


Chapter 6

Ethical Implications of Transparency in AI-Driven Marketing Strategies: A Scoping Review

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ABSTRACT

This scoping review examines the ethical implications of AI in digital marketing strategies, focusing on personalization and customer experience optimization. As AI becomes increasingly integrated into marketing practices, concerns arise regarding privacy, transparency, and the ethical use of data. The study analyzes 144 academic sources to identify key themes, theoretical perspectives, and practical challenges at the intersection of AI ethics and marketing. Findings reveal four primary ethical tensions: the personalization-privacy paradox, algorithmic biases in customer segmentation, transparency deficits in automated decision-making, and accountability gaps in AI-driven marketing systems. The review proposes a framework for ethical AI marketing that balances business objectives with consumer rights protection, offering practical guidelines for implementing transparent and accountable AI systems in marketing contexts. This study contributes to ongoing discussions on responsible innovation in digital marketing and provides direction

DOI: 10.4018/979-8-3373-5499-6.ch006

for future research in this emerging field.

INTRODUCTION

Marketing has been profoundly transformed by artificial intelligence (AI), which has redefined business strategies and consumer engagement. Facilitated by sophisticated tools such as advanced customer segmentation, predictive analysis of purchasing behaviors, and real-time delivery of hyper-personalized content, this technological revolution has enabled companies to achieve unprecedented levels of precision and efficiency. These advances optimize marketing campaigns and change consumer expectations, who now expect personalized experiences tailored to their consumption habits and preferences.

However, the race for performance and profitability often obscures the complex ethical issues underlying these remarkable advances. Transparency is a central concern for legislators, consumer advocates, and society at large, as well as for marketing professionals faced with these challenges. In this context, transparency is not limited to simply disclosing data collection practices. It encompasses the entire algorithmic decision-making process, from the development of AI models to their implementation in real-world business contexts.

Information Asymmetries and Algorithmic Opacity

One of the major problems posed by AI in marketing lies in the growing information asymmetry between companies and consumers. While traditional marketing relied on relatively transparent and understandable mechanisms (market research or satisfaction surveys), AI systems often operate like black boxes, whose decisions are opaque, even to their own designers. Techniques such as deep learning or artificial neural networks generate extremely complex models capable of identifying subtle correlations in data, but whose internal logic remains difficult to interpret.

This opacity raises crucial questions: how can a consumer challenge a marketing decision targeting them if they don't understand the criteria used by the algorithm? How can informed consent be guaranteed when the profiling and personalization mechanisms are incomprehensible to a non-expert? These questions highlight a fundamental paradox: the more advanced AI systems become, the more likely they are to erode consumer trust, precisely because of their lack of transparency.

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