

3.18: Introduction to Electronic Retailing

What you'll learn to do: Discuss the rise of electronic retailing through the internet

As we begin, it's necessary to distinguish between electronic retailing (e-tailing) and broader e-commerce. While closely related and sometimes used synonymously, e-tailing is actually a subset of e-commerce. That is, e-commerce refers to any exchange of goods on-line, while e-tailing refers specifically to retailing online. This, of course, doesn't minimize e-tailing, as it's an important element of overall retail activity and a critical channel for producers, retailers, and consumers.



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