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Brand Selfies, Loyalty, and Interaction: Its Relationship with Consumer Social Presence

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Abstract:

This study analyzed the relationship between consumer social presence, brand selfies, consumer loyalty, and interaction among consumers aged 18–24 at a Public Higher Education Institution (PHEI). With the rise of social media, brand selfies or consumer-generated images featuring brands have become a significant tool for fostering consumer loyalty and interaction. Guided by Social Presence Theory and Self-Preference Theory, this research examines how perceived social closeness influences consumer behavior, particularly sharing brand-related content, such as brand selfies. A quantitative cross-sectional survey design was employed, with data collected from 366 respondents via structured questionnaires. Results revealed a high degree of social presence in brand selfies, characterized by stronger emotional connections, a sense of group belonging, and greater consumer trust. Furthermore, social presence significantly correlated with increased consumer loyalty and active consumer interaction. However, consumer profiles such as age, gender, year level, frequency of social media use, and frequent selfie posting showed no significant differences in levels of social presence. The findings highlight the strategic importance of leveraging social presence in brand marketing to build loyalty and engagement. Insights from this study offer valuable implications for marketers, academics, and businesses seeking to enhance brand-consumer relationships in the digital age. Recommendations for further research include exploring cultural variations and integrating emerging digital trends to broaden the understanding of social presence dynamics.

Keywords: Consumer social presence, brand selfies, customer loyalty, consumer interaction, user-generated content

1. Introduction

In the digital world, social media platforms witness over 6.5 billion images daily, with about 65 million posts showcasing brand logos. Marketers increasingly relied on these brand images, particularly "brand selfies," to enhance consumer engagement and foster brand loyalty (Hartmann et al., 2021). Despite this reliance, there was a significant gap in comprehensive research on the various types of brand selfies, especially concerning consumer profile factors such as age and gender. Additionally, the distinction between user-generated and brand-created selfies, as well as their long-term effects on consumer loyalty, remains underexplored. Consumer interaction is crucial to this study, emphasizing the relationship between consumers and brands through brand selfies. This interaction included liking, commenting, sharing, and creating brand-related content. Such engagement reflects emotional connections and fosters a sense of community among consumers.

In this study, the independent variable was consumers' social presence, defined as the perceived closeness and engagement they feel with brands through social media interactions. Moreover, the consumer profile includes age, gender, year level, social media use frequency, and selfie posting frequency. The dependent variables include brand selfies, which are images shared by consumers that feature brand logos or products, brand loyalty, defined as the commitment of consumers to repurchase or promote a brand, and customer interaction, which encompasses the level of engagement consumers exhibit with brand-related content.

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Brand selfies have become an essential aspect of marketing strategies in today's social media-driven landscape, with consumer-generated content playing a significant role in shaping brand perception. As consumers continue to share selfies that incorporate brands into their personal identities, the emotional connection between consumers and brands deepens. This heightened connection is supported by the Social Presence Theory (Short et al., 1976), which suggests that consumers' perceived closeness to a brand increases through interactive, relatable content such as brand selfies. Additionally, the Self-Preference Theory highlights how consumers align their self-identity with brands that reflect their values and preferences, further solidifying brand loyalty.

This study aimed to address gaps regarding whether there was a relationship between consumers' social presence in brand selfies and consumer loyalty and interaction. The study's target audience comprises social media users, specifically consumers aged 18-24, who are most likely to share brand selfies. By examining the relationships among brand selfies, customer loyalty, and consumer interaction, this study aims to provide valuable insights into how visual branding strategies affect consumer behavior in the digital era.

Statement of the Problem

The main purpose of the study is to determine the relationships among social presence, brand selfies, consumer loyalty, and consumer interaction.

1. What was the degree of social presence of consumers on products as to brand selfies?
2. What was the level of social presence of consumer loyalty and interaction?
3. Was there a significant relationship between the social presence of consumers as to brand selfies, consumer loyalty, and interaction?

