Abstract: Along with the development of the internet and technology nowadays, traditional markets have begun to be mainly replaced by virtual markets. Virtual markets are known as an environment where consumers can be provided service for seven days and twenty four hours, the cost ratio is lower than traditional markets, and comparisons can be made easily. Many businesses that want to take advantage of the benefits of the internet also prefer to actively use social media channels as a virtual marketplace. The predisposition of generation Y towards technological tools causes businesses to mainly focus on the members of generation Y in the products they market over the internet. For this reason, the members of generation Y who are more prominent in social media usage rate compared to other generations were discussed as a sample in this study. In the study, 645 students in 4 departments in Süleyman Demirel University were selected through sampling. Data were collected using "The Effect of Social Media on Participants' Brand Preferences Scale" which was developed by Yazıcı (2014). IBM SPSS 22.0 program was used to analyze the data. According to the results achieved, a significant relationship was found between generation Y and the frequency of social media use.