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GEN Z CONSUMERS' VIEW ON PERSONALISED MYSELFIE ADVERTISING AND ITS IMPLICATION FOR AI ALGORITHMS

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ABSTRACT

In an era where digital personalisation is redefining consumer experiences, brands increasingly leverage artificial intelligence (AI) to create hyper-personalised advertisements. One such innovation is Myselfie advertising, where AI utilizes personal selfies to generate customized ads. While this approach enhances engagement and brand-consumer interaction, it also raises significant ethical and privacy concerns. Generation Z, known for its digital fluency and heightened awareness of data privacy, plays a critical role in shaping the future of AI-driven advertising. Understanding their perspectives on personalised Myselfie advertising is crucial for businesses seeking to balance personalisation with consumer trust. Thus, this study explored Generation Z consumers' perspectives on personalized Myselfie advertising and its implications for artificial intelligence (AI) algorithms. The study was guided by three research questions. The study is a descriptive survey research and adopted a purposive sampling technique in selecting 142 participants. Data collection was done using a structured questionnaire and processed using the Statistical Package for Social Sciences (SPSS). Data analysis was done using simple frequency tables, mean, and standard deviation. The study found that Gen Zs have a positive perception of personalised Myselfie advertising. The study also found that various factors affect the acceptance and rejection of personalized Myselfie advertising. One of the major factors causing rejection is the ethical implications of AI using personal images for advertising without explicit consent, while the major factor causing acceptance is payment or incentives. The study again found that there are both positive and negative implications of personalised Myselfie advertising on AI algorithms. The study thus concludes, based on its findings, that ethical responsibility is essential in fostering

positive consumer experiences while minimizing concerns about privacy and digital manipulation when using personalised Myselfie or other AI advertising strategies.

Keywords*:* Gen Z, Advertising, Personalised Myselfie, Consumers, AI, Algorithm

Introduction

The proliferation of digital technologies has transformed advertising, enabling highly personalised marketing approaches. Among these is Myselfie advertising where brands utilize user-generated selfies for promotional purposes has gained traction. Given that Gen Zers has grown up in a digitally connected world, their perspectives on such advertising methods are particularly pertinent. This demographic is often characterized as digital natives, exhibits unique behaviors and attitudes toward digital engagement, privacy, authenticity, and brand interactions (Baghel, 2023). Unlike previous generations, Gen Z consumers are more accustomed to algorithm-driven content curation and hyper-personalised online experiences, making their response to Myselfie advertising a crucial area of inquiry (Baghel, 2023; Krikheli & Silva, 2024).

Personalised advertising has evolved alongside advancements in artificial intelligence (AI), machine learning, and big data analytics, which enable brands to tailor marketing messages based on user preferences, behaviours, and social media activity (Haleem, 2022). The rise of Myselfie advertising builds upon this by incorporating user-generated content (UGC) as a core element of brand messaging. This approach enhances engagement and brand loyalty, as consumers seem to perceive UGC as more authentic and relatable than traditional advertising formats. However, while personalised Myselfie advertising aligns with Gen Z's inclination toward interactive and immersive brand experiences, Jakkula (2020) explained that it also raises concerns regarding data privacy, consent, and algorithmic biases in AI-driven marketing.

The psychological and social dimensions of Gen Z's engagement with Myselfie advertising are complex. This generation highly values self-expression and digital identity construction, often using selfies and face videos as a means of curating their online personas. When brands incorporate these personal images into their advertising, it may enhance consumer-brand relationships through perceived participation and social validation. Conversely, concerns arise over the potential exploitation of user-generated content, loss of control over personal images, and the ethical implications of AI algorithms manipulating digital identities for commercial gain. Additionally, algorithmic decision-making in personalised advertising may reinforce social biases, influencing perceptions of beauty standards and inclusivity. While personalisation can increase engagement and ad effectiveness, excessive data mining and targeted marketing may lead to consumer skepticism and resistance. Gen Z consumers, despite their digital fluency, seem to demonstrate a heightened awareness of digital privacy and corporate accountability. They are more likely to scrutinize how brands collect and utilize their data, questioning whether

personalised advertising such as Myselfie genuinely serves their interests or merely exploits their online behaviours for profit (Quach et al., 2022).

