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Customer Trust In Marketplace Purchases: A Systematic Literature Review

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Abstract

Trust is a crucial factor in online business because it facilitates the transaction process by making buyers willing to accept and not doubt the actions of online sellers. Therefore, this systematic literature review aims to comprehensively examine how consumer trust influences purchasing behavior on marketplaces. A literature review from databases ScienceDirect, focusing on peer-reviewed articles and empirical studies from 2020 to 2026 was conducted from Q1 and Q2 indexed journals. The PRISMA flow diagram guided the process to ensure that the research process includes structured data, from identification to the presentation of results and supported bibliometric analysis using VOSviewer. A defined search criteria after thorough analysis, only 15 were suitable for synthesis and reporting. The Mendeley referencing tool and Microsoft Excel were instrumental in facilitating the analysis. The findings from the literature review indicate that customer trust is a multidimensional construct at the core of digital market sustainability, linking technological innovation, ethical considerations, regulatory frameworks, and business strategies. This literature review also indicates that trust has strong associations with blockchain, transparency, privacy, risk, and sustainability, reflecting its role as both a psychological and structural factor in legitimizing online transactions and fostering long-term relationships with consumers. Furthermore, this literature highlights trust as a mediator in repurchase intent and consumer engagement. This study affirms trust as a strategic foundation for the success of online markets and calls for interdisciplinary research to strengthen consumer trust in increasingly modern digital marketing.

Keywords: Customer Trust, Marketplace, Purchase, SLR, PRIMA, Vosviewer

INTRODUCTION

Over the past two decades, advances in internet technology have influenced various aspects of people's work lives. According to a survey by the Indonesian Internet Service Providers Association (APJJI) in 2025, internet penetration reached 80.66%, with the number of users reaching 229 million. Given the ease of the buying and selling process, businesses are leveraging this as an opportunity to engage with consumers (Sudaryanto et al., 2025:3). The high level of internet penetration in Indonesia has become a new norm for consumers to utilize online marketplace platforms for making purchases. Approximately 78.21 million active marketplace users make online purchases, and this number is projected to continue growing to 133.78 million by 2029 (Nelson et al., 2024:429). The development of digital marketplaces in Indonesia presents new challenges, particularly regarding consumer trust in algorithm-based recommendation systems that operate behind the scenes and are not easily understood by users (Erwinda & Asriyanti, 2025). In the context of internet-based companies, building trust is significantly more challenging than in traditional businesses, due to the high level of uncertainty associated with online commercial transactions and the increasing complexity of interactions between buyers and suppliers (Duc et al., 2025:3; Caliskan et al., 2025; Mora-Monge et al., 2019; Koh et al., 2012).

Trust is a crucial factor in online business because it facilitates the transaction process by making buyers willing to accept and not doubt the actions of online sellers, even if they do not fully understand every detail (Wen et al., 2024:213). By fostering customer trust, marketplaces can reduce customers' concerns about future risks (Liu & Tang, 2025:669). This is because the two underlying components of trust in a consumer context are vulnerability and uncertainty (Domenico & Ding, 2023). Trust is formed when consumers witness a brand's consistent efforts in sustainable practices (Traiyarach et al., 2025:3).

Trust reflects customers' belief that a company will fulfill its promises, provide secure transactions, and protect personal information even though customers cannot fully monitor the company's actions (Aqabneh, 2025:583; Sombultawee et al., 2025; Ginting & Yusriadi 2023:331). Consumer trust in marketplaces refers to consumers' belief in the reliability, credibility, and competence of sellers or internet-based platforms, including assurances regarding secure transactions, product representation, and privacy (Aburub et al., 2025:507). Trust is crucial for building long-term positive relationships with customers (Afkar & Hamsal, 2024; Novitasari et al., 2024:89). However, a common challenge in marketplace platforms is managing trust between the two parties (provider and recipient) because providers of goods and services are vulnerable to potential user fraud (Moriuchi & Takahashi, 2022; Horton & Zeckhauser, 2016).

Today's marketplaces are highly competitive, so consumer trust plays a crucial role in shaping purchasing decisions on these platforms (Ali et al., 2021; Sudaryanto et al., 2025). However, challenges such as shipping costs, delivery delays, and data security issues remain major obstacles, making cyber regulations and business transparency crucial aspects in building consumer trust (Rahmatullah & Hermeindito, 2025).. To foster customer trust, companies must ensure that trust is consistently built throughout the entire customer experience, not just during specific, isolated moments of interaction (Riaz et al., 2024). Based on the literature review conducted regarding consumer trust in making purchases on marketplaces, numerous challenges remain in building consumer trust, such as shipping costs, delivery delays, and data security issues, making it difficult for companies to establish strong, long-term relationships with customers. Therefore, a thorough study on consumer trust in making purchases on marketplaces is necessary.

Despite the growing body of research on consumer trust in digital marketplaces, the main problem remains that existing studies have not fully explained how various technological, behavioral, and structural factors collectively shape consumer trust in marketplace purchasing decisions. Most prior studies examine trust from isolated perspectives, such as service quality, privacy, or platform reputation, without providing an integrated understanding of trust formation in marketplace ecosystems. Therefore, this study aims to systematically review previously published articles on consumer trust in marketplace purchasing. The theoretical contribution of this study lies in synthesizing fragmented findings into a more comprehensive understanding of customer trust as a multidimensional construct. Practically, this study provides insights for marketplace managers and business practitioners to design more effective strategies for strengthening consumer trust and reducing perceived risks in online transactions.

Previous review studies have provided valuable insights into consumer trust; however, several limitations remain. Conceptually, prior reviews often focus on specific contexts, such as C2C e-commerce, blockchain, or virtual influencer marketing, limiting a broader understanding of trust across marketplace ecosystems. Methodologically, many studies rely on single research methods or narrow review scopes, resulting in limited synthesis of emerging trends and interdisciplinary perspectives. Empirically, previous studies are often context-specific and do not adequately capture trust issues across diverse marketplace environments, particularly in rapidly growing digital economies. Compared to similar published reviews, this study positions itself as a broader and more integrative systematic literature review by synthesizing trust-related research across multiple technological, behavioral, and strategic dimensions. To address these gaps, this systematic literature review employs a transparent and structured methodology using PRISMA within the ScienceDirect database to identify, evaluate, and analyze relevant literature on consumer trust in marketplace purchasing. Under this general objective, answers are sought to the following research questions:

Research Questions:

RQ1: What are the bibliometric results using VOSviewer from the generated literature?

