



**Uva Wellassa
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**INFLUENCE OF SOCIAL MEDIA MARKETING ON BRAND
CHOICE AMONG SRI LANKAN YOUTH
(WITH SPECIAL REFERENCE TO MOBILE
TELECOMMUNICATION BRANDS)**

*This dissertation is submitted as a partial fulfillment of the degree of Bachelor of
Business Management in Entrepreneurship and Management*

Faculty of Management

Uva Wellassa University

UWU/ENM/08/0052

Year 2012

INFLUENCE OF SOCIAL MEDIA MARKETING ON BRAND CHOICE AMONG SRI LANKAN YOUTH

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ABSTRACT

Social media has become a major part in a person's life in these years. Millions of people use social media websites to search their friends online, connect with them and communicate with them. This has become an ideal platform for companies to identify their target customers more clearly and develop their marketing strategies accordingly. It is observable that in Sri Lanka with the growing importance of internet in day to day life, social media has gained rapid acceptance in the minds of youth.

There are contradictory ideas in the research literature about the influence of social media marketing on brand choice. Therefore the primary objective of paper is to identify the influence of social media marketing on brand choice among youth in Sri Lanka. It also aims at assessing most influence factors on those variables and social media usage patterns in Sri Lanka. These objectives were achieved by gathering and analyzing data from Colombo, Kandy, and Galle districts in Sri Lanka. Thus the research justifies there is a strong influence from social media marketing on the brand choice among Sri Lankan youth.

Keywords: *Social Media, Youth, Brands, Brand Choice, Social Media Footprint*