

A Tale of Artificial Intelligence and Green Marketing: Shaping Smarter Paths to Sustainability

Essam Hussain Al Lawati and Azza Hamood Al Busaidi

Economics and Business Administration Department, College of Economics and Business Administration, University of Technology and Applied Sciences, Muscat, Sultanate of Oman

essam.allawati@utas.edu.om

azza.albusaidi@utas.edu.om

Abstract: This study explores the transformative potential of artificial intelligence in shaping the future of green marketing. Utilising a scoping review methodology, in accordance with the PRISMA-ScR checklist, pertinent studies were systematically extracted from the Scopus database, concentrating on publications from 2020 onwards. The review catalogues publication venues, annual research trends, and subject focuses. Research indicates that conference papers predominate in the discipline, with Asian countries emerging as key contributors to knowledge generation. This study emphasises AI as both a technology facilitator of sustainable marketing and a catalyst for reevaluating consumer–brand relationships concerning environmental responsibility. There exists an opportunity to integrate diverse elements, including digital customer experience, blockchain, generative AI, agentic AI, sustainability practices, green advertising, social media platforms, the Internet of Things (IoT), and the circular and green economy, into green marketing and AI, while analysing various sectors and domains in conjunction with AI and green marketing. This study integrates AI innovation with environmental consciousness, establishing AI-enabled green marketing as a domain for academic research and practical change.

Keywords: Artificial Intelligence, Marketing, Green Marketing, Suitability, Consumer Behaviour

1. Introduction

Addressing the importance of artificial intelligence (AI) to green marketing (GM) is crucial, as it helps predict future customer behaviour (Sohaib et al., 2025). Researchers and businesses are both investing with great interest in the application of AI in green marketing, as more studies have started to be published in this regard, emphasizing sustainability. The field of marketing has undergone a dramatic transformation due to the rise in interest in AI, providing management with the opportunity to make informed decisions, whether in predictive analytics and trends, or in optimizing their processes (Chintalapati and Pandey, 2022, Vlačić et al., 2021). Green marketing is gaining prominence as firms adapt their strategies to reflect both sustainability commitments and customer expectations (Majeed et al., 2022). In practice, artificial intelligence provides tools that can make such initiatives more cost-effective and transparent, thereby linking environmental accountability with competitive advantage (Zhou and Jiang, 2025).

The implementation of AI has dramatically transformed the landscape of business processes, enabling firms to make more informed decisions on their processes. Organizations can optimize their green marketing strategies while simultaneously meeting the standards of sustainability and profitability (Can et al., 2023, Huh, 2016). This AI method in GM helps firms forecast consumer behaviour, anticipate shifts in sustainability preferences, and automate their eco-friendly marketing strategies. Nevertheless, these businesses have ethical concerns, presenting a quandary about resolving issues such as ensuring openness, accountability, and mitigating bias. It is imperative to address these difficulties to uphold social responsibility requirements meticulously (Hermann, 2022, Vlačić et al., 2021).

Despite the numerous and growing advantages of implementing AI in green marketing, the subject remains insufficiently investigated in several domains. This study addresses the deficiency by examining the application of AI in green marketing, encompassing its effects, ethical dilemmas, and current research avenues. This inquiry is guided by the subsequent research questions:

RQ1: What is the importance of artificial intelligence in developing green marketing?

RQ2: What are the publication trends by year?

RQ3: What are the sources of publication?

RQ4: What countries publish more papers on contextual analysis?

The study aims to enhance our understanding of how AI can facilitate green marketing. It will highlight the deficiencies in the extant literature and highlight new avenues for research. The outcomes of this research will

contribute to both academic research and practice, offering valuable insights for businesses seeking to grow sustainably with the use of AI-driven solutions.

This paper is outlined as follows: Section I start with the introduction of the study and addressing research questions. Section II clarifies the definitions and foundations of artificial intelligence and green marketing. Section III delineates the research methodology and design. Section IV articulates the findings, encompassing trends and obstacles in AI-enhanced green marketing. Section V presents a discussion of the implications for research and practice, culminating in the conclusion in Section VI, which highlights the study's key contributions and suggests directions for future research.

2. Literature Review

Researchers and Scholars are increasingly researching how AI can be implemented in marketing to help marketing managers address environmental challenges and enhance their green marketing operations. Especially since there is a growing call to help address environmental challenges, AI can provide innovative solutions and contribute to sustainable practices. Furthermore, AI provides enriching insights, enabling companies to connect more effectively with environmentally conscious consumers. By combining predictive trends with the focus of green marketing on sustainability, businesses can grow responsibly, considering sustainability.