RQ2: What are the trends in customer trust regarding purchases on marketplaces based on author, year, title, place of publication, variables studied, and methods used?
RQ3: What findings have been generated, and what future research agenda is recommended based on the literature?

LITERATURE REVIEW

TRUST

Trust is formed when consumers witness a brand's consistent efforts in sustainable practices (Traiyarach et al., 2025). According to Kim et al., (2024), trust refers to confidence in others or products, and is one of the evaluative factors in consumers' perceptions of an object; trust can consist of multidimensional aspects, rather than a one-dimensional concept. In other words, trust can be approached as dimensions of expectation, emotion, and belief, but it can also consist of dimensions of expertise, credibility, and liking toward a company. Novitasari et al., (2024) explain that trust is the intention to accept vulnerability based on existing expectations regarding the behavior or intentions of others; trust is crucial for building long-term positive relationships with customers. To gain customer trust, companies must build good relationships from the start and support them with tangible evidence.

Meanwhile, Aqabneh (2025) explains that trust reflects customers' belief that a company will fulfill its promises, provide secure transactions, and protect personal information. Aburub et al., (2025) assert that consumer trust in e-commerce refers to consumers' belief in the reliability, credibility, and competence of sellers or internet-based platforms, including assurances regarding secure transactions, product representation, and privacy. Additionally, Ginting et al., (2023) explain that customer trust refers to a person's belief that others will act in accordance with individual expectations and the expectation that those chosen to be trusted will not act opportunistically or take advantage of the situation.

Based on these explanations, it can be concluded that trust is a willingness to rely on another person, organization, or company based on positive expectations, whether in a business context or in interpersonal relationships.

RESEARCH METHOD

Data were collected using a systematic research method that identified the steps required to conduct a literature review using the PRISMA approach and bibliometric analysis via VOSviewer. This method provides a systematic and transparent workflow for identifying, evaluating, and analyzing relevant literature on consumer trust in marketplace purchasing. This study employs the Systematic Literature Review (SLR) method combined with the PRISMA approach. The literature search was conducted in the ScienceDirect database using the keywords "TRUST" AND "MARKETPLACE" (or remove "SLR" if non-review articles were also included), focusing on publications from 2020 to 2026 in Q1 and Q2-indexed journals. The selection of the 2020–2026 period was based on the significant acceleration of digital marketplace adoption following the COVID-19 pandemic, which fundamentally transformed online consumer behavior and intensified trust-related issues such as transaction security, privacy concerns, and platform transparency. Additionally, this period captures the most recent developments in digital commerce, including the growing use of artificial intelligence, recommendation systems, and algorithm-based interactions in marketplace platforms. The article selection process followed the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) stages: identification, screening, eligibility, and inclusion. The PRISMA approach was chosen because it provides a systematic, transparent, and accountable mechanism for article selection, ensuring that only relevant articles meeting the criteria are analyzed further. By using PRISMA, the research process ensures structured data management, from article identification to result presentation (Yepes-Nuñez et al., 2021). The following table outlines the inclusion and exclusion criteria:

Table 1. Article Inclusion and Exclusion Criteria

Inclusion Criteria	Exclusion Criteria
Published between 2020 – 2026	Published before 2020

ScienceDirect indexed journals	Non *ScienceDirect* indexed journals
Relevant studies on *"TRUST" AND "MARKETPLACE" AND "SLR"*	Irrelevant article
Type of journal article	Other than journal articles
Open acces articles	Close access artucles

The article search process involved screening based on titles and abstracts to ensure compliance with the inclusion criteria. Articles that passed the initial stage were then thoroughly reviewed through the full text to assess their relevance and quality. The data collected was analyzed in depth to identify key themes, including consumer confidence in making purchases on marketplaces. All these stages followed the PRISMA framework, which includes the creation of a flowchart to illustrate the systematic steps in the study selection process (Fărcașiu et al., 2023).

