

The Role of Third-Party Seals in Building Trust Online

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ABSTRACT

Third-party seal programs, such as *BBBOnline*, have emerged as a thriving e-service for building consumer trust on the Internet. Given the impersonal nature of electronic commerce, third-party seals are well positioned to act as the intermediary between competitive online vendors and nervous online consumers. This article surveys the current landscape of existing third-party seal programs, examines their role in building trust between vendors and consumers, and discusses the challenges that lie ahead.

Keywords: trust, third-party seals, e-service, Internet shopping.