Understanding Gen Z's views of personal advertising such as Myselfie is essential for brands seeking to refine their AI-driven marketing strategies. As AI algorithms play an increasingly central role in personalising digital experiences, insights into this generation's preferences and concerns can inform more ethical, transparent, and consumer-centric advertising models. Moreover, examining the interplay between user agency, AI-driven personalisation, and marketing ethics provides valuable contributions to discussions on responsible AI development in the advertising industry.

Thus, this study explores Gen Z consumers' views on personalised Myselfie advertising and its broader implications for AI algorithms. It seeks to uncover how this demographic perceives the benefits and drawbacks of AI-powered advertising, the extent to which they value personalisation over privacy, and the ethical considerations that must be addressed in the evolving digital marketing landscape.

Research Questions

1. What is the perception of Gen Z towards my Personalised Myselfie advertisement?
2. What factors influence Gen Z's acceptance or rejection of personalised myselfie advertising?
3. What is the perceived implication of personalised myselfie on AI Algorithm by GEN Z customers?

Literature Review

Personalised Myselfie: Social Media Advertisement

The future of social media advertising is shifting towards immersive, user-driven content, and Myselfie advertising is at the forefront of this trend. Myselfie advertising involves brands incorporating user-generated selfies into their marketing campaigns, creating a personalised and engaging consumer experience. One of the latest innovations in the social media space is Myselfie, a platform that functions as a centralized hub for users' selfie images, enhancing generative AI and interactive experiences, particularly on platforms like Snapchat. Users can take selfies directly with their Snap camera, upload images from their camera roll, or utilize their Cameos selfie, allowing the system to recognize their appearance. This integration enables users, along with Snapchat and their friends, to generate personalised AI-powered images for various purposes, including advertisements (Snapchat support, 2025). This approach leverages the authenticity of user content to foster deeper connections and enhance brand relatability. For instance, companies like Myselfie.dk provide photobooth services that encourage users to create and share personalised content, which can be integrated into broader marketing strategies. By using real consumer images, brands can establish a sense of trust and familiarity, making advertisements more relatable and engaging.

By incorporating Myselfie into marketing strategies, brands can create hyper-personalised advertisements that resonate with individual users. AI-driven features like

AI Snaps allow for dynamic and interactive ad experiences, where users can see themselves in branded content, increasing engagement and emotional connection with the brand. Furthermore, as Myselfie continues to expand its features, businesses will have more opportunities to leverage AI-powered personalisation for deeper audience engagement (Snapchat support, 2025). It is worth noting that by harnessing AI-generated visuals and user-submitted selfies, brands can create compelling, authentic marketing campaigns that enhance customer engagement and brand loyalty.

Social Media Advertisement: Gen Z's Perspectives

Social media advertising has evolved significantly over the years, and Gen Z has emerged as one of the most influential consumer groups shaping marketing trends. Generation Z, commonly referred to as Gen Z, represents individuals born in the late 1990s and early 2000s. While some sources specifically define their birth years as 1997–2012, the exact timeframe remains a topic of debate due to the challenges of clearly distinguishing generational boundaries (Eldridge, 2025). Following the millennial generation (or Generation Y) and succeeding Generation X—the first cohort assigned a letter—Gen Z marks the last generation named using the Latin alphabet. Consequently, the subsequent generation has been labeled Generation Alpha, initiating a shift to Greek letters (Eldridge, 2025).

Unlike previous generations, Gen Z approaches social media with a distinct set of expectations, favoring authenticity, engagement, and value-driven content over traditional advertising tactics (Baghel, 2023; Krikheli & Silva, 2024). As digital natives, they have been exposed to online platforms from an early age, making them more critical of overt marketing and more receptive to influencer-driven, interactive, and short-form video content.

One of the most striking aspects of Gen Z's perspective on social media advertising is their reliance on influencers. According to Slipkus (2024), 57% of Gen Zers aspire to become influencers themselves, which underscores their deep engagement with this form of marketing. However, their affinity for influencer content does not mean they accept all promotional material at face value. Unlike older generations that may have responded well to celebrity endorsements, however, Gen Z seem to seek authenticity. According to Bansal (2023), Gen Zers are more likely to trust influencers who integrate products seamlessly into their content rather than those who deliver scripted endorsements or obvious brand placements. For brands targeting Gen Z, this means that influencer marketing must focus on genuine storyline. Instead of forcing a product into a video, successful influencers can create content that aligns with their usual style while subtly incorporating the brand's message. Humor, relatability, and practical demonstrations of product benefits play a key role in capturing Gen Z's attention.

