INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESIS (ES)

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

LIMITATIONS

SCOPE FOR FURTHER RESEARCH

REFERENCES

APPENDIX/ANNEXURE

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BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.

- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

A STUDY ON THE IMPACT OF ONLINE ADVERTISING AMONG THE YOUTH IN CHENNAI CITY

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ABSTRACT
Internet has enormous potential as an advertising medium because it offers many advantages to overcome the weaknesses of traditional advertisements. In this article, the author is analyzed the impact of online advertising of various products among youth. The study was conducted by survey method by circulation of questionnaire among 150 respondents in Chennai city. The study revealed that online advertising provides information about range of products and services. It was also identified that online advertising influenced the purchasing behaviour of youth. The purchasing behavior of the youth has been mainly driven by online advertising.

KEYWORDS
advertisement, social development.

JEL CODES
M31, M37, C83, C88.

INTRODUCTION
One of the most significant developments to affect advertising in 21st century has been the development of internet as a medium of mass communication. As a communication tool, the internet is emerging as a new challenge to mass media advertising. As a result of this, many advertising companies are modifying their traditional techniques to cater to a wider range of public. Internet has enormous potential as an advertising medium because it offers many advantages to overcome the weaknesses of traditional advertisements. The potential of online advertising is vast as the audience of it is genuinely global. The budget on online advertising got increased over a period of time since the youth prefer on line-based transactions rather than other modes of transactions. Since, India is emerging as one of top most countries having major youth population, online advertising could be an effective medium of advertising in order to understand the pulse of youth in India.

ONLINE ADVERTISING
Technopedia defines online adverting as an advertising strategy that involves the use of internet as a medium to obtain website traffic and target and deliver marketing messages to the right customers. Online advertising is a type of mass communication, which is based on traditional form of advertising but develops its own communication strategies in order to reach out to the customers. Broadly, online advertising is about delivering advertisements to internet/online users via websites, E-mails, advertisement supported software and internet enabled smart phones.

REVIEW OF LITERATURE
Peter J. Danaher and Guy W. Mullarkey have published their research article entitled **"*Factors Affecting Online Advertising Recall: A Study of Students".*** In this research article, they examined factors that might impact on web advertising recall and recognition. These factors include the viewing mode, duration of page viewing, and web page context factors, including text and page background complexity and the style of the banner advertisement. Via an experimental design conducted on a student sample and test these factors over several levels. The key finding is that the longer a person is exposed to a web page containing a banner advertisement, the more likely they are to remember that banner advertisement. They found that recognition scores are much higher than both unaided and aided recall scores. In addition, some minimum and maximum thresholds are observed. To achieve reasonable advertising recall, some minimum level of exposure (around 40 seconds) is required. However, when a user is in surfing mode, advertising recognition does not increase appreciably when exposure exceeds 40 seconds.

Neelika Arora has published research article entitled **"*Trends in Online Advertising*" (December 2004).** The global online advertising revenues are expected to touch US $10bn by 2006. In India, the revenues at present are estimated to be Rs. 80 cr. and are expected to increase six times more within the next five years. In India, Internet as a medium is accepted by a wider industrial segment in all the sectors and portals like indiatimes.com, exchange4media.com, rediffmail.com, agencyfaqs.com etc. are attracting major online spenders.

Shelly Rodgers and Esther Thorson Have published research paper entitled **"*The Interactive Advertising Model: How Users Perceive and Process Online Ads*".** The authors provide an integrative processing model of Internet Advertising, which incorporates the functional and structural schools of thought. The model begins with the functional prospective, which attempts to identify reasons for Internet use. Since most individuals enter cyberspace with some goal or agenda, in mind, the authors argue that a model of online processing should begin with consideration of Internet functions. These functions, according to the authors, operates conjointly with the user's mode-ranging from high goal-directed-to playful-to influence the types of ads web users will attend to and process. The authors offer a broad scheme in which to classify most Internet ads, as well as a number of common features unique to these ads. The authors conclude by offering a number of hypotheses suggested by the model. They offer an Interactive model of ad processing that can be used, tested and retested by anyone interested in Internet advertising research. In short, they propose an interactive information-processing model of Internet advertising that incorporates both function and structure.

