



Factors of Successful E-tailing in China's Retail Industry: A Case Study

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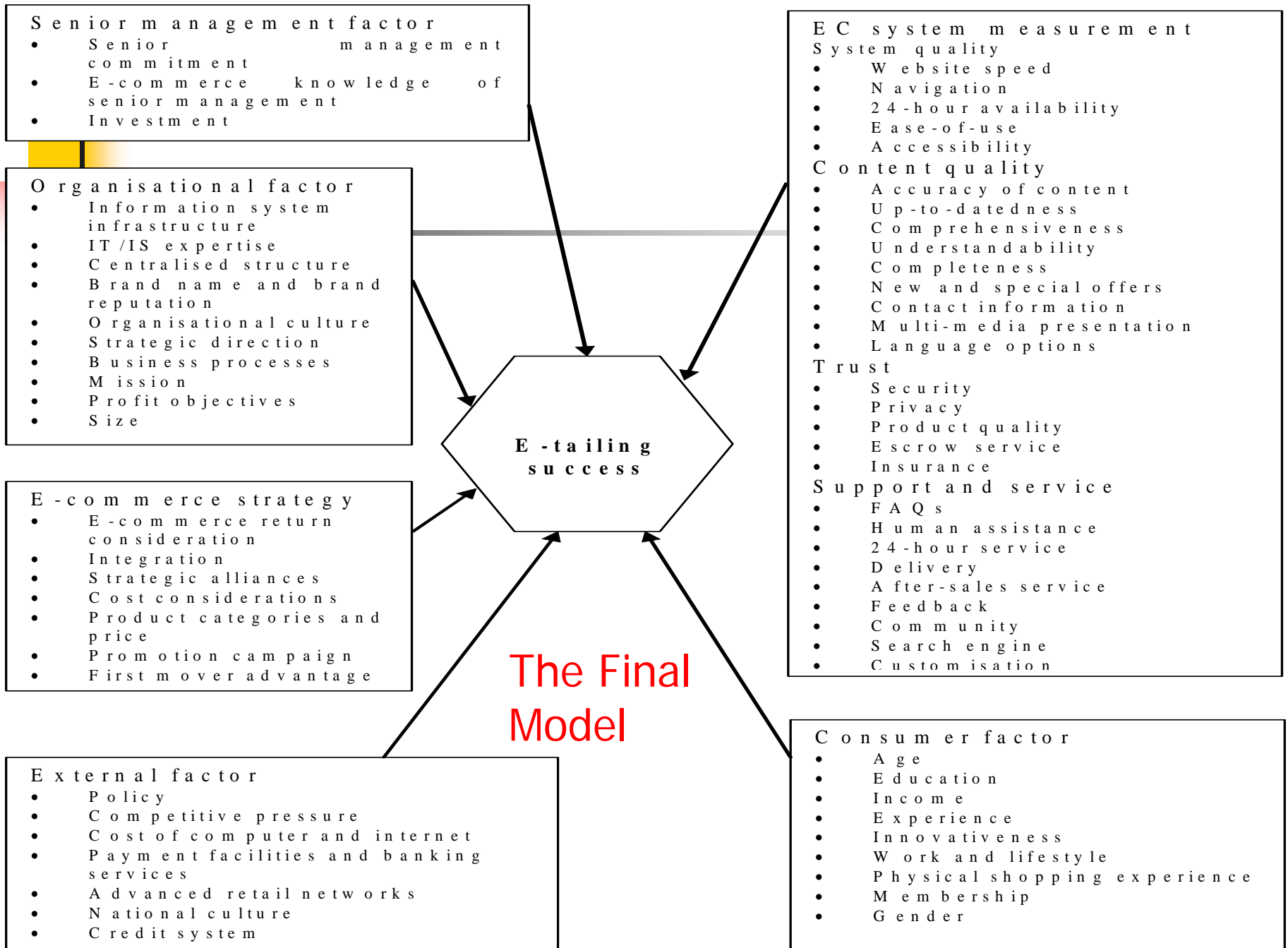
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The Study

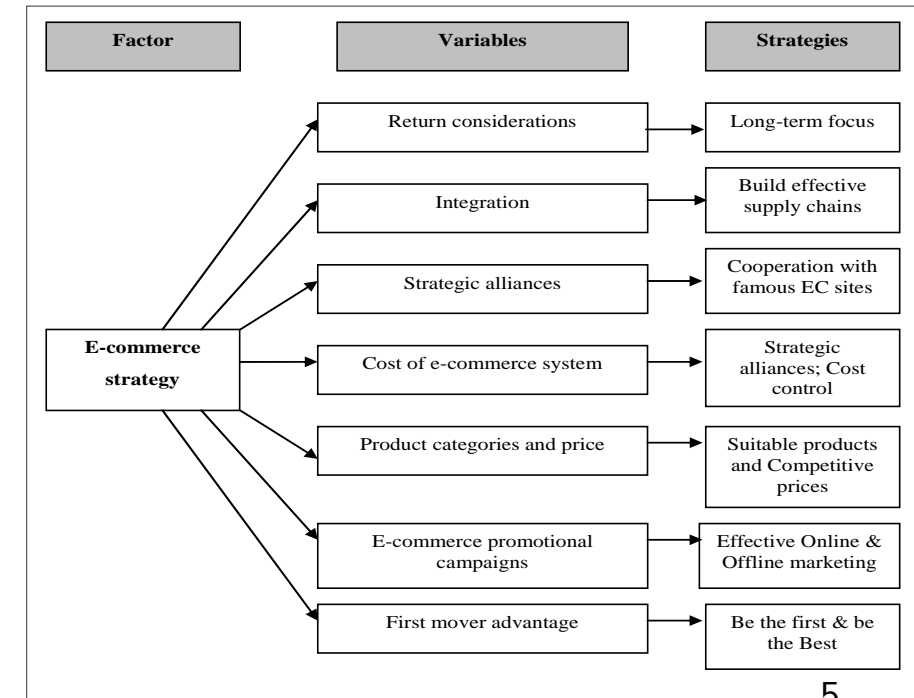
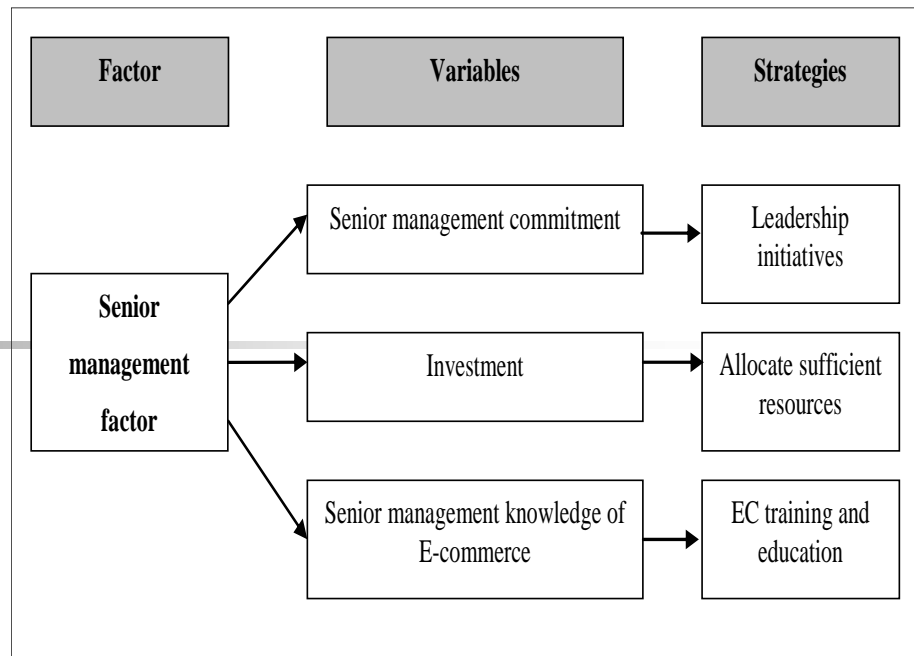
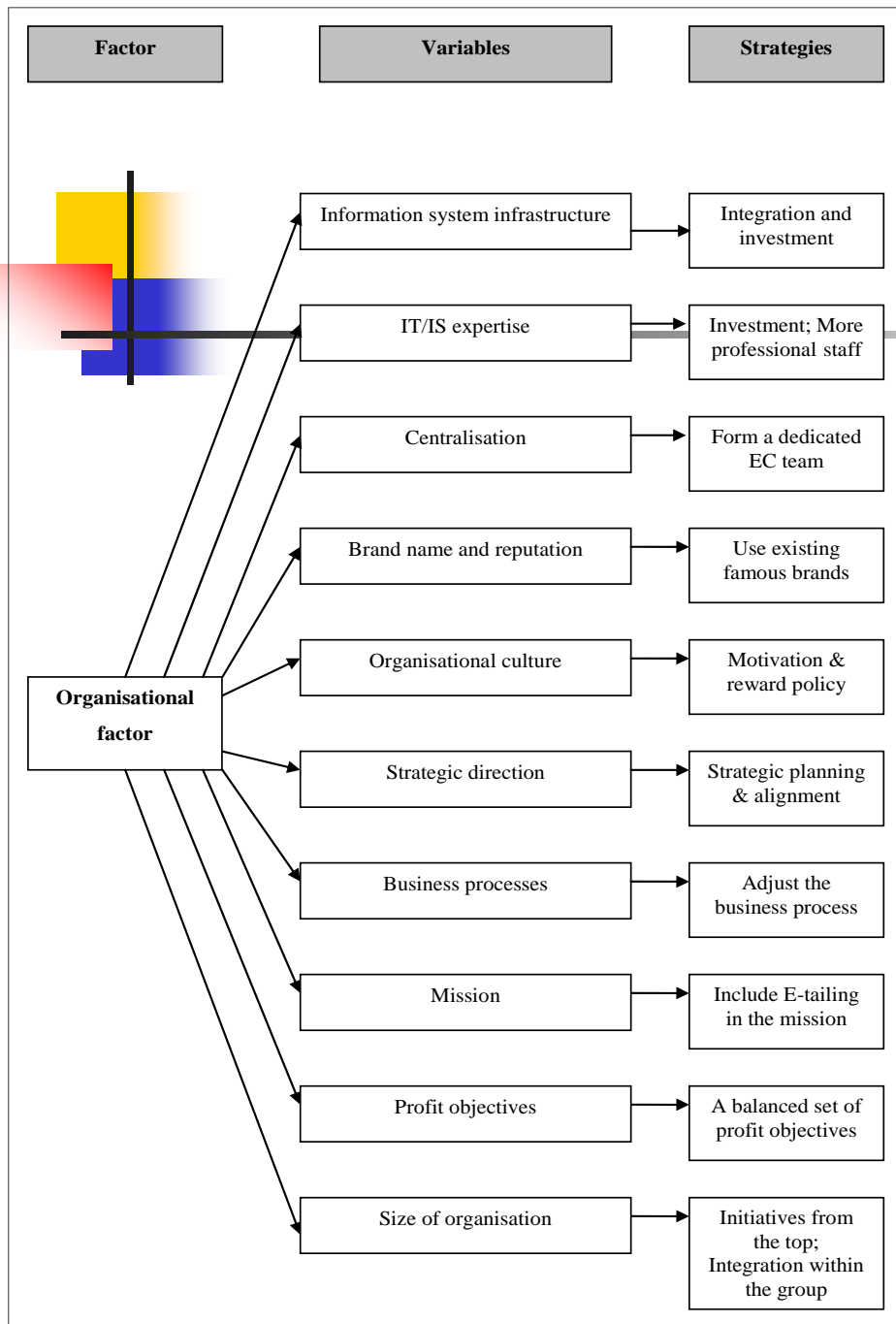
