

An Analysis of the Marketing Potential for the Return on Investment in Online Business

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Abstract: *It is impossible for humans to forecast the future of marketing. Our prediction focuses on the game changer or future market participant who has the ability to dominate the industry. The objective of my study is to analyse the impact of future marketing investments on consumer perception in the internet business sector. How does it contribute to the success of the brand and products? Currently, we have a plethora of advertising tactics available due to the vast and diverse range of customers worldwide. We cannot assume that everyone's tastes and preferences would be same. In reality, they are bound to vary. Our business marketing plan is a highly significant component of our whole proposal. As social beings, we are constantly seeking a faster and more efficient path to achieve our goals, rather than remaining on the same course. As humans, we initially relied on our legs for transportation, followed by animals, then robots, and now we are contemplating time travel. Similarly, the market has evolved from a barter system to the current era of online marketing.*

Keywords: ROI, Online business, business strategy, company deliveries

I. INTRODUCTION

An emerging firm will have significant challenges in achieving success in a saturated market, as the public is constantly bombarded with various distractions. A promotional tool for organizations seeking to enhance public awareness. This marketing strategy has the potential to be highly successful in the future. It gained significant attention by strategically placing controversial advertisements in prominent locations, such as during the Super Bowl. The global pace of change necessitates immediate action for any task at hand. That is the action being performed by individuals. Consider the sheer number of online marketing notifications you receive on an hourly basis, and how many of them are primarily promotional in nature. These deals offer an extensive range of options for consumer goods and services. Consequently, the entire planet has disappeared. Understand the capabilities of your marketing tool. The phrase 'Customer is the king' has been a prevailing marketing principle from the past till the present. Put simply, when a firm becomes devoted to the brand that wins them over. Hence, it is the location where everything originates. Products and services are designed based on market research. The last stage of the marketing process involves promoting the products or services to the intended audience. All company activities ultimately aim to progress by taking calculated risks in order to increase profits. The foundation of the relationship between a brand and its customers is established when a product or service is approved. Brands should enhance their product or service to further develop it. If they refuse to do this, their competitors will undoubtedly make significant progress in penetrating their hard-earned market.

Statement of problem

Analysing challenges and potential areas for growth in upcoming markets aids in the identification of fresh market prospects for novel brands and goods. The information provided includes market share, competitive landscape, customer satisfaction levels, sales performance, distribution channels, and the market position of the firm. This aids the companies in resolving both internal and external issues. Companies and organizations utilize marketing research to mitigate the financial risks associated with introducing new products and services. These firms are reluctant to allocate excessive funds towards building a product line that research suggests will ultimately be unsuccessful. Certain issues can significantly increase the cost of marketing research, leading to increased prices and potentially yielding data of uncertain worth for the firm.

Significance of the study:

The majority of investors seek to make investments in a secure environment in order to achieve very high returns as quickly as possible, while also minimizing the danger of losing their initial investment. Consequently, numerous investors are constantly seeking out superior investment opportunities in order to potentially double their capital over a short period of time, whether it be days, months, or years. The likelihood of losing the initial investment is significant unless one chooses to implement a stop loss strategy to limit potential losses. A stop-loss order is an advanced trading instruction to sell a stock at a predetermined price and time. In order to mitigate the risk to a certain degree, investors might diversify their portfolios across various industries and market capitalizations. Large corporations conducting significant test marketing for a new product will either select consumers to sample the product or present and explain its benefits to consumers in order to obtain their thoughts. Market research involves closely monitoring the growth of our main competitor, specifically the strategies they have implemented to attract more potential customers, which can also impact our customer relationships. Therefore, we need to devise a plan to maintain a harmonious relationship with these customers.

Knowledge Gap

Some of the wealthiest individuals in the world own an astonishing amount of wealth that may be likened to the gross domestic product (GDP) of some countries. Several of the wealthiest individuals in the world, such as Bill Gates, the founder of Microsoft, Jeff Bezos, the CEO of Amazon, and Mark Zuckerberg, the co-founder of Facebook, have achieved their immense wealth by their own efforts and by transforming their company ideas into billion-dollar fortunes. Similarly, individuals such as the Koch brothers, who are associated with Koch Industries, acquired their enterprises through inheritance, which subsequently resulted in a substantial accumulation of wealth under their leadership. We can analyse the business ventures of the top four wealthiest individuals.

Purpose of the business strategy

Starting from February 1, 2019, the Indian government implemented a policy that prohibits e-commerce corporations operating marketplace platforms, like Amazon and Flipkart, from selling products through organizations in which they have an ownership position. Foreign direct investment is prohibited under the inventory-based model of e-commerce. However, a recent clarification has imposed a limit of 25% on the amount of inventory that a marketplace company or its affiliated enterprises can purchase from a vendor. This measure aims to protect small-scale shops.

Future of New company

Consider a hypothetical scenario where a newly established company introduces an innovative delivery system. In this system, when a customer places an order, it is immediately transmitted to the local fast track watch. Simultaneously, the delivery personnel receive the order and proceed to pack the item. Finally, the consumer receives the item. Below, I am comparing my business procedure with that of Amazon.

Revised Procedure for Company Deliveries

- i. The customer will initiate the order through the application or website.
- ii. The company will receive the order and then forward it to the local brand showroom partner.
- iii. The showroom partner will process the order, and the customer will also be informed about the branch where the product will be delivered.
- iv. The delivery person will be provided with instructions on where to pick up the food and the specific details of the order.
- v. The showroom branch will receive information regarding the delivery personnel.
- vi. The delivery personnel will inspect the package and obtain the customer's address, while the consumer will receive their order.

Amazon Delivery Process

- i. The customer will initiate the order through the website or app.

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- ii. Amazon will fulfil the order according to the customer's instructions.
- iii. Amazon will place an order with its provider. If a customer places an order for a Fast Track watch, Amazon will directly purchase the watch from the Fast Track company.
- iv. The specific watch will be carefully packaged together with the customer's order ID and any other necessary information.
- v. The items will be shipped according to the location.
- vi. Upon arrival at the local distribution office, the item will be received by a delivery person who will then collect the parcel based on the designated location.
- vii. The delivery boy will transport the goods to the customer in accordance with the printed locational identification.

II. CONCLUSION

According to the Indian government's policy, it is mandated that no seller can sell their items exclusively on any online marketplace platform. Additionally, all vendors on the e-commerce platform must be provided services in a fair and non-discriminatory manner. Consumers will no longer be able to benefit from the significant price reductions provided by stores that have a strong affiliation with marketplace companies. Small retailers selling on these platforms will see relief due to the absence of major retailers. The execution of a new business strategy allows both online sellers and small stores to generate substantial profits. Simultaneously, consumers will benefit from efficient and prompt service, which will accelerate the business's growth in the online marketplace. Certain individuals may believe that they have the ability to construct a digital dominion during their free time. They mostly allocate their time and exertion into their employment, occasionally tending to their business at their discretion. It is uncommon for successful online enterprises to be created in this manner, which If you regard it as a hobby, it will remain a hobby to you. Allocate the appropriate amount of attention and approach your internet business with the same level of seriousness as you would a physical firm.

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