OBJECTIVES OF THE STUDY
1. To study the opinion of the youth about online advertising
2. To understand the impact of personal characteristics of the youth such as age, gender, education and perception of internet experience of youth towards online advertising.
3. To identify the most effective means of advertising media for the youth.
4. To find out the impact of online advertisement advertising on the purchase behaviour of the youth.

RESEARCH METHODOLOGY
This study has used primary data as the source of information. Questionnaire was used to collect the primary data from the respondents in Chennai city.
Sample Design and Sample Size
A random sampling was followed to select the respondents. The sample size of the survey is 150 respondents of 3 groups based on age which were classified as follows:
➢ Age Below 20 years,

➢ Age Between 20 - 25 years and
➢ Age Between 26 - 30 years

Statistical Tools

SPSS 20.0 was used in order to analyse the data to get their mean, frequencies and percentages. The hypothesis was tested with the help of Chi square Test.

ANALYSIS AND INTERPRETATION

TABLE 1: OPINION OF THE YOUTH ABOUT ONLINE ADVERTISING

S. No.	Variables	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Online advertising helps to know the availability of new products.	55	49	33	7	6
2	Online advertising helps to improve the standard of living	29	62	39	13	7
3	Online advertising is a main source of information about new fashion	43	55	35	11	6
4	Online advertising provides accurate information about the products/services	23	50	47	19	11
5	Online advertising promotes social development	11	44	55	31	9
6	Online advertising makes fantasy	15	48	50	21	16
7	Online advertising helps to up-date the availability of new products	31	56	40	19	4
8	Online advertising irritates	32	28	37	21	32

TABLE 2: IMPACT OF ONLINE ADVERTISEMENTS ON THE PURCHASE BEHAVIOUR OF YOUTH

S. No.	Variables	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Appropriate websites motivate to purchase	66	41	30	4	9
2	Online advertisements help to buy products without analysing the consequences	29	67	40	8	6
3	Online advertisements influence to make unnecessary purchases	28	58	34	25	5
4	Captions of online advertising motivate to purchase	19	47	43	37	4

Interpretation

Regarding the usefulness of the appropriate websites which motivate them to purchase, 66 of them strongly agree, 41 of them agree, and 30 of them are neutral and only 13 disagree.

Regarding the usefulness of online advertisements helping to buy products without analysing the consequences, 67 of them agree, 40 of them are neutral to, 29 of them strongly agree and 14 of them disagree.

Regarding online advertisements influencing them to make unnecessary purchases 58 of them agree, 34 of them are neutral, 28 of them strongly agree and 30 of them disagree.

Regarding the impact of captions of online advertising motivating them to purchase, 47 of them agree, 43 of them are neutral and 19 of them strongly agree and 41 of them disagree.

TABLE 3: THE MOST EFFECTIVE MEANS OF ADVERTISING MEDIA FOR THE YOUTH

Preference of advertisement method	Online Advertising (Mean Score)				
	Helps to overcome Shopping related problems	Saves time on product search.	Offers variety of products or services	Creates awareness about the latest price offers and discounts	Helps to make offline purchase decision
Text ads	2.98	3.16	3.11	3	2.83
Banner ads	3.05	3.04	2.93	3.18	3.12
Video ads	3.44	3.23	3.36	3.17	3.55

Interpretation

Helps to overcome shopping related problems - The highest value of mean score 3.44 shows that video advertisements are highly preferred because they help to overcome shopping related problems, followed by Banner advertisements and Text advertisements.

Saves product search time - The highest value of mean score 3.23 shows that video advertisements are the highly preferred to save time on shopping and product search, followed by Text advertisements and Banner advertisements.

Offers variety of products or services - The highest value of mean score 3.36 shows that video advertisements are highly preferred because they help them to know the availability of variety of products/services, followed by Text advertisements and Banner advertisements.

Awareness about latest price offers and discount - The highest value of mean score 3.18 shows that Banner advertisements are highly preferred because they bring awareness about the latest price and discount available, followed by Video advertisements and Text advertisements.

