

RESEARCH ARTICLE

Silent marketing for business sustainability: trust and algorithmic discovery beyond paid ads

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ABSTRACT

This conceptual paper presents silent marketing labelled as a paradigm creating brand visibility by algorithmic recommendation systems rather than through paid promotion. Digital marketing has transformed brand discovery and trust formation, as well as how consumers build relationships with the brand through trust. The core objective of this paper is to bridge marketing communication, data ethics, and responsible AI by building a conceptual framework to explore the formation of trust in the context of persuasive intent that is indirect or algorithmically hidden. The study employs a qualitative secondary research design, using reflexive thematic analysis of peer-reviewed literature, industry reports, and digital media studies within the United Arab Emirates context. Four key mechanisms were identified: algorithmic discovery, interpretive cues and perceived authenticity, engagement and social reinforcement, and trust transfer leading to loyalty. These mechanisms are integrated into the Silent Marketing Trust Loop, a conceptual framework explaining how algorithmically mediated exposure evolves into sustained consumer trust. This original study adds value to the theory of sustainability and digital marketing by highlighting the algorithmic amplification and trust formation that interact in the context of digitalization. In practice, the paper highlights issues related to sustainability of marketing practices that are platform sensitive.

ARTICLE HISTORY

Received 6 Mar. 2026
Revised 15 April 2026
Accepted 24 April 2026

SUBJECTS

Digital Marketing; AI;
Sustainable Business
Practices

KEYWORDS

silent marketing; algorithmic amplification; consumer trust; AI-mediated marketing; digital marketing

To cite this article: Nouamani, F., & Haq, F. (2026). Silent marketing for business sustainability: trust and algorithmic discovery beyond paid ads. *International Journal of Sustainable Business*, 2(1), 76-91.

https://www.tud.ac.ae/research/journals/international-journal-of-sustainable-business?tab=published_papers

1. Introduction

Online marketing is progressively governed by algorithmic recommendation engines that shape what users see before actively searching for information. On social media, such as TikTok, Instagram, and YouTube, brands gain visibility through automatic curation based on engagement signals and presupposed user interests. Thus, consumers often come across brands, incidentally, as opposed to an overtly promotional way. This change disrupts the customary belief about trust formation which only focuses on blatant advertising, influencer recommendations, or direct brand messages.

This new reality is described by the notion of silent marketing, where persuasive power is embedded directly into platform structures as opposed to being explicitly produced in terms of promotional intent. Trust in such contexts cannot solely be based on the content of messages, but also on perceived trustworthiness, situational compatibility, and perceived credibility of the algorithmic regimes mediating visibility (Lum & Lazovich, 2023; Yuan et al., 2024). Such shift of persuasion poses significant theoretical and practical questions of how credibility is developed when advertising is less explicit.

Although research on algorithmic amplification, tuned advertising, and trust in artificial intelligence has expanded recently, the literature remains fragmented. Current research demonstrates how visibility is created (Lum & Lazovich, 2023), in what ways content can attain emotional and contextual resonance (Brown et al., 2024; Carah et al., 2024), and how trust can be built in AI-mediated systems (Teodorescu et al., 2023; Yuan et al., 2024). Nevertheless, the existing literature does not explain how algorithmic exposure becomes sustained consumer trust. This disparity is especially evident in more technologically advanced and culturally heterogeneous environments like the United Arab Emirates, where the algorithmic presence lingers with the localized cultural concerns and user understandings.

Research Objectives

- To conceptualize silent marketing as a distinct form of algorithmically mediated brand visibility in digital environments.
- To synthesize existing literature to identify the structural and psychological mechanisms through which algorithmic exposure becomes credible and trustworthy.
- To develop an integrative framework, the Silent Marketing Trust Loop, explaining how algorithmic discovery, interpretive alignment, engagement, and trust interact in a recursive process leading to sustained loyalty.

Theoretically, it constructs the expertise of trust-making in platformed environments through the linking of infrastructural viewability, the signs of interpretation, and the recursive involvement into one framework. The practice is to recommend to the marketers and policy makers the trade-off between the visibility of the algorithm and the authenticity, transparency, and long-term plausibility.

The remaining part of the paper follows the following manner. Section 2 describes the theoretical basis that facilitates the framework. Part 3 will explore the literature available on algorithmic amplification, tuned advertising, and consumer trust. Section 4 outlines the qualitative secondary research and how it is to be analyzed. The findings are reported in Section 5, and the Silent Marketing Trust Loop is constructed. Section 6 provides a discussion of the findings in terms of current literature. Section 7 presents implications for theory and management, and Section 8 covers research limitations and future research notes. Section 9 concludes the paper.

