

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

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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 expected that all people taste and preference will same and real fact it must differ, our business market plan is one of the most crucial element 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.

Key Words: Public awareness, choice of consumer, market research, customer satisfaction, Experimental research, online shopping business, future markets

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 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.

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.

OBJECTIVES

- To implementing a new online shopping business
- To find the lever of investor for the new business
- To help the local retailer to survey in the market
- To know why amazon is best in online shopping
- To fine shopping experience in amazon

LIMITATION

- Business cannot be done with all retailer
- Only metro and main cities can be covered easily
- Its cannot stop showroom experiences

RESEARCH METHODOLOGY

Experimental Research -Experimental research is a study that strictly adheres to a scientific research design which is used as research methodology. It includes a hypothesis, a variable that can be manipulated by the researcher, and variables that can be measured, calculated and compared. Most importantly, experimental research is completed in a controlled environment. The researcher collects data and results will either support or reject the hypothesis. This method of research is referred to a hypothesis testing or a deductive research method. Experimental research seeks to determine a relationship between two variables the dependent variable and the independent variable. After completing an experimental research study all about a correlation between a specific aspect of an entity and the variable being studied is either supported or rejected. Data in experimental research must be able to be quantified, or measured, These types of

observations help supplement the measurements taken throughout the experiment.

PRIMARY DATA & SECONDARY DATA

Primary data have been collected form the newly implement business processes in the online business world. Secondary data have been collected from different source such as journals, book, internet and other source.

KNOWLEDGE GAP

The richest people in the world have a staggering amount of wealth comparable to the GDP of countries for some. Many of the world's richest persons like Microsoft founder Bill Gates, Amazon CEO Jeff Bezos and Facebook co-founder Mark Zuckerberg, are self-made and turned an idea into a billion-dollar fortune with the business ideas. For others like the Koch brothers of Koch Industries, their businesses were inherited and their control of the company led to overwhelming amounts of wealth. We can take top four richest people just see they business.

This four person is not only richest person but also top four business sectors like Area in which we choose is an online business because as I told we are go to look only the top player in marketer business how we can change the business competition in online business

Reason for my business plan

From February 1, 2019 Indian government planed, e-commerce companies running marketplace platforms such as Amazon and Flipkart cannot sell products through companies, and of companies, in which they hold equity stake .While foreign direct investment is not permitted in the inventory-based model of e-commerce, the clarification put a cap of 25% on the inventory that a marketplace entity or its group companies can buy from a vendor to save small scale retailers.

FUTUER NEW COMPANY

Just imagine a new company came with a new delivery plan like when customer will place the order like preview one we can take same fast track watch now as soon as company received order it will forward to the local fast track watch at the same time the delivery boy also received it and the will

pack the item and give to delivery boy at last consumer will get it. Below I comparing my business process with amazon

NEW COMPANY DELIVERY PROCESS

- i. Customer will place the order by using app or website
- ii. Company will received the order & Company will forward order to local brand showroom partner
- iii. Showroom partner will aspect order & Customer will as so know on which branch that product will arrive
- iv. Delivery boy will get order where to received order and detail of the order also
- v. Showroom branch will get detail about delivery boy
- vi. Delivery boy will check pack and get address of customer & Customer will get order

AMAZON DELIVERY PROCESS

- i. Customer will place the order by using website or app.
- Example watch
- ii. Amazon will conforms order as per the customer instruction
 - iii. Amazon will purchase order for its supplier. Example if they received order of fast track watch, amazon will purchase watch form fast track Company itself.
 - iv. Particular watch will be packed with customer order id and other required details
- Items will be shipped as per the location
- vi. Item will be reached local distribution office and delivery boy will get package as per the divided location
 - vii. Delivery boy will deliver the item to customer as per the printed locational id

REVIEW OF LITERATURE

Gopikrishna Suvanam & Amit Trivedi (2018) studied derivative trading is essential tool for the health of markets as they enhance price discovery

and supplement liquidity. In a span of a year and a half after that index options, stock options and lastly stock futures were introduced, derivatives volumes have grown to multiples of cash market volumes and have been a mode of speculation and hedging for market participants, not possible otherwise through cash markets.

M. Sathish, K. J. Naveen and V. Jeevanantham (2019) studied in the options available to investors are different and the factors motivating the investors to invest are governed by their socio-economic. They argued that instead of investing directly, the investors particularly, small investors may go for indirect investment because they may not be in a position to undertake fundamental and technical analysis before they decide about their investment options.

S. Gupta, P. Chawla and S. Harkant (2020) stated financial markets are constantly becoming more efficient providing more promising solutions to the investors. Study also proved that occupation of the investor is not affected in investment decision. The most preferred investment avenue is insurance with least equity market. The study also argued that return on investment and safety are the most preferred attributes for the investment decision instead of liquidity.

S. Saravanakumar, S. Gunasekaran and R. Aarthy (2021) showed the upswing in capital market allows the investors to harvest handsome return in their investments, but day-trader in stock market hard to take advantage in bullish and bearish market conditions by holding long or short positions.

Rajiv Gupta (2022) argued in Capital Market 2009-10 IPO-QIP Report there have been several noticeable trends over the past five years. The size of offerings by Indian issuers has been growing and there are more and larger size global offerings reflecting the maturing and increasing depth of the Indian capital markets.

Gaurav Kabra, Prashant Mishra and Manoj Dash (2022) studied key factors influencing investment behaviour and ways these factors impacts investment risk tolerance and decision making process among men and women and those different age groups. They said that not all investments will be profitable, as investor will not always make the correct investment decisions over the period of years.

CONCLUSION

The internet has opened so many opportunities for doing business online, and e-commerce is one of the most popular ones. Not only does it require low investment, it actually is a type of business that does not require a full-time commitment, especially if you are selling a limited number of products.. 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 do. 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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