


# Chapter 6

## Cultural Blind Spots in Marketing AI: Case Studies of Failure

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### **ABSTRACT**

*Artificial intelligence has been quickly shifting into the pioneer of contemporary marketing. AI powered systems influence how brands communicate with culturally diverse audiences through automated content creation and hyper personalized targeting. These systems, while highly efficient, are proving to have major cultural blind points in which algorithmic decision making fails to detect or interpret cultural, social, and representational subtleties. Such lapses appear as biased outputs, homogenization of identity, and reinforcement of stereotypes, growing into public controversies and reputational crises. This chapter explores cultural blindness in marketing-focused AI systems through four case studies: Amazon's recruitment tool, H&M's culturally insensitive campaign, Dove's beauty representation controversy, and Levi's AI generated diversity models.*

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# 1. INTRODUCTION

## 1.1. The Emergence of AI in Marketing Ecosystems

Artificial intelligence has radically changed the marketing field by transforming the field of marketing out of its intuition-based decision making to highly analytical based on data accuracy. AI is used now to guide brand segmentation, content and media placement and comprehend behaviour at huge scale (Kumar et al., 2024). These systems take in huge amounts of consumer data, discern such granular patterns, and facilitate marketing processes that previously were impossible because of human constraints (Mariani et al., 2022). With the growing need to achieve a competitive edge in an environment that is becoming more and more saturated, AI enters, as a strategic resource to help organizations become more efficient, execute timely and correctly, and communicate more accurately.

With the growing aspect of AI-mediated marketing, algorithmic processes are currently defining the transactional and cultural aspects of consumption. Artificial intelligence is also actively used by brands, such as content creation, choosing visuals, analyzing emotions and communication, and the algorithms themselves are directly involved in the process of building representational stories (Burke, 2025). These risks are also multiplied by the fact that AI scalability can be implementable in millions of people in hours, the consequences of mistakes in representation in this example are disproportionately significant (Ali et al., 2019).

Meanwhile, the very fast use of generative AI tools, or programs that can spontaneously generate images, text, and even man-like faces, have dramatically increased the power of algorithms. More brands are resorting to such tools to generate creative output quickly and especially focusing on efficiency rather than engaging in extended cultural screening (Hartmann et al., 2025). Such a turn raises major concerns of authorship, authenticity and accountability. These growing possibilities underscore the priority to oversee culture as AI permeates the value marketing chain.

## 1.2. Knowing Cultural Blind Spots

Cultural blind spots are when an AI system cannot identify aspects related to culture, interpret meaning symbolically, or reproduce historical-based biases because of shortcomings in training data or model architecture (Aker et al., 2023). The blind spots occur due to the AI models assuming a culturally loaded input as a neutral point of data and depriving it of meaning and context (Chen, 2023).

Cultural blind spots in marketing present in the form of inappropriate imagery, wrong message targeting, uninclusive beauty ideals, representational erasure, and artificial diversity (De Bruyn et al., 2020). Once the exclusionary norms via AI

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