The Role of E-Security in the Success of the E-Store With Reference To UAE Customers

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Abstract: **E-customers love to do online shopping, but free from risk and danger over the internet ie., protection of information & system resources with respect to confidentiality, integrity and authentication. The confidentiality ensures that the non-access of information by unauthorized persons, integrity ensures that the non-alteration of information by unauthorized persons in a way, non-detectable information by authorized users and authentication ensures that the users are persons they claim to be. Even though all the security features are installed, 85% of the e-customers say e-shopping is safe. The remaining 15% felt that e-shopping is unsafe. This is due to fear of loss of money, non-deliverance of goods, probability of misusing of credit cards, stealing of personal information gives the negative impact. These 15% of the users from the samples, felt unsafe, there are many retail shoppers doesn't want to do e-shopping just because of e-security issues. The objective of this paper is twofold: one is to analyse the major factors influencing e-shoppers attitudes towards e-security and another objective is to frame a E-Security Model Check to enlighten the e-customers before proceeding for e-shopping. To analyse the major e-security factors influencing e-shoppers, the samples has been taken from UAE residents. The result reveals that even premium loyalty customer are much worried about the security factors. The E-Security Model Check has been developed to strengthen the e-security shopping.**

Key Words: **Internet security, E-shopping, E-customers, E-commerce, Online shopping, E-Security Model Check**

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