This chapter reviews the existent literature relating to the three parent disciplines of this research, namely, e-commerce, the retail industry, potential of e-retailing and e-retailing success factors and barriers.

Spiller, P., Lohse, G. (1997) completed work on “A Classification of Internet Retail Stores”. Their work presents a classification of on-line retail stores based upon convenience sample of 137 Internet retail stores. Their research identified five different on-line store design strategies: Super Stores, Promotional Stores, Plain Sales Stores, One Page Stores and Product Listings. They differ mainly in terms of the store’s size, the quantity of extra information and appetizers, and the interface design including consistency, page lengths, image sizes and navigation capabilities.

Alba, Lynch, Weitz, Janiszewski, Lutz, Sawyer and Wood (1997) suggest that a key difference between online and offline shopping is the ability of online shoppers to obtain more information about both price and non-price information as a result of reduced search cost. Because consumers are able to obtain more price information online and compare across online retailers with a few clicks, they are more likely to shop online when the price of a product is high rather than low as it saves consumers from having to go out to acquire the cheaper options.
Hossain, N. (2000). studied E-Commerce in Bangladesh: Status, Potential and Constraints. The objective was to study the status, statutes, potential and constraints to e-commerce development in Bangladesh. He found that the potential for use of e-commerce by Bangladeshi consumers and businesses with foreign firms is much brighter, and can play an important role in boosting the country’s exports. He added that lack of awareness among the policymakers was a major restraint in introducing e-commerce. He concluded that Bangladesh must liberalize the telecom and IT sector, along with that country’s financial and commercial procedures must be reformed for the successful implementation of e-commerce. For the success of e-commerce the Bangladeshi companies have to attain internationally accepted certification on quality control, competitive price and timely delivery. The major constrains to execute e-commerce successfully in Bangladesh were too few telephone connections, absence of a strong independent regulatory body for the telecommunication sector, Interest rate ceiling on export loan and absence of encryption law that precludes acceptance of digital signature.

Morrison and Firmstone (2000). looked at the social function of trust and its implications for e-commerce. They identify different components of trust building online and the potential trust problems that exist in the online environment. Firstly, the authors distinguish between personal and abstract trust. Personal trust is the trust that exists between close individuals in that they will perform in line with the aspirations of that person. Abstract trust is trust in systems; they refer to it as trust in organizations, markets and state systems. In the case of online shopping, personal trust could be the trust that exists between the consumer and the (r)etailer. Abstract trust could be the trust that exists between the consumer and the Internet as a shopping medium.

Massagli, M. (2000) studied “E-Tail V/S Retail: The Future of Downtown Regional Shopping Centre”. The objective was to explore potential impacts of E-Retailing on place based shopping. The researcher has collected data by taking interview of professionals selected from the field of retail, planning and real estate. The researcher has analyzed five
factors. They are experiential components, sense of place, community benefits, exterior & interior layout and accessibility and convenience. The result revealed that E-Retailing couldn’t substitute the traditional shopping. Further he said that in future both the retailing format will merge and develop a hybrid retail format.

Persson, C. (2001). studied “Strategies for enhancing consumer interaction in electronic retailing”. The objectives of his study were to examine the potential for e-commerce by identifying and analyzing factors that are important for the consumers in making use of the new medium. The results of the studies indicate that all three strategies can give important contributions to the establishment of ease-of-use in e-commerce. The Multi-Channel Retailing strategy seems to be the most useful strategy in the short run. The Analytical technology strategy and the Hypermedia interface strategy have the potential to become important strategies in the future of e-commerce.

Prassas, G., Pramataris, K., Papaemmanouil, O. (2001). studied Dynamic recommendation in e-retailing. The objective was to study the application of recommender systems for electronic retail sites and forms (Shopping list recommendations, Recommendations at check-out, Product assortment) that online recommendations. They have studied the techniques mainly used for the automatic generation of recommendations that is data-mining and collaborative filtering. They have developed a hybrid recommendation model that combines both data mining and collaborative filtering techniques.

Gunnesson, T., Soderlund, K. (2001). completed work on Creating competitive advantage in mature e-retailing market. The purpose of the study is to know the sources of advantage that make e-retailer offering better than competitors’ e-retail offering. They have collected data by taking interview of five consultants from three consultancy firm. They found that the company should transfer the advantages gained in the e-retail arena to strengthen competitive position in retailing as a whole.
Kolsaker and Payne (2002) studied gender based trust concerns in e-commerce. They have done survey of 150 people split 75 male and 75 female by using convenience sampling. They found that gender did not influence trust levels in online shopping. They break down online trust into three elements—security, integrity and confidentiality. They identified that consumers are concerned with the security of payment details online. They also found that consumers are also concerned with confidentiality in terms of the privacy of personal information given over the Internet.

