Abstract

E-Commerce is the buying and selling of goods and services on the internet, especially the World Wide Web (Tech target, 2007-2012). The level of perceived market orientation, site quality, technical trustworthiness, and user’s web experience will influence the customers trust levels towards ecommerce. The people who are involved in ecommerce are mainly considered as people having more trust worthiness. The ability to do business electronically has resulted in the development of new business models at a fast rate, which is still being decided. The main objective of the study is to identify the trust factors of customers relating to e-commerce and satisfactory level of customers towards e-commerce. The study suggests that the service providers should extend these services in all kinds of cities as far as possible. Even make the COD options available for the semi-urban and rural people for small individual and parcels. The study revealed trust towards e-commerce is tremendously increasing in modern era of Marketing and commerce

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