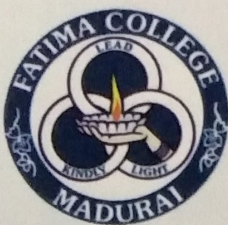


International Conference On
DIGITAL MARKETING
— A GLOBAL
PERSPECTIVE



10th
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2018



Fatima College (Autonomous)
College with Potential for Excellence
Re-Accredited with 'A' grade by NAAC
65th Rank in India Ranking 2018 (NIRF)



DIGITAL MARKETING – A GLOBAL PERSPECTIVE

© Faculty Members of Management Studies
Fatima College

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THE FUTURE OF E-TAILING

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Introduction

If few years back technology brought the shopping information on to the laptops, today it brings the products right to the doorstep. With the use of internet as a medium a person can buy products from a virtual store (shopping website). Though detractors to this technological advancement thought that this would take the joy off shopping, it has only added a whole new perspective to shopping.

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.

E-tailing helps traditional brick-and-mortar stores reach more consumers worldwide and increase sales. Individual and startup e-tailers may be launched from a single room with one computer and expand rapidly rather than pay for an entire building with expensive overhead.

E-tailers may trace consumers' shopping behavior while gaining valuable insights into their spending habits, which may lead to increased revenue. In addition, customers shop from the comfort of their homes at any time rather than being physically present in the store during specific hours.

Many brick and mortar retailers have chosen to expand their offerings online because it saves cost. Automated sales and checkout cut down on the need for personnel and websites cost less than physical stores. It also reduces advertising and marketing expenses as customers can find the stores through search engines or social media.

The online retail market has evolved and grown significantly over the past few years. Asia Pacific is emerging as the fastest growing region for online retail with China showing tremendous potential. In India online retail or e-tailing market represents a very small fraction of the total market India, but holds immense business potential driven mostly by growing internet penetration, increasing usage of smart phones and cost advantage and huge funding by private equity investors. Popularity of Cash -

On - Delivery (COD) and rising working women, growing acceptability of online payments, favorable demographics and lack of organized retail market are the other key actors driving the growth of online retail in India