2.1 Artificial Intelligence

Artificial intelligence (AI) is widely recognized as one of the most transformative technological developments of recent decades. Rather than replacing human cognition, its primary role is to complement and extend it by allowing machines to undertake tasks such as complex data analysis, recognition of patterns, and informed decision-making—activities that previously depended almost entirely on human expertise (Mustak et al., 2021). Within academic literature, AI is commonly described as the design and deployment of intelligent systems, particularly advanced computer-based applications. Chen et al. (2024) further emphasize that AI represents machine-driven intelligence, involving the perception, interpretation, and synthesis of information, which sets it apart from human reasoning processes.

The rapid adoption of AI across industries has therefore become a significant focus for researchers, as organizations steadily integrate AI tools into their operations. Can et al. (2023) refer to this ongoing shift as “AI-oriented development,” highlighting the intentional use of AI in decision-making, investment planning, and organizational governance. Li et al. (2023) extend this argument by framing “AI orientation” as an organizational capability that reflects how strategically firms employ AI technologies to secure competitive advantage across sectors. Yet, as AI becomes more deeply embedded in business functions, managers and leaders are increasingly required to grapple not only with its potential benefits but also with the strategic, ethical, and societal challenges that such technologies inevitably introduce.

2.2 Green Marketing

Green Marketing (GM) is defined as the promotion of products and services based on their environmental benefits (Iannuzzi, 2012). The idea of green marketing is to reduce environmental effects (Bogdana, 2024, Nayak et al., 2024), and to support consumer choices on sustainable products and services. Moreover, it includes strategies such as the development and promotion of environmentally friendly products (Mourya and Verma, 2024). The adoption of green packaging and sustainable distribution strategies, and the application of communication strategies that enhance consumer awareness about green-conscious habits (Alrizki and Dewi, 2024). As well as, the integration of lifecycle assessments and environmental impact analyses to guide decision-making processes (Nayak et al., 2024, Sharma and Singh, 2025). Firms are increasingly faced with the challenge of mitigating the negative impacts of their operations while promoting environmentally conscious consumer practices. Responding effectively requires more than compliance; it involves a clear understanding of customer preferences, market shifts, and the ongoing evolution of environmental legislation. As a result, sustainability cannot be approached as a symbolic gesture. Instead, organizations must demonstrate a genuine commitment by integrating environmental concerns into their everyday practices, policies, and strategic directions.

2.3 Current State of Green Marketing

In recent years, the role of green marketing has grown steadily, though not always in the same way across industries. Some companies treat it as a central strategic pillar, while others use it more narrowly as a branding tool. As Huh (2016) observes that customers are increasingly attentive to environmental and social factors when making choices, sometimes even prioritizing these over traditional concerns, such as price or convenience. This shift is gradual but visible, and it forces businesses to rethink how sustainability fits within the marketing mix. In response, businesses have been experimenting with different approaches to demonstrate social and environmental responsibility. Hossain et al. (2025) indicated that there are several aspects including redesigning product features to emphasize eco-friendliness, adjusting supply chain practices to minimize waste, and promoting brand identities that emphasize ethical and sustainable values. Such strategies reveal how corporate sustainability is moving from a peripheral concern to a central determinant of competitive positioning.

2.4 Role of AI in GM

AI is now frequently discussed as a mechanism for enhancing sustainable marketing strategies. It enables more precise data analysis, personalized consumer interaction, and process automation, which collectively allow firms to strike a balance between efficiency and environmental commitments. For instance, AI tools have already been applied in areas such as optimizing renewable energy consumption, minimizing emissions, and re-designing operations to align with eco-friendly business models (Balcioglu et al., 2025).

Through AI, managers can also refine how products are developed, priced, and communicated to customers. Research suggests that AI adoption provides firms with deeper insights into consumer behaviour while simultaneously mapping the environmental implications of market trends (Hue and Hung, 2025, Jain and Kumar, 2024). This flexibility permits marketing strategies to be recalibrated in ways that more directly support sustainability agendas.

Moreover, AI has the potential to transform specific green marketing activities. For example, advanced analytics can be used to process environmental data, improve supply-chain sustainability, and design campaigns that resonate with eco-conscious customers (Haleem et al., 2022, Kumar et al., 2025). Nonetheless, these possibilities carry responsibilities: AI systems must be built on accurate and representative datasets, and firms are expected to guarantee fairness, accountability, and transparency. Without such safeguards, the promise of AI-driven sustainability could easily be compromised by ethical or societal concerns.

