



**SOCIAL MEDIA COMMUNICATION HABITS OF EMERGING ADULTS
WITH BRANDS DURING THE COVID-19 PANDEMIC**

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SOCIAL MEDIA



importance

- driver for acquiring and spreading information;
 - high visibility;
 - cost-efficiency;
-

growth

- new communication opportunities;
 - end users and businesses;
 - dominant channel for advertising;
-

adaptability

- acceptance on both sides-demand and supply;
 - consumer buying behavior;
 - advertising decision making process;
-

TIMELINE OF ACTIVITIES



online survey

age: 18-29 years old

results...

284 respondents

Facebook
Instagram
Twitter

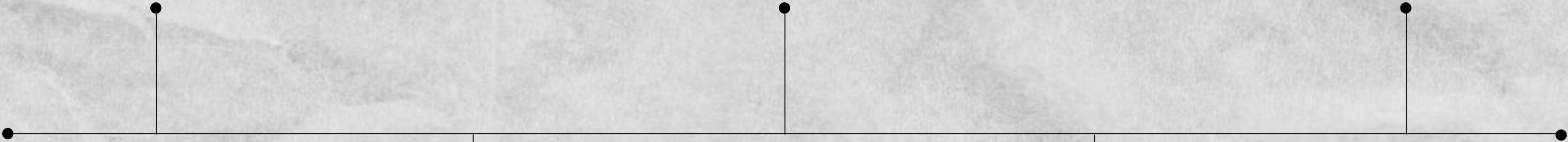
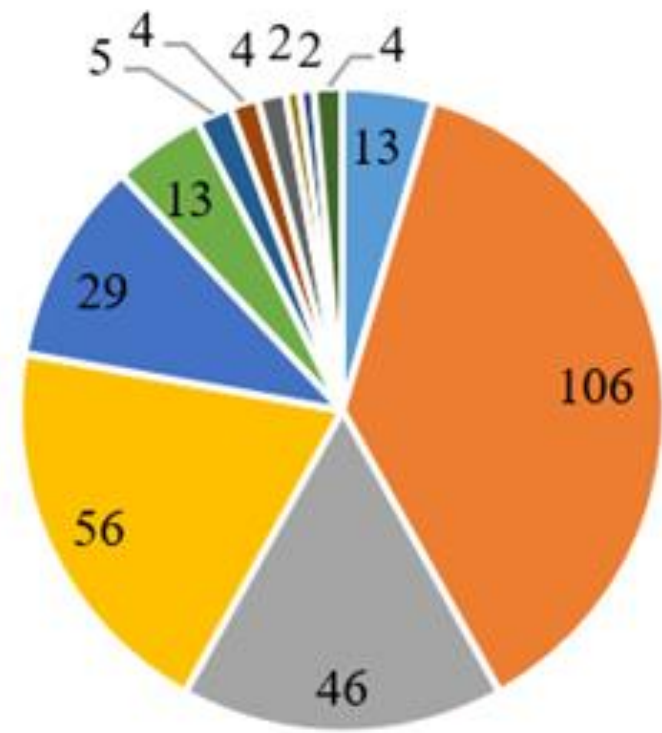


Figure 1. Age



■ 18 years ■ 19 years ■ 20 years ■ 21 years ■ 22 years ■ 23 years
■ 24 years ■ 25 years ■ 26 years ■ 27 years ■ 28 years ■ 29 years

