Abstract

As the World Wide Web (www) has grown so is the number of eCommerce merchants has also grown. As there are some very well-known and high profile eCommerce success stories so are many, many failures. The Internet has become an important channel for business success, and as such it is becoming the channel for communications and transactions. This has led to growth in eCommerce; and as this has grown so has the concerns about security. Often said security and trust are main reasons for consumers not purchasing from internet. Unlike traditional commerce absence of physical clues and physical interaction in the online environment make it more difficulties to establish trust with the consumers. Hence it more important for online vendors to learn how to manage customer’s trust in eCommerce. Although creating a customer’s trust on online is a challenge for most eCommerce companies. This paper presents the results of the initial work of the study on A Novel framework for Assuring Secure eCommerce Transactions in developing countries with Tanzania as a case study.
References

3. http://www.tix.or.tz/tispa/members.html as accessed on 2nd April 2015
17. Steven Millward (17 September 2014). "Here are all the must-see numbers on Alibaba ahead of record-breaking IPO". Tech in Asia. Retrieved 17 September 2014.
24. Marczyk, R. G., Dematteo, D. and Festinger, D., Essentials of research design and

Index Terms
Computer Science Information Sciences

Keywords

eCommerce, Trend, eCommerce Trend, Tanzanian eCommerce Trend.