INTRODUCTION:

E-tailing abbreviation of Electronic retailing (written just as e-tailing) is the process of selling or buying of retail goods via internet. The term seems almost inevitable addition to e-mail, e-business and e-commerce (Investopedia, 2015).

E-tailing has resulted in the development of e-tail ware software tools for creating online catalogs and managing the business connected. Web space is virtual shop which is utilized to display the products through images in this space with details of price and features (Searchcio, 2017). By accessing this web space shop website, a customer can choose their own preferred products into buying cart. Once assigned to cart, the payment would be done in various modes especially electronic card. As per delivery address mentioned into the cart, the products would be delivered to customer by courier or postal services. E-tailing business has become more popular due to time saving and chooses the product by accessing website of the vendor through PC, laptop, notebook or mobile. One can choose the product based on image displayed and information available for the product. In simple word e-tailing is defined as retailing conducted online over internet (Turban, 2006).

In other hand, E-tailer is benefitted in multiple ways like no need to hire shopping complex paying costly rent. Neither hiring sales representative nor need to maintain the beauty and decoration of shopping room etc. Instead e-tailing can display platform of various goods with their features and visual images. There is method in retailing that offers customers to buy a product with multiple ways of choice called as multi-channel retailing (rebirth of e-commerce in India, 2012). E-stores offer offline pay option to lure buyers (Times of India, 2008). E-tailing is a mode of e-commerce type of B2C. (Business to Consumer) (Pasha, 2008)

Multi-channel strategy covers purchase from vendor’s website, telephone ordering, e-mail ordering, interactive television ordering, catalog ordering, Mobile apps ordering etc. Multiple behavior customers have multiple interests, multiple ways of choice and multiple ways of purchase strategy. Whatever method, an individual should ensure that
customer facing staff, customer care executives, retail outlets, order processing
department and product website must understand and comply with company’s brand. It
has to maintain service standards, policies such as returns and delivery charges must
considered consistent across each channel.

Multi-channel strategies can be integrated to identify customer’s preferences and
maximize lifetime revenue. The main advantages of multi-channel strategy is variety of
customers can be viewed by 0 degree to 360 degree i.e. when companies collect feedback
from customers, they can better understand what is expected by their customer bases and
how to improve product and service offerings. Companies can then augment marketing
efforts and identify which channels work best for certain customer segments and
strategize to cater to the needs of that group of customers (Techtarget,2015). Multi-
channel strategy provides the ability to expand your business on a global level to operate
in multiple currencies, expanding the business without restriction in all different time
zone. Now the era has become digital era and the most effective connection has become
social network like Facebook, Twitter and LinkedIn. These Networks raft new
opportunities to engage consumers and to learn from comments and behaviors. These
social media are very popular and cheap tools for advertisement, online campaign, review
and feedback.

E-tailing has begun to work for some major corporations and entrepreneurs on early
1997.E-tailing provided its success when Dell reported its multimillion dollars orders
taken by its website. Meantime Autobytel (US based automotive media and marketing
service company) later started automotive dealers and manufactures with own brands
reported that they sold their millions of car over the web (Botha,2008).Commerce net is a
501(C)6 organization which is non-profit association and helps small business advance
their industry or geographic area. In 1997 Commerce net media reported that 10 million
(1 crore) people had made purchase on the web. The Unbelievable success of
Amazon.com hastened the emerging of new e-tail site like Barnes and Noble’s site, eBay,
Latestbuy.com. etc. Later online and digital market researcher group called “Juniper
research” did extensive research on e-tailing and predicted that e-tailing would grow to