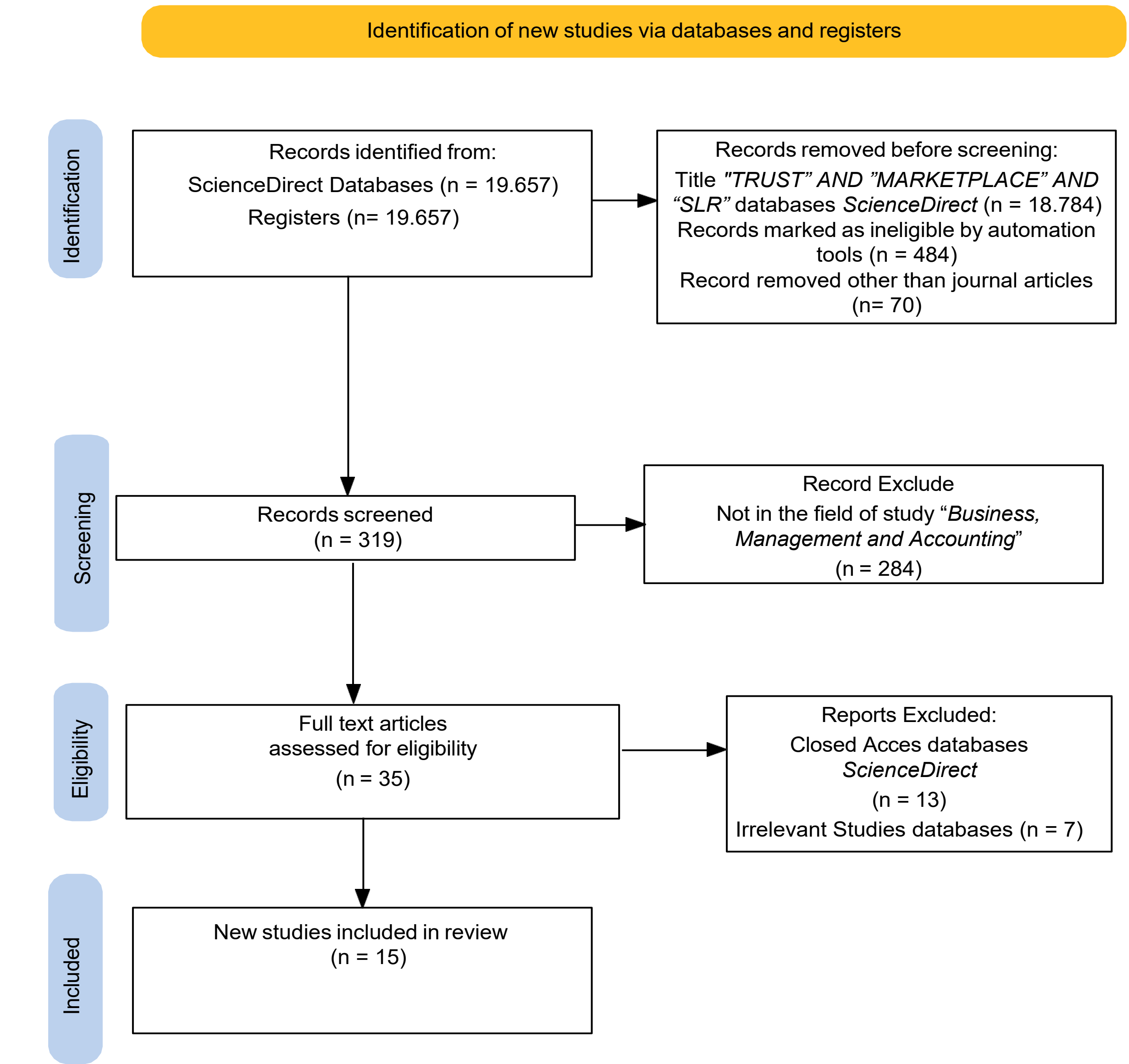

Figure 1. Article Selection with PRISMA Model

Data were collected using a systematic research method that identified the steps required to conduct a literature review using the PRISMA approach and bibliometric analysis via VOSviewer. This method aims to provide a systematic and transparent workflow for identifying, evaluating, and analyzing relevant literature on consumer trust in making purchases on marketplaces. This study employs the Systematic Literature Review (SLR) method combined with the PRISMA approach.

The literature search was conducted in the ScienceDirect database using the keywords “TRUST” AND “MARKETPLACE,” focusing on publications from 2020 to 2026 in Q1 and Q2-indexed journals. The selection of the 2020–2026 period was based on the rapid growth of digital marketplaces and the significant acceleration of online purchasing behavior following the COVID-19 pandemic, which intensified trust-related issues such as transaction security, privacy concerns, and platform transparency.

The article selection process followed the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) stages: identification, screening, eligibility, and inclusion. In the identification stage, a total of 19,657 records were initially identified from the ScienceDirect database. Automated filtering was then applied to remove ineligible records, excluding 484 records through automation and 70 non-journal articles. After applying the inclusion criteria and initial filtering, 319 records remained for further screening.

During the screening stage, the titles and abstracts of the remaining 319 articles were reviewed to assess their relevance to the research topic. Articles were excluded if they were not related to consumer trust, did not focus on marketplace contexts, were outside the selected publication period, or were not published in Q1 or Q2 journals. Conference proceedings, editorials, book chapters, and non-English publications were also excluded. At this stage, 284 articles were removed, leaving 35 articles for full-text assessment.

In the eligibility stage, the full texts of the remaining 35 articles were assessed in depth to ensure they explicitly discussed consumer trust in marketplace purchasing decisions and provided sufficient theoretical or empirical evidence. Articles were excluded if they lacked a clear research framework, provided insufficient methodological explanation, or showed weak relevance to the study objectives. A total of 20 articles were excluded at this stage, consisting of 13 articles due to limited relevance within the ScienceDirect selection and 7 articles due to database-related screening criteria. Finally, 15 articles met all inclusion criteria and were included in the systematic literature review and bibliometric analysis.

To ensure the quality and reliability of the selected studies, a quality assessment was conducted using a structured checklist adapted from the Joanna Briggs Institute (JBI). Each article was evaluated based on four criteria: (1) clarity of research objectives, (2) appropriateness of research methodology, (3) rigor of data analysis, and (4) relevance of findings to consumer trust in marketplace purchasing. Each criterion was scored using a binary scale (1 = meets the criterion; 0 = does not meet the criterion), producing a total quality score ranging from 0 to 4. Articles with a score of 3 or higher were categorized as high quality and retained for final analysis, while studies with lower scores were excluded. This quality assessment ensured that only robust and reliable studies contributed to the final synthesis. The number of records retained and excluded at each stage is presented in the PRISMA flow diagram. The following table outlines the inclusion and exclusion criteria.

RESULT AND DISCUSSION

RQ1: What are the bibliometric results using VOSviewer from the generated literature?

Based on bibliometric data analysis using VOSviewer, the researcher divided the analysis into three aspects of VOSviewer: network visualization, overlay visualization, and density visualization. This resulted in the data analysis shown in the figure below:

