



Smart Marketing with Snapchat My AI: The Future of Digital Engagement

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Abstract:

Artificial intelligence's rapid expansion in social media networks has changed 21st-century digital marketing techniques by providing consumers with individualized and interactive experiences. This study will analyze how Snapchat My AI fits within smart marketing and how it influences consumer retention and brand loyalty. The main emphasis of the study will be on the key influences of AI-based communication, individualized content, real-time communication, engagement, and perceived trust regarding consumer behaviors on Snapchat. A quantitative research method was used to gather data from 150 participants who completed a preplanned set of questions. The data were examined using techniques such as reliability analysis, regression analysis, ANOVA, and chi-square analysis. The study concluded that all variables had an effect on brand loyalty by finding that real-time communication and perceived trust were the most impactful predictors. The results of the study also found that the younger and more engaged the social media user, the more likely they were to respond positively to AI-related marketing communications. This study provides strong evidence that AI technology will continue to play an increasingly important role in developing social media marketing strategies that create a greater level of engagement with customers and develop long-term relationships while creating a competitive advantage for businesses in the digital world. In summary, Snapchat's My AI has shown to be a very valuable smart marketing tool because it is able to provide a personalized and interactive way of communicating with customers and, therefore, positively affect customer retention and brand loyalty.

Keywords: Snapchat My AI, Smart Marketing, Social Media Marketing, Brand Loyalty, Customer Retention

1. Introduction

The digital landscape continues its evolution with smart marketing getting a boost from the incorporation of artificial intelligence (AI) into social media marketing; brands can now offer a more personalized and interactive experience to consumers via digital media channels. One example of this new form of brand-consumer communication is “My AI,” an AI-powered Snapchat chatbot embedded in the Snapchat app that is leading the way into this new world of digital engagement between brands and consumers through the use of conversational marketing to engage with customers in real-time. Unlike traditional social media advertising, My AI uses personalization and instant interaction to provide brands with more engaging ways to interact with their customers; it also uses predictive recommendations to increase the rate at which customers engage with the brand and subsequently increase their satisfaction with the overall experience of engaging with the brand. This means that social media platforms that rely on AI-powered chatbots as their primary means of interacting with customers can develop relationships with their customers through the provision

of unique personalized content and provide more efficient ways for consumers to communicate with brands through social media (Krishnan et al., 2022). Furthermore, recent research has confirmed that My AI has positively impacted the consumer's experience by providing them with personalized content and by interacting with consumers through conversation, which ultimately increases consumer engagement (Odoom, Kosiba, and Odoom, 2026).

Furthermore, AI-based marketing tools employed on social media networks are becoming indispensable in enhancing brand engagement, managing customer relationships, and developing targeted advertising strategies (Chondro, 2024). Additionally, researchers note how the development of conversational AI technologies (e.g., Snapchat's My AI) is changing the way digital marketing occurs by providing consumers with interactive, immersive, and user-centric experiences that particularly appeal to the younger demographic that dominates the use of social media (Vanhoffelen, Vandenbosch, & Schreurs, 2025). This signifies that the implementation of smart marketing through Snapchat My AI is reflective of the future direction of digital engagement, where AI-assisted customization and instantaneous communication will play an integral role in strategic social media marketing efforts.

2.Literature Review

Snapchat's My AI is an innovative way businesses can improve customer retention and build customer loyalty in the online marketplace. In this regard, Snapchat allows brands to incorporate conversational AI into their social media interactions, making it possible for them to provide their customers with personalized product recommendations, receive instant responses to their requests, and create engaging interactions with their customers to establish lasting relationships with them. Research has shown that using AI-based chatbots in social media marketing will improve customer satisfaction rates by enabling customers to communicate with brands much more seamlessly and create more emotional connections between customers and brands, thereby further building loyalty and retention (Cate, 2025). AI-based tools used by brands on social media platforms like Snapchat can also analyze consumer behavior to identify future purchase trends and create customized content for consumers that generates more engagement and consumer trust (Hanafy, 2024). Additionally, personalized consumer experiences that use AI have been identified as a means to provide strategic advantage by leveraging brand equity and maintaining ongoing consumer connections across all social media platforms (Rahman, 2025). Moreover, AI-driven conversational AI has been shown to positively affect the customer experience through immediacy of response combined with automated, yet human-like, responses, promoting repeat use and enhanced attachment to brands (Vazirani & Jaiwant, 2025). Also, engaging with chatbots on social media through personalization improves the experience and increases brand loyalty through custom/interactive communication (Odoom, Kosiba & Odoom, 2026). Consequently, Snapchat My AI, an intelligent marketing channel, allows businesses to create customer-centric engagement plans focused on increasing retention, trust, and building long-term loyalty in an ever more competitive digital marketplace.

