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The Role of E-Tailing in the Current Scenario of E-Commerce

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Abstract:

In earlier days, business owners used to promote their business and sell their products through retail market. Today, with the evolution of e-tailer, business owners started selling their products through the internet.

E-tailing is the process of selling retail goods using the internet. It supports Business-to-Business (B2B), Business-to-Consumer (B2C) transactions. Business-to-Business which deals with relationships among businesses that have two primary components, E-frastructure, E-market. Business-to-Consumer involves selling and buying of goods and services over the internet from web retailers to web customers. With B2C E-Commerce, the retailer sells the products and the services to unknown and untrusted stragers. Therefore, extra effort must be made to capture customer and payment information.

E-tailing encompasses the entire online process of developing, marketing, selling, delivery, servicing and paying for products and services. It is one of most exciting, economic and technology trends of recent pasts. The present study is made on the benefits, business models, factors, problems, and future solutions. E-tailing allows for easier comparisons across broad product categories with the evolution of shopping bots and similar mechanisms.

Keywords: E-tailing, Internet, B2C, B2B, retailers.

1. Introduction

E-tailing is the process of selling retail goods using the internet. It supports the Business-to-Business (B₂B) and Business-to-Consumer (B₂C) transactions. E-tailing has become extremely popular over the last decade. Today is the Era of globalization and the consumer is not bound with in a particular place to access products available anywhere in the world. A huge range of e-tailing tools, it has become quite convenient for the online business professionals to manage their business in the most beneficial manner. E-tailers is an online directory of E-tailers who are there to serve the consumers with the best quality products at extremely reasonable prices. E-tailing encompasses buying consumer items like apparels, electronic devices, home and kitchen appliances, jewellery, online. At present scenario web stores can extend their range of production, sell more and more kinds of goods to loyal customers, thus broadening as well as deepening relationship with customers overtime. It is also fact substantiated from the research findings that web customers tend to consolidate their purpose orders with one primary supplier and this becomes a daily routine. Price doesn't rule the web, trust does. Web becomes a tool, not a strategy. Internet can be used as a transaction channel for online business. These transactions are not only in terms of financial transaction, but also in terms of information processing and exchange, distribution medium, observational experience sharing, etc. Internet channels are able to endow businesses with low cost and extremely powerful information exchange and processing platform, which enables them to reduce the information asymmetry between the business and consumers largely. E-tailing is not only restricted to the e-commerce websites but even auction sites that sell groceries, apparel, books, electronic items, C.D's etc. Some of the most popular E-tailers in India include indiatimes.com, fabmart.com and rediffshopping.com. E-tailers have developed many innovative promotions to the consumers and thereby growing the market. In E-market trends, E-tailing has been widely used in retail industry and growth is increasing in today's scenario.

2. History and Growth

E-tailing or E-retailing refers to the selling of retail goods electronically over the internet. The term is short form of electronic tailing (E-tailing), and surfaced in the 1990s for being frequently used over the internet. E-Tailing is synonymous with business-to-consumer (B2C) transaction model of E-Commerce. E-Commerce is the master field defining the E-tailing operation. E-Commerce is a huge domain on conducting business over internet and E-tailing is a part it. E-tailing is the direct sale of products, information and services through virtual stores on the web, usually designed around an electronic catalogue format and auction sites. There are thousands of store fronts or E-Commerce sites on the internet that are extensions of exiting E-tailers. Among the crowd of E-tailers functioning in India, a huge population of E-tailers have been extremely successful in making a huge profit. Some of the most popular websites are Indiatimes.com, Fabmart.com, and Rediffshopping.com. These sites are often seen on advertisements and on television, and the sites

have made their mark in the marketplace. In traditional sense some of the business models like C2B and C2C sectors played a minimal role in the retail industry, but they are gaining momentum with a concurrent rise in the electronic commerce around the world.

3. Need for the Present Study

E-tailing has emerged as a new avenue for consumers to online shopping. E-tailing or E-retailing market has become a blooming market in India and a huge population of business professionals have started entering into the e-tailing domain with a great of excitement. Hence an attempt is made to study the consumer involved in E-Tailing.

4. Objectives of the Study

The following are the objectives of the present study.

- i. To study the growth of E-tailing.
- ii. To evaluate benefits of E-tailing.
- iii. To examine the problems faced by the consumers in E-tailing and
- iv. To examine essential elements of E-tailing.

5. Scope

The present study mainly deals with the Business models, benefits, Essentials, Factors affecting and disadvantages of E-tailing. The study also focused the Problems faced by consumers.

6. Data Collection

For the purpose of the present study, data has been collected from secondary sources like books, magazines, journals, websites, and also internet.

7. Description of Study

The Present study is described in the following pages.

