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Marzhan Mynzhasarova

Product Marketing Manager of the company SmallTalk2.me, USA

E-mail: marzhan.mynzhasarova@gmail.com

AI IN ENVIRONMENTAL MARKETING: TRANSFORMING BRANDING STRATEGIES FOR A SUSTAINABLE FUTURE

Annotation. The article examines the issues of marketing using AI in ecology, that is, artificial intelligence (AI) technology that changes environmental branding. Analysis and research are being conducted on the need for sustainable development of enterprises producing branded products offering environmentally friendly products, as well as consumer commitment to environmental standards. This creates new challenges and opportunities for enterprises seeking to remain competitive in the market.

Enterprises striving to meet these expectations are forced to develop environmental brands and implement "green" strategies in their activities. Therefore, the development of AI technologies opens up new horizons for enterprises seeking to build an effective environmental marketing strategy. This allows not only to produce eco-friendly products, but also to effectively promote them, improving interaction with consumers.

Keywords: Ecology; marketing; artificial intelligence; environmental branding; eco-friendly products; green camouflage; environmental problems.

Introduction

In recent decades, environmental issues have taken center stage in the global discourse. Companies striving to promote their products now face the growing expectations of consumers, who increasingly demand eco-friendly products. Alongside this trend, the development of artificial intelligence (AI) provides new opportunities for creating and promoting environmentally conscious brands, while also enhancing marketing strategies and communication with consumers [1].

Research materials and methods

The goal of this article is to examine how AI technologies are reshaping environmental branding, helping companies build trust, attract target audiences, and promote sustainable products and services.

Research results

1. The Role of AI in Analyzing Consumer Preferences

In today's market, consumers are more aware than ever of environmental issues, placing pressure on companies to meet demands for sustainability. Global research indicates that approximately 65% of consumers prefer to buy products from companies that demonstrate a commitment to sustainable development principles. This shift



towards eco-conscious consumer behavior has created both opportunities and challenges for brands aiming to stay competitive in a market where environmental responsibility is a key differentiator [2].

AI is transforming how businesses understand and respond to these emerging preferences by offering powerful tools for deeper analysis of consumer behavior. Unlike traditional methods of gathering consumer insights, which can be slow and resource-intensive, AI enables marketers to analyze vast amounts of data in real-time, delivering insights into consumer preferences at an unprecedented speed. This real-time analysis allows companies to predict trends, anticipate shifts in consumer behavior, and tailor their marketing strategies to resonate with environmentally conscious audiences.

Identifying Target Audiences for Eco-Friendly Products. One of the key strengths of AI in consumer preference analysis is its ability to identify target audiences for eco-friendly products with precision. AI systems can process vast datasets, including past purchasing behavior, social media engagement, and online browsing patterns, to build detailed consumer profiles. By analyzing these patterns, AI can pinpoint individuals or groups who are more likely to respond positively to eco-friendly products [3].

For example, a company may find through AI analysis that a certain segment of its customer base regularly engages with content related to sustainability or frequently purchases organic products. Armed with this information, the company can create targeted marketing campaigns that specifically highlight the eco-friendly aspects of their products, thereby increasing the likelihood of conversion.

In addition, AI can go beyond simply identifying existing preferences. It can predict future buying behaviors based on changing environmental factors, such as increasing awareness of climate change or the implementation of stricter environmental regulations. This predictive capability allows companies to stay ahead of the curve, launching new products or marketing campaigns that align with evolving consumer expectations before competitors do.

Forecasting Shifts in Consumer Preferences. Another crucial function of AI is its ability to forecast changes in consumer preferences. Consumer tastes are dynamic, often influenced by broader societal, economic, or environmental factors. For instance, growing concerns about climate change, pollution, and resource depletion have sparked a surge in demand for sustainable alternatives, such as biodegradable packaging, renewable energy products, and low-carbon transportation.

AI's ability to analyze diverse data sources—ranging from climate reports and regulatory updates to consumer purchasing trends—enables companies to forecast these shifts in real-time. For example, if new regulations restricting plastic use are set to take effect, AI can predict that consumers will soon demand alternative packaging solutions. Based on this forecast, companies can adjust their product offerings and marketing strategies accordingly, ensuring they are prepared to meet new consumer demands as they arise [4,5].

