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### E-Tailing in India - A Meta-Analysis

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#### ABSTRACT

In this era of advancement in technology, Electronic Tailing has great significance. The word E-tail has come from the word retail. With the help of the internet, virtual shops are created where the image, features and prices are displayed. In this study, 15 related studies were reviewed, and primary and secondary sources were used. From these studies, E-tailing has become a better source for marketing campaigns. In this changing environment, E-tailing has a better future.

#### Keywords:

E-Tailing;  
E-Commerce;  
Internet;  
Retailing;  
Meta-analysis.

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#### 1.0 INTRODUCTION

In this changing digital environment, the internet has influenced every person. During this COVID-19 period, a drastic change can be seen in people's lives in every activity performed in earlier years. E-tailing refers to selling retail products and services through the internet. Basically, in this scenario, people's dependence on internet-related activities is increasing, increasing E-tailing business growth. In short, Retail to E-tailing has been seen. E-tailing has become more popular among the youth, leading to a threat to the retail business. The use of mobile phones is more convenient, which has increased the customers' level of dependence on E-tailing. The advertisements on social media have helped reach a wide range of people, especially the youth. E-tailing can be business to

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business or business to consumer. The success of e-tailing encourages traditional sellers to move to online sales.

### 1.1 Features of E-tailing

- Virtual interactions.
- Extensive range of services.
- Networked linkages.
- The base for E-tailing is the technology and logical solutions.
- The mechanism for creating and submitting an order.

### 1.2 Objectives

- To analyse the online retail market in India.
- To analyse the opportunities and challenges in E-tailing in India.

## 2.0 RESEARCH METHODOLOGY

This study is based on a Meta-analysis of 15 Papers submitted by researchers in India.

### 2.1 Sources of Data

The data is being collected through Secondary sources like journals, websites and books.

Table 1 – E-Tailing – A Meta-Analysis

Year	State, Country	Data Collection Techniques	Findings
2011	West Bengal, India	Primary and Secondary Sources	Helps to draw an effective e-tailing strategy
2011	Noida, India	Secondary Source	Highlight some of the considerations and concerns of creating an E- Retail business
2014	Lucknow, India	Primary Sources	It helps to understand e-commerce transactions in a growing society.
2015	Tirupati, India	Secondary Sources	E-Tailing has become a better source for marketing campaigns.
2015	Haryana, India	Secondary Source	Find the Determinants that lead the customers to shift from the physical format to the e-retail form.
2016	Coimbatore, India	Secondary Sources	E-tailing opportunities
2016	Odisha, India	Secondary Source	E-tailing is here to stay as a vehicle that will drive efficiency, create new capabilities
2017	Pune, India	Primary and Secondary Sources	Factors or reasons why Millennials are attracted to selected online retailers.
2018	Visakhapatnam, India	Secondary Sources	The use of the internet is becoming more popular in the country.

2019	India	Secondary Sources	Different marketing strategies adopted for better retainment of customers
2019	Dwarka, India,	Secondary Source	Even though e-tailing increased the convenience, lack of literacy and less trust in payment services are also the drawbacks
2020	Jammu Kashmir, India	Secondary Source	Emerging trends and various challenges faced by the online retail sector.
2020	Bangalore, India	Secondary Source	Consumers' increasing learning obsession and their dynamic online buying behaviour will play a critical part in bringing success to be modern retailing in India.
2021	Karnataka, India	Secondary Source	Various legal and ethical factors have an impact on E-retailing.
2021	Chennai, India	Primary Source	Buyers from rural areas are more likely to have problems with install swaps, delayed delivery, and low-quality things, which helps to legitimise the development and success of e-tailing in the country.

**Source:** Compiled by the researcher

### 3.0 SUMMARY OF FINDINGS

E-Tailing helps people shop from their homes and reach the desired things at their doorstep. From the meta-analysis, we can find out the opportunities and challenges in e-tailing. The customer's convenience in shopping is a significant opportunity that increases the size of e-tailing. Lack of trust in the payment system available in online shopping makes the consumer think of an alternative option, but options like cash on delivery can avoid or reduce this issue.

#### 3.1 Opportunities in E-tailing in India

- E-tailing is hassle-free as it saves time and effort.
- Customers get the opportunity to shop 24 x 7.
- Various modes of payment are available, which makes shopping easy.
- Delivery of product on time and in good condition attracts customers.
- Replacement and refund will boost the confidence in customers.

#### 3.2 Challenges in E-tailing in India

- Low internet speed
- Lack of trust and loyalty
- All the products won't be similar to the picture provided on the site.
- Distrust in the payment system

### 4.0 CONCLUSION

With the emergence of the internet, customers' lifestyles and spending habits have changed. They started depending on the internet for purchasing as they can purchase at any time. Various

payment options have made shopping easier. From the study, it was understood that millennials depend more on online sites. They are attracted only to selected retailers due to certain factors. The customers are attracted through innovative marketing strategies. Convenience and a wide range of products and services increased the demand for e-tailing.

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