

An Analysis of the Existing Literature on B2C E-commerce

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Abstract

With the arrival of the Internet and its commercialization, a new medium of commerce known as electronic-commerce emerged in the modern global economy. E-commerce has seen a small start, a sharp rise, and a setback followed by revival chances in a great way. Research in E-commerce has several issues such as recent emergence, rapid changes and variation in behavior in similar contexts, attention of media and marketing interests, distortion of terminology and data, lack of familiarities with e-commerce technologies by management scholars, and the lack of established instruments and research approaches. Given this background, this article classifies the B2C e-commerce literature, largely in the Indian context, ranging from the period from 1997 to 2011, into ten distinct categories as organizational viewpoint of B2C e-commerce, implications for policy makers in e-commerce, global e-commerce, comparison of e-commerce among countries, consumer behavior in e-commerce, promotions and marketing strategies in e-commerce, personalized architectures for e-commerce customers, e-banking and e-insurance, and tourism, Internet, and services through electronic media. Emphasis has been laid on the post 2005 literature due to its recent nature. Furthermore, scope for future research studies is suggested in all the ten categories. This work will be of immense help to upcoming researchers in the field of e-commerce.

Keywords: B2C, e-commerce, research

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With the arrival of the Internet and its commercialization since 1999 (Peterson, Balasubramaniam, & Bronnenberg, 1997; Poon & Jevons, 1997), a new medium of commerce, known as electronic-commerce emerged in the modern global economy. Broadly defined, electronic commerce can be viewed as “any form of economic activity conducted via electronic connections” (Wigand, 1997).

EC (electronic commerce) involves not only buying and selling activities online, but also others like promotion of products/services on the web, integrating invoicing and payment from customers, security of transactions, and handling customer questions and complaints online. Based on the type of transaction partners, Joseph (2012) classified E-commerce into categories such as B2C, B2B, B2G, C2C, C2B, and B2E (B stands for business, C for customer, E for employee, and G for government). B2C EC can be defined as electronic market place transaction in which customers learn about products differently through electronic publishing, buy them differently using electronic cash and secure payment systems, and have them delivered differently (Vaithianathan, 2010).

Background

In a span of the last twenty years or so, e-commerce has seen everything - a humble start, a meteoric rise, and then a gliding downfall followed by chances of a comeback in a big way. The Internet grew into a mainstream business activity with initiators such as Amazon.com, Yahoo!, and E-bay taking the lead followed by several new ventures by business firms of all sizes and segments. The pace of growth of E-commerce in the late 1990s interested businesses, customers, governments, and above all, management scholars and students. IT ventures were blue chips at stock markets. Universities and business schools in the developed nations launched many new programmes in e-business and e-commerce, which was lately followed by the developing nations. But this e-world, which had become universal, proved to be a short-lived success.

The end of the 20th century saw the fall of several dot.com ventures. Earnings failures and corporate reorganizations were heard of every day. MBAs started joining the old world careers which had stood the test of time, and business schools began re-thinking about the position of e-business and e-commerce in their course curriculums. However, the

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pre-Internet business situations are never going to come back. There is a charm in this new media, which says never say die. It is very evident that the businesses in the post-recession era will continue exploiting the Internet for current and future applications. Again, technological advancements such as increased speed of connectivity, availability of the Internet on various gadgets such as cell phones and televisions, and increased infrastructure among others promises a brighter future for e-commerce in the coming days.

The changing picture of e-commerce is quite interesting. It is not only the U.S. and the European countries, but the Asian countries like Japan, South Korea, China and India, which are seeing a significant growth in B2C e-commerce (Grau, 2006). Thus, the web is increasingly becoming a diverse global market place with global business opportunities. Companies that attempt to use the Internet in countries with emerging economies may face a number of challenges that are more pronounced than would be the case in developed economies. Among the challenges for e-commerce efforts in developing countries are the lack of telecommunications infrastructure, lack of qualified staff to develop and support e-commerce sites, lack of skills among consumers needed in order to use the Internet, lack of timely and reliable systems for the delivery of physical goods, low bank account and credit card penetration, low income, and low computer and Internet penetration (Hawk, 2004).