2. Theoretical foundation

This paper adopts an integrative theoretical framework to describe the formation of consumer trust under algorithmically mediated marketing conditions. Although current scholarship provides useful information on certain aspects of digital marketing, those perspectives are rather fragmented and cannot be applied to the phenomenon of silent marketing. The studies of algorithmic amplification describe how visibility is organized in terms of engagement measures, platform incentives, and user behavior (Lum & Lazovich, 2023). Meanwhile, tuned advertising research emphasizes emotional compatibility, situational relevance, and aesthetic fit as determinants of how materials are received (Brown et al., 2024; Carah et al., 2024). At the same time, the literature in which the importance of trust in artificial intelligence is considered is based on the impact of

structural assurance, perceived usefulness, and fairness on user confidence in the response provided by the systems (Teodorescu et al., 2023; Yuan et al., 2024).

Each of these strands contributes to the understanding of digital environments, and none of them (singularly) is suited to the task of understanding the role of trust in case the brands were reached through algorithmically chosen content. This is due to algorithmic amplification, which explains how the distribution of content occurs, but not how the exposure gets to be believable. The theory of advertising deals with the issue of persuasion, but it often builds upon contexts in which the purpose of promotion is direct. Likewise, AI trust studies are concerned with trust at the system level that is not necessarily included in, or is not fully covered by, how such trust is translated to the brands revealed within systems themselves. Consequently, there is an apparent necessity in having a framework that would be able to bridge these stances and clarify in which ways visibility, interpretation, and trust can work in tandem in the practical context.

To bridge this gap, the study proposes the Silent Marketing Trust Loop. The model is essential because silent marketing lacks linear logic, which is assumed in traditional advertising models, algorithmic-driven environments create repetitive non-linear exposure patterns that require an alternative explanatory approach.

Rather than shifting through a sequence of events, consumers typically experience brands in passive mode, discern them based on situational and cultural messages, proceed with them via platform interactions, and build trust through repetition. Such interactions are recursive, and the steps rely upon each other and reinforce each other. This interaction between them is, therefore, to be encapsulated into a process-oriented model to fill in the research gap.

Three pillars of theory are behind the design. The former constitutes algorithmic visibility, which locates discovery in the context of platform-controlled (as opposed to purposeful) curation. The second pillar is cue-based meaning, whereby the users compare authenticity using affective cues, including the tone, recognition, and cultural relevance. The third is trust transfer, which is why and how the platform environment can be trusted by brands that emerge in it. These influences do not work as independent properties; they interact to create the consumer perception and reaction to the content that they see algorithmically.

These perspectives are coined to explain trust-building in the contemporary world, the Silent Marketing Trust Loop. This is important because it establishes and defines the correlation between infrastructural publicity, user sense, and long-term attention. Without this integration, the concept of silent marketing would remain unsettled, incomplete and hard to apply.

The existing models are inadequate in explaining silent marketing despite their contributions. The classic advertising models presuppose a planned exposure and direct persuasion, whereas a model of algorithmic amplification is more concerned with visibility and does not presuppose the formation of credibility. Likewise, trust in artificial intelligence literature looks at system-level trust without a full elaboration on how this trust is transferred to the brands that one would come across in these systems. These methods, therefore, do not individually explain the indirectness of trust formation when mediated by algorithms. This constraint requires a systemic process model that can explicate dynamic changes over time in terms of visibility, interpretation, engagement, and trust.

3. Literature review

3.1. Algorithmic Visibility

The digital marketing world is increasingly organized through algorithm-based marketing that shapes the way consumers interact, interpret, and consume branded content. This shift signifies a transition from direct messaging to platform-based exposure. It requires the combination of three interrelated streams of research to explain how trust functions; they include: algorithmic visibility, interpretative alignment, and trust development within an artificial intelligence-mediated setting. Although the streams evolved separately, their intersection demands an avenue to elucidate silent marketing. This cannot be expounded on the one-dimensional processes since it takes place at infrastructural, psychological, and social levels at the same time.

Algorithmic visibility has emerged as a pivotal characteristic of online communication landscapes. In comparison to the previous systems, where exposure was paid for, was directly promoted or was strategically placed, the new platforms are founded on recommendations that rank the content according to engagement metrics, such as time watched, response rate, recency, and user projections. According to Lum and Lazovich (2023), algorithmic amplification is the process that should be regarded as a system that is optimized by the incentives of the platforms, their commercial interests, and the users, respectively. Visibility is therefore never provided, but it is created on a constant basis. This reorganization restricts the regulation of exposure to the brand and underlines platform logic as the defining factor of the visible and powerful.

The linearity of the conventional marketing models, such as AIDA (Attention, Interest, Desire, Action), is compromised by algorithmic amplification (Georgiadou & Nickerson, 2022). Rather than sequential persuasion, algorithmic visibility forms ambient exposure when consumers experience the brands incidentally in streams of content. This transition negates the difference between organic and paid media, as algorithms become determinative of focus, irrespective of purpose.

