

Perceptions of Fairness in AI-Driven Customer Service: Implications for Brand Trust and Customer Loyalty

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Abstract: Customer service is rapidly undergoing a transformation with the integration of artificial intelligence (AI), with chatbots, virtual assistants, recommendation systems, automated complaint handling, and generative AI interfaces playing increasingly significant roles. Although these technologies enhance responsiveness, personalization, and efficiency, customers' perceptions of fairness are crucial to their successful adoption and continued use. This conceptual study focuses on the impact of perceived fairness in AI-powered customer service on brand trust and customer loyalty. Based on Justice Theory, relationship marketing, and trust-based perspectives, the study incorporates four dimensions of AI fairness: distributive fairness, procedural fairness, interactional fairness, and informational fairness. The proposed framework suggests that perceived fairness positively influences customer satisfaction and brand trust, whereas perceived unfairness may increase perceived risk and negatively affect trust. Brand trust is proposed as a mediator between perceived fairness and customer loyalty, while customer satisfaction is also proposed as a mediating variable. The study proposes the use of a five-point Likert-scale questionnaire and a quantitative cross-sectional research design, with structural equation modelling (SEM) proposed for empirical validation of the framework. The study emphasizes the importance of fairness as both an ethical obligation and a strategic factor in developing sustainable customer relationships.

Keywords: Artificial Intelligence, AI-Driven Customer Service, Perceived Fairness, Algorithmic Fairness, Distributive Fairness, Procedural Fairness, Interactional Fairness, Informational Fairness, Brand Trust, Customer Loyalty, Customer Satisfaction, Responsible AI.

I. INTRODUCTION

In the banking, retail, e-commerce, telecommunications, insurance, healthcare, hospitality, and other service industries, artificial intelligence (AI) has become an integral part of modern customer-service management. AI-driven interfaces, such as chatbots, virtual assistants, recommendation systems, and generative AI, enable organizations to provide round-the-clock, tailored, and effective customer support. However, the use of technology does not necessarily guarantee positive customer experiences. Customers are increasingly concerned about the fairness, transparency, and respectfulness of decisions and processes generated by AI. Fairness is particularly important in AI-mediated decisions involving refunds, complaint prioritization, personalized offers, fraud alerts, pricing, account restrictions, recommendations, and dispute resolution. When customers feel that they are being treated unfairly or that their concerns are not being adequately heard, they may perceive bias and injustice, potentially affecting their relationships with the organization. Contemporary responsible-AI standards and guidelines, such as those developed by the National Institute of Standards and Technology (NIST) and the Organisation for Economic Co-operation and Development (OECD), emphasize the importance of fairness, transparency, explainability, accountability, and human-centred design. However, technical measures of algorithmic fairness may differ from customers' perceptions of fairness. The present study adopts the concept of AI fairness from the perspectives of Justice Theory and relationship marketing and proposes four dimensions: distributive, procedural, interactional, and informational fairness. It suggests that customer

satisfaction and brand trust will be higher when customers perceive AI-mediated service interactions as fair, whereas perceived unfairness may increase perceived risk and reduce customer trust. Customer loyalty is also expected to be influenced by brand trust. Therefore, the study places customer-perceived AI fairness at the centre of efforts to build sustainable customer relationships and foster long-term customer loyalty.

A. AI-Driven Customer Service

AI in Customer Service: Using artificial intelligence technology to carry out, support or improve the work that is usually done by a customer service employee. These technologies encompass chatbots, virtual assistants, automated voice systems, recommendation systems, generative AI, predictive analytics and AI-powered service recovery mechanisms. These can enhance both response time and access, as well as personalisation, consistency and operational efficiency. But, besides service quality, a customer assesses an AI mediated interaction based on the fairness of decisions, the ability to understand decisions, and the ability to challenge decisions. Responsibility for decisions can be shared between algorithms, organisations, developers, data providers and human employees, leading to a change in the traditional relationship between customer and organisation – a relationship that AI-driven service can transform. This deindividuation may make the service delivery more uncertain during failure conditions. These concerns are further compounded by the advent of generative AI, which could lead to expectations of competence and reliability in fluent and human-like communication. This can result in erroneous, inconsistent or prejudiced replies which can be viewed as a lack of fairness on the part of the organisation, leading to reduced customer satisfaction, trust and loyalty.

