

E-TAILING IN INDIA: ITS ISSUES, OPPORTUNITIES AND EFFECTIVE STRATEGIES FOR GROWTH AND DEVELOPMENT

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ABSTRACT

The Indian Online Retail is a rich segment waiting to be exploited. Internet is a potent medium that can serve as a unique platform for the growth of retail brands in India. The medium holds many virtues favourable for the retail industry including a higher customer penetration, increased visibility, and convenient operations. The current web-based models for e-tailing are part of an embryonic phase preceding an era of rapid transformation, challenge, and opportunity in Indian retail market. The Indian retail market is witnessing a revolution. The growth of internet has enabled the new retail format of the virtual retailer to emerge and forced the existing retailers to consider e-tailing model of retailing as well. Online *retailing* or e-tailing is described as transactions that are conducted through interactive online computer systems, which link consumers with sellers electronically, where the buyer and merchant are not at the same physical location. In a short space of time, internet retailing or e-tailing has firmly established itself as a viable alternative to store based shopping. This paper attempts to provide a clear picture about the e-tailing in India and its various issues, opportunities. It also attempts to draw an effective e-tailing strategy in India based on the detailed survey of e-tailing companies.

KEYWORDS: B2C transactions, Challenges and Opportunities, Etailing, Issues, Retailing