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ETHICAL ISSUES AND CONSUMER PRIVACY IN ARTIFICIAL INTELLIGENCE-ENABLED MARKETING: A SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

This study presents a systematic literature review investigating the ethical challenges and consumer privacy concerns associated with using artificial intelligence (AI) in marketing. While integrating AI into marketing processes offers advantages, such as personalized service delivery, enhanced data analytics, and automated customer relationship management, it simultaneously poses complex ethical risks, including privacy infringements, algorithmic bias, psychological manipulation, and a lack of transparency. In this context, the study was carried out in accordance with the PRISMA protocol and analyzes the articles in the Web of Science database. The findings are categorized under six key thematic areas: consumer privacy, emotional AI, data ownership, algorithmic ethics, cultural context, and regulatory frameworks. The analysis reveals that trust, perceived autonomy, technological engagement, and cultural norms shape consumers' willingness to share personal data. Moreover, deploying AI systems within the Internet of Things (IoT) and on social media platforms poses significant threats to data security and individual autonomy. This review identifies critical gaps in the literature, particularly regarding cross-cultural differences, the effectiveness of regulatory mechanisms, emotional influence, and algorithmic transparency in AI applications. The study makes theoretical and practical contributions by offering insights into ethical governance, user education, and culturally responsive strategies for AI-driven marketing. It also emphasizes the urgent need to address these gaps to promote responsible and ethical implementation of AI in marketing contexts.

Keywords: *AI-enabled Marketing, Ethical Issues, Consumer Privacy, Algorithmic Transparency, Emotional AI*

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