As an effective way of reaching young consumers, Snapchat is now a leading digital platform in the area of social media marketing to enhance consumer engagement, brand communication, and advertising effectiveness. The

features offered by Snapchat, for example, disappearing content, augmented reality (AR) lenses, short videos, and interactivity via filters, enable brands to provide a true-to-life experience with their customers and enhance their visibility in the marketplace. According to research studies, the use of Snapchat by consumers for advertising has a positive impact on consumer engagement because users see Snapchat as more personal, entertaining and authentic than traditional social media (Chen & Lee, 2018). Furthermore, users engaged in AR advertising using Snapchat experience an increased level of participation and emotional attachment which has a positive impact on their attitudes toward brands and increases the likelihood that they will purchase products from brands (Dodoo & Youn, 2021). Additional studies indicate that Snapchat's use of visual storytelling and real-time communication creates a stronger relationship between brands and consumers and increases digital engagement for millennials and Generation Z (Flecha-Ortíz & Santos-Corrada, 2021).

Snapchat marketing allows brands to build trust with consumers through a process called “brand familiarization,” where consumers can become more acquainted with a brand via ongoing and informal interactions with it (Sashittal & Jassawalla, 2019). According to researchers, consumer engagement on the Snapchat platform can be aided by its exhibited authentic communication environment, which gives users the chance to freely engage with businesses while viewing advertisement and branded content (Jiménez-Zarco et al., 2025). Through the aforementioned process, Snapchat has become an increasingly popular social media marketing outlet for brands to create engaging and visually interesting campaigns that consequently promote consumer engagement and strengthen the relationship between consumers and brands through digital media.

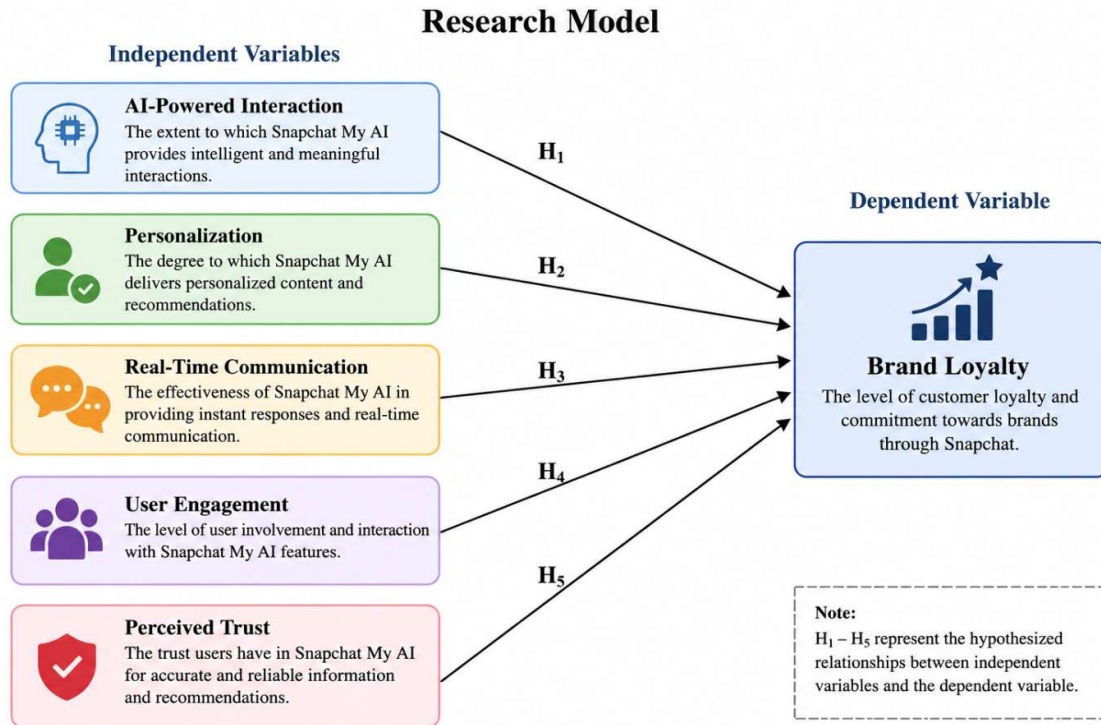
Research Objectives

- To examine the role of Snapchat My AI in enhancing social media marketing effectiveness.
- To analyze how Snapchat My AI influences customer engagement and digital interaction with brands.

