

An Empirical Outlook of “E-Tailing Products” Pricing Strategies

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Abstract

In the current scenario the electronic mode of trading is accelerating vividly. This success is a dependent component which lean on the social scenario opted in the present trends. The Intermediaries who take part in the process of merchandising a product or information to stimulate the decisions taken by the customers for their personal consumption. This consumption has become universally adopted trend that provides the better chance to receive the perceived experience in the form of feedback through Wide area network. Price of a product/services/goods and commodity is given more importance in case of purchase or sales. Consequently for this reason pricing strategy plays a key role, where it is not concentrated a lot. Attaining success of a business are determined according to the fixation of price for the commodities dealt with. This fixation of pricing is done in the pricing point. This paper discuss vividly about the evolution of e-tailing and its impact of strategies adopted in pricing policy towards the customers.

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INTRODUCTION

The process of selling goods and purchasing it through online is called as Electronic retailing. This is also referred as e-tailing. It is an aspect of trading process developed from the traditional retailing to e-tailing. The attraction and attention towards the online shopping has grasped the overall mind-set of the shoppers to buy and sell the products at their door steps. The two major aspects followed in this form is business-to-business (B2B) and business-to-consumer (B2C).

Selling the products from the manufacture to the consumer or an end user directly is called B2C. Commonly it is seen in all marketing companies.

The only uniqueness in this custom is having a separate web portal in online for their business. Retention of a customer is a prior requirement of a business's success. If the process of selling a product to a same level is said as B2B.

Whether the e-tail stores have a high reputation, or whether they deal with the quality and variety of products are not a matter for the customers in case of purchase, in-spite the price of a product plays a crucial part among everything. Consequently it is an impossible task for the e-tailors to fix the price at all the time as to the part of their profit.

The price of a product which has a clear and an affordable price will help the shoppers to shop easily

and effectively which also guides them to take quick decisions.

The pricing policy adopted to fix a price for a product which is sold in the online market has overlooked in all marketing channels. Also it is found a complicated one to charge a fair price for a product that satisfies the wants of the consumer, as well it should be a profitable one among the expenses made for a product for a manufacturer or a seller. Beyond the term pricing another aspect, branding has a strong influence. A shopper while shopping in online expects that the portal in which they shop the product should have a wide range of products with affordable price and also they feel the portal should be easily understandable and navigable. The properly updated website might turn on the shoppers mind set to peep into e-tailing shop which would make them to go with an impulsive purchase decision. The e-tailing shops would withstand in the market only if the product has its own identity and uniqueness to add value to the likes of the customers. As per the expectation of the customer the manufacturer should also consider the competitive aspects with some core values of their profitability.

REVIEW OF LITERATURE

Wang (2002) have examined the mode of services rendered through wide area network Brown (1987) the research article have stated that the retailing expenses which is named as cost incurred is influencing the price afforded by the consumers. (Simon 1992). The returns of the company who trades through online has a potential growth made due to the attention and adaptation of the internet. The pricing strategy is influencing the benefits attained by the buyers, as well as the sellers too (Simon 1992, Hanson and Hansson 1999, Brandtweiner 2001). The price and its strategies adopted has a greater impact in all round development of the company. It also determines the individuals' interest towards a product.

OBJECTIVES

1. To know the pricing strategies used by E-tailing in Retailing.
2. To understand the customers need towards the E-tailing's pricing strategies.
3. To study the growth of E-Tailing towards Retailing sector.

SCOPE OF STUDY

The study of this paper focuses on customer point of view towards the retailers selling of goods and services through e-tailing and the various problems faced by the customer in the e-tailing method, it also explains the problems faced by the customers service and retailers price. Thus, the study provides the complete picture of pricing strategy and the customer needs in the e-tailing.

DATA ANALYSIS

It is an experimental and a critical approach that reveals the qualitative results of an analysis for a social cause. This benefits the researcher to provide a practical suggestions regarding the e-tail sector. The study focus on the specific goal and a subjective aim to construct a clear cut picture of the pricing strategy and policies adopted through the collective reviews. Further the study is designed by primary and secondary data collected from the carious research articles and journals and periodicals.

RESEARCH METHODOLOGY

Research Methodology explores the data reliability and validity of the paper by opting the tools required for the analysis.