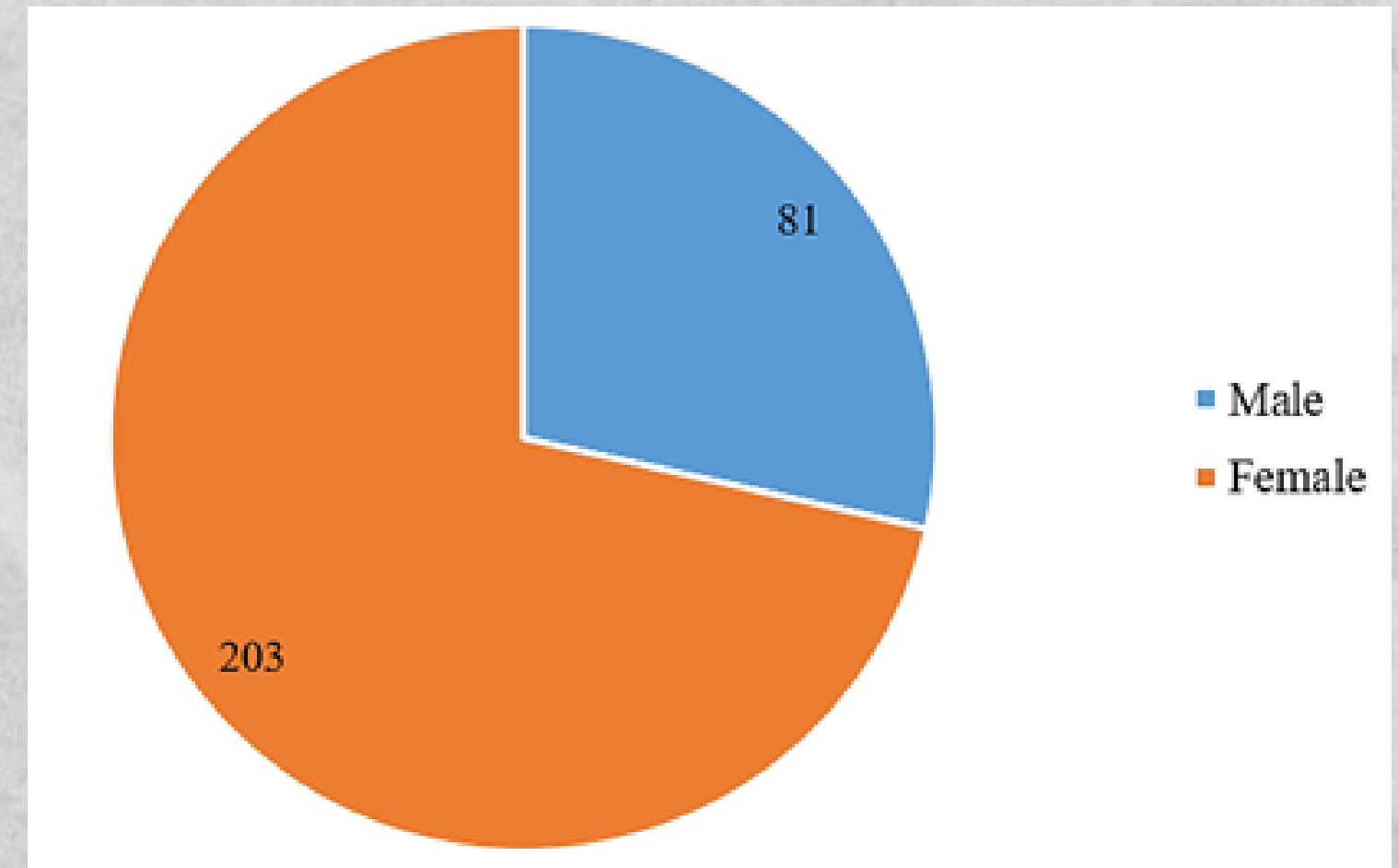


Figure 2. Gender

Figure 3. Work status

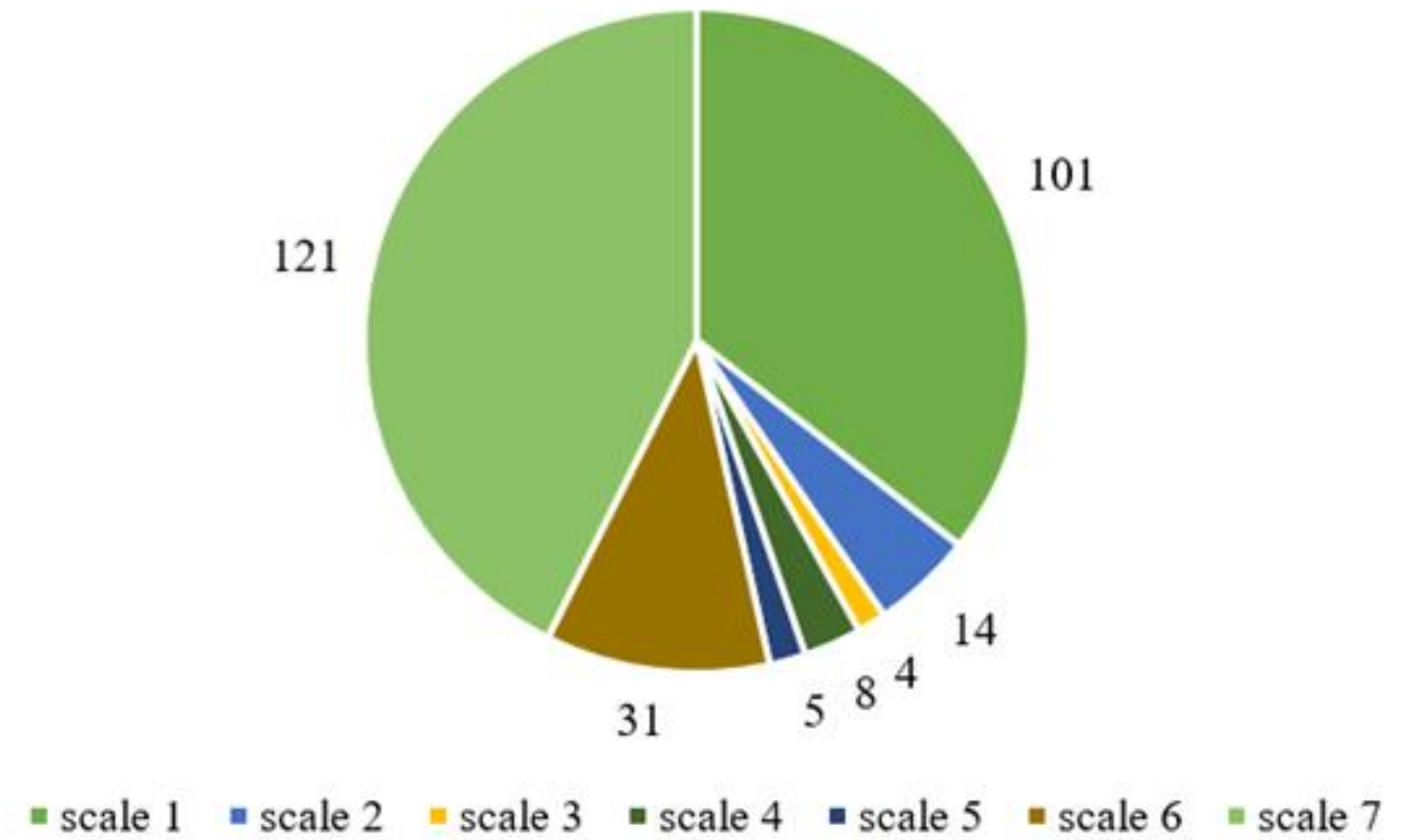
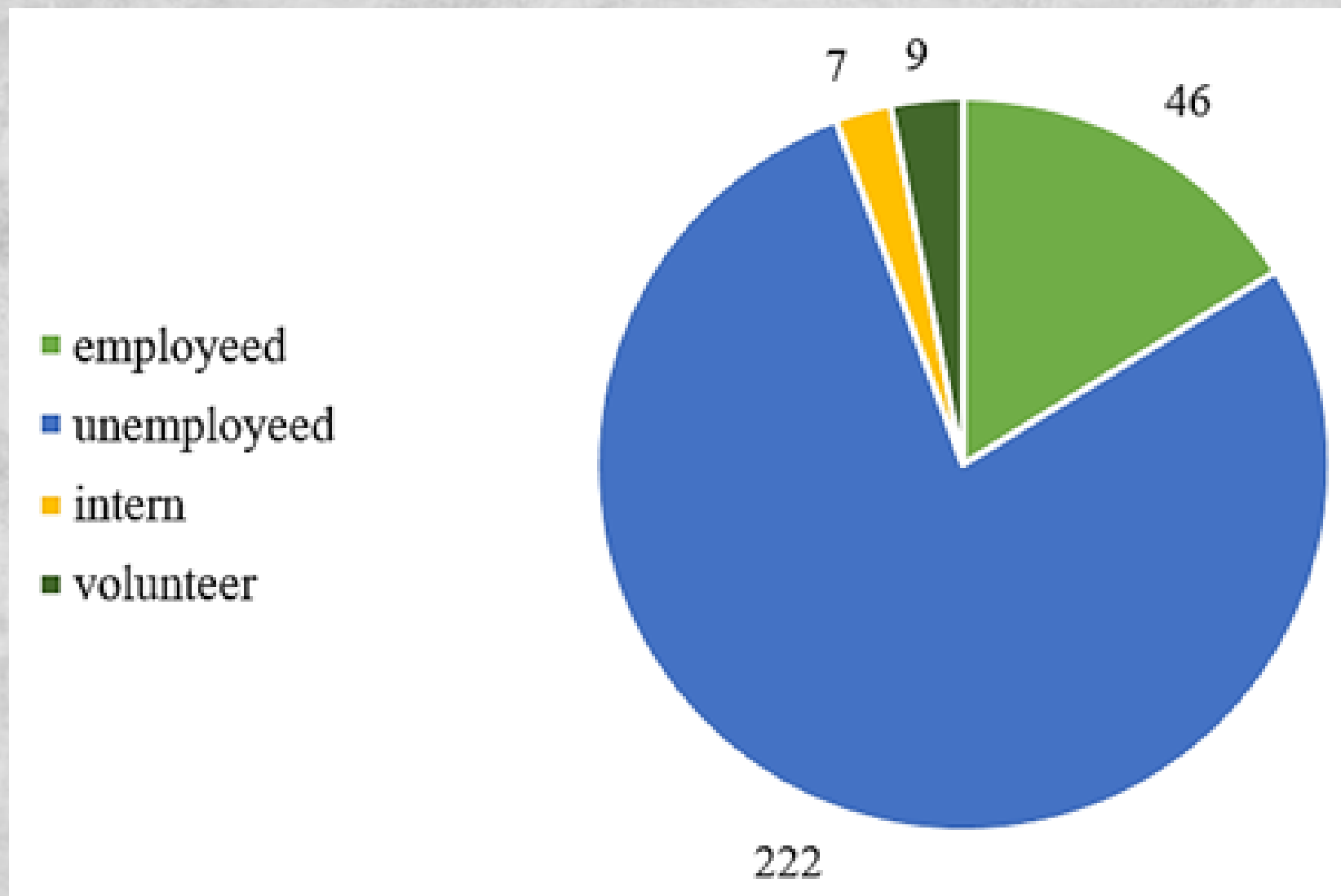


