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
venders 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.
E-Commerce Trend in Developing Countries: A Case Study of Tanzania

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Index Terms

Computer Science Information Sciences

Keywords

eCommerce, Trend, eCommerce Trend, Tanzanian eCommerce Trend.