Rationale of the Work

Against this background, this paper tries to analyze the available e-commerce literature. This will help future researchers to identify gaps and work on the relevant areas. Such a study will benefit the e-commerce businesses and all the ones that are trying to become e-enabled. Way back, more than a decade ago, Clarke (2000) noted that electronic commerce presents unusually significant obstacles to academic study and high-quality research such as :

- ✎ Its recent emergence;
- ✎ The rapid change that has always characterized the domain;
- ✎ The very substantial variation in behavior in apparently similar contexts; and
- ✎ The enormous attention paid by media and marketing interests, with inevitable distortion of terminology and data.

To this list, Drew (2002) added the following issues in e-commerce research :

- ✎ The lack of familiarities with e-commerce technologies by many management scholars; and
- ✎ The lack of established instruments and research approaches.

However, with the increasing number of e-commerce journals and institutes carrying out e-commerce research, the picture for management students and scholars interested in e-commerce research seems to be getting bright with every passing day. This paper tries to provide a segregation of the various e-commerce works in order to aid future studies in this area. This work of analyzing e-commerce literature and suggesting scope for future work can be of immense help to upcoming researchers in the field of E-commerce. They can study the secondary data, objectives, rationale, research methodology, and findings of the current work to find direction and aid their own work. Two important points need to be noted at this juncture of the present research study :

- 1) This paper does not boast or even attempt to enlist or address the entire literature on e-commerce.
- 2) The paper initially focused on B2C e-commerce in the Indian context only. Afterwards, a few good research articles in the context of other countries were also added to increase the scope of the paper. These papers were found to be good in terms of research topic, content, and methodology.

Analysis of the Available Literature on B2C E-Commerce

The literature for this paper falls in the time period from 1997 to 2011. However, emphasis has been laid on works post 2005 due to the recent nature of work. All the available literature has been categorized into ten distinct areas. However, some topics may not fall exclusively under one category, but may fall in overlapping areas. They have been segregated as per the content inclination for a given area. Under a given area, existing literature is mentioned in the form of a question. The reference in the bracket indicates the authors who have addressed those questions in their research papers.

a) Organizational Viewpoint of B2C E-Commerce: Many firms in developing countries are in the preliminary stages of the adoption of E-Commerce (EC). The transition of firms in these countries to more sophisticated levels of EC use and adoption depends in part, on the extent to which they are inclined to use these new technologies for their businesses. Not all organizations are equally strongly inclined towards adopting EC (Iacovou, Benbasat, & Dexter, 1995; Mehrtens, Cragg, & Mills, 2001). The issues range from adoption of e-commerce to its cost-benefit analysis depending upon the size of the organization adopting it. There is a lot of work in the Indian context in this area. The main issue is the adoption of E-business technologies.

- 1) What are the determinants of adoption of information technology (IT) in India? (Lal, 2005; Tarafdar & Vaidya, 2006a).
- 2) What are the determinants of the adoption of e-business technologies by retail/ manufacturing firms in India? (Anand & Kulshreshta, 2007; Lal, 1999).
- 3) What efforts can make enterprises Internet-ready in process industries in India? (Rao, 2002).
- 4) Which are the normative and cognitive institutions affecting a firm's e-commerce adoption? (Kshetri, 2010).
- 5) Which are the organizational factors acting as challenges in the adoption of e-commerce technologies in India? (Tarafdar & Vaidya, 2006b).
- 6) What are the differences in ongoing technology adoption behavior of foreign-owned and domestic firms in India? (Vishwasrao & Bosshardt, 2001).
- 7) What are the benefits versus costs of e-commerce for being adopted and used in an organization? (Lu, 2003 ; Mora-Monge, Azadegan, & Gonzalez, 2010).
- 8) What is the importance of customer relationship management in E-commerce? (Kevork & Vrechopoulos, 2009).
- 9) How E-commerce can be applied to small and medium sized enterprises? (Jahanshashi, Khaksar, Paghaleh, & Pitamber, 2011).
- 10) How can B2C e-commerce firms adapt to the cultural content of the customers? (Singh, Kumar, & Baack, 2005).