Another crucial aspect of Gen Z's social media habits is their preference for video content. Slipkus (2024) also noted that 96% of Gen Z users have a YouTube account, and 60% of TikTok's user base belongs to this generation. This highlights an important shift

in advertising strategies: brands that want to reach younger audiences must prioritize video content over static images or text-based ads. Platforms such as TikTok, YouTube Shorts, and Instagram Reels have changed the way brands communicate with younger consumers. Short, engaging videos with quick transitions, visually appealing elements, and interactive features like polls and challenges tend to perform better. While Gen Z consumes large amounts of digital content, they are highly skeptical of traditional advertisements. They are accustomed to skipping ads, using ad blockers, and recognizing marketing tactics that feel disingenuous (MacRae, 2022).

For Gen Zers, interactive and user-generated content (UGC) seem to be more appealing than direct promotional efforts (Cozma, 2024). Contests, challenges, and branded hashtags seems to also be the recent social media activities that encourage organic engagement and make consumers feel involved rather than targeted. For instance, brand like Chipotle have successfully launched viral TikTok challenges that encourage users to create content featuring their products, effectively turning customers into brand ambassadors. Additionally, Gen Z seems to be drawn to companies that align with their values. They are more likely to support brands that demonstrate social responsibility, sustainability, and inclusivity (Parasanna & Priyanka, 2024).

Gen Z's perspectives on social media advertising reflect a broader shift in digital marketing as the generation seem to value authenticity, engagement, and entertainment over traditional marketing strategies. Thus, brands that succeed in capturing their attention focus on influencer partnerships that feel natural, video-first content that is fast-paced and engaging, and advertising that aligns with the generation's values.

Personalised AI Advertising: Privacy Concerns

Artificial Intelligence (AI) has transformed the advertising industry by enabling brands to deliver highly personalized and targeted content to consumers. Chaitanya et aI., (2023) stated that advertisement involves the use of machine learning, big data, and predictive analytics to understand consumer behavior and create marketing strategies that resonate with individual preferences. Through AI, advertisers analyze vast amounts of data collected from various sources, such as social media activity, browsing history, purchase behavior, and even real-time location tracking (Chaitanya et al., 2023; Gupta et al., 2023).

One of the most significant advantages of AI-powered advertising is its ability to enhance precision in targeting audiences (Kumar et al., 2024). Unlike traditional advertisements that rely on broad demographic data, AI allows brands to segment consumers based on their unique interests and habits (Gupta et al., 2023). This means that two individuals visiting the same website may see entirely different advertisements, tailored to their past interactions with brands and their predicted future preferences. AI also plays a crucial role in optimizing ad placement, ensuring that advertisements appear at the right time and on the right platform to maximize engagement.

Platforms such as Google Ads, Facebook Ads, and TikTok's AI-driven recommendation system have capitalized on AI's ability to analyze user engagement patterns and deliver personalized advertisements. Similarly, e-commerce giants like Amazon and Alibaba use AI to suggest products based on browsing history, purchase records, and even contextual data such as weather conditions or upcoming events. While this level of personalization improves user experience and enhances business profitability, it also raises critical ethical and privacy concerns.

The extensive use of AI in advertising has led to growing concerns about privacy, as companies collect and analyze vast amounts of personal data, often without users' full awareness or consent. One major issue is the lack of transparency regarding data collection. Many companies track user behavior through cookies, location services, and social media interactions, often embedding these tracking mechanisms in lengthy terms and conditions that few users read (Sivan-Sevilla & Parham, 2022; Data Protection Commission, 2020). As a result, many consumers unknowingly consent to having their personal information analyzed and used for targeted advertising.

Another significant concern is behavioural surveillance and tracking. AI-powered advertising relies on real-time monitoring of online activity, creating detailed consumer profiles that predict purchasing behavior (Gap et al., 2023). For example, a person searching for fitness-related content may start seeing ads for gym memberships, diet plans, or workout equipment across multiple platforms. While this may seem convenient, it also raises ethical questions about whether individuals should have more control over the extent to which their online activities are tracked. Security concerns also play a crucial role in discussions about AI advertising and privacy. The vast amount of consumer data stored by companies makes them prime targets for cyberattacks and data breaches. Also, unauthorized access to personal data can lead to identity theft, financial fraud, and other forms of cybercrime. Moreover, AI-powered advertising systems often share user data with third-party marketers, increasing the risk of data misuse. Kaur et al , (2024) explained that the controversial use of deepfake technology and AI-generated content further complicates privacy issues, as AI can be used to create misleading advertisements, impersonate individuals, or manipulate public opinion.