The distinction between organic and paid communication becomes blurred in this transformation in significant ways. The information that seems to be found organically is usually carefully crafted to meet the requirements of algorithmic ranking. Consequently, consumers view branded material in contexts such that the distinctions between spontaneous discovery and commercialism are blurred. Such a grey area changes how consumers perceive marketing messages because they might fail to critically differentiate curated and organic exposure. Although some of the available literature describes the process by which content circulates in these systems, it does not offer much understanding of how content comes to be trusted to be true. This is especially true in relation to silent marketing, where the perceived authenticity and interpretation play a key role in deciding effectiveness, not to mention visibility.

3.2 Interpretive alignment and authenticity

Tuned advertising literature builds on this discussion but has concentrated on alignment instead of targeting. Rather than explicit persuasion, the content is tailored based on the tone of emotion, visuality, and the contextual layer of the platform. According to Brown et al. (2024), this transition can be called a shift to so-called vibe-based communication, where the reliability of communication is determined by its applicability in context rather than by actual messaging. Carah et al. (2024) also show that marketing readily borrows the aesthetics and storytelling techniques of user-created content, making it less evident that it represents a commercial element. Authenticity, in

this context, is not operationalized in relation to message content but rather in terms of the degrees of fit between message content, capital "P" and small "p" platform norms, and user norms.

Congruence in interpretation is thus instrumental in shaping perceptions of algorithmically pushed content. The content with the familiar formats, culturally triggered symbols, and emotionally evoking clues will tend to be processed automatically and accepted uncritically. It is especially relevant to the culturally heterogeneous settings like the United Arab Emirates, where content is processed by readers as it is presented by several linguistic, social, and cultural conditions. It is not only the fact that algorithmic optimization only makes silent marketing successful in those cultures, but it is also important to be able to correspond to local meanings as well as to symbolic norms. Authenticity as a situational benefit as opposed to brand specifications.

3.3 Trust formation in AI-mediated environments

Trust presents another dimension that goes beyond the realizations and interpretations. The study of artificial intelligence specifies such structural indicators of user trust in algorithm systems as reliability, fairness, transparency, and perceived usefulness as essential (Teodorescu et al., 2023; Yuan et al., 2024). These elements form the background parameters according to which the users are prepared to acknowledge algorithmic recommendations as genuine. Where the perceived usefulness of the system is regarded as unstable or closed, the authority of the material generated by it is compromised. Current structural assurance can thus be seen as a prerequisite to trust in that it dictates whether users are more inclined to interact with algorithmically suggested content in the first place.

Nevertheless, structural assurance is inadequate to fully describe the development of trust in the social media landscape. These structural conditions work in tandem with psychological factors, which determine the interpretation and evaluation of content used by users. Cognitive fluency is another important factor, because the easier the content is to process and the more likely it is to be fair to the previous experience, the higher the survival chances of the information perceived as a credible piece of information. This is further enhanced by familiarity itself, induced by having seen it many times, which causes a feeling of familiarity. The creation of trust also requires emotional resonance, particularly when the content is in line with the user's identities, values, and emotional state of being. These psychological dynamics work only in a cumulative manner, where the attitude of the user towards brands triggered or suggested by algorithms is built up.

3.4 Social reinforcement and engagement

Trust Social reinforcement is important in the development of trust in algorithmic environments. Social endorsement cues, which include likes, comments, and shares, are deployed as predisposes and, in turn, influence users' perception of the credibility of the content. As a brand is daily linked to apparent interaction, it enjoys widespread affixed rewards that aren't its own messaging. The effect is greater in algorithmic environments, as interaction does not just indicate user feedback but leads to additional exposures as well. Thus, not only is trust the result of user perception, but it is also an input into the machine through a continuous loop of credibility and exposure, and a recursive process.

These processes of interaction amongst structural and psychological determinants are especially pronounced where there are aspects of partial algorithmic literacy. User behavior in the United Arab Emirates shows the knowledge of personalization and a lack of

comprehension of recommendation systems functionality (Nassif, 2024; Kassem, 2024). This establishes a state of interpretive contingency where the content is held to be algorithmically mediated, and yet it is perceived as rather spontaneous. In this case, users can not only accept the brands that were surfaced based on algorithms without questioning their commercial backgrounds in detail. This atmosphere will greatly favor silent marketing since it can bring about a trust remit, where mediation is accepted but not critically scrutinized.

3.5 Conceptual integration: silent marketing trust loop

Despite these insights, literature is conceptually disjointed. The process of content becoming visible is updated through algorithmic amplification, the process of interpreting advertising is updated through tune advertising, and the process of system evaluation is updated through AI trust research. Nevertheless, these attitudes are seldom incorporated within a unified explanation of how trust builds up in the course of time. In the absence of such a process, it is difficult to explain the change of initial exposure into ongoing consideration and long-term credibility. This weakness calls for a model that accounts for the relation between discovery, interpretation, and trust within the same analytical lens.

In response to this limitation, this paper has proposed the Silent Marketing Trust Loop as a model that ties them all together. The model suggests that there is a cycle between algorithmic discovery, interpretive compatibility, and trust. Visibility is one of the ways to trigger exposure. Social validation and perceptions of authenticity are achieved by using interpretive cues, and more visibility is generated through engagement. The brand loyalty that is transferred to the brand after the development of loyalty on the platform is long-term. The cycles are recursive, and they provide a feedback mechanism to the reinforced nature of digital marketing.