Chiang and Dholakia (2003) carried out a survey amongst 147 adults to examine consumers' intention to shop online during the information acquisition stage. The study incorporated three essential variables that were likely to influence consumer intentions: a) convenience characteristic of shopping channels, b) product type characteristics, and c) perceived price of the product. They found that convenience and product type influence consumer intention to engage in online shopping. When consumers perceived offline shopping as inconvenient, their intention to shop online was greater.

Kim, D., Yang, Z., Jun, M. (2003) have studied Customers’ perceptions of online retailing service quality and their satisfaction. The objective of their study was to identify key underlying dimensions of online retailing service quality as perceived by online customers. For the study purpose they have indentified six key online retailing service quality dimensions as perceived by online customers which were reliable/prompt responses, access, ease of use, attentiveness, security, and credibility. They have prepared questionnaire as data collection tool and done the survey of 260 full time and part time MBA students and undergraduate students of USA. The finding of this research confirmed that there is a strong and positive relationship between online retailers’ service quality and their customer satisfaction. They found that three dimensions, reliable/prompt responses (service), attentiveness, and ease of use, had significant impacts on both customers’ perceived overall service quality and their satisfaction. They also suggest online retailers implement information systems that integrate all their online and offline
operations to improve their delivery performance. Along with that online retailers must have enough staff members to answer customers’ diverse questions via telephones and e-mail.

Colby, D. (2004). studied *E-Retailing: The Real Story*. Their objective of the study was to highlight some of the considerations and concerns of creating an E-Retail business. They found that the industry will continue to grow and offer tremendous opportunities to the entrepreneur that is willing to invest the time and effort required to make a business a success. They found that the Internet can be fun and offers the challenge of an ever-changing environment.

Plessis, P., Mostert, P., North, E. (2004). studied *Period of Internet Usage: An Indicator of the Buying Behavior of Internet Users*. They have studied the relationship between the Period of Internet usage and Online buying pattern of Consumer. They have used data collection method and 1005 responses were received. They found that the period of Internet usage significantly influenced the decision to purchase via the Internet. Another finding was that the period of Internet usage significantly influenced whether those shopping on the Internet searched for, or considered searching for, product and service information online prior to purchasing from non-Internet-based sellers.

Asim, M., Hashmi, Y. (2005). completed work on *E-LOYALTY*. The purpose of the study was to gain deeper understanding of how to create loyal customers on website. They have adopted case study approach to investigate two website. The data were collected through Personal and Telephonic Interview. They found that companies providing online service must first identify the means to increase the overall Interactivity of their website and then begin to consider towards customer loyalty.

Maarten C.W. Janssenand Rob van der Noll (2005). studied *Internet retailing as a marketing strategy* from Erasmus University Rotterdam and Tinbergen Institute. Their
study provides a theoretical framework that analyzes firm’s incentives to sell online and the extent to which consumers will substitute the Internet for the conventional retail channel. The research reveals that the main reason consumer prefer to purchase online is the fact that they do not have to travel a physical distance. Factors like payment method, delivery time play a vital role for the consumer to decide whether to choose online or from traditional shopping.

Wang, M. (2005). has done a research on A study on B2C consumer behavior model from Department of Industrial Engineering and Engineering Management, National Tsing Hua University. The purpose of this study was to develop a complete and detailed consumer behavior model for B2C electronic transactions. He has developed a B2C consumer behavior model, the Ten-Step Model which was completely highlighting the important steps during e-shopping. He has suggested that the service providers must focus from the consumer’s point of view instead of from seller’s point of view.

Rotem-Mindali, O., Salomon, and I. (2006). have studied The impacts of E-retail on the choice of shopping trips and delivery: Some preliminary findings. The objective of the study was to develop a conceptual model of the decisions households make with regard to information gathering, purchase transactions and delivery mode. To collect data, they have developed a structured questionnaire and respondents were asked to assess a large variety of aspects concerning their shopping habits, preferences as well as attributes concerning their accessibility to and usage of IT-based applications. They found that a number of respondents use internet to collect the information before purchasing product. Study also revealed that the major reason to purchase online was the cheaper price of the product followed by busy schedule.

Collier, J., Bienstock, C. (2006). studied Measuring Service Quality in E-Retailing. The objective of the study was to develop a framework for how customers judge e-service quality by looking at quality evaluations in the process, outcome and recovery of a
service experience in e-retailing. For the same, they have developed a questionnaire containing three major sections. They have done the survey of 266 respondents. In Section 1, the respondents were asked to recall the last transaction that they have made with e-retailer and questions related to the process and outcome quality were asked. Section 2 asked the respondents to respond to service recovery questions if they had experienced a problem with their transaction. Section 3, which asked satisfaction, behavioral intention, and demographic questions. The result revealed that process quality of an e-service experience plays a crucial role in the overall evaluation of e-service quality. So service providers need to be aware that a bad experience in the e-service process can have a ripple effect with subsequent evaluations of the service experience. If a customer has a bad experience in regards to the interactivity or functionality of the website, then a customer might make an overall eservice quality judgment even before a transaction took place.

