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A STUDY ON RETAILNG AND E-TAILING

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ABSTRACT

In this paper an attempt has been made to highlight Retailing and E-tailing in the present scenario. The study mainly focuses on comparable, challenges and benefits of retailing and e-tailing. Retailers comprise large section of population is depend upon these retailers. But the advent of e-stores with their attractive incentives and wide varieties has slapped on their faces the bear of uncertainty and helplessness. The study looks into the various aspects about how retailers and e-tailors one overcoming their challenges in the race of survival. This paper also explains the effect upon the profitability of the various concerns due to increasing trends for online shopping.

KEYWORDS : E-Stores, Consumer Behavior, Social Media, Window Shopping, Web 2.0.

INTRODUCTION OF RETAILING AND E-TAILING

Retailing is the process of selling consumer goods and/or services to customers through multiple channels of distribution to earn a profit. Demand is created through diverse target markets and promotional tactics, satisfying consumers' wants and needs through a lean supply chain.. Retailing includes subordinated services, such as delivery. The term "retailer" is also

applied where a service provider services the small orders of a large number of individuals, rather than large orders of a small number of wholesale and corporate or government clientele. Shops may be on residential streets, streets with few or no houses, or in a shopping mall.

RETAIL CLASSIFICATION:

Retail industry can be broadly classified into two categories namely- organized and unorganized retail.

Organized Retail - Organized traders/retailers, who are licensed for trading activities and registered to pay taxes to the government.

Unorganized Retail – It consists of unauthorized small shops - conventional Kirana shops, general stores, corner shops among various other small retail outlets - but remain as the radiating force of Indian retail industry.

E-tailing: The word E-tail has its roots in the word 'retail'. Here the letter E stands for 'electronic' since the shopping process happens through the electronic media (internet). With the use of a web-space a virtual shop is created and the products are displayed through images in this space with the features and price tags. By accessing this shopping site a customer can choose his/her products into a cart. The payment to this product can be done in various modes as mentioned by the shopping site. The product would be delivered to the address specified by the customer.

STEPS INVOLVED IN E-TAILING:-

The shopping process through internet media happens in 5 steps generally:
✦ Customer visit
✦ Choice of product
✦ Product delivery
✦ Customer feedback
✦ Payment online

E-tailers in India:-

• Yebhi.com
• Flipkart.com
• Infibeam.com
• Myntra.com
• E-bay.com

Literature Review: According to Turban (2006), e-tailing is defined as retailing conducted online, over the internet. Wang (2002) has provided a broad definition of e-tailing by defining it as the selling of goods and services to the consumer market via the internet. Zeithaml (2002) has defined that the success of e-tailing depends on the efficient website design, effective shopping and prompt delivery. The other e-store services are delivery on real time, return and replacement process, period of filling out online orders form, speed of response time to e-customers queries. Ratchford (2001) have told that through Internet, consumers can gather information about merchandise and they compare a product across suppliers at a low cost. Rao (1999), E-commerce offers increased market activity for retailers in the form of growing market access and information and decreased operating and procurement costs. Myerson (1998) expressed that consumers are getting smarter in using e-tailers (and online search engines and agents) for convenience and comparison shopping. Guttman (1998), describes Several unique elements make online shopping different from the traditional in-store retail model. Besides offering convenience and expanded product variety, the online model also makes it easy for consumers to access and compare data from multiple sources. Meeker (1997), retailers might cry foul, but the new shopping paradigm they have to face is that as premium customers begin to accept the e-tail alternative in larger numbers.

OBJECTIVES OF THE STUDY:
1)To study in detail about the components of retailing and e-tailing.
2)To compare retailing and e-tailing.
3)To study the benefits of retailing and e-tailing.
4)To know the challenges faced by retailing and e-tailing.

RESEARCH METHODOLOGY:

The present study is a descriptive study. An attempt has been made to bring out different dimensions in retailing and e- tailing. The source of data for this study is based on the secondary data. The study is constructed based on web information's; the promotions offered by many companies, few published articles.

DISCUSSIONS
1.Components of retailing and e-tailing:

Retail comes from the Old French word taller, which means "to cut off, clip, pare, divide" in terms of tailoring (1365). It was first recorded as a noun with the meaning of a "sale in small quantities".

Department stores: A department stores are a retail stores which offers wide offers wide range of products to the end users under one roof .In a department stores, the consumers can get almost all the products they aspire to shop at one place only.

Discount stores: Discount stores also offer huge range of products to the end users but at a discount rate. The discount stores generally offers limited range and the quality in certain cases might be a little inferior as compared to the department stores.

Super market: A retail stores which generally sells food products and household items ,properly placed and arranged in specific department is called as super market.

