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A NEW VISION OF E-RETAILING MARKETING IN INDIA

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ABSTRACT:-

New communication systems and digital technology have made dramatic changes in the way we live and the means to transact our daily business. There is a remarkable change in the business transaction system. Businesses are increasingly using computers to



create, transmit and store information in electronic form instead of traditional paper documents. "Electronic Retailing is considered to be the fastest growing sector of retailing also known as e-tailing or online trading E-retailing or e-commerce as part of the information technology revolution became

widely used in the world trade or retailing businesses in general and India economy in particular. With advancements in technology, there have been changes in the methodology for business transactions. India being a rapid adapter of technology it is worth noticing to see the present status of e-retailing business in India. In view of this the article tries to present meaning of e-retailing distinct categories of e-retailing to examine the growth of e-commerce business opportunities of e-retailing and e-commerce businesses challenges before e-retailing and finally the effective measures to enhance the e-retailing or e-commerce business in India.

KEYWORDS: Characteristics, Consumer Behavior, Success Factors of E-Retailing Marketing in India.

INTRODUCTION :

Electronic- Retailing or online trading is form on non store retailing businesses. The non store retailers approach their consumers and market merchandise with methods such as the broadcasting of commercials on TV channels, the broadcasting and publishing of traditional and electronic catalogues. Non store retailers reach the consumers using the information technologies. Digital features of the products can be communicated over the internet without causing any loss of information whereas the non digital attributes cannot be communicated via internet because they need to be directly experienced by the consumer.

The delivery of merchandise may be done by the retailer or through the third party such as post offices or services. The payment is either to be made by the consumer at their time of placing the order through credit etc or may be paid at the time of obtaining the delivery. The advent of information technologies and its fast expansion has created a boom for the online Trading and E-Retailing or E-commerce businesses in India.

Electronic Retailing (also known as e-tailing or on line trading) is considered to be the fastest growing sector of retailing businesses. It has growth from 500 million to 4 billion dollars in a decade. It has also been pointed out by the confederation of Indian industries or companies that growing consumer base and ate same time faster growing information technologies will create a boom in e-retailing .as the internet users are growing

at fastest rate hence the usage on online retailing or electronic retailing is moving at a faster rate in Indian market.

It can be seen that e-retailing had a positive impact on the economy of the nation. In India we are following a mixture of internet retailing and store retailing.

CHARACTERISTICS OF E-RETAILING:

1. Communication is directly takes place retailer and customer through the web page. The consumer can visit the web site, inspect the available merchandise or businesses may take the goods purchase decision at a later time
2. No expensive capital investment or time is required on stores and stores fitting, sales persons and holding cost of inventories.
3. Electronic retailing is based on web sites (Flipkart , Snapdeal, Amazon etc) which are time independent. A user may visit the site at any time or place of the day
4. The consumer has the option to choose from the houses, so they have the choice to show the products to their family members and get their approval. Moreover his/her can save the time and cost.
5. The retailers even need not directly involve themselves in the process of packaging and dispatching. These activities can be outsourced to some other agencies.
6. The goods are delivered to his home. Most of the companies offering free delivery at home as a part of customer relationship management programme.

CHANGE IN INDIAN CONSUMER BEHAVIOR

Change in shopping behavior of customers in India over the past few years with consumer looking for convenience. That is they want everything under one roof and a bigger choice of products with an increase in double income households people or families don't have much issue time and seek the convenience of one stop shopping in order to make the best use of their time.

E-retailing marketing is also focused on customer relationship management including i.e feedback call special discount schemes, event or holidays schemes offer, Gift voucher, introduction of new product at your mail or messages and calls, provide the best quality products or services.

In order to satisfy every customers need the e-retailing must have the right product or brand in the right quantity with right quality with the right mix of size or variants and at the right time function of merchandising is to achieve all these rights so hat sales are high with an ideal level of inventory holding and that more profits.

SUCCESS FACTORS OF E- RETAILING MARKETING AND TRANSACTION

The success of electronic retailing and online trading basically depends on how faster and efficiently the demands of the consumers are met. Efficient working or following factors in essential for e-retailing businesses and trading.

1. On line Promotion.

The web site should host links of products and services offered by other companies for a fee. For example if a consumer is not able to find exactly what he is looking for on your website the system must have sufficient provisions to suggest alternative sites so that the customer can also be strengthened by constantly keeping in touch with him through emails or apps add

2. Supply chain and Logistics

Efficient logistics is the key factors for the success of e-retailing marketing or trading. It should be ensured that right product or brand is delivered to the right person and customer at the right place or time. Proper systems are needed to handle individual and rapid responses whether it is taking orders or in handing queries complaints and returns or goods grantee and adjustments etc

3. Sophisticated site designing

The web site of the e-retailing home must be attractive and should not take more time for loading. It must be easier to move from one section to another in the site

CONCLUSION

A comparative analysis of the mode of operation customer reaching ability capital investment and ease of operations between traditional e- retailing and online shows that the e-retailing trading has wider scope of growth in the Indian retail marketing.

E- Retailing marketing is increasing very fast in metro cities and urban areas due to the needs of that people and customers. It is more efficiency to middle level and high level income of the people. The increase in computer or smart phone users and the easy access to internet connections has further triggered the expansion of e-retailing markets or trading, expected to witness the growth of e-retailing markets in India. But keeping in view of ever expanding information technologies indicate that these e-retailing markets business have to design a model or attractive of organization which should incorporate both traditional e-retailing models in I retail marketing in India.

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