

A Study on Impact of Social Media Marketing in Advertising with Reference to Tirunelveli District

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Abstract: *In recent days social media marketing highly influences to buy for the consumer merchandise. Social media allows marketers to connect and engage potential customers where they are at LinkedIn, twitter, youtube, Facebook, Instagram , and even some of the younger platforms like Tiktok in Tirunelveli district . Social media marketing applies the concept of targeted marketing and advertising; therefore, it creates maximum brand awareness among the target audience at less cost it also reduce operating costs . It also reduces operating costs and increases the profit margin of the business. The researcher selected 100 respondents randomly from ariyakulam and palayamkottai . Social media user level satisfaction is lower then within the rural areas when put next to urban areas.*

Keywords: Social advertising , product , consumer, social media

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