3. Methodology

Colquhoun et al. (2014) argue that a scoping review is beneficial when the aim is to identify central themes, assess the type of evidence available, and locate areas where further research is needed. It enables researchers to map the state of knowledge across various disciplines, spanning healthcare and technology, as well as business and entrepreneurship. In the present study, the review was guided by *Scopus*, which was chosen due to its broad coverage of peer-reviewed publications. The protocol followed the PRISMA-ScR checklist in line with the broader Preferred Reporting Items for Systematic Reviews (PRISMA) standards. Only articles published between 2020 and July 2025 were considered, with a focus on identifying key themes, trends, and contextual developments. According to Lawati et al. (2024) reference management software such as Excel, EndNote, and Mendeley was used both to manage the dataset and to eliminate duplicates. The resulting collection included recent peer-reviewed studies directly linked to the research topic.

3.1 Design

Peters et al. (2015) highlight that scoping reviews are valuable for clarifying concepts, examining variations, considering time factors, and mapping methodological approaches across studies. Similarly, Munn et al. (2018) argue that this type of review enables scholars to explore potential relationships and questions that may later be tested in a systematic review or meta-analysis. In practice, scoping reviews synthesize primary research within a specific area, providing insight into key constructs, assumptions, and contextual dimensions. McGowan et al. (2020) further stressed the importance of applying the PRISMA-ScR framework to improve the rigor, transparency, and accuracy of scoping studies.

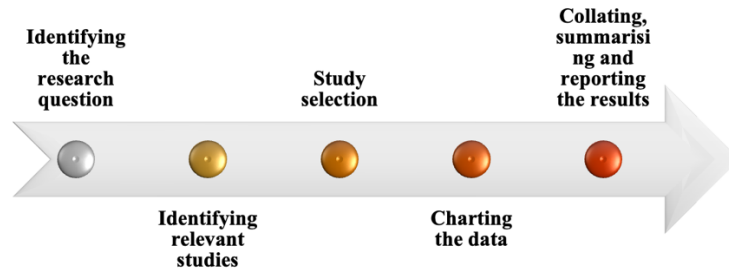


Figure 1: The scoping review process

The results of a scoping review can be represented in multiple formats, including charts, graphs, and statistical summaries, which increase accessibility for readers. In addition, McGowan et al. (2020) underline that presenting findings through structured visuals improves clarity, while (Miller and Colquhoun, 2020) regard PRISMA-ScR as an essential guide for systematically organizing and reporting the outcomes of scoping reviews.

3.2 Eligibility Criteria

Several previous studies have applied similar approaches when refining inclusion and exclusion criteria, ensuring that the final set of articles aligns closely with the research questions, objectives, and search protocol (Peters et al., 2020). This review's scope was limited to research exploring AI and GM published between 2020 and July 2025, with Scopus as the primary databases. A total of 28 studies met the eligibility requirements, encompassing quantitative, qualitative, and mixed-methods designs. The study was conducted in English, a widely understood and accessible language among researchers, as all documents were written in English. Papers from other search engines were excluded because they did not comply with the eligibility criteria. The selected papers were analysed using the data presented in Table 2.

Table 1: The literature's inclusion and exclusion criteria for scoping reviews

Inclusion Criteria	Exclusion Criteria
<ul style="list-style-type: none"> • Publications examining the concepts of GM and AI • Documents were searched in several nations worldwide. • Title, Abstract, and Keywords were the search parameters used in the database search. • Papers indexed by Scopus 	<ul style="list-style-type: none"> • Documents retrieved using alternative search engines • Research does not address and satisfy research requirements.

3.3 Information Source

Aghaei Chadegani et al. (2013) declared that Scopus is reliable databases used to assess journals based on productivity and citations, evaluating their importance, credibility, and influence. Additionally, Ahmar et al. (2018) asserted that Elsevier encompasses the Scopus database, recognised as the largest abstract repository globally, comprising scientific journals, conference proceedings, and books. It encompasses papers from several topics and contexts, including engineering, social sciences, artistic disciplines, medical studies, and the humanities.

3.4 Search

The research utilized Scopus databases to identify studies on "Artificial Intelligence" and "Green Marketing" across various social, management, and social science disciplines. The keywords were "Artificial Intelligence" and "Green Marketing". The selected documents were filtered and finalized using Endnote, Mendeley, and Microsoft Excel applications to eliminate duplication. Literature included published articles, conference papers, and book chapters. The research focused on the title, abstract, and keywords, considering the topics and areas of study. The references list included references used in the review and supporting information.

