

# An Investigation into the Profitability of Investments in E-Business, with a Particular Focus on Marketing

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**Abstract:** *Anticipating the future of advertising is beyond human capability. Our predictions revolve around the potential profitability and dominance of market players who possess some level of influence over the industry. The objective of my review is to identify the future marketing strategy and its influence on consumer perception in the e-commerce industry. How does it reflect the progress of the brand and its products? Currently, we have a multitude of advertising strategies available to us, thanks to the vast and diverse range of customers worldwide. We could not have predicted that everyone's preferences and inclinations would be the same, as the truth is that they should differ. Our marketing plan is one of the most crucial elements of our overall proposition. As social beings, we constantly seek the most efficient and direct path to achieve our goals, rather than following the same course as others. As humans, we initially rely on our legs for travel, then animals, followed by machines, and now we are even contemplating time travel. Similarly, in the market, we have transitioned from traditional transaction systems to the current era of online marketing*

**Keywords:** E-commerce, advertising, tactics, internet platform