Abstract

E-commerce is becoming an important business trade resource throughout the globe. In Iran, B2C electronic commerce is still in its early stage of development. The lack of basic information
and some required tools have delayed the development of e-commerce in many countries. The objective of this study is to identify and assess the significant barriers in business-to-consumer (B2C) electronic commerce in city of Yazd in Iran, and then find solutions for its improvement. The study found that lack of required knowledge (Internet, computer, education and English) toward B2C method of e-commerce are the main barriers of the intention to shop on the Net. The current study also revealed that adoption of e-commerce requires trust to suppliers (Vendors) and low speed of internet. Discussions of the study’s implications are also provided.

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**Index Terms**

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