Mostaghel, R. (2006). studied *Consumer Satisfaction: Service Quality in Online Purchasing In Iran*. They have conducted a survey of 500 respondents with the help of Questionnaire. They have studied the most dimensions of service quality that affects consumer satisfaction in online purchasing in Iran. They found that the most important factor in service quality is fast access followed by design of website and 24*7*365 user accessibility and brand image of service provider.

Xuan, W. (2007). completed work on *Factors affecting the achievement of success in E-Tailing in China’s retail Industry: A case study of the Shanghai Brilliance Group*. In his research he studied how is e-tailing being used in the Shanghai Brilliance Group. He also studied the barriers to the implementation of e-tailing in the Shanghai Brilliance Group and factors for achieving successful e-tailing in the Shanghai Brilliance Group. The major findings were e-commerce is poorly implemented in the Shanghai Brilliance Group and its subsidiaries. He also found nineteen barriers that can be further divided into two categories, namely, external barriers and internal barriers for the implementation of e-tailing in the Shanghai Brilliance Group. Major external barriers to e-retailing were high
cost of internet access, lack of efficient payment facilities and banking services, advanced retail network and lack of trust towards e-retailer. Major internal barriers were senior management commitment to e-commerce, knowledge towards e-commerce, IT expertise, profit objective and organizational culture.

Sinha, P., Kar, S. (2007). studied An Insight into the Growth of New Retail Formats in India. Their study investigates modern retail developments and growth of modern formats and challenges and opportunities available to the retailers to succeed in India. They conclude that it is not all about deciding the format but all about serving the consumer better, faster and at less cost. The most important issue in e-tailing is credibility and trustworthiness of the supplier. They added that consumer is the focus of retail business and the retailers should serve the consumer better, faster and at less cost.

Araghchi, S. (2007). studied Service quality, customer satisfaction, customer experience and behavioral intention in Iranian retail store. The objective of the study was to investigate and determine the nature of service quality construct and its relationship with these of Customer Satisfaction, Customer Experience and Behavioral Intention. The study also aim to identify which dimension that is best predictor of service quality, in terms of generating the outcome that identifies the dimension regarding service quality in Irani Retail store. The researcher has done the survey of 500 respondents with the help of questionnaire as a data collection tool. The major findings were reliability of the store and its service plus responsiveness are the most important dimensions in compare with other three dimension.

Brown, B., Oleksik, G., Bisdee, D (2007). studied Consumer attitude review internet shopping. The aim of the research was to establish how consumers perceive the internet as a sales channel, the reasons for using it or not using it, how consumers use the internet to purchase goods/services and their experiences of such use. The study investigates the
factors affecting internet purchasing behavior such as consumer attitude, belief, personality, nature of website and so on.

Devendra P.S (2007). has done study on *Is Retailing in India Boon or Bane*. He has done the study with the help of secondary data. He found that rising disposable income in the middle class and lower middle class with an increase in employment opportunities for young adults in IT and IT enable sectors are the major reasons for growth in retail sector in India. He added that along with serving the needs of upper class people, organized retailers should also focus on satisfying needs of lower class people too.

Tractinsky, N., Lowengart, O. (2007). studied *Web-Store Aesthetics in E-Retailing: A Conceptual Framework and Some Theoretical Implications*. Their study examines the role of aesthetic design in Web-based stores. They found that web-store designer should take into consider both classical and expressive dimensions at a time of developing website. The classical dimension was associated with clean and orderly design and with user perceptions of the website’s usability. While expressive dimension represent designs perceived by users to be original and creative. The website aesthetics should be designed by focusing on type of merchandise they sell and type of customer they target. So e-retailers should tailor their web-store design according to the combinations of consumer and product characteristics.

Mohanty & Panda (2008). opines about retailing as a sector of India occupies important place in the socio-economic growth strategy of the country. India is witnessing retailing boom being propelled by increasing urbanization, rising purchasing power parity (PPP) of ever growing India’s middle class, changing demographic profiles heavily titled young population, technological revolution, intense globalization drive etc.

Srivastava, R. (2008). studied *Changing retail scene in India*. The purpose of the study was to study changes in retail taking place in India in view of many MNCs and large
industries entering into this segment. He has used secondary data for the study purpose and collected data from industry sources which included national and international published sources from 1993-2006. He found that there is an impact of modern retail on traditional retail players. He added that malls with multiplexes such as cinema theatres, food courts, and play places for children are becoming the centre for family outings. He further said that small retailers have also improved their service to stay in the competition. Services like credit limits and home service are helping them to hold on to their customers.