2. Literature Review

This study draws on key theories to explain the relationships among Social Presence, Brand Selfies, Consumer Loyalty, and Consumer Interaction, particularly Social Presence Theory and Self-Preference Theory. Social Presence (Short, Williams, & Christie, 1976) refers to how media affects the perceived closeness in communication. This theory is crucial for understanding how consumers feel connected to brands through visual media, such as brand selfies. When brands share selfies or user-generated content, they increase the perception of being "present" with the consumer. This sense of presence strengthens the emotional bond between the consumer and the brand, making the interaction feel more personal and genuine. The closer the perceived connection, the more likely the consumer is to engage and form a lasting relationship with the brand.

Brand Selfies are visual representations that allow consumers to express their identity and align themselves with the brand. According to Self-Preference Theory (Harsanyi, 1953), individuals are more likely to engage with and remain loyal to brands that reflect their identity or preferences. Brand selfies serve as a platform for consumers to project their personal identity onto a brand, enhancing emotional attachment. These selfies, as a form of user-generated content, allow consumers to associate visually
themselves with the brand, fostering a stronger emotional connection and promoting brand loyalty.

Consumer Loyalty refers to a consumer's commitment to a brand, influenced by satisfaction and emotional connection. Brand selfies, by increasing the perceived presence and identity connection, contribute significantly to this emotional attachment. Consumers who feel that a brand reflects their identity or values are more likely to develop a strong, enduring commitment to the brand.

Consumer Interaction involves how consumers engage with a brand's content on social media, such as likes, comments, and shares. The interaction with brand selfies enhances the brand's visibility and reach, creating a cycle in which consumer engagement deepens emotional ties and promotes loyalty. This type of consumer interaction is a key indicator of how engaged and emotionally connected consumers are with the brand.

This study analyzed how these concepts—Social Presence, Brand Selfies, Consumer Loyalty, and Consumer Interaction—interact, particularly among younger consumers on social media platforms. By understanding how brand selfies increase social presence and align with self-preferences, this research examines their role in building consumer loyalty through enhanced engagement and emotional connection.

3. Methodology

This study employed a quantitative cross-sectional survey design to investigate the relationships between consumers' social presence, brand selfies, consumer loyalty, and interaction. It investigates how variations in social presence in brand selfies influenced loyalty and interaction without manipulating variables. A structured questionnaire with a 5-point Likert scale measured consumers' perceptions and behaviors regarding these factors, thereby allowing quantification of subjective responses. This design also identified patterns to inform future research and helped brands enhance their engagement strategies. Ultimately, the study aimed to deepen the understanding of consumer interactions with brands in digital spaces.

The study was conducted at a Public Higher Education Institution (PHEI). Data collection took place during the first semester of the 2024-2025 academic year and focused on consumers aged 18-24 who actively engaged with brand-related content, such as brand selfies, on social media. The university was a relevant setting due to its diverse population of young adults immersed in digital culture, providing an ideal setting for analyzing the research objectives.

The study's consumers were aged 18-24 and enrolled at Public Higher Education (PHEI), representing various academic disciplines. This age group was particularly relevant as it included consumers who were highly active on social media platforms and frequently engaged with brand-related content, such as brand selfies. These consumers were at a stage in life where social media played a significant role in shaping their consumer behaviors, particularly concerning brand engagement and loyalty. Consumers were recruited directly from Public Higher Education (PHEI) through face-to-face engagement with university consumers to ensure a diverse sample that reflected different academic backgrounds and social environments. This approach helped capture a broad range of social media usage patterns and attitudes toward brands. The study included male, female, and non-binary consumers to account for potential gender differences in how social media influenced brand perceptions and loyalty. The inclusion criteria required consumers to be aged between 18 and 24 years, frequently post brand-related content such as brand selfies on social media platforms, and be willing to participate in a face-to-face survey. The consumer group reflected a diverse spectrum of social media usage patterns, academic disciplines, and engagement with brand content, ensuring the collected data provided insights into the relationships among brand selfies, social media interaction, and consumer loyalty across different consumer profiles. This distribution suggests a predominantly younger group, likely to be highly engaged with social media, which is crucial for your study of social presence and brand selfies. This gender imbalance could influence how different genders engage with brands on social media, particularly in brand selfies and interactions. A large proportion of consumers (49.5%) spent 5 or more hours per day on social media, while 22.1% spent 3-4 hours, and 19.1% spent 1-2 hours. Only 9.3% used social media for less than an hour daily. This indicates a high level of engagement with social media, suggesting that the consumers are a good sample for studying the effects of social media on brand engagement and loyalty. The distribution of consumers by year level shows that the largest group (37.7%) was second-year consumers, followed by first-year (33.3%), third-year (21.0%), and fourth-year (7.7%). This data is useful for examining whether social presence varies across academic years or whether engagement patterns change as consumers progress through university.

