

India's E-Retailing Problems and Prospects

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Abstract: The e-commerce has significant influence on conventional retailing these days. The e-commerce is no longer confined to the younger generation- people of all ages today are aware of it and use it either directly or indirectly. As the world of technology swiftly develops and the traditional retail models transform, there is no doubt that the ancient ways of operation and the cost structures in the retail business will be re-examined. The purpose of the article is to investigate the challenges and new opportunities in the Indian e-retailing sector. In addition to determining the emerging strengths, it evaluates the prevailing environment. The study is descriptive, micro-level by nature, and relied upon on secondary data from publications, newspapers, magazines, academic journals, and online sources. The data are analyzed by using SPSS and Tableau. On the basis of this analysis, three main conclusions are reached. Firstly, the major retailers are moving towards internet-based solutions to achieve competitiveness by means of better processes, organizational structures, and relations and also to lower the cost of operation. Second, the success of these tactics will largely depend on consumers' acceptance of both physical and digital products, which is a somewhat uncertain element. The third is that the current retail premises need to be improved in quality and beauty in case they are to be useful and pertinent in the evolving retail scenario.

Keywords: E-commerce, E-retail, GDP, Retail, And Retail Management.

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