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The Impact of E-Marketing in Chennai on Centennial Brand Preference

Sridevi[1], Dr.V.Andal[2*]

[1]Research Scholar, Department of Commerce, Vels Institute of Science, Technology and Advanced Studies, Chennai.
[2*]Associate Professor & Research Supervisor, Department of Commerce, VISTAS,Chennai.

Article Info

ABSTRACT:

The rapid proliferation of social media platforms has changed the landscape of marketing and brand engagement. This study examines the profound impact of social media marketing on brand preference among centennials, the generation born between 1997 and 2012, living in Chennai, India.
As digital natives, centennials have grown up with social media as an integral part of their lives, making them an interesting demographic to study.
This study uses a comprehensive questionnaire survey as the primary data collection method to assess the dynamics between social media use, brand engagement, and purchase behavior. The questionnaire addresses frequency of social media use, platform preferences, factors influencing brand preferences, and the role of trust and authenticity in Centennials' interactions with brands on social media.
In addition, this study examines the extent to which Centennials trust brand content on social media, how they respond to unsatisfactory brand interactions and the impact of interactive brand campaigns on their perceptions. In addition, the study examines whether centennials make online purchases that are influenced by social media content and evaluates the effectiveness of various social media platforms for brand marketing.
The results of this study are expected to provide valuable insights into the strategies brands can employ to effectively target and influence Centennials through social media marketing. Understanding the preferences and behaviors of this generation in the context of Chennai can help companies tailor their marketing efforts to leverage the potential of social media platforms to drive brand preference and ultimately increase sales.

Keywords: Social Media Marketing, Brand Preference, Centennials, Chennai.

1. Introduction

The impact of social media on today's consumer behavior and brand preferences is a phenomenon that has reshaped the marketing landscape in recent years. In the bustling metropolis of Chennai, India, a unique demographic segment is at the forefront of this digital revolution - Centennials. Born between 1997 and 2012, Centennials represent a generation that has come of age in a world saturated with social media platforms, offering brands unparalleled opportunities to connect with and engage their target audience.

Chennai, a major cultural and economic hub of India, provides an interesting backdrop for exploring the impact of social media marketing on the brand preference of Centennials. As digital natives, Chennai's Centennials have grown up in an environment where social media is an integral part of their daily lives. They use these platforms not only for communication and self-expression, but also as a source of information, entertainment and inspiration. Put it this way, they are an important audience for brands that need to navigate the ever-evolving landscapeof digital marketing.

Understanding how Chennai Centennials respond to and interact with brands on social media is essential for companies looking to effectively adapt their marketing strategies. This includes exploring their preferences, their trust in brand content, the factors that influence their purchasing decisions, and the platforms they prefer for engaging with brands. It also requires a close examination of how brands can leverage the power of social media to drive brand loyalty and influence consumer behavior in this dynamic market.

This study embarks on a journey to unravel the intricate relationship between social media marketing and brand preference among Centennials in Chennai. Through empirical research and data analysis, it aims to provide valuable insights into the strategies that can help brands connect with and resonate strongly with this digitally savvy generation. By taking a closer look at the impact of social media on brand preferences, we aim to provide guidance and recommendations to help companies succeed in an era where digital plays a central role in shaping consumer decisions.

Need of the Study
The need for the study, "Impact of Social Media Marketing on Brand Preference Among Centennials in Chennai," stems from the growing importance of social media in consumer decision-making and the unique characteristics of Centennials as a consumer group.

Objectives of the Study

1. To analyze social media usage patterns.
2. To Assess brand awareness and the drivers of brand preference.
3. To Examine brand engagement and to measure brand loyalty.
4. To compare the effectiveness of social media across different industries.
5. To identify key demographic influences and to make recommendations.

Limitations of the Study

1. The number of respondents is limited to 100.
2. The study will be conducted over a period of 2 weeks.
3. The Data collected from selected individuals in my setting

Review of Literature
Larimo and Leonidou (2020) found out that the use of social media as part of their strategic

arsenal is becoming increasingly important, few analyses have systematically consolidated and improved expertise on social media marketing strategies. To address this research discrepancy, they first describe SMMS using the parameters of social media and marketing campaigns. This is accompanied by a conceptualization that includes four key elements: Generators, Inputs, Outputs and Throughput, of social media marketing strategies process. Arora & Sanni (2019) Due to a change in the competitive positions of businesses and an increase in consumer power brought about by social media sites and all other digital, social media, and mobile platforms, the market and business dynamics have changed. For marketers trying to find out how to modify their business strategy to survive in connected, computer-mediated social environments and understand how online consumers behave on social networks, the rules of the game have changed.

