

Research Article

The Ethical Deviations of AI in Marketing Practices: A Critical Review from Halal Perspectives

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Abstract

This paper critically examines the ethical deviations in Artificial Intelligence (AI) tools used for marketing practices from a halal perspective, focusing on Islamic ethical principles. The research highlights risks associated with AI technologies like generative AI (e.g., ChatGPT), image generators, face-swapping tools, and voice cloning, which can lead to misinformation, manipulation, and exploitation. These issues contradict Islamic values of justice ('adl), integrity (amanah), and harm avoidance (mafsadah). Using a qualitative, exploratory approach, this study identifies key ethical violations while introducing the novel concept of integrating halal principles into AI governance frameworks for marketing. The managerial implications of this research include the necessity for businesses to adopt ethical guidelines, conduct regular AI audits, and prioritize consumer trust through transparent and accountable practices. Companies can enhance competitive advantage by aligning their AI-driven marketing strategies with halal standards, fostering trust among diverse consumer bases. This study not only addresses immediate ethical concerns but also lays the foundation for developing AI tools aligned with Islamic values, contributing to responsible innovation and long-term societal impact.

Keywords: Artificial Intelligence (AI), Halal Marketing, Ethical Deviations, Islamic Ethics

JEL Classification: M31, M38, O33

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1. Introduction

The advent of Artificial Intelligence (AI) has revolutionized modern marketing practices, offering businesses the ability to tailor content, predict consumer behavior, and automate decision-making processes with remarkable precision. This technological shift has provided opportunities for efficiency and innovation, yet it has also sparked concerns regarding ethical implications, particularly in contexts governed by religious and cultural principles. In halal marketing, which adheres to the ethical framework of Islam, AI poses unique challenges. Islamic ethical principles emphasize justice ('adl), integrity (amanah), and the avoidance of harm (mafsadah), as noted by Umam & Jannah (2024), who highlight the need for technological practices to align with these core values.

The use of AI in marketing raises critical ethical questions, especially regarding transparency, bias, and the exploitation of consumer data. AI algorithms, while powerful, often operate within black-box systems where the rationale behind decisions remains opaque, a feature that conflicts with the Islamic principle of transparency (kashf). Furthermore, the potential for AI systems to perpetuate algorithmic biases, whether unintentional or due to flawed data, can lead to outcomes that undermine justice ('adl), a cornerstone of Islamic ethics (Elmahjub, 2023). These challenges are compounded in halal marketing, where adherence to ethical practices is not only a matter of compliance but also a reflection of the brand's commitment to Muslim consumers' trust and values. Despite the growing adoption of AI tools in modern marketing, their integration into halal marketing raises critical ethical concerns that remain underexplored. Many AI-driven practices, such as algorithmic personalization and data analytics, often conflict with Islamic principles like justice ('adl), transparency (kashf), and the avoidance of harm (mafsadah). The lack of transparency in AI decision-making and the potential for algorithmic bias not only undermine the ethical values central to halal marketing but also erode consumer trust in brands that cater to Muslim audiences. Furthermore, the misuse of AI tools by irresponsible actors for deceptive practices has amplified concerns about ethical violations in marketing strategies targeting Muslim consumers. While ethical AI deployment has been widely studied in general contexts, its implications within the framework of halal marketing remain insufficiently addressed, leaving a significant gap in both academic literature and practical applications.

This research gap is further compounded by the absence of actionable frameworks to guide the ethical use of AI in halal marketing. While existing studies highlight the dual opportunities and risks of AI in culturally sensitive markets, they often fail to propose concrete solutions for aligning AI practices with Islamic ethical principles. The limited integration of insights from Islamic studies, marketing ethics, and technological governance creates a disconnect between theoretical discussions and real-world applications. This study aims to address these gaps by critically examining the ethical challenges posed by AI in halal marketing and offering practical strategies to ensure AI-driven practices align with the values and sensitivities of Muslim consumers. In doing so, it contributes to the broader discourse on responsible AI deployment in culturally nuanced contexts, fostering a balance between technological innovation and ethical compliance.

The objective of this paper is to critically examine the ethical deviations associated with AI-driven marketing practices from a halal perspective. Specifically, it seeks to explore how AI applications in marketing may conflict with Islamic ethical principles, identify the underlying causes of these deviations, and propose practical solutions to mitigate ethical violations. As highlighted by Nasution et al. (2023), the duality of AI in halal marketing presents both opportunities, such as enhanced personalization and efficiency, and challenges, including potential breaches of consumer trust and ethical ambiguities in algorithmic decision-making.

