

IS ONLINE RETAILING IN INDIA OUT - MANEUVERING THE ORGANIZED RETAIL CHAINS?

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ABSTRACT

There has been a considerable growth in the Indian retail market during the last few years in the organized segment. Many big corporate houses in India have entered into the retail industry with an ambitious future plans to expand their business into the different parts of the country. A number of global corporations have also entered and invested in retail chains across the country. The e-tailing/online retailing industry has in fact started late in India, but in short span of time it has shown a considerable growth. There has been a creation of lot of excitement for online shopping in India due to attractive television advertisements, flexible services and popular product ranges, etc. As the Indian e-commerce market growing, the global online retail giants are also lining up to establish their business here .The e-commerce companies have found different innovative ways in reducing the operational costs and making their product range low cost and competitive whereas the traditional retail stores are reeling with rigid regulations, real estate costs, high personnel costs, lack of basic infrastructure, shrinkage, and highly competitive domestic retailer groups etc. The e-commerce companies are gradually acquiring more and more online consumers and reducing the profit margins of the traditional brick and mortar stores. This paper tries to analyze the growth of e-commerce companies in India and its impact of the traditional retails chains.

KEY WORDS: Online retailing, Retail market, Brick and Mortar stores.

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