



## Beyond Greenwashing: Ethical AI and the Future of Sustainable Advertising

Akanksha Singh<sup>1</sup>

### Abstract

Artificial Intelligence (AI) has revolutionized the advertising industry by introducing automation, precision targeting, and personalized communication at an unprecedented scale. Its growing integration into green marketing has opened new avenues for promoting environmental awareness and sustainable consumer behavior. By leveraging data analytics, predictive algorithms, and machine learning, AI enables brands to design campaigns that resonate with eco-conscious audiences and optimize their environmental messaging. However, the same technological sophistication that enhances efficiency and engagement can also facilitate algorithmic greenwashing the use of AI-driven narratives to exaggerate, manipulate, or falsely represent eco-friendly claims.

The study employs a qualitative content analysis approach, analyzing purposely selected AI-driven green campaigns by IKEA, Coca-Cola, and Tata Motors to identify patterns of transparency, accountability, and authenticity in sustainability communication. The analysis explores how AI tools influence message framing, audience perception, and brand credibility within the context of sustainable advertising. Supported by ethical communication and stakeholder theories, the research proposes the *AI Sustainability Ethics Framework (AI-SEF)* to guide advertisers, regulators, and policymakers in adopting responsible and transparent AI practices. The findings emphasize that while AI can transform sustainability communication into a data-driven, measurable, and engaging practice, ethical oversight remains essential to prevent deceptive automation and rebuild public trust. Ultimately, the study argues that embracing ethical AI in advertising is vital for credible sustainability advocacy and for shaping a responsible, trustworthy digital communication ecosystem.

**Keywords:** Artificial Intelligence, Green Marketing, Sustainability, Advertising, Greenwashing

---

<sup>1</sup>Research Scholar, Department of Peoples Education and Mass Communication, Mahatma Gandhi ChitrakootGramodayaVishwavidyalaya, Madhya Pradesh, India