B. Concept of Perceived Fairness in AI

Perceived fairness is a customer's subjective judgement on the fairness of the service interaction, decision, process and treatment provided by AI. There is a difference between objective or technical fairness and customer perceived fairness. Technical fairness is typically measured using statistical measures, algorithmic criteria, or performance standards, while perceived fairness is subjective and based on the individual's interpretation and assessment of the service encounter. Thus, an AI system that meets technical fairness requirements can be considered "unfair" by the customers. AI-powered customer service can be seen as fair along four interconnected aspects: (1) distributive fairness, which relates to the perceived equity in outcomes; (2) procedural fairness, which refers to the fairness and consistency of the decision-making process; (3) interactional fairness, which involves respectful and appropriate treatment; and (4) informational fairness, which involves the adequacy, clarity, and transparency of explanations. These dimensions offer a customer-centred perspective of justice perceptions in AI-integrated service environments and how they can impact trust, satisfaction, and loyalty.

C. Distributive Fairness

Distributive fairness is customers' feeling that the outcomes produced by an AI-driven service system are fair and fitting in terms of the situation, expectations, inputs, and/or behavior of other people with similar needs. For customer service, this can range from referrals, recommendations, benefits for customers, access to services, complaint resolution, customer priorities, compensation, and refunds. A typical example is that an AI system grants a refund to one customer while denying a similar request from another customer without a proper reason, and the latter might find it unfair. Distributive fairness is thus related closely with customers' assessment of the ratio of inputs to outputs received. Perceived inequity has a negative impact on satisfaction, trust and behavioral intentions, based on Equity Theory.

II. THEORETICAL FOUNDATION

A. Justice Theory

The fundamental theory that underlies the proposed framework is Justice Theory. Three aspects of traditional justice research—distributive justice (fairness of outcome), procedural justice (fairness of decision-making processes), and interactional justice (respectful treatment)—are identified. These dimensions have been successfully used in service research to account for customers' reaction to service failures and service recovery. The present study extends Justice Theory to AI mediated customer service by adding informational fairness, which focuses on sufficient and intelligible information. In turn, customers assess the overall quality of the AI experience, including the process and treatment, as well as the information provided. Therefore, there is a perceived AI fairness, which can be constructed as Distributive + Procedural + Interactional + Informational Fairness.

B. Commitment-Trust Theory

In the context of relationship marketing, the importance of trust is stressed as key to maintaining long-term customer relationships. According to the commitment-trust theory, developed by Morgan and Hunt, there are two key components to successful relational exchanges: trust and commitment. When it comes to customer service, the brand is accountable for the customer experience even if the interaction is done by an algorithm. Thus, to a customer, fair AI treatment can mean that they are competent, ethical, reliable, and acting in their customer's best interests.

C. Trust and Relationship Outcomes

Brand trust is the willingness on the part of the customer to place their trust in a brand, which is based on their expectation of the brand's competence, integrity, dependability and caring for customer interests.

If customer experience perceives that the AI service is fair, then they can assume that the organization has the intention of handling customers responsibly. This trust can minimize uncertainty and increase the likelihood of a customer-brand relationship.

Current service research associates are known by trust and perceive a lower risk in having continued interactions, while recent AI-service research shows that trust is key to bridging the gap between AI service experiences and loyalty results.

III. RESEARCH QUESTIONS

- **RQ1:** What is customers' perception of fairness in AI mediated customer service encounters?
- **RQ2:** What is the effect of distributive fairness on brand trust?
- **RQ3:** What is the effect of procedural fairness on brand trust?
- **RQ4:** How does interactional fairness influence customers' brand trust?
- **RQ5:** Does the informational fairness affect brand trust?
- **RQ6:** Does the perceived fairness of AI affect customer satisfaction?

IV. RELATED WORK

In the recent years, the widespread use of artificial intelligence (AI) in customer service has led to significant research on the impact of technology on service quality, customer experiences, customer trust, customer satisfaction and loyalty. AI-powered customer service encompasses chatbots, virtual assistants, automated voice systems, recommendation engines, generative-AI interfaces, predictive analytics, and AI-powered service recovery. While these technologies can enhance response time, accessibility, personalization, consistency and operational efficiency, customers are increasingly considering these systems beyond their capabilities and equitability, understanding, respect and challenge.

