The 7th International Conference on New Trends in Management, Business and Economics
18-20 July 2025 Budapest, Hungary
ICNMBE

Artificial Intelligence and Ethical Consumption: Exploring Consumer Perceptions of AI-Driven Sustainable Marketing in Tunisia

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ABSTRACT

In a global context marked by both digital acceleration and ecological urgency, this research explores how artificial intelligence (AI) can contribute to reshaping marketing practices toward greater ethical and sustainable standards. Drawing on a mixed-method study involving 100 young Tunisian consumers, the study combines statistical insights with thematic content analysis to understand users' perceptions, expectations, and concerns related to AI-driven sustainable marketing.The results highlight three primary perceived uses of AI in marketing: personalized recommendations, intelligent advertising, and automation of decision-making. While these features are generally welcomed for improving efficiency and user experience, concerns remain regarding data privacy, algorithmic opacity, and potential social biases. A majority of respondents (72%) demand greater transparency in algorithmic processes, while 50% believe that AI can be a meaningful driver of sustainable consumption—provided it is governed ethically. The study further reveals distinct consumer profiles based on age, AI usage frequency, and ethical awareness. These profiles influence attitudes toward AI acceptability, willingness to share data, and trust in eco-responsible brand claims. Participants consistently expressed three key expectations: ethical certification of AI use, improved education on how AI works, and stricter regulation of personal data usage. This research contributes to the growing field of algorithmic ethics in marketing by proposing a framework for inclusive, transparent, and socially accountable AI deployment. It invites companies to move beyond technological innovation alone and toward a participatory and values-driven approach to digital transformation. The findings are particularly relevant for emerging markets, where digital maturity coexists with growing environmental and ethical awareness.

Keywords: algorithmic accountability, algorithmic ethics, data governance, digital trust, transparency