The strength of this framework lies in its capacity to clarify the trust building as an evolving and iterative process within algorithm driven environments. Compared to the digital models of marketing, which are situated on the continuum of the attention-based and action-based, the Silent Marketing Trust Loop may be a more radical process, in which exposure, realization, and interaction are mutually supportive of each other. It is a combination of infrastructural, psychological, and social frameworks to explain that silent marketing is a process that occurs quite often, instead of a phenomenon.

4. Methodology

4.1 Research Design

The study employs a qualitative secondary research design that explores the development of consumer trust in algorithmically mediated settings. The study does not test any hypotheses but instead attempts to gather existing knowledge and come up with a consistent conceptual understanding of the silent marketing phenomenon. Because the study has a multidisciplinary character, involving digital marketing, media studies, and artificial intelligence, the suitable methodology is the qualitative synthesis rather than the generation of new primary data (Guba & Lincoln, 2005). This design allows for integrating fragmented theoretical views and finding out the correlations between visibility, interpretation, and trust. This approach enables the study to examine complex interactions in algorithm-driven environments that might not be well-defined in the traditional empirical methods, especially the ones that study these constructs independently.

4.2 Data sources and selection criteria

The paper draws on three types of secondary data sources. The first source of information is peer-reviewed journal articles on the matter of algorithm amplification, consumer trust, advertising tuning, or artificial intelligence systems. These are the sources of the theoretical and empirical knowledge base. The second group is the theoretical and policy-based articles that have explored the topic of transparency, digital governance, and ethical AI. The third category is composed of industry and regional surveys relevant to the digital space of the United Arab Emirates. Peer-reviewed literature will be utilized in the attainment of the academic rigor of the study. The criteria of selection are based on relevance to the research questions, articles discussing the aspects of visibility, interpretation, and trust in the digital environments.

4.3 Search strategy

A systematic search process was employed to identify the relevant literature. Journals in databases (such as Google Scholar search and journals indexed in Scopus) were searched. Search terms included algorithmic amplification, recommender systems, algorithm discovery, tuned advertising, consumer trust in AI, algorithm literacy, and social media marketing. The keywords were also narrowed down using Boolean operators to view search results more closely and achieve closer relevancy. Along with the keywords, a backward and forward citation search was also conducted to locate the major works and current input. This was done to bring about depth and breadth such that the research did not exclude the mainstream theories, but it incorporates new perspectives that apply to silent marketing.

4.4 Data analysis

The analytical process is adapted from Braun and Clarke's (2023) reflexive thematic analysis method to suit qualitative secondary research. The initial step was repeated reading of selected sources to gain familiarity with the main concepts and arguments. In the second phase, provisional codes were created to depict key concepts, including algorithmic visibility, authenticity, engagement, structural trust, and psychological trust factors. The third phase consisted of grouping these codes into broad themes that indicated a pattern within the literature. In the fourth stage, the themes that were reviewed were refined to enhance internal consistency and conceptual distinction. The fifth phase was to name and define the identified themes. Lastly, the themes were conceptualized to form a cohesive whole, which is a conceptual model of silent marketing in an algorithmically mediated world.

The reflexive thematic analysis is specifically suitable in this research since it allows interpreting patterns through a wide range of secondary sources and supports concept development (Braun et al., 2024). In contrast to quantitative methods, which attempt to evaluate relationships set in advance, thematic analysis makes it possible to identify the hidden processes in the fragmented literature. Such flexibility is vital since silent marketing is an interdisciplinary field depending on digital marketing, media studies, and artificial intelligence. Therefore, the approach helps in synthesis as well as theory building, and this is in line with the goal of the study, which is to come up with a coherent explanatory framework.

4.5 Alignment to research objectives

The research objectives are related to the methodological approach. The first research question, regarding how consumers perceive and trust the algorithmically visible brands, is answered through the identification and analysis of communication and trust

mechanisms in literature. The second research question of how marketers can be present without being intrusive is addressed by synthesizing the findings as observed in content alignment, engagement, and platform exposure. The approach facilitates both explanatory and conceptual objectives of the research by integrating these aspects systematically.

4.6 Rigor and limitations

Methodological rigor is attained through openness in source selection, consistency in coding, and reflexive analysis of the results. The study uses the distinction between the empirical findings, conceptual arguments, and contextual materials to provide analytical clarity. Although secondary data restricts the opportunities of observing live user behavior, it is suitable when developing theories and integrating concepts. The methodology enables sufficient pooling of multiple views into a coherent framework and accepts the constraints of qualitative synthesis. The latter are mitigated through the methodological transparency of the study and by keeping the interpretations within the literature.