4.1 AI-Driven Customer Service and Customer Experience

However, previous studies on AI service focused on the implementation and acceptance of service technologies. Based on their research, Belanche et al. (2020)[1] proposed a theoretical framework for the implementation of service-robots and noted the need for deepening the knowledge about consumer reaction to a technology-mediated service encounter. Their work serves as a valuable starting point to understand AI as more than just an operational tool, but as part of the customer-service experience. Research has since grown to explore the link between the quality of AI service and customer behavioral responses. In this study, Chen et al., (2023) [2] explore the link between AI service quality and customer retention. Their work shows that customers' willingness to continue to engage with service providers can be affected by the quality of the service they receive from the AI. This aligns with the larger discussion that considers the results of AI customer service, not just efficiency or automation, but its impact on ongoing customer relationships. Likewise, the effect of Customer Trust on Customer Engagement and Customer Loyalty in the Home-sharing Industry was studied by Chen et al. (2022)[3]. The results of this research, as found in the literature review of the current study, support the need to ensure trust to convert customer experiences related to AI into relationship outcomes. The current research then establishes brand trust as a key mediator between AI-driven service experiences and customer loyalty.

4.2 AI Service Quality, Trust and Loyalty

In the field of understanding how customers interact with AI, trust has become an emerging factor. With automated systems, customers are frequently left in the dark about how decisions are made, and how algorithms interpret facts and information. Thus, the trustworthiness of the technology's originator becomes relevant. Frank et al. (2023)[4] explored the adoption of AI services and its importance of trust in businesses and AI autonomy. This is especially important for the current research as users can rate the AI system and the organization that the system is run under the auspices of. An inadequate AI experience can thus impact the user's experience of the technology as well as their experience of the brand. Trust and loyalty are also key concepts to relationship-marketing research. Trust is one factor that can eliminate uncertainty and lead customers to stay loyal to institutions that they feel are reliable and responsible. There is therefore a distinction between having trust in AI and trust in the brand that it is deployed by, that is a key area which would benefit from further research in the present study Gu, et al. (2024)[5].

4.3 Perceived Fairness in Customer-Service Research

The concept of fairness has been studied in service research from the lens of Justice Theory. In general, justice-based research distinguishes three types of justice: Distributive; Procedural; Interactional. Distributive justice is about the fairness of outcomes, procedural justice is about the fairness of decision-making processes and interactional justice is about the quality and respectfulness of interpersonal treatment. These dimensions have been used in customer-service situations for service failures, complaint handling, compensation, service recovery, and customer evaluations. This study takes the service context of AI-mediated service to the next level; the informational fairness dimension involves the provision of service information to customers that is sufficient, understandable, accurate, and clear. Therefore, customers can consider an interaction with AI on four interdependent aspects: Outcome fairness, Process fairness, Treatment fairness and Information fairness.[6]

4.4 Distributive Fairness and AI-Mediated Outcomes

Distributive fairness involves customers' views that AI-generated results are fair and suitable based on their situation, expectations, contributions, or the treatment of similar customers. Some of the outcomes in AI-powered customer service can be refunds, compensation, discounts, complaint management, service prioritization, custom benefits, recommendations, and service access. Distributive fairness is especially noticeable when automated systems yield different results to seemingly identical customers. If customers feel that similar cases have been treated differently without good reason they may assume there is a bias, or organizational injustice, in play. The current system thus suggests that distributive justice should have a positive impact on brand trust.

4.5 Procedural Fairness and Algorithmic Decision-Making

Procedural fairness is about people's perceptions of the fairness, consistency, transparency, and contestability of the processes used to make service decisions using AI systems. Algorithmic procedures are often not something for the customer to see directly, unlike outcomes. Customers therefore depend on visible cues as consistency, opportunities for explanation of their situation, explanations of decisions, avenues of appeal, and opportunities for human intervention. Procedural fairness has a special importance in AI-mediated service, particularly in situations where automated decisions impact heavily. When they think that the process was applied consistently and appropriately, customers might be more willing to accept an unfavourable outcome. On the other hand, procedures that are opaque, inflexible or non-contestable can create feelings of injustice and decrease trust and satisfaction.

4.6 Interactional Fairness in AI Customer Service

Interactional fairness is about the way that customers are treated when being served. This means courtesy, dignity, empathy, respect and sensitivity to customer concerns in a traditional service interaction. These principles apply when services are provided using AI systems. More and more people are using AI systems, and their humanization and anthropomorphic design have brought interactional fairness to the forefront. Respectful and considerate communication can be seen as a sign of a positive organizational treatment, while dismissive, insensitive, discriminatory, or inappropriate AI responses can have a negative impact on brand evaluations. As a result, interactional fairness is a crucial link between the AI system's functionality and the customer's emotional and relational assessment of the company.[7]