Table 3: Search Strategy of Scopus

TITLE-ABS-KEY	Number of Sources – Scopus
TITLE-ABS-KEY "Artificial Intelligence" AND "Green Marketing"	28

Source: Compiled by Authors

3.5 The Choice of Evidence Source

Search phrases such as "AI" and "GM" are used to select relevant research. Forty-four pertinent records were ultimately located using Excel, Mendeley, and EndNote software. Since the objective of this study is teamwork, any disagreements that may arise will be resolved through coordination and discussion among the authors. Additionally, Figure 1 illustrates the scoping review procedure as suggested by (Arksey and O'Malley, 2005) a this process begins with selecting pertinent studies and research topics, then proceeds to study selection and data charting. The final step involves gathering, compiling, and reporting the findings.

4. Results

Additionally, the qualifying requirements dictated the methodology for evaluating the databases' keywords, abstracts, and titles. In total, 28 publications were selected for analysis, with a focus on research objectives and questions serving as the foundation for the analysis of the results. The following graphic shows the primary keywords from the Scopus search databases.

4.1 Publication Trend

The patterns of published articles by year of publication, as discussed in RQ2, are shown in Figure 1. There are an increasing number of publications in this specific field of study every year. The most recent study, conducted in 2025, resulted in 14 published documents, while the oldest studies, conducted in 2020, produced only one publication, indicating that this is a relatively new area of study.

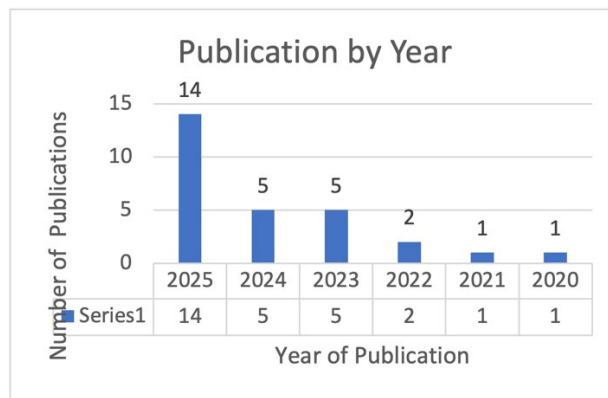


Figure 2: The trend of published studies

4.2 Publication Source

Figure 2 illustrates the examination of the selected articles in relation to their publishing sources, addressing RQ3. The highest publication was by the Lecture Notes in Business Information Processing, with 3 publications, followed by other sources with 1-2 publications. Especially, among the examined research, conference papers exceeded articles regarding publication type, followed by "Cleaner and Responsible Consumption" and "Springer Proceedings in Business and Economics", and the rest had only 1 publication. As most of the document's type were as conference papers with total of 8 publications.

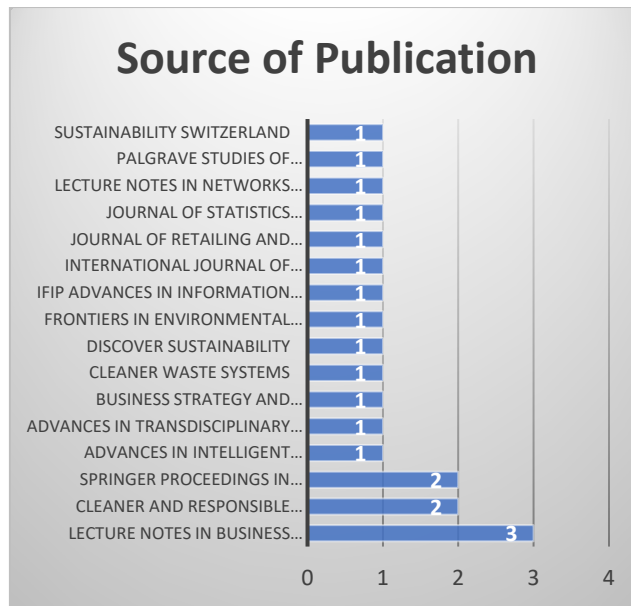


Figure 3: Article distribution based on the publication source

4.3 Context Analysis

Emphasizing the context aspect, the majority of research—28 publications—was conducted in the highest countries, starting with India (5), followed by the United Arab Emirates (3), and the remaining nations with 1 publication each, as shown in Figure 3, which answers RQ4. This demonstrates how Asian nations encourage greater research into the elements of digital leadership, innovation, and culture, particularly through the publications of higher education institutions.

