


Chapter 14

Green Marketing and AI-Driven Branded Entertainment: Ethics and Opportunities

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ABSTRACT

This chapter explores the fusion of green marketing and AI-driven branded entertainment, focusing on ethical, strategic, and creative innovations in sustainable advertising. As brands increasingly adopt green marketing to resonate with environmentally conscious consumers, artificial intelligence (AI) is transforming the way branded content is produced, personalized, and delivered. The chapter discusses ethical concerns, such as transparency, data privacy, and potential manipulation, while highlighting the strategic benefits of AI in promoting sustainability. It also examines the evolving role of advertising professionals, emphasizing the new competencies required to navigate this AI-driven landscape. Case studies of successful campaigns illustrate how AI can effectively engage audiences and drive sustainable consumer behavior.

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INTRODUCTION

Green marketing has become a fundamental pillar of contemporary business strategies, focusing on promoting eco-friendly products, services, and corporate practices while aligning with sustainability and corporate social responsibility (CSR) principles. This approach aims not only to reduce environmental harm but also to build consumer loyalty through responsible actions. As Ottman (2017) emphasizes, green marketing extends beyond merely selling environmentally friendly products; it involves a holistic commitment to sustainable supply chains, eco-conscious branding, and transparent communication about environmental practices. In today's competitive landscape, where consumers are increasingly concerned about the environmental footprint of their purchasing decisions, green marketing presents an opportunity for brands to reflect the values of sustainability that resonate with their customer base, fostering trust and long-term loyalty. At the same time, artificial intelligence (AI) has transformed the advertising industry, enabling brands to deliver highly personalized, data-driven experiences. Through the analysis of consumer behavior, AI predicts preferences and tailors advertising content in real-time to meet the needs of individual users. This shift in marketing strategies has enhanced the efficiency and effectiveness of advertising campaigns, as noted by Chaffey and Ellis-Chadwick (2019), who highlight how AI's ability to process vast amounts of data enables brands to engage customers in more meaningful and relevant ways. However, this revolution in marketing practices should also take into account the environmental impact of AI technologies themselves particularly the energy costs associated with data centers and AI model training, which could be at odds with the very principles of sustainability in green marketing. The integration of AI with branded entertainment, where a brand is woven into content that consumers actively engage with, has further elevated personalization in advertising. AI-driven branded entertainment offers an interactive, tailored experience that enhances both consumer engagement and brand recall (Kaplan & Haenlein, 2020). This fusion of technology and branding is undeniably powerful in reaching and retaining eco-conscious consumers, but it also raises the question of whether the environmental footprint of AI's data processing and energy consumption is adequately addressed. As we embrace AI's role in shaping sustainable marketing practices, future research should examine the balance between these technological innovations and their environmental impact, providing a more comprehensive approach to sustainability.

Importance of Sustainability in Contemporary Marketing

Sustainability has become a central factor influencing consumer behavior and brand perception in the modern marketplace. As climate change, resource scarcity, and environmental degradation increasingly impact global systems, consumers are demanding more responsible and eco-friendly practices from the companies they support. Nielsen's (2018) study reveals that 81% of global consumers believe companies should take steps to improve the environment, with millennials particularly leading the shift toward eco-conscious purchasing decisions. In this context, green marketing plays a pivotal role in meeting consumer expectations by offering products and services that reduce environmental harm while aligning with sustainability values. The importance of sustainability in contemporary marketing is also evident in the growing prominence of Corporate Social Responsibility (CSR) as a core business principle. Porter and Kramer (2011) argue that businesses can create shared value by incorporating environmental sustainability into their strategies. By doing so, companies not only reduce their ecological footprint but also differentiate themselves from competitors and appeal to the expanding demographic of environmentally-

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