V. RESEARCH GAP

While AI fairness studies are growing, there are some areas of deficiency. Previous research tends to focus on technical aspects, like algorithmic bias, statistical parity, model performance, etc., rather than on customers' lived experiences of fairness. Traditional research in customer service has primarily concentrated on aspects of service quality, convenience, satisfaction, and innovation/technology usage, lacking a focus on multidimensional fairness and trust in brands. Furthermore, there is a need to adapt justice theories for human-to-human interactions to more algorithm-mediated service settings. Another divide is between trust in the AI and trust in the brand that is deploying the AI. Lastly, the interconnected nature of AI fairness, satisfaction, brand trust, and customer loyalty is under-researched, especially in emerging-market settings.[8]

VI. RESEARCH HYPOTHESES

Based on Justice Theory, relationship marketing theory, and the proposed conceptual framework, the present study develops a set of hypotheses to examine the relationships among the dimensions of perceived fairness in AI-driven customer service, brand trust, customer satisfaction, and customer loyalty. The hypotheses are formulated to provide an empirical basis for subsequent validation through structural equation modelling (SEM).[9]

H1: Distributive fairness in AI-driven customer service has a positive and significant effect on brand trust.

H2: Procedural fairness in AI-driven customer service has a positive and significant effect on brand trust.

H3: Interactional fairness in AI-driven customer service has a positive and significant effect on brand trust.

H4: Informational fairness in AI-driven customer service has a positive and significant effect on brand trust.

H5: Perceived AI fairness has a positive and significant effect on customer satisfaction.

H6: Perceived AI fairness has a positive and significant effect on brand trust.

H7: Brand trust has a positive and significant effect on customer loyalty.

H8: Customer satisfaction has a positive and significant effect on customer loyalty.

H9: Brand trust mediates the relationship between perceived AI fairness and customer loyalty.

H10: Customer satisfaction mediates the relationship between perceived AI fairness and customer loyalty.

These hypotheses establish the proposed causal relationships among the constructs and provide a basis for empirical testing using structural equation modelling. Since the present manuscript is a conceptual and proposal-stage study, the hypotheses are proposed relationships and are not presented as empirically supported findings.[10]

VIII RESEARCH METHODOLOGY

A. Research Design

This research will be quantitative in nature with a cross sectional design and will employ a deductive approach. The hypotheses will be formulated based on the existing literature on AI mediated customer-service experiences, Justice Theory and relationship marketing theory. The unit of analysis will be the individual customer. The study will explore the relationship between customers' perceptions of distributive, procedural, interactional and informational fairness and brand trust, satisfaction and customer loyalty after they engage with AI customer service systems.[11]

B. Target Population

This research will be quantitative in nature, with a cross-sectional design, and will employ a deductive approach. The hypotheses will be formulated based on the existing literature on AI-mediated customer service experiences, Justice Theory, and relationship marketing theory. The unit of analysis will be the individual customer. The study will examine the relationships between customers' perceptions of distributive, procedural, interactional, and informational fairness and brand trust, customer satisfaction, and customer loyalty following their interactions with AI-driven customer service systems.

C. Sampling Technique and Sample Size

Purposive sampling will be used for the study, as respondents will need to have first-hand experience using AI-based customer service. The sample size is expected to range from 400 to 500 valid respondents and will be determined more precisely through an a priori statistical power analysis. Participants will be selected based on diverse demographic and

occupational characteristics and from multiple service sectors. This diversity will help capture variations in customers' experiences and perceptions of fairness in AI-based customer service [12].

D. Data Collection

Primary data will be gathered using a structured questionnaire, administered both electronically and through direct recruitment, where applicable. A pilot study involving approximately 30–50 participants will be conducted prior to the main study to assess the clarity of the questionnaire, respondents' comprehension, questionnaire length, redundancy of items, preliminary reliability, and variability in responses. The findings from the pilot study will be used to make necessary revisions to the questionnaire. Participants will be informed about the purpose of the study and their voluntary participation. They will be assured that their information will be kept confidential and that they will have the right to withdraw from the study at any time. [13]

Table 1: Proposed Sample and Data-Collection Structure

Research Component	Category	Number of Respondents
Main Survey	Minimum proposed sample	400
Main Survey	Maximum proposed sample	500
Pilot Study	Minimum proposed sample	30
Pilot Study	Maximum proposed sample	50