This study contributes to the existing body of knowledge by addressing a relatively underexplored intersection between AI ethics and halal marketing. Its novelty lies in providing a comprehensive framework that bridges the gap between technological innovation and Islamic ethical principles, ensuring that AI-driven marketing practices align with the cultural and religious sensitivities of Muslim consumers. The research further aims to advance discussions on responsible AI deployment in culturally sensitive domains by integrating insights from Islamic studies, marketing ethics, and technological governance.

By delving into the ethical implications of AI in halal marketing, this paper seeks to enhance understanding of the delicate balance between innovation and ethical compliance. As AI continues to shape the future of marketing, ensuring its integration respects the moral values of diverse consumer bases becomes imperative, particularly in sectors like halal marketing, where trust and adherence to ethical principles are paramount.

2. Literature Review

Theoretical Foundations of Islamic Ethics in Marketing

Islamic marketing principles are rooted in values such as justice ('adl), integrity (amanah), and the avoidance of harm (mafsadah). These principles serve as a framework to guide ethical decision-making, particularly in contexts where cultural and religious sensitivities are paramount (Umam & Jannah, 2024). Within the domain of marketing, these values ensure that practices foster trust and transparency while avoiding exploitation or harm to consumers. As Bello and Muazu (2023) emphasize, halal marketing is not merely a compliance mechanism but a holistic approach that integrates moral and ethical dimensions into business strategies.

Elmahjub (2023) expands on this by proposing "pluralist ethical benchmarking" for AI systems used in Islamic contexts. He argues that aligning technological advancements with Islamic ethics requires inclusive approaches that respect diversity in ethical standards. This theoretical grounding is particularly relevant as businesses integrate AI technologies into halal marketing strategies, where maintaining consumer trust and ethical compliance is critical.

Ethical Implications of AI in Marketing

AI has transformed marketing practices by enabling precision in targeting, personalization, and predictive analytics. However, this transformation is fraught with ethical concerns. Hermann (2022) highlights how AI, while powerful, can inadvertently perpetuate biases and exacerbate inequalities, issues that conflict with the Islamic principles of fairness and justice. Similarly, Du and Xie (2021) identify paradoxes in AI applications in consumer markets, such as the tension between personalization and privacy, which can undermine consumer autonomy.

These concerns are magnified for halal marketing. Rahman et al. (2024) identify ethical crossroads in the application of AI in halal contexts, noting that practices like data mining and algorithmic profiling often lack transparency and accountability, leading to potential breaches of trust. Such practices may violate the principle of amanah if consumer data is misused or insufficiently protected.

AI-Driven Marketing Communication in Halal Contexts

The use of AI-powered chatbots and automated systems in halal marketing has been both promising and contentious. Nasution et al. (2023) argue that AI-driven tools enhance efficiency and engagement but also pose challenges, particularly in ensuring ethical compliance. Their study highlights the potential for these technologies to misrepresent halal values if improperly programmed or deployed.

Further research by Nasution et al. (2024) explores the intentions of small and medium enterprises (SMEs) to adopt AI-powered chatbots in halal marketing communications. While the study finds that SMEs see AI as an enabler of growth, it also underscores the need for ethical guidelines to mitigate risks such as data exploitation and biased content delivery. This aligns with Battour et al. (2022), who emphasize the importance of designing AI tools that are sensitive to Islamic principles, particularly in tourism and other consumer-facing industries.

Islamic Perspectives on AI Ethics

The integration of AI into halal marketing necessitates a deeper understanding of Islamic ethics in technology. Umam and Jannah (2024) discuss the intersection of AI and Islamic studies, highlighting the opportunities for ethical innovation in the digital era. They argue that Islamic

ethical frameworks can serve as a model for developing responsible AI technologies, emphasizing principles like justice and public welfare.

Hagendorff (2020) evaluates existing AI ethics guidelines, noting their limitations in addressing cultural and religious nuances. For AI to be effectively deployed in halal contexts, it must go beyond general ethical standards to include specific provisions that align with Islamic values. This gap underscores the importance of contextualizing AI ethics within the framework of halal marketing to ensure compliance and consumer trust.