Joseph, M., Soundararajan, N., Sabu, S. (2008). studied *Impact of Organized Retail on Unorganized Retail*. The objective was to study impact of organized retail sector on unorganized retail sector. They have collected data from 2020 unorganized small retailers across 10 major cities; 1318 consumers shopping at both organized and unorganized retail outlets; 100 intermediaries; and 197 farmers. Detailed interviews were also carried out for 12 large manufacturers, 20 small manufacturers and six established modern retailers. The major findings of the study show that unorganized retailers in the vicinity of organized retailers experienced a decline in their volume of business and profit in the initial years after the entry of large organized retailers. The adverse impact on sales and profit weakens over time. There was no evidence of decline in overall employment in the unorganized sector as a result of entry of organized retailers. They further added that there is competitive response from traditional retailers through improved business practices and technology upgradation.

Othman, N. (2008). studied *Integrating consumer trust in building an e-commerce website*. His research aims to find a practical solution on how to integrate trust during the design and development process of an e-commerce website. The research examines consumers’ trust and behavior by understanding the concept of trust, reviewing several trust related models, mechanisms. He found that consumer characteristics have direct influenced on consumer purchasing intentions while web merchants should have
trustworthiness characteristics such as ability, integrity and benevolence for consumer to evaluate and decide.

Akash (2009). says that Retail business in India, as anywhere else in the world, plays a crucial role in an economy. Retail in India has the potential to add value over Rs 2,00,000 crore ($45billion)business by the year 2010 generating employment for some 2.5 million people in various retail operations and over10 million additional workforce in retail support activities including contract production and processing, supply chain and logistics, retail real estate development and management. Gibson, CEO Retail Association of India opines (2007) that modern retailing today is growing faster than expected while the current growth rate is around 30 percent, the sector is expected to grow at 40- 50 percent on a year basis.

Delafrooz, N., Paim, L., Haron, S., Sidin, S., Khatibi, A. (2009). studied Factors affecting students’ attitude toward online shopping. The aim of their study was to examine the significance of attitude toward online shopping. They have adopted questionnaire as a data collection tool and done survey of 500 post graduates students with the help of random survey. They have studied factors related to online shopping orientation (includes Utilitarian Orientation and Hedonic orientation) and perceived benefit (includes Homepage, Wider selection, Price, Customer service, fun) that affect attitude toward online shopping. The findings suggest that utilitarian orientations, convenience, price and wider selection are an important determinant of consumer’s attitude toward online shopping.

Chari, A., Raghavan, M. (2010). studied Foreign Direct Investment in India’s Retail Bazaar: Opportunities and Challenges. The study was based on secondary data. The study found that the potential benefits from allowing large retailers to enter the Indian retail market may outweigh the costs. Entrance of large foreign discount store retailers
could help tackle inflation. Technical know-how from foreign firms will improve supply chain in India.

Dash, M. (2011). studied *Next-Generation Retailing in India: an Empirical Study Using Factor Analysis* with objective to find out the factors of next-generating retailing. The questionnaire was designed to collect data. 200 samples were selected with simple random sampling method from Visakhapatnam. He has analyzed 14 variables for study purpose and with help of factor analysis method; he has developed three groups which include technology, innovative format decision and Customer Centricity. On the basis of analysis, he defined "Next-Generation Retailing" as "the newer and younger generation of organized retail industry evolution which is multidimensional and far more advanced than its previous generations.

Howes and Davies (n.d.). argued that three purchasing activities: search for products, management of search criteria, and comparison of found products, are important for Internet shopping., Bickerton, B. Pardesi *et al.* (2000) note that not all products and services are equally suited to be sold via the Internet. Greenbury, in Maruca (1999) supports this view by stating that people will increasingly want to shop on the Internet for at least a certain range of products because of convenience. Therefore, marketers are interested in understanding the relationship between a consumer’s choice of channel and the information search via the Internet.

Zaveri, B. (n.d.). has done study on *Online versus offline shopping activities of female internet users in selected cities of Gujarat*. She has conducted her study in four major cities of Gujarat which are Ahmadabad, Surat, Vadodara and Rajkot with 650 respondents participating in it. The findings of the study revealed that female shoppers in Gujarat prefer to buy books, flowers, computer software, book railway tickets and do banking through internet. When it comes to products like clothes, accessories or shoes,
female buyers use internet to collect primary details only, but opt to buy them from the store instead of placing an order online.

Tripathi, A. (n.d.). studied *Emerging trends in modern retail formats & customer shopping behavior in Indian scenario: A Meta analysis & review*. The objectives of the study were to explain the emerging trends in the development of Modern Retail formats in Indian Context and the Consumer Shopping Behavior among the Modern Retail Formats with special reference to Delhi & NCR. The empirical data has been collected with the help of secondary data as well as Primary resources by taking the interview of shopkeeper from selected malls. He has also studied the Factors affecting shoppers’ behavior. The outcomes of the study were Indian consumers are still family-driven entities and more sensitive to quality, customer service and status. Study also revealed that Retailers would have to provide new delivery formats and value shopping to customer. It is also observed that in the changing retailing environment, understanding the psyche of customer is critical to success in retailing.