5. Analysis and interpretation

5.1 Analytical approach

As mentioned above, reflexive thematic analysis approach applying the six-step framework of Braun and Clarke (2023) was used to conduct the analysis. This approach was chosen since it provides the opportunity to identify and interpret patterns systematically among qualitative data and is flexible enough to facilitate conceptual growth.

The thematic analysis process was utilized to systematically connect patterns identified in literature with the constructs of the proposed framework.

Since this paper is based on secondary sources and not on primary empirical data, the thematic analysis was utilized to interpret trends across different current literature instead of interpreting the responses of participants. The goal was to go beyond description and construct an explanatory framework of the way trust forms in the marketing conditions of an algorithm.

5.2 Coding process

The initial phase of the analysis presupposed the repeated reading of the chosen literature to attain familiarity with the main ideas, arguments, and patterns. In this step, the focus was placed on the way the various studies observed visibility, how users interpret it, and how they behave with or how they form trust. During stage two, inductive codes were produced based on the data. Recurrent analytical concepts were exemplified in these codes as algorithmic discovery, content alignment, perceived authenticity, engagement signals, structural trust, and a psychological trust mechanism. Coding was not constrained to frequency but focused on the conceptual relevance to the research questions.

5.3 Theme development

The third step entailed the first classification of the original codes into more general themes, which portrayed general tendencies across the literature. The examples here are the codes under the recommendation systems, ranking logic, and content exposure, which were cited and placed together with such themes as the discovery of the algorithmic. On the same note, interpretive alignment consisted of emotional resonance,

cultural relevance, and familiarity codes. These themes were confirmed and narrowed down to step four to bring internal consistency and a clear distinction between the themes. Weak or other categories were also eliminated to enhance the analytical rigor, and similar themes were rearranged.

5.4 Theme definition

The fifth stage involved clearly defining each theme as far as the role of each theme in the trust formation process was concerned. The analysis identified four main themes, including algorithmic discovery, interpretive cues and perceived authenticity, engagement and social reinforcement, and trust transfer resulting in long-term loyalty. These themes were conceptualized as an interrelated process that forms the proposed framework. All the themes had several sources and were understood within the framework of structural and psychological aspects of trust.

5.5 Integration with theory

The last analysis phase was to associate the themes identified with the theoretical basis discussed in the previous parts of the paper. Theories of algorithmic amplification were linked to algorithmic discovery, interpretive alignment to tuned advertising literature, and trust transfer was described by both structural and psychological theories in AI trust research. Instead of trying to apply theory to the data, theoretical concepts were applied as interpretation lenses to find out the relationships of the themes that should be allowed to connect with each other. This methodology made the analysis remain within the literature and helped build on theoretical development.

5.6 Interpretation and framework development

This integration of thematics and theory produced the Silent Marketing Trust Loop. Analysis shows that no linear process implements the formation of trust; the interaction of visibility and interpretation, engagement, and reinforcing trust is a circular process. Discovery attending to algorithms triggers exposure, user interpretation through cues, resulting in engagement, causing social validation, and the recurrence of such interactions makes transferring trust and loyalty easier. This conclusion is a structured description of the principle of the silent marketing iterative process that shows how theoretical knowledge can be converted into an analytical model that is consistently coherent.

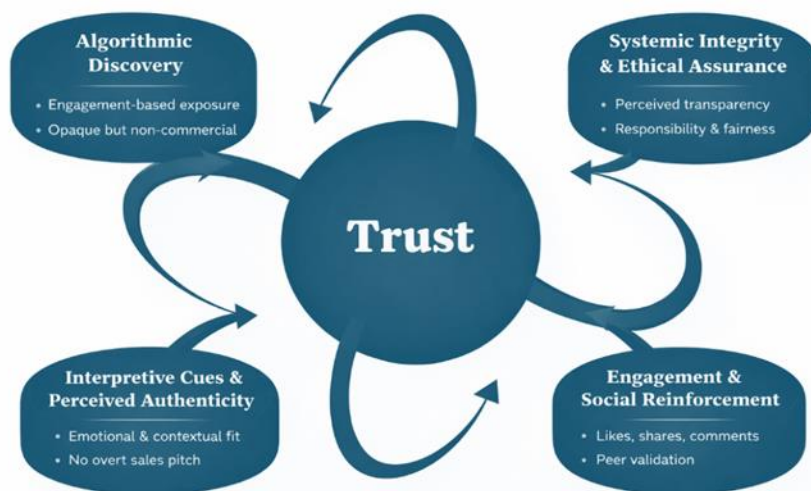
The initial step is algorithmic discovery. At this stage, the brands become visible using engagement-based recommendation systems as opposed to paid placement. Studies about algorithmic amplification reveal that content is ranked according to the levels of interaction, emotional resonance, and topicality, which enables brand exposure to become a part of the daily digital content (Lum & Lazovich, 2023). Since this process is performed mostly without the knowledge of the users, it tends to give the impression that the content was experienced naturally.

