

**IMPACT OF SOCIAL MEDIA ADVERTISEMENTS ON THE
PURCHASING HABITS OF YOUTH IN HIMACHAL PRADESH**

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ABSTRACT

This study examines the impact of social media advertisements on the purchasing habits of the youth in Himachal Pradesh, a predominantly rural and semi-urban region witnessing rapid digital transformation. Social media platforms have emerged as influential tools for marketing, reshaping consumer behavior across demographics. This research explores how targeted advertisements on platforms like Instagram, Facebook, and YouTube influence the purchasing decisions of individuals aged 18-35. A mixed-method approach was adopted, incorporating quantitative surveys with 500 respondents and qualitative interviews with 30 participants. The findings reveal that social media advertisements significantly affect brand awareness and purchasing preferences among the youth, driven by factors such as peer influence, visual appeal, and interactive content. Notably, affordability, brand reputation, and promotional offers were the key determinants of purchase decisions. The study also highlights a growing trend of "impulse buying," especially among younger users with higher digital literacy and disposable income. However, rural youth displayed relatively cautious buying behavior, influenced more by product utility than aspirational branding. This research underscores the need for businesses to tailor their marketing strategies, emphasizing authenticity, localized content, and value-driven messaging. Furthermore, the paper discusses potential implications for consumer awareness, suggesting the importance of digital literacy to mitigate susceptibility to manipulative marketing tactics. These insights provide a foundation for policymakers, marketers, and educators to navigate the evolving consumer landscape and foster informed purchasing behaviors in the region.

KEYWORDS: *Social Media Advertisements, Purchasing Habits, Youth, Himachal Pradesh, Digital Marketing, Consumer Behavior.*

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