

## **E- MARKETING AN INDIAN PERSPECTIVE**

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### **ABSTRACT**

With the development of computer technology, the World Wide Web has become the connection medium for the networked world. Computers from locations that are geographically dispersed can talk with each other through the Internet. As with any new technology, there are positives and negatives associated with its use and Adoption. Finally, an e-marketplace can serve as an information agent that provides buyers and sellers with information on products and other participants in the market. E marketing involves conducting business using modern communication instruments: telephone, fax, e-payment, money transfer systems, e-data interchange and the Internet. Online businesses like financial services, travel, entertainment, and groceries are all likely to grow. This paper is outcome of a review of various research studies carried out on E- Marketing. The paper focuses on the concept of e- marketing, analyse the future prospects of e- marketing. This paper also tries to find out the internet status in India. Finally many companies, organizations, and communities in India are beginning to take advantage of the potential of e-marketing; critical challenges remain to be overcome before e-commerce would become an asset for common people.

**KEYWORD:** E- Marketing, Internet, E- Business.

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