

IMPACT ON PURCHASING INTENTION USING SOCIAL MEDIA ADVERTISING IN MAYILADUTHURAI DISTRICT

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ABSTRACT

Purpose – The aim of investigating purchase intention via social media marketing is to learn how ads on platforms such as Instagram, Facebook, TikTok, and X (Twitter) impact customers' choices to buy items or services. Scope – This research investigates how social media marketing impacts customer purchase intentions. Data Collection – To gather information on customer attitudes, ad exposure, brand image, and buy intent. Findings – Overall confidence regarding the brand and advertisement content significantly impacts purchase intention.

KEYWORDS: *Marketing, Advertising, Social Media, Consumers*