b) Implications for Policy Makers in E-Commerce: The revolutionary development of network technologies launched electronic commerce as a global phenomenon. Consequently, the policy issues that arise from its use create new responsibilities for policy-makers world-wide. Apart from the technical and regulatory challenges that need to be tackled, there are a number of social concerns that also need consideration. Papazafeiropoulou and Pouloudi (2001) were of the opinion that policy implementation for electronic commerce is a complex process since policy makers and national governments in their majority have to act in a fast-changing environment. The following issues were identified in the available literature:

- 1) What are the various factors affecting the growth of retailing on the Internet? (Sindhav & Balazs, 1999).
- 2) Which are the important challenges and choices for e-commerce in India? (Kuthiala, 2002).
- 3) In social issues in e-commerce, what are the implications for policy makers? (Papazafeiropoulou & Pouloudi, 2001).
- 4) What are the socioeconomic influences of e-commerce adoption in India? (Sharma & Gupta, 2003).
- 5) What is the regulatory framework to provide Internet security for consumers at various levels? (Tripathi & Dubey, 2006).
- 6) Which are the state of art payment systems in the age of e-commerce, and what is the role of governments and banks in this regard? (Singh, 2009).

c) Global E-Commerce: Global e-commerce is expanding rapidly, but for many companies, it is still a challenge (Singh, Alhorr, & Bartikowski, 2010) due to the following reasons:

- ✍ Lack of skills for successful web localization efforts.
- ✍ Lack of knowledge and application of tools to achieve web localization.
- ✍ Geo-political and regulatory uncertainties.
- ✍ Lack of understanding relating to cultural customization of international websites.
- ✍ Dearth of professionally trained workforce to handle web localization efforts.

The existing material addresses the following issues:

- 1) How can global e-commerce bridge the world markets? (Singh et al., 2010).
- 2) Convergence of globalization, networks, and innovation - are they global megatrends on the web? (Singh, Bartikowski, Dwivedi, & Williams, 2009).
- 3) Has e-commerce been adopted successfully by developing countries in the Asia-Pacific region? (Datta, 2011; Javalgi, Wickramasinghe, Scherer, & Sharma, 2005).
- 4) What is the digital divide in global e-commerce, and what are the strategies to bridge the divide? (Iyer, Taube, & Raquet, 2002).
- 5) Can there be a framework to understand and overcome the trust barrier in global e-commerce? (Aljifri, 2003).
- 6) Which works better-localization or standardization for e-commerce on the global platform? (Alhorri, Singh, & Kim, 2010).
- 7) Can the Internet lead to cultural approximation of the international markets? (Martinez-Lopez, Sousa, & Gazques-Abad, 2011).
- 8) What is the composite model for e-commerce diffusion, integrating cultural and socioeconomic dimensions? (Yap, Das, Burbidge, & Cort, 2006).

d) Comparison of E-Commerce Among Different Countries: There is a lot of literature available for comparison among countries. This comparison is mainly on two grounds - comparison of e-commerce between developing and developed countries, and comparison of e-commerce amongst developing countries.

- 1) How can e-business be compared between India and China as the emerging economies of tomorrow? (Raven, Huang, & Kim, 2007).
- 2) How is e-business in developing countries - India, Russia, and Latin America? (Hawk, 2004).
- 3) What is the level of technical diffusion in India and Mexico for comparison of e-commerce? (Vishwanathan & Pick, 2005).
- 4) What are the consumer perceptions of e-commerce in U.S. and India? (Slyke, Belanger, & Varadharajan, 2005).
- 5) What are the cultural considerations for Internet shopping in India and Australia? (Adapa, 2002).
- 6) What are the differences among the customers in U.S. and India in disclosing personal information online? (Gupta, Iyer, & Weisskirich, 2010).
- 7) How does consumers' perception of website adaptation differ among German, Chinese, and Indian users? (Singh, Fassot, Zhao, & Boughton, 2006).
- 8) Is there a need to include national culture as a central issue in e-commerce trust beliefs? (comparison of U.S. and Israel) (Gefen & Heart, 2006).
- 9) Does consumer ethnocentrism exist online as it does offline? (comparison of e-commerce users in U.S., South Korea, and India) (Kwak, Jaju, & Larsen, 2006).

