

## 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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### INTRODUCTION

#### Selfies as a Promotional Tool in Modern Era Brand Campaigning

The present era has seen tremendous growth in social media and different marketing tools have been employed by many companies from time to time to study the behavior of the consumers on in the social world<sup>1</sup>. Understanding consumer psychology is of utmost importance for companies and marketers because the customer defines the demand in the market and his/her perception plays a vital role in determining the brand image of the company<sup>2</sup>. Due to the rise in the SNS, there is a gradual increase in the total users of social media in recent times. The usage is not just limited to texting, and chatting but moreover to uploading selfies for brand promotion. This trend has gone viral and there is a proliferation in the number of selfies uploaded over time. Selfies are an effective way of creating e-WOM in social media. The likes and comments induce more usage of these SNS. A recent trend has shown that selfie posting apps have enabled more people to use

them<sup>3</sup>. Selfies have modified the ways of marketing in this era<sup>4</sup> wherein brands are being portrayed by clicking selfies with the brand to present the persona of the consumers properly<sup>5</sup>. Selfies have great features to edit, modify and beautify pictures hence attracting millennials to share more selfies online<sup>6</sup>. Promotional tools are essential in marketing because they are user-adaptive<sup>7</sup>. Define a selfie, as “a self-portrait photograph of oneself (or of oneself and other people), taken with a camera or a camera phone held at arm’s length or pointed at a mirror, which is usually shared through social media”<sup>8</sup>. Not just selfies, but there are tremendous changes in the work style and lifestyles of people, and the new terms being popularized are like “Healthies” and “Wealthies” as been in trend now<sup>9</sup>.

The most common platform where around 1.8 billion photos are uploaded daily includes WhatsApp, Instagram, and Facebook<sup>10</sup>. Self-image is created while posting on social media, the effect of which is critical since the consumers are being judged by the brands or products they use and suggest<sup>11</sup>. Selfies are used to modify the image and are a good way in which individuals have control over their identities and they construct it efficiently<sup>12</sup>. In an environment where there is absolute control over the profiles and personalities of individuals in comparison to face-to-face communications<sup>13</sup>, the edited selfies are giving options to users to present their images as they intend to the world<sup>14</sup>. The attitudinal perceptions, social image, and self-presenting oneself effectively are related to selfie posting behavior on social media which induces companies to adopt this form of advertising<sup>15</sup>. The consumers feel more related and connected to the companies when they upload and share their selfies through brand campaigns because they feel that the campaigns are genuine, unlike the traditional celebrity endorsements where only positives are shared of the product making the campaigns and uploading of selfies and sharing of selfies more organic and approachable<sup>16</sup>. The promotion through brand selfies is cost-effective and requires minimal costs with a greater reach while creating a positive mindset for consumers to get engaged in the brand’s activities which is seen as a sign of creating a family culture for the consumers in modern-day marketing<sup>17</sup>.

## Hashtags in Selfies

Hashtags are the trending way of marketing an object, event, person, or place. Hashtags are more trending with the increased clicking of selfies. The use of hashtags is popular because they increase the reach. The reach is inevitable and organic. The users do not pay for the reach therefore this reach is considered significant. All the advancements are possible because of the advancements in internet technology and the trending use of selfies<sup>18</sup>.

## Narcissist Personalities and Selfie Posting

Over the past few decades, researchers have considerably focused on narcissistic personalities<sup>19</sup>. The Big five personalities greatly influence the photo sharing and selfie posting attitude on social networking sites<sup>20</sup> where Narcissism is an important personality playing a crucial role<sup>21</sup>. Narcissism induces people to have more of a self-obsession with themselves to upload and share photos on social media<sup>22</sup>. Hence, the Big Five personalities along with Narcissist personalities induce the selfie posting behavior<sup>23</sup>. Narcissistic personalities are the ones with an overwhelming self-obsession with their social status, personality, and their self-image<sup>24</sup>. There is an exaggeration of positive self-personality and over-obsession with the social status within their peer groups<sup>25</sup>. Social media platforms play a perfect role for narcissistic people because they use their inter-relationships to enhance their self-image and promote themselves improving their self-impressions<sup>26</sup>.

## Craze for Selfie

With the emerging technologies and proliferation in the networking sites for sharing photos on social media sites like Snapchat, Facebook, and Instagram, there is an obsession to click, share and

upload selfies on media platforms to increase engagement and create a buzz<sup>27</sup>. Buzz is created because people believe that using online media enables great ways of presenting oneself in a better way in comparison to face-to-face communication<sup>28</sup>. Selfies create a buzz and are an effective tool for socializing with people. They are a way of showing a brand as a great one to use. Companies use selfies clicked by their customers for advertising their products majorly due to the fact that a selfie during an event is evidence that the customer has enjoyed the event and is a family to the company which shows a quality environment, and culture prevailing the company<sup>29</sup>. The selfie sharing apps such as Instagram, and Snapchat are different from other media apps and how they are able to create transparency while beholding the emotional and social perspectives in people's lives<sup>30</sup>. Sharing selfies on social media intensifies one's presentation to the social world thereby a unique strategy of creating a good impression known as an impression management strategy<sup>31</sup>.

## Communication of Personal Experiences through Selfie Posting

Selfies are considered a most effective tool for expressing emotions whereas with new advancements hybrid mode is preferred by people to post their views about brands or products using both the virtual and real world<sup>32</sup>. Ever since photos have been used as a medium of communication, brands find it a powerful and constructive way of expressing oneself<sup>33</sup>.