This forward-looking approach also applies to social trends. As consumer awareness of environmental issues increases, certain behaviors—such as opting for sustainable fashion, electric vehicles, or organic food—become more mainstream. AI's ability to anticipate these trends gives companies a competitive edge, allowing them to position themselves as leaders in sustainability.



- Optimizing Marketing Campaigns Through Personalization. AI's ability to process consumer data in real-time is invaluable for optimizing marketing campaigns. Personalization is a key driver of marketing success, especially in the environmental sector where consumers want to feel that brands share their values. AI enables companies to create highly personalized marketing messages that resonate with the unique environmental concerns of each customer.

By analyzing data such as a consumer's browsing history, purchase patterns, and social media activity, AI can identify which eco-friendly attributes (such as reduced carbon emissions, ethical sourcing, or waste reduction) are most important to a particular consumer. Marketers can then tailor their campaigns to emphasize these attributes, increasing the relevance and appeal of their messaging [6].

For example, if a consumer consistently engages with content related to climate action, AI can generate targeted marketing messages highlighting how a product helps reduce carbon footprints. Alternatively, if a consumer shows interest in organic and ethically sourced goods, the AI can ensure that marketing materials emphasize these aspects. This level of personalization helps foster a stronger emotional connection between the brand and the consumer, ultimately leading to higher engagement and conversion rates.

- AI-Driven Consumer Feedback Analysis. Another area where AI has proven its value is in analyzing consumer feedback on eco-friendly products. Traditionally, collecting and analyzing consumer feedback—whether through product reviews, surveys, or focus groups—was a labor-intensive process. With AI, however, companies can automate this process, gaining real-time insights into what consumers are saying about their products.

AI can scan thousands of product reviews, social media posts, and e-commerce comments to detect patterns in consumer opinions, such as recurring mentions of product quality, environmental impact, or ethical concerns. Natural language processing (NLP), a branch of AI, allows systems to understand and interpret human language, categorizing feedback into positive, negative, or neutral sentiments. This enables companies to quickly identify areas for improvement and adjust their marketing strategies accordingly [7].

For instance, if consumers frequently mention dissatisfaction with the environmental impact of a product's packaging, AI can alert the company to this trend, prompting them to consider eco-friendly alternatives. This feedback loop enables companies to be more agile in their response to consumer concerns, making adjustments in real time to meet the expectations of their environmentally conscious audience.

Case in Point: AI-Driven Product Feedback.

A prime example of AI's effectiveness in analyzing consumer preferences can be seen in how companies use it to track feedback on eco-friendly products. For instance, AI can analyze reviews of a new product featuring biodegradable packaging. By monitoring consumer feedback in real time, the AI system might identify that customers are particularly enthusiastic about the packaging's eco-friendliness, leading the company to highlight this feature more prominently in their marketing efforts.

On the other hand, if feedback suggests consumers are concerned about the durability of the packaging, the company can address these concerns either by adjusting



the product or by reassuring customers about the packaging's performance. This real-time adjustment to marketing messaging not only enhances consumer satisfaction but also helps brands maintain their environmental credibility.

The Strategic Advantage of AI in Environmental Marketing.

AI provides companies with a strategic advantage in the environmental sector by helping them better understand and meet the needs of eco-conscious consumers. Through advanced data analysis and predictive modeling, companies can anticipate shifts in consumer behavior, personalize their marketing efforts, and respond proactively to feedback [8].

By identifying the consumers most likely to prioritize sustainability, forecasting changes in demand, and offering personalized messaging that speaks to individual environmental values, AI empowers companies to create more targeted and effective marketing strategies. This, in turn, helps build stronger, more trusted relationships between brands and their environmentally conscious customers, ensuring long-term success in an increasingly eco-aware market.

2. Personalizing Environmental Marketing with AI

Personalization has become one of the most powerful tools in modern marketing, allowing companies to engage with consumers on a more individual level. In the realm of environmental marketing, this approach holds particular importance because it enables brands to communicate their sustainability commitments in ways that resonate deeply with consumers' personal values. Through the use of AI, companies can deliver tailored marketing messages that speak directly to the environmental concerns of each customer, strengthening brand loyalty and enhancing consumer satisfaction.