The second level is interpretive hints and perceived authenticity. The findings on targeted and algorithmically curated advertising are that users are more likely to react to the content that aligns with their emotional preferences, culture, and personal experience (Ferreira et al., 2026; Carah et al., 2024). This conformity is amplified in such contexts as the UAE through the means of local language, imagery, and cultural references. As a result, experienced brands are often viewed as genuine compared to being strategically positioned, especially when the content is of recognizable identities and values.

The third level is the involvement and social reward. The more the users interact with content postulated by the algorithm, the more the system feeds on their interactions, and the higher the chances are that they will be presented with similar data again. This is indicative of the recursive quality of algorithmic systems, in which the behavior of the user not just indicates preference, but also influences the subsequent visibility (Lum & Lazovich, 2023). It is also a social phenomenon since likes, shares, and comments are unofficial signals of credibility and enhance trust as they build a feeling of peer acceptance (Liu et al., 2025).

The last phase is the establishment of trust and sustaining loyalty. The studies of trust in AI systems have shown that when users believe that the algorithmic environments are fair, useful, and reliable, trust in the system is transferred to its outputs, such as brands (Yuan et al., 2024; Teodorescu et al., 2023). Trust is not built up in silent marketing by making explicit claims about the brand but by recurrent positive experiences mediated by systems that are perceived to be legitimate. This process, in the long term, enables brand loyalty and long-term engagement, which, in turn, reinforces the conditions under which the further process of algorithmic discovery occurs.

Figure 1. Silent Marketing Trust Loop



Note: The model depicts the cycle where algorithmic discovery generates interpretive judgments of authenticity, the judgments stimulate engagement and reinforcement within society, and the recurring positive interactions justify the transfer of trust and implement loyalty, resulting in new visibility.

6. Discussion

6.1 Algorithmic discovery as the starting point of silent marketing

The first theme identified in the analysis is algorithmic discovery. Findings reveal that under silent marketing, exposure through the platforms does not occur with active consumer research or the purposeful interruption by the advertiser, but via platform-based exposure. This is necessary because it shifts the environment in which brand encounters occur. In traditional advertising, consumers typically know that they are being spoken to with a persuasive tone. In contrast, in algorithmically curated spaces, many times material can be discovered in the utilitarian realm of inquiry, entertainment, or within the social

dimension of finding. The result is that brand visibility is realized less as a direct promotion activity and regarded more as a seemingly natural experience. This is why silent marketing can reduce the resistance to overt advertising. The significance of this finding lies in the perceptual background where the persuasion process begins. Discovery is by no means impersonal exposure. It's the entry stage in the process of developing trust because the mode of encounter affects the way the user interprets what they see.

The contribution of the paper to literature is also centered on this theme. The current body of literature on algorithmic amplification explains how visibility is ordered, but typically, it addresses the circulation level. The existing analysis suggests that the inherent implication of visibility is far more essential: it pre-positions the brand before an evaluation process. In other words, the algorithm is able not only to define what is seen, but it also influences the encounter with the perceived object. This also applies especially to the social media scenario, where feeds cannot be differentiated between social, entertainment, and commercial content. Silent marketing, therefore, stands in a different category because it incorporates infrastructural exposure as a variable included in its influence. As the discussion has suggested, the platform is not a medium through which the message is spread. It is also involved in how the message is legitimate.

6.2 Authenticity and interpretive cues

The second theme is that of interpretive cues in the development of authenticity. Once a brand has been encountered through an algorithmic find, it is not blindly believed in. Users perceive the content in components, namely, tone, visual style, familiarity, cultural allusions, and overall relevance to the locale of the platform. The analysis demonstrates that the idea of authenticity within itself in silent marketing is not inherent, but relational. A brand cannot be deemed to be real because it is trying to demonstrate its honesty or trying to be in denial that it is using direct sale terms. Instead, it is plausible when the users consider it to be smart, emotional, and symbolic forecasts of the logic, mood, and symbolic prospects of the feed in which it is given. That is why it is significant to assume tuned forms of communication. An original piece of work is less likely to attract any form of suspicion and more prone to be perceived as relevant and correct.

This result adds to the existing body of knowledge by demonstrating that interpretive alignment is more than content performance-enhancing. It also serves a significant role of trust. In silent marketing, authenticity is generated by an effective process of alignment between platform expectations and those of a user. This is particularly relevant to the UAE context, where viewers are working within cross-cultural and code-switching audiences. In this case, symbolic fitness is important, and so is technical optimization. A brand can gain exposure based on algorithmic techniques, and unless the content has a natural place in its culture or seems authentic to the heart, exposure will not translate to trust. The discussion thus explains that the concept of authenticity must be viewed as an interpretive accomplishment shaped by circumstances. Silent marketing is not merely successful because it is visible, but visible in a way that the users believe plausible, familiar, and contextually good.