This highlights Instagram's prominence as a key platform for brand selfies and consumer engagement, and it provides a context for understanding how platform preferences might affect social presence and brand interaction.

Purposive random sampling was used to select consumers based on a specific criterion; consumers had to engage in brand selfies. Before administering the questionnaire, consumers were asked if they had posted brand selfies on their social media accounts. Only those who confirmed that they engaged in brand selfies were included in the study. This ensured that the sample comprised individuals with relevant experience in the study's key themes, such as the relationship between social presence, brand selfies, loyalty, and interaction. The inclusion criteria required that consumers be between the ages of 18 and 24, frequently post brand-related content, such as brand selfies, on social media platforms, and be willing to participate in a face-to-face survey.

The questionnaire included closed-ended questions for clear, quantifiable responses, along with Likert-scale items ranging from 1 (strongly disagree) to 5 (strongly agree) to measure the intensity of consumers' feelings and attitudes, with a total of 40 items.

The questionnaire was developed from existing literature to ensure its relevance and validity. A pilot test was conducted with 30 consumers to refine the instrument and clarify ambiguities, yielding a reliability score of 0.9, indicating excellent internal consistency among the items.

This study followed a systematic approach to collect data from consumers through printed questionnaires. The target population consisted of consumers at Public Higher Education Institutions (PHEI) aged 18-24, who were present on campus during scheduled periods. The researcher coordinated with faculty members to identify convenient times for distributing the questionnaires, such as during class breaks or free periods, to maximize student availability and participation.

Before commencing data collection, the researcher secured formal permission from relevant authorities, including the school administration and participating faculty members, by submitting official permission letters. These letters outlined the study's objectives, data collection procedures, and measures to protect consumer confidentiality. Ethical approval was also obtained from the Institutional Review Board to ensure compliance with research ethics.

The printed questionnaires were distributed in high-traffic areas on campus, including lounges, libraries, and hallways, to ensure a diverse range of consumers. The researcher conducted face-to-face data collection, allowing for direct engagement with consumers. This interaction facilitated an explanation of the study's purpose, provided an opportunity for consumers to ask questions, and clarified any concerns. Establishing trust through this in-person approach encouraged honest and thoughtful responses.

Consumers were informed that completing the questionnaire would take approximately 10-15 minutes. The researcher provided clear, concise instructions to ensure the efficient and accurate completion of the survey. Assistance was available on-site to address any questions, ensuring consumers were comfortable throughout the process.

All responses were kept anonymous. Once collected, the data from offline sources were aggregated, securely stored, and accessible only to the research team. Data cleaning involved reviewing for missing or incomplete responses, and any responses with significant missing data were excluded from the analysis. Statistical software like SPSS was used for data preparation and analysis. These procedures ensured the collection of reliable and valid data for analyzing the relationship among social presence, brand selfies, consumer loyalty, and interaction.

The data analysis process began by organizing and preparing the data to ensure accuracy and reliability. This included cleaning the dataset by identifying and addressing missing values, removing outliers, and ensuring consistency in data formats. Once the data were verified, they were coded appropriately, especially for categorical variables, and imported into SPSS version 25 for analysis. To address the first research question, descriptive statistics were used to assess the extent of consumers' social presence regarding brand selfies. Frequencies, means, and standard deviations were calculated, and visualizations such as bar charts and histograms were created to present the findings clearly. For the second question, the level of social presence in terms of consumer loyalty and interaction was also assessed using similar descriptive techniques.