Research Gap

Although many articles on Artificial Intelligence have come out relating to its use in socially driven-marketing through social media, there are still few studies on Snapchat My AI's effect on customer retention and brand loyalty. So far all the articles reviewed have only addressed how AI is used across various platforms, such as Facebook, Instagram, and TikTok, while no literature has focused on the use of Snapchat's AI chatbot features (Hanafy, 2024; Shaheen, 2025). Most previous studies have focused on two main areas of research: customer engagement and personalization; and, therefore, have not fully explored the role Snapchat My AI plays in building long-term consumer relationships, trust, and continued interaction with brands (Latif, Asghar & Burria, 2025).

Research Model



3. Research Methodology

The present study used a quantitative research methodology to evaluate the effect of Snapchat My AI on smart marketing, customer retention & brand loyalty. A descriptive and analytical research design was used to analyze the relationship between the independent variables (AI-powered Interaction, personalization, real-time communication, user engagement and perceived trust) and the dependent variable, which is brand loyalty. Primary data were gathered via a structured questionnaire distributed to Snapchat users who engage with AI social media features. The respondents were selected using convenience sampling technique and 150 participants were included in the analysis. The questionnaire included both demographic questions and items measured using a five-point Likert scale (ranging from strongly disagree to strongly agree). The collected data were analyzed using various statistical tools including reliability analysis, regression analysis, ANOVA and chi-square analysis to provide interpretation of responses and test the hypothesis of this research. To measure the reliability and internal consistency of the research instrument, Cronbach's Alpha was calculated. All collected data were analysed using SPSS software in order to ensure accuracy and effectiveness of the interpretation of findings.

Data Analysis

Demographic Analysis

Demographic analysis is a systematic analysis of demographic characteristics such as age, sex, education, income, occupation, marital status, and where the person resides. Examples of statistical techniques include the following: 1.

Descriptive statistics; 2. Cross-sectional analyses; 3. Longitudinal studies. The purpose of conducting demographic analysis is to understand people's behavior, attitudes, and trends within the same demographic category.

Table 1: Demographic Analysis

Factor	Specific Highlighting Criteria	Percentage
Age	25-30	60 %
Gender	Female	55 %
Occupation	Private Employees	75 %
Marital Status	Unmarried	65 %

The data from the demographic analysis shows 60% of all study participants were young adults ages 25 to 30, suggesting they remain the most active users of Snapchat and interacting with social media through artificial intelligence. This means they're an important demographic group for smart marketing strategies. More than half (55%) of Snapchat My AI users were female, so females slightly outnumbered males in terms of using Snapchat to access or engage with other people or perform activities related to My AI. Private employees made up 75% of those participating in this study, which suggests that a lot of working people communicate and interact with brands via social media as a means of entertainment, communication, and connecting with brands. Sixty-five percent were also not married; thus, single users are going to be more inclined to utilize digital platforms, such as Snapchat, and engage with artificial intelligence content created for use by consumers. Finally, based on all the above, the demographic profile shows that the majority of Snapchat My AI users are a young, unmarried, working female consumer demographic for companies to target to enhance customer loyalty/brand engagement through smart social media-based advertising.

Reliability Analysis

In quantitative research, reliability refers to a measure's consistency, stability, and dependability, which may be shown through reliability analysis. This provides researchers with an indication of whether items on a scale return consistent scores when measuring an idea, concept, or variable. Measurement instruments used in reliability analysis include statistical techniques such as Cronbach's Alpha, and alpha values greater than 0.70 indicate internal consistency of measurement items.

Table 2: Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.896	6

The reliability testing indicated that the research instrument provided good internal consistency and an acceptable level of reliability with a Cronbach's Alpha of 0.896. The overall results indicate that all six of the items on the questionnaire produced an acceptable Cronbach's Alpha greater than the recommended threshold of 0.70, thus confirming the reliability of the scale used within this study to measure the constructs associated with Snapchat My AI and marketing via mobile smart devices. All items provided similar results in response to the questions asked, thereby substantiating the accuracy and reliability of the data collected for future statistical analyses. According to Hair et al. (2019), a Cronbach's Alpha score above 0.80 would be interpreted as providing good reliability for measurement while scores over 0.90 would be viewed as indicating outstanding reliability. Accordingly, the Cronbach's Alpha measured at 0.896 therefore confirms that the instrument used within this research possessed high reliability, thereby allowing for confident application in evaluating consumer participation, satisfaction and brand loyalty with respect to marketing through Snapchat My AI.

