

# E-COMMERCE: WEB PAGE STANDARDS AND CONSUMER CONFIDENCE

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## **ABSTRACT**

This thesis involves around the generation of a set of recommendations for web page design that could be possibly used by authorities or auditing firms to audit and approve commercial web pages that comply to the standards. The recommendations shall cover what information consumers would like to see on commercial web pages. The contents of a web page are critically important in Electronic Commerce as it is the only interface between consumers and the merchant.

Web Page Approval shall be a preferred way of identifying a web page to do on line business by potential consumers. Consumer shall have increased confidence to make on line payments on web pages that have been internationally recognized.

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Finally, if at all my lips had slipped unintentionally or I have inadvertently caused some distress to anyone, anytime, anywhere - I humbly apologize.

T<sub>h</sub>ank Y<sub>o</sub>u

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Dedicated to my family, for their kind support, patience, understanding and encouragement, for if not I couldn't have achieved what I have achieved.

*" Hard work is the best investment  
a man can ever make"  
Tennyson*

**THANKS !**

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Code Book

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