To determine whether there was a significant difference in consumers' social presence regarding brand selfies, loyalty, and interaction (Question 3), inferential statistical tests such as ANOVA were employed, provided that the assumptions of normality and homogeneity were met. If these assumptions were violated, non-parametric alternatives such as the Kruskal-Wallis test were used. For the fourth question, the significant relationship between social presence (as related to brand selfies, loyalty, and interaction) was examined through correlation analyses. Pearson's correlation was used for normally distributed data, and Spearman's correlation was applied otherwise. These analyses revealed the strength and direction of relationships between the variables. To address the final research question regarding predictors of social presence, regression analysis was conducted. A multiple regression model identified which factors significantly predicted consumers' social presence, with social presence as the dependent variable and brand selfies, loyalty, and interaction as the independent variables.

The results were presented in a structured report that combined detailed tables, graphs, and narrative interpretations. Statistical significance (p-values), effect sizes, and confidence intervals were reported to support the findings. Finally, the implications of the results, as well as limitations and recommendations for future research, were discussed comprehensively.

In conducting this study, several ethical considerations were meticulously followed to ensure the protection, privacy, and well-being of all consumers throughout the research process. Ethical practices were observed before, during, and after data collection to uphold the highest standards of integrity and respect for consumers.

Before data collection, informed consent was obtained from each consumer. Consumers were provided with a clear and concise information sheet outlining the study's purpose, procedures, and the nature of their involvement. This included information about the voluntary nature of participation, ensuring that consumers were aware they could withdraw from the study at any point without penalty or negative consequences. Informed consent detailed the confidentiality of the responses and the anonymity of the consumers, assuring them that personal identifiers would not be associated with their answers. Consumers were allowed to ask questions and seek clarification before agreeing to participate. Only those who provided informed consent were allowed to participate in the study. During data collection, consumers' confidentiality and privacy were strictly maintained. Personal identifiers were not recorded, and all responses were anonymized to protect consumers' identities. Survey data were stored securely, with access limited to authorized research personnel only. The survey was conducted to ensure consumers were comfortable and at ease while responding. If any distress or discomfort arose during participation, consumers were reminded of their right to withdraw from the study at any time without negative consequences. Additionally, if consumers experienced any emotional discomfort or concerns related to the study content, appropriate mental health resources were made available. Consumers were assured that their responses would be used solely for academic research and would not be shared with third parties or used for commercial purposes.

They were provided with further information about the study's aims, its potential implications, and the findings. This ensured that consumers fully understood the context of their involvement and how their data contributed to the research. Consumers were also allowed to ask any remaining questions or express concerns regarding the study. Their feedback was valued as it helped maintain transparency and trust in the research process.

Data integrity and accurate reporting were fundamental throughout the study. The research team adhered to ethical standards of honesty and transparency in the analysis and reporting of results. Data were analyzed and presented without manipulation, and the findings were communicated in a way that reflected their true nature. This ensured the credibility and reliability of the research outcomes.

By adhering to these ethical principles, the study protected consumers' rights and dignity, fostered trust, and contributed to the responsible conduct of research. The measures taken before, during, and after the study ensured that consumers' privacy, well-being, and autonomy were respected at every stage of the research process.

4. Results & Analysis

Degree of Social Presence of Consumers on Products as to Brand Selfies

The results indicate a high level of social presence, with a grand mean score of 3.86. This suggests that consumers perceive brand selfies as an effective medium for fostering emotional connections with brands. The highest-ranked item, "Brand selfies are a more personal form of engagement compared to other types of social media posts" (Mean = 4.15), emphasizes the perceived intimacy and authenticity of this form of engagement. Similarly, "I am more likely to engage with a brand if I see brand selfies posted by people I follow" (Mean = 4.02) indicates that peer influence plays a significant role in consumer-brand interactions. Conversely, the lowest-ranked item, "I feel a strong connection to a brand when I share my selfies with their products" (Mean = 3.73), implies that while posting selfies fosters connections, observing others' posts has a stronger impact on perceived social presence.