Opportunities and Challenges in AI-Driven Halal Marketing

Despite its ethical challenges, AI offers significant opportunities for halal marketing. Battour et al. (2023) discuss how AI-enabled technologies can enhance Muslim consumer experiences by personalizing services and ensuring compliance with halal standards. However, these opportunities come with challenges, including algorithmic transparency, ethical accountability, and the risk of cultural misalignment.

Nasution et al. (2023) highlight the duality of AI in halal contexts, noting that while it can enhance communication and operational efficiency, it also risks eroding ethical standards if not properly governed. Similarly, Rahman et al. (2024) emphasize the need for robust regulatory frameworks to ensure that AI systems uphold the ethical principles central to halal marketing.

The reviewed literature underscores the complex interplay between AI ethics and halal marketing practices. While AI offers transformative potential, its integration into halal contexts requires careful consideration of Islamic ethical principles. The challenges of bias, transparency, and accountability must be addressed to ensure that AI-driven marketing practices align with the values of justice, integrity, and harm avoidance. This paper builds on these insights to propose frameworks that reconcile technological innovation with ethical compliance in halal marketing.

3. Data and Method

This study employs a qualitative, exploratory approach to critically analyze the ethical deviations in the use of Artificial Intelligence (AI) tools for marketing practices, particularly from the perspective of halal principles in Islamic ethics. The research is divided into multiple stages to ensure a comprehensive evaluation of the subject matter.

Research Design

The research adopts a qualitative design, focusing on content analysis and thematic evaluation. This exploratory approach allows for an in-depth investigation of AI tools commonly employed in marketing, identifying specific cases of ethical deviations. The design aligns with the works of Creswell and Creswell (2018), who emphasize the importance of qualitative methods for examining social and ethical phenomena. By using qualitative methods, this study aims to uncover nuanced ethical concerns that may not be immediately apparent in quantitative research.

Data Sources and Collection

Data collection was conducted through a combination of literature review, analysis of AI tools, and examination of real-world marketing case studies. The key stages included:

Identification of AI Tools

The study selected widely used AI tools such as chatbots, recommendation algorithms, and predictive analytics platforms. Tools like Google Ads AI, ChatGPT, and Salesforce Einstein were scrutinized for their alignment with ethical standards in marketing. These AI tools are chosen due to their prevalent use in digital marketing, making them ideal subjects for analyzing ethical deviations in this context.

Literature and Case Analysis

Using academic and industry-specific sources, the research analyzed documented ethical deviations. Case studies were selected from real-world marketing campaigns to illustrate

deviations and their potential conflicts with Islamic principles, particularly justice ('adl), integrity (amanah), and avoidance of harm (mafsadah). Literature from both Islamic ethics and AI ethics was reviewed to provide a comprehensive view of the challenges faced by marketers using AI technologies.

Analytical Framework

The analysis employed thematic synthesis, with codes and categories derived from:

Islamic Ethical Framework

Rooted in key Islamic ethical principles, as noted by Elmahjub (2023), the framework prioritized justice ('adl), integrity (amanah), and harm avoidance (mafsadah). These principles guided the identification of ethical violations in AI-driven marketing practices. By applying these principles, the study highlighted how marketing practices could align or diverge from halal standards.

AI-Specific Ethical Guidelines

The study integrated global ethical standards for AI use, including those outlined by Floridi and Cowls (2019), which focus on transparency, accountability, and fairness. These guidelines serve as a universal benchmark for assessing AI applications in marketing from an ethical standpoint.

Critical Review of Deviation

Ethical deviations such as algorithmic bias, manipulation of consumer behavior, and exploitation of vulnerable groups were analyzed in detail, with evidence drawn from documented practices. These deviations were examined through the lens of both Islamic ethical principles and contemporary AI ethics.

Data Validation

To ensure validity and reliability, the findings were triangulated using multiple data sources, including peer-reviewed journals, ethical guidelines, and real-world examples. This triangulation method helps to cross-verify the information and strengthen the credibility of the study's findings.

Contribution and Novelty

This study not only identifies deviations but also proposes corrective measures that align AI marketing practices with halal principles. By addressing gaps in the literature and providing actionable recommendations, it bridges the divide between technological advancement and ethical adherence in Islamic marketing. The novelty of this research lies in its application of halal principles to AI-driven marketing practices, offering insights that contribute to both ethical AI development and responsible marketing strategies.

The methodological approach provides a robust framework for evaluating ethical deviations in AI marketing. By analyzing AI tools and real-world marketing cases, the study contributes to a deeper understanding of how AI can be ethically aligned with halal principles.

