



A STUDY ON HIGH RISK IN E-RETAILING TOWARDS CONSUMER SATISFACTION IN COIMBATORE CITY

¹Mrs.T.Chitrakala,

Ph.D Research Scholar

Department of Commerce,

Bharathiar University, Coimbatore, Tamilnadu.

²Dr.Singaravelan,

Department of Commerce,

CBM College of Arts & Science, Coimbatore, Tamilnadu.

ABSTRACT

The sale of goods and services through the Internet. Electronic retailing, or e-tailing, can include business-to-business and business-to-consumer sales. E-tailing revenue can come from the sale of products and services, through subscriptions to website content, or through advertising. E-tailing (less frequently: e-tailing) is the selling of retail goods on the Internet. Short for "electronic retailing," and used in Internet discussions as early as 1995, the term seems an almost inevitable addition to e-mail, e-business, and e-commerce. E-tailing is synonymous with business-to-consumer (B2C) transaction. E-tailing began to work for some major corporations and smaller entrepreneurs as early as 1997 when Dell Computer reported multimillion dollar orders taken at its Web site. The success of Amazon.com hastened the arrival of Barnes and Noble's e-tail site. Concerns about secure order-taking receded. 1997 was also

the year in which Auto-by-Tel reported that they had sold their millionth car over the Web, and Commerce Net/Nielsen Media reported that 10 million people had made purchases on the Web. Jupiter research predicted that e-tailing would grow to \$37 billion by 2002. E-tailing has resulted in the development of e-tailware -- software tools for creating online catalogs and managing the business connected with doing e-tailing. A new trend is the price comparison site that can quickly compare prices from a number of different e-tailers and link you to them. This present study, primary objective is study about the consumer preferences regarding the profiles of an e-retailer. The secondary objectives of this study are find out the level of awareness, measure the level of satisfaction in terms of quality, cost, availability and sources of e-tailing products in Coimbatore district.

Keywords: Electronic retailing, customers, attitude, satisfaction, Business, and Online