These results suggest that brand selfies are instrumental in creating a sense of community and personal association with brands. Consumers view these selfies as more than promotional content; they see them as opportunities for self-expression and identity reinforcement. Brands can leverage this by encouraging consumers to share authentic moments with their products, thereby amplifying their reach and visibility across peer networks. However, the lower scores for self-posted content suggest that consumers might feel hesitant to share their selfies due to privacy concerns or perceived effort. By sharing selfies, consumers make the brand part of their daily lives and social interactions, increasing its visibility and perceived authenticity. This kind of interaction not only increases brand visibility but also creates a sense of co-ownership and participation in the brand's narrative. As consumers see others engaging similarly, this reinforces emotional bonds and social presence, driving them to engage more deeply with the brand and ultimately leading to stronger brand loyalty.

These results align with the study by Hasseneis and Head (2024), which highlights that social presence is a key factor in creating and engaging in the digital environment. Moreover, the research by Casalo et al. (2018) also indicates that brand selfies significantly impact consumer engagement and positively influence brand perception, emphasizing their importance to modern marketing strategies. The study by Hollebeck et al. (2016) found that user-generated content, including brand selfies, enhances consumer engagement by fostering a sense of community and connections with brands; it indicates that consumers who share selfies are more likely to engage with brands. This study underscores consumers' social presence on products, particularly in brand selfies.

Level of Social Presence of Consumers' Loyalty and Interaction

The descriptive analysis of consumer loyalty revealed a grand mean score of 3.98, indicating a high level of emotional attachment to brands facilitated by social media engagement. The highest-ranked item, "Brand presence increases my loyalty because they make me feel personally involved with the brand" (Mean = 4.13), underscores the significance of personal connection in fostering loyalty. Additionally, "I feel that brands that feature consumer posts are more authentic" (Mean = 4.08) highlights the role of authenticity in driving consumer trust and loyalty. Similarly, consumer interaction was found to be high, with a grand mean of 4.09, as supported by items such as "I am more likely to follow or engage with a brand on social media after seeing their interaction with user-generated posts" (Mean = 4.19).

The high scores for both loyalty and interaction suggest that social media is not just a promotional tool but a platform for building meaningful relationships with consumers. Consumers feel a stronger emotional bond with brands that actively engage them, respond to their content, and encourage participation. However, lower scores on items such as "I feel motivated to share my own posts with the brand after seeing others do the same" (Mean = 3.85) indicate

potential barriers to active sharing that brands must address through clear incentives or gamified experiences. From a broader perspective, these findings reflect the evolving nature of consumer-brand relationships in digital spaces.
Social media platforms have become pivotal in shaping consumer perceptions and fostering loyalty, particularly through personalized interactions and user acknowledgment. The descriptive analysis underscores the importance of creating campaigns that balance emotional resonance with interactive engagement. These insights align with Thompson and Malaviya (2018), who highlighted the role of emotional branding in strengthening consumer loyalty. Similarly, Lemon and Verhoef (2016) emphasized the significance of interactive visual content in building long-term relationships. Brands may focus on creating narratives that not only captivate consumers but also encourage active participation to sustain loyalty over time.
Their research underscores similarities to the present study on consumer loyalty, emphasizing that customer satisfaction contributes to brand image and loyalty.

Level of Social Presence on Consumers' Loyalty and Interaction
It indicates the impact of digital transformation on brand image, which affects customer satisfaction, fostering strong customer interaction and a strong identity. The results further indicate high consumer engagement and interaction. The digital transformation of brands, including their visual and social media presence, is crucial to shaping consumer perception of them. As consumers engage with digital content (e.g., brand selfies), they develop a sense of connection to the brand. This connection fosters a sense of community and belonging, contributing to higher consumer satisfaction, loyalty, and brand identity.