Albarq, A. (n.d.). studied *Intention to shop online among university students in Jordan*. The aim of the research was to study the acceptance level of internet shopping among higher learning institution particularly in Jordan. The study investigates possible factors that influence consumer Internet intention towards students’ online shopping behavior in Jordanian university. He has analyzed factors like usefulness and ease of use that influence students buying intention. He found the relationship between perceived usefulness and attitude was positive and there was also a positive relationship between perceived usefulness and intention to shop.

Yashaswi(n.d.). studied *e-Retailing: Is India ready for it?* He said that the ultimate aim of the e-retailer is to develop a sustainable competitive advantage. Further he has discussed various advantages and disadvantages of e-retailing from consumer side. He also discussed various challenges faced by service providers such as e-customer
retention, customer service, and secure payment. He has also discussed infrastructure which is required for providing e-retailing facility from service provider side such as architecture of the website-payment system, supply chain management, troubleshooting help desk, customer data base management and so on. Further he added that Internet is no magic wand, it is yet marketing tool, and like all other marketing tools, it will work only if used wisely.

Mahajan, V., Srinivasan, R. (n.d.). studied *The Dot.com retail failures of 2000: Were there any winners?* The objective of their study was to find out the reasons for success and failure in dot.com service providers. For the study, they have done the survey of 48 dot.com retailers. The study identified 1-800contacts.com as the sole winner, using two performance indicators: percentage change in stock price since the initial public offering and stock options underwater. The reasons that they have found behind the success were (stock market) customers rewarded a dot.com retailer that offers a physical product; has a search good, an existing product, offline experience, and no product customization; and does not depend on alliances for its success. Customers rewarded a dot.com retailer that uses the Internet as an additional channel to augment its existing channels. It rewarded an offline retailer that understood its traditional business.

Szymanski, D., Hise, R. (n.d.). studied *e-Satisfaction: An Initial Examination* from Texas A&M University. The objective of the study was to find the determinants of e-satisfaction. They have examined the role of online convenience, merchandising, site design and transaction security in consumer e-satisfaction. For the study they have identified 2108 online shoppers and e-mailed the survey and received 1007 responses. They found that out of all four factors the most important factor were in consumer e-satisfaction assessments are site design and convenience followed by online security play an important role in e-satisfaction. Good site design includes having fast, uncluttered, and easy-to-navigate sites. Convenience includes saving time and making browsing easy.
Kierkegaard, P. (n.d.). studied *Fear of e-shopping – anxiety or phobia?* His study focused on finding the reasons behind the reluctances from consumers to purchase online. He found that a number of people fear online shopping and mistrust the technology. So service providers must develop the trust to reduce the perceived risk.

Chai, L., Piew, T. (n.d.). have studied *The effects of shopping orientations, online trust and prior online purchase experience toward customers’ online purchase intention.* The aim of their research was to evaluate the impacts of shopping orientations, online trust and prior online purchase experience to the customer online purchase intention. They have conducted a survey of 250 respondents by using convenience sampling. They found that impulse purchase intention, quality orientation, brand orientation, online trust and prior online purchase experience were positively related to the customer online purchase intention. Further they added that E-retailers may offer loyalty programmes or club memberships for those online customers who exhibit strong brand orientation to increase the level of online trust. E-retailers must provide honest and trustworthy information to the potential web shoppers at all time.

Lee, K., Tan, S. (n.d.). completed work on *E-retailing versus physical retailing.* Their objective of the study was to find out more about consumers’ choice with regard to shopping for goods at the virtual storefront vis-à-vis the physical store and to identify various factors that impact their choice and how consumers make the choice between virtual versus storefront shopping. The major findings were consumers were more likely to shop on-line for products with well-known brands than lesser-known ones. However, they are less likely to shop on-line from lesser-known retailers who carry well-known brands than from reputable retailers, even if the latter carry lesser-known brands.

Walczuch, R., Seelen, J., Lundgren, H. (n.d.). have done study on *Psychological determinants for consumer trust in e-retailing.* They have studied Personality-based factors, Perception-based factors, Experience-based factors, Knowledge-based factors;
and Attitude. The major findings were Consumers seem to make their decision to trust an e-retailer on a rather rational basis. They found that Knowledge base factors and Experience Base factors plays a vital role to consumer at a time to purchase from E-Retailer.