e) Consumer Behavior in E-Commerce: Consumers' decision-making process has changed with the introduction of the Internet as an alternative channel for shopping. E-tailing is an emergent area of nascent organized retailing in India. There are several determinants of shopper behavior such as convenience, customer service, trust, web store environment, and web shopping enjoyment. There is a lot of literature for consumer behavior in e-commerce, which

can provide fruitful insights into the factors determining the prospects of e-tailing that can benefit academicians as well as marketers (Prasad & Aryasri, 2009).

- 1) What is the conceptual framework for creating customer value in e-retailing in India? (Mishra, 2009).
- 2) Is there an integrated model to examine online purchase intentions in B2C e-commerce? (Ranganathan & Jha, 2007).
- 3) What are the determinants of shopper behavior in e-tailing? (Prasad & Aryasri, 2009).
- 4) How do customers select products on the Internet? (Mohanty & Aouni, 2010).
- 5) How are personality traits of users related to effectiveness of presentation of product information in e-business systems? (Jahng, Jain, & Ramamurthy, 2002).
- 6) Can interaction richness affect consumer attitudes and behavior intentions in e-commerce? (Jahng, Jain, & Ramamurthy, 2007).
- 7) What is the browsing behavior of customers for searching products online? (Kim, Albuquerque, & Bronnenberg, 2011).
- 8) What are the factors influencing the adoption of web-based shopping? (Skyle, Belanger, & Comunale, 2004).
- 9) Why do shoppers abandon the e-cart? Analysis of perceived waiting time, risk, and transaction inconvenience. (Rajamma, Paswan, & Hossain, 2009).
- 10) How do visual aesthetics affect consumer responses in the online shopping environment? (Wang, Minor, & Wei, 2011).
- 11) What are the key factors driving customer satisfaction and loyalty in e-markets? (Anderson & Swaminathan, 2011).
- 12) What are the changing trends in online buyers in India? (Kiran, Sharma, & Mittal, 2008).
- 13) What is the Indian experience for website design, trust, satisfaction, and e-loyalty? (Cyr, Kindra, & Dash, 2008).
- 14) What are the privacy concerns of online Indian customers? (Bandopadhyay, 2011).
- 15) Do internet mavens exist in India? If yes, what is the demographic profile of the Indian internet maven? (Krentler & Singh, 2009).
- 16) Is price-discrimination possible in e-commerce? If yes, how do customers react to the various techniques of price discrimination? (Hinz, Hann, & Spann, 2011).
- 17) Do gender differences lead to differences in innovativeness of young urban Indian online shoppers? (Handa & Gupta, 2009).

f) Promotions and Marketing Strategies in E-Commerce: According to Kureshi and Vyas (2005), the Internet as a medium is endowed with unique characteristics that has assisted the growth of e-commerce, and in turn increased use of net-based sales promotions.