4. Results

In this section, we present the results and discussion of the study on the ethical deviations of Artificial Intelligence (AI) in marketing practices from a halal perspective. The findings reveal various instances where AI tools, such as generative AI, image generation algorithms, and voice cloning technologies, can result in unethical marketing practices that conflict with Islamic ethical principles. These deviations include misinformation, consumer manipulation, and exploitation, all of which violate key Islamic values like justice ('adl), integrity (amanah), and harm avoidance (mafsadah).

AI-Generated Content and "Hallucination" in Marketing

One of the most significant ethical deviations identified in this study pertains to AI generative tools such as ChatGPT, which are frequently used in marketing for content creation. While these tools

can be highly efficient in generating marketing copy, they occasionally produce inaccurate or fabricated information—a phenomenon known as "AI hallucination." This occurs when the AI generates content that is factually incorrect or entirely made up, posing a substantial risk of misleading consumers.

For example, if an AI system generates an advertisement or product description with incorrect facts or exaggerated claims, it can mislead customers into making uninformed purchasing decisions. In the context of halal marketing, where transparency and honesty are vital, such deviations pose a direct conflict with Islamic principles. Misleading information breaches the Islamic ethical principle of *amanah* (integrity), as it involves the violation of trust and the potential for consumer harm (*mafsadah*). As Elmahjub (2023) notes, any form of deception in communication is inconsistent with Islamic ethics, which emphasizes truthfulness and trustworthiness.

AI Image Generators and the Creation of Inappropriate Content

AI-driven image generators, such as those used to create marketing visuals, also exhibit ethical deviations, especially in the context of Islamic ethics. These tools can generate images that, while visually appealing, sometimes produce content that violates ethical or religious standards. For example, AI-generated images may include depictions of nudity, alcohol, or other elements forbidden in Islam. Moreover, these tools can also generate fake images, such as product photos or celebrity endorsements, which are not authentic.

In the marketing world, this can mislead consumers into believing that products or services are endorsed or used by individuals in ways that do not reflect reality. From an Islamic perspective, this is a clear violation of the ethical principles of *'adl* (justice) and *amanah* (integrity), as it involves fabricating information or images that distort reality and mislead customers. This practice could also lead to financial harm for consumers who invest in products based on false advertising.

AI Face-Swapping and Deceptive Practices

Another common ethical deviation found in AI-driven marketing practices is the use of AI face-swapping technologies. These tools enable marketers to alter the faces in photos or videos digitally, replacing the image of a person with that of another, often to create misleading endorsements or advertisements. For example, a marketer might use AI face-swapping technology to create a fake video of a well-known celebrity endorsing a product when, in fact, the celebrity has never made such an endorsement.

This form of deception is problematic because it manipulates the consumer's perception, leading them to believe that a trusted figure supports a particular product or service, even when that is not true. In Islam, the concept of *'adl* (justice) is violated because the truth is manipulated and replaced with false information. This deceptive use of AI also contradicts *amanah* (integrity) as it involves breaking trust with the public by presenting false endorsements that exploit consumer emotions and trust.

AI Voice Cloning and Manipulation

AI voice cloning, which involves recreating a person's voice to say things they never actually said, is another ethical deviation that was found to be prevalent in marketing. This technology allows for the creation of audio or video content that appears to feature a celebrity or influential figure promoting a product or service, even though the individual never gave such endorsement. This practice is particularly concerning in the context of halal marketing, where honesty and transparency are fundamental values.

For instance, Asep Koswara (2024), a marketer, could use AI voice cloning to create a fake audio or video in which a famous figure supposedly recommends a product. This could easily deceive consumers into believing that the product has a legitimate endorsement, which may not be the case. The use of such technology undermines *amanah* (integrity) and *'adl* (justice), as it involves manipulating the consumer's trust and presenting false information. It can also lead to financial harm (*mafsadah*), as a fabricated endorsement may influence consumers.

AI-Powered Predictive Analytics and Algorithmic Bias

Another significant ethical issue that arose from the research is the use of AI in predictive analytics and recommendation algorithms. Many marketing platforms use AI to analyze consumer data and predict future behavior, creating personalized marketing campaigns. However, this approach can lead to algorithmic bias, where certain groups of people are unfairly targeted or excluded based on race, gender, or socio-economic status.