- A single case study aiming to identify the factors of successful E-tailing in China's retail industry, was undertaken in one of the top retailers in China.
- Both qualitative and quantitative data were collected, including 16 in-depth interviews and 3 focus group studies with key personnel in the organisation, and questionnaire survey with 200 randomly selected customers of the retailer.
- A comprehensive combined model of success factors of E-tailing was developed and is presented in detail
- This paper reports and summarizes the important findings of a study into the success factors of e-tailing in China

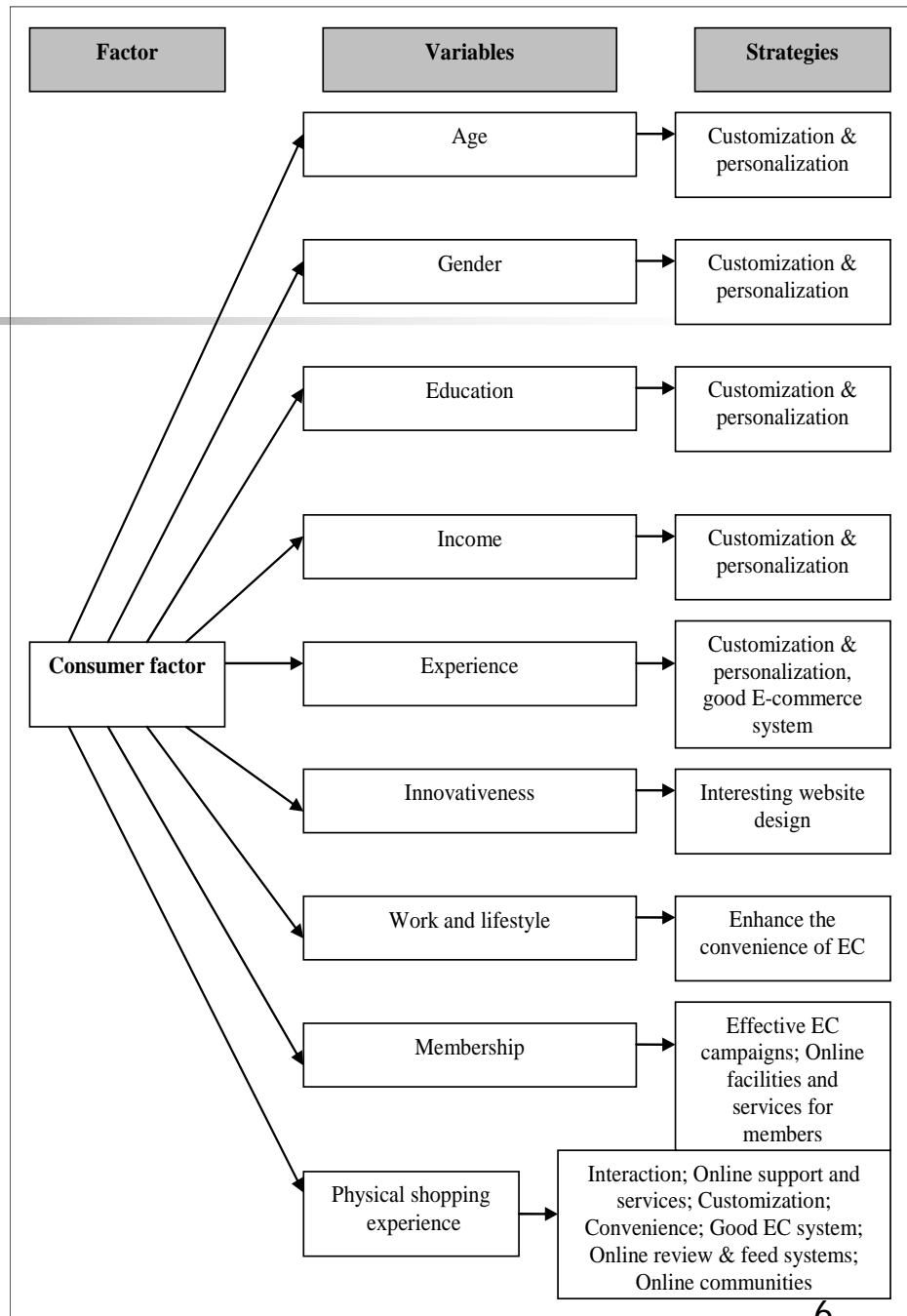
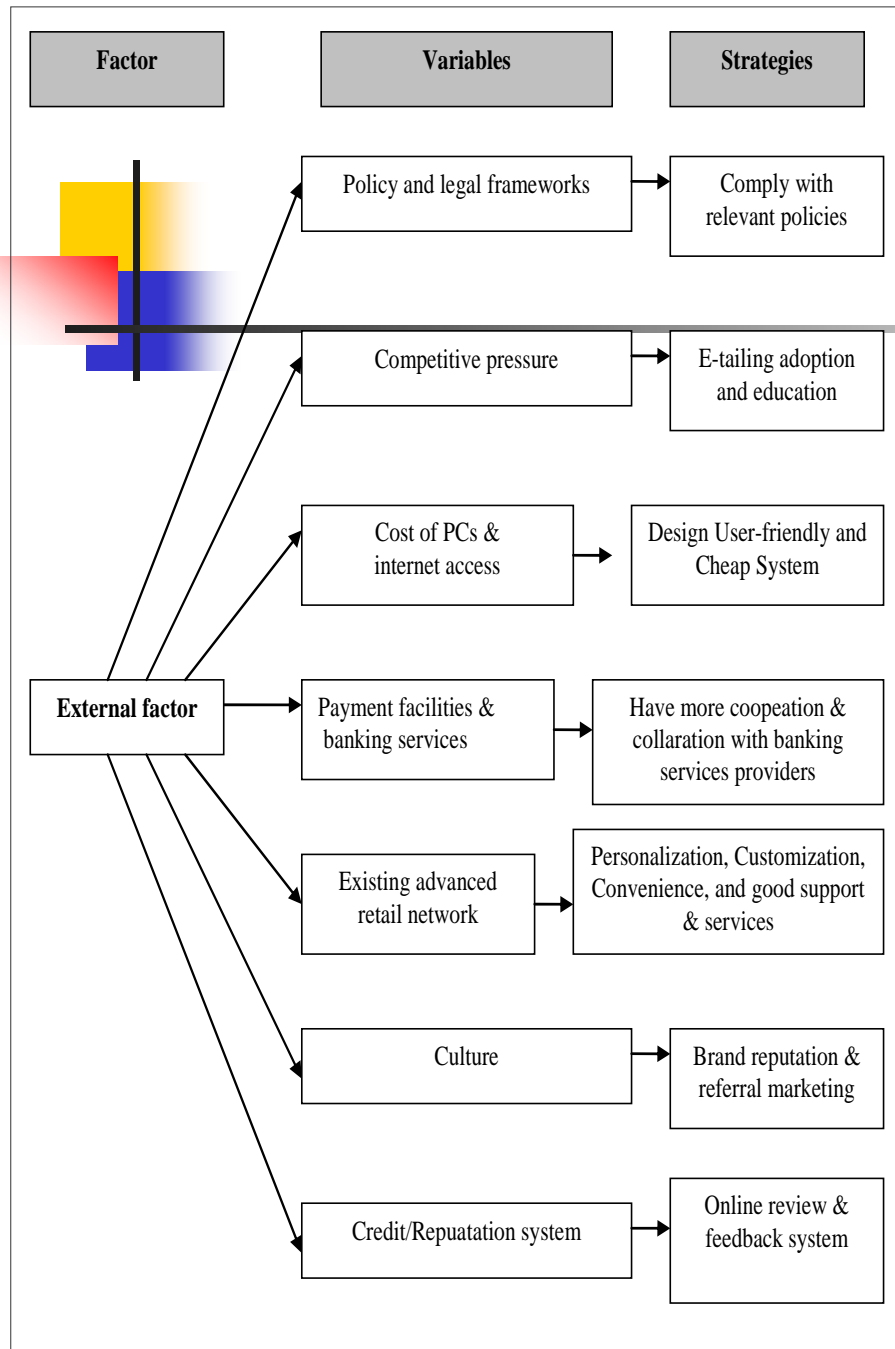


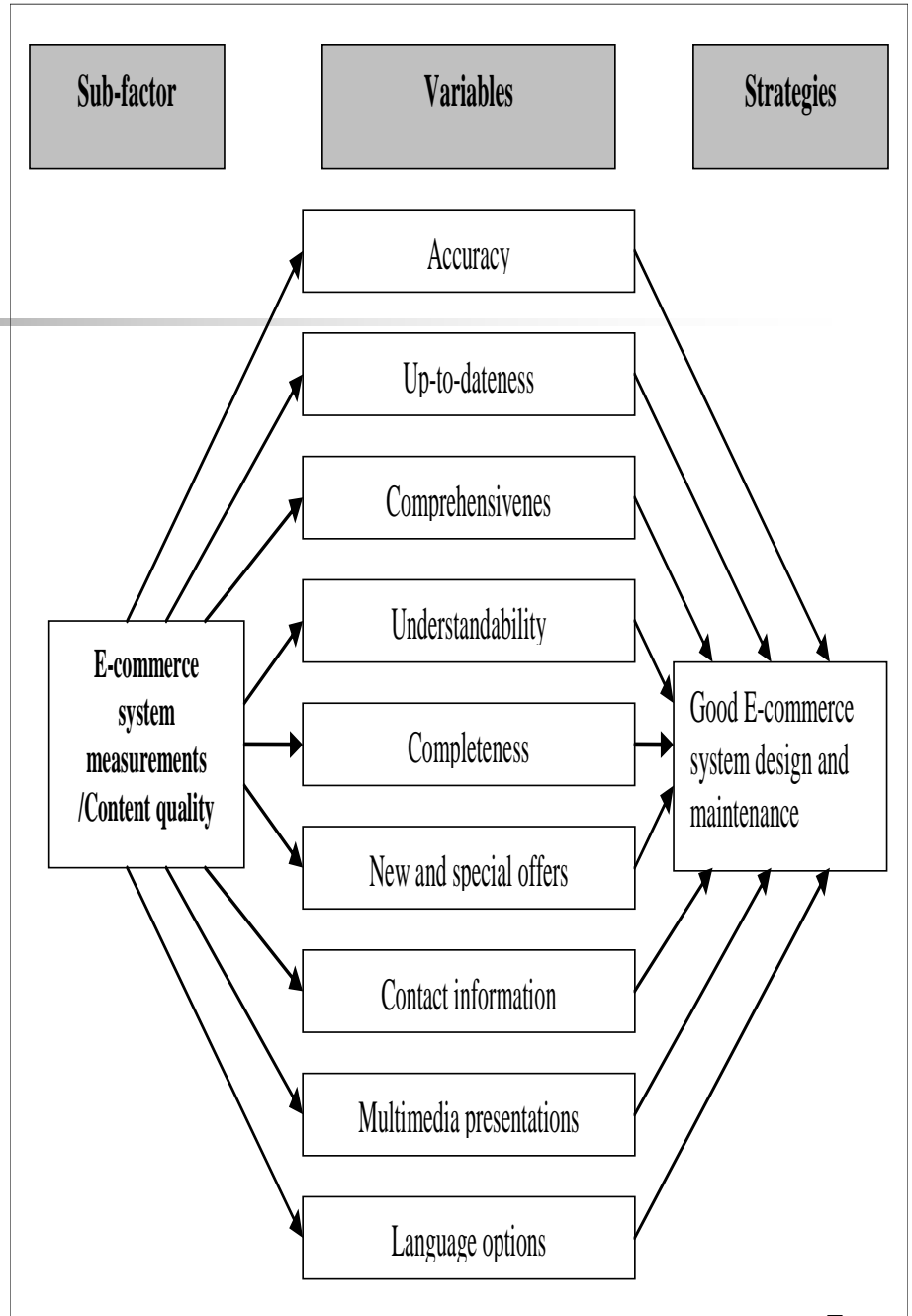
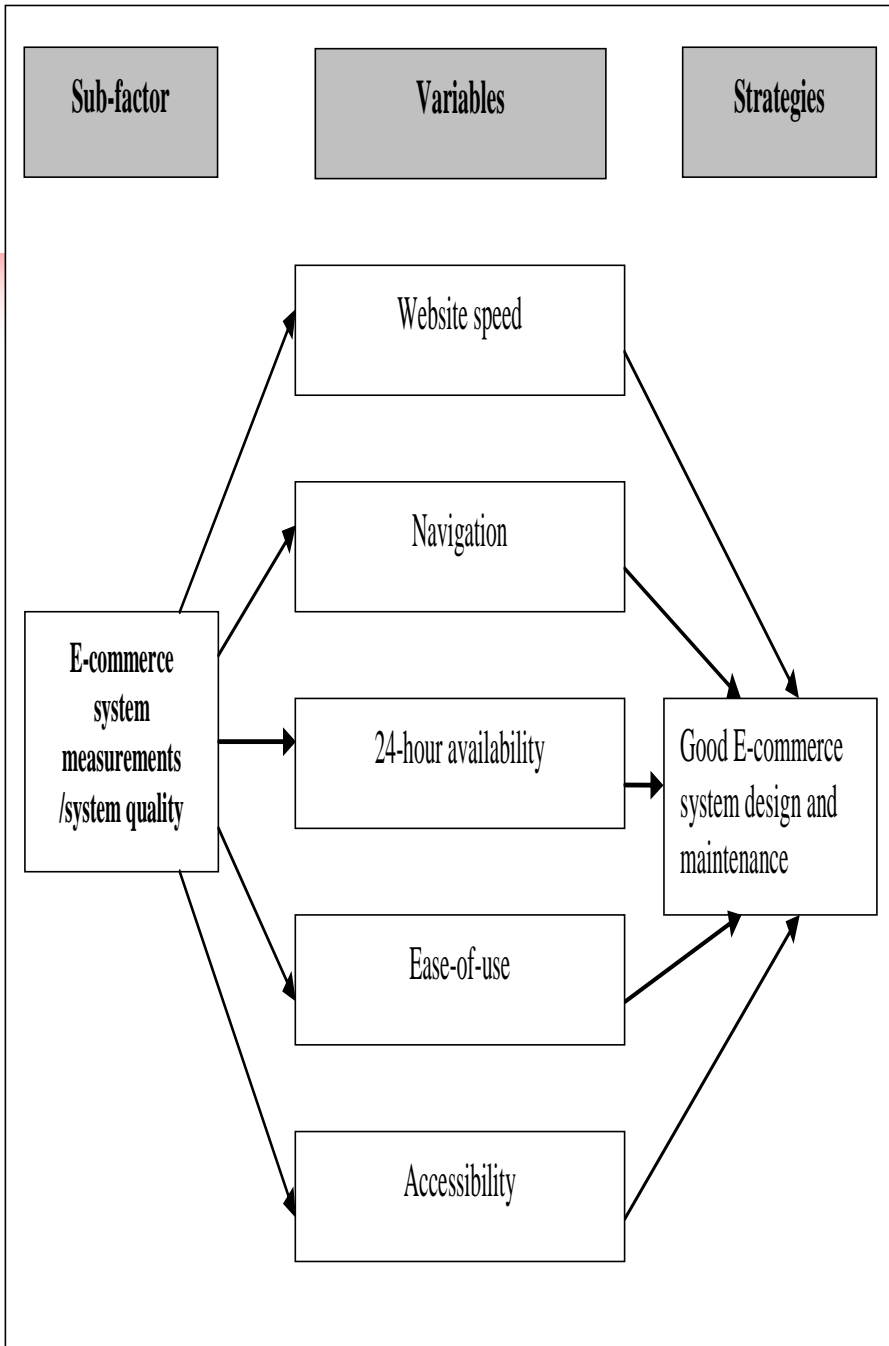


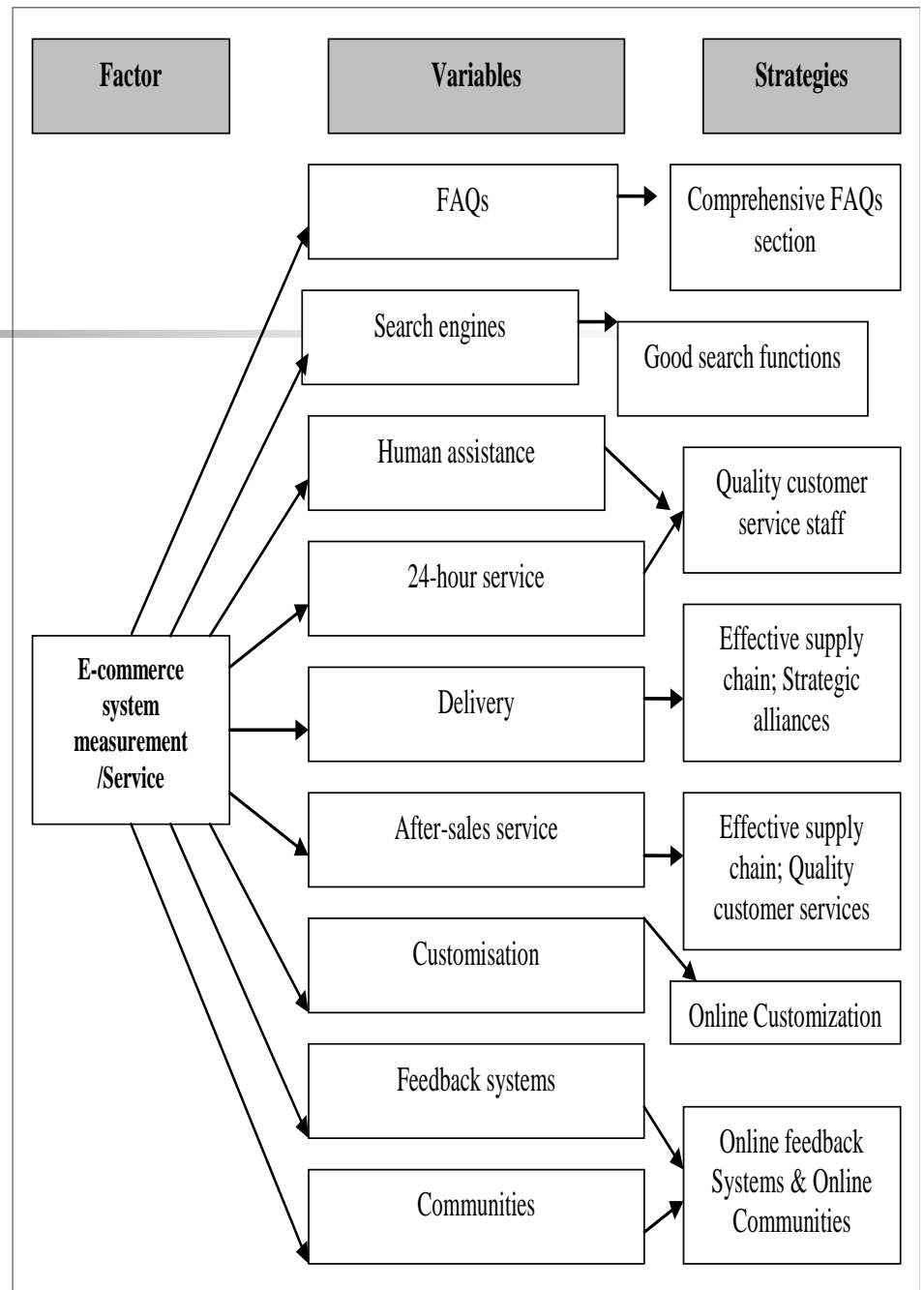