Sahney, S., Shrivastava, A., Bhimalingam, R. (n.d.). have studied Consumer Attitude towards Online Retail Shopping in the Indian Context. The objective of the study was to look into the various aspects of online shopping in modern day environment and to identify those factors that affect the development of attitudes towards online shopping. They have used questionnaire as data collection tool and done the survey of 160 respondents. They have studied aspects which were reliability and trust, security, aesthetics, continuous improvement, access to foreign goods and post purchase service related to online retail store. Their sampling units were educated middle and upper class people who were aware of online retail shopping. They found that reliability and trust were the most important criteria as per Indian consumer for online retail store followed by information and post-sales service and security. They also found that aesthetically well arranged site will improve their mood of consumer and motivate them to browse through the site. They also found that men prefer online retailing as it is a more convenient way of shopping where they can sit at home and shop but women prefer to shop by going out which they feel is fun and relaxation.

Wang, M. (n.d.). has done a study on Assessment of E-Service Quality via E-Satisfaction in E-Commerce Globalization. His primary focus was on to access e-service quality via customer’s e-satisfaction. He used three e-satisfaction methods which were text comment (writing comments related to e-retail store from where customers purchases), categorized rating (filling a questionnaire) and overall rating. He found that high quality e-service is the key to success for e-retailers doing business in competitive global e-commerce environment. Along with that, it is necessary for e-retailer to build trust among the customers by satisfying customers.
Haque, A., Khatibi, A. (n.d.). have done study on *E-shopping: Current Practices and Future Opportunities towards Malaysian Customer Perspective*. The aim of the study was to establish a preliminary assessment, evaluation and understanding of the characteristics of Internet shopping in Malaysia. They have developed a structured questionnaire as data collection tool and done the survey of Internet users who were willing to give response. The sample size was 450. They found that there is a significant relationship between internet shopping and shopping through TV/telephone. They also found that the major reason not to purchase from internet was lack of confidence and trust in using internet to purchase product along with lack of awareness related to benefit from internet purchase. They also recommended that the website should be designed such as way that not to confuse the Malaysian online potential customer. E-retailers must develop a privacy policy for their customers on discloser on personal information in order to reduce the concern for privacy.

Singh, M., Banga, A. (n.d.). studied *FDI Retailing in India*. The objective of their study was to analyze the reason why foreign retailers are interested in India and the strategies adopted by them to enter India. They found that the major reasons behind the interest are strategic location & geography, versatile demographics and vast growing Economy. They also found that foreign retailers have adopted manufacturing and local sourcing, franchising, test marketing, wholesale cash-and-carry operation and distributor.

Norazah, S., Ahamd, M., Thyagarajan, V. (n.d.). studied *Motivation and concern factors for internet shopping: A Malaysian perspective* from Multimedia University, Cyberjaya Malaysia. The objective of their study was to focus on the concern factors, which affect the online buyers in Malaysia. They have developed a questionnaire as data collection tool and done survey of 579 randomly selected respondents who had experience in browsing or purchasing through the Internet. The questionnaires were distributed to the respondents chosen at random at various locations such as cyber cafes, higher learning institutions' labs, and shopping malls. They have included eight factors for the study which were privacy concern, reluctant to change concern, quality concern, security
concern, trust concern, connection speed concern, payment concern and non-disclosure of complete product information concern. They found that the most important factor as per respondent was privacy followed by reluctance to change, quality, security, trust, connection speed, payment and non-disclosure of complete product information. They further suggest e-retailers that the transactions must be secure and safe and trusted in order to attract and maintain existing users of the Internet.

Sirari, A., Bohra, N. (n.d.). studied Foreign direct investment (FDI) in India service sector (A study of post liberalization). The objectives of their study were to study the FDI inflows in Indian Service Sector from 1991-2010 and to study the relationship between service sector growth and India economy. The study was based on secondary data. They have collected data from India and Ministry of Commerce and Industry data, RBI bulletin, online data base of Indian Economy and newspapers. They found that FDI shown a tremendous growth in from 2000 -2010 that is three times then the first decade of FDI in services sector. Banking & Insurance is first and Telecommunication is second segment of service sector which pick the growth from 2000-2010 of reforms. FDI create high perks jobs for skilled employee in Indian service sector. The study also suggests that FDI in retail sector must be allowed.

N.S.D.C studied Human Resource and Skill Requirements in the Organized Retail sector. They have studied on mapping of human resource skill gaps in India till 2022. They have studied functional skill and soft skill required to operate the store. Along with that they have also identified gap. They found that projected human resource required in 2022 in retail industry will be 176,252,000.

Sudalaimuthu, S., Lilly, J. (n.d.). studied Emerging Trend of E-Commerce in India. They have studied various categories of e-commerce which include B2B, B2C, C2C, and C2B and growth of internet in India. They have used secondary data for their study purpose. They concluded that e-commerce has a huge potential and will fundamentally change the
way businesses are done. It has advantages for buyers as well as sellers and this win-win situation is at the core of its phenomenal rise. Along with that, they also concluded that e-commerce has some weak links but with improvements in technology, they will be ironed out, making the e-commerce easy, convenient and secure.

