SELFIE CAMPAIGNS AS AN EFFECTIVE ADVERTISING TOOL IN ATTRACTING MILLENNIALS TO UPLOAD ON SOCIAL MEDIA: A REVIEW STUDY

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ABSTRACT

The purpose of this is to understand how different personalities react to selfie campaigns by different brands or not these campaigns increase the participation level on social media and the different outcomes of the selfie campaigns in the social world for millennials. Newer techniques are used by companies to attract consumers whereas selfie campaigns are exponentially growing. Uploading selfie with the brands or products grows the popularity of the users as well as creates a self-image and self-personality of the users. Selfie campaigns attract different types of personalities differently whereas narcissist personalities are more adaptive to these selfie campaigns. The Big Five Personality traits are also studied here and concluded that the craze, desire, and desire to be popular induces more selfie participation in these campaigns. People feel connected to the companies when they participate in such campaigns and become family to them.

KEYWORDS: *Brand Campaigns, Social Media, Selfies, Self-Image, Self-Presentation.*

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