

CONSUMER PERCEPTION ON E-MARKETING IN BANGALORE CITY

NEELAMMA R KOLAGERI¹ & G. N. NAGARAJ²

¹ Ph.D Scholar, Department of Agribusiness Management, University of Agricultural Sciences, Dharwad, Karnataka, India

² Professor, Department of Agricultural Marketing Co-operation and Business Management, University of Agricultural Sciences, Banaglore, Karnataka, India

ABSTRACT

E-marketing is a subset of e-business that utilises electronic medium to perform marketing activities and achieve desired marketing objectives of organisation. E-marketing concept has entirely changed the perception of internet. One of the techniques which internet has provided to the industry is electronic business. This concept of electronic medium in marketing diffused slowly into the market, gradually industries started using internet for their day to day business and later it became an integral part of an industry. Internet made the big business and the small and medium business see through a single window and was able to reach almost every person on this planet. The arrival of internet in the end of 80s gave way to the creation of much technology which was embraced by industries. E-marketing is the product of the blend of modern communication technology and the age old marketing principles that humans have always applied. The present study is conducted in Bangalore with an object to study the consumer's preference and perception on e-marketing. The responses of respondents were collected randomly through pre-structured schedule. E-marketing has become process in which industries conduct business online. Efficiency, easiness in transaction, cost effectiveness, and time saving was found to be the prime features of e-marketing. This e-marketing is providing divulging experience of being Netizen and taking them to a magical world where everything falls at their feet and door.

KEYWORDS: E-Marketing, Technology, Netizen, Commerce