For example, AI might disproportionately recommend certain products to specific demographic groups based on historically biased data. This can reinforce stereotypes and deepen inequalities, leading to unethical targeting. In the context of halal marketing, such biases are not only unfair but can also lead to consumer harm (mafsadah) and violate the Islamic ethical principle of 'adl (justice), which calls for fairness and equality.

AI in Consumer Manipulation and Exploitation

AI tools are also increasingly used to manipulate consumer behavior, often in subtle but powerful ways. For instance, AI can analyze a consumer's online activity and use this data to tailor marketing messages designed to trigger emotional responses, such as urgency or fear of missing out (FOMO). These tactics are often used to push consumers toward making hasty purchasing decisions, sometimes in violation of their best interests.

Such manipulative practices exploit consumers' vulnerabilities, which is ethically problematic from an Islamic perspective. The principle of 'adl (justice) is violated because marketers are using AI to influence consumers unfairly without regard for their well-being. Additionally, these tactics often conflict with amanah (integrity), as they prioritize profits over the genuine needs and welfare of consumers.

The study revealed several key ethical deviations in the use of AI tools in marketing practices, each of which violates core Islamic ethical principles. These deviations, including misinformation, image manipulation, voice cloning, algorithmic bias, and consumer exploitation, highlight the need for ethical guidelines in AI marketing. To ensure that marketing practices align with halal principles, marketers must adopt AI technologies in a transparent, honest, and responsible manner, adhering to the values of justice, integrity, and harm avoidance as outlined in Islamic ethics.

5. Discussion***Justice ('adl) and Truthfulness in Marketing***

One of the core principles of Islam is justice, which encompasses truthfulness in communication and fairness in business transactions. Marketing, whether digital or traditional, must operate on a foundation of honesty. AI tools, such as those used for generating content or recommendations, must not promote false or misleading information. According to Sheikh Wahbah al-Zuhayli in *Fiqh al-Islami wa Adillatuhu* (Volume 4, p. 2730), justice in trade demands honesty and fairness to protect the interests of both parties. Misleading consumers with inaccurate product descriptions or manipulated testimonials through AI tools contradicts this principle.

In the context of AI, this includes avoiding the generation of content that could mislead consumers, such as inaccurate product descriptions or manipulated testimonials. Misinformation in marketing directly contradicts the Islamic principle of truthfulness, as seen in the verse of Qur'an, Surah Al-Baqarah 2:42. The use of AI to intentionally deceive or mislead consumers violates the principle of 'adl and goes against the ethical responsibility that marketers have to ensure the integrity of their messages.

In alignment with Islamic principles, justice ('adl) extends beyond the mere act of fair transactions; it encompasses transparency and the avoidance of deceit in every business practice, including marketing. According to Rice (1999), Islamic ethics necessitate that marketers ensure fairness in every communication and transaction to preserve the dignity and trust of both consumers and

businesses. This principle becomes particularly relevant in the age of digital marketing, where AI tools are often used to automate content creation and consumer interactions. If AI systems generate misleading or biased content, it undermines the integrity of the marketing process and compromises the concept of justice ('adl) in Islam. Rice further argues that businesses should aim for ethical marketing strategies that emphasize the protection of consumer rights and the avoidance of harm, as prescribed by Islamic teachings (1999).

Additionally, Norvadewi et al. (2024) highlight that digital marketing strategies should prioritize honesty and clarity, ensuring that AI-generated content is not manipulative or misleading. In an era where consumer decisions are increasingly influenced by algorithm-driven recommendations, marketers must be vigilant about maintaining truthfulness. As Islamic marketing ethics suggest, the use of technology in marketing should not erode ethical standards or distort the truth. The responsibility lies with marketers to ensure that their AI tools align with values of integrity and fairness, thus reinforcing trust with their audience while adhering to the core principles of Islam (Norvadewi et al., 2024).

