

DETERMINANTS OF SUCCESS OF E-RETAILING

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Abstract

The rapid growth of the internet and e-retailing provide new opportunities for India's retailers, and a new battle for India's retail industry has begun. The purpose of this research is to explore the barriers and factors for achieving successful e-retailing in India's retail industry. Some past studies have investigated the success of e-retailing in the western context. This study aims to partially fill the gap created by the lack of research into e-retailing in the Asian context, by investigating successful e-tailing in India's retail industry.

Keywords: EDI, E-Retailing, E-Tailing, Online Shopping, E-Commerce, M-Commerce.

Introduction

Commerce can be referred to all the activities which include the procurement and sales of goods or services marketing, sales, payment, fulfillment, customer service etc. Electronic commerce is performing commerce with the use of computers, networks and commerce-enabled software (more than just online shopping).¹ Electronic commerce (e-commerce) has grown amazingly since the spread of the Internet. Different varieties of commerce are conducted in this way, like electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Electronic commerce also consists of the exchange of data to facilitate the financing and payment aspects of the business dealings. A large percentage of electronic commerce is conducted entirely electronically for virtual items such as access to premium content on a website, but most electronic commerce involves the transportation of physical items in some way. Online retailers are sometimes known as e-tailers and online retail is sometimes known as e-tail. Almost all big retailers have electronic commerce presence on the World Wide Web. Electronic commerce could be categorized as following:-

Business to Consumer (B2C): This involves business to consumer transactions including the retail sales and customer support.²

Business to Business (B2B): This involves business to business transactions including the automating supply and increasing business efficiency.

Consumer to Consumer (C2C): This involves consumer to consumer transactions including the online auctions.

Peer to Peer (P2P): Enables internet users to share files and computer resources directly without having to go through a central web server.³

M-Commerce: Refers to the use of wireless digital devices to enable transactions on the web. E-commerce provides multiple benefits to the consumers in form of availability of goods at lower cost, wider choice and saves time. People can buy goods with a click of mouse button without moving out of their house or office. Similarly online services such as banking, ticketing (including airlines, bus, railways), bill payments, hotel booking etc. have been of tremendous benefit for the customers.

Electronic Retailing

E-Retailing is the direct sale of products, information and service through virtual stores on the web, usually designed around an electronic catalogue format and auction sites.⁴

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