A Review on Impact of Technology in E-Retailing

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Abstract: The electronic retailing (e-Tailing, e-Retailing, internet retailing etc.) is the model of selling of retail goods via e-media, in exacting, the internet. E-Retailing is a subset of e-Commerce. From getting product information by the exact procedure diagram connect to the last minute courier / postal alert has been enriching experience to Indian customer in current years. The strengthen confidence of consumer on e-operations has been a major breakthrough in Indian retail commerce.[1] This has been an effect of a meticulously designed delivery logistics equipped with technological improvement to give a latest level of customer knowledge.

Keywords: E-Retailing, E-Commerce, electronic.

I.   INTRODUCTION

Recent theory of shopping is internet retailing or e-Retailing. Information Technology revolution is the unbelievable speed at which information is pass on and at which technology bears down on society, constantly given that latest ways of communicate, of preserve and accessing knowledge, and of tracking persons and objects. These changes cover bring by them wonderful opportunity to improve older ways of doing business. When a main street store builds a website, they unlock positive opportunity to spread out their marketplace beyond geographical boundaries. The chances of losing sales from the objective shop are small, but the prospective to enlarge sales through their website could be enormous…..(Tiernan, B.,2000.). E-Retailers have created many modern promotions to lure customers and there by growing the market. As one of the market trends, e-Retailing has been normally use in retail business and growth is increasing day by day in today's scenario.[2] According to Turban (2006), e-Retailing is defined as retailing conducted online, over the internet. The language electronic retailing that used in internet discussions as early as 1995, the term look like an almost in evitable adding together to e-mail, e-business and e-Commerce, etc. It happens out way back in 1997 when Dell Computer got multimillion dollars instructions on the website. E-Retailing is equal with business- to- consumer (B2C) transaction model of e-Commerce. E-Commerce is the main field defining the e-Retailing operation. E-Commerce is a huge domain on conducting business over internet and e- Retailing is a branch of it. Internet enabled commercial transactions between organizations and everyone using latest web technologies as per the policy of the Organization it takes the form of e-business. Nowadays, 'E' is acquire thrust and most of the things if not all is getting digitally enable.[1]

II.   BACKGROUND

The ways of satisfying consumer need have always kept on changing. The technology has played a pivotal function in this total procedure. The key milestone has been enclosed in following manner:

A.   In 1970's

This was a period that time the shopkeepers/ producer ruled the marketplace i.e. they had complete control over the products and choices of the customer. In other words, the customers had extremely a smaller amount or no option of products. Consumers had to choose among the less amount of products offered in the market at the shopkeeper outlet. Since the shopkeepers had completed manage. They used to take out money for the product from the consumer as per they thought and keeping in mind, the social status of the consumer visiting the shop.[2] This discrimination could also be seen in other aspects such as the products accessibility for the various customers of various income groups. The products feature would modify from advanced to substandard as per the refuse public status of the consumer. To add to it after sale services and manufactured goods substitute also used to be different as per the level of consumer purchasing the product.

B.   In 1980's

This was the era of pre-globalization when the retailing of products was centralized. The producers were sending the goods as per the require to sharing centers and the shopkeepers were supposed to take the assorted products as per the require and order of the variety of customer groups of their area. This change helped the consumer. The consumers now had extra options than previous but at rest the prices were being controlled by the shopkeepers. The services offered were shifting, although the technology still had to play a pivotal role in the retail industry which would add a new face to the consumer experience.[1]

C.   In 1990's

This was the period of globalization; it was the period when the universal companies were involved with

possible growth in Indian market. [2]These companies started flood the Indian market with their products important to cost battle These companies also started spending substantial expenditure on advertisements to attract the consumers.[1] The companies started with logistics in a extra classy way to complete the needs of customers i.e. by providing additional option offered at direct of sale to the customers. The concept of consumer care was coined as a scheme to race in market. The stage of facility to customers started becoming upgraded to evolve overlooking the social constraint. The customers were being treat as colleagues in all the aspect. But the delivery process was still traditional with authority of sharing channel in time. In small, the market was developing and the companies had started production make use of technology as a tool to serve in a improved manner. The optimum use of the technology was yet to be made.

