

# **A STUDY ON THE PROBLEM FACED BY THE CUSTOMER THROUGH E-MARKETING IN COIMBATORE CITY**

**<sup>1</sup>M DHANABHAKYAM & <sup>2</sup>SWAPNA KURIAN**

<sup>1</sup>Assistant Professor, School of Commerce, Bharathiar University, Coimbatore, India

<sup>2</sup>PhD Scholar, School of Commerce, Bharathiar University, Coimbatore, India

## **ABSTRACT**

Now a day's everybody are using internet for the personal and formal use. The internet is using for the marketing activities also. The marketing job is very difficult and the e-marketing is helps to reduce the burden and increase the publicity. Now a day the marketing is very easy to be done. Email marketing is directly marketing a commercial message to a group of people using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It usually involves using email to send ads, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness .They have bear too much problems in e-marketing like fake mails, unwanted site and reliability etc. From this background, the research is adopted to find out the main problems faced by the jobseekers through e-marketing and to study about the sources of the reliability of e-marketing sites. The researcher has been selected 100 respondents from in and around Coimbatore City by convenience sampling method. The Percentage Analysis, Ranking Method, Mean and chi-square statistical methods are used for the study.

**KEYWORDS:** E-Marketing, Internet Marketing, Human Decision Process