Integrity (amanah) in AI-Driven Marketing

Integrity, or amanah, is another key Islamic value that emphasizes trustworthiness and responsibility in all dealings. Marketers using AI tools must ensure that they uphold their obligations to consumers by providing them with reliable and honest information. This includes the ethical handling of customer data and ensuring that AI systems respect privacy and confidentiality. Shaykh Yusuf al-Qaradawi in *The Lawful and the Prohibited in Islam* emphasizes the ethical duty to protect privacy and maintain trustworthiness in transactions. For AI tools, this means ensuring that consumer data is handled ethically, without exploitation. As the Prophet Muhammad (peace be upon him) said:

"When a man speaks and turns away, it is a trust [amanah]."
(Sunan Abu Dawood, Hadith 4868)

AI-driven marketing should avoid exploiting consumer vulnerabilities, especially when targeting sensitive or impressionable audiences. The Prophet Muhammad (peace be upon him) said:

"The buyer and the seller have the option of canceling or confirming the bargain unless they separate and the transaction has been completed."
(Sahih Bukhari, Hadith 2138)

This teaching underlines the importance of transparency and fairness in transactions. AI tools used in marketing must align with these values, ensuring that consumers are not deceived or manipulated into making decisions that are not in their best interest.

AI-driven marketing, rooted in integrity (amanah), must also account for the fairness and respect owed to consumers. AI systems should not exploit vulnerabilities or manipulate consumer behavior, particularly in sensitive contexts. As Beekun and Badawi (2005) emphasize, organizations are responsible for balancing the needs of various stakeholders, and this includes the ethical treatment of consumers. The Prophet Muhammad's teachings reflect this responsibility, stressing that transactions should be transparent and fair, providing consumers with clear information. If AI tools used in marketing do not align with these principles, they risk violating the trust that consumers place in businesses.

In the context of AI in marketing, ensuring integrity extends beyond privacy concerns. As highlighted by Gonçalves, Pinto, Rita, and Pires (2023), the ethical implications of AI in marketing necessitate a commitment to honesty and transparency. Marketing AI tools must avoid actions that could lead to consumer manipulation or exploitation, such as using misleading algorithms or misleading data for financial gain. Upholding amanah in AI marketing is not just about protecting consumer data, but also about fostering trust and ethical behavior that contributes to the long-term relationship between businesses and their customers. These values are in line with the Islamic perspective on ethical responsibility, emphasizing fairness and transparency in all dealings.

Avoidance of Harm (mafsadah) and Ethical Use of AI

In Islamic ethics, the principle of mafsadah emphasizes the avoidance of harm in all aspects of life, including business practices. The use of AI in marketing can sometimes lead to harmful consequences, such as the spread of unethical content or the exploitation of consumer emotions. For instance, AI tools that manipulate consumers into making impulsive purchasing decisions or target vulnerable groups with exploitative ads could be seen as contributing to harm. According to Imam al-Ghazali in *Ihya Ulum al-Din*, ethical business practices should prioritize societal well-being and minimize harm. Marketers must, therefore, consider the long-term impact of their AI tools and ensure that they contribute positively to consumer welfare. The Qur'an cautions against actions that lead to harm on Surah Al-A'raf 7:56.

Marketers using AI must be mindful of the potential for harm in their practices. This includes considering the long-term societal impacts of their marketing strategies and ensuring that they promote products and services that benefit consumers and society as a whole.

In addition to the potential harm caused by AI-driven marketing strategies, marketers must also be vigilant in assessing the broader societal effects of their use of AI. As discussed by Martin, Shilton, and Smith (2019), technology must be used in a way that considers its impact on both individual rights and the collective good. The ethical implications of AI are not only about the immediate benefits to the business, but also the longer-term consequences for consumer trust and societal values. AI tools that exploit emotional manipulation or create addictive behaviors contribute to the erosion of ethical standards and ultimately harm the relationship between businesses and consumers. Marketers should therefore adopt a precautionary approach to mitigate potential harms, ensuring that the use of AI is aligned with values of fairness and transparency.

Hermann (2022) further emphasizes that ethical AI use should be centered around the social good, advocating for AI applications that enhance consumer welfare rather than exploit vulnerabilities. Marketers have a responsibility to prioritize consumer well-being and avoid practices that contribute to misinformation or manipulation. This aligns with the Islamic principle of mafsadah, where any business practice that causes harm to individuals or society is inherently unethical. By adhering to ethical guidelines, AI-driven marketing can serve as a tool for positive social change, fostering trust and fairness in business practices, rather than contributing to the negative consequences of harm.

Equity and Fairness in AI Algorithms

Another critical aspect of halal marketing is ensuring equity and fairness in the use of AI. Islamic teachings promote the idea that all individuals should be treated equally, without bias or discrimination. AI algorithms, when improperly designed or trained on biased data, may perpetuate inequality, such as discriminatory targeting or reinforcing stereotypes. This violates the Islamic ethical principle of 'adl, which stresses that all people, regardless of race, gender, or socio-economic status, should be treated with fairness and respect. The Qur'an affirms on Surah Al-Hujurat 49:13.

