

A Study on the Returns on Investment in E-Business with a Specific View on Marketing

Ms. Bhavna Singh¹ and Bhattacharya Adrito Sumanto Devesh²

Assistant Professor, Department of BAMMC¹

Student, Department of BAMMC²

Nirmala Memorial Foundation College of Commerce and Science, Mumbai, Maharashtra, India

Abstract: *Expectation about the eventual fate of promoting isn't feasible for human, our forecast is about the unique advantage or future market player who have some control over the market world. The vision of my review is to find the future promoting venture and its impact in shopper mind in web-based business. How it reflects to the progress of brand and items. Presently days we have a large number of promotion techniques due to limitless and various sorts of clients on the planet. We can't have anticipated that all individuals' taste and inclination will be the same and genuine truth it should vary; our business promoting plan is one of the most pivotal components of our general proposition. As a social creature we never run on the same track we generally need a track which is quicker and most limited method for arriving at our objectives. As humans we first utilize our legs to travel then creatures next machines and finally making arrangements for time travel same things occur in the market from deal framework to now web-based promoting*

Keywords: E-business, marketing, strategies, online platform

REFERENCES

- [1]. Linden, Greg, Brent Smith, and Jeremy York. "Amazon.com recommendations: Item-to-item collaborative filtering." *IEEE Internet computing* 1 (2003): 76-80.
- [2]. Berinsky, Adam J., Gregory A. Huber, and Gabriel S. Lenz. "Evaluating online labor markets for experimental research: Amazon.com's Mechanical Turk." *Political analysis* 20, no. 3 (2012): 351-368.
- [3]. Laurance, William F., Mark A. Cochrane, Scott Bergen, Philip M. Fearnside, Patricia Delamônica, Christopher Barber, Sammya D'angelo, and Tito Fernandes. "The future of the Brazilian Amazon." *Science* 291, no. 5503 (2001): 438-439.
- [4]. Lewis, Simon L., Paulo M. Brando, Oliver L. Phillips, Geertje MF van der Heijden, and Daniel Nepstad. "The 2010 Amazon drought." *Science* 331, no. 6017 (2011): 554-554.
- [5]. Häubl, Gerald, and Valerie Trifts. "Consumer decision making in online shopping environments: The effects of interactive decision aids." *Marketing science* 19, no. 1 (2000): 4-21.
- [6]. Miyazaki, Anthony D., and Ana Fernandez. "Consumer perceptions of privacy and security risks for online shopping." *Journal of Consumer affairs* 35, no. 1 (2001): 27-44.