Making purchase decision offline - The highest value of mean score 3.55 shows that video advertisements are the highly preferred because they help to make better purchase decisions, followed by Banner advertisements and Text advertisements.

The impact of personal characteristics of gender, age, education level and hours of usage per session on the perception of youth towards online advertising

H_{01}: **Gender does not influence youth's perception towards online advertising.**

H_{a1}: **Gender influences youth's perception towards online advertising.**

TABLE 4

S.No.	Chi-square Variables	p-values	Results
1	Gender vs Online advertising brings better products	0.123	Accepted
2	Gender vs Online advertising helps to improve standard of living	0.041	Rejected
3	Gender vs Online advertising is a main source of information about new fashion	0.328	Accepted
4	Gender vs Online advertising provides accurate information about products/services	0.544	Accepted
5	Gender vs Online advertising promotes social development	0.547	Accepted
6	Gender vs Online advertising makes people fantasy	0.060	Accepted
7	Gender vs Online advertising helps to up-date about the availability of new products.	0.300	Accepted
8	Gender vs Online advertising	0.448	Accepted

Interpretation

Here the null hypothesis related to the Chi- square test relationship between gender and 7 variables are in the acceptance region as 'p' values are greater than the 0.05 and 1 variable (standard of living) is rejected, as the 'p' value is less than 0.05. This implies that the gender has no significant relationship with online advertisement in providing better products, more accurate information, promoting social development, making people fantasy and providing up-dated information about the products and services.

H_{02}: **Age does not influence youth's perception towards online advertising.**

H_{a2}: **Age influences youth's perception towards online advertising.**

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TABLE 5

S.No.	Chi-square Variables	p-values	Results
1	Age vs Online advertising brings better products	0.937	Accepted
2	Age vs Online advertising helps to improve the standard of living	0.513	Accepted
3	Age vs Online advertising is a main source of information about new fashion	0.655	Accepted
4	Age vs Online advertising provides accurate information about products/services	0.131	Accepted
5	Age vs Online advertising promotes social development	0.529	Accepted
6	Age vs Online advertising makes people fantasy	0.249	Accepted
7	Age vs Online advertising helps to up-date the availability of products.	0.061	Accepted
8	Age vs Online advertising irritates	0.056	Accepted

Interpretation

Here the null hypothesis related to the Chi- square test relationship between age and 8 variables are in the acceptance region as 'p' values are greater than the 0.05 This implies that the age has no significant relationship with online advertisements provide better products, improve standard of living, main source of information about new fashion, provide more accurate information, promote social development, make people fantasy and provide up-dated information about the availability of new products.

H_{03}: **Education level does not influence youth's perception towards online advertising.**

H_{a3}: **Education level influences youth's perception towards online advertising.**

TABLE 6

S.No.	Chi-square Variables	p-values	Results
1	Education level vs Online advertising brings better products	0.933	Accepted
2	Education level vs Online advertising helps to improve standard of living	0.196	Accepted
3	Education level vs Online advertising is a main source of information about new fashion	0.023	Rejected
4	Education level vs Online advertising provides accurate information about products/services	0.944	Accepted
5	Education level vs Online advertising promotes social development	0.829	Accepted
6	Education level vs Online advertising makes people fantasy	0.312	Accepted
7	Education level vs Online advertising helps to up-date the availability of products.	0.162	Accepted
8	Education level vs Online advertising irritates	0.522	Accepted

Interpretation

Here the null hypothesis related to the Chi- square test relationship between education level and 7 variables are in the acceptance region as 'p' values are greater than the 0.05 and 1 variable (standard of living) is rejected, as the 'p' value is less than 0.05. This implies that the education level has no significant relationship with online advertisements provide better products, improve standard of living, provide more accurate information, promote social development, make people fantasy and provide up-dated information about the products.