1. SOURCE OF DATA

- Primary data
- Secondary data

2. COLLECTION OF DATA

• Primary data:

The principal data has been collected from a structured questionnaire designed specifically for the respondents. The respondents are the exclusive e-tail shoppers.

• Secondary data:

The ancillary data has been collected from various sources such as websites, newspaper, periodicals and organisational records.

3. SAMPLE SIZE AND POPULATION:

The paper consists of 250 respondents by responding through the questionnaire.

4. STATISTICAL TOOLS USED FOR THE STUDY:

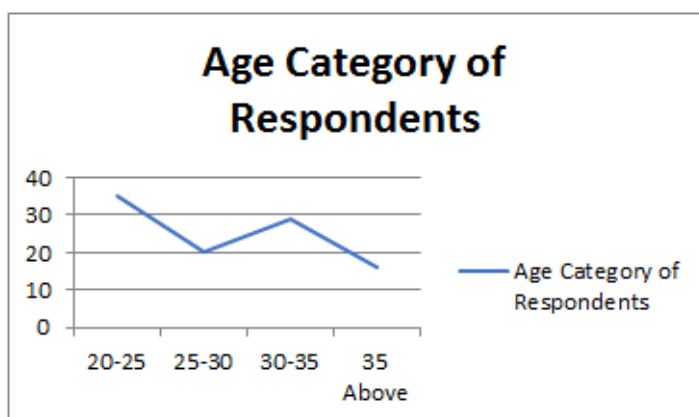
• Chi-square

• Percentile

5. ANALYSIS AND INTERPRETATION:

Table 1: Representing the Age category of Respondents

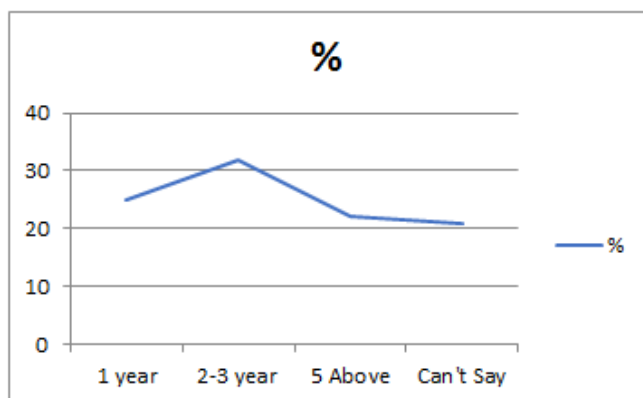
Age Category of Respondents	
Age	%
20-25	35
25-30	20
30-35	29
35 Above	16



From Table 1 & Chart 1, we could infer that 35 % of 250 respondents are of the age between 20-25 and above 25 age the users are less

Table 2: Representing how many years the people are aware of e-tailing in retailing

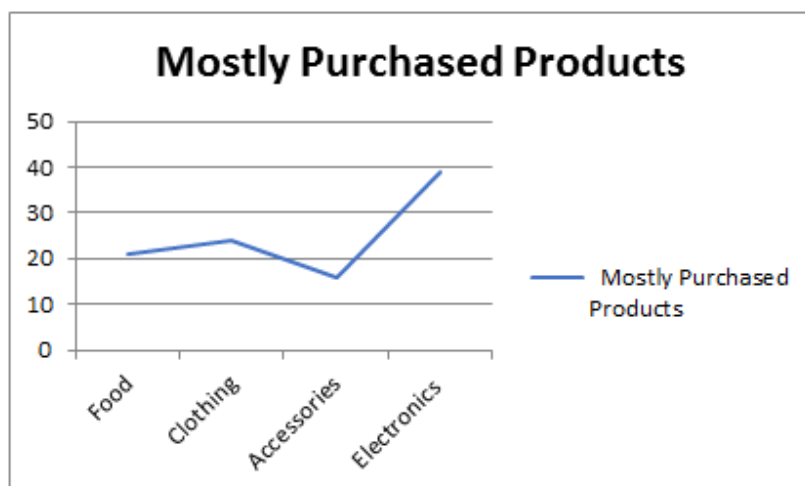
Years	%
1 year	25
2-3 year	32
5 Above	22
Can't Say	21



From Table 2 & chart 2, we could infer that out of 40% from 250 respondent uses online retailing before 2-3 years

Table 3: Representing Mostly purchased products in e-tailing

Mostly Purchased Products	
Products	%
Food	21
Clothing	24
Accessories	16
Electronics	39



From Table 3 & chart 3, we could infer that out of following products in the table 3, mostly purchased product is Electronics and rarely purchased product is food.

