

Executive Summary

An executive summary of the final report of work done on the work done on the work research project of Claret Vinaya Pereira entitled “**E – TAILING - A STUDY ON CONSUMER BEHAVIOUR AND ITS IMPACT ON RETAILING IN MANGALORE TALUK.**”, sanctioned by UGC, vide sanction letter No: UGC Reference No.F. 1439-MRP/14-15/KAMA002/UGC-SWRO dated on 04.02.2015.

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.

This study was conducted to determine the impact of consumer behavior on online retailing. It was limited to the perceptions of consumers with respect to a few online portals in Mangaluru Taluk. The customers were selected using a non probability, simple random sampling method. A questionnaire consisting of three parts was used to collect primary data. The collected data were analyzed and interpreted using simple statistical techniques.

It was found that majority of the respondents prefer shopping through online portals rather than visiting a store as it facilitates ease in shopping, comparison, convenience and other related factors. They prefer to purchase selected products from only selected online portals and price is the deciding factor. The various factors influencing purchases online are price, offers, ease in comparison and quality of products. While a normal customer expects strong loyalty, such a

loyalty on the Internet is difficult to obtain. To attract and retain the customers, the retailers particularly the e-tailers have to take more efforts than to just attract. It is very easy to lose an e-customer. To retain, a mix of marketing tools such as public relations, advertising, promotions, direct marketing and Internet advertising should be used. Customer loyalty programs should be initiated. In addition to this, the e-tailers in India must attract a growing segment of customers who are technologically competent, place a high emphasis on convenience, and are willing to pay a premium price if they find the product they are looking for. Therefore, the e-tailers of India need to improve convenience and value for consumers and assist them in overcoming their fears around security.