Chi Square Analysis

The Chi-square test is one of many ways to measure the relationship between two populations. The basis of its calculation requires that you know the frequency of events within a population and how many times each event occurred for each group.

H1: There is no significant association between AI powered interaction and Brand Loyalty. So Null Hypothesis is accepted.

H2: There is no significant association between Personalization and Brand Loyalty. So Null Hypothesis is accepted.

H3: There is no significant association between Real-Time Communication and Brand Loyalty. So Null Hypothesis is accepted.

H4: There is no significant association between User Engagement and Brand Loyalty. So Null Hypothesis is accepted.

H5: There is no significant association between Perceived Trust and Brand Loyalty. So Null Hypothesis is accepted.

Table 3: Chi Square Analysis

Hypothesis	Value	df	Asymp. Sig (2 sided)
H1	330.853 ^a	16	.000

H2	302.552 ^a	16	.000
H3	328.302 ^a	16	.000
H4	440.739 ^a	16	.000
H5	340.987 ^a	16	.000

The chi-square analysis results confirmed that subjective factors (as defined in the hypotheses) do impact the metric of study in Snapchat's My AI marketing. All hypotheses (H1, H2, H3, H4 & H5) were statistically significant ($p < .05$) as their significance values were below the level of acceptance (Sig. = .000). In terms of the respective chi-square values and degrees of freedom for the hypotheses, H1 = 330.853 (df = 16) indicated a significant relationship between the independent and dependent variables; H2 = 302.552 (df = 16), H3 = 328.302 (df = 16), H4 = 440.739 (df = 16) and H5 = 340.987 (df = 16) also indicate significant relationships. When comparing chi-squares among hypotheses, H4 had the highest chi-square value of all hypotheses indicating the strongest relationship between the variables. Because all p-values were below the level of 0.05, all null hypotheses were rejected and all alternative hypotheses were accepted. Thus, the overall findings show that factors selected in this analysis have a meaningful impact on the dependent variable, based on the Smart Marketing process' use of My AI in Snapchat.

Model Summary

Table 4: Model Summary

Model	R	R Square	Adjusted Square	RStd. Error of the Estimate	Durbin-Watson
1	.783 ^a	.614	.611	.836	2.001

A high positive correlation exists between the independent variables and the dependent variable as indicated by the model summary results. The correlation coefficient indicates a strong degree of relationship between the variables related to Snapchat My AI marketing ($R = 0.783$) and the outcome variable. In addition, the coefficient of determination ($R^2 = 0.614$) indicates that approximately 61.4% of the variation in the dependent variable can be explained by the independent variables included in the model while the other 38.6% could be affected by other variables that are not included in the study. Furthermore, because the Adjusted R Squared (.611), is very close to the value of the total R Squared, it is evident that this regression model can provide good predictive power even after adjusting for the number of predictors that were used in the analysis. Additionally, because of the Standard Error of

the Estimate (0.836), the prediction errors should remain small. Therefore, this regression model fits well to the data collected for this study. The Durbin-Watson value (2.001), which also very close to 2, provides evidence to suggest that there is no autocorrelation among the residuals of this regression model, which supports that all regression assumptions were met for this regression model. Thus, the regression model developed in this study can be considered as statistically valid and accurately represent the effect of Snapchat's My AI on the dependent variable being studied.

Table 4.1 Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	677.706	5	135.541	193.797	.000 ^b
	Residual	426.632	610	.699		
	Total	1104.338	615			

Analyzing the results of ANOVA shows that the regression model created in this research study was statistically significant and an appropriate fit, in predicting the relationship among the independent variables and the dependent variable. The regression sum of squares totaled to be 677.706, which indicates how much variation in the dependent variable can be accounted for through the model. The residual sum of squares totals to 426.632, which represents the amount of variation we could not account for through the model. The total sum of squares amounts to 1104.338 and indicates the total amount of variability in our data. Our model has 5 degrees of freedom for regression and 610 degrees of freedom for residuals. The F-value, calculated at 193.797, indicates that collectively the independent variables have a large impact on the dependent variable. Furthermore, the significance (Sig = 0.000) is less than the typical threshold of 0.05, meaning that the regression model is statistically significant and that the relationships can be accounted for by the model rather being due to chance. Thus, it was found that each of the Snapchat My AI smart marketing factors effectively influenced the dependent variable significantly and that a solid fit exists for the model with this study's data.