- 1) What are the practices, perceptions, and avenues of net based promotions? (Kureshi & Vyas, 2005).
- 2) What are the current trends in Internet marketing? (Mastacan, 2009).
- 3) What are the customers' reactions to marketing communications in the new interactive market space? (Ozvem, Howell, & Lancaster, 2008).
- 4) What is consumer attitude of Indian users for e-mail advertising? (Zia, 2009).
- 5) What are the perceptions of senior executives of Singapore for B2C online marketing strategies? (Teo & Tan, 2002).

g) Personalized Architectures for E-Commerce Consumers: The advent of electronic commerce provided a variety of opportunities for customers in selecting products of their choice. However, customers are often overwhelmed by

the information overload before they select the products that satisfy their needs (Krishnamurthy, 2004). Hence, if there can be any personalized guidance for customers engaged in electronic buying, it can be of immense help. The following articles were found in this regard:

- 1) What can be the framework of agent-based personalized recommender system for e-commerce? (Krishnamurthy, 2004).
- 2) What will be the architecture to support scalable online personalization on the web? (Datta, Dutta, VanderMeer, Ramamritham, & Navathe, 2001).
- 3) What will be the architecture of a one-stop web-window shop? (Marathe & Diwakar, 2000).
- 4) How will task domain affect product search in e-commerce? (Toms, Freund, Kopak, & Barlett, 2003).
- 5) How can the example based search tools be evaluated? (Pearl & Kumar, 2004).

h) E-Banking and E-Insurance: In the world of banking, the development of information technology has an enormous effect on the development of more flexible payments methods and more - user friendly banking services. Internet banking involves the consumer using the Internet to access their bank account and to undertake banking transactions (Dixit & Datta, 2010). The following works were found with regards to e-banking and e-insurance:

- 1) What are the determinants of Internet banking adoption by banks in India? (Malhotra & Singh, 2007).
- 2) Have users accepted e-banking/mobile banking in India? (Dixit and Datta, 2010; Singh, Srivastava, & Srivastava, 2010).
- 3) What is the profile of Internet banking users in India? (Ravi, Carr, & Sagar, 2006).
- 4) Does e-banking create value for users? (Safeena, Abdullah, & Date, 2010).
- 5) What is the impact of awareness of customers on their satisfaction in using E-banking? (Keswani & Chaturvedi, 2009).
- 6) What is the role of consumer personality in determining preference for online banking in India? (Khare, Khare, & Singh, 2010).
- 7) What are the future prospects of e-commerce in the Indian insurance industry? (Dasgupta & Sengupta, 2002).

i) Tourism and the Internet: For some time, tourism has been recognized as an information-based and information-intensive industry that is well-suited to information and communication technologies. Most large tourism operators such as hotels, car rentals, and tour operators have adopted the Internet, using the medium to distribute their products through their websites, improve communication, and create alternative distribution channels (Karanasios & Burgess, 2008). Though the Internet and tourism are closely related, much literature was not found in this regard. A search in marketing and e-commerce journals could be one possible reason. Interested researchers can go through tourism specific journals for such work. However, the following works were available:

- 1) How is the Internet adopted as a medium for the tourism industry in the developing world? (Karanasios & Burgess, 2008).
- 2) What is the online destination image of India from the consumer based perspective? (Dwivedi, 2009).

j) Services and the Internet: With greater penetration of the Internet, and the invention of new processes to service consumers through the electronic media, consumers rely increasingly on online sellers and service providers for even the most rudimentary tasks and services. Every day, newer and more novel services are being invented and adopted to be delivered through the Internet (Sahadev & Purani, 2008). The following research articles were available with regards to e-services:

- 1) What are the critical success factors for electronic services in the developing countries? (Simon, 2004).
- 2) What will be the result of e-service quality on their success? (Sahadev & Purani, 2008).

3) What is the Indian scenario of e-tailing of services? (Rahman & Bhattacharya, 2002).

A few other studies were found in the C2C and G2C context. As they do not fall in place within the context of the present study, they were not considered.

Scope for Further Research

There are enough factors to suggest that online sales of products and services will increase in India. These factors could include increasing Internet penetration, increasing access to the Internet in India using smartphones and tablets, increasing use of social media networking for product reviews and recommendations, increasing credit card penetration, increasing advertisements for online buying sites on television, online companies providing benefits such as huge discounts, cash on delivery facility, company-owned delivery services, and customer-friendly return policies (Internet World Statistics, 2012). As online sales increase in India, marketers as well as researchers would be interested in the scope of further research in the field of B2C e-commerce. Based on the segregation of e-commerce research, further studies can be suggested. Further studies can be based on the following criteria:

- 1) Extensions of existing work.
- 2) Criticisms of existing work.
- 3) Arguments against the existing work.
- 4) Relate two works in an existing context.
- 5) Relate two works in a different context.

