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 difficult 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 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.
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