Bibliometric Analysis Using VOSviewer

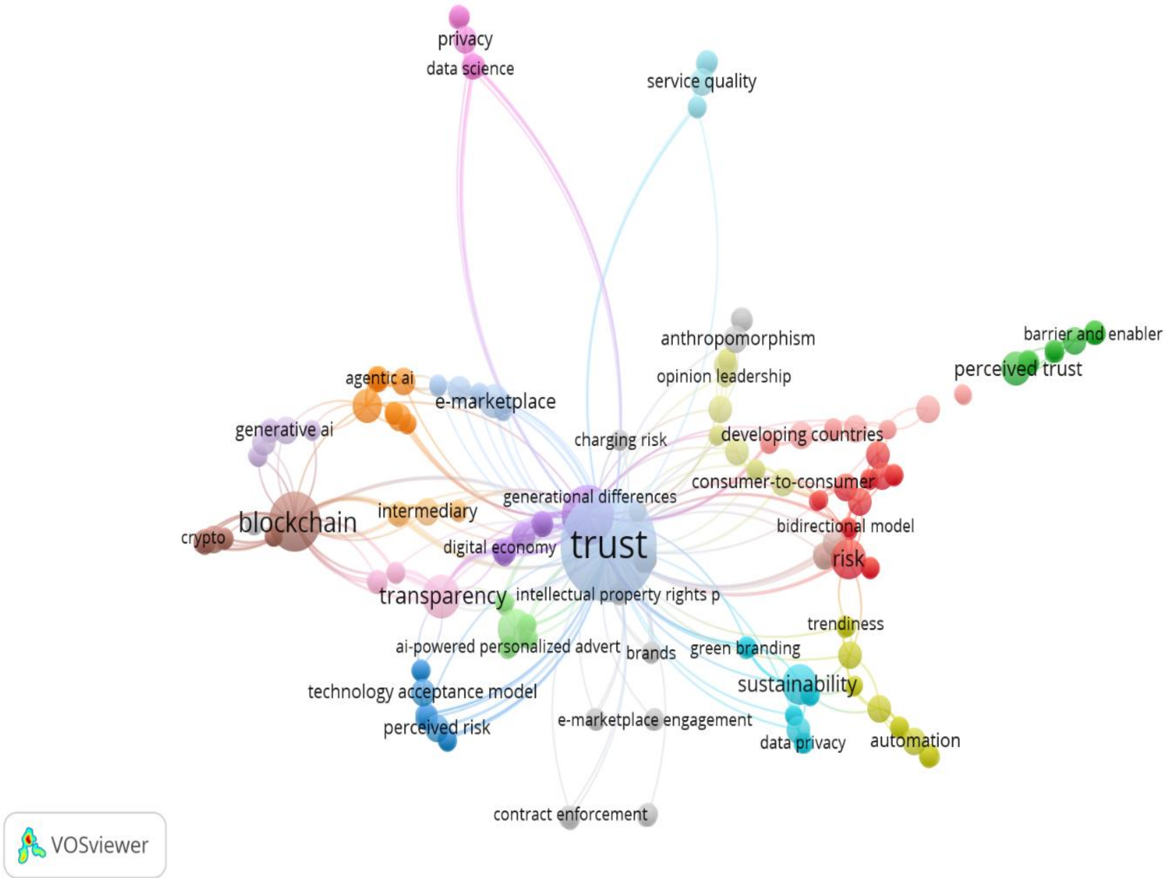

Figure 2. Keywords co-occurrence networks Bibliometrik: VOSviewer

Figure 2 shows a bibliometric network visualization created using VOSviewer, which demonstrates that the concept of trust serves as an intellectual hub connecting various interdisciplinary research themes. The dominant "trust" node affirms its position as a key variable in academic discourse, while its connections to terms such as blockchain, transparency, privacy, and risk reflect contemporary research orientations that place trust as a foundation within digital ecosystems and technology-based economies. The colored clusters that form indicate thematic differentiation: for example, clusters related to blockchain and transparency highlight technological and regulatory dimensions, whereas the privacy and risk clusters place greater emphasis on ethical issues and consumer perceptions. This pattern of interconnections demonstrates that trust does not stand alone but is influenced by structurally, technologically, and psychologically interacting factors.

In terms of its connection to concepts such as sustainability, e-marketplaces, perceived trust, and service quality, the analysis expands into the realms of economics and management. This indicates that research on trust does not focus solely on technological aspects but also on socio-economic implications, such as business sustainability, service quality, and the dynamics of online markets. The strong relationship between trust and service quality, for example, demonstrates that consumer trust is a key determinant of a digital platform's success. Meanwhile, the connection to sustainability underscores that trust is also a prerequisite for building corporate legitimacy in the public eye. Thus, this visualization reveals that trust is a multidimensional concept serving as a connecting node between technological innovation, regulation, ethics, and business strategy; consequently, this bibliometric analysis affirms the relevance of trust as a central variable in interdisciplinary research.

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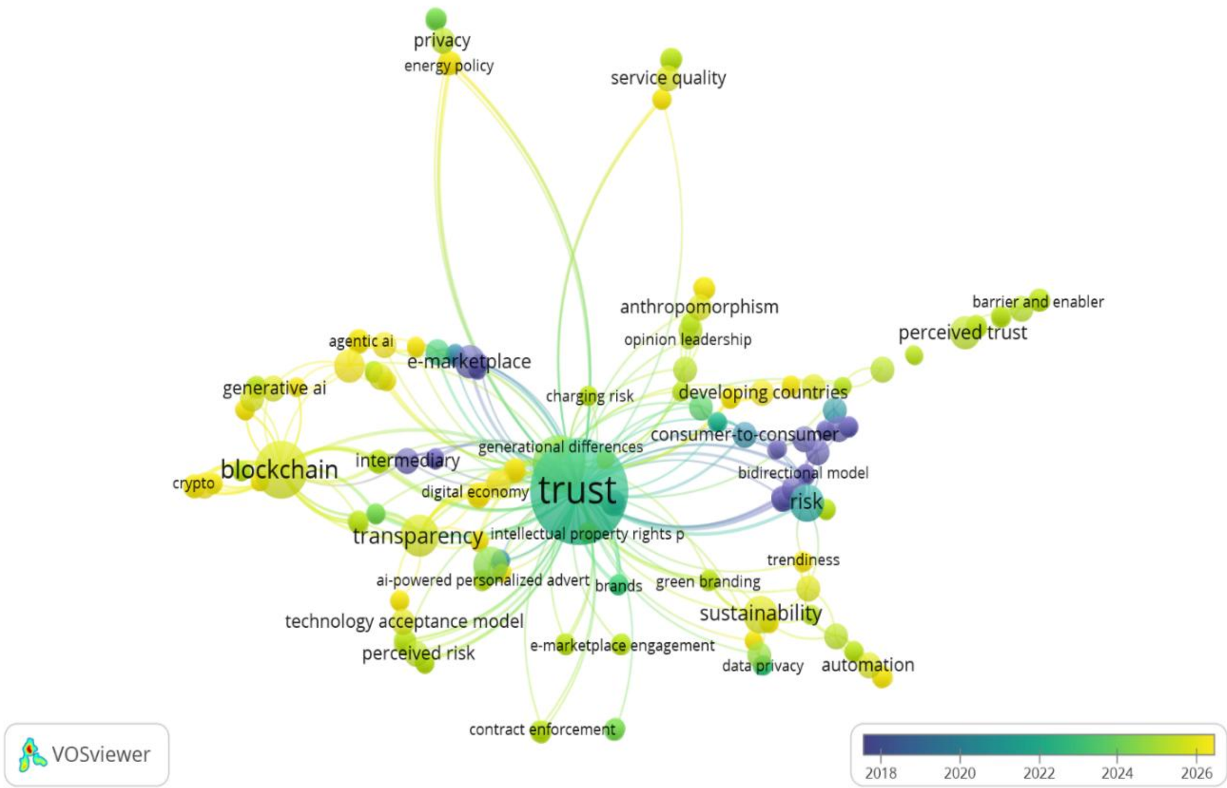

Figure 3. Overlay Visualization (Bibliometrik: VOSviewer)

Figure 3 overlay visualization adds a temporal dimension that enriches the bibliometric analysis of the concept of trust. The “trust” node remains the central hub, but the color coding based on publication year illustrates the evolution of the research theme from 2018 to 2026. The dominance of blue in terms such as “privacy” and “risk” indicates that these issues emerged earlier in the literature, in line with growing attention to data security and risk perception in the digital age. Meanwhile, green-yellow nodes such as “generative AI” and “sustainability” signify more recent research trends, reflecting a shift in academic focus toward new technologies and sustainability agendas. This overlay visualization not only maps the interconnections between concepts but also reveals temporal dynamics that show how trust evolves in response to technological advancements and socio-economic needs.