6.3 Engagement and social reinforcement as a recursive mechanism

The third theme is engagement and social reinforcement. As the analysis indicates, engagement cannot be viewed as an effect of marketing or a performance indicator. The interaction in algorithmic settings has two purposes. It is not only an apparent indication of

acceptance in the social world by the users, but also, it is a ranking input to the site. It indicates that likes, shares, comments, saves, and repeat views have an interpretive and infrastructural implication. As a user, the cue of engagement is that the material is already known to be good or reliable, based on the opinion of the user from the user's perspective. Extinguishing the very same signals should be done in greater circulation on the platform side. Recursive property is hence the one that does not entail any additional work on the part of the silent marketing, the social validation of which and the algorithmic visibility are mutually reinforcing.

Engagement as a fact is not an articulation of attention; it is an aspect of the socializing trust process. Such a brand that one notices repeatedly and seemingly praises becomes more acceptable because social evidence mitigates doubt. This dynamic is also useful in understanding why trust can accumulate even in situations where consumers are not actively thinking of persuasion. Doing things repeatedly, peer pressure, and long-term exposure make a pattern, which appears valid over time. Interaction is hence treated as a mediator variable between exposure and trust. It is not such a stage but a step through which algorithmic discovery obtains social legitimacy.

6.4 Establishment of trust and sustaining loyalty

The last theme was building trust and sustaining loyalty. The study established that the credibility of the environments formed by algorithms was not established instantaneously in a single interaction, but was developed over time, depending on the experience of repeated, consistent, and socially rewarded interactions. The development of stable trust occurs when the user is recurrently exposed to a brand during the occurrence when the antecedents of seeming relevance operate, as incorporating genuineness and absorption resulting in uncertainty in the long-term diminishing through normalizing trust. This proves that credibility on the Internet is not something extraordinary, but an ordinary phenomenon, and repeatability can never be adequate, given that there were no indications of interpretive parallelism during interactions.

Another definition of the research was that there is an interaction of structural and psychological processes that constructs trust. Psychological processes such as familiarity, cognitive fluency, and emotional resonance mediate such structural conditions as perceived platform reliability and ease of usefulness acceptance of any content, but meanings of the content at work. This enables the reassured platform to the brand, and suggests that trust is co-constructed, not only by the conditions of the system level, but also by the impressions of the user level, and through direct persuasion.

The study also established that sustained loyalty is a stabilization of trust into regular patterns of behavior. Loyalty demonstrates through repetitive participation, the creation of preferences, and persistence in contact over a period, where one may not be examining the brand on every subsequent contact. This shows that loyalty is not a distinct product but an extension of the trust formation process, in which recurring positive experiences make cognitive effort less important and strengthen dependence on a previous interaction.

Lastly, the study determined that long-term commitment is reciprocally related to the processes of its creation. Further involvement creates feedback that builds up algorithmic visibility, making it more likely to be further exposed and triggering a recursive strengthening of the process of trust. This is to show that trust and loyalty are the outputs

and inputs of the same recursive mechanism and are therefore closed production as algorithmic discovery grows to responsible brand credibility and enduring customer ties.

This discovery builds on previous studies concerning algorithmic visibility by showing that mere exposure does not in fact cultivate trust; it rather sparks ongoing processes of establishing credibility.

7. Theoretical and managerial implications

The research provides two theoretical implications. First, it adds to the theory of digital marketing by demonstrating that no message content or brand reputation can define the level of trust when it comes to platformed environments. The infrastructural production of trust is also achieved. It implies that marketing scholarships should take into consideration the importance of recommendation systems as active contributors to the establishment of credibility. Silent Marketing Trust Loop is a response to this requirement that enables association of platform visibility, cue-based interpretation, recursive engagement, and transfer of trust in a single process model. Second, the framework assists in the unification of independent discourses in marketing, media studies, and AI governance. The model reveals the constitutive relationship between algorithmic visibility and trust as opposed to considering the two as two issues that do not relate to each other. In such a way, it re-invests the notion of sustainability as the state of viable digital conversation as opposed to the current strategy as the second layer of the communication theme overlaid on it.

The managerial implications are also easy to understand. The direction the analysis gives to brands and SMEs is that the objective of leveraging algorithmic environments should not rely only on tactics that maximize visibility. There are four components, which must be considered first in content strategy, namely contextual fit, cultural fluency, emotional restraint, and tone consistency. In the platform environment, the marketers need to make their posts in such a manner that they can co-exist in the platform environment without seeming to obstruct them in the platform environment. This does not entail dismissing commercial intentions but is an acknowledgment that performance over time is growing to be increasingly reliant on perceived authenticity and content integrity. It also requires local content in the UAE, where audiences are socially and linguistically diverse, but this suggests that the research must not homogenize cultural plurality but instead recognize it through homogenous lifestyle images.

Managerial duties are also put in place by platforms. Channel governance decisions have the effect of shaping the environment of trust in which the brands find themselves, as the recommendation frameworks mediate the charters of credibility and coverage. The explicit labeling, care, and caution in the rating of activities, and the openness of the tenets of advice can help instill trust in the market, which does not kill the discovery experience. To the policymakers, it suggests that regulations should extend past a very specific paid-ad disclosure. Silent marketing demonstrates that influence can exist in hybrid forms of visibility where organic, commercial, and user-generated frames are becoming porous. Regulatory frameworks targeted towards sustainable digital marketplaces must thus concentrate on accountability, fairness, explainability, and culturally sensitive design of recommendation systems.