AI technology empowers companies to harness vast amounts of consumer data, such as browsing history, past purchases, and social media activity, to create a unique, personalized experience for every user. This level of customization is especially crucial in the eco-friendly sector, where consumers are more likely to respond positively to brands that understand and align with their values around sustainability.

- Creating Personalized Marketing Messages Based on Environmental Preferences. A fundamental benefit of AI in environmental marketing is its ability to create highly personalized marketing messages that are tailored to individual consumer preferences. By analyzing various data points—such as what products a consumer has shown interest in, their purchase history, and their engagement with sustainability content—AI can generate marketing messages that highlight the aspects of a brand's sustainability efforts that are most relevant to that particular consumer.

For example, if a consumer frequently searches for products related to reducing plastic waste, AI can identify this behavior and create marketing content that emphasizes a company's use of biodegradable or recyclable packaging. Similarly, if a consumer shows an interest in ethical sourcing or carbon-neutral products, the AI system can tailor advertisements and promotions to highlight those aspects of the brand.

The key to this approach is precision. Instead of offering generic marketing messages, AI allows brands to engage consumers with content that is directly tied to their environmental concerns. This creates a more meaningful connection between the brand and the consumer, fostering trust and loyalty.



- **Optimizing Targeted Advertisements for Eco-Conscious Consumers.** AI also plays a vital role in optimizing targeted advertisements aimed at consumers who value sustainability. By segmenting the audience based on their environmental interests, AI ensures that the right message reaches the right consumer at the optimal time. This kind of targeted marketing increases the likelihood of engagement and conversion, as consumers are more likely to respond to ads that reflect their personal beliefs about eco-friendly products.

For example, AI-driven systems can analyze patterns in social media engagement, identifying consumers who frequently discuss environmental issues or share content related to sustainability. This information allows marketers to serve these consumers with ads for products that align with their values, such as renewable energy solutions or eco-friendly fashion. Additionally, AI can track when consumers are most active online, ensuring that advertisements are delivered at the times when they are most likely to engage with them.

Targeted advertising of this nature has proven to be highly effective in reaching eco-conscious consumers. When marketing messages are aligned with an individual's environmental beliefs, it not only enhances the relevance of the ads but also helps strengthen the consumer's emotional connection to the brand [9].

- ***Delivering Customized Product Recommendations for Sustainable Choices.*** *One of the most impactful ways AI contributes to environmental marketing is through delivering personalized product recommendations. AI systems can analyze a consumer's browsing history, purchasing behavior, and even their interactions with other eco-friendly brands to recommend products that match their sustainability preferences.*

For instance, an AI system might recognize that a consumer frequently purchases organic food and is concerned about carbon footprints. Based on this behavior, the AI could recommend a line of locally-sourced organic products that minimize transportation emissions. Similarly, a consumer interested in energy efficiency might receive recommendations for energy-saving appliances or solar panels.

These AI-generated recommendations go beyond basic product suggestions—they offer an opportunity for companies to engage consumers with products that directly align with their values. This level of personalization not only enhances the shopping experience but also helps build long-term loyalty, as consumers are more likely to return to brands that consistently understand and meet their environmental expectations.

Case Study: Patagonia's AI-Powered Personalization.

Patagonia, a leading brand in sustainable fashion, provides an excellent example of how AI-driven personalization can elevate environmental marketing. The company uses AI to analyze customer data and deliver personalized content that emphasizes its commitment to sustainability. For consumers who are particularly interested in environmental activism, Patagonia tailors its messaging to highlight the company's efforts to protect ecosystems, reduce waste, and promote ethical labor practices.

This AI-driven approach allows Patagonia to engage with consumers on a deeper level, offering them content that aligns with their personal environmental goals. Whether through email campaigns, targeted advertisements, or website recommendations, Patagonia uses AI to ensure that every customer interaction



reinforces the brand's commitment to sustainability. As a result, Patagonia has cultivated a loyal customer base that is deeply connected to the company's environmental mission.

AI-Driven Segmentation and Customization

One of the greatest advantages of AI in environmental marketing is its ability to create precise consumer segments based on specific behaviors and preferences. This level of segmentation allows companies to tailor their marketing efforts with remarkable accuracy, ensuring that the most relevant messages are delivered to the most suitable audience.

