

## Credit Card.

Credit cards..

The prosperity of e-commerce is mainly based on one thing as is all other commercial systems based upon; that is sales. Sales in an online environment are not as simple as it is in real life because the customer is not present when the payment is being online. Hence the credit card, which we all take as a convenient tool for modern life, is so important. And one thing is always common among e-commerce a site that is the acceptance of various brands of international credit cards.

Whether you are selling books or you are selling electronic gadgets, you as a seller will have to have a merchant account with the major credit card companies. Only then will you have diversity of customers from around the world because every one does not use the same brand of card. And companies find online sales more effective than person to person sales because online provides a 24 hour round the clock showcase for your products. Even if you are out of stock for a particular item you would have a digital image of that product on the site, as a result the customer will at least get to see what that product looks like. And while buying online the customer can actually take their time because there is no time line for the closing of stores. All the customer needs is an internet connection to browse for products and a credit card for purchase. It is also extremely advantageous because it does not involve the customers' travel time to the stores and saves a lot of time.

Credit cards will be necessary in the near future more than ever because of the globalization of various types of systems. For example the education system is almost standardized and one organization holds the rights for the exams and scores and reporting but it not possible for them to open up offices in every other country in the world. Hence the best solution was to go online. Being online provided all the students in the world facility to appear for the test in their local test centers and all the organization needed was wide acceptance of various brands of credit cards and merchant accounts for those cards.

The transaction done with the credit card has to be done through a secure line or else there might be people who might be tapping the data channel and siphoning off money from the customers credit card. Security includes authenticating the consumers' credit card, controlling access to resources such as Web pages for registered or selected users, encrypting communications, and, in general, ensuring the privacy and effectiveness of transactions. Among the most widely-used security technologies is the Secure Sockets Layer (SSL), which is built into both of the leading Web browsers. Even the merchants' maybe victims of fraud if the transactions are not handled properly.

It can be said that credit card makes life easier to a great extent. Though it is yet to be a risk free medium of trading; it has more advantages than demerits.

## About the Author

DSS Boxes is author of this article on [credit card processing](#). Find more information about [credit card processing](#) here.

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