

Role of ICT in Marketing Practices in Order to Develop the Business

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Abstract: *Individuals and organisations in India and throughout the world have made major investments in information technology and systems during the past several years. It is widely accepted that judicious investments in information technology (IT) will allow businesses to reduce costs and compete successfully. Marketing is impacted by information technology in a number of ways. It saves labour and offers service for a fair price. Others develop whole new goods and business models. Others still develop approaches to improve marketing strategies that can alter their nature. In the consumer packaged goods sector, where a new generation of data is causing a discontinuity in the information available to marketers, this latter scenario is currently playing out in the background.*

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