Tanha,(2018)

According to research, the 21st century has changed the way companies and consumers interact and opened doors for both individuals and enterprises to a wide range of opportunities. Social media has emerged as one of the most significant phenomena of the last several years. By incorporating the current digital marketing trend, the author elucidated how social media enhanced traditional instant messaging strategies.

Vinerean (2017) claimed that the widespread use of social media improves and engages consumers in brand interactions.

Otugo et al (2015): It was discovered that social media users are more likely to remember brands advertised on platforms other than Facebook, and the majority of respondents thought Facebook commercials lacked eye-candy appeal.

Sampling Technique
The sampling technique used for the purpose of data collection is the convenient sampling method. A convenient sample is one of the most important types of non-probability sampling techniques. A convenient sample consists of people who are easy to reach. It is a sampling method in which units are selected based on their ease of access/availability.

The sampling size of the respondent is 100. The questionnaire contains of 15 questions.

Table 1: Frequency of using social media platforms

S. No	Responses for usage of social media	No. of Respondents	Percentage of Respondents
1	Several times a day	60	60%
2	Once a day	24	24%
3	A few times a week	5	5%
4	Rarely	9	9%
5	Never	2	2%
	Total	100	100%

Source: Primary data

Inference
From the above table we can see that 67.1% respondents are preferred to choose Several times a day 17.7% respondents are preferred to choose Once a day 1.3% respondents are preferred to choose a Few times a week 11.4% of the respondents are preferred to choose Rarely and 2.5% respondents are preferred to choose Never. Thus, the majority of the respondents for the study prefers Several times a day.

Table 2: Social media platforms used

S. No	Responses for purchase influenced by social media	No. of Respondents	Percentage of Respondents
1	Facebook	4	4%
2	Instagram	55	55%
3	Twitter	7	7%
4	Tik Tok	0	0%
5	YouTube	24	24%
6	Snapchat	10	10%
	Total	100	100%

Source: Primary data

Inference

From the above table we can see that 69.6% respondents are preferred to choose Instagram 60.8% respondents are preferred to choose YouTube 21.5% respondents are preferred to choose Snap chat 8.9% of the respondents are preferred to choose Twitter 3.8% respondents are preferred to choose Facebook and 0% respondents are preferred to choose TikTok. Thus, the majority of the respondents for the study prefers Instagram.

Table 3: Follow or interact with brands on social media

S. No	Responses for interact with Brands in social media	No. of Respondents	Percentage of Respondents
1	Yes	64	64%
2	No	36	36%
	Total	100	100%

Source: Primary data

Inference

From the above table we can see that 55.7% respondents are preferred to choose Yes and 44.3% respondents are preferred to choose No. Thus, the majority of the respondents for the study prefers yes.

Table 4: Most interesting content in social media

S. No	Responses for most engaging brand content	No. of Respondents	Percentage of Respondents
1	Videos	68	68%
2	Images	16	16%
3	Stories	9	9%

4	Others	7		7%
	Total	100	100%	

Source: Primary data

Inference
From the above table we can see that 64.6% respondents are preferred to choose Videos 15.2% respondents are preferred to choose Images 11.4% respondents are preferred to choose Stories and 8.9% respondents are preferred to choose others. Thus, the majority of the respondents for the study prefers Videos.

Table 5: Social media influence in purhase decision

S. No	Responses for purchase influence by social media	No. of Respondents	Percentage of Respondents
1	Yes	59	59%
2	No	41	41%
	Total	100	100%

Source: Primary data

Inference
From the above table we can see that 53.2% respondents are preferred to choose Yes and 46.8% respondents are preferred to choose No. Thus, the majority of the respondents for the study prefers yes.

Findings
Inferences have been made based on computations made from the primary data that respondentsprovided via questionnaires.
* Majority of the respondents says usage of social media is Several times a day (67.1%).
* Majority of the people frequently using social media is Instagram.
* Majority of the respondents says that, they follow the brands which is advertised in social media.
* Majority of the respondents frequently watch videos brand content in social media.
* Most of the respondents says Yes for purchase influence on social media content (53.2%).
  The majority of individuals on the planet are interested in social media, which enables them to expand their online social networks. No updates or chat accounts are needed to access social media. Social media has been utilized in the fields of education, entertainment, economics, medical and the majority of other digitally era sectors. Certain social media marketing strategies, such as those that are imaginative, humorous, sincere, engaging, real, socially conscious, politically correct, current, and positively participatory, have been shown to have an impact on customers' choices for brands. Social media sites, such as Facebook, YouTube, and Instagram, are recognized to influence brand-related actions and are seen to be the most useful for figuring out customer preferences and marketing decisions. The study also showed a connection between client purchasing behavior and social media.

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