H_{04}: **Hours of usage per session does not influence the youth's perception towards online advertising.**

H_{a4}: **Hours of usage per session influence the youth's perception towards online advertising.**

TABLE 7

S.No.	Chi-square Variables	p-values	Results
1	Hours of usage per session vs Online advertising brings better products	0.051	Accepted
2	Hours of usage per session vs Online advertising helps to improve standard of living	0.223	Accepted
3	Hours of usage per session vs Online advertising is a main source of information about new fashion	0.852	Accepted
4	Hours of usage per session vs Online advertising provides accurate information about products/services	0.676	Accepted
5	Hours of usage per session vs Online advertising promotes social development	0.272	Accepted
6	Hours of usage per session vs Online advertising makes people fantasy	0.729	Accepted
7	Hours of usage per session vs Online advertising helps to up-date the availability of products.	0.536	Accepted
8	Hours of usage per session vs Online advertising irritates	0.758	Accepted

Interpretation

Here the null hypothesis related to the Chi- square test relationship between hours of usage per session and 8 variables are in the acceptance region as 'p' values are greater than the 0.05 This implies that the Hours of usage per session has no significant relationships with online advertisements provide better products, help to improve standard of living, main source of information about new fashion, provide more accurate information, promote social development, make people fantasy and provide up-dated information.

FINDINGS

1. Out of 150 respondents, 95 of them are males and 55 of them are female consumers. i.e. 63.3% of them are males and 36.7% of them are females.
2. Out of 150 respondents, most of them fall in the age group of 20-25, 26-30 and below 20.
3. Out of 150 respondents, most of the respondents are post graduates, followed by graduates and the remaining are research scholars.
4. Out of 150 respondents 82 of them are students and the remaining 42 are working personnel.
5. Out of 150 respondents, 74 of them spend at least one hour a day and the remaining 36 use the online 24*7.
6. 136 respondents are aware of online advertising & shopping, 14 of them do not know online advertising & shopping.
7. 55 respondents strongly agree and 49 respondents agree and 33 respondents are neutral to the statement that online advertising brings better products.
8. Regarding online advertising as a main source of information about new fashion, 55 of them agree, 43 of them strongly agree and 35 of them are neutral to the statement.
9. Regarding online advertising provides accurate information about products and services, 50 of them agree and 47 of them are neutral and 23 of them strongly agree to the statement.
10. Regarding online advertisements promoting social development, 55 of them are neutral, 44 of them agree and 11 of them strongly agree.
11. Regarding online advertising making people fantasy, 50 of them are neutral, 48 of them agree and 15 of them strongly agree to the statement.
12. Regarding the usefulness of online advertising to update the availability of the products, 56 respondents agree and 40 are neutral and 31 of them strongly agree to the statement
13. Regarding the irritation experienced by the respondents, 37 of them are neutral, 32 of them strongly agree and 32 of them strongly disagree to the statement.
14. Regarding the usefulness of online advertisements to make purchases 36 respondents agree, 35 of them strongly agree, 32 of them are neutral and 28 of them disagree to the statement.
15. Regarding the usefulness of the appropriate websites, which motivate them to purchase, 66 of them strongly agree, 41 of them agree, and 30 of them are neutral and only 13 disagree.

