

Chapter 11


Trust in the Future: Building Brand Confidence for IoT Consumer Adoption

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ABSTRACT

As the Internet of Things (IoT) increasingly permeates everyday life, consumer trust has emerged as the decisive factor in adoption. This chapter explores the psychological and behavioral economic dimensions that shape consumer attitudes toward IoT, emphasizing how perceived risks and cognitive biases hinder engagement. It examines how brands can build trust through ethical transparency, effective positioning, and data-responsible personalization. Drawing on case studies from leading firms across industries, the chapter highlights strategic storytelling, omnichannel

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coherence, and value-driven marketing as vital tools for fostering long-term brand confidence. By integrating insights from consumer psychology, digital strategy, and real-world practices, the chapter offers a comprehensive framework for navigating the trust economy that defines the future of IoT adoption.

INTRODUCTION

The development of Internet of Things (IoT) technology offers moving change in the way customers relate themselves to their products, services and to their environment. The Internet has unique opportunities for personalization as they also convert smart home devices along with connected vehicles and intelligent retail solutions and automated wearables (Assimakopoulos et al., 2024; Saxena et al., 2022). Users question the revolutionary nature of these inventions everywhere. Consumers typically voice powerful fears concerning data security, surveillance and exploitative practices (Emon & Mazid-UI-Haque, 2025; Panahi Rizi et al., 2022). An absence of customer confidence concerning these devices would be the main cause of dislike that institutions must reduce with ‘technical evidence’ as well as strategic messaging strategies. The chapter explores trust as an important contributor that motivates consumer acceptance of IoT technology. Research applies consumer psychological and behavioral economic tools to research the mental and emotional aspect that causes consumer doubt (Emon & Chowdhury, 2025). The research goes beyond the analysis of technology to examine business approaches of establishing trust, genuineness when the data is at once an asset and a liability.

This chapter offers a detailed and practical manual for scholars and marketers and business executives. The study begins with the assessment of psychological adoption impediments to IoT, such as risk perceptions in combination with cognitive biases and privacy behavioral paradoxes. Brand trust is, therefore, identified as the most important issue in contemporary IoT branding due to the fact of transparency and responsibility, together with an ethical standpoint are the four corners which form the foundation towards building trust among consumers today. These chapters examine strategic brand differentiation through the implementation of digital storytelling and brand ambassador impact on associated technology validation. This chapter examines the functions of AI based digital marketing and omnichannel strategies in both advertisement for IoT products and development of reliable consumer-brand engagement. A vast part of the discussion is oriented towards IoT’s ability of offering personalized interactions, whereas there is also a discussion of the moral predicaments from data-centric promotional activities. The chapter ends by demonstrating how large enterprises implement outstanding branding operations for IoT solutions. The provided examples provide necessary knowledge on how to

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