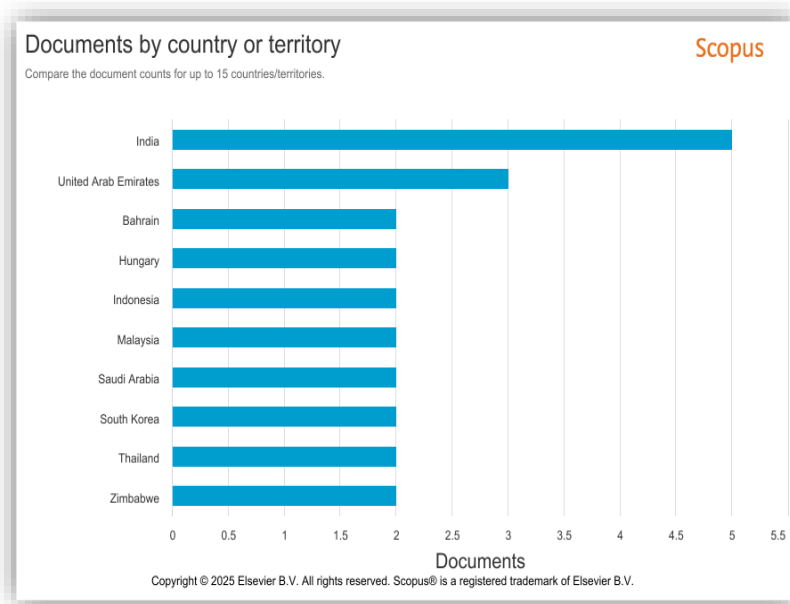


Figure 4: Country of Research

5. Discussion

The objective of this scoping review was to map the body of research on the application of AI to enhance sustainability. The review provided sufficient evidence regarding the influence of daily life, the capacity to offer novel insights, the redefinition of research boundaries, and energy-conscious consumption. This outcome broadens the topics that businesses should focus on if they want to keep investigating the future of green marketing. Furthermore, by incorporating AI into the green marketing forecast, the study suggests that

businesses can uncover the aspirations of numerous potential clients and leverage the collective purchasing patterns of contemporary consumers. The study aimed to investigate how these insights could benefit AI across a wide range of fields, particularly in the context of interdisciplinary research, with a focus on green marketing. There is room for incorporating different aspects, such as digital customer experience, blockchain, generative AI, Agentic AI, sustainability practices, green advertising, social Media platforms, the internet of things (IoT), and circular and green economy, into green marketing and AI, while examining various sectors and fields along with AI and green marketing.

The rescaling of artificial intelligence has constraints, considering that every concept has its limitations. When it comes to anticipating AI data for use in green marketing applications, it could be stated that the population is the most important resource. Organisations undergoing an AI transformation might not be familiar with effective green marketing techniques, but this will soon be resolved with the use of social aptitude insights and AI data analysis tools, as AI offers new avenues for meeting social demands. This study has several knowledge suggestions for researchers. There are still significant obstacles to overcome when utilizing AI to construct green marketing strategies at the daily company level, such as data retrieval, mining, analytics, and environmental knowledge development. However, if individuals utilize more AI to forecast the opening of various shops and the output of cultivation or trading, the answer brought to safe dedication would increase if the marketing capability or prediction of green market insight is stable and dependable. This is the ethical debate surrounding how to earn the trust of people, or AI in general. All of these might be more limitations than insights into the complex and contentious topic of emotion or judgment. They do not supersede the current state of the art and are not absolute. In the real world, the results of this study can be applied to develop a comprehensive and effective green marketing plan. These results enable us to focus on the elements of AI in green marketing that are worth considering for our business objectives. The findings of this study could be highly beneficial in several ways, particularly in relation to green marketing tactics, given the implications of current AI research.