8. Limitations and future research

This article is theoretical and grounded in qualitative secondary sources, indicating the establishment of explicit frames of its argument. The Silent Marketing Trust Loop shall thus be understood as an interpretative construct as opposed to an empirically validated framework. The analysis cannot explicitly see how individual consumers in the UAE perceive algorithmically surfaced brands in real time, and it is not able to quantify organizational decision-making within firms trying to optimize towards algorithmic visibility.

A second limitation has to do with contextual transferability. The literature available in terms of its concentration in a region specific to the UAE, though, is uneven across subtopics, even though the UAE is used as the focal setting. Certain mechanisms examined in the paper are thus underpinned by more extensive international literature, followed by application to the UAE setting. This makes analytical sense but should be approached with caution when extrapolated to the entire sectors, populations, or platforms.

The framework is to be empirically tested and refined in future research. The ways users differentiate advertising, recommendation, and organic discovery in practice could be studied through qualitative interviews with consumers and marketers in the UAE. The effects of transparency cues, labeling behaviors, or other forms of content on trust in an algorithmic environment can be explored using experimental research. The survey-based work might examine the relationship between structural assurance, privacy issues, affective fit, and social proving against the age and the type of platforms. Finally, the application of organizational studies may research how firms incorporate ethical and sustainability in posts that algorithms ought to highlight. Such studies would allow the proposed framework to be elaborated, argued upon, and customized in different digital markets.

9. Conclusion

The paper has discussed the elements of consumer trust formation in algorithmically mediated marketing contexts, in which there are no direct advertisements but rather recommendation systems where the brand is first encountered. Analysis indicates that silent marketing is a recursive approach in which algorithmic discovering, interpretive aligning, engagement and trust build over time. Trust cannot grow at a single convincing moment but through repetitive exposure and circumstance leading to believability, familiarity, and contextual relevancy.

The paper establishes that algorithmic visibility is not an aspect of distribution alone, but a structuring phenomenon in which brands are framed and experienced. Interpretive alignment also influences the authenticity of content, and engagement brings social validation that holds credibility constant. All these mechanisms work in unison to aid the flow of trust between the platform environment and the brand. Most crucially, trust is proven to be transferred into long-term loyalty, being reinforced by frequent and consistent interactions over time. Loyalty is, consequently, not an independent developmental stage but an extension of the trust formation process, which is a part of the same cycle that forms visibility and engagement.

The findings contribute to existing literature by integrating numerous previously unrelated opinions about algorithmic amplification, the alignment of advertising, and the belief in artificial intelligence. By making the connections between these aspects into a whole framework, the analysis provides a clearer concept of how credibility is built within

the digital space, where the line between organic and commercial content is increasingly difficult to distinguish. This contributes to an improved theoretical understanding of the effectiveness of marketing in platform-based environments where trust is established through both infrastructural, psychological, and social impacts acting synergistically.

In practice, the analysis shows that sustainable marketing performance cannot be limited only to the distribution of the maximum possible visibility. The brands must be consistent with regard to the tone, cultural appeal, and interpretive coherence to make sure that the repeat experience establishes credibility rather than discredits it. Aggressive marketing strategies may damage the state of trust development within a new setting where algorithmic mediation takes place. Instead, long-term effectiveness will depend on its competence to follow the dynamics of the platform, as well as the reaction of users, and its capability to remain credible, given regular communication.

These results build on the current body of research by showing that the development of trust on online platforms is not only a function of the messages or the efficiency of the system, as previous research indicates, but also a product of the interplay among algorithmic visibility, interpretive congruence, and social reinforcement.

Although in past studies these factors have been analyzed separately, this study demonstrates that their interaction in a compound and recursive manner is the only factor that maintains long-term consumer trust. This combined view offers a more detailed explanation of the formation of credibility in the platform-mediated settings.

The study is limited as it is based on secondary sources and theoretical deliberation, which cannot reflect current user behavior in the context and platform-specific variations. Subsequent research can be directed at how distinct types of users rate the material/content that is surfaced by algorithms on a page, the influence of those cues of transparency on perceived reassurance in different contexts, and the practical importance of making silent marketing actions real. This framework can be empirically evaluated to gain more information about how these processes play out on various platforms across different cultures. In conclusion, this research offers a theoretical model of how discovering algorithms can be turned into loyal trust. It is a more comprehensive approach to describing how a brand can build credibility in the new digital world by expressing silent marketing as an iterative process.

Disclosure statement

No potential conflict of interest was reported by the author(s).

Funding

This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

AI disclosure statement

Generative AI tools were used only for language editing and formatting. All research content and findings were developed by the authors.

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