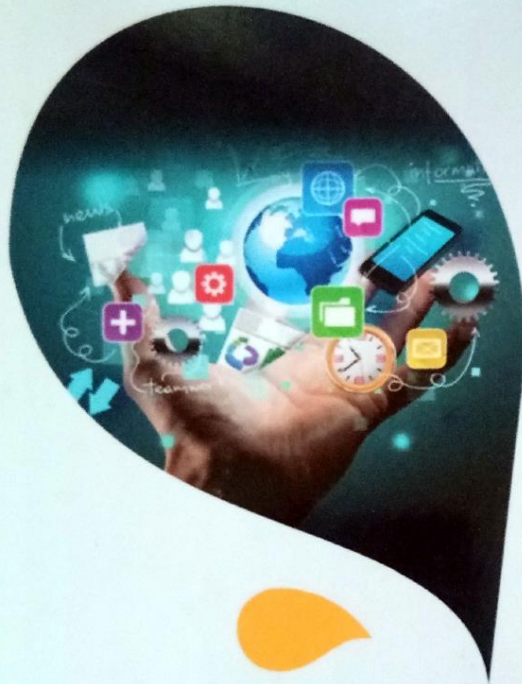
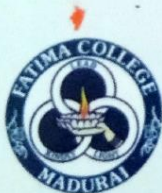


International Conference On
DIGITAL MARKETING
— A GLOBAL
PERSPECTIVE



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Fatima College (Autonomous)
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DIGITAL MARKETING – A GLOBAL PERSPECTIVE

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Fatima College

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E-TAILING ISSUES, OPPORTUNITIES AND EFFECTIVE STRATEGIES FOR DEVELOPMENT OF DIGITAL MARKETING

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Introduction

E-retailing selling of retail goods and services over the internet. This buzzing word which is influencing shopping pattern of today's customers and bringing major revolution in retail marketing is not a stand-alone word but it's a part of E-Commerce which has brought the gyration in physical Commerce industry.

"Electronic commerce is an emerging model of new selling and merchandising tools in which buyers are able to participate in all phases of a purchase decision, while stepping through those processes electronically rather than in a physical store or by phone (with a physical catalog). The processes in electronic commerce include enabling a customer to access product information,

Right Now, opinions about the impact of the internet on conventional brick and mortar retailers, catalogs, and even door to door selling are extremely different.

Besides with over 2.5 billion internet users, access to internet has also played an important role in growing the markets. Consumers' decision-making process has considerably changed with the introduction of the Internet as an alternative channel for shopping. The new wave of consumerism coupled with increasing urbanization and burgeoning middle class with paradigm shifts in their demographic and psychographic dynamics have driven consumers frequently to use retail websites to search for product information and/or make a purchase of products. In India, the shift from physical stores to e-information and/or make a purchase of products. In India, the shift from physical stores to e-store takes place due to the in-adequacy of time of consumers and the relatively high disposable incomes as well as due to a high need for labor-saving goods and services.

Challenges and Opportunities on E-Retailing in India

Several impediments for the growth of e-tailing. They are:

1. Consumers can not touch and feel products.
2. Orders can take several days to be delivered.
3. Shipping costs are often excessive.
4. Customer service is often poor.
5. Returns can be difficult.

Controlling Customer Data As the delivery services are becoming more modern in using information technology, e-tailers may face some risks to properly handle on their consumer data. The data related to the socioeconomic status of customers to their buying patterns and preferences, helps intermediaries and shippers reduce costs.

Problems with the Payment System People in India are not accustomed to the online shopping system and moreover the online payment system through the credit card is also totally alien to them. Most of them do not avail of the transaction facilities offered by the credit cards. They are also dubious regarding the online payment system through the credit