

“Effect of the social media on to the personalities in context of their choices and perceptions”

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Abstract: There are little facts about the role of reel self of a person when it comes to the role of social Medias and internet in the life of a person. Social media is providing yet one more means of engaging with people on this vast planet of ours, and if used effectively can give all of us greater choice in how we live and what happens in our world [1]. Most theories suggest that people get adversely affected and influenced by the internet and social Medias. Our experiment tested people's reaction to social media and the change appearing due to it in their choices and perceptions. The results showed that almost everyone gets a new definition of personality after entering into the world of internet and social media. The conclusion is that when it comes to people choices they are adapting all that is not at all relevant to their likings and disliking's but is as per the environment they are living in to. This directly shows a development of new complex and diplomatic personality traits that are very difficult to understand and predict.

When females are exposed to models for a short duration, it has an effect on their body satisfaction and self-esteem [2]. What if females are exposed to other female celebrities and models on an every-day basis by following them on a social media platform such as Instagram, for an even longer period of time? These models and celebrities become their social comparison group by seeing their pictures of their beauty and their lavish lifestyles every single day. Visual platforms like Facebook, Instagram and Snapchat deliver the tools that allow teens to earn approval for their appearance and compare themselves to others. The most vulnerable users, researchers say, are the ones who spend most of their time posting, commenting on and comparing themselves to photos [3]. Could this repeated exposure effect their self-esteem or life satisfaction?

Index Terms: Buying perceptions, social media, business management, demand forecast, market research.

Introduction

Current theories focus on effects of the internet, celebrities, and social media onto the changing aspects of people life and living environment in every sense. Social comparison theory is a psychological theory originally coined by Leon Festinger in 1954. The social comparison theory explains how individuals compare themselves to others to evaluate their own opinions and abilities in order to reduce any uncertainty in these areas and to learn how to define the self. Social comparison can be a way of, self-enhancement by downward social comparisons, by means of looking for another individual or group that they consider to be worse off than them in order to feel better about them. It can also have a negative impact on an individual's self-report by means of upward comparisons when comparing themselves with others who are better off or superior. Such negative social comparisons are detrimental to the perceptions of the self [4].

One of the examples are “Celebrity endorsement” commonly used by fashion or beauty brands, to attract people's attention and is helpful in reaching a wider audience to raise their awareness towards a certain organization or an issue [5]. This has proved that celebrities have the potential to reach a lot of prospective consumers.

The media has been found to be the most powerful conveyor of socio-cultural values regarding body ideals, size and weight, which has been linked to body dissatisfaction and in turn, related to other health concerns such as depression, low self-esteem and eating disorders [6].

Many studies have shown that social media use causes individuals to create negative social comparisons with the people that they follow or are friends with on social media websites, which leads to negative effects on self-report.

This research is conducted to check the impact of social networking sites and internet media on the changing choices of an ideological self.

Collected data was analyzed in term of frequency, percentage, and mean score of statements. Findings show that the Majority of the respondents show the agreements with these influences of social media.

In this research, the main highlight is on the changing behaviors of people in their personal and social life because of their attachment or detachment to social media. It is no doubt that the Internet and the social media are powerful instruments for mobilization of people [6]. As their saying every single person is somehow attached to it, this paper wants to set out a relation between the personality and behaviors.

This research is conducted into two phases:

- 1- In what way media is affecting someone's ideology
- 2- Effect of these ideologies on their buying behavior in the market.

This experimental research was conducted to conclude that if this new media inspired ideology (the reel self) of a person is affecting the buying pattern or not?

Methods

Participants

There were male 30 participants participating. They were recruited according to their age, class of living, religion, and education respectively.

This experiment will be done for categories:

- Adults
 - a) High class highly educated
 - b) Middle class highly educated
 - c) Lower class highly educated
 - d) High class, less educated
 - e) Middle class, less educated
 - f) Lower class, less educated
- Elderlies:

- a) High class highly educated
- b) Middle class highly educated
- c) Lower class highly educated
- d) High class, less educated
- e) Middle class, less educated
- f) Lower class, less educated

Instruments

A "survey paper" was used to trick the participants into thinking that what they unexpectedly grasp from the media. What are their thoughts and beliefs about some general things and media related things? Then through that paper, a relation will be perceived of how much different they are while making personal decisions and what changes appeared after being into touch with media.

Next, an experiment was conducted using the method of experimental research in which the panel of participants was asked to shop twice once before the experiment and once after the experiment to evaluate the exact difference in their buying behavior.

Procedures

The participant of different age was taken from the same family. Each "participant" was asked to fill the data form before the experiment. The other "participant" was an actor. Each participant got the role as a "shopper" who will be exposed to a fashion promoting video and then will be exposed to a shopping center. They will be provided by an exposure of real shopping.

The learner was a confederate who would pretend to be a seller. As the experiment progressed, the shopping will be evaluated and compared to the shopping prior to the video experiment and the results will be calculated.

Results

Of the 20 participants in the study, 14 delivered the actual resemblance of the dresses they visualized in the video, 2 persons did not obey the experimenter and stopped before reaching the final level of shopping. All 20 participants continued to shop for 15 minutes.

Discussion/Conclusion

Most of the participants became very excited and interested just after watching out their favourite celebrity's lavishness & experimentations with the designs. Many continued to follow orders all the time even though they were clearly uncomfortable. The study showed that people are magnificently different in their shopping speeds and opting powers after the experiment. It showed that the situation is far more important than previously believed and that personal characteristics are less important in such a situation.

References

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