

Consumer Trust and Adoption Barriers in Emerging E-Commerce Markets

Ashwin Jay Mani¹ and Savitha. D²

Undergraduate (B.COM IAF) Hons.

Faculty of Commerce

CMR University, Bangalore

Abstract: *This study examines the crucial elements affecting customer trust as well as the obstacles to the uptake of e-commerce in India's quickly expanding digital sector. Consumer trust is a key factor in influencing people's willingness to interact with e-commerce platforms as digital buying continues to gain traction. Even while online transactions are becoming more common, a number of obstacles still stand in the way of general adoption, including worries about data privacy, ignorance of internet security, the legitimacy of e-commerce websites, and practical difficulties. This study provides a thorough grasp of the elements that impede consumer confidence by identifying and analysing these adoption obstacles and trust difficulties. In order to solve these issues and promote a more strong and inclusive digital environment, it also offers strategic recommendations. E-commerce platforms may improve customer satisfaction and generate more industry growth by addressing these challenges.*

Keywords: digital shopping, India, online security, hurdles, e-commerce adoption, and consumer trust

