Hence, E- Tailing can be defined as a term, seems an almost an evitable addition to e-mail, e-business, and e-commerce. E-tailing is synonymous with business-to-consumer (B2C) transaction where a customer can shop for apparel, cameras, computers, software, cellphones, books, magazines, music CDs and DVDs, shoes, furniture, health equipment, flowers etc. (Davy, 2014).

E-tailing has resulted in the development of e-tailing software called as e-tail ware software tools for creating online catalogs and managing the business connected with doing e-tailing (Techtarget, 2017). A new trend is the price comparison site that can quickly compare prices from a number of different e-trailers and link you to them. However, Dr. dawan found the Limitation of e-tailing as below:

A customer feels emotional while entering into shopping complex. There are varieties of products, varieties of shops and shopkeeper, beastliness and shine in show room, smiling young ladies and young sellers. One can relax which really lacks in e-tailing (Kumar, 2011). Customer can hold, smell, face, try and weigh the product system which is not possible in e-tailing (Katawetawaraks, 2011).

In south Asia, especially in India, bargaining in shopping is very popular. Talking or chatting to reduce (often called as bargaining) the product price by high margin amount gives customer satisfaction which is not possible in e-tailing at all.

In Indian context, family shopping experience which they enjoy in weekend especially in season and festival. Marketing with group of friends and relatives for fun or for special purpose like marriages gives varieties of idea about the special goods to buy which e-tailing lacks (Faldu, 2012).

REVIEW OF LITERATURE:

Eighmey (1997): John Eighmey (1997) conducted a study to examine the perceptions of commercial website on www. Research focused on commercial websites as means of providing information about their product; about company and value added services. He focused his study on “Profiling user responses to commercial website”. Since internet era was just launched and on development phase, customers yet to use e-tailing technology.
**Dholakia et.al. (1998):** Nowadays it is found that the attractive webpage makes customer surf their website and encourage doing online transaction. (Dholakia et al., 1998) started research focused on attractive webpage design that lead to increase visit or hit rates into their websites. The way of putting marketing information in commercial website home page, information content paradigm etc. His research was fully technical for website design rather than common public and risk involved.

**Kambil (2001):** It is found that very few researches were conducted on “returning and refunding unplanned or wrongly procured items via e-tailing”. Kambil(2001)focused the same. The major drawback in e-tailing is if product is not the customer’s choice, then returning and get replacement is a major issue. Customer should be aware the process of returning the product which seems time consuming ultimately makes customer frustrated.

There are few amazing advantages like the search of value added service provided in web, the similar product availability, link to browse similar products in web, the advertisement of similar products, the enjoyment of website surfing as per the graphical and animation design etc. But the customers who are not interested in all web application, the e-tailing has drawback on these.

**Jiming et.al. (2007):** The scholars did investigations on re-tailing the software especially for online games. It is extended with two important constructs Trust and enjoyment. Their research is solely limited to enjoyment on 3D animation and games software.

**Suresh (2011):** The scholar conducted a study to identify factors of consumer perceived risk and toward e-tailing in Indian context. Reliability Factors like monetary factor, source, performance, psychological and time were identified as factors of consumer perceived risk towards e-tailing. Monetary and performance has highest risk while Psychological and social have the lowest risk.

**Connolly (2007):** The scholar studied the influence of technical skill on consumer trust in online shopping in Ireland. The first objective of the research is to examine the antecedents of trusting in online shopping manually and perception of vendor’s trustworthiness. The researchers was mainly focused on whether information technology expert e-tailing differs from non-technical e-tailing or not . From research It was
observed that a difference exist between information technology expert e-tailing and non-technical individual’s e-tailing.

**Gurvinder et.al.(2005):** The scholar focused on Newzland customers research on “web based shopping: Attitude towards online shopping.” Online buyers perceive website differs person to person. The nature of buyers can be categorized as trial buyers, frequent buyers, occasional buyers and regular buyers. These buyers have different evaluations of website design and need fulfillment. Most of the customers having security or privacy concern rather than cost and convenience.