16. Regarding the usefulness of online advertisements helping to buy products without analysing the consequences, 67 of them agree, 40 of them are neutral to, 29 of them strongly agree and 14 of them disagree.
17. Regarding online advertisements influencing them to make unnecessary purchases 58 of them agree, 34 of them are neutral, 28 of them strongly agree and 30 of them disagree.
18. Regarding the impact of captions of online advertising motivating them to purchase, 47 of them agree, 43 of them are neutral and 19 of them strongly agree and 41 of them disagree.
19. The p value of chi square test is 0.123, which is more than 0.05 at 5% level of significance which means that the null hypothesis is accepted and the alternative hypothesis is rejected i.e. there is no significant difference between genders and therefore, online advertising brings better products for the youth.
20. The p value of chi square test is 0.041, which is less than 0.05 at 5% level of significance and it means that the alternative hypothesis is accepted and the null hypothesis is rejected i.e. there is a significant difference between the gender on line advertising and therefore, it is concluded that online advertising helps to improve the standard of living.
21. The p value of chi square test is 0.328, which is more than 0.05 at 5% level of significance and it means that the null hypothesis is accepted and the alternative hypothesis is rejected i.e. there is no significant difference between the gender on online advertising and therefore, it is concluded that on line advertising is the primary source of information for knowing the new products and services.
22. The p value of chi square test is 0.544, which is more than 0.05 at 5% level of significance and it means that the null hypothesis is accepted and the alternative hypothesis is rejected i.e. there is no significant difference between the gender on online advertising and therefore, it is concluded that online advertising provides an accurate information about products and services.
23. The p value of chi square test is 0.547, which is more than 0.05 at 5% level of significance and it means that the null hypothesis is accepted and the alternative hypothesis is rejected i.e. there is no significant difference between the gender on online advertising and therefore, it is concluded that online advertising is useful for social development.
24. The p value of chi square test is 0.060 which is more than 0.05 at 5% level of significance and it means that the null hypothesis is accepted and the alternative hypothesis is rejected i.e. there is no significant difference between the gender on line advertising and it promotes fantasy.
25. The p value of chi square test is 0.300 which is more than 0.05 at 5% level of significance and it means that the null hypothesis is accepted and the alternative hypothesis is rejected i.e. there is no significant difference between the gender and online advertising and it is useful to update the products available in the market
26. The p value of chi square test 0.448 which is more than 0.05 at 5% level of significance which means that the null hypothesis is accepted and the alternative hypothesis is rejected i.e. therefore, it is concluded that there is no significant difference between the gender on online advertising and the irritation made to the customers.
27. The p value of chi square test is 0.937 which is more than 0.05 at 5% level of significance and it means that the null hypothesis is accepted and the alternative hypothesis is rejected i.e. therefore, it is concluded that there is no significant difference between the age and online advertising and it brings better products and services for the youth.
28. The p value of chi square test is 0.513 which is more than 0.05 at 5% level of significance and it means that the null hypothesis is accepted and the alternative hypothesis is rejected i.e. there is no significant difference between the age and online advertising and therefore, it is concluded that it helps to improve the standard of living of people.
29. The p value of chi square test is 0.655 which is more than 0.05 at 5% level of significance and it means that the null hypothesis is accepted and the alternative hypothesis is rejected i.e. there is no significant difference between the age and online advertising and therefore it is concluded that it is the primary source of information about new fashion.
30. The p value of chi square test is 0.131 which is more than 0.05 at 5% level of significance and it means that the null hypothesis is accepted and the alternative hypothesis is rejected i.e. there is no significant difference between the age and online advertising and therefore, it is concluded that it provides accurate information about products and services.
31. The p value of chi square test is 0.529, which is more than 0.05 at 5% level of significance which means that the null hypothesis is accepted and the alternative hypothesis is rejected i.e. there is no significant difference between the age and usefulness of online advertising for the promotion of social development.
32. The p value of chi square test is 0.249 which is more than 0.05 at 5% level of significance and it means that the null hypothesis is accepted and the alternative hypothesis is rejected i.e. there is no significant difference between the age and the usefulness of online advertising making people fantasy.
33. The p value of chi square test is 0.061 which is more than 0.05 at 5% level of significance which means the null hypothesis is accepted and the alternative hypothesis is rejected i.e. there is no significant difference between the age and online advertising helps to up-date products available in the market.
34. The p value of chi square test is 0.056 which is more than 0.05 at 5% level of significance which means the null hypothesis is accepted and the alternative hypothesis is rejected i.e. there is no significant difference between the age and the irritation made by online advertising.
35. The p value of chi square test is 0.933 which is more than 0.05 at 5% level of significance which means the null hypothesis is accepted and the alternative hypothesis is rejected i.e. there is no significant difference between the education level and online advertising brings better products for the youth.
36. The p value of chi square test is 0.196 which is more than 0.05 at 5% level of significance and it means that the null hypothesis is accepted and the alternative hypothesis is rejected i.e. there is no significant difference between the education level and the use of online advertising to improve the standard of living.
37. The p value of chi square test is 0.023, which is less than 0.05 at 5% level of significance, and it means that the null hypothesis is rejected and the alternative hypothesis is accepted i.e. there is a significant difference between the education level and the usefulness of online advertising as a main source of information about new fashion.
38. The p value of chi square test is 0.944 which is more than 0.05 at 5% level of significance and it means that the null hypothesis is accepted and the alternative hypothesis is rejected i.e. there is no significant difference between the education level and online advertising provides accurate information about products/services.
39. The p value of chi square test is 0.829 is more than 0.05 at 5% level of significance and it means that the null hypothesis is accepted and the alternative hypothesis is rejected i.e. there is no significant difference between the education level and online advertising promotes social development.
40. The p value of chi square test is 0.312 is more than 0.05 at 5% level of significance and it means that the null hypothesis is accepted and the alternative hypothesis is rejected i.e. there is no significant difference between the education level and online advertising makes people fantasy.
41. The p value of chi square test is 0.162 is more than 0.05 at 5% level of significance and it means that the null hypothesis is accepted and the alternative hypothesis is rejected i.e. there is no significant difference between the education level and online advertising helps to up-date the availability of products and services.
42. The p value of chi square test is 0.522 which is more than 0.05 at 5% level of significance and it means that the null hypothesis is accepted and the alternative hypothesis is rejected i.e. there is no significant difference between the education level and online advertisement irritation.
43. The p value of chi square test is 0.051 which is more than 0.05 at 5% level of significance and it means that the null hypothesis is accepted and the alternative hypothesis is rejected i.e. there is no significant difference between the hours of usage and online advertising brings better products for the youth.
44. The p value of chi square test is 0.223 which is more than 0.05 at 5% level of significance and it means that the null hypothesis is accepted and the alternative hypothesis is rejected i.e. there is no significant difference between the hours of usage and online advertising helps to improve standard of living.
45. The p value of chi square test is 0.852 which is more than 0.05 at 5% level of significance and it means that the null hypothesis is accepted and the alternative hypothesis is rejected i.e. there is no significant difference between the hours of usage and online advertising is useful as a main source of information about new fashion.