Furthermore, the connections between trust and terms such as e-marketplace, service quality, and developing countries point to a research direction that is increasingly contextual and practical. These nodes, which emerged in the mid-to-recent period, underscore that trust is a strategic variable in the development of digital markets, particularly in developing countries facing infrastructure and regulatory challenges. The connection with generative AI indicates that trust issues are now shifting into the realm of artificial intelligence, where algorithmic transparency and system accountability are crucial. Overall, this overlay visualization confirms that trust is a dynamic, multidimensional concept that continuously adapts to the technological landscape and the needs of the global community, enabling this bibliometric analysis to reveal a sharp and relevant direction in research evolution.

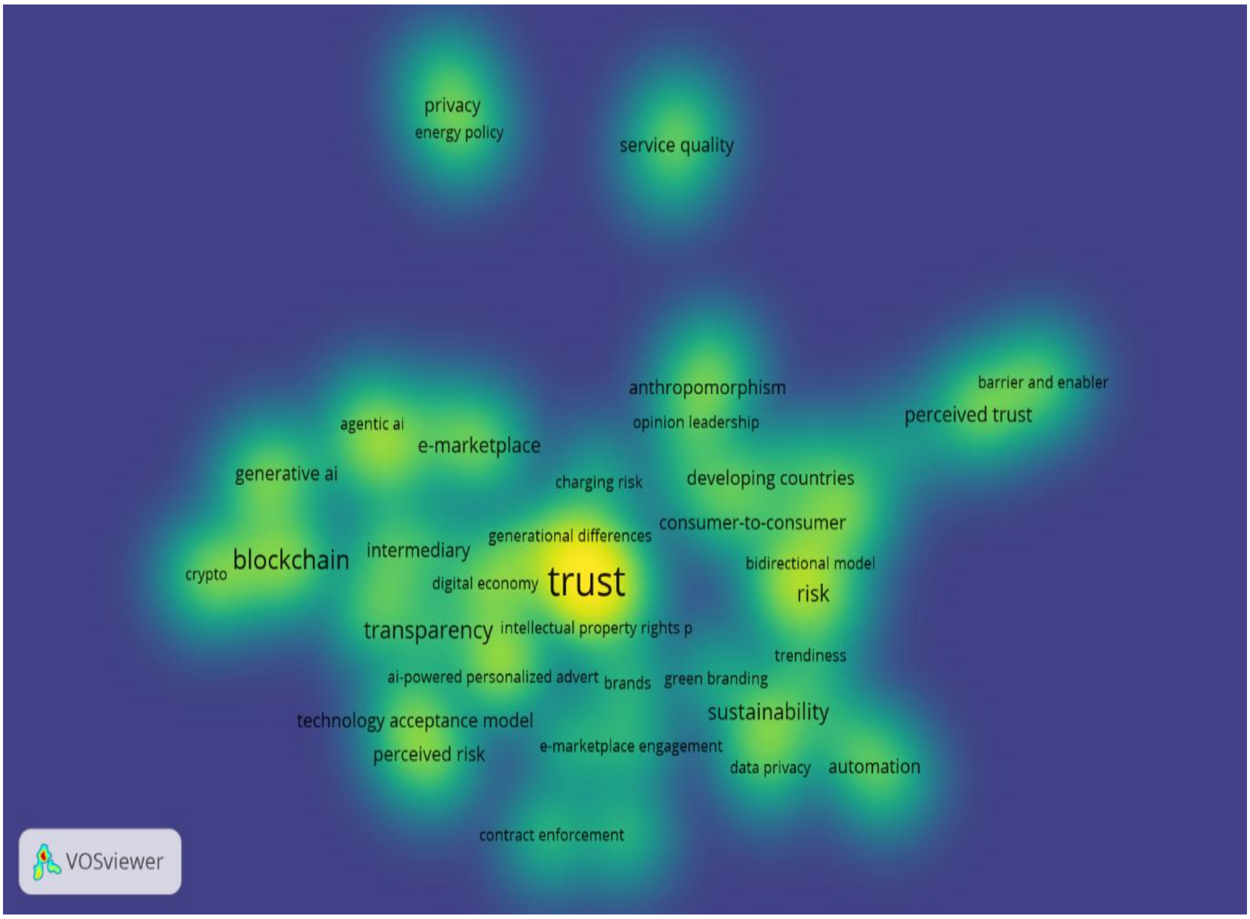

Figure 4. Bibliometri VOSviewer: Density Visualization

Figure 4 presents a density visualization that highlights the intensity and density of research related to the concept of trust across various digital and social contexts. The bright yellow "trust" node indicates high frequency and dominant relevance, signifying that trust is the most frequently studied focal point of academic discourse. The green to yellow hues on other nodes such as transparency, blockchain, privacy, and risk demonstrate significant levels of interconnectedness, while also confirming that these issues constitute key dimensions in discussions of trust. This visualization also demonstrates that trust is positioned not only as a psychological variable but also as a structural factor influencing the legitimacy of technology, regulation, and consumer interactions. Thus, the density of color and interconnections between nodes reflect that research on trust is developing in a multidisciplinary manner, involving perspectives from technology, ethics, and management.

Furthermore, the presence of terms such as sustainability, automation, consumer-to-consumer, developing countries, and anthropomorphism broadens the scope of the analysis to include socioeconomic and cultural dimensions. These nodes indicate that trust is a critical prerequisite in the context of digital markets, the adoption of automation technologies, and AI-based interactions that require anthropomorphic elements to enhance user acceptance. The connections to service quality and perceived risk confirm that consumer trust is a key determinant of the success of online services, particularly in developing countries facing infrastructure and regulatory challenges. Overall, this density visualization reveals that trust is the most intensively studied concept, with relationship density affirming its role as a multidimensional node that integrates technology, ethics, sustainability, and business strategy.