D. In 2000's

This was the year of globalization; it was the period when the global companies were involved with potential increase in Indian market.[2] These companies taking place flood the Indian market with their produce most important to price battle These companies also started spend important expenses on advertisement to be a focus for the customers. The companies started using logistics in a more stylish manner to complete the needs of customers i.e. by given that extra options offered at point of sale to the customers. The idea of customer care was coin as a scheme to compete in market. The level of facility to customers started attractive upgrade to develop overlooking the social constraint. The customers were being treated as equals in all the aspects. But the delivery method was still usual with authority of sharing channels in time. In short, the market was just beginning and the companies had started manufacture use of technology as a tool to serve in a better manner. The best use of the technology was yet to be completed.

III. OPERATIONS

A. Product survey and ordering

When customer thinks to buy a particular product, the first action an Indian customer follow is to check and balance the aspect condition, price etc from the credible source. The traditional process of integrity testing was to get primary hand over user information and experience from the consumer. With the advent of newer technologies the online creation review and evaluation across the unlike e portals is very common. The technology has help the customer to such an level that the customer can very simply match up to a couple of products at the same time on a variety of websites such as junglee.com and during this process the customer satisfies his cravings to buy the product. All is organism properly eminent in the information scheme, for the future

references to be used by the manufacturer, the E-retailer and customer. Once the customer is through with all the compare of the product it is directed to the e-retail entry where the customer at last checks out the product details such as price/ discount formation/ place availability/ delivery choice/ mode of payment. After all the checking the consumer makes up his mind to buy the product and as the product is ordered, there is a message send automatically to the consumer via information centre that the product order has been located effectively. The information updating to the consumer is the impact of technology in e- retailing. Once the product order is located by the customer it is directed to the payment option where it gives a choice to pay for the product by Debit card / Credit card or opt for COD options. The online payment is under protest through secured payment access.

B. Order Processing and Product Confirmation

Once the product payment has been made the product order is being processed and the supplier/ retailer of the product are made aware of the same through an automated system, at this point as well the technology makes its occurrence feel not openly but not directly. Another use of technology which is not seen by the customer but it happen, as the order is complete the retailer is being made alert of the sale of product by the e retailer and the activities are being complete by the retailer for the association of the product. The clear and well-organized scheme of deliver sequence makes this process approximately error free.

C. Product Packaging, Logistic and Delivery

As quickly as the product is being made accessible by the retailer, it's being packed as per the company values and natural history of the product i.e. products that are of glass/ bone best china are packed extra strongly. Extra cushion is provided so as the product could resist the journey it has to make and it does not breaks during the transferring process or it should not be defunct when the customer open the pack. Hence the product is being made prepared for the moving. The roles of logistics become essential at this step to join with the commitment made by e- retailer. Once the product is packed strongly and securely the product is being ready to be ship/ dispatched to the customer on the desired address, and as soon as the product is transmit the customer receive a message stating the confirmation of post of order, and till the time the product is being send the customer can easily track the order and see the present place of the product. As per the memo the customer is complete aware about the uncertain delivery date of the product and the product is being delivered to the customer on the desired address usually on or before delivery date.[1]

D. The Technology Edge

Right from the product survey till the product delivery, the role of technologically equipped information centre becomes crucial. The consumer's choice, surveyed products and visited links each information is modified and personalized to repeat you in future about your past activity. The product features, comparison, price testing, and possible date of delivery have certainly not been so accustomed in past. This update is for a guest visitor to e-portals. Once a product is place in cart, the technology starts chasing you till the order placing. The best part of e-retailing and technology is to bring up to date the customer about each happening about your order. Each stage is linked to the information centre and customer can at any instance; check the status of product journey. The e-portal also keeps sending SMS and e-mails to customer to make him / her element of deliver chain.

IV. BENIFITS

1. Cash on Delivery (C.O.D)
2. Faster delivery of products.
3. Make it easy to buys.
4. Design creative visual images.
5. Create a company image that makes your Web site stand out.
6. Avoid a clustered visual image. (too many banners, too much information)
7. Reinforce brand image and build brand strength.
8. Use short, concise phrases.
9. Vividly describe product benefits.
10. Offer speed-navigation to known points.
11. Build in customer interactivity.
12. Provide expert information.
13. Update displays regularly.
14. Price competitively.
15. Provide loyalty incentives.

CONCLUSION

From this review it shows that the retail sector has experienced a remarkable change over a period of last few decades. The technology added also new ideas to make it better and better.

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