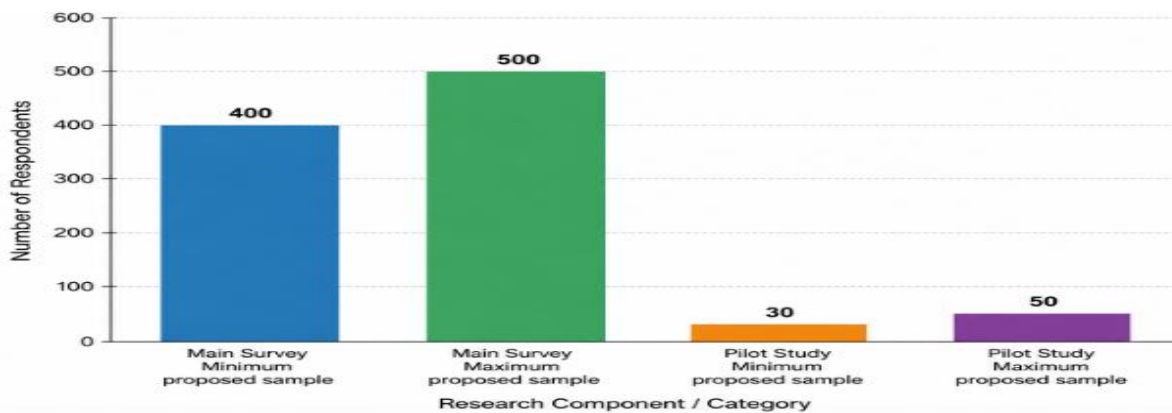


Figure 1: Proposed Sample and Data-Collection Structure

VIII MEASUREMENT MODEL

All major constructs may be measured using a five-point Likert scale:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutra
- 4 = Agree
- 5 = Strongly Agree

Table 2: Proposed Constructs and Measurement Framework

S. No.	Construct	Code	Measurement Focus
1	Distributive Fairness	DF	Fairness of AI-generated outcomes, benefits, compensation, refunds and service decisions
2	Procedural Fairness	PF	Fairness, consistency, transparency and contestability of AI-mediated decision-making processes
3	Interactional Fairness	IF	Respectful, courteous, appropriate and dignified treatment during AI-mediated customer interactions

4	Informational Fairness	INF	Adequacy, clarity, accuracy and understandability of information and explanations provided by AI
5	Perceived Fairness	PAF	Overall perception that the AI-enabled customer-service system operates fairly and equitably
6	Brand Trust	BT	Customer confidence in the brand's integrity, reliability, dependability and concern for customer interests
7	Customer Satisfaction	CS	Overall satisfaction with the AI-enabled customer-service experience
8	Customer Loyalty	CL	Intention to continue using, choose, recommend and remain with the organization

IX DISCUSSION

The proposed structure of the framework gives an important role to fairness as a key principle in the evaluation of the service relationships mediated by AI. While efficiency and convenience can lead customers to adopt AI-powered services, they don't necessarily mean that customers will remain loyal if they feel they are being treated unfairly. Fairness becomes more critical when it comes to interactions that have consequences, such as a complaint, a refund, and compensation, restriction on an account or rejection of services. The framework thus distinguishes the difference between efficiency in the acceptance and relationship in dependence. Convenience might be the reason people use it the first time, but perceived fairness can help determine if they continue to trust the entity behind the AI system. Customers can also blame the algorithm, making the perception of unfairness a perception of failure. Additional fairness requirements can also be different based on interaction risk. Minimal procedural protections may be needed for routine services, while higher-risk decisions (such as financial, health, identity, or contractual) might need more explanation, consistency, appeal provisions, and human review. Hence, fairness should be seen as a moral obligation and an underlying principle of sustainable customer relationships.[14]

X PROPOSED QUESTIONNAIRE

Please write the answer by ticking (✓) the most appropriate answer. In the following 5 point Likert scale, mark the question to indicate your level of agreement for Sections B–I: [15]

SECTION A: DISTRIBUTIVE FAIRNESS

Please tick (✓) one response for each statement.

