

# Review on Marketing Perspective on the Outcome on Investment in E-Business

**Prof. Felix Anthonyamy and Sharma Prakhar Sushil**  
Jai Bharat College of Commerce (Night), 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 have expected 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 think happen in the market from barter system to now online marketing.*

**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 an 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.

## 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 is 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.

## 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 highunless 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.

## II. 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.

## 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.