

The Impact of E. Marketing to Business and Customer Satisfaction

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Abstract. This study examined how E-Marketing impact on organizations and what kind of effect it does to customer satisfaction. To study this research data were collected by using two types of questionnaires among buyers and sellers. It helps to identify effect to both parties and same data were collected by previous research studies. This result showed that E-Marketing is meaningfully impacts on increase the organization revenue, advertising and what kind of effect E-Marketing does to customer's behaviour and satisfaction.

Keywords: *E. Marketing, Business, advertising.*