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A Study and Impact of Selfie Marketing Through Social Media among College Students

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Abstract

The study is about marketing of one self through selfie in various occasions and modes by youth. The study is trying to analyze various reasons and factors responsible for the selfies among college students the samples are taken from the Facebook Id's merely 156 respondents selfie's were analyzed under various situation from October to November among the friend list. The result shows that the selfie mania is more dangerous now a days, this leads to cyber-crime any how some respondents are self-motivated for publishing their selfie which improved their confidence,leadership skills etc.

Keywords: 1.Social media, 2.Selfie, 3.Generation y, 4.Marketing, 5.Facebook, 6.Social network sites.

I - Introduction

Selfie" a generalized expression for a "self portrait", has become a fad among today's youth. But its invention is actually very old. SELFIE is "Picture of yourself, usually taken by yourself". In around 1839, Robert Cornelius took the first "selfie". He called it the "first light picture ever taken." It was actually one of the first human portraits ever. This also was the beginning of this photographic concept the self portrait. Several selfies have been taken since then, although the concept has popularized amongst the youth in the past few years.. More than a million selfies are taken each day, according to research by TechInfographics.com. It's now a word in the dictionary and the 2013 word of the year. It has its own song. Hollywood cameraman Lester Wisbrod claims he invented the selfie in 1981 and has proof: 150 of them taken with celebrities over the years.

The 67-year-old Wisbrod told ABC News he used to whip out his Canon camera every time he saw a celebrity, reached out his arm and flashed a smile alongside stars like Ronald Reagan, Jennifer Aniston, Clint Eastwood and Mike Tyson. Wisbrod said he took "Lesters" — his nickname for the photos — for more than two decades while working as a freelance cameraman from 1981 until he retired in 2005.ccording to recent findings from the Pew Research Centre, teenagers in America are sharing more information than ever about themselves on social media. Of those studied, 91% post photos of themselves online - up from 79% in 2006. One theory is that the "selfie" tell other people how we want to be seen.

II- Literature review

Fox, A. K., et al (2018) studied about the research intends to examine selfie-marketing from a customer habits viewpoint. Creating and sharing selfies are gaining appeal amongst millennials. The authors look for to recognize just how this popularity relates to timeless research on vanity and self-concept and to establish the effectiveness of selfie-marketing in visual user-generated web content. Design/methodology/approach: A mixed-methods method is made use of across two types of research. Research study 1's qualitative exploration uses the based theory approach by assessing semi-structured interviews with millennials. The findings create three research study suggestions. These recommendations are additionally turned into testable theories in Research study 2's measurable investigation, featuring evaluation of the difference of online study information accumulated from millennial. Searching's for : The searching's for suggest that narcissism favorably relates to millennial' attitudes towards and also intend to take part in selfie-marketing on visual content-sharing apps. Results additionally show that millennial look for to use selfies to provide their self-concepts differently in various visual content-sharing atmospheres. Originality/value : Today's study is amongst the initial to focus on the value of self-presentation and also vanity in relation to customers' attitudes as well as behavioral feedbacks towards selfie-marketing. For marketing experts, this underscores the relevance of comprehending the unique nature of user-generated visual content on social media.

Kedzior, R., et al (2016) researched about the objective of this paper is to outline the contributions provided in this special area on the selfie phenomenon as well as its importance for advertising practice and also scholarship. Design/methodology/approach: The value of the topic is assessed and motifs related to the selfie phenomenon and also marketplace problems are gone over about extant research. The contributions of each paper are briefly highlighted and discussed. Findings: Although the selfie is a fairly new sensation, both advertising and marketing methods and also scholarship have discovered its prominence in consumer lives as well as the potential for creating market understandings. Despite its often assumed triviality, the selfie is a multifaceted phenomenon of value to crucial advertising and marketing areas such as branding, customer behavior or market research. Feasible opportunities for future study are detailed. Originality/value: Secret problems associating with study right into the selfie sensation for advertising scholars are brightened.

III - Self concept teory

Today, self-concept theory and research is a flourishing enterprise in the fields of psychology, sociology, and psychoanalysis. ... The term "self-concept" is used here to refer to "the totality of the individual's thoughts and feelings with reference to [the] self as an object" (Rosenberg 1986a).