In conclusion, while AI advertisement enhances marketing efficiency and user experience, it also raises significant privacy concerns related to data collection, surveillance, algorithmic bias, security risks, and ethical manipulation. As AI continues to play a dominant role in digital marketing, striking a balance between personalization and consumer privacy will be essential.

Research Method

The study adopted descriptive survey research design. Thus, a structured questionable was used in collecting data for the study. The study collected data from 146 persons aged 18 to 28 years (because they fall in the category of Gen Z based on the year 1997-2007 as well as have reached the legal adult age of most countries). Purposive sampling technique was used to select the participants based on their activities on

Snapchat and the use of the personal myselfie features. The questionnaire consists of questions with nominal options which measures perception of the respondents and 4-point options of strongly agree, agreed, disagree and strongly disagree with 4,3,2 and 1 points that measured the acceptance of The data collected for the study were processed using SPSS version 25 and analysed using descriptive statistics (simple frequency tables, mean and standard deviation). A consent letter was attached to the questionnaire sent to the study participants.

Data Presentation and Analysis

Perception of Gen Z towards my Personalised Myselfie Advertisement

Table 1: Perception of Gen Z towards my personalised Myselfie advertisement

Responses	Frequency	Percent
Positive	81	55.1
Negative	36	24.5
Indifferent	29	29.7
Total	**147**	**100**

The results indicate that the majority of Gen Z respondents (55.1%) have a positive perception of personalised Myselfie advertisements, suggesting that more than half of the participants view these AI-driven, customized ads favorably. However, 24.5% of respondents expressed a negative perception. Additionally, 19.7% of the respondents were indifferent, meaning they neither support nor oppose personalised Myselfie advertisements. Overall, the findings suggest that while a majority of Gen Z consumers appreciate personalised Myselfie advertisements, there is still a notable proportion of individuals who remain either unconvinced or concerned about their use.

Factors Influencing Gen Z's Acceptance or Rejection of Personalised Myselfie Advertising

Table 2: Mean and standard deviation on factors influencing Gen Z's acceptance or rejection of personalised Myselfie advertising

Items	Mean	Std. Deviation
I am concerned about the ethical implications of AI using personal images for advertising without explicit consent.	2.59	1.10
Myselfie personalised ads featuring my image make product recommendations more relevant to my interests.	3.14	0.95
I believe I have sufficient control over how my personal images are used in myselfie advertising.	2.16	1.15
Seeing my image in AI-generated advertisements makes me feel more connected to the brand.	3.22	0.91
Myselfie ads that use my personal images feel invasive and make me uncomfortable.	2.57	1.11
I trust AI-powered advertising to use my images ethically and responsibly.	2.06	1.15

AI-powered personalised ads that include my image increase my likelihood of purchasing a product.	2.84	1.05
Seeing AI-generated ads featuring my image would make me more likely to share them with friends.	3.00	1.25
I am fully aware of how AI-powered advertising collects and processes my personal images.	1.96	1.15
I would willingly allow brands to use my images in AI-powered advertising if I receive payment or incentives (e.g., discounts, exclusive offers).	3.54	0.74

Data in table 2 show that while Gen Z appreciates the relevance and engagement that these Myselfie ads can provide, significant concerns about privacy, control over personal data, and ethical considerations persist. A key observation is that ethical concerns surrounding the use of personal images in AI advertising remain divisive, with a mean score of 2.59 and a standard deviation of 1.10. This indicates that while some respondents strongly believe that AI-powered advertising raises ethical issues, others are less concerned, leading to a moderate spread of responses. Similarly, perceptions of control over personal data scored 2.16 with a high standard deviation of 1.15, suggesting that most Gen Z consumers do not feel they have adequate control over how their images are used, and opinions on this matter vary widely. On the other hand, the perceived relevance of these ads scored relatively high, with a mean of 3.14 and a lower standard deviation of 0.95, indicating that many respondents found AI-personalised advertisements useful and aligned with their interests. Likewise, the emotional connection factor, measured by the statement "Seeing my image in AI-generated advertisements makes me feel more connected to the brand," had a mean of 3.22 and a standard deviation of 0.91, demonstrating that a substantial number of respondents resonate with these ads and feel more attached to brands that use them.

