Retail SMEs and e-tailing: Are Entrepreneurial Inclinations Consistent with Marketing Opportunities?

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Abstract: This paper assesses the intended use of e-retailing specifically by owners of stores in the north east of Scotland and analyses their customers' expectations. The approach is firstly, to review the current e-tailing involvement of multiple retailers, along with the extent and nature of their online marketing. Secondly, the present role of the independent retailer will be considered in relation to the multiples. Lastly, the paper explores the level at which retail SMEs should include an Internet presence in order both to exploit new business opportunities and to avoid losing market share. It is demonstrated that this approach may allow for the creation of a distinctive positioning and store image that will contribute to the overall success of independent small retailers.