

A Study on Marketing Prospective for the Outcome of Investment in Online Business

Priyanka Maurya and Atul Yadav

Shri G. P. M. Degree College, Vile Parle (E), Mumbai, Maharashtra, India

Abstract: *Prediction about the future of marketing is not possible for human, our prediction is about the game changer or future market player who can control the market world. The vision of my study is to find the future marketing investment and its effect in consumer mind in online business. How it reflects to the success of brand and products. Now days we have a many of advertisement methods because of unlimited and different types of customer in the world. we cannot expect that all people taste and preference will same and real fact it must differ our business marketing plan is one of the most crucial elements of our overall proposal. As a social animal we never run on same track we always need a track which is faster and shortest way to reach our targets. As human we first use our legs to travel then animal next machines and at last planning for time travel same things happen in the market from barter system to now online marketing.*

Keywords: Online marketing, Internet Marketing