

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

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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

I. INTRODUCTION

A new organization will find it extremely difficult to be successful one in a crowded marketplace because with a public distracted by many stimuli. A marketing object for organizations with public awareness. That will be a successful marketing campaign in the future, It made a splash by running provocative ads in high-profile places, such as during the Super Bowl. The whole world is moving fast so whatever is to be done is to be done now itself. That's what people are doing. Just imagine how many internet marketing alerts you receive on hourly basis. And how many of them are promotional base. These promotions bring you an infinite variety of choice of consumer goods and services. Therefore, the whole world has gone. Know the potential of your marketing device. Customer is the king' has been a dominating marketing mantra since true quite still now. In other words, when company become loyal to the brand that wins them. Therefore, is the place where it all begins. It's based on the market research that products and services are designed. The final phase of the marketing is to advertise them to the target customer. All activities on the part of a business end here to move along with risk to earn more. If they pass a product or service it the foundation of the relationship between a brand and its customers is laid. Brand must build on it by upgrading their product or service. If they won't do this, their competitors surely caper the inroads into their hard win market.

II. STATEMENT OF THE PROBLEM

Identifying problem and opportunities in the future markets that helps in identifying new market opportunities for new brand and new products. It provides information on market share, nature of competition, customer satisfaction levels, sales performances, channel of distribution along with market position of the firm. This helps the firms in solving the both internal and external problems. Companies or organizations use marketing research to manage the risks of investments which is associated with offering new products and services. These organizations don't want to spend too much money developing a product line so that research indicates will be unsuccessful one. Some problems make marketing research costly which make cost price higher and produce results of questionable value for the organization.

III. THE SIGNIFICANCE OF THE MARKET STUDY

Most investors want to make investments in safety environment so that they get sky-high returns as fast as possible and also without the risk of losing the principal amount. And this is the main reason why many investors are always on the lookout for top investment plans so that they can earn double their money in few days, months or years. The risk of losing a principal of capital is high unless option for stop loss money to curtail losses. In stop-loss mean which is the one of place an advance order to sell a stock at a specific price and time. To reduce the risk to certain extent and they could diversify across sectors and market capitalizations. A new product to market is produced by large companies will do the significant test marketing and product either selecting consumers to try the product or showing and explaining the product's benefits to consumer review their opinions about it. Market research means keeping closely watching on our major competitor growth particularly what type of strategies they have deployed to capture additional number of customers that are potentially our customers its even affect our customer relational also so plan to maintain smooth relationship with odd one.

IV. CONCLUSION

In Online platform as per the Indian government to the policy mandates that no seller can sell its products exclusively on any marketplace platform, and that all vendors on the e-commerce platform should be provided services in a fair and non-discriminatory manner. Consumers may no longer enjoy the deep discounts offered by retailers that have a close association with marketplace entities. The absence of large retailers will, however, bring relief to small retailers selling on these platforms implementation new business plan both online sellers and small retailers can earn good level profit, at same time consumer will get good fast will lead business to earn faster and to growth faster in online business world. Some people may think they can build an online empire in their spare time. They put most of their time and effort into their number of job and then fiddle with their business when they feel like it does. Successful online businesses are rarely built this way which If you treat it like a hobby then it will stay a hobby to you. Give your online business the attention it deserves and treats it like the real business for you.

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