

## DEVELOPMENT OF TRUST MODEL FOR PROXY MARKETERS ENGAGED IN E-COMMERCE PLATFORMS

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### ABSTRACT

A trust model/mechanism for proxy marketer-based e-commerce system was developed in this work. The system comprised of two modules, the shopping module which has an online shop and virtual warehouse; and the trust module. The online shop and virtual warehouse are used to manage the products on the e-commerce system, the trust mechanism is used to manage client trust in a proxy marketer. Proxy marketers have been introduced into online shopping to ease trust concerns of customers. This has helped with customers' worries of security of online shopping platforms, but has shifted other concerns from the online shops to the proxy marketers. This has created the need to integrate trust mechanisms into online shopping platforms to enable online shoppers evaluate trustworthiness of the proxy marketers they are dealing with. The work offers four tiers of trust rating: context-based trust rating, trust rating per transaction, moving window trust rating and cumulative trust rating. The transaction trust rating handles online clients' concern about proxy marketer's salesmanship, while moving window and cumulative trust ratings handle concerns about his performance consistency or ability to maintain success levels as well as a marketer's ability to recover from moments of ebbing turnover. The work proves that with an effective trust mechanism, proxy marketers can be incorporated into an e-commerce platform for its improved patronage.

**Keywords:** Trust mechanism, proxy marketers.