RQ2: What are the trends in customer trust regarding purchases on marketplaces based on author, year, title, place of publication, variables studied, and methods used?

Through a literature review of trends in customer trust regarding purchases on marketplaces based on author, year, title, place of publication, variables studied, and methods used the author identified 15 articles that met the criteria set by the researcher, with articles published between 2020 and 2026, and served as the basis for the discussion of consumer trust in making purchases on marketplaces. These articles can be seen in the table below:

Table 2. List of Articles by Author, Year, Title, Publication, Research Variables, and Methods Used

Authors & Year	Article Title	Journal	Research Variables	Methods Used
Khalfallah & Keller (2025)	Authenticity, ethics, and transparency in virtual influencer marketing: A cross-cultural analysis of consumer trust and engagement: A systematic literature review	Acta Psychologica (Q1)	Authenticity, ethics, transparency, virtual influencer marketing, cross-cultura, consumer trust and engagement	Systematic literature review, PRISMA, VOSviewer
Mayayise (2024)	Investigating factors influencing trust in C2C e-commerce environments: A systematic literature review	Data and Information Management (Q2)	Buyer(Tustor)-Seller(Trustee) Buyer(Trustor)-Platform(Trustee) Seller(Tustor)-Buyer(Trustee)	Systematic literature review, PRISMA
Singh et al., (2024)	Investigating the acceptance intentions of online shopping assistants in E-commerce interactions: Mediating role of trust and effects of consumer demographics	Heliyon (Q1)	Usefulness, Ease of use, Performance, Social network influence, Anthropomorphism, Social presence, Sociability, Rapport, Privacy risk, Anxiety, Trust, Attitude and acceptance, Moderating Variables (Gender, Age, Education and income)	Kuantitatif, PLS-SEM
Moriuchi & Takahashi (2022a)	The role of perceived value, trust and engagement in the C2C online secondary marketplace	Journal of Business Research (Q1)	Eco-Centric Functional Valua, Trust in online secondary market platform, Trust in Seller, Engagement on platform, Intetion to reuse online secondary marketplace platform	Kuantitatif, AMOS and Kuesioner
Caliskan et al., (2025)	Blockchain technology for building buyer-supplier trust and transparency in supply chains: An experimental study on P2P online marketplace vendors	Industrial Marketing Management (Q1)	Blockchain Feacterus, Trust in Platform, Transparency of Platform, Switching Cost, Willingness to continue selling	Experimental design and survey
Sombultawee et al., (2025b)	Signalling trust: supplier communication, buyer risk propensity, and e-marketplace engagement among B2B SMEs	Industrial Marketing Management (Q1)	Trust, Risk Propensity, Signal Consistency (Consistency/Inconsistency), Signal Creditability (Present/Absent), dan E-Market Engagement	Vignette-based (or scenario-based)
Mahdiraji et al., (2026)	Exploring the Nexus of industry 4. 0 on structural power and B2B marketing: A comprehensive	Industrial Marketing	Which Industry 4.0 drivers influence structural forces in B2B marketing? Based on	Systematic Literature Review (SLR) and

Authors & Year	Article Title	Journal	Research Variables	Methods Used
	approach to sustainability and competitive advantage ☆	Management (Q1)	evidence from the literature, Industry 4.0 drivers influence structural forces in B2B markets. How do structural forces, enhanced by Industry 4.0, contribute to sustainability and competitive advantage in the B2B context	Thematic Analysis (TA)
Uchikoshi & Frank (2026)	Technological Forecasting & Social Change Restoring consumer trust in e-commerce: The role of blockchain technology and its behavioral implications	Technological Forecasting & Social Change (Q1)	Privacy ownership, Platform trust, Privacy monetization, Metadata transparency, Illicit purchase needs, illicit access	Experimental design, Multi-wave survey
Do et al., (2025)	Impacts of e-RLSQ on repurchase intention in Vietnam's e-commerce market: The mediating role of customer satisfaction and trust Anh	International Journal of Information Management Data Insights (Q1)	Rpurchase Intention, Customer Satisfaction, Customer Trust, Realibilty, Information Quality, Technical Quality, Convenience, Communication Quality, Empaty, Remedies	Kuantitatif dan PLS-SEM
Zhai & Chen (2023)	How do relational bonds affect user engagement in e-commerce livestreaming? The mediating role of trust	Journal of Retailing and Consumer Services (Q1)	Trust in the broadcaster, Trust in the platform, Financial bonds, Social bonds, Structural bonds, Experience, User engagement	Kuantitatif dan Kuesioner
Jakhar & Indian (2026)	Explainable fake review detection: A hybrid deep learning model for E-commerce platforms to enhance customer trust	Journal of Retailing and Consumer Services (Q1)	Explainable fake review, hybrid deep learning model, E-commerce, customer trust	Systematic Literature Review (SLR)
Yuwen et al., (2022)	Consumers' Perceived Trust Evaluation of Cross-border E-Consumer Platforms in the Context Socialization	Procedia Computer Science	Features of Consumer Perceived Trust, Perception on Cross-border E-commerce Feature, Perception on Consumer Risk	Algoritma k-means
Tkachuk et al., (2023)	Towards efficient privacy and trust in decentralized blockchain-based peer-to-peer renewable energy marketplace	Sustainable Energy, Grids and Networks (Q1)	Privacy and Trust in a Decentralized Blockchain-Based Peer-to-Peer Renewable Energy Marketplace	Design, implementation, and performance evaluation of a blockchain-based decentralized energy marketplace system. This approach is experimental and

Authors & Year	Article Title	Journal	Research Variables	Methods Used
				involves systems engineering,
Mofokeng (2023)	Antecedents of trust and customer loyalty in online shopping: The moderating effects of online shopping experience and e-shopping spending	Heliyon (Q1)	customer trust (CT), on-time delivery (OD), privacy concerns (PS), product variety (PV), perceived ease of use (PEoU), privacy concerns (PC), customer trust (CT), customer loyalty (CL).	Kuantitatif, SEM, AMOS
Premkumar et al., (2025)	AI based strategic decision framework for precise e-commerce applications and ensuring consumer trust through tactical precision and decision-driven strategies	Results in Engineering (Q1)	AI, strategic decision, e-commerce applications, consumer trust, through tactical precision and decision-driven strategies	The methodology encompasses stages of data acquisition, preprocessing, model development, and performance evaluation against traditional machine learning algorithms.