Malyadri, P., Rao, K. (n.d.). have done study on *Indian Retail Marketing Scenario A Pivotal Role Towards Economic Growth*. The objective of their study was to examine various components that are supporting retail marketing to accomplish double digit economic growth in the years to come. The study was based on secondary data. They concluded that retail industry is attracting investment at domestic and global level in several support industries such as IT, supply chain, warehouse distribution and so on. They further added that industry can generate employment opportunities to millions of people in small town and cities which will ultimately result in equitable and inclusive growth. They suggested that the Government and RBI need to evolve suitable lending policies that will enable retailers in the organized and unorganized sectors to expand and improve efficiencies. They added that use of technology to the greatest extent possible may also help strengthening the retailer position in the marketing channel. Along with that initiative for more and more non-store retailing centers would also ensure a strong retailing organization.

Gopal, V., Suryanarayana, A. (n.d.). have done study on *Growth Drivers and Challenges for Organized Retailing in India*. Their study was based on secondary data. Their study shows that some of the growth drivers for Indian retail industry are economic growth of India, demographic changes of India, growth of nuclear families in India, technological advancement, rise in use of plastic money, change in the consumer behavior. Along with growth drives, study also revealed challenges such as absenteeism of industry status, rules related to FDI, inadequate supply chain, inadequate power supply, and unfriendly labor and tax laws that hinders growth of retail sector. They concluded that retailers have to invest heavily in technology to monitor stocks and their movement, both in-stores as well as en route. Retailers must adopt the concept of quick response delivery system and
efficient customer response. They also added that government must increase their participation to develop retail industry.

Amin (n.d.). had done study on *Challenges of Retailing in India*. For the study purpose he has done the survey of 1,948 retail stores in 41 large cities of India. The sample consists of traditional or grocery stores (64 percent of the sample), consumer durable stores (26 percent), and modern-format stores (10 percent). He has used 20 major obstacles faced by the retailers in India. They were electricity problem, access to finance, corruption, problems related to land, tax problems, informality, Crime & disorder, obtaining permits, tax administration, Pricing regulations, Transportation, Court functioning, Skill shortage, Policy uncertainty, Store hour restrictions, Customs, Telecom, Labor laws, Macro instability, FDI restrictions. The result showed that inadequate power supply, access to finance, corruption, tax rates, and land-related problems are the most important obstacles to further growth in retail industry.

Duffy and Dale (n.d.). identified ten processes that are critical to success of Electronic Commerce based on interviews with consultants experienced in EC engagement. One of them is to understand the consumer behavior. Therefore, in order to build a better B2C environment to facilitate the commercial transactions, it is necessary to understand the behavior differences between the virtual store consumer and physical store customer.

Ha, H., Coghill, K. (n.d.). completed work on *online shoppers in Australia: dealing with problem*. The study examines the behavior of the two groups of respondents in this survey who have and have not encountered problems with online purchases. The findings also show that most respondents would seek redress if they were unhappy with their online purchases and if they knew how to proceed and that most of them would settle disputes directly with e-retailers. Also, online shoppers who had encountered problems were more likely to continue purchasing via the Internet than online shoppers who had
not encountered any problems. This suggests that respondents find that the benefits offered by e-retailers outweigh the risks associated with it.

Burt, S., Sparks, L. (n.d.). studied *E-commerce and the retail process: A review*. The objective of the study was to review the impact of e-commerce on the retail process. The focus was to study how retail processes and procedures could be affected by e-commerce. They concluded that the largest retailers were pursuing Internet-enabled advantages and cost reductions in operations, which could translate to an enhanced competitive position in process, structure and relationship terms. They further added that consumer reactions to the new real and virtual offers will be fundamental to their success and failure, but as yet consumer reactions are not fully understood.

Eid, M. (n.d.). studied *Determinants of e-commerce customer satisfaction, trust and loyalty in Saudi Arabia*. The objective of the study was to identify the factors that influence the extent to which Saudi consumers trust, are satisfied with, and are loyal towards B2C e-commerce. A structured questionnaire has been prepared as data collection tool. A survey of 235 students and working people who have experience of B2C e-commerce has been done. He found that B2C e-commerce customer loyalty in Saudi Arabia is strongly influenced by customer satisfaction but weakly influenced by customer trust. He added that Saudi online consumers perceive those e-commerce websites as trustworthy if they provide greater level of integrity, reliability and/or credibility in their user interface.

Toker, A., Varnali, K. (n.d.). have done a study on *A Framework for E-Potential Assessment in Online Markets*. The aim of this research was to develop a framework to assess e-potentials of various product categories in driving online shopping preferences. A structured questionnaire has been prepared and with the help of random sampling method they have done survey of 224 respondents. They have identified four criteria which are shopping experience, perceived level of risk, niche orientation and information
intensity which affect e-potential. On the basis of these four criteria they found that the e-potential of software, tickets, books and magazine is high while perfume, fresh-fruit and furniture is less in Turkey.

