

A Comprehensive Analysis of Consumer Perceptions of E-Marketing

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Abstract: *E-marketing is the use of the internet to promote goods and services. It has advantages over traditional marketing, like being more affordable, easily accessible, and participatory. Instant reaction, cost-effectiveness, and customized marketing are some of its other benefits. The website provides an explanation of the many forms of e-marketing, including article, video, social media, and email.*

The process of moving goods and services between a buyer and a seller via the internet as a trade medium is known as e-commerce. This will support the appropriate maintenance of security and respondent privacy. Therefore, the essential actions to resolve this issue should be taken by the website developers and service providers. The visual, dynamic, and interactive aspects of the internet need to be improved. More visual appeal will result from this improvement. Vendors and service providers ought to steer clear of unstated fees. This will assist in preventing a rise in goods prices. Satisfaction with online buying is positively impacted by the quality and style of websites. It is therefore recommended that the vendor businesses focus more on the website's appearance. The majority of customers in higher income brackets solely make online purchases. However, there are relatively few middle-class and low-class people in India. Online marketers can now focus on creative ways to reach middle-class and lower-class consumers online. Only by fixing the product's price in accordance with this group will this be achievable. The respondents' two main concerns are online payment security breaches and credit card information theft. By taking preventative measures to address these issues, consumers will feel more confident while making purchases online. Internet shoppers are unaware of local market norms and adhere to global market standards. Thus, internet retailers must to launch their goods in conformity with regional market norms. Both the suppliers' and customers' purchasing patterns will benefit from this increase in sales. The consumers know the fundamentals of internet shopping, but the language barrier prevents them from putting it into practice. Creating websites focused on regional languages will benefit newcomers by enhancing their expertise and increasing the number of online buyers.

Keywords: E-marketing, internet, Consumer decision-making.