



---

# **ROLE OF SOCIAL MEDIA ON BRAND PREFERENCE AMONG TEENAGERS WITH SPECIAL REFERENCE TO COIMBATORE CITY**

*Dr. A. Ramasethu<sup>1</sup>, Mr. Karthick P<sup>2</sup>*

<sup>1</sup>M.Com., B.Ed., M.Phil., Ph.D. Associate Professor, Department of commerce, Sri Krishna Adithya College of Arts and Science, Coimbatore.

<sup>2</sup>III B.COM, Department of commerce, Sri Krishna Adithya College of Arts and Science, Coimbatore.

---

## **ABSTRACT**

The Management of Human Resources is an effective way of achieving organizational performance. It has been discovered that most organization are lacking behind in this area and as a result have been experiencing a decline in their productivity as well as failure in the achievement of their goals and objectives. This research work was designed to deal with how human resources in an organization can be effectively managed so as to help in the attainment of organizational performance. In order to solve this problem of lack of effectiveness in management of human resources, data were selected and analysed using Nigerian Breweries Plc as a case study. However, at the end of the research, it was observed that, effective management of human resources is an important tool for achieving organizational performance; lack of effective management lead management to frequent labour turnover and poor productivity.

---

## **INTRODUCTION:**

Social media is a huge part of our daily lives. Social media refers to a computer-based technology that facilitates the sharing of ideas, Creative thoughts and information through virtual networks and communication. Today the social media users are more than 4.5 billion around the world. Survey shows that more than 92% of teens ages 13 to 17 have used social media. Social media provide information about their brands through the highly promotional videos. Two third of teenagers have own mobile devices with internet facilities. Most of the teenagers spend their time with different social media platforms like, YouTube, Facebook, Instagram, TikTok etc.

---

## **STATEMENT OF THE PROBLEMS:**

The study helps to know about the role of social media influence on brand preference among teenagers. Increase the use of social media platforms helps to know about new product or brands arrive in the market within hours. This study Help to know the role of social media on brand preference among teenagers. Social media is platform connect a large group of people all over the world. Social media attract peoples with in less time. Social media helps to create a new world for marketing. Most of the teenagers using social media .so the teenagers pay attention for advertisement shown on social media. This study aims to study the role of social media on brand preference among teenagers.

---

## **OBJECTIVES:**

To find out the influence of social media on brand preference.

To find out the role of social media among teenagers.

---

## **REVIEW OF LITERATURE:**

**Tracy L tuten 2008:** Tuten describe how advertisers first advertised and, why and how advertisers have chosen various online platform for advertising. She also included charts and diagrams for understand everyone.

**Susan Sweeney 2010:** facebook, twitter, linkedin, naymz, plaxo, Spock, foursquare yelp, tagged, youtube, etc are the available social media platforms. This book provides knowledge about business plan and outlines and introducing latest technology and it also provide highlighting methods to avoid pitfalls. They interest readers to understand how competitors are using social media.

**Katja Hutter, Julia Hautz, Serverin Denhardt, Johann Fuller 2013:** The main purpose of this article is to examine how social media especially facebook page of a car manufacturer with these brand related activities effect the brand perception and purchase decision. This study

finds out the positive effect of social media on brand awareness. The effects of social media increase the perception of brand and influence the purchase decision

---

### SCOPE:

The scope of the study is role of social media on brand preference among teenagers in the coimbatore city. The study is highly significant and useful to know the role of social media on selecting the brand among teenagers inthe coimbatore city.

---

### METHODOLOGY USED IN THIS STUDY SAMPLE SIZE:

The sample size is 125 respondents

---

### AREA OF THE STUDY:

This study is conducted in the Coimbatore city.

---

### DATA COLLECTION:

Data is of two types Primary and Secondary.

#### *PRIMARY DATA*

Primary data has been collected using questionnaire

#### *SECONDARY DATA*

Secondary data was collected with help of internet, newspaper, magazines, research paper, journals, books.

