"AN EMPIRICAL STUDY ON THE IMPORTANCE OF E PRESENCE FOR TRADITIONAL BRICK AND MOTOR RETAIL STORES IN DUBAI"

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ABSTRACT

The project titled "AN EMPIRICAL STUDY ON THE IMPORTANCE OF E PRESENCE FOR TRADITIONAL BRICK AND MOTOR RETAIL STORES IN DUBAI" clearly states that the objective of the article is to highlight the changes that have undergone in the traditional retail environment and the dynamics that the internet connectivity has brought to shoppers. As United Arab Emirates (UAE), is considered as a launch pad for retailers for entry into the Middle East, a study on the customer sentiment and scale of internet usage is of utmost importance to the prospective as well as well-established retailers in Dubai. The article also gives an insight into the current e-commerce market in the UAE and the potential growth expected over the next decade.

It also outlines, which categories are more susceptible to be purchased online. Most importantly, how the major brick and motor retailers in the UAE are foraying into e-commerce space is also highlighted. The research design used for the study is on secondary research which will analyze the current market status and consumers. Also a theoretical model has been formulated which analyses customer lifecycle and channel dynamics and suggests a step by step approach to retailers in the UAE on how to effectively foray into E promotions and ensure customer is benefitted the most. Consequently, the outcomes, recommendations and suggestions are constructed which is considered to be the vital part of the assignment. The research design used for the study is conceptual theory provides the structure/content for the whole study based on literature and personal experience. Hence, the findings, suggestions and recommendations are constructed which is consider to be the important part of the project.

KEYWORDS: Retail Operations, E-Commerce, Online Purchase