Figure 4. Value of social media

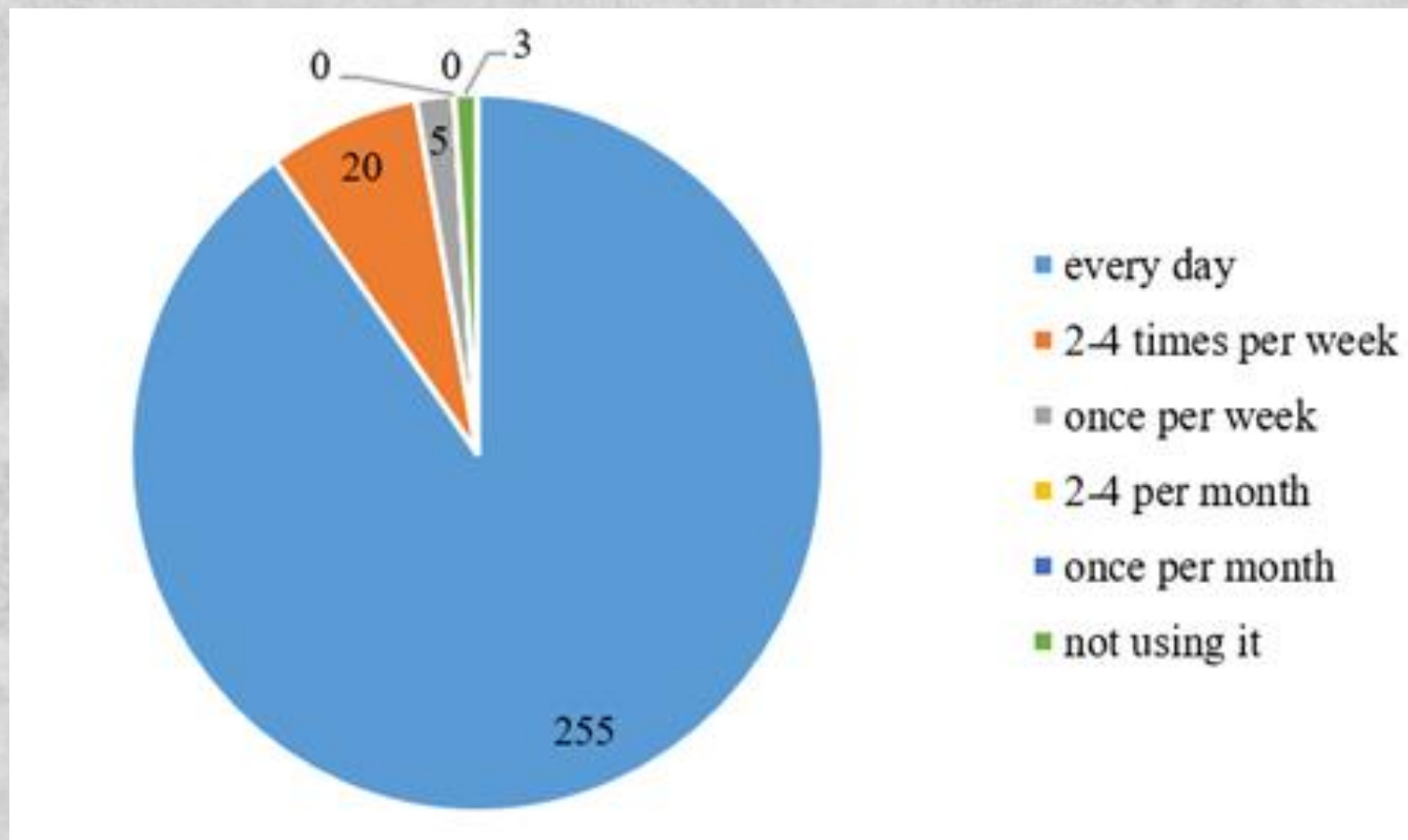


Figure 5. Usage of Facebook