The suggested topics under the various areas are as under :

a) Organizational Viewpoint of B2C E-Commerce: Based on the existing literature, researchers can try to explore the following :

- 1) Comparisons of industries/firms as adopters v/s non-adopters of e-commerce and reasons for the same (A study of firms of different size and industrial sectors can be undertaken).
- 2) Cost-benefit analysis of particular industries/firms as adopters v/s non-adopters of e-commerce.
- 3) Comparing same/similar organizations' B2C e-commerce initiatives and success in different countries to understand local factors and its impact on e-commerce.
- 4) E-commerce adoption according to the ownership type of the organization (public v/s private).
- 5) Long term benefits of e-commerce adoption on the bottom-line of organizations.

b) Implications for Policy Makers in E-commerce: The following factors need to be considered by marketers and policy makers of e-commerce:

- 1) The role of the government in implementation of B2C e-commerce in India and its comparison with e-commerce policies in other countries.
- 2) Study of the existing laws for Internet crimes and their applicability in India.
- 3) Comparison of cyber laws in India with other countries.
- 4) Exploring the technical possibilities for firms to secure networked information in order to boost B2C e-commerce when trust is the biggest barrier (However, this issue overlaps IT and management).
- 5) Study of e-commerce policies for healthcare and education in India and other developing countries.
- 6) Study of various global socioeconomic influences of e-commerce adoption.
- 7) Segregate the e-commerce industry according to industry type, size, and ownership in India and compare it with other countries.

8) Study of the banking and electronic infrastructure for electronic payment systems in India, and comparison of developing and developed countries in this context.

c) Global E-Commerce: The following issues can be taken up for further research in the area of global e-commerce:

- 1) Study of groups of countries/cultures with consistent and increased use of the Internet, and examining the relationship between diffusion of the Internet and increased cultural convergence.
- 2) E-commerce adoption study which differentiates adoption behavior across developing countries instead of putting all under an umbrella.
- 3) Influence of e-commerce diffusion on global outsourcing, FDI, and international trade.
- 4) A model for specific countries to develop specializations in areas of e-commerce based on their unique environment, for example, Thailand for tourism.

d) Comparison of E-Commerce Among Different Countries: Further research areas may include the following:

- 1) Reasons for differences in adoption, diffusion, disclosing personal information, ethnocentrism, and so forth can be studied and remedies can be suggested in the context of e-commerce.
- 2) Comparison of various trade zones and various continents for e-commerce.

e) Consumer Behavior in E-Commerce: The following areas of research emerged from the existing literature:

- 1) Differences in customer value drivers for e-commerce across various products and services.
- 2) Design of a new customer value model as new benefits and costs of e-commerce may evolve with new technology.
- 3) Role of Indian Internet mavens in information gathering and consumer decision making for online and non-online population.
- 4) Regulatory and organizational remedies to help customers disclose more information online to tap the potential of the huge Indian online market.
- 5) Importance of aesthetics in online shopping environment across various product and service categories.
- 6) The effect of audio, visual, and physical store environment on online purchase and satisfaction.
- 7) Comparative influence of demographic factors like age, education, profession, income, and religion on innovativeness of online shoppers.
- 8) Comparing online v/s non-online shoppers using the innovativeness criterion.
- 9) Study of online product search with heterogeneous consumer sets.
- 10) A study of how choice sets are generated for buying products online from pre-purchase browsing and final purchase.
- 11) Long term effects of price-discrimination in e-commerce.
- 12) Differences in the role of trust in adoption of web-based shopping across diverse cultures.
- 13) Study of website design across large populations to study website perceptions for e-commerce users.

f) Promotions and Marketing Strategies in E-Commerce: The following suggestions for future research studies can be made on the basis of existing literature:

- 1) A study of evaluation criteria of net based promotions to understand promotion effectiveness.
- 2) Comparative studies of Indian and foreign websites with respect to promotion effectiveness.
- 3) Differences in adoption of digital marketing strategies between B2C firms in India and their foreign counterparts.

