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“YOUTH, BUSINESS AND SOCIETY”
“GENÇLİK, İŞLETME VE TOPLUM”

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WHY BRANDS SHOULD FOCUS ON SOCIAL MEDIA IN THEIR MARKETING STRATEGIES

MARKALAR PAZARLAMA STRATÉJİSİNDE NEDEN SOSYAL MEDYA ODAKLANMALI

Use of social media has become a part of the daily routine across almost all generations, especially those that have grown up surrounded by significant technology influence. This has influenced even faster growth of social media platforms and their use in marketing purposes. Being aware of these changes marketers recognized the growing need to use social media in their communication. Compared with other channels like TV or radio, social media platforms nowadays are considered more measurable, powerful and less expensive marketing tool. Using social media today brands are able to shape behavior, attitudes and preferences of their potential consumers, emerging generation, called gen Z, born from 1995. Creating content and making their life easier through available information and easy purchases, brands communicate with them on a daily basis which results in the strong brand awareness. Findings of this paper show why brands should focus on social media in their marketing strategies in terms of gen Z and its characteristics. Therefore, the hypothesis of this paper says that the use of social media in marketing results in strong brand awareness and brand influence on shaping the market. The research methods used to test the hypothesis are analysis of qualitative and quantitative literary reviews and findings, as well studies and research papers in this field, also deductive, inductive and comparative methods. Additionally, this paper will give predictions how gen Z will develop in the future and what will be the role of social media platforms and brands based on trends and tendencies.

Keywords: social media, gen Z, shaping behavior, social media platforms