AI tools can categorize consumers into distinct groups based on factors such as their interest in renewable energy, sustainable fashion, or ethical sourcing. By doing so, brands can ensure that each segment receives marketing messages that speak directly to their values. For example, a consumer who frequently purchases organic products might be placed in a segment that receives content about eco-friendly food packaging or sustainable farming practices. On the other hand, a consumer who engages with content related to climate change might be targeted with advertisements for carbon-neutral products or services.

This level of segmentation leads to higher conversion rates, as consumers are more likely to respond positively to personalized messages that resonate with their specific environmental concerns. By delivering the right message at the right time, AI helps brands build a more authentic connection with their audience, ultimately leading to stronger brand loyalty and higher sales.

3. Optimizing Environmental Branding with AI

A key challenge in environmental branding is building and maintaining trust between the company and its consumers. Consumers today are highly discerning and demand transparency from the brands they support, particularly when it comes to sustainability claims. AI plays a pivotal role in helping companies optimize their environmental branding by ensuring transparency and backing up their claims of sustainability with data-driven evidence.

- ***Tracking Supply Chains for Environmental Integrity.*** *One of the most significant applications of AI in environmental branding is the ability to track and monitor supply chains to verify the environmental integrity of products. AI systems can analyze data at every stage of the supply chain, from sourcing raw materials to manufacturing and distribution. This level of oversight ensures that all parts of the production process align with the company's sustainability commitments.*

For example, AI can track whether suppliers adhere to environmental standards such as reducing carbon emissions, minimizing waste, or using renewable energy. If any part of the supply chain falls short of these standards, the AI system can alert the company to potential issues, allowing them to make adjustments and maintain the integrity of their eco-friendly claims.

- ***Ensuring Transparency in Production Processes.*** *AI also enhances transparency in production processes by enabling companies to collect and share data about their environmental impact with consumers. For instance, AI can track the amount of energy used in manufacturing, the water consumption during production, or the carbon emissions generated by transporting goods. This data can then be*



shared with consumers through product labels, websites, or apps, allowing them to verify that the company's sustainability claims are genuine.

In an age where "greenwashing" (misleading consumers about a brand's environmental practices) is a major concern, AI helps companies provide clear, verifiable data about their environmental efforts. This transparency builds trust with consumers, ensuring that they can confidently support brands that align with their values.

4. Building Consumer Trust Through AI

AI in environmental branding helps not only to attract new customers but also to retain existing ones by strengthening trust. Platforms powered by AI enable companies to interact with customers more effectively and provide them with accurate, up-to-date information on how the company's products and activities contribute to environmental protection.

AI combats the issue of "greenwashing"—when companies make false or misleading claims about their environmental friendliness—by using algorithms to verify the truthfulness of environmental claims. These AI systems can track and analyze real data, ensuring that company operations align with sustainability standards [10].

- AI for Transparency and Trust. Consumers demand more transparency in today's market. They expect brands to provide detailed, honest information about their environmental impact. AI allows companies to gather and share this data, offering a clear picture of their sustainability efforts. For instance, AI can track carbon emissions, energy usage, and waste management efforts, all of which can be communicated to consumers in an easy-to-understand format.

Brands that utilize AI to share such data are able to foster greater consumer trust. By offering proof of their sustainability initiatives, companies can differentiate themselves from competitors who might only pay lip service to environmental responsibility.

- Case Study: Personalized Eco-Marketing. A company can leverage AI to send personalized updates to consumers who are particularly concerned about environmental issues. For example, if a customer regularly purchases eco-friendly products, AI can track this behavior and send them customized product recommendations that match their values. This personalized approach increases brand loyalty, as consumers feel understood and valued.

5. Case Study: Unilever's Use of AI in Environmental Marketing

One of the most notable examples of successful AI use in environmental marketing is Unilever. The company employs AI to analyze environmental risks at every stage of its supply chain, enabling it to manage resources more efficiently and reduce its negative impact on the environment. By doing so, Unilever has been able to optimize its marketing strategies and promote its environmental values to consumers.

AI also helps Unilever create more accurate sustainability reports, which strengthens consumer trust in the brand. These reports provide transparent data on the company's efforts to reduce its environmental footprint, ensuring that consumers can trust Unilever's eco-friendly claims.