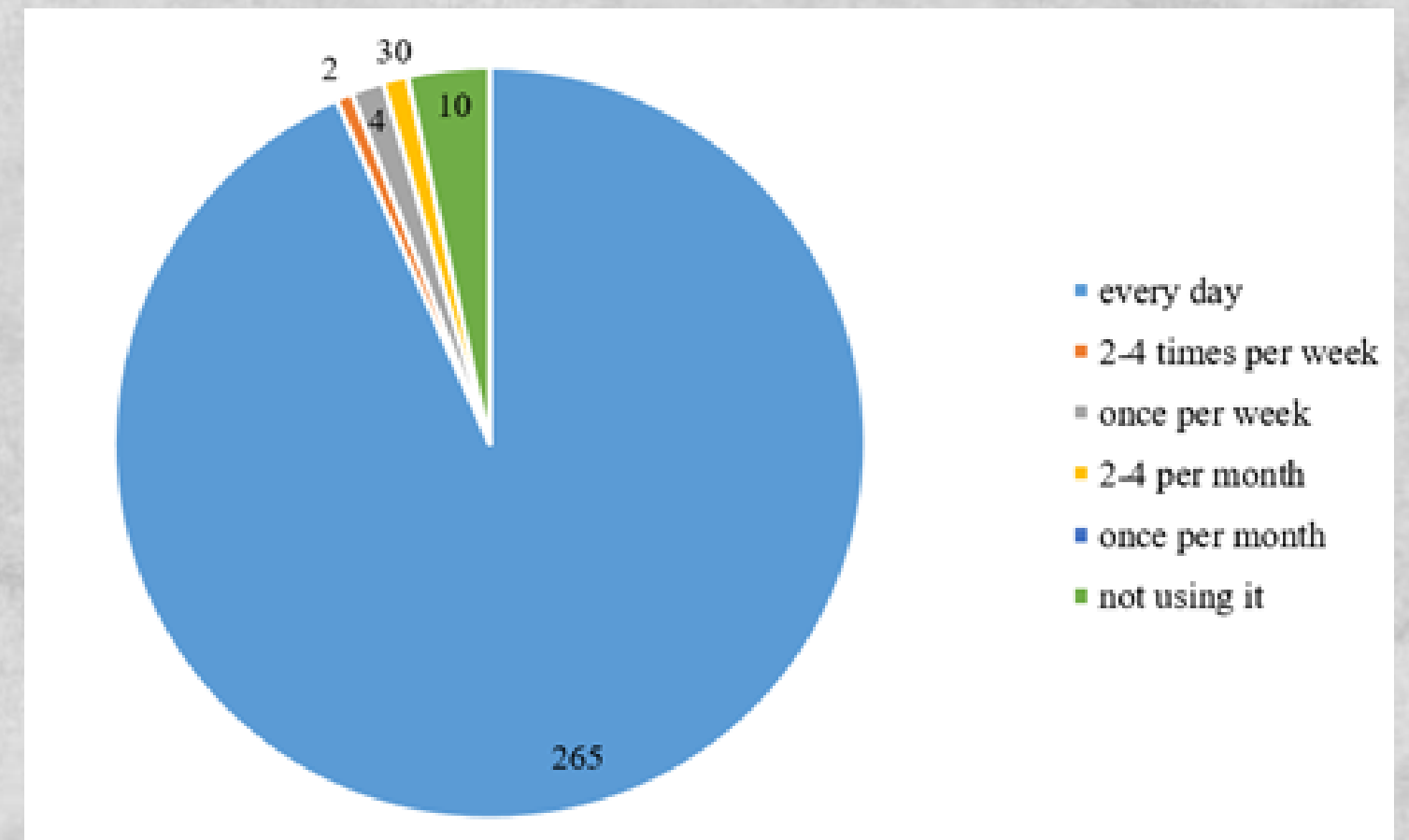


Figure 6. Usage of Instagram

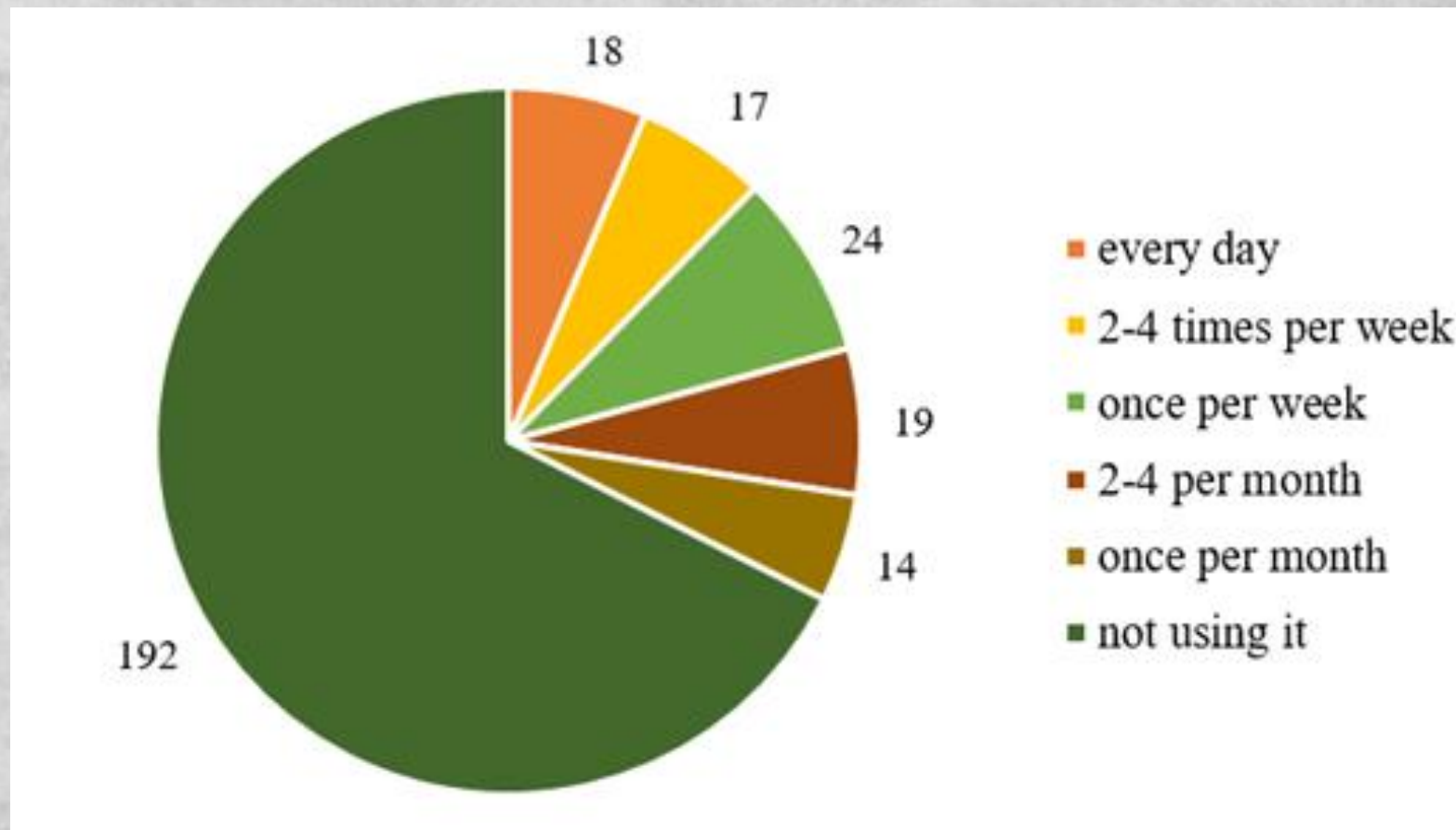
