



RESEARCH ARTICLE

THE NEW G KITH AND KIN OF BRAND EQUITY – SELFIE MARKETING

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ABSTRACT

Selfies can be a powerful tool in attracting attention of socially responsible millennials to the brands. Selfies has been used by many companies nowadays to engage and attract and trigger the customers or at least to generate traffic. The most successful marketing selfie campaigns are those that have a concise yet catchy hashtag unique to the brand or issue, a clear connection to the brand is supporting and multiple ways for users to engage. Selfies are highly effective at driving likes, shares, and comments on a user's post, and brands can make use of this trend to increase awareness of and engagement with their products and services among fans and followers. This current study aims at measuring the impact of selfie campaigns on brand equity. Brand equity parameters such as Brand awareness, Brand Performance, Brand Imagery, Brand Judgments, Brand Feelings and Brand Resonance This study is quantitative in nature. Primary study was conducted using a structure questionnaire. The research attempted to explore whether selfie campaigns are enhancing the brand equity. A total of 366 respondents who were part of the selfie campaign completed the survey. All the brand equity parameters are positively correlated with the selfie campaign. Brand feelings top the list and the performance measure in the way down among the dimensions.

Key words: Selfie, Selfie campaign, Brand Equity,

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INTRODUCTION

Selfies can be a powerful tool in attracting attention of socially responsible millennials to the brands. Selfies has been used by many companies nowadays to engage and attract and trigger the customers or at least to generate a traffic. The most successful marketing selfie campaigns are those that have a concise yet catchy hashtag unique to the brand or issue, a clear connection to the brand is supporting and multiple ways for users to engage. Selfie is defined as "a photograph that one has taken of oneself, typically with a smartphone or webcam and uploaded to a social media website. The selfie has opened up opportunities for brands to market themselves online. They are used in advertising campaigns, social media, and promotions to build brands when the business releases a new product or a new solution, including celebrity brands, corporate brands, and personal brands. Selfies are highly effective at driving likes, shares, and comments on a user's post, and brands can make use of this trend to increase awareness of and engagement with their products and services among fans and followers. Some businesses hold contests that encourage fans and followers to take photos of themselves with particular products. Users then post the photos on Facebook, Twitter, or Instagram with a particular hashtag, giving the business increased reach across

multiple social media platforms and they also offer discounts or rewards for users who post selfies of themselves engaging with the business's products. Selfies can combine humor and reality for social media campaigns, in particular when other marketing tools can't. Selfies are a big trend right now; they are indeed a product of the times. Done the right way it can be a method for engaging and connecting people to the brands, while also building a more refined experience into your social media channels. This current study aims at measuring the impact of selfie campaigns on brand equity. Brand equity parameters such as Brand awareness, Brand Performance, Brand Imagery, Brand Judgments, Brand Feelings and Brand Resonance are included in the study while examining against the selfie campaign and found that resonance is been achieved by the selfie campaigns. This study is quantitative in nature. Primary study was conducted using a structure questionnaire. A total of 366 respondents who were part of the selfie campaign completed the survey. The research attempted to explore whether selfie campaigns are enhancing the brand equity.

Selfie

Robert Cornelius was the first one to take selfie in 1839, that time it was self-photography not the selfie, and its Jeniffer Lee should be credited for using the word selfie for the first time. In 2013, Oxford English dictionary decided the word selfie as "Word of the Year". Companies and brands use social media

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more recently than the conventional media and medium for the promotions and branding. Selfie's participation is more in branding and promoting the products and brands. It is reported that around 30 percent of photos are selfies in social media and more than one million selfies are taken every day (Locateadoc.com, 2014). The selfie postings by general public and company are said to enhance the brand equity along with the other promotional and branding activities. Selfie-posting and other related interactions between consumers and companies suggest effective marketing of both consumers' self-images and company's products. A study by (Chang, 2014) investigate how businesses and consumers are co creating brand value on social media by sharing photos on Instagram. The main look at how customers presenting brand images and identify with brand personalities through selfies.

Building a strong brand, according to the Customer-Based Brand Equity Model, can be thought of in terms of a sequential series of steps, where the first step is to ensure identification association of the brand in customers' minds, secondly to establish the totality of brand meaning in the minds of customers, thirdly to elicit the p responses to this brand identity and brand meaning and lastly to convert brand response to create an intense, active loyalty relationship between customers and the brand (Keller, 2001). Marketers deploys selfie as an indicator that is young, fun and connected and the selfie is the fact that it gestures towards "corporal sociability (Senft, 2015).