46. The p value of chi square test is 0.676 which is more than 0.05 at 5% level of significance and it means that the null hypothesis is accepted and the alternative hypothesis is rejected i.e. there is no significant difference between the hours of usage and online advertising provides accurate information about the availability of products and services.
47. The p value of chi square test is 0.272 which is more than 0.05 at 5% level of significance and it means that the null hypothesis is accepted and the alternative hypothesis is rejected i.e. there is no significant difference between the hours of usage and online advertising promotes social development.
48. The p value of chi square test is 0.729 which is more than 0.05 at 5% level of significance and it means that the null hypothesis is accepted and the alternative hypothesis is rejected i.e. there is no significant difference between the hours of usage and online advertising makes people fantasy.
49. The p value of chi square test is 0.536 which is more than 0.05 at 5% level of significance and it means that the null hypothesis is accepted and the alternative hypothesis is rejected i.e. there is no significant difference between the hours of usage and online advertising helps to up- date the availability of products and services in the market.
50. The p value of chi square test is 0.758 which is more than 0.05 at 5% level of significance and it means that the null hypothesis is accepted and the alternative hypothesis is rejected i.e. there is no significant difference between the hours of usage and online advertising irritation.
51. The highest value of mean score value 3.44 shows that video advertisements are the most preferred medium to address their shopping related issues.
52. The highest value of mean score value 3.23 shows that video advertisements are the most preferred medium which saves their search time for shopping and product selection.
53. The highest value of mean score value 3.36 shows that video advertisements are preferred to know the variety of products and services to the consumers.
54. The highest value of mean score 3.18 shows that Banner advertisements help them to know the availability latest products, prices and discounts, followed by online advertising and then by Video advertisements.
55. The highest value of mean score 3.55 shows that online video advertisements help them to make purchase decisions comparing to offline and 28 of them disagree to the statement.

CONCLUSION

From the above analysis and findings, it is evidenced that most of respondents agree that online advertising is useful to know the availability of new products and range of products and services. The perception of the youth shows that online advertising influences the purchasing behaviour of youth. Therefore, it is concluded that online advertising really has the impact on purchasing behavior of the youth. As the youth have easy access to the online transactions, it is becoming one of the pertinent and important source of business transactions where there is a possibility of getting wider range of products as well they feel very happy about using technology by placing order anywhere, any time and it mainly saves time and energy while they buy products through online transactions.

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