

Consumer Trust and Security in Online Marketplaces

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Abstract: *Consumer trust is a critical factor influencing online purchasing behaviour. This study explores the key elements affecting consumer trust and security in online marketplaces, including data privacy, payment security, and seller credibility. Using survey-based research, the findings suggest that transparency, strong security protocols, and verified customer reviews significantly impact consumer confidence. This paper discusses the implications for e-commerce platforms aiming to enhance trust and security measures*

Keywords: Consumer trust, online marketplaces, data security, e-commerce, cybersecurity, online transactions

