

**CONSUMER AWARENESS ON E MARKETING A STUDY WITH SPECIAL
REFERENCE TO POLLACHI TALUK**

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Abstract

The introduction of internet has created a new market for both manufacturing and service providers. Internet has been used as a marketing channel with which the consumers were introduced to a new trading pattern. Present consumers are well aware about the economic surroundings due to the availability of information. E Marketing is the process of marketing a product or service using the Internet. It uses a range of technologies to help connect businesses to their Consumers. E-marketing is one of the latest and emerging tools in the marketing world. Electronic Marketing is convenient than the traditional marketing for both consumer and the marketer. The facility of E-Marketing has allowed customers to identify the different types of products available in the global market. Due to rapid globalization, all types of products are available on the internet .Goods and services, consumer durables, books, CDs and services like air ticket, train ticket, can also be purchased online. This study aims to identify the Consumer Awareness on E Marketing with special reference to Pollachi Taluk

Keywords:

Consumer, Internet, E-Marketing, Product, Service.

INTRODUCTION

The introduction of internet has created a new market for both manufacturing and service providers. Today's generation does not know a life without internet. Evolution of Internet made the world rest in our hands. Internet has been used as a marketing channel with which the consumers were introduced to a new trading pattern. Present consumers are well aware about the economic surroundings due to the availability of information.

E-marketing is the process of marketing a product or service using the Internet. It not only includes marketing on the Internet, but also includes marketing done via e-mail and wireless media. It uses a range of technologies to help connect businesses to their Consumers. Digital marketing is one of the latest and emerging tools in the marketing world .Electronic Marketing (E-Marketing) is also known as Internet Marketing, Web Marketing, Digital Marketing, or Online Marketing. The major advantages in E-marketing are it helps in extremely low risk, reduction in cost through automation and use of electronic media, can get universal accessibility. E-marketing is convenient than the traditional marketing for both consumer and the marketer. It offers large number of variety for the particular product relatively with lower prices.

The facility of E-Marketing has allowed customers to identify the different types of products available in the global market, Due to rapid globalization, all types of products are available on the internet .Goods and services, consumer durables, books, CDs and services like air ticket, train ticket, can also be purchased online.

REVIEW OF LITERATURE

Dr. Ravindra Borkar and Dr. Ajay Pethe (2022)in their study on customers' awareness towards online shopping reveals that , Most respondents believe that the advantage of online shopping is a time-saving, security and quality process. Most respondents prefer cash on delivery, home delivery and