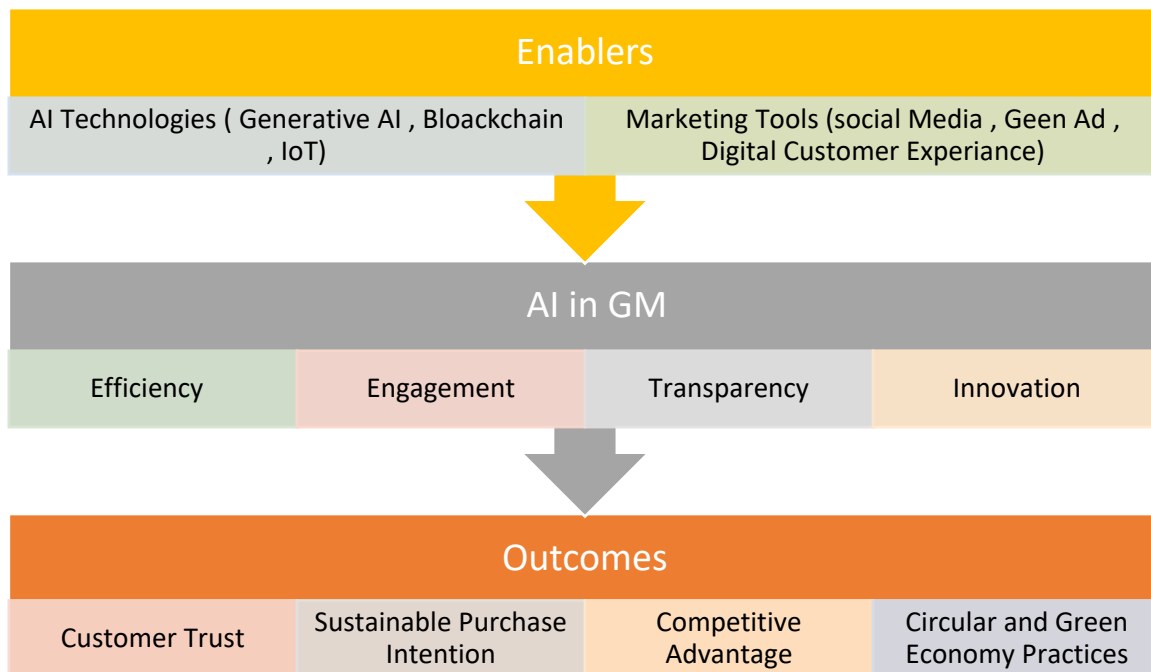


Figure 5: Model of the study

Figure 5 illustrates the conceptual model of the study. The conceptual model presents a coherent framework that connects enablers, processes, and outcomes in AI-enhanced green marketing. The process begins with technological facilitators (e.g., generative AI, blockchain, IoT) and marketing facilitators (e.g., social media, digital customer experience, sustainable advertising), which create the necessary conditions for adoption. These enablers contribute to the process layer, where AI applications enhance operational efficiency, increase consumer involvement, ensure transparency in environmental claims, and promote sustainability-focused innovation. The method yields quantifiable results: at the consumer level (trust and sustainable purchasing intentions), at the organizational level (competitive advantage and enhanced CSR positioning), and at the society level (promoting circular and green economy practices). The model illustrates a sequential logic where enabling

variables propel processes that subsequently provide outcomes, establishing AI as both the catalyst and enhancer of sustainable marketing change.

6. Conclusion

The basis of green marketing is to make, promote, and sell products that are sustainable and eco-friendly. The increasing interest in green marketing, driven by human activities that have been largely uncaring, has become the main driving force behind the rise in demand for and use of artificial intelligence in green marketing. Artificial intelligence contributes to the growth and success of businesses in many ways, including the introduction to diverse marketing strategies, analysis of valuable and relevant data about government regulations and policies, and assistance in optimizing environmental sustainability. To date, several studies have focused on the role of AI in green marketing. However, these studies are usually sector-specific, without providing access to the general application of AI. Furthermore, there is no specific guidance on establishing the general pathway for AI and green marketing. As a result, there is a need to investigate the diverse range of AI applications in this domain. The purpose of this study is to undertake green marketing using three scholarly areas: marketing theory, environmental research, and AI. These societal implications amplify the positive impact of green marketing techniques by promoting environmental friendliness. Meanwhile, the study explained the effects of applying AI to green marketing.

The review identifies potential avenues for future research on marketing and AI in green marketing, emphasizing cross-disciplinary convergence and the design of management and prediction/forecasting systems. The long-term impact of AI on green marketing will prompt new consumer behaviours and attitudes, requiring further development. Expanding the review and providing concrete research propositions is crucial. Newer research testing consumer reactions to AI regulation and principles is needed to develop sensitive perceptions of patient-integrated services. The growing interconnectedness of AI in marketing raises concerns about environmental and ethical issues, underscoring the need for a deeper understanding of potential long-term consequences.

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Ethics and AI Declaration

This study did not require ethical approval. AI tools were used if needed only for grammar and readability.

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