The high interaction scores across all statements in Table 5 reflect how consumers' emotional connection to the brand, fostered by digital and visual content such as brand selfies, enhances their engagement. This interaction not only boosts satisfaction but also strengthens consumer loyalty and fosters a deeper sense of identity. Brands that leverage user-generated content effectively can increase consumer interaction, engagement, and brand advocacy, leading to more robust brand relationships.

The null hypothesis, which posits no significant relationship or effect, is rejected. The data in Table 5 indicate that digital transformation and social media engagement, such as brand selfies, significantly affect consumer interaction and brand identity. Therefore, the research supports the alternative hypotheses that digital transformation does affect brand image, customer satisfaction, and interaction, leading to a stronger brand identity.

Lemon and Verhoef (2016) emphasize the importance of visual touch points throughout the customer journey, noting that compelling visuals influence consumer perceptions and loyalty at various stages of engagement. Kumar and Gupta (2021) highlight the effectiveness of narrative visual content, noting its use of visuals. Study telling enhances emotional connections with its audience. These emotional ties create interactions that are crucial for cultivating loyalty.

Malthouse et al. (2019) analyzed how interaction marketing strategies, particularly visually engaging content, can significantly increase consumer engagement. Their research indicates that when consumers actively participate with visually appealing content, it strengthens their connection to the brand, reinforcing brand loyalty. Furthermore, Li and Wei (2021) analyzed the effects of user-generated visual content on social media. They revealed that such content not only enhances consumer engagement but also cultivates a sense of community and interaction among users.

Relationship between Social Presence of Consumers as to Brand Selfies, Consumer Loyalty, and Interaction
The results reveal a strong positive correlation between brand selfies and consumer loyalty, with a Pearson correlation value of 0.839 and a significance level of 0.000 ($p < 0.05$). This indicates that as consumers engage more with brand selfies, their emotional attachment and loyalty to the brand strengthen.
Similarly, the correlation between brand selfies and consumer interaction is also strong, with a Pearson correlation of 0.791 and a significance level of 0.000 ($p < 0.05$). This suggests that consumers who share or view brand selfies are more likely to interact with the brand, such as by liking, commenting, or sharing posts.
Finally, a strong positive relationship is observed between consumer loyalty and consumer interaction, with a Pearson correlation of 0.790 and a significance level of 0.000 ($p < 0.05$). This indicates that loyal consumers are more likely to engage with the brand on social media, further reinforcing their loyalty and fostering an ongoing connection.
These significant relationships underscore the interconnectedness of visual branding, emotional attachment, and active engagement. The descriptive analysis reinforces the idea that visual content, such as brand selfies, catalyzes deeper consumer engagement. Brands can harness these dynamics by creating integrated marketing strategies that prioritize visual storytelling, interactive campaigns, and user-driven content. By doing so, they can create a feedback loop where

each interaction strengthens loyalty, which in turn drives further engagement. Therefore, the researcher rejected the null hypothesis and concluded that there is a significant positive relationship between social presence through brand selfies, consumer loyalty, and consumer interaction. Engaging with or sharing brand selfies positively influences both consumer loyalty and interaction, highlighting the importance of brand selfies in fostering stronger consumer-brand relationships.

The results indicate that the research of Ahn and Kim (2017), illustrating how visual content like selfies fosters brand interaction, the correlation between engagement metrics such as likes and comments on brand selfies and customer loyalty was analyzed by Bakhshi et al. (2015), noting that personal and consumer roles are creating a lasting connection with customers. It further revealed a positive correlation between customer trust and satisfaction.

5. Conclusion and Recommendations

The findings indicate that brand selfies play a significant role in fostering social presence, with consumers perceiving them as a personal and authentic form of engagement. Peer-driven content, in particular, enhances the sense of connection to the brand, while self-posted content has a relatively smaller impact. Brands may leverage peer influence and user-generated content by incentivizing consumers to share selfies, thereby amplifying their presence on social media. However, addressing barriers to sharing personal content, such as privacy concerns, is essential for maximizing engagement and building stronger emotional connections with the brand.