## LITERATURE REVIEW

### Models involved in Internet-based Marketing

For ages, marketing has used different models on how to advertise products or services. The earlier studies have elaborated AIDA (Attention, Interest, Desire, and Action) model and AIDMA (Attention, Interest, Desire, Memory, and Action) Model as one of the main models to study<sup>34</sup>. The AIDA model and AIDMA models have been the most widely used models since early times<sup>35</sup>. Further, the AIDMA model was also improvised by a very fine organized firm in Germany known as Dentsu. The firm improvised the model and gave a new model AISAS in 2004. AISAS stands for Attention, Interest, Search, Action, and Share<sup>36</sup>. The model is good to understand and determine the different behaviors of consumers while shopping online<sup>37</sup>. There are many other models used however, with the increased usage of the Internet, the most used model is AISAS.

To study how selfies upload on social media improve one's self-presentation on social media, the theory of self-presentation was developed by Goffman in 1959 according to which sharing selfies on social media develop a relationship and thereby creates a sense of self to present oneself to the social media face-to-face<sup>38</sup>.

The concept of brand selfies has emerged from the extensive use of social media platforms. They are the most used and efficient way of creating a good brand image and sharing the brand experience with the audience. Selfies are an effective way of presenting oneself in an organized way. Selfies are a reflection of one's personality. The most fascinating thing in the present era is the selfie posted. These are used as brand recognition now. Having recognized on social media by selfie groups has been in trend in recent times. People are able to connect with the brands once they identify brands being promoted through selfie postings on social media. Popularly now known as brand selfies. Customers use these brand selfies to establish them as recognizers of the brands. In a way, e-WOM plays it partly on behalf of the companies to create a brand image in the minds of the consumers. The study is an empirical one where a survey was carried out on 309 respondents. The study intends to determine the psychological factors inducing brand image. The study highlights the significant role of narcissism, perceptions, and materialism in predicting brand selfie behavior<sup>39</sup>.

The need for including selfies as a part of advertising campaigns is studied by D. Bhanu Sree

Reddy and B. Naresh in their study. The research questions framed were as follows: To study the requirement of including selfies as an advertising tool by companies, to study the ways by which selfies are used as an advertising tool for campaigns, and the way of leveraging the selfie phenomena. To study these objectives, a conceptual study was carried out by including a literature review. The need for a selfie is justified by the fact that selfies act as brand personalities where brands are being recognized lively when they involve selfies and they get a greater reach in a very short span of time. There is a bond created between the selfies because consumers usually click selfies with their loved ones. Through the selfies, these brands get recognition as emotional beings in the process. Selfie with the products assures the originality of the product. A smile while uploading selfies ensures customer satisfaction. The marketing strategies used by companies to accomplish selfie campaigns are achieved by clicking selfies with the product, at the business place, through unique selfie applications designed for the purpose, awarding and rewarding for uploading selfies and using CSR activities for selfie clicks<sup>40</sup>.

To study the growing popularity of selfie campaigns among millennials on two sharing apps Snapchat and Instagram, the study was conducted by considering narcissism, self-concept, presenting self, and the role of selfies in it. The study was conducted in two phases. First, a qualitative approach was adopted wherein semi-structured interviews were conducted. To ensure consistency in interview data, some interview protocols were followed strictly by the researcher. The interviews were recorded properly as well as transcribed properly. Nearly 17 students from the Northeastern United States were interviewed who presented as millennials in the study. For the interview, purposive sampling was used to ensure the quality because only those who actually clicks selfies were interviewed. The findings of the interview stated that self-importance plays an essential role in the social world where the main aim is to get identified as one self in the social world. The center of attention is commonly seen in the social world where selfies are clicked to show what's happening in life. The selfies are clicked to be adored by the social world where people actually like and praise the selfies thus showing respect to the selfie people. Second, a survey was conducted that examined the effect or impact of self-concept and narcissism on the two aspects of the study namely attitude and behavior among millennials who click selfies. The statistical tool used in the study is ANCOVA (An Analysis of Covariance). The study concluded that narcissistic personalities are more prone to selfies and have a positive attitude towards this type of campaign. This method of advertising and promoting is effective for the millennials who are more into creating and sharing their moments through selfies<sup>41</sup>.

## **OBJECTIVE OF THE STUDY**

The main objective is to study the growing importance of selfies used as a tool for brand promotions and how different personality traits induce millennials of today to stay connected with brands by uploading selfies on social media.

## **CONCLUSION**

The millennials use social media so actively to share their personal life because these companies have transformed their way of advertising and promoting their brands. Now, companies target the audience in unique ways. They convince and persuade their minds. The behavioral aspects of the customers are targeted to convince them to buy products. Many marketing techniques are being used for promotions like uploading selfies and the one with maximum likes gets cash awards or products to use. Customers share such posts on social media and grab many likes and comments. Various media platforms ask consumers to upload their selfies with their products to get rewarded for it. Sharing such posts on social media creates awareness and induces more participation. It is an effective as well as a user-friendly way of targeting a greater audience. Different personality react differently to these promotional techniques. Narcissist personalities react positively to such posts where they are interested in uploading selfies with the brands or products and keep sharing

such posts to increase their profile reach, create a positive self-image and develop a sense of self-presentation in society of the social world. Self-image and self-presentation of their personalities. The uploading factor increases their follower base. The same is applicable to Extraversion and open personalities. To engage more with social societies, they prefer participating in selfie campaigns organized by companies. Neuroticism personalities engage in such campaigns to shift their negative moods to positive moods. Conscientious personalities tend to be less affected by such posts. The craze for selfies drives people much more than ever. The eagerness to present oneself as more popular than others is more likely to promote such campaigns. Campaigns are designed so creativity by the companies to encourage more participation. Higher participation increases more chances of purchase intention. Through such campaigns, users feel more connected to the companies. The benefits of uploading selfies with the brands while the campaigns are getting discount coupons, getting attractive prices, family vouchers, shopping vouchers, lifetime memberships, and many other monetary benefits as well.

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