Consumer Trust and Security Issues in Online Transactions

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Abstract: *In the digital age, online transactions have become a fundamental part of global commerce. However, consumer trust remains a critical factor influencing online purchasing behaviour. This paper explores the various security concerns that impact consumer trust, including data privacy issues, payment security risks, phishing attacks, and fraud. The study also provides statistical insights and graphical representations of trust levels, security breaches, and fraud trends in online transactions. This paper explores the various security concerns that impact consumer trust, including data privacy issues, payment security risks, phishing attacks, and fraud. The study examines real-world cases of security breaches, their consequences, and how they influence consumer confidence in online platforms. Furthermore, it analyses the effectiveness of current security measures such as multi-factor authentication, encryption technologies, and AI-driven fraud detection systems. Additionally, this research provides statistical insights and graphical representations of trust levels, security breaches, and fraud trends in online transactions. The study aims to identify trends in consumer behaviour, highlight key risks, and propose strategic recommendations for businesses and policymakers to enhance security frameworks, build stronger trust, and mitigate fraudulent activities in digital transactions.*

Keywords: Consumer Trust, Security Issues, Online Transactions, E-commerce Security, Fraud Prevention, , Data Privacy, Cybersecurity, Consumer Perceptions, Trustworthy Platforms, Secure Payment Methods, Authentication Protocols