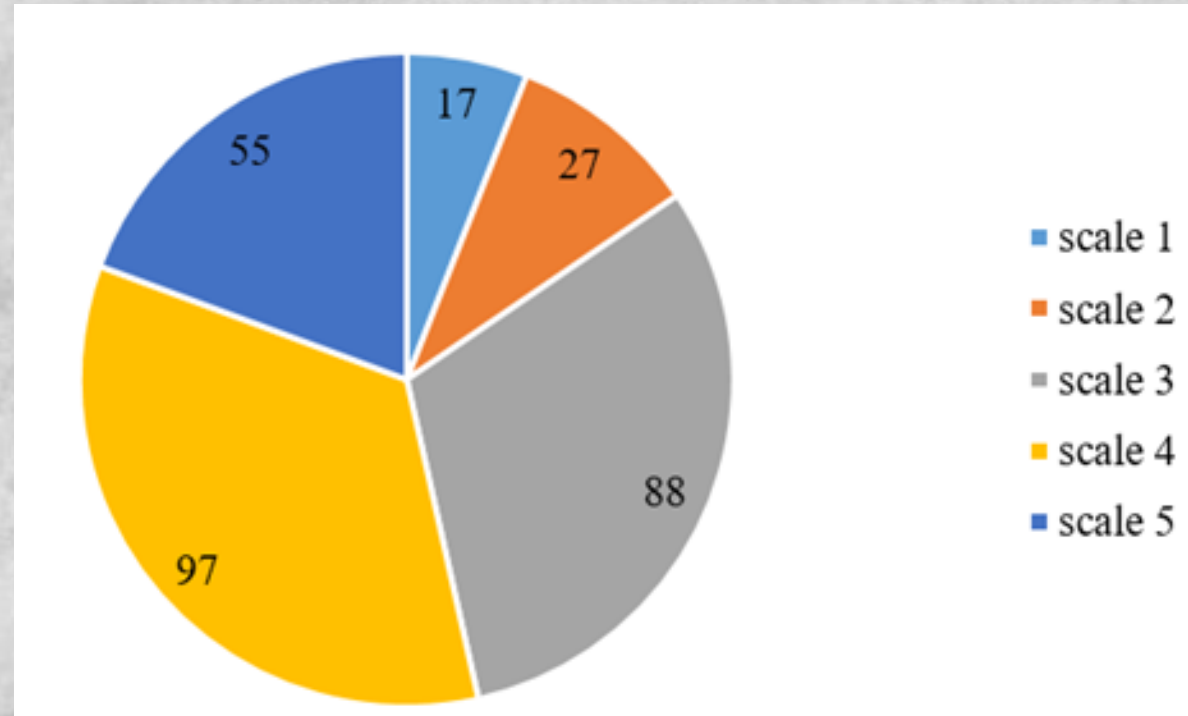
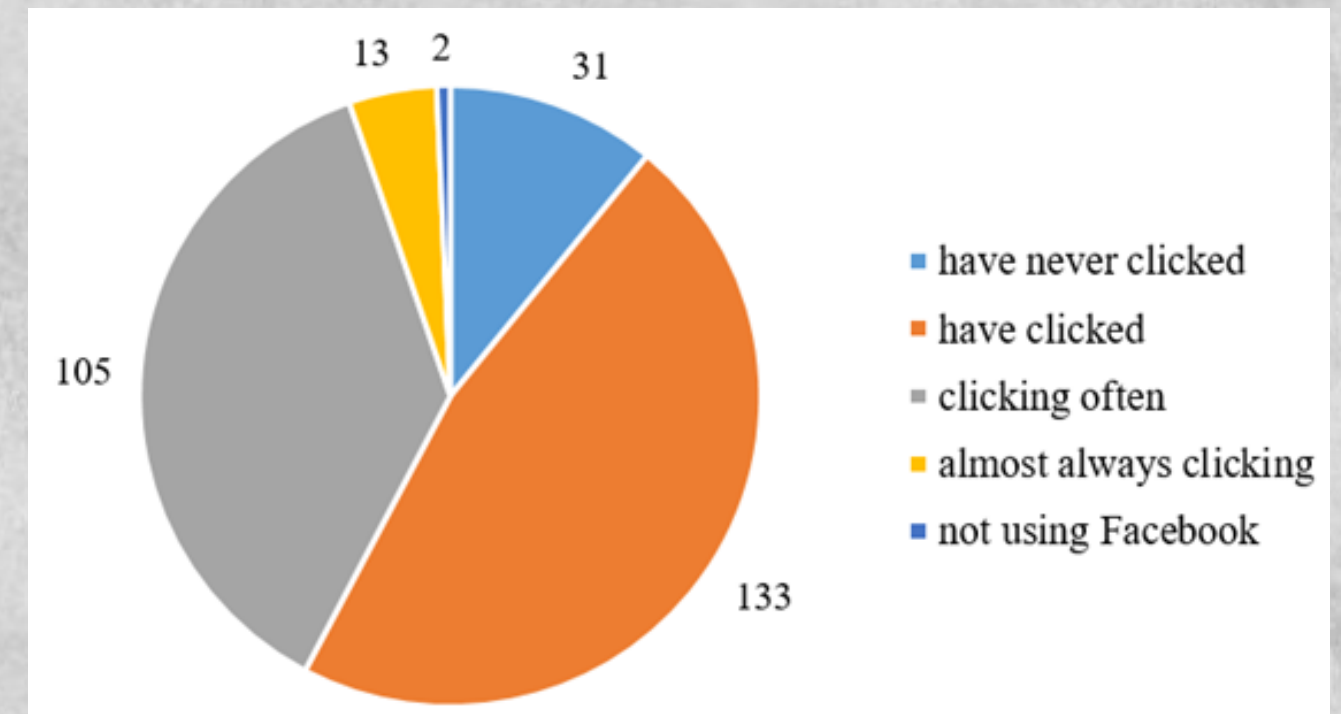


