E Retailing

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Objectives

- Retailing- an overview
- Traditional vs e-tailing
- e-tailing business models
- Benefits of e-tailing
- Features of e-tailing systems
- Limitations
- Future of e-tailing
Retailing- an overview

- Business
- Marketing (sense and respond)
- Distribution channel
- Retailing
Unorganized
Unorganized
Organized

- Convenience store
- Malls
- Generalized stores
- Specialized store
- Franchise stores
Organized Retailing

- In-store retailing
- Non-store retailing
In-store retailing
Non-store retailing

- Catalog and direct mail
- Direct selling
- TV home shopping
- Vending Machine retailing
- E-retailing
- Single Channel
- Multi channel
Convenience store
Mall
Generalized store
Specialized stores
Specialized stores
Franchise store
Retailing (1990’s)

- Pure e-tailing
- Traditional and e-tailing
What happened in 1990’s?
Commercialization of Internet
Significant events

- WWW came into existence
- Web browser was introduced
- Jeff Bezos wrote the business plan for “amazon.com”
- Windows 95 launched
- More than 100 Million websites
- More than a billion people are using Internet
e-tailing

- Selling to a final customer through electronic technologies (like Internet)
e-tailing models

- General e-stores
- Specialized e-stores
- e-malls
- Direct selling by Manufacturer
- e-broker
- e-services
- e-auctions
Benefits of e-tailing (to customers)

- Convenience
- Better information
- Competitive pricing
- Customization
- Shopping anywhere, anytime
- Selection (wide range)
Benefits of e-tailing (to business)

- Global reach
- Better customer service
- Low capital cost
- Mass customization
- Targeted marketing
- More value added services
Basic features of e-tailing systems

- Browsing facility
- Searching facility
- Method of selecting your purchase
- Mechanism for creating and submitting an order
- Secure e-payment facility
- Mechanism for customer service and feedback
- Product delivery
Limitations

- Seeing and experiencing the product
- Enjoyment of retail shopping lost
- Privacy and security issues
- Access to internet and computer
Future of e-tailing

- Technologies help you see and experience: virtual reality
- Intelligent shopping agents
- M-tailing