Early Interest in the Self in American Psychology

In 1902, Charles Horton Cooley introduced the metaphor of the looking-glass selftoillustrate the idea that individuals' sense of self is primarily formed as they develop self-beliefs thathave been created by their perceptions of how others perceive them. That is, the appraisals ofothers act as mirror reflectionsthat provide the information we use to define our own sense of History of Self Research – 7self. Hence, we are in very great part what we think other people think we are. This conception ofself brought to the forefront of psychological thought an emphasis on the importance of earlychild rearing and schooling as well as the critical role of social comparisons with peers in thedevelopment of self. The idea of the looking-glass self underscored the great power that parents,siblings, family members, teachers, and significant others have

in shaping children's identity,especially early in a child's life. After all, these are the people who provide us with the firstreflections through with which we can contemplate our "selves."James (1896/1958) had viewed the process of self formation differently. He argued that, because children are conscious of what other people are before they become conscious of what they are themselves, the self is primarily developed through the process of imitation. That is, children create a sense of who they are by imitating the mental and behavioral habits of parents and other influential people in their lives. Both for James and for Cooley, however, the growth of a child's sense of self is deeply influenced—they would argue that it is in fact nearlydetermined—by the beliefs and actions of others. This, then, is the great blessing or tragedy of selfand self-belief construction and development—that we become the kind of person we see reflected in the eyes of others.

IV - Selfie trend

From 2006 to 2009, the term "MySpace pic" described an amateurish, flash-blinded self-portrait, often taken in front of a bathroom mirror. Self-portraits shot with cell phones, or "selfies"—cheap-looking, evoking the MySpace era—became a sign of bad taste.

Part of the élitist frisson of Facebook, launched in 2004, was that many users found it superior to MySpace as a matter of both technology and taste. If one of the defining forms of self-representation on MySpace was the blurry bathroom selfie, set against a page decorated with graffiti and flashing graphics, Facebook profile photos—on a starched-white and Ralph Lauren-blue background—announced a clean, well-lit model of orderly selfhood. The MySpace selfie suggested a striptease (many men posed with their shirts off, directing attention to their torso); Facebook profile photos were generally proper—even preppy—in focus, and well lit.
The Facebook imperative to present oneself in crisp focus wasn't just aesthetic—it had social implications as well. Owing to cameras' technological limitations, a well-focused photograph was typically taken from at least three feet away, by another person. This declared social belonging, even if the picture was snapped by someone who was not close to you and had been cropped to display only your face. (The viewer was reassured that you were not alone by the telltale jutting angle of your clavicle as your arms reached out to wrap around your friends' shoulders.) It was also important to periodically include other people in profile photos, signifying a robust portfolio of friends. On Facebook, everyone appeared to have friends. Facebook became not just a social network but a means of proving one's social reach. Posed group photographs, tagged pictures, and friend counts were signifiers of social net worth, and a sign of healthy participation in the digital world. As Facebook rose to prominence, so did its model of what it meant to interact online. The subject of the MySpace bathroom selfie—with its tableaux of bathroom counter, mirror, face, and upper body—always looked alone. Selfies were for people without friends; the savvy moved on to more advanced networks.

V - Selfie and social media

By the time Facebook surpassed MySpace's traffic, in 2009, selfies seemed doomed to marginalization. But a key technological advance occurred a year later: a front-facing camera was built into the iPhone 4. These cameras are now embedded in the face of practically every smartphone and tablet, which means that you can take a self-portrait while looking at the screen, allowing for perfect framing and focus. These days, selfies can look as polished and crisp as posed group shots, and no longer require a mirror or an awkwardly contorted hand.

Culturally people aren't supposed to self-promote or 'brag' - especially women," says Rutledge. But attitudes depend on how people feel more generally about sharing personal information on the internet. The increase in sharing of all kinds of personal information and images may have redefined what is "normal". There will always be critics, Rutledge predicts."Many view selfies as acts of self-focus and cries for attention."

VI - Social media and selfie campaigns

➢ Leveraging the selfie trend for social good, the World Wildlife Fund made a big impact with a campaign of pictures of endangered species, captioned "Don't let this be my last selfie." Tigers, Rhinoceros, Gorillas and Polar Bears were sent out to snapchat followers and the campaign was a executed example of a philanthropic organization utilizing current trends for a greater purpose.

➢ Leave it to NASA to solve the selfie's biggest conundrum: figuring out how to get everyone in the picture. On Earth Day, NASA asked for users to share selfies and integrated the submissions into collage that depicted the Earth. The mosaic was made up of over 40,000 fan submitted photos, and comprised every continent and over 100 countries.