**TABLE:** Simple percentage analysis

Factors	Options	No. of Respondents	Percentage
Age	18-25	109	87.2
	25-40	11	8.8
	40-60	2	1.6
	60 and above	3	2.4
Educational qualification	Ug	83	69.2
	PG	20	16.7
	Professional	12	10
	Others	5	4.2
Monthlyincome	Below 20000	71	59.2
	25000-50000	30	25
	50000-75000	12	8
	Above 75000	7	5.8
Employment	Unemployed	79	63.2
	Self employed	34	27.2

<b>Shopping</b>	<b>Online</b>	<b>82</b>	<b>65.6</b>
	<b>Offline</b>	<b>43</b>	<b>34.4</b>
<b>Social conversation</b>	<b>Yes</b>	<b>89</b>	<b>71.2</b>
	<b>No</b>	<b>36</b>	<b>28.8</b>
<b>Online community</b>	<b>Very liked</b>	<b>50</b>	<b>40</b>
	<b>Somewhat</b>	<b>59</b>	<b>47.2</b>
<b>Purchase decision wise</b>	<b>To large extent</b>	<b>72</b>	<b>57.6</b>
	<b>Seldom</b>	<b>42</b>	<b>33.6</b>
	<b>Never</b>	<b>11</b>	<b>8.8</b>
<b>Online product</b>	<b>Very often</b>	<b>78</b>	<b>62.4</b>
	<b>Seldom</b>	<b>33</b>	<b>26.4</b>
<b>Bullied online</b>	<b>Yes</b>	<b>47</b>	<b>37.6</b>
	<b>No</b>	<b>57</b>	<b>47.6</b>

### INTERPRETATION:

Majority of the people (87.2) % responded under the age of 18 -25. Majority of the people (63.2) % are unemployed. Majority of the people (65.6) % responded as online shopping. Majority of the people (71.2) % responded as yes for social media conversation. Majority of (47.2) % people were somewhat liked the social community. Majority of (57.6) % people decision were to extent Majority of (61.6) % peoples responded as they ate active in Instagram. Majority of people (62.4) people responded that they very often purchase online products Majority of the people (47.6) % responded on bullied online. Majority of the respondent (48.8) % peoples said that they experienced cyberbullied. Majority of people (52.8) % responded yes, they are harassed by online. Majority of the respondent (48) % are responded as to large extent for behaviour and active. Majority of the people (64.8) % people responded as yes for social media page Majority of the people (40)5 spend 1-hour social media every day. Majority of the people (34.4) % responded as networking as purpose for using social media. Majority of the people (61.6) % responded as every day for using social media. Majority of the people (56.8) % responded as social media very useful for learning. Majority of the people (38.4) % responded as they using one-time social platform. Majority of the people (74.4) % responded as yes for consuming from online.

### SUGGESTIONS:

- Markers are advised to thoroughly study and analyse the feedback, opinion, and review posted by consumer respective social media page which will be valuable information.
- As tradition media have their own importance and key role to play in marketing of any brand, the use of social media for promotion of any brand should not replace entirely that tradition media.
- Any false representation of product and fake review should not be entertained and it should be immediately clarified.

### CONCLUSION:

This research is intended to describe and analyze role of social media influence on brand preference among teenagers. The result of this study clearly states how influence the social media on brand preference among teenagers. Thus, from the findings we can conclude that the brand preferred by teenagers influenced by social media. 100% teenagers are using social media. That's why they pay attention advertising shown on social media. And social media provide more information about arrival of new brands. The new arrival of brands is based upon the information obtained from advertisement shows on social media, and friends. Social provides the basic information about the benefits of branded products and attract their customers. Social media helps to select the best brand from entire market. Therefore, this study helps to understand the role of social media on brand preference among teenagers.

---

**REFERENCE:**

1. <https://www.investopedia.com/terms/b/brandequity.asp>.
2. <https://www.aacap.org>.
3. <https://www.managementstudyguide.com/brand-name.htm>
4. <https://www.managementstudyguide.com/brand-loyalty.htm>
5. <https://mill.agency/creatives/5-major-benefits-strong-brand/>