Despite this positive outlook on relevance and connection, trust in AI advertising remains low, with a mean of 2.06 and a standard deviation of 1.15, reflecting widespread skepticism about how ethically and responsibly personal Myselfie ads handle personal images. Similarly, awareness of how AI advertising collects and processes personal images scored the lowest, with a mean of 1.96, reinforcing the idea that many Gen Z consumers are unaware or uninformed about data collection practices in AI-driven marketing. When it comes to the effect of these ads on purchasing decisions, respondents were somewhat receptive, with a mean of 2.84 and a standard deviation of 1.05, indicating that while some may be influenced to buy a product featured in a personalized advertisement, others remain indifferent or unconvinced. The willingness to share these AI-generated ads with friends was moderate, with a mean of 3.00, suggesting a balanced stance—some respondents might be open to sharing, while others would not.

Perhaps the most significant finding was the willingness to opt-in for incentives, which had the highest mean of 3.54 and the lowest standard deviation of 0.74. This strongly indicates that Gen Z consumers are far more likely to permit brands to use their personal

images in AI-powered advertisements if there is a tangible reward, such as discounts or exclusive offers. Unlike other factors that showed significant variation, responses to this statement were more consistent, suggesting that incentives are a widely accepted motivator for engagement with personalised advertising.

Overall, the data in table 2 show that while Gen Z appreciates personalisation and relevance in AI advertising, they also have concerns about ethics, control over data, and trust. Many respondents would share and engage with these ads but are more likely to accept them if incentives are offered.

Perceived implication of personalised Myselfie on AI Algorithm by GEN Z Customers

Table 3: Mean and standard deviation on the implication of personalised Myselfie on AI algorithm by Gen Z Customers

Items	Mean	Std. Deviation
AI algorithms improve their accuracy by analyzing personal images used in Myselfie advertisements.	2.74	0.88
Myselfie advertising increases AI's ability to predict my preferences and online behaviour.	3.06	1.04
I am concerned that AI algorithms may misinterpret my personality based on the personal images I upload.	2.88	0.84
The use of personal images in AI-powered advertising could lead to unintended biases in AI decision-making.	2.64	1.07
The integration of personal images in Myselfie ads could alter AI algorithms, prioritizing visual data over other important user preferences.	3.04	0.97
Myselfie advertising might lead to excessive data collection, making AI systems more intrusive.	3.37	1.15
The more AI analyzes my images, the better it becomes at delivering relevant product recommendations.	3.19	1.17
AI algorithms trained on Myselfie ads could reinforce stereotypes based on appearance and background.	3.27	0.84
AI algorithms trained on Myselfie ads could reinforce digital profiling, leading to highly targeted but potentially manipulative advertising.	3.43	1.15
AI-driven personalised ads using my images could impact my digital identity and online privacy in the long run.	2.72	0.83

Data in Table 3 illustrate the complex perceptions of Gen Z consumers regarding the implications of personalised Myselfie advertising on AI algorithms. While there is recognition of AI's ability to enhance advertising relevance, concerns persist regarding potential biases, digital profiling, and the long-term impact on privacy. A significant observation is that Gen Z acknowledges AI's capacity to improve accuracy through personal image analysis, with a mean score of 2.74 and a standard deviation of 0.88. This suggests a moderate level of agreement, though responses varied, indicating that some consumers strongly believe AI benefits from personal images, while others remain skeptical. A more pronounced trend emerges in the belief that Myselfie advertising enhances AI's ability to predict preferences and online behaviour, which had a mean of 3.06 and a higher

standard deviation of 1.04. This variability implies that while many respondents agree that AI refines its predictive capabilities through such advertisements, others question the extent of its effectiveness. Similarly, concerns about AI misinterpreting personality based on uploaded personal images scored 2.88, with a standard deviation of 0.84, suggesting that while this concern is present, it does not dominate the perception of most respondents.