- 4) Ways to increase reach and effectiveness of net based advertising.
- 5) Effect of online marketing strategy on customer loyalty or satisfaction.
- 6) Online marketing strategies of different product categories or even e-commerce categories.
- 7) Reasons and results of the increasing trend of advertising of online buying sites on specific media such as television.

g) Personalized Architectures for E-Commerce Consumers: The following topics emerged from the existing literature on this highly specialized section of e-commerce:

- 1) A study of model design based on precision, recall, and accuracy for recommending in e-commerce markets.
- 2) The above mentioned system may be tested for high involvement products to evaluate it thoroughly.
- 3) The creation and use of several one-stop web window shops for specific product categories such as home furnishings, travel planning, grocery shopping, and so forth - to increase the commercial viability of one-stop web shops.

Several other topics emerged from the reading of the articles mentioned in this category, but they came under information technology and not under commerce. Even the above mentioned three topics will rely heavily on IT. They do not fall under the scope of e-commerce research from the management perspective. Therefore, those topics have not been mentioned intentionally.

h) E-Banking and E-Insurance: There is ample literature available on e-banking in the Indian context. Future research studies can consider the following areas :

- 1) Study of characteristics of adopters and non-adopters of mobile banking, understanding the barriers that prevent customers from using mobile banking services.
- 2) Strategies to be adopted by banks to improve e-satisfaction and e-loyalty for online banking.
- 3) E-banking awareness, adoption, and satisfaction studies for users in Indian cities and inter-city comparison.
- 4) Study the online banking site attributes most important to users such as navigability, hyperlinks, instructions, and help.
- 5) Comparison of websites of public and private sector banks.
- 6) Study of what online banking features appeal to which type of user personalities.

i) Tourism and the Internet: Future research works can consider the following areas :

- 1) Study of characteristics of adopters v/s non-adopters of Internet tourism.
- 2) Differences in Internet adoption for tourism between developing and developed countries.
- 3) Study on biased and fake information on the Internet for tourism.

j) Services and the Internet: The available literature leads to following scope for future research:

- 1) The electronic viability of small scale service providers.
- 2) Study of characteristics of services which are cyber-deliverable or otherwise.
- 3) Role of the government in promoting e-services in developing countries.

Conclusion

The basic purpose of this analysis was to identify gaps in the current literature and to highlight opportunities for future research studies. As can be seen from the above discussions, there has been much work in the area of B2C e-commerce, even in the Indian context. There is ample literature available from the organizational viewpoint, on global e-

commerce, comparison of two or more countries, and consumer behavior in e-commerce markets and e-banking. There is a surprising lack of literature on policy framework and its implications, governance and corporate as well as social responsibility in e-commerce, promotional and pricing structures in e-businesses, personalized recommender systems, e-insurance, Internet adoption in tourism, e-services, supply chain and distribution systems among others in the Indian context. The road ahead seems to be quite long for future work.

The analysis in this article suffers from the following limitations:-

- 1) As mentioned earlier, this work is not a complete list of research articles in this area. There are many more not considered here which can be searched and worked upon by future researchers.
- 2) I have not considered the books on e-commerce which could also be a mass of literature relevant to further research studies in this area.
- 3) There are research centers for e-commerce at several universities in the developed countries. These centers and their specific contributions have not been mentioned.
- 4) This work does not analyze the numbers important for B2C e-commerce in India, which may include data about Internet penetration in India, size of current B2C e-commerce in India, forecast for the future, and infrastructure and policy measures implemented by the government for the development of B2C e-commerce in India.

To conclude, the current work can definitely motivate e-commerce research in India, which may benefit the organizations, individuals, and the country as a whole.

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