The analysis demonstrates a strong link among social presence, consumer loyalty, and interaction, with personalized engagement a critical driver of both. Consumers who feel personally involved with a brand are more likely to remain loyal and interact frequently. While the overall engagement is high, some consumers hesitate to share personal content, indicating a need for strategies to encourage more active participation. Brands may focus on creating personalized, interactive campaigns that foster deeper engagement while addressing potential concerns about privacy and the effort required to share personal posts.

The results indicate that consumer factors such as age, gender, and frequency of social media use do not significantly affect social presence, loyalty, or interaction. This suggests that brand selfies and social media engagement strategies have universal appeal across diverse consumer profiles. Brands can thus implement broad, inclusive campaigns that resonate with a wide audience, focusing on content that is relatable and accessible to all. Ensuring diversity in branding and optimizing for popular platforms like Instagram can help brands reach and engage a broader spectrum of consumers.

The strong positive correlations between brand selfies, consumer loyalty, and interaction reveal that visual content, particularly brand selfies, plays a crucial role in building and maintaining emotional connections with consumers. The interconnected nature of these variables indicates that enhancing one aspect, such as consumer interaction, will likely strengthen loyalty and vice versa. To capitalize on these relationships, brands may integrate brand selfies into broader marketing strategies, ensuring sustained engagement through new themes and interactive campaigns. Regularly collecting consumer feedback will also help fine-tune these strategies to keep them aligned with consumer preferences.

Social presence is primarily driven by the frequency of social media use and engagement with user-generated posts, rather than consumer factors. This highlights the importance of targeting highly active social media users who are more likely to engage with content and amplify a brand's social presence. To enhance social presence, brands may focus on creating shareable, interactive content that resonates with frequent users. Additionally, simplifying content-sharing processes and making campaigns more accessible will encourage broader participation, helping brands maximize their reach and consumer engagement.

Recommendations

To amplify social presence, brands may focus on campaigns that encourage peer-driven content. Incentives such as rewards or public acknowledgment can motivate consumers to share brand selfies while addressing hesitations around privacy or effort. Additionally, brands should enhance the authenticity of their content by mimicking user-generated styles to maintain trust and relatability.

Brands may prioritize personalized engagement by actively responding to consumer posts and acknowledging their contributions. Interactive campaigns, such as contests, challenges, or gamified experiences, can reduce hesitations around sharing personal posts while enhancing engagement. Additionally, visual storytelling that emotionally resonates with consumers can sustain interest and foster deeper loyalty.

Marketing strategies may be broad, appealing to diverse consumers without excessive tailoring. Campaigns may feature diverse representations to enhance relatability and inclusivity. Additionally, brands may optimize their efforts for key platforms, such as Instagram, which shows the highest engagement.

Brands may integrate brand selfies into multi-platform visual branding strategies to strengthen these relationships. Refreshing campaigns with new themes, interactive elements, or user-driven activities can achieve sustained engagement. Feedback mechanisms, such as surveys or polls, can help refine strategies and align them with consumer preferences.

Brands may target highly active social media users who are more likely to engage with and amplify content. Content formats such as interactive posts, short videos, and shareable visuals may be prioritized to align with these users' preferences. Simplifying content-sharing processes and ensuring accessibility can further encourage participation and engagement.

As marketing students, the researchers recommend that brands focus on developing data-driven strategies to optimize their social media presence and engagement continually. By utilizing analytics tools to monitor consumer behavior and content performance, brands can identify what resonates best with their target audience and adjust their campaigns in real time. Additionally, brands should foster collaborations with influencers or micro-influencers, as their authentic content can drive engagement and broaden the brand's reach. Lastly, it is essential to prioritize consumer feedback, ensuring that marketing strategies evolve in response to direct consumer insights to stay relevant in the rapidly changing digital landscape.

Disclosure Statement

The author declares that there are no financial interests, commercial affiliations, or personal relationships that could have influenced the conduct, results, or interpretations of this research. No direct financial benefit has been derived from the applications of this study on Brand Selfies, Loyalty, and Interaction: Its Relationship with Consumer Social Presence

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