Code	Statement	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
DF1	The outcome provided by the AI service was fair to me.	☐	☐	☐	☐	☐
DF2	The benefits or solutions offered by the AI system were appropriate for my situation.	☐	☐	☐	☐	☐
DF3	Customers in similar circumstances receive comparable outcomes from the AI service.	☐	☐	☐	☐	☐
DF4	The AI system provides outcomes that are fair relative to the effort required from customers.	☐	☐	☐	☐	☐
DF5	I believe the AI service provides fair resolutions to customer problems.	☐	☐	☐	☐	☐

SECTION C: INTERACTIONAL FAIRNESS

Code	Statement	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
IF1	The AI system communicates with me respectfully.	☐	☐	☐	☐	☐
IF2	The AI system treats my concerns seriously.	☐	☐	☐	☐	☐
IF3	The AI system communicates without unfairly discriminating against customers.	☐	☐	☐	☐	☐
IF4	The AI system responds appropriately to my specific situation.	☐	☐	☐	☐	☐
IF5	I feel that I am treated with dignity during the AI interaction.	☐	☐	☐	☐	☐

SECTION D: INFORMATIONAL FAIRNESS

Code	Statement	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
INF1	The AI system provides sufficient information about its decisions.	☐	☐	☐	☐	☐
INF2	The AI system explains important decisions in understandable language.	☐	☐	☐	☐	☐
INF3	I receive adequate information about why a request has been accepted or rejected.	☐	☐	☐	☐	☐
INF4	The AI system provides accurate information about the service process.	☐	☐	☐	☐	☐
INF5	I know how to obtain additional information when I disagree with an AI decision.	☐	☐	☐	☐	☐

SECTION E: PERCEIVED AI FAIRNESS

Code	Statement	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
PAF1	Overall, I consider the AI customer-service system fair.	☐	☐	☐	☐	☐
PAF2	The AI system treats customers in an equitable manner.	☐	☐	☐	☐	☐
PAF3	I believe that this AI service makes decisions fairly.	☐	☐	☐	☐	☐
PAF4	The AI service operates according to principles of fairness.	☐	☐	☐	☐	☐
PAF5	Overall, I am satisfied with the fairness of the AI-enabled service.	☐	☐	☐	☐	☐

SECTION F: BRAND TRUST

Code	Statement	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
BT1	I trust the organization that provides this AI customer service.	☐	☐	☐	☐	☐

BT2	I believe this organization is honest in its use of AI.	☐	☐	☐	☐	☐
BT3	I believe the organization can be relied upon to treat customers fairly.	☐	☐	☐	☐	☐
BT4	I feel confident that the organization has customers' interests in mind.	☐	☐	☐	☐	☐
BT5	The organization's use of AI increases my confidence in the brand.	☐	☐	☐	☐	☐

SECTION G: CUSTOMER SATISFACTION

Code	Statement	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
CS1	I am satisfied with my experience with the AI-enabled customer service.	☐	☐	☐	☐	☐
CS2	The AI customer-service experience met my expectations.	☐	☐	☐	☐	☐
CS3	The AI system provided a satisfactory service experience.	☐	☐	☐	☐	☐
CS4	Overall, I am pleased with the organization's AI-enabled customer service.	☐	☐	☐	☐	☐
CS5	The AI service provided good value for my time and effort.	☐	☐	☐	☐	☐

SECTION H: CUSTOMER LOYALTY

Code	Statement	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
CL1	I intend to continue using services from this organization.	☐	☐	☐	☐	☐
CL2	I would choose this organization again when its services are available.	☐	☐	☐	☐	☐
CL3	I would recommend this organization to others.	☐	☐	☐	☐	☐
CL4	I would be less likely to switch to another organization because of my positive AI-service experience.	☐	☐	☐	☐	☐
CL5	Fair AI-enabled customer service strengthens my preference for this organization.	☐	☐	☐	☐	☐

XI CONCLUSION

While AI-powered customer service is shaping the dynamics between customers and brands, a focus on technology's efficiency is not enough to build customer trust and loyalty. Customers not only judge the results from AI systems, they also judge how they are treated by them. More and more customers judge not only the results AI systems generate but also if the process of serving them is fair, respectful, transparent and consistent[16].

Drawing on previous studies, this research suggests a framework that draws on the four dimensions of perceived AI fairness: distributive, procedural, interactional, and informational fairness. These dimensions cover the customers' views of fair outcomes, decision-making processes, treatment, and explanations. The framework suggests that when customers perceive that an AI service is fair, it can help build trust in the brand and satisfaction, which leads to

customer loyalty. Brand trust acts as a key relational process that can shape overall perceptions of the organization when interacting with fair AI experiences.

A key point of the study is that fairness cannot be considered as a technical feature or a regulatory obligation. Instead, it is regarded as an attribute of a brand experience and a brand management tool that is felt by the customer. So, if you're looking to build sustainable AI-powered customer relationships, you do have to make sure that automated services are equitable, consistent, respectful, explainable, and contestable. Further empirical studies based on structural equation modelling can confirm the models that were suggested and can explore the relative contribution of the various fairness dimensions on trust, satisfaction and loyalty.

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