

# AI Tools in Marketing: Understanding How Artificial Intelligence is Reshaping Marketing Practices and Advancing Sustainable AI

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## ABSTRACT

Artificial intelligence is transforming how organizations connect with customers while simultaneously raising critical questions about environmental sustainability. This paper looks at how Artificial Intelligence Technologies, including chatbots, predictive analytics, recommendation engines, and real-time analytics, are deployed across telecoms, banking, and retail sectors, and also addresses the emerging imperative of sustainable AI practices. The paper highlights Airtel, Netflix, Amazon, and JPMorgan Chase's usage of AI, illustrating both significant benefits and critical challenges of it. The findings of this paper reveal that AI works best when it doesn't replace human judgment but instead complements it and when environmental accountability is embedded throughout the AI lifecycle. The paper throws light on problems like privacy concerns, algorithmic prejudice, over-automation risks, and the environmental impacts from energy consumption and carbon emissions. We have concluded that responsible AI-driven marketing requires transparency, clear governance, human oversight, investment in real-time analytics infrastructure, and commitment to green AI practices that balance innovation with environmental stewardship.

**Keywords:** Artificial Intelligence in Marketing, Sustainable AI, Predictive Analytics, Responsible AI Governance, Digital Transformation