Figure 7. Usage of Twitter

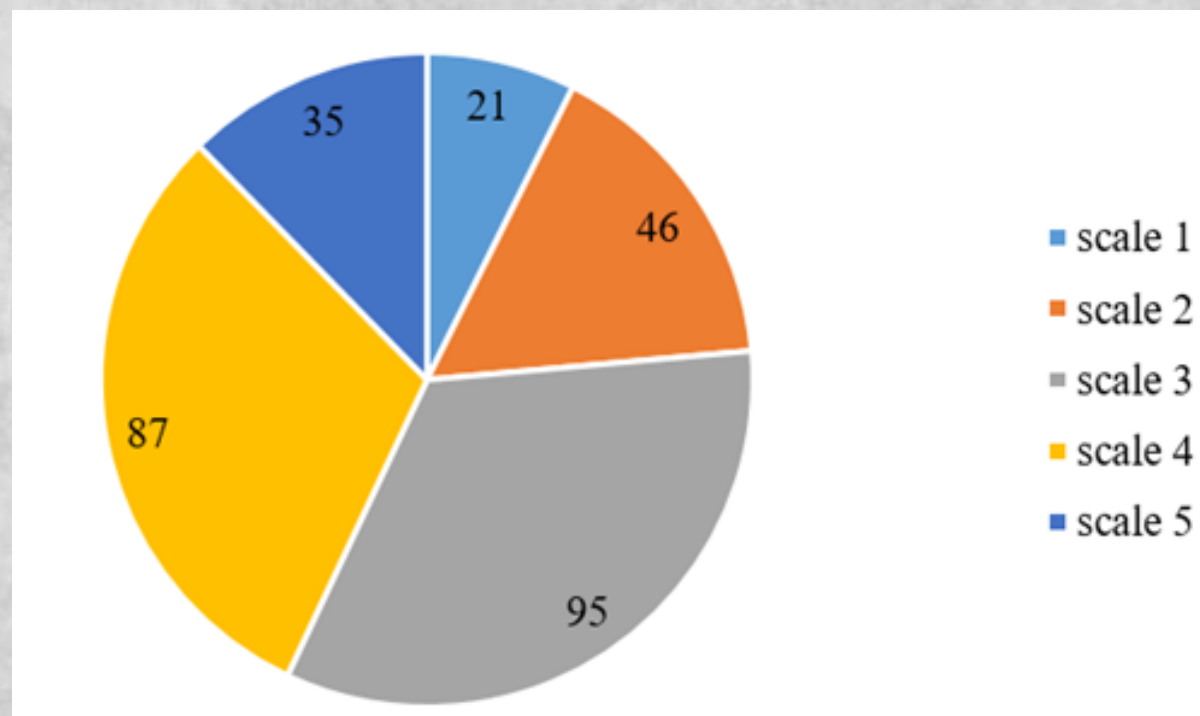
○ source of product or service information