- AI for Sustainability Reporting. Unilever's use of AI extends to generating detailed sustainability reports that highlight the company's efforts to minimize its



environmental impact. By presenting these reports to consumers, Unilever demonstrates a level of transparency that fosters trust and reinforces its position as a leader in sustainable practices.

The combination of supply chain optimization, personalized marketing, and transparent reporting has enabled Unilever to build a strong reputation as an environmentally responsible brand.

Conclusion

AI technologies are opening up new horizons for companies in the field of environmental marketing, allowing them to analyze consumer behavior more deeply, optimize communication strategies, and enhance trust in eco-friendly brands. As consumer awareness of sustainability grows, AI is becoming an indispensable part of successful marketing campaigns aimed at promoting environmentally sustainable products.

Environmental branding with AI is a step toward more conscious consumption and a sustainable future. Companies that adopt such technologies not only increase their competitiveness but also contribute to solving global environmental challenges.

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Мынжасарова Маржан

ЭКОЛОГИЯДАҒЫ ЖАСАНДЫ ИНТЕЛЛЕКТ МАРКЕТИНГІ: ЖАСАНДЫ ИНТЕЛЛЕКТ ЭКОЛОГИЯЛЫҚ БРЕНДИНГТІ ҚАЛАЙ ӨЗГЕРТЕДІ

Андатпа. Мақалада экологиядағы жасанды интеллект (ЖИ) көмегімен маркетинг мәселелері, яғни экологиялық брендингті өзгертетін ЖИ технологиясы қарастырылады. Экологиялық таза өнімдерді, сондай-ақ тұтынушылардың экологиялық стандарттарға бейілділігін ұсынатын брендтік өнімдерді шығаратын кәсіпорынның тұрақты даму қажеттілігі туралы талдау және зерттеулер жүргізіледі. Бұл нарықта бәсекеге қабілетті болуға ұмтылатын бизнес үшін жаңа қиындықтар мен мүмкіндіктер туғызады. Осы үміттерді қанағаттандыруға ұмтылатын кәсіпорындар экологиялық брендтерді әзірлеуге және өз қызметіне "жасыл" стратегияларды енгізуге мәжбүр. Сондықтан ЖИ технологияларын дамыту тиімді экологиялық маркетингтік стратегия құруға ұмтылатын кәсіпорындар үшін жаңа көкжиектер ашады. Бұл экологиялық таза өнімдерді



өндiруге ғана емес, сонымен қатар тұтынушылармен өзара әрекеттесудi жақсартатырып, оларды тиiмдi түрде iлгерiлетуге мүмкiндiк бередi.

Кiлт сөздер: Экология; маркетинг; жасанды интеллект; экологиялық брендинг; экологиялық өнiмдер; жасыл камуфляж; экологиялық мәселелер.

Мынжасарова Маржан
МАРКЕТИНГ С ИСПОЛЬЗОВАНИЕМ ИСКУССТВЕННОГО
ИНТЕЛЛЕКТА В ЭКОЛОГИИ: КАК ИСКУССТВЕННЫЙ ИНТЕЛЛЕКТ
МЕНЯЕТ ЭКОЛОГИЧЕСКИЙ БРЕНДИНГ

Аннотация. В статье рассматриваются вопросы маркетинга с использованием искусственного интеллекта (ИИ) в экологии, то есть технология ИИ, которая меняет экологический брендинг. Проводятся анализ и исследования о необходимости устойчивого развития предприятия, по производству брендовой продукции, предлагающие экологические чистые продукты, а также приверженность потребителей к экологическим стандартам. Это создает новые вызовы и возможности для предприятий, стремящихся сохранить конкурентоспособность на рынке.

Предприятия, стремящиеся соответствовать этим ожиданиям, вынуждены разрабатывать экологические бренды и внедрять "зеленые" стратегии в свою деятельность. Поэтому, развитие технологий ИИ открывает новые горизонты для предприятий, стремящихся выстроить эффективную экологическую маркетинговую стратегию. Это позволяет не только производить экологичные продукты, но и эффективно продвигать их, улучшая взаимодействие с потребителями.

Ключевые слова: Экология, маркетинг; искусственный интеллект; экологический брендинг; экологичная продукция; зеленый камуфляж; экологические проблемы.