As everyone knows and it's a news that the Selfies played an important role in Modi campaign, with the Prime Minister candidate posting and posing pictures of himself with his party's electoral symbol on election day and before that, with celebrities, and with family members. The more amateur look of Narendra Modi's selfies, conveyed the sense of a more believable person as a brand Modi rather than an inaccessible icon (Baishya, 2015). Consumer's participation in different types of events increases brand equity and that brand experience is the most important mediator (Zarantonello, 2013). A study by (Sandhya, 2011) explored whether selfie campaigns extends brand personality and enhance brand personality as a part of company's integrated marketing communication among young consumers aged in the group of 18-29. Companies are using social media networks to create brand equity and also explore its challenges to draw the attention of those companies venturing into social media networks through selfies to increase brand awareness and brand image (Alblooshi, 2015).

The major part of social media marketing is happening with the help of selfies among the online community as pointed out by (As'ad, 2015). (Farhat, 2011) mentioned in his study that the E-WOM created by many activities are enhancing the brand equity.

Study sample Characteristics

S.No	Demographics	Item	No.	Percentage
1	Age	20 - 29	142	85
		30 - 39	18	11
		40 - 49	6	4
2.	Gender	Male	118	71
		Female	48	29
3.	Have you ever seen/come across selfie campaigns before?	Yes	137	83
		No	29	17

DISCUSSION

With the observed respondent profile, majority of the respondents are males and their age category is between 20-29 years

Correlation analysis

H1: Brand awareness has no effect on Selfie campaign (null hypothesis)

Significance: Since the value of significance (Sig. (2-tailed) N) is 0.000 which is less than significant level 0.01. Therefore we cannot accept the null hypothesis. There is a statistically significant correlations between selfie and brand awareness. That means, increases or decreases in one variable do significantly relate to increases or decreases in other variables. Thus, brand awareness has an effect on selfie campaign

Pearson's r interpretation: Correlation coefficient is 0.815 which is greater than 0.50. This means there is a good relationship between these two variables. So there exists positive correlation between the variables. Thus brand awareness has strong effect on selfie campaigns.

H2: Brand Performance has no effect on Selfie campaign (null hypothesis)

Significance: Since the value of significance (Sig. (2-tailed) N) is 0.000 which is less than significant level 0.01. Therefore we cannot accept the null hypothesis. There is a statistically significant correlations between selfie and brand performance. That means, increases or decreases in one variable do significantly relate to increases or decreases in other variables. Thus, brand performance has an effect on selfie campaign

Pearson's r interpretation: Correlation coefficient is 0.797 which is greater than 0.50. This means there is a good relationship between these two variables. So there exists positive correlation between the variables. Thus brand performance has strong effect on selfie campaigns.

H3: Brand Imagery has no effect on Selfie campaign (null hypothesis)

Significance: Since the value of significance (Sig. (2-tailed) N) is 0.000 which is less than significant level 0.01. Therefore we cannot accept the null hypothesis. There is a statistically significant correlations between selfie and brand performance. That means, increases or decreases in one variable do significantly relate to increases or decreases in other variables. Thus, brand imagery has an effect on selfie campaign

Pearson's r interpretation: Correlation coefficient is 0.875 which is greater than 0.50. This means there is a strong relationship between these two variables. So there exists positive correlation between the variables. Thus brand imagery has strong effect on selfie campaigns.

H4: Brand Judgements has no effect on Selfie campaign (null hypothesis)

Significance: Since the value of significance (Sig. (2-tailed) N) is 0.000 which is less than significant level 0.01. Therefore we cannot accept the null hypothesis. There is a statistically

significant correlations between selfie and brand performance. That means, increases or decreases in one variable do significantly relate to increases or decreases in other variables. Thus, brand Judgements has an effect on selfie campaign.

Pearson's r interpretation: Correlation coefficient is 0.826 which is greater than 0.50. This means there is a strong relationship between these two variables. So there exists positive correlation between the variables. Thus brand Judgements has strong effect on selfie campaigns.

H5: Brand Feelings has no effect on Selfie campaign (null hypothesis)

Significance: Since the value of significance (Sig. (2-tailed) N) is 0.000 which is less than significant level 0.01. Therefore we cannot accept the null hypothesis. There is a statistically significant correlations between selfie and brand performance. That means, increases or decreases in one variable do significantly relate to increases or decreases in other variables. Thus, brand Feelings has an effect on selfie campaign

Pearson's r interpretation

Correlation coefficient is 0.934 which is greater than 0.50 and close to 1. This means there is highly strong relationship between these two variables. So there exists positive correlation between the variables. Thus brand Feelings has strong and influential effect on selfie campaigns

H6: Brand Resonance has no effect on Selfie campaign (null hypothesis)

Significance: Since the value of significance (Sig. (2-tailed) N) is 0.000 which is less than significant level 0.01. Therefore we cannot accept the null hypothesis. There is a statistically significant correlations between selfie and brand performance. That means, increases or decreases in one variable do significantly relate to increases or decreases in other variables. Thus, brand Resonance has an effect on selfie campaign

