

# Impact of Online Marketing on Consumers in Today's Fast and Busy Life in India

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**Abstract:** *It has been seen in last few years that the importance and need of online marketing has become very popular. The concepts of online marketing consist with internet and purchase of goods and services through internet. Here we will explain different advantages and disadvantages relating to on line marketing in India. It will also help to explain the causes of popularity and hindrances relating to this kind of marketing in present days. Nowadays people are always very busy with their job and job related timings and as they do not get so much free time to choose their preferred products going to the market, naturally the need of on line marketing has increased by leaps and bounds in present India.*

**Keywords:** On line marketing, Flipkart, eBay, Amazon, Snap deal, Alibaba, Zomato, Sweegy.

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