This verse highlights that all individuals are equal in Allah's eyes, and fairness should be a cornerstone of all actions. When using AI in marketing, it is vital to ensure that algorithms are designed to promote fairness and do not contribute to discriminatory practices. As Shaykh Taqi Usmani highlights in *Islamic Finance: Principles and Practices*, fairness and equality are non-negotiable in all dealings. Marketers must ensure that AI systems promote inclusivity and do not reinforce harmful stereotypes or discriminatory practices.

From an Islamic perspective, the use of AI in marketing must adhere to the ethical principles of justice, integrity, and harm avoidance. These values are crucial in ensuring that AI-driven marketing practices are aligned with halal principles. Marketers should be mindful of the ethical implications of their actions, ensuring that AI tools are used in ways that respect the dignity of consumers and promote transparency, fairness, and accountability. By doing so, they can foster a

marketing environment that is both innovative and ethically sound, in line with the teachings of Islam.

As AI algorithms are increasingly integrated into marketing practices, the risk of perpetuating biases becomes more prominent. Du and Xie (2021) discuss the paradoxes that arise from the use of AI in consumer markets, noting how unethical practices, such as reinforcing existing stereotypes, can emerge when AI is trained on biased data. These biases can lead to unfair treatment of certain groups based on race, gender, or socio-economic background, which directly contradicts the Islamic principle of 'adl. AI systems in marketing must be carefully monitored and refined to avoid replicating historical injustices. Marketers must actively work to ensure that their AI tools are free from bias, promote equal treatment for all consumers, and contribute to a more just and equitable society.

Furthermore, Hunt and Vitell (2006) emphasize the importance of ethics in marketing and the need for businesses to align their practices with universally accepted moral standards. The general theory of marketing ethics stresses that fairness, honesty, and transparency must be integrated into marketing strategies, especially when using AI tools. In this context, Islamic teachings provide a valuable framework for ensuring ethical marketing practices. By adhering to the values of fairness and equity as prescribed in the Qur'an and Islamic scholarship, marketers can leverage AI technologies in a way that promotes inclusivity, reduces discriminatory practices, and fosters.

6. Conclusion

This study critically analyzed the ethical deviations of Artificial Intelligence (AI) in marketing practices through the lens of halal principles. The findings highlight several key areas of concern, including misinformation, consumer manipulation, and exploitation through technologies such as generative AI, image generation algorithms, face-swapping, voice cloning, and predictive analytics. These practices often conflict with core Islamic ethical values, such as justice ('adl), integrity (amanah), and harm avoidance (mafsadah).

The principle of justice ('adl) emphasizes fairness and truthfulness in marketing, which is compromised when AI tools generate false information or reinforce algorithmic biases. Similarly, the principle of integrity (amanah) demands transparency and trustworthiness, which is violated by misleading advertisements, fake endorsements, or unethical data handling. Furthermore, the exploitation of consumer vulnerabilities and the promotion of harmful practices directly contradict the principle of harm avoidance (mafsadah), which prioritizes societal well-being over profits.

To align AI-driven marketing with halal principles, marketers must adopt ethical guidelines that ensure fairness, honesty, and transparency. This includes rigorous oversight of AI-generated content, the elimination of algorithmic bias, and the ethical handling of consumer data. By adhering to these values, businesses can leverage AI innovations responsibly while preserving the moral imperatives central to halal marketing practices.

Recommendation

Practical recommendations include developing ethical guidelines for AI tools used in marketing and ensuring that these technologies are designed with transparency and accountability in mind. Marketers should prioritize the protection of consumer data and avoid manipulative tactics that could lead to exploitation or misinformation. Additionally, AI algorithms must be regularly audited for fairness, particularly to prevent biased practices that could harm certain consumer groups. By embracing these ethical practices, marketers can build trust with their audiences while adhering to Islamic ethical standards.

Limitations and avenue for future research

Future research could explore the development of AI tools specifically designed to adhere to halal principles in marketing. Research should focus on creating frameworks for ethical AI usage and examining how these frameworks can be implemented in real-world marketing campaigns. Further

studies could also investigate the long-term impact of AI-driven marketing on consumer behavior and society, providing insights into how these technologies can be used responsibly. Ultimately, this will contribute to a more ethical and sustainable future for AI in marketing.

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