The ethical implications of AI decision-making also remain a key concern, as indicated by the belief that using personal images in AI-powered advertising could lead to unintended biases, which scored 2.64 with a standard deviation of 1.07. This high variability suggests that while some respondents see AI's reliance on personal images as a potential risk for biased outcomes, others are either less aware of this issue or unconcerned. Similarly, the integration of personal images in AI advertising prioritizing visual data over other important user preferences had a mean of 3.04 and a standard deviation of 0.97, highlighting a widely shared perception that AI algorithms may become overly dependent on images, potentially overlooking other critical factors in personalisation.

Among the most significant concerns raised was the fear of excessive data collection by AI systems, with a mean of 3.37 and a high standard deviation of 1.15, suggesting strong but varied agreement that AI-driven Myselfie advertising can make data collection more intrusive. Likewise, the belief that AI algorithms trained on Myselfie ads could reinforce stereotypes based on appearance and background was prominent, scoring 3.27 with a standard deviation of 0.84, indicating that many Gen Z consumers recognize the potential for AI to perpetuate biases. A similar concern was raised regarding digital profiling, which had the highest mean score of 3.43 and a standard deviation of 1.15, emphasizing the widespread apprehension that AI could create highly targeted but potentially manipulative advertising strategies.

Interestingly, while concerns about privacy and bias are evident, Gen Z also recognizes some advantages of AI-driven Myselfie ads. The belief that AI becomes better at delivering relevant product recommendations through personal image analysis scored 3.19, with a standard deviation of 1.17, indicating that many respondents see personalization benefits, albeit with varied levels of confidence. However, the perception that AI-driven Myselfie ads could impact digital identity and online privacy in the long run scored 2.72 with a standard deviation of 0.83, showing that while some respondents worry about long-term privacy implications, the concern is not as strongly emphasized as other issues.

Overall, the data in table 3 suggests that while Gen Z consumers recognize the personalisation potential of AI-driven Myselfie advertisements, they remain cautious about the risks associated with digital profiling, bias reinforcement, and intrusive data collection. These insights indicate a need for brands to implement transparent AI advertising policies that ensure ethical AI practices and consumer control over personal data.

Conclusion

This study underscores the complex relationship between Gen Z consumers and personalied Myselfie advertising. In conclusion, Gen Z appreciate the relevance and engagement that AI-driven advertisements provide. However, there is privacy, ethical implications, and data control concerns among Gen Z. It was also concluded that many Gen Z consumers acknowledge that AI-powered advertising enhances personalization and product recommendations, yet they remain cautious about its long-term implications, particularly in terms of digital profiling, bias reinforcement, and intrusive data collection.

From the study, it can be said that while there is enthusiasm for the creative and interactive nature of Myselfie advertisements among Gen Zers, trust in AI advertising remains relatively low as many Gen Zs are skeptical about how their personal images are used, fearing that AI algorithms may misinterpret their personalities, reinforce stereotypes, or prioritize visual data over other meaningful preferences. From this study, it can be reduced that incentives play a crucial role in Gen Z's willingness to engage with Myselfie advertisements as many Gen Zs are willing to give up their selfies for AI-driven personalized ads if there are tangible rewards, such as discounts or exclusive offers. This suggests that while ethical and privacy concerns exist, consumer acceptance can be enhanced when brands offer value in return for participation.

Overall, this study concludes that there is need for a balanced approach to personalised advertising. To maintain consumer trust and engagement, brands must prioritize ethical AI practices, implement clear data policies, and provide users with control over their personal images. As AI-driven advertising continues to evolve, ensuring transparency and ethical responsibility will be essential in fostering positive consumer experiences while minimizing concerns about privacy and digital manipulation.

Recommendations

The study recommends based on its findings that

1. Advertisers using MySelfie advert should target Gen Zs by using their images, since Gen Zs are receptive to and have positive feelings about personalised MySelfie. This will lead to increased product engagement and patronage.
2. Brands using MySelfie advert should offer incentives to Gen Zs, as it will motivate them to engage with brands as well as release their images to promote brand advertising.
3. The AI algorithm used in personalised MySelfie should be highly monitored and regulated so that it does not breach ethical considerations concerning users' profiles, as this will help increase positive perception towards personalised MySelfie advertisements.
4. Brands using MySelfie advert should prioritise ethical AI practices by implementing clear data policies and allowing users control over their personal images as this will help

maintain consumer trust and continued engagement.

5. Brands using MySelfie advert should ensure transparency and ethical responsibility in the use of AI-driven advertisement as this will foster positive consumer experiences and reduce concerns about privacy and digital manipulation.

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