As shown in Table 2, publications from early 2022 through 2023 emphasize the conceptual foundations of trust in e-commerce. The study by Moriuchi & Takahashi (2022a) in the Journal of Business Research highlights the role of perceived value and consumer engagement in C2C marketplaces, while the study by Yuwen et al., (2022) in the journal Procedia Computer Science discusses the evaluation of consumer trust in cross-border platforms. The year 2023 shows a diversification of issues, with the study by Zhai & Chen (2023) in the Journal of Retailing and Consumer Services emphasizing relational bonds in livestreaming, Mofokeng (2023) in the journal Heliyon examines the antecedents of trust and loyalty, and the study Tkachuk et al., (2023) in Sustainable Energy, Grids and Networks expands the discussion to blockchain-based energy marketplaces.

In 2024, the focus of research shifted toward trust in more complex digital interactions. A study by Mayayise (2024) in the journal Data and Information Management examined trust factors in C2C e-commerce, while a study by Singh et al., (2024) in the journal Heliyon linked trust to the acceptance of shopping assistants. This year's publications indicate a shift from merely examining antecedents toward integrating trust with interactive technologies. Meanwhile, in 2025, the literature increasingly emphasizes disruptive technologies and strategic implications. In the study by Khalfallah & Keller (2025) in the journal Acta Psychologica, the focus is on the ethics and transparency of virtual influencers; on the other hand, the studies by Caliskan et al., (2025) and Sombultawee et al., (2025b) in the journal Industrial Marketing Management examine blockchain and supplier communication in building trust, furthermore, the study by Do et al., (2025) in the International Journal of Information Management Data Insights emphasizes trust as a mediator in repurchase intention, and dan Premkumar et al., (2025) in the journal Results in Engineering link AI to trust-based e-commerce strategies.

Recent publications (2026) highlight interdisciplinary trends and advanced technological solutions. For example, a study by Mahdiraji et al., (2026) in the journal Industrial Marketing Management links Industry 4.0 to trust and sustainability, furthermore, the study by Uchikoshi & Frank (2026) in the journal Technological Forecasting & Social Change emphasizes blockchain as a mechanism for restoring consumer trust, while Jakhar & Indian (2026) in the Journal of Retailing and Consumer Services developed a deep learning-based model for detecting fake reviews to enhance consumer trust.

Regarding publication venues, the journals Acta Psychologica, Journal of Retailing and Consumer Services, and Journal of Business Research emphasize the psychological aspects of trust, engagement, and consumer behavior. On the other hand, the Journal of Industrial Marketing Management focuses on trust in the B2B context, blockchain, and supply chain transparency. Furthermore, Technological Forecasting & Social Change, the International Journal of Information Management: Data Insights, and Procedia Computer Science highlight trust as an implication of disruptive technologies such as blockchain and AI, while multidisciplinary journals (Heliyon, Results in Engineering) demonstrate the integration of trust with demographic factors, consumer experience, and AI-based strategies. Meanwhile, the Journal of Sustainable Energy, Grids and Networks extend the concept of trust into the realm of decentralized energy marketplaces. Year Number of Articles Published Publication

Table 3. Article Publications by Year

Years	Number of Published Articles	Publication Venue
2026	3	Industrial Marketing Management, Technological Forecasting & Social Change, Journal of Retailing and Consumer Services.
2025	5	Acta Psychologica, Industrial Marketing Management (2 article), Results in Engineering.
2024	2	Data and Information Management, Heliyon.
2023	3	Journal of Retailing and Consumer Services, Sustainable. Energy, Grids and Networks, Heliyon.
2022	2	Journal of Business Research, Procedia Computer Science.
Total	**15**	

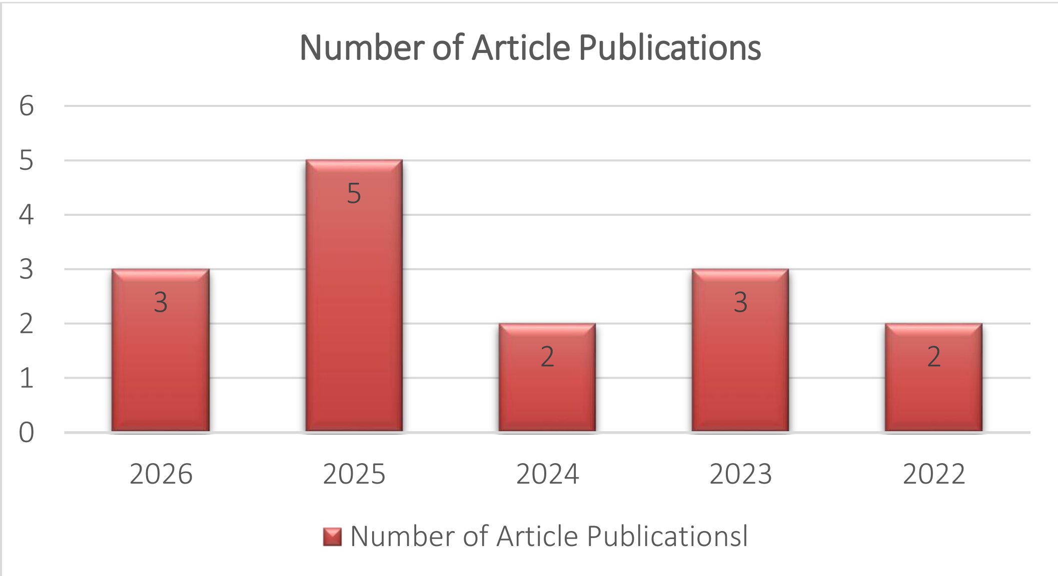

Figure 5. Article Publications by Year

Table 3 and Figure 5 show article publications by year, specifically for the period 2020–2026, indicating that research trends during this period exhibit significant dynamics, with a concentration of new publications emerging starting in 2022. The absence of publications in 2020 and 2021 indicates a hiatus or limitations in research within the field under study, so the focus of the analysis is directed toward the years 2022–2026. In 2022, there were 2 articles published in the Journal of Business Research and Procedia Computer Science, followed by an increase in 2023 with 3 articles in the Journal of Retailing and Consumer Services, Sustainable Energy, Grids and Networks, and Heliyon. The year 2024 showed a decline with only 2 articles in Data and Information Management and Heliyon, but saw a resurgence in 2025 with 5 articles published in Acta Psychologica, Industrial Marketing Management (2 articles), and Results in Engineering.