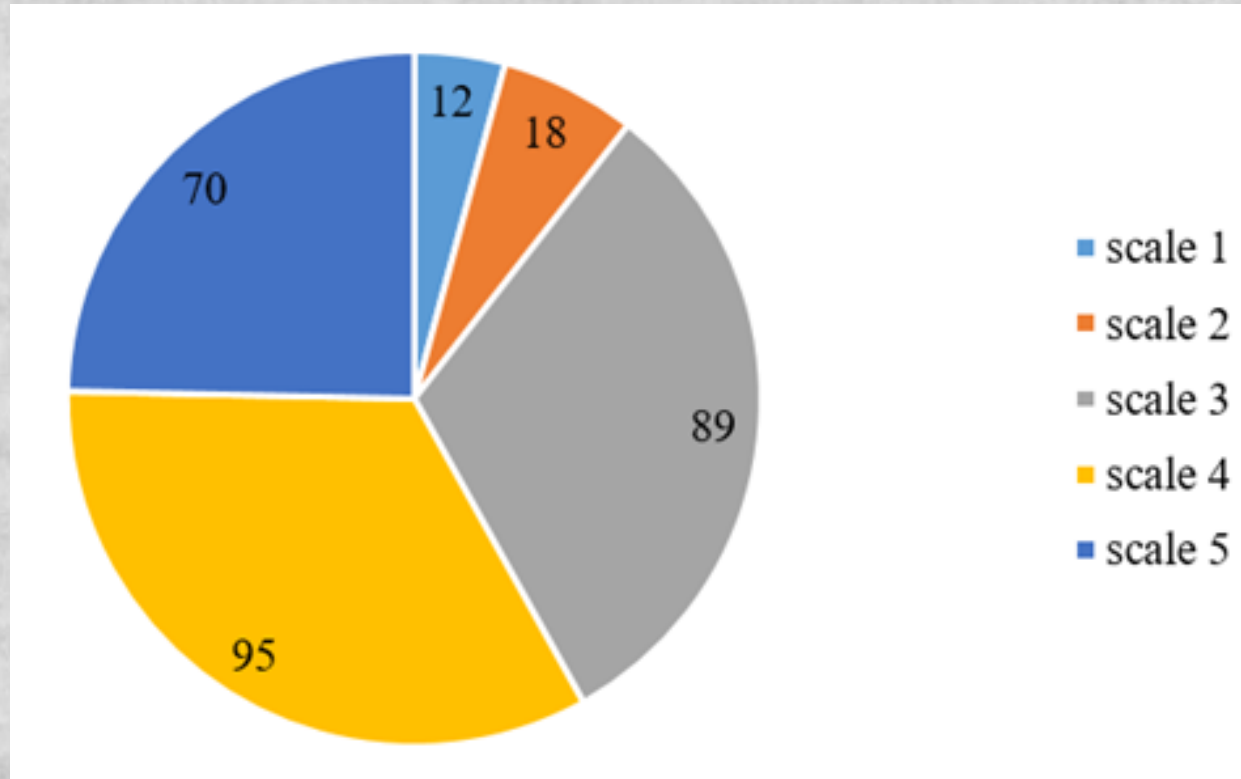
○ clicking on the brands' messages



○ influence on purchase decisions



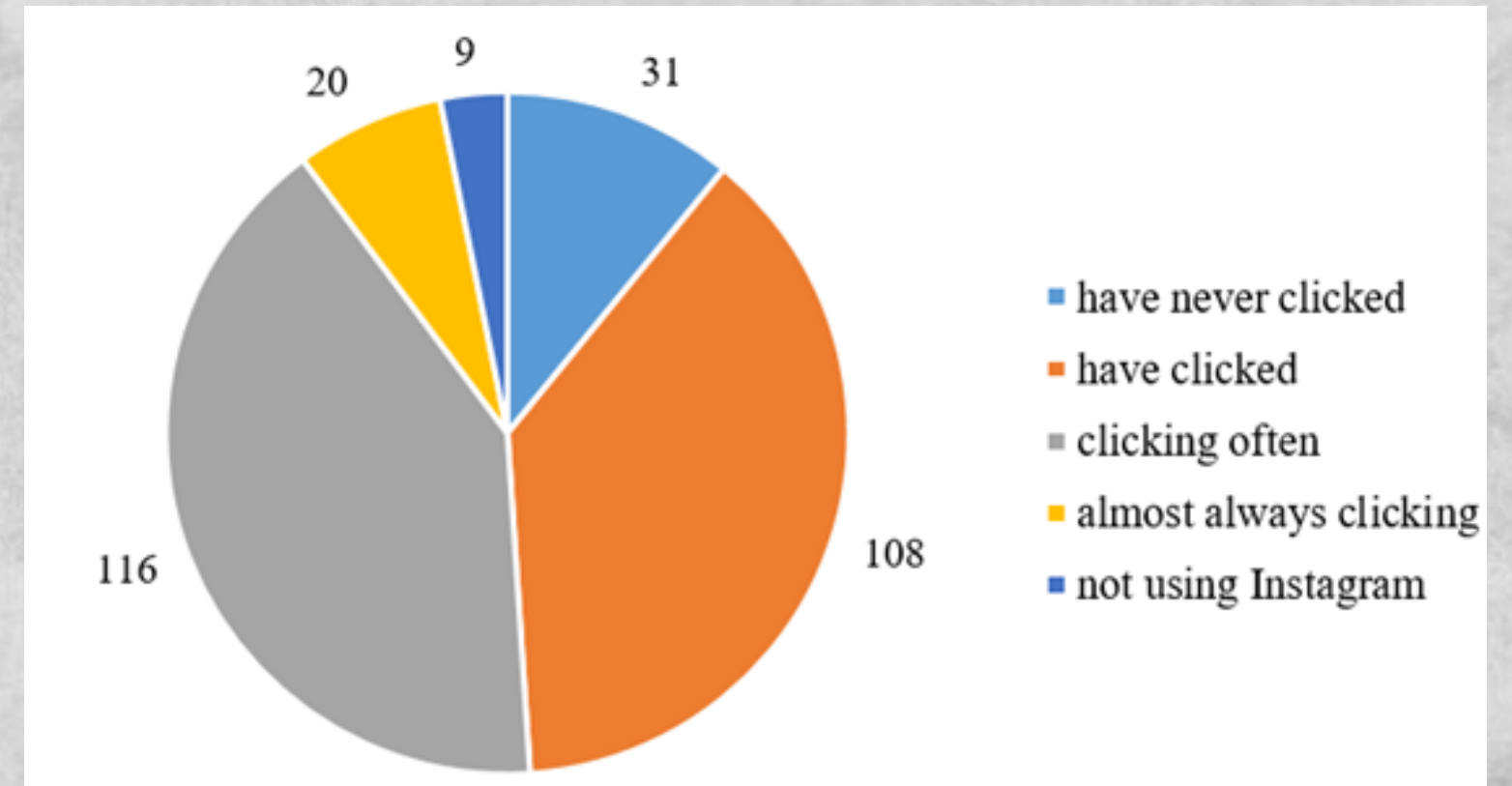
○ source of product or service information



