


Chapter 13

Generative AI for Inclusive Marketing: Embedding Diversity, Equity, and Cultural Competence in AI-Driven Decision Systems

Rocky Kumar

 <https://orcid.org/0009-0002-6995-2037>

Poornima University, Jaipur, India

Gaurav Kumar

 <https://orcid.org/0009-0004-6126-8526>

Poornima University, Jaipur, India

Shikha Sharma

 <https://orcid.org/0000-0001-6339-9731>

Poornima University, Jaipur, India

Adarsh Kumar Pandey

 <https://orcid.org/0009-0002-1364-6903>

Poornima University, Jaipur, India

ABSTRACT

Generative Artificial Intelligence (GenAI) has come in a wave as earth-shattering innovation in world marketing offering capabilities in real-time content generation, hyper-personalization, predictive analytics, and dynamic audience engagement in a global marketing world that is culturally diverse. While these abilities promise increased efficiency and further connection of consumers, they also have some important issues surrounding fairness, representational accuracy and culture. In

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multicultural environments, AI-driven marketing systems which fail to include the principles of Diversity, Equity and Inclusion (DEI) could play a role in the reinforcement of harmful stereotypes, the marginalization of minority communities and the loss of public trust. Biases inherent in training data, model architectures and even automated decision pipelines can be used to create arbitrary audience segmentation and culturally inappropriate messaging - creating reputational, ethical and regulatory problems for organizations.

1. INTRODUCTION

The global marketing environment has witnessed a massive transformation; led by digitization, social media penetration, and availability of huge scale consumer data sets. As brands are now playing across continents, cultures, identities and linguistic boundaries, understanding multicultural audiences has become a strategic necessity and not a creative preference. In this landscape Generative Artificial Intelligence (GenAI) is a disruptive technological force that offers a chance to automate content creation, predict behaviours, communicate across languages, and create hyper-personalised consumer engagement. These allow marketers to upscale their creative works and communicate to different populations with extremely customized communication (Kaplan & Haenlein, 2022). However, while GenAI is making things more efficient and innovative, there are also some major ethical concerns when it comes to fairness, representation and cultural sensitivity (Tarnanidis et al., 2026).

AI systems that are trained on biased, incomplete or culturally narrow data, tend to perpetuate these biases in the marketing content, potentially harming marginalized communities, as well as consumer trust (Buolamwini & Gebru, 2018). Therefore, including principles of Diversity, Equity, and Inclusion (DEI) into GenAI systems is critical when it comes to ensuring responsible and culturally competent marketing practices.

1.2 The Rise Of Generative AI In Marketing

Generative AI has changed how marketing is done with its potential to introduce new levels of automation, creativity and personalization. Large multimodal models allow marketers to develop images, videos, slogans, branding elements and emotional storylines in just a fraction of a second (Cillo & Rubera, 2024). GenAI also enables dynamic responses according to user preferences, so it's possible to change the content of the response in real time across cultures and devices. This technological shift has been seen in applications such as automated copywriting tools, artificial intelligence (AI) powered design platforms, virtual influencers, and

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