Tanwar, S., Kaushik, N., Kaushik, V. (n.d). have done study on *Retail Malls: New Mantra For Success*. The aim of their study was to analyze the established players in National Capital Region. The study was based on secondary data. They conclude that making the biggest mall with top class retailers is not a key to success. A cool and refreshing environment is required which makes shopping enjoyable and put smile on the face of shoppers. They further added that mall should be designed in a manner that the new and innovative aspects can be added later on to keep up consumer’s delight. Successful malls are those which will adjust its mall culture with the customer sensitiveness and preference.

Gupta, A. (n.d). studied *Foreign Direct Investment In Indian Retail Sector: Strategic Issues and Implications*. The objective of study was to analyze the strategic issues concerning the influx of foreign direct investment in Indian retail industry. Study also analyzes the reason why foreign retailers are interested in India, the strategies they adopt to enter India and their prospects in India. The study was based on secondary data. The study conclude that India is at a stage where it needs US investments, technology and management policies to sustain and enhance its economic growth. She further added that strategy of allowing FDI should be backed by proper reform measures and India should learn from experience of other developed and developing countries and develop their own strategies, laws and regulations. The government should strictly enforce the quality standards for local production and imports. The major reason for foreign companies’ attraction to India is huge population, huge employment opportunity in retail sector, presence of less organized retailers, improved living standards, friendly business environment and growing purchasing power.
Oliveira, Claudio, L.Antonio, L. (n.d). *A Model For Evaluating B2C E-Commerce Website: Application In The CD E-Retailing Industry In Brazil*. The objective of the study was to develop and test a model for evaluating B2C e-commerce websites quantitatively and to identify features of a virtual store that influence the users purchasing process via internet. The population of the study was all Brazilians who have purchased a CD at least once using Internet as transaction/information channel. They have conducted survey 496 respondents by using simple random sampling. The questionnaire has been used as a data collection tool. They found that ease of use, trust, pleasure and attractiveness of CD e-retailing website were key issues to develop positive attitude and increasing user’s intention to purchase CDs via internet. They also concluded that virtual stores should concentrate in continuous enhancement of their website to increase traffic and sales.

Srikanth, V., Dhanpal,R.(n.d). *A Business Review of E-Retailing in India*. The objective of the study was to focus on e-retailing concept/framework, e-retailing pros and cons and how to make e-retailing venture successful. He found that an organization required a unique idea/product to sell, a perfect business plan, technology plan, e-retailers back office management and payment gateway to start an e-retailing business. The study also mentioned that the government has to take effective steps to resolve all the barriers for e-commerce growth. They further added that government should reduce internet cost and offer attractive plans to corporate and end users to increase the use of internet.

Rofiq, A., Mula, J.(n.d).studied *The Effect of Customers’ Trust on E-Commerce: A Survey of Indonesian Customer B to C Transactions*. The objective of the study was to analyze the effect of vendor’s ability, benevolence and integrity towards e-commerce customers’ trust. The population selected for the study was the entire number of Indonesian internet users who were involved in e-commerce transaction via internet. They have done survey of 236 respondents with non-probability sampling method. The questionnaire has been used as data collection tool. They found that people spent more time on internet tend to purchase more online. They also added that vendors’ integrity has
direct positive influence on customer trust. They also recommended that e-commerce players must provide proper information to the customer and offer satisfactory service to customer. Along with that e-commerce businesses in Indonesia need to maintain the reputation of vendors.

Flynn,L.,Goldsmith,R.(n.d). studied *The Impact of Internet Knowledge on Online Buying Attitudes, Behavior, and Future Intentions: A Structural Modeling Approach*. The objective of the study was to test a conceptual model of the influence of perceived Internet knowledge on Internet-related attitudes, online buying, and buying intentions. They have done survey of 566 students by using convenience sampling. The questionnaire has been used as a data collection tool. They found that as consumers gain knowledge of a product field they are likely to buy more and feel more secure in their purchases. The study further added that greater knowledge leads to more buying, which in turn increases knowledge of the product category. They suggested that e-retailers must provide information to consumers to increases their knowledge related to e-commerce which will promote online buying. The information should stress the fun and safety of Internet. As consumers learn more about online buying, their safety concerns should decrease, thus leading them to shop online.

Review of literature helps identifying that no such work has been undertaken related to Consumer Awareness and Potential of E-Retailing in South Gujarat. Hence, the researcher wanted to study the awareness and potential related to e-retailing in South Gujarat Region. Along with that researcher also want to study factors affecting success of e-retailing website from consumer perspective which will help e-retailers to develop seamless website. In this study the researcher also attempted to study potential of e-retailing from retailers’ perspective too.