by the technology, with Branding based on AI serving as a mediator. The outcomes manifested that the sustainable adaptation of brand strategies noteworthy augments the efficacy of Branding based on AI, which subsequently augments innovation and agility in response to technological changes. The findings demonstrate partial mediation, implying that while strategies for brand adaptation have a direct effect on disruption by the technology, the incorporation of AI enhances this influence. These findings highlight the significance of adaptability and technology in branding strategies, providing useful insights for executives aiming to maneuver through the challenges of digital market places. The investigation wraps up with suggestions for future studies, stressing the necessity for exploration into particular AI technologies and the impact on branding approaches.

INTRODUCTION

In a world that is increasingly interconnected, the effects of disruption by the technology on branding strategies have become a key concern for businesses around the globe (Högberg & Willermark, 2023). This is especially apparent in areas like the Eastern part of Africa, where swift technological progress and the rising role of artificial intelligence (AI) are transforming the market placing environment. Strategies for brand adaptation to take advantage of these technological shifts are vital not only for sustaining competitive edge but also for promoting economic growth and development in emerging market places (Niguse et al., 2024). It is noteworthy for both professionals and investigations in the field to comprehend how brands can sustainable navigate these disruptions through AI-focused branding (Jeong et al., 2023).

The concept of branding has evolved noteworthy over time, transitioning from simple recognition to a complex interplay of customer experiences, emotions, and technological integration. While traditional branding theories focused on static attributes, digital strategies recognize the dynamic nature of brands in the current digital environment (Högberg & Willermark, 2023). The advent of artificial intelligence enables brands to analyze consumer behavior in real-time, customize customer interactions, and enhance brand loyalty (Peñarroya & Miralles, 2022). However, the application of AI in branding strategies remains largely uncharted, particularly in the Eastern part of Africa, where unique socio-economic and cultural factors influence consumer behavior. Studies on branding in the context of technological

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