**Abstract**

E-Marketing is the process of marketing a brand using the Internet. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers. This study encompasses about the awareness and protective measures on e-marketing with the objective to analyze the awareness, problems faced and customer expectations towards e-marketing. In this study the researcher has used convenient sampling method and the tools include Chi-Square, Descriptive, and Garret ranking for analysis. The study concluded that all the online users do not have high level awareness and time saving is the most important factor which induces the customers to use online marketing. And it also concluded that E-Security is the major problem which was faced by the users so the remedial measures should be taken in order to protect the customers from security threats