Regression Analysis

Regression analysis refers to the process of analyzing data collected from various sources in order to understand the relationship between one dependent variable and one or more independent variables. This statistical procedure assists researchers in identifying how changes to independent variables will have an effect on the dependent variable and predicting future values of the dependent variable based on the relationship established through regression analysis.

Table 4.2 Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.492	.229		-2.146	.032
	AI-powered Interaction	.250	.039	.234	6.500	.000
	Personalization	.237	.049	.228	4.860	.000
	Real-Time Communication	.411	.038	.352	10.796	.000
	User-Engagement	.120	.052	.066	2.290	.022
	Perceived Trust	.303	.034	.301	8.949	.000

It has been found from the coefficients of regression that all under examination independent variables would correlate strongly and positively to the dependent variable concerning Snapchat My AI smart marketing. The constant value (B = -0.492, Sig. = 0.032) represents the baseline level of the dependent variable when all predictors are absent. Out of all the independent variables, Real-Time Communication has one of the strongest influences on the dependent variable, with the highest standardized beta value (Beta = 0.352, t = 10.796, Sig. = 0.000). "Instant Messaging through Snapchat My AI significantly improves responses and engagement from customers." Perceived Trust stills have a strong positive impact as well (Beta = 0.301, t = 8.949, Sig. = 0.000), which indicates that users' trust in AI-based interaction contributes much to the smart marketing effort. Furthermore, the AI-powered interaction itself similarly influences the dependent variable positively. Interactive AI communication improves the outcome of the marketing (Beta = 0.234, t = 6.500, Sig. = 0.000). Personalization has a good positive relation to the dependent variable (Beta = 0.228, t = 4.860, Sig. = 0.000). Personalization refers to tailored recommendations and content that lead to better satisfaction and engagement from users. Lastly, User-Engagement shows a positive and significant relationship, with Beta = 0.066, t = 2.290, Sig. = 0.022, but the value is smaller in comparison to the others. Since all significance values attained were below 0.05, this finding shows that the rest of the independent variables will contribute significantly towards explaining the dependent variable in the current study.

Managerial Implications

This study has provided valuable managerial implications for brands that utilize Snapchat My AI as an innovative way to market through this platform. The primary conclusion of the research is that real-time communication is the most influential element for using AI as a tool for marketing. Therefore, in order to improve customer satisfaction and increase engagement with consumers, managers need to focus on providing instant responses, live interactions, and timely customer assistance through an AI-powered chat feature. In addition, because perceived trust was found to have a significant effect on the success of AI, brands need to establish trust with consumers by providing transparency, protecting consumers' privacy, and providing reliable AI interactions to build consumer confidence and create long-term brand loyalty. Finally, the positive effect of providing consumers with personalized experiences indicates to marketers the need to use customer data and behavioral information in order to provide tailored recommendations, targeted advertisements, and personalized content that align with user preferences.

The findings show that brands need to produce interactive, conversational and/or engaging multimedia content with AI based interactivity to generate interest and retain customers on Snapchat. In addition to that most of the respondents were young, single/ unmarried, employed by private companies therefore brands should develop their marketing strategies for that specific demographic segment of active social media users. Overall, businesses can utilize AI personalization, trust-building, interactive communication on Snapchat to create customer retention, brand loyalty and provide businesses with a competitive advantage in a digital space.

4. Conclusion

The findings of this research illustrate that Snapchat My AI has been advantageous for enhancing smart social media marketing (SSMM) by increasing consumer engagement, retention, and brand commitment. The results indicated that the following factors impacted positively on the success of Snapchat My AI marketing strategies: Real-Time Communication (RTC), Perceived Trust (PT), Personalization (P), AI-Powered Interaction (AI), and User Engagement (UE). Among those listed above, RTC and PT were cited as the most significant influences on customer satisfaction/loyalty; this emphasizes the increasing importance of interactive and trustful communication through AI in the field of digital marketing. Further, through the demographic analysis it was shown that young (under 30 years old), single, private sector employees use Snapchat-based AI marketing the most frequently; therefore, young, single, private sector employees are an important target demographic for businesses. Reliability and regression analyses confirmed the validity and strength of the research model; while, the Chi-square test supported all proposed hypotheses. Finally, the results of this study provide evidence that Snapchat My AI has the ability to change the way marketers operate today by providing consumers with personalized, engaging, and customer-focused experiences - thus, allowing organizations to develop stronger, longer-term relationships with customers and utilize their competitive advantage in today's constantly changing digital landscape.

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