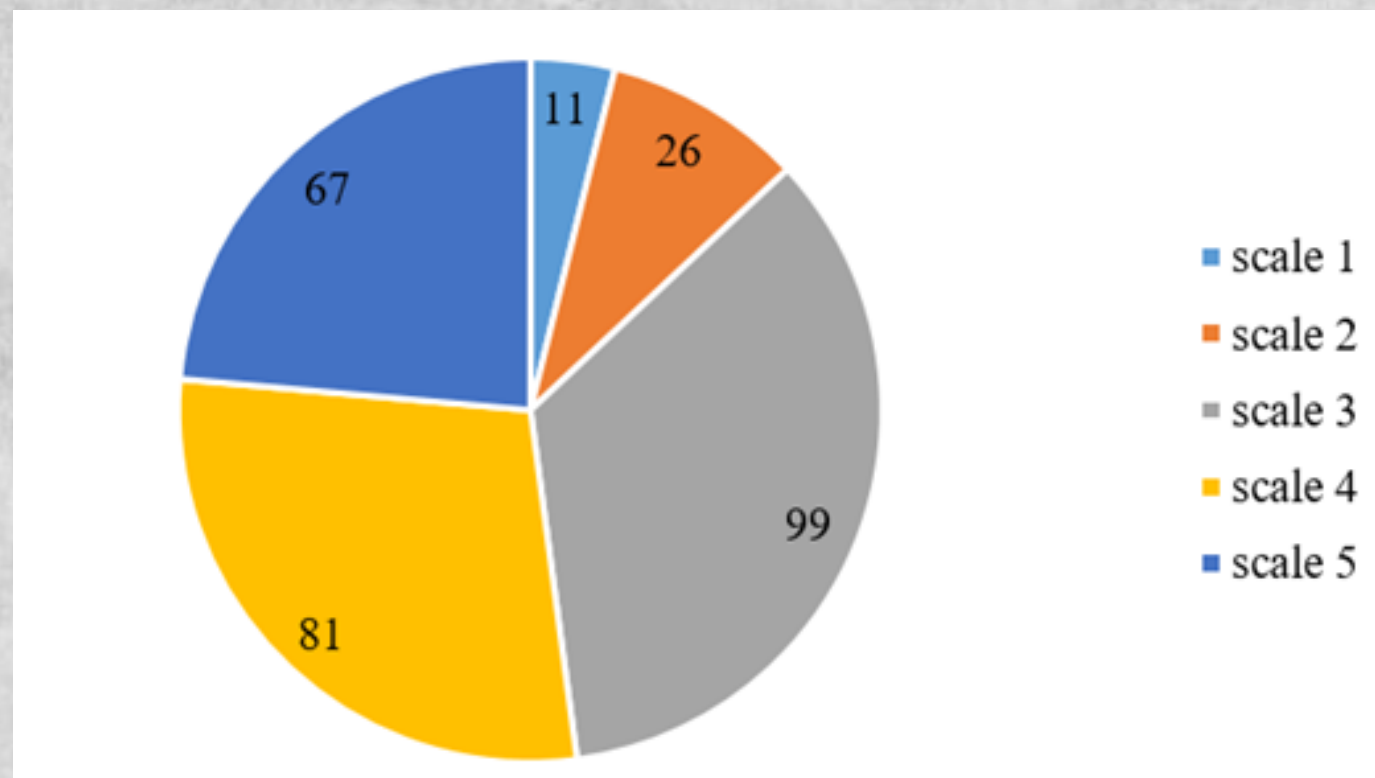
INSTAGRAM



○ clicking on the brands' messages



○ influence on purchase decisions



CONCLUSION

1

investments from companies
in social media channels
increased during the pandemic



2

The most preferred social
media for communication
with brands are
Instagram and Facebook.

3

interactive process-clicking on
the content that is distributed
through Facebook and Instagram





**Thank You
Very Much!**