

Enhancing Trust in Electronic Commerce

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Abstract

Customer trust plays vital role for the sustained progress & development of electronic commerce the trust is the most important factor for the consumers to perform the transactions Online. Electronic commerce helps to minimize the risk of fraud. This papers attempts to study the concept of customer trust key elements of trust, techniques to promote trust & means to build Customer trust in E-commerce trust building in E- commerce is possible by full filling & completing an online order. The study also found that every consumer would like to make orders that are free from complications. Customer trust is the foundation of a successful relationship between consumers and businesses. Trust influences buying behavior, customer retention and brand loyalty. Enhancing customer trust in e-commerce is essential for attracting and retaining customers, reducing cart abandonment, and encouraging repeat business. Trust can be enhanced by user friendly website design, secure and transparent transactions, transparent business practices, social proof and reputation, customer review and rating, transparent business practices, consistent branding and communication and fulfillment reliability. Building and enhancing trust is not a one-time effort. It is a continuous process. Companies that prioritize trust see stronger customer loyalty, better word of mouth and sustained growth.

Keywords: Customers trust, E-commerce.

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Introduction

Costumer trust in E-commerce reference to the confidence that consumer have in an online business, ability to deliver products or service as promised, protect the year personal and financial information and resolved and issued that may arise. In the rapidly growing digital market place customer trust is important for successful E-commerce. Trust influences customer willingness to share personal information make repeated purchases and maintain long term relationship with online vendors, high level of trust reduce risk and encourage repeat transactions making it a corner stone of successful Electronic commerce operations.

Research Methodology

The research conducted research design using secondary data listed in different data base of books, newspapers, research papers and related articles on the internet on Electronic commerce.

Objectives of the study

1. To study the key elements of trust in E-Commerce.
2. To study the techniques to promote trust in E-Commerce.

3. To study the trust parties of E- Commerce.

4. To study the means to build consumer trust in E-Commerce.

Electronic Commerce Trust Parties

1. **Consumer:** Nobody purchase the product from the vendor without questioning the variety and trustworthiness of the vendor before interacting with a vendor to acquire products and services, customer have to establish trust.
2. **Vendor:** They are trying to build trust among the consumers to sell their goods and services. Vendors may have both online and physical presentations.
3. **Referees:** The third party individuals, agents or groups who provide valuable recommendations and unbiased information on the trustworthiness about a particular consumer or vendor.

Key Elements of Trust in Electronic Commerce

1. **Trustworthiness of the Online Shopping Medium:** This is trustworthiness of internet technologies, computer system.

2. **Trustworthiness of an Online Merchant:** The merchant become a trustworthy, if benevolence integrity and ability in the relations merchants and customer take place.
3. **Other Factors:** Other factors such as the demographic variables and prior related experiences of the consumers.

Techniques to Promote Trust in Electronic Commerce

1. **Education:** The comfort in electronic commerce can be increased by offering compelling educational material that explains things in a step by step manner.
2. **Transparency:** The best way to avoid damaging trust is to be clear about the information. Transparency in business can leads to increases of trustworthiness among customers.
3. **Community:** Face to face communication is an effective way to communicate. Good experiences of community can spread positive trust message regarding a site or services.
4. **Marketing:** Marketing is an important techniques to develop trust hence, it give the company a chance to convince potential customers.
5. **Dispute Resolutions:** A possibility for negative trust experiences can be offered be electronic commerce dispute resolutions.
6. **Protection:** A trust can be established with the help of various protection programmers which offers a safety net for members to learn on if something goes wrong.

Ways to Build Trust in Electronic Commerce

1. **Be Transparent:** The electronic commerce shows a transparency by showing the real people who run the show.
2. **Be Easily Reachable:** Returns and refunds are easy for the customers in electronic commerce because defective products and customer returns are everyday happenings.
3. **Be Social:** Social media is also impacted o the increasing usage of the electronic commerce facilities among customers.
4. **Build Security:** Building security is essential to protect sensitive information, prevent frauds and ensure trust among customers.
5. **Be Consistent:** Long term success can be achievable by establishing consistent brands, product information, customer experiences and communication.
6. **Show our Trustworthy:** Trust can be created by building credibility, security and transparency across every aspect of business.

Conclusion

Online shopping and electronic commerce is growing everyday. Vendors can sell the products and services over internet 24 hours a day in electronic commerce. This reduces cost and attracts customers. However, electronic commerce will never reach its full economic potential without customer trust.

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