Malls: Many retail stores operating at one place form a mall. A mall would consist of several retail outlets each selling their own merchandise but at a common platform

Other types[
Other types of retail store include:
Automated Retail stores — self-service, robotic kiosks located in airports, malls and grocery stores. The stores accept credit cards and are usually open 24/7. Examples include Zoom Shops and Red box.
Big-box stores — encompass larger department, discount, general merchandise, and warehouse stores.

Retailers can opt for a format as each provides different retail mix to its customers based on their customer demographics, lifestyle and purchase behavior. A good format will lend a hand to display products well and entice the target customers to spawn sales.

E-Tailing Components:
There are three components to E-Tailing:
Content + Community + Commerce = E-Tailing

E-tailing is gaining ground. In the year 2009, clothing and apparel segment clocked online revenues to the tune of $ 19.5 billion. Online retailing is classified into three main categories:

1. Click – The businesses that operate only through the online channel fall into this category. Prominent examples in this category include: Dell, Amazon.com and e-Bay.
2. Click and Brick – The businesses that use both the online as well as the offline channel fall into this category. Common example includes: Barnes and Noble's.
3. Brick and Mortar – This is the conventional mode of retailing. The businesses that do not use the latest retailing channels and still rely upon the conventional mode belong to this category.

2. Comparison between Retailing and E-tailing:

Retailing	E-tailing
1.Retail means sale of goods and services from individual businesses to the end users.	1. E-tailing can be described as transaction that are conducted over an electronic network, where the buyers and merchant not at the same physical location. E-tailing may be B2B, B2C, B2G.
2. Retail stores allow shoppers to see and touch the products, to make sure they are getting what they want.	2. Online stores, however, only allow the shopper to look at pictures and read product information
3. Overall growth of retail is fueled by the 300 million middle class populations. Retailing is attracting the generation X and half of the generation Y	3. E-tailing part is growing owing to the massive adoption of ecommerce among the millennia's and generation Z.
4.Example Reliance Fresh: Reliance Fresh is the convenience store format which forms part of the retail business of Reliance Industries of India. These stores sell fresh fruits and vegetables, staples, groceries, fresh juice, bars and dairy products.	4.Example Big Basket: BigBasket.com, a grocery e-tailer based in Bangalore, this is the second innings in e-commerce. These stores sell fresh fruits and vegetables, staples, groceries, fresh juice, bars and dairy products.

The reason that we have compared retail and e-tail is to help dispel the myth that e-tailing is just like retailing but without the hassles. The difference between retail and e-tail are significant and you must thoroughly understand them in order to stay in business.

3. Benefits of Retailing and e-tailing:

Retailing

• Personal Interaction
• Real-Time Control
• Serious Customers
• Loyalty Programs

E-tailing

• It reduces the space occupied by retail outlets in the real world.
• It gives quick and easy access to a shopping space at any time and from any place where there is access to internet.
• It saves time of the customer that is spent on travelling to a shopping place in real world.
• It creates a new platform for goods from different parts of the world which could be imported by placing an order.

4.Challenges in Retailing and E-tailing:

There are currently three major challenges in the retail industry:
• Multi-channel retail,
• Mobile shoppers, and
• Business flexibility

How a business chooses to deal with them could mean the difference between outstanding success and miserable failure.

Bruke (1999) has identified about several impediments for the growth of E-tailing. They are:

• consumers can not touch and feel products
• orders can take several days to be delivered
• shipping costs are often excessive
• customer service is often poor
• Returns can be difficult.

FINDINGS:

1.We came to understand that future of commerce lies with the internet and other electronic means.
2.In the electronic era, it would be tough competition for retailers.
3.Awareness among the retailers is comparatively lower in understanding the specific need and wants of the customers.
4.There is a miss match strategy when it comes to what is shown and what is sold in e- tailing.

SUGGESTIONS:

1.It is suggested that Retailers have to change their attitude towards the market.
2.Today's is the consumer market and as a result the priority is the consumer satisfaction. Better quality product, fair price and friendly after sales services are the basic areas in which the business has to concentrate to a remarkable extent.
3.Additional services should be provided to the consumer and build upon a loyalty which in turn would ensure stable sales in the years to come. The only way of retailers is to enhance their level activities up

to the satisfaction of their customers.

4.E –tailers also have to change their attitude towards the market and consumer . They have to create more loyalty to customer and provide best products and services as they shown and promised or else they will miss their customers.

CONCLUSION:

There are several important lessons to be learnt in the transition from bricks and mortar retail to the digital e-tail world. While skills like speed, differentiation, and branding are equally if not more important in the digital world, it is the ability to transform core operations and practices to this new medium which might make the difference between success and failure. Retailers need to examine the viability of such a transition, and look into the synergies of using the new channel of e-tail. E-tailers, on the other hand, need to revisit some basic retail functions, and develop further competencies in the areas of merchandising and demand forecasting, then, it can be a new success mantra of any retailer.

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