This study found that consumers’ perception on online shopping is influenced by following factors:

**Evaluation of website design:**

Website security and Privacy issue: Scholar found that customer has better trust on influencing and reliable website. Website should have proper reliability like: during transaction processing, it should not stop responding. If transaction fails, website should have provision to reserve customer’s chance to redo it.

Customers worry much about security and privacy during transaction. If transaction for e-tailing prompts for OTP(One Time Password), then customers are more happy than it does not ask. Customers are happily do the transaction which ask for credit/ debit card details. If the website displays padlock indicating secure site (like standard chartered bank’s website), customer’s feel secure and privacy would be more.

**Alan et.al.(2009):** The Scholars conducted a cross-cultural study between Bangkok and London to assess the usage behavior on e-tailing, to investigate perceived barriers to e-tailing in these business hub cities, online purchase behavior and then evaluate overall reaction in e-tailing in both the cities.

The findings shows the respondents’ positive attitude in general towards shopping online. The customers find e-tailing the most user-friendly, with positive features, time saving, convenient, useful and better ease of use.
It was found that in London and Bangkok internet security, privacy information and cyber laws are very good. If anything goes wrong, customers can sue case in court then company will have to compensate or reimburse the customers without delay.

**Narges et.al.(2009):** The study was labeled on utilitarian and hedonic category for e-tailing. Hedonic online shopping was very high because of the features like fun in web surfing, convenience, customer care phone service, chat service, homepage with advertisement of similar products and features with varieties of prices list as well.

With high correlation among these variables comprising the set and accordingly that individual items (or set of items) should produce result consistent with the overall instrument. In light of this, it can be concluded that this instrument offers to the research community a tool that can be used in conducting future research related to e-tailing and online shopping.

**Arvind et.al.(2001):** The scholar studied consumer choice behavior in online and traditional supermarket. It is found that brand names become more important online in most of the product. Sensory attributes like touch, feel, sense, smell, turn on/off, feel of mechanical action is possible when customer is with product physically in shopping complex or supermarket. Visual cues about the product (e.g. paper towel design) has lower choice on online, instead better choice in traditional market and supermarket.

Research concluded that the combined effect of price and promotion online is weaker than offline i.e. E-tailing is weaker than shopping in supermarket.

**Matthew et.al. (2001):** A Model for Consumer Internet Shopping was developed by the authors. The model identified four groups of major potential antecedents namely trustworthiness of internet merchant, trustworthiness of internet shopping medium, infrastructure contextual factor and rest factors. The construct of individual trust propensity is believed to positively moderate the effect of these antecedents on consumer trust. Internet storefront parameters that may affect consumer’s trust in internet shopping through their effect on trust antecedents in the model presented includes: credit card loss
assurance policy, product warranty policy, policy on return merchandise, availability of escrow service.

**White paper (2014):** Techno park of India has started maintaining standard of e-tailing with the motto of “unlocking the potential e-tailing in India”. It has taken initiative for performance enhancement and startup assistance.

For performance enhancement:

To enhance the performance and value of client business, it has initiated operations, industry and MOC (Maintenance of certification) expertise.

Following are the standards that techpark initiated:

1) Sourcing and Supply management
2) Merchandising and category management
3) Productivity enhancement, pricing promotions and range architectures productivity management.
   Post implementation assistance was the key leveraging operations and industry expertise to commission the concept on a “Turnkey basis”.

**Huan-Minget.al. (2011):** The study aims to explore the role of trust in the relationship between e-tailer quality and customer’s intention for online shopping. This result shows trust in online re-tailing positive regards to consumer’s intention. Trust takes long time to build but takes one time to destroy and it is hard to regain. Also trust once broken leads to distrust in future. Maintaining trust always requires careful attention, mutual understandable behavior, clear policy etc. distrust in future.

**Syed et.al. (2015):** Internet customer is very hard to predict and is different from the normal customers. so e-tailer has to take more effort than to just attract them. Since normal customer can be discussed personally, learn about them from face to face interaction, learn from customer’s body language so customer loyalty would be more in