Pearson's r interpretation

Correlation coefficient is 0.832 which is greater than 0.50. This means there is a strong relationship between these two variables. So there exists positive correlation between the variables. Thus brand Resonance has strong effect on selfie campaigns

Objectives of the study

- To identify the selfie campaign's role in leveraging brand equity
- To understand the patterns and profiles of Selfies taken (Selfie- Psychology)

Research design

On the basis of the literature reviewed about selfie campaign and brand equity and its role in branding and marketing communication, a research model was developed to study the impact between brand equity and their selfie campaign Brand equity is represented by its parameters from the CBBE model such as awareness, Performance, imagery, judgements, feelings and resonance.

Following are the null hypothesis to study the impact of selfie campaign on Br and Equity

- H1: Selfie campaign does not impact brand Awareness
- H2: Selfie campaign does not impact brand Performance
- H3: Selfie campaign does not impact brand Imagery
- H4: Selfie campaign does not impact brand Judgements
- H5: Selfie campaign does not impact brand Feelings
- H6: Selfie campaign does not impact brand Resonance

Major findings

- It is statistically proved that the Selfie campaign has impact on Brand Equity parameters such as Brand awareness, Brand Performance, Brand Imagery, Brand Judgements, Brand Feelings and Brand Resonance.
- From the correlation analysis, it is inferred that the Selfie campaign strongly correlates with Brand Feelings and is followed by Brand Imagery, Brand Resonance, Brand Judgements, Brand Awareness and Brand Performance.
- From the regression analysis, it is inferred that the Selfie campaign has an influential effect over Brand Imagery or it strongly impacts Brand Imagery and also impacts other brand equity parameters. Selfie campaign and brand equity parameters are statistically significant.
- From the Friedman test, it is inferred that the Selfie campaign strongly impacts Brand Imagery and is followed by Brand resonance, Brand Awareness, Brand Judgements, Brand Feelings and Brand Performance.
- Instagram as the preferred media in which the respondents come across selfie campaigns most frequently.
- Maximum of the respondents stated that they Participate in Selfie campaigns.
- Maximum of the respondents stated that Celebrity affiliation make Selfie campaign more effective.
- It is inferred that the Selfie campaign is the cost effective and best marketing tool to project Brand equity
- Maximum of the respondents participated are Males and maximum percentage of respondents lie in the age category between 20-29 years.
- Maximum of the respondents strongly agree that selfie campaign creates salience of the brand as they can able to recall the brand on the next day and Selfie campaign comes to the top of their mind when they think of doing any marketing communication
- From the survey results, respondents state that selfie campaign communicates the core value or USP of the brand
- It is inferred that Selfie campaign is used for self disclosure, social engagement, marketing and promotions and to generate qualified leads.
- It is inferred that maximum percentage of respondents stated that Selfie campaign helps the normal product to leverage as Brand
- Maximum of the respondents strongly agree that selfie campaign helps to engage with the brand as the maximum participants of the survey feel that they have social
- presence and they associate themselves with the brand.
- From the survey results, they agree that Selfie campaign project brand equity and
- also they agree that it is the trending marketing channel.

Research limitations

The main limitations of this research include people who doesn't use internet, who had not been through selfie campaign before in their lifetime, people who are below the age of 18 and brand consultants. Factors apart from these six factors are not considered like celebrity affiliation. Other external factors which affect the study directly and indirectly are not to be considered. Futuristic relevance of this study shouldn't be taken into consideration. CBBE model can be applied for a brand also to know the equity of the brand from the selfie campaign.

Practical implications

The social media phenomenon, better known as the Selfie is now commonly viewed as a tool people use to share their individuality with others on channels like Facebook, Instagram and Twitter, as well as a form of self-branding. Selfies showcasing a product affect the company's brand in many different ways. The importance of this research caters to identifying the factors that has the most influential effect on Selfie campaign and its relative influence to the brand parameters of brand equity considered in the study.

Conclusion

From the study it is concluded that Selfie campaign strongly influences the brand equity parameters such as Brand awareness, Brand Performance, Brand Judgements, Brand Feelings, Brand Performance, Brand Imagery, Brand Resonance. Hence Selfie campaign is the emerging marketing channel for leveraging the brand parameters and thereby enhancing the brand equity. It is the best way to generate qualified leads and it is with the effectiveness of campaign to convert the leads to loyal followers. This is possible only through continuous engagement practices. The Selfie campaign has an influential effect on Brand Imagery. Thus the campaign should project the brand image which propels the target segment to get associated or adhered with the brand.

Hence Selfie campaign is the powerful and effective tool for enhancing Brand equity in a cost effective way.

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