➢ Samsung wanted to show off the Samsung Galaxy S5 and its water resistance. So they did, with underwater selfies. To make it interesting they did it in Switzerland at Lake Zurich, when the water was a brisk 46 degrees. Participants were given a free S5 to help them warm up.

➢ Just how far have the Selfies come? So far that an impromptu, unsponsored event known as the "Selfie Olympics" generated over 20,000 original submissions, featuring clever, acrobatic or just plain weird pictures of Instagram and twitter users. For everyone who couldn't make it as an athlete at the Sochi Olympic Games, the Selfie Olympics were a great substitute.

➢ Pizza Hut propped a life size cardboard cutout of country star Blake Shelton in stores around the country and encouraged fans to snap a "pic" with the facsimile star and his new signature BBQ pizza. Giveaways attached to the hashtag "BBQWithBlake" included prizes, and free pizza.

➢ National Geographic took pictures of everything before it was the norm, so it's no surprise the National Geographic selfie campaign covered uncharted ground. The ads featured a gorilla in a bathroom mirror, a panda in an elevator, and other animals in various mirrors, all to encourage traffic to the National Geographic collection, an anthology of wildlife photography.

➢ So now the selfie is back, as evidenced by the heavy volume of them posted by teen-agers, who document everything from new hairstyles to new shoes to no particular occasion at all. ["Cooling" is a common caption among teens for a photo of oneself simply sitting.] Celebrities like Rihanna, Kim Kardashian, Justin Bieber, and Lady Gaga post selfies, maintaining visual diaries for their millions of followers. People take selfies in public, posing everywhere and in every which way.

VII- Selfie marketing

Nowadays, 1 million selfies are taken every single day. It goes even this far that in 2015, more people have already died from selfies than from shark attacks. Sometimes people are so eager of taking a selfie (even if we are standing on top of a building), that they are literally dying for taking pictures of themselves. people have taken it to a whole other level, a sometimes dangerous one.New software has also contributed to the selfie renaissance. For teen-age social-media users, who generally prefer on-the-go mobile applications, like Instagram and Snapchat, the self is the message and the selfie is the medium. The Instagram selfie, with its soft, artfully faded tones, has replaced the stern, harshly lit mug-shot style of years past. The small, square photo, displayed on one's phone, invites the photographer and the viewer to form a personal connection. There is little space on Instagram for delivering context or depicting a large group of people;

the confines of the app make single subjects more legible than complex scenes. A face in an Instagram photograph, filtered to eliminate any glare or unflattering light, appears star-like, as if captured by a deft paparazzo.

VIII - Research methodology

The primary goals of this study were to describe:
1) To find out, how much time college students use social networking websites?
2) Why they use them, and
3) How they use them (i.e., to observe, create, or interactor, to publish selfie).

IX- Hypothesis

H1. Young adults would publish selfie in Facebook daily;
H2. Young adults would use Facebook primarily for social interaction and image.
H3. Young adults would publish and interact with their peers that they know offline rather than searching for new friends on Facebook orcontacting family members;
H4. Profile information are also with photos, which is clearly intended for others to see and read, would be used to express identity;
H5. As these students are young adults, their profile would involveselfie and photos about religion, political ideology, and work, topics that are germane to identity development during emerging adulthood;
H6. Young adults would interact with one another by posting selfies in public forums.

X - Method

The researcher observed the profile and pages of post of 200 adult who publish often selfie were publish for four weeks and collected personal information from their profile. Furthermore the researcher knows the respondendents personally because they are all in the close friends list. The research questionnaires were prepared and send through mail and ask the respondents to answer and send backbefore the dead line. Only 156 respondents send back in spite of repeated remainders over mobile calls.

XI- Findings
 - 37% of the respondents are between the age group 31- 35 years.
 - 79% of the respondents are male.
 - 66% of the respondents are married.
 - 41% of the respondents are post graduates.
 - 28% of the respondents having 3-5 years of experience in working atmosphere.
 - 61% of the respondents are satisfied with Facebook interactions.
 - 34% of the respondents strongly agree they have interest in taking and publishing selfie in work place.
 - 34% of the respondents having interest towards selfie in their frequent travelling.
 - 64% of the respondents agree that, they are taking selfie during confidently dressed at home.
 - 34% of the respondents say they have aware of the selfie environment.
 - 27% of the respondents satisfied with the deadline given to them to complete the selfie for various social media campaigns..
 - 28% of the respondents say they have level 4 pressures from their boyfriends in publishing selfies often in face book .
 - 30% if the respondents having neutral experience towards family encouragement.

