

TRADITIONAL RETAIL FOCUSES E-RETAIL IN RURAL AREAS

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Abstract

The overall retail core segment is based on internet platform and also the saturation of various brands in the market. The retail retains the utmost potential customers to penetrate in the new markets and also spread convenient operations. The present retail system needs to tailor the challenges of e-Retail in rural market. The Indian scenario is making a revolution to growth the retail system to e-retail system and online retailing or e-retailing is linking between interface and human face electronically, where the buyer is feasible at his convenience to make decisions e-retail in Indian aspects needs to go through with various issues, opportunities and also to satisfy both companies and also markets.

Keywords: Retail, Decisions, Markets.

INTRODUCTION

With the boost growth of the internet services and also growth in the globalization the Retailing business has become popular and also competitive in the present scenario. The business and also promotional activities are been affected with the technological aspects and also trade and commerce sectors are also developing day to day life. There are several benefits with the internet technologies and also e-commerce related business, easy accessibility and also making the decisional aspects for both companies and customers. Internet accessibility is such a technology which needs minimum literacy awareness to access and also the accessibility can be expected to 24 hours a day, 7 days a week. E-commerce or E-trade is the safest mode of operation for end user. E-marketing, (also known as Internet Marketing, Web Marketing, and Online Marketing etc.) can be suggested by the way of promotional aspect. e-tailing by defining it as the selling of goods and services to the consumer market via the internet. According to Turban et al. (2006), e-tailing is defined as retailing conducted online, over the internet.

In common aspects the core aspects of e-retailing business are

1. Information sharing
2. On line functioning
3. Product delivers in time.

So basically the four factors of marketing mix as such Product, Price, Place, Promotion are key factors for the e-stores and also it is spectra compare to traditional retailing system. With regards to the correct value, e-stores can be worked with low overall revenue on account of the lower cost and higher deals volume. With respect to the correct advancement, e-stores have boundless direct promoting, publicizing and offering openings. At long last, concerning the opportune place; the area of e-stores

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isn't essential in the Internet and e-client can associate and buy items and administrations from the Internet whenever and put. As indicated by Lim and Dubinsky (2004), e-store is characterized as a business site on which e-clients can shop and make buys.

OBJECTIVES OF THE STUDY

- i) To understand the saturation of e-commerce in rural area.
- ii) To identify the relevance of e-commerce in Management field.
- iii) To identify the impacts of Re-tail to E-re-tail in Rural area

LITERATURE REVIEW

There were several research works have been done by researchers but only a few has been given, related to the present paper.

Brown (1987) has been expressed that the traditional retail format impacts on the psychological costs as well as the monetary costs. While the non-momentary services are especially emphasized on the non-store formats. And the cautions they give to do shopping are freed from location and also related constraints.

By the suggested **Rao, (1990)** E-commerce increased the market segment and also focusing towards growth accessibility and also the information regarding costs and also competitors regarding goods and services through e-retail in rural areas.

Zhang et, al., (2000) has been innovated the prime elements of internet service providers and also purchase methods and also decisional aspects of e-retailers. The consumers is more fascinate to see the background of the web page and also it impact on the purchase power.

Ratchford et al. (2001) has been expressed that internet, consumers can collect the data and also related merchandise and compare the product services around the market segment with low cost. They can also analyze the offerings with the specific product.

Has been communicated that shoppers can gather data from different stock and they can think about the product offering and length

Zeithaml (2002) has characterized that the accomplishment of e-following relies upon the productive web architecture, powerful shopping and provoke conveyance. The other e-store administrations are conveyance on ongoing, return and substitution process, time of taking care of out online requests frame, speed of reaction time to e-customers" inquiries. Kim and Lee (2002) have proposed that the plan of e-store impacts consumers" access to e-store. In the e-store, web architecture, plan of item and administration examination and data, time to finish online request shape, simple of seeking item and administration, screen format, screen unpredictability, page organization, data recovery techniques, data show, utilization of shading and foundation, help to the client and speed of getting to the e-store are eminent components drawing in e-clients.

Doolin (2004) has particularly called attention to that e-following is the offer of items and administrations to singular clients. As per him, the meaning of e-following incorporates the offers of items or administrations on the web. Rabinovich (2004) and Cao and Zhao (2004) have recognized

the difficulties of e-following industry. This test starts with the reaction time of the web-server; moves to the measure of time the client must hold up until the point when the request ships, and furthermore incorporates the time the delivery procedure takes.

Delone and Reif (2004) have discovered that at present clients will probably keep shopping on the web when they have a more noteworthy affair of web based shopping. It is additionally discovered that youthful grown-ups have a more inspirational state of mind towards web based purchasing. Lavie and Tractinsky (2004) have communicated the expressive feel of sites that pass on a feeling of inventiveness and uniqueness. This kind of feel is probably going to serve a vital job when looking for forte products. The expressive plan is significant to claim to fame merchandise in light of their exceptional qualities that stressed the shopping knowledge.

METHODOLOGY

The present paper focuses on retail impacts on e-retail in rural segment and also the collected data is been procured from rural areas in and around Telengana rural areas with different areas the data collected about 150 respondents from rural areas regarding the role of e-retailing services. The data collected are related to quantitative and also related to primary and secondary sources.

CHALLENGES AND OPPORTUNITIES ON E-RETAILING RURAL AREA



The major challenge of the rural area to understand the e-retail part is to initialize the literary development and also to find the opportunities in technological usage cost. And also see that the planning is been done with additional requirements as service oriented.

While so many banking sector are also providing RIFD cards for the rural population and also accompanying with mobile phones across the segments. The opportunities of e-retail in rural can turn to new globalization and also economy growth from there usage. Yet in India there are The mix of versatile and social is a powerful one since portability ups the measure of time buyers spend on the Web, while social highlights increment intuitiveness with Internet content; versatile and social web consequently are driving web based business

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