6. TESTING OF HYPOTHESIS:

The income of the response is not significant to the price of the product which they afford.

Chi-square test

	Value	df	Asymp.sig (2- sided)
Pearson – chi square	16.407 ^a	9	.059
Likelihood ratio	16.427	9	.058
Linear- by- linear association	3.683	1	.055
No. of valid cases	250		

From the above evidence, the hypothesis is rejected as the value is less than 0.005 (non- significant). Hence it is proved that there is no significant relationship between the two variables taken for the study.

LIMITATIONS

E- Tailing has unfold sort of infective agent bug, maybe additional since the antivirus bar is scarce. In present E-tailing forms such a crucial a part of many folks lives. Merchandise may be found in additional reasonable worth in on-line and it additionally provides a convenient manner of door delivery. E-tailing additionally provides several advantages for the retail merchant. It makes the retail merchant additional convenient by providing geographical advantage as shoppers will look once and wherever they require, no matter actual store locations or hours. And at last it provides 24/7 access to the shoppers. Whereas e-tailing has several blessings, it even have some disadvantages.

1. Product problem: merchandise square measure merchandised on a two-dimensional screen. They can't be touched, handled or experienced. It is tough to try and simply staring at a photograph and reading an outline of a product might offer enough info for a shopper to form a buying deal on-line. Some merchandise, however, got to be control, smelled, touched and listened to head to head, creating them poor candidates for e-tailing.

2. Extra /Hidden Cost: unlimited knowledge or web packages can incur serious charges on their on-

line searching. Currently those square measure guaranteed to be rather more than what is going to cowl our motion prices and also the shopper's promotional behaviour possible is probably going to be rather more clear and so they're likely to focus on a better proportion of their pay on this. This could have the impact of driving pay towards slightly lower margin promotions

3. No sales Assistance: e-tailing might lack the client support shoppers choose to expertise. Thus it's like you're left within the middle of a forest wherever there square measure thousands of how however simply one's correct.

4. Time delay: there's invariably a time delay in receiving purchase whereas we should always anticipate it to be delivered. However stores like super markets we are able to take it home straightaway.

5. High-priced (Shoppers purpose of view): developing and maintaining e-commerce infrastructure is incredibly high-priced. There's nobody time price, e-tailing is revenant, which implies there should be resource to keep up its on-line presence. The resources square measure needed for net development, optimisation, internal control, knowledge security etc.

SUGGESTIONS:

- It's an opportunity to accelerate as loving and knowledgeable UN agency helps the client discover merchandise they'll love and offers them ways in which to simply and intuitively decide the merchandise that's right for them.

- Every client is totally different, thus it's vital to grasp and meet their individual necessities.

- The customers feel that delivery of the merchandise is inconvenient if it's delivered once one week. Therefore the on-line company ought to scale back the amount of the merchandise delivery inside 2-3 days.

- Online websites should guarantee regarding the standard and right of the data to their customers. Since dealing is on-line the purchasers should be ensured of net security and confidential card info.

- Undamaged merchandise and correct delivery time build the web searching fortunate.

CONCLUSION

Digital e-tailing world has been a good evolution from the past. There is a great deal to find out in marketing through retailers. Due to the excessive penetration level of networks enormous users are started preferring recent technologies in their innovative business models and trades, ever-fluctuating sectors in a geographical zone the shopper behaviours in electronic marketing is ready to soar high in recent years in Republic of India, whereas in digital world skills like stigmatization, differentiation and speed aren't a lot of vital. The distinction between success and failure may be done through rework core operations and practices. Retailers are about to examine the availability of an uplifting transition, and a visual appearance into the synergies of critical exploitation in the new channel of e-tailing. E-tailers, on the opposite hand, got to get back some basic retail functions, and develop more competencies within the areas of commercialism and demand statement, then, it may be a replacement success mantra of any distributor.

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