- ➢ 69% of the respondents opted yes for selfie post in future also.
- ➢ 54% of the respondents say their friends expect more selfie from work place.
- ➢ 64% of the respondents say they don't have any problems due to selfie posts.
- ➢ 62% of the respondents opted no for their opinion towards selfie crimes.
- ➢ 34% of the respondents say they have moderate stress after getting comments.
- ➢ 46% of the respondents say they are working for 40-50 hours per week in social media.
- ➢ 35% of the respondents having neutral opinion towards health and safety.
- ➢ 43% of the respondents say they have support from family members for problems of selfie.
- ➢ 33% of the respondents say they have full control over theirmedia interactions.
- ➢ 34% of the respondents say they never had unanticipated circumstance.
- ➢ 40% of the respondents say they never had unforeseen difficulty in dangerous selfie.
- ➢ 81% of the respondents say they have very good balance in taking adventurous selfies.

  Findings related to hypothesis
- ➢ **Null Hypothesis for researcher hypothesis – I**
- ➢ There is no significant relationship between gender and pressure from family.
- ➢ To test the hypothesis chi-square test was applied
- ➢ It is inferred from the above table that, there is significant relationship between gender and pressure from the family
- ➢ Hence null hypothesis is **Rejected**

  Null Hypothesis for researcher hypothesis – II
- ➢ There is no significant relationship between age and Reason for selfie.
- ➢ To test the hypothesis chi-square test was applied
- ➢ It is inferred that there is a significant relationship between age and Reason for selfie.
- ➢ Hence null hypothesis is **Rejected**
- ➢ **Null Hypothesis for researcher hypothesis - III**
- ➢ There is no significant relationship between Current selfie posts Vs Level of control.
- ➢ To test the hypothesis chi-square test was applied
- ➢ It is inferred from the table that, there is no significant relationship between current level of selfie posts and level of control.
- ➢ Hence null hypothesis is **Accepted**
- ➢ **Null Hypothesis for researcher hypothesis - IV**
- ➢ There is no significant relationship between and current level of selfie posts and unanticipated circumstance.
- ➢ To test the hypothesis chi-square test was applied
- ➢ It is inferred from the above table that, there is a significant relationship between current level of selfies and unanticipated circumstance.
- ➢ Hence null hypothesis is **Rejected**.
- ➢ **Null Hypothesis for researcher hypothesis - V**
- ➢ There is no significant relationship between current level of selfie posts and unforeseen difficulties.
- ➢ To test the hypothesis chi-square test was applied
- ➢ It is inferred from the above table that, there is no significant relationship between current level of selfie posts and unforeseen difficulties.
- ➢ Hence null hypothesis is **Accepted**.
  SUGGESTIONS:
  - ➢ The respondents should be educated properly by family members about their selfie crimes.

➤ Facebook should have some framework for selfie posts.
➤ The dangerous selfies should not be encouraged by social activists and peers.
➤ Schools and college students should teach how to take safe selfies in their classes.
➤ Police and government should have control over Facebook selfie posts

XII - Future implications:

The results likewise reveal that, because of ranging degrees of narcissism, millennial utilize selfies to existing self-concepts in a different way in numerous content-sharing applications. In other words, millennial offer different versions of themselves based upon the social media network's atmosphere. For example, on Instagram, individuals may really feel likely to express their most suitable selves, uploading pictures where they feel they look at their ideal and using filters to help in doing so. On Snapchat, nonetheless, users might offer a version of themselves that seems extra genuine as well as each day. This is due to the much less permanent nature of an app like Snapchat, where stories disappear after 24 hours, as well as direct messaging photos vanish after opening up.

XIII - Conclusion

In conclusion, social networking sites like Facebook provide new venues for young adults to express themselves and to interactwith one another. Although one might expect considerable interactive experiences, we found considerable lurking, with studentsbeing content to look at friends' profiles and to have their own profiles examined as well. Posting to walls and posting selfies forothers to observe highlight a public communication style. Social networking sites allow emerging adults to construct profiles andengage in activities that reflect identity markers. While friendships, romantic relationships, and ideology remain key facets ofadolescent development, it is fitting that in the digital age individual media preferences have also emerged as playing an importantrole in adult' expressions of who they are. Now have an online space in which to study the evolution of identitydevelopment and friendship exchanges.

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