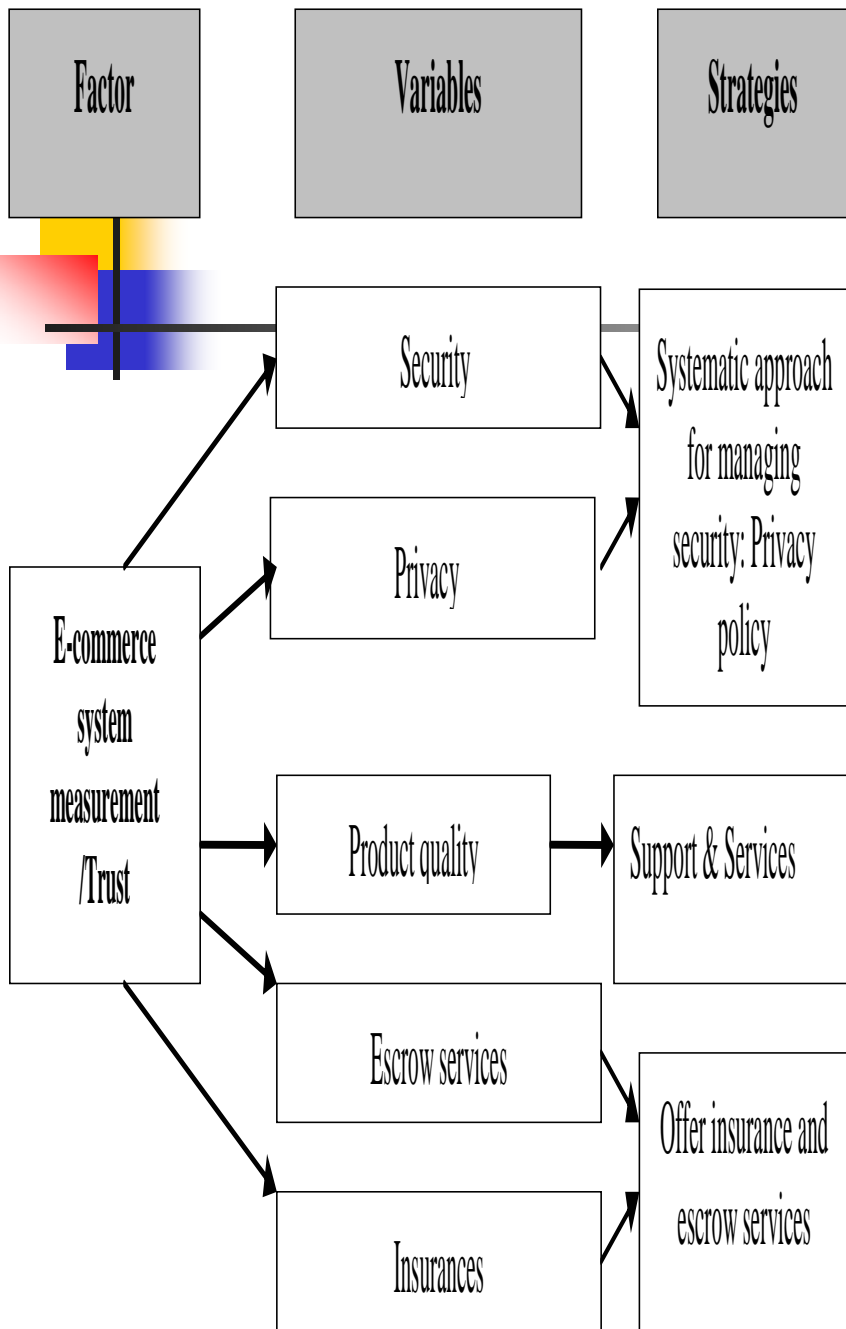
Strategies for successful e-tailing in China's retail industry

- Retailers in China need to:
 - Put in place of favourite organizational environment facilitating the implementation of e-tailing
 - Have serious commitment from senior management
 - Develop effective and tailored strategies for e-tailing
 - Comply with relevant regulations and seek active cooperation and collaboration with parties involved in the e-tailing process
 - Provide interactive, customized and personalized online services
 - Design user-friendly, useful, safe, and trusted e-tailing sites











Conclusions

- This study contributes to the E-commerce literature by developing a comprehensive model of e-tailing success in China
- The results of this research can assist retailers that are implementing E-tailing or are trying to launch E-tailing by providing them with a checklist of the important factors and variables in the E-tailing implementation and presenting some strategies and suggestions to address those factors and variables.
- The combined model can be used to undertake further research and it can also be used for practical applications in companies that are embarking on e-tailing or any businesses that are embarking on e-tailing in China or/and planning to enter the Chinese retail market



Future Research Directions

- This research can be seen as a starting point in the development of the body of knowledge in the field of e-tailing in China
- Future research could test the final model via a quantitative approach
- Future research could study pure e-tailers practices
- Future research could concentrate on one specific retail format, such as the supermarket or the shopping centre
- In the future research could be conducted in other developing Asian countries, such as Vietnam, India or Thailand, to examine the influence of macro-environments and customer behaviours on the success of e-tailing.