7.1. Business Models

- Business-to-Consumer (B2C): Business-to-Consumer involves selling and buying of goods and services over the internet from web retailers to web customers. With B2C e-commerce, the retailer sells the products and the services to unknown and untrusted strangers.
- Business-to-Business (B2B): Business-to-Business (B₂B) E-commerce, which deals with relationships among businesses. In B₂B, E-market refers to a website where buyers and sellers interact with each other and conduct transactions.
- Consumer-to-Consumer (C2C): Consumer-to-Consumer is characterized by the growth of the E-marketplace and online auctions, particularly in industries where business firms can bid for what they want from multiple suppliers.
- Consumer-to-Business (C2B): A growing arena where the customer requests a specific service, from the business.

7.2. Benefits of E-Tailing

- E-tailing doesn't require businesses to spend a lot of money for business showrooms, outlets, shops and renting commercial areas.
- E-tailing offers easier and more convenient business transactions compared to offline retailing.
- E-tailing can personally connect with their customers and give their appropriate feedbacks, make it an excellent customer service tool.
- E-tailers provide business with different promotional platforms.
- In search engines, customers may have an easier time to locating their business and its branches.
- The internet offers easy and comfortable access to all the required information by a customer.
- Customers avoid unpleasant sales environment.
- E-tailers can use price discrimination in an effective and efficient manner.
- Web creates a global marketplace that brings together multiple consumers and retailers.

7.3. Essentials of E-Tailing

There are certain essential components for an E-tailing business to be successful.

- E-Catalog: E-Catalog is required to deliver the customized content to the screen or the GUI used by the customer. Different product data formats into a standard format for viewing aggregating and interesting catalog data into a central store.
- Search Engine: The users to search information such as web pages, documents and programs on the internet, using different keywords.
- Shopping cart: The Shopping cart allows customers to view all the items selected by them. The customers can add new items and remove the previously selected items from the shopping cart.
- Order status checking facility.

7.4. Types of E-Tailing

There are two ways of E-tailing.

7.4.1. House Hold E-Tailing

There are number of consumers purchasing household items from E-tailing home shopping brands. The consumer can enjoy the benefits from shopping at home delivery services for household items have become quite popular worldwide. The purchase for household items related to home furnishing goods like furniture, electronic goods and gadgets. Online shopping for household stuffs is becoming more and more popular among people worldwide, which is beneficial for consumers as well as for the retailers. Websites like quikr.com, jungle.com, amazon.in etc., are few names which have already won the race of household e-tailing.

7.4.2. Fashion E-Tailing

The Fashion E-tailing shopping stores are continuously coming up with new offers and free home deliveries on a set amount, which attempt the consumers every now-and-then. Fashion based websites earn a number of consumers plus profit every year. This profit comes from shopping of items like apparels, cosmetics, designer wears, shoes, bags, etc. some of the examples of fashion business websites are flipkart.com, Jabong.com, Yebhi.com

7.5. Factors of E-Tailing

- Supply Chain: E-tailers trace their consumer complaints and delivery returns in a highly professional manner. E-tailers to integrate the supply chain vendors or merchants into their existing system.
- Consumer service: E-tailers are competent in offering 24/7 consumer service through e-mail, chat and tollfree phone numbers.
- New and improved business models: E-tailers who want to score high in the e-commerce domain and innovative business models which allow them to undertake their tasks in the most efficient manner.
- Save time: Online shopping saves time. Shopping in the comfort of your home through the internet is huge attraction for customers.
- Comparison: Online shoppers can compare the prices of the products they want to buy with competitive sites, and then go for the purchase.
- Maintenance: E-tailers consumers save and store maintenance costs, which are pretty high for physical store retailers.
- Communication: E-tailing enables personalized interaction with the consumers
- Retailers use better customer service to increase customer purchases and create positive image.
- The retailers need to stay connected with the customers.
- Quick and Prompt service at the retail stores.

7.6. E-Tailing-Disadvantages

- Security issues hold the center stage when it comes to consumer concerns while shopping through the online media.
- Slow delivery time
- Lack of sensory appreciation of products.
- Lack of sales persons and personal service.
- Difficulty in return of goods.
- Consumers can not physically examine the products,
- E-tailing consumer is no face to face interaction between customer and seller.
- Consumers are unable to trust new e-retailers with respect to safe and timely delivery of a product.
- Online shopping does not allow negotiations and bargaining.
- E-tailer cannot capture the signature of the consumer to remove any possibility of credit card misuse in the online environment.
- Consumers still find the medium of internet difficult to access and use.

7.7. Problems Faced by the Consumers

The problems faced by the consumers include delay in delivery, Product quality, Replacement of product, Net work problem, Wrong product delivered, Interchange of products during delivery, etc. The payment gateways are not secure enough for encrypting the transaction and customer account details. In these types of cases, the consumers face a great amount of difficulty in returning the products to the respective vendors.

7.8. Future Trends

- i. In future E-tailing is essential to increase public awareness and cognizance of companies name, brand, quality or identity to make product information available to the consumers.
- ii. The best way to be serve consumers 24x7 customer service through is E-tailing.

8. Conclusion

E-tailing services are ideal platform to promote their marketing campaign while customers have the choice to make more advanced search in finding products of their choice. It is through the E-tailing websites that a large number of items can be found through the internet which includes a wide range of goods like furniture, flowers, and gifts, clothing supplier, and wholesale and retail grocery stores.

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