The peak occurred in 2026 with three articles published in Industrial Marketing Management, Technological Forecasting & Social Change, and the Journal of Retailing and Consumer Services. The researchers emphasized that of the 16 articles reviewed, 15 relevant articles were analyzed in greater depth from 2022 to 2026, revealing a fluctuating pattern yet still indicating a trend of increasing research interest in this field, particularly in reputable international journals. However, among the 16 analyzed articles, no publications were found in 2020 and 2021 that aligned with this research topic; thus, only the 16 articles from 2022–2026 were systematically and structurally analyzed.

RQ3: What findings have been generated, and what future research agenda is recommended based on the literature?

As shown in Table 2, 16 articles on consumer trust were reviewed from Q1- and Q2-ranked indexed journals and articles; these articles present findings and suggest future research directions. Research by Khalfallah & Keller (2025) found that virtual influencers have the capacity to increase brand engagement, while concerns regarding authenticity, transparency, and the uncanny valley effect influence consumer perceptions. The Virtual Influencer Trust and Engagement Model (VITEM) is a new framework that explains the relationship between authenticity, disclosure transparency, and cultural context. This model demonstrates that trust is the primary mediating factor, highlighting cultural differences in consumer responses to virtual influencers. Khalfallah & Keller (2025) suggest that future research should investigate the potential benefits and challenges of collaboration between virtual and human influencers. Understanding the dynamics of these partnerships can help brands enhance authenticity, trust, and engagement in marketing campaigns.

Mayayise (2024) study found a lack of ongoing empirical research in the realm of C2C e-commerce, particularly regarding trust. Various elements, including seller reputation, product reviews, price, and the presence of a profile photo, emerged as influential factors from the buyer's perspective. On the other hand, aspects such as structural guarantees and website quality play a crucial role in influencing trust in the platform from the buyer's perspective. Mayayise (2024) suggests that future C2C e-commerce research should diversify methods, contexts, and factors, such as culture and reviews.

In their study, Singh et al., (2024) also found that anthropomorphism, attitude, ease of use, enjoyment, privacy, trust, and usefulness are key determinants of the acceptance variable, Singh et al., (2024) suggest that future research could employ an experimental design in which participants are invited to use specific Online Shopping Assistants (OSA) before evaluating their experience and how cultural factors play a role in accepting e-commerce Online Shopping Assistants (OSA) and shaping attitudes. Moriuchi & Takahashi (2022a) also found that all serial mediations (trust and engagement) were significant when trust was directed toward the company facilitating the platform, but not all serial mediations were significant when trust was directed toward the seller, Moriuchi & Takahashi (2022a) suggest that future research could include a 2x2 design in which consumers purchase hedonic or utilitarian products, and the attributes could be sellers engaged in pre-sale conversations versus sellers who do not engage in pre-sale conversations.

On the other hand, research by Caliskan et al., (2025) found that the relationship between blockchain features and vendors' willingness to continue selling is fully mediated by vendors' perceptions of P2P platform transparency and their trust in it. Furthermore, switching costs moderate the relationship between trust and willingness to continue selling on P2P platforms, but do not moderate the relationship between transparency and willingness. Caliskan et al., (2025) suggest that future research could utilize reciprocity, support, commitment, fairness, and equity (Cropanzano & Mitchell, 2005), satisfaction, cooperation (Lambe et al., 2001), collaboration (Davis-Sramek et al., 2022), attractiveness, and power balance (Tanskanen, 2015). Finally, future research could apply transaction cost theory to further elucidate the roles of trust and transparency in P2P platforms.

Furthermore, the study by Sombultawee et al., (2025b) found that signal consistency and signal credibility in e-marketplace supplier communication positively influence the trust of prospective SME buyers in suppliers, which in turn increases the engagement of prospective buyers with e-marketplace suppliers; This study reveals both direct and indirect effects, mediated by buyer trust, of supplier signal consistency (consistent signals vs. inconsistent signals) and signal credibility (the presence vs. absence of credibility in supplier signals) on buyer engagement with suppliers. Meanwhile, Mahdiraji et al., (2026) identified eight key drivers of Industry 4.0 that enhance structural strength by strengthening cooperation, trust, and network integration. Integrating vertical and horizontal processes emerges as a key mechanism for increasing organizational autonomy and influence. This study enhances the theoretical understanding of structural power and offers practical insights into sustainable B2B competitiveness in the digital age. Mahdiraji et al., (2026) suggest that future studies could investigate how structural power within B2B networks evolves as human-centeredness, resilience, and sustainability become key drivers of industrial transformation.

In their study, Uchikoshi & Frank (2026) found consistent and statistically significant results indicating that blockchain technology features specifically privacy ownership, privacy monetization, and metadata transparency enhance consumer trust in e-commerce platforms. These findings extend trust-building theory to the context of blockchain technology and provide retail practitioners with insights into a powerful new technology for boosting consumer purchases on their online stores. Uchikoshi & Frank (2026) suggest that future research could expand the list of moderators of these main effects to enhance scholars' understanding of the boundary conditions of trust-building theory in the blockchain context.

Meanwhile, the study by Do et al., (2025) shows that Information Quality (INF) and Convenience (CON) significantly increase customer satisfaction, while Remedies (REMD) and INF foster trust. Both satisfaction and trust mediate the relationship between e-RLSQ and repurchase intention, with satisfaction exerting a stronger influence. Defined as the likelihood that a customer will continue to buy from the same retailer (Chiu et al., 2014; Do et al., 2023; Hellier et al., 2003), repurchase behavior reflects customer satisfaction, trust, and brand loyalty. Studies consistently show that retaining existing customers is far more cost-effective than acquiring new ones (Do, 2025). In the ever-evolving e-commerce landscape, customer satisfaction with the return process plays a crucial role in building trust and influencing repeat purchasing behavior (Marinkovic et al., 2014). Do et al., (2025) also suggest that future studies could address this gap by examining direct and indirect effects, helping to clarify whether satisfaction and trust act as full mediators.

The findings of Zhai & Chen (2023) indicate that social ties and structural ties positively influence user engagement, while financial ties have no direct impact on user engagement. Financial ties, social ties, and structural ties are positively associated with trust in the broadcaster. Similarly, financial ties, social ties, and structural ties are also positively associated with trust in the platform. Furthermore, trust in the broadcaster and trust in the platform directly influence user engagement, fully mediating the impact of financial ties on user engagement, while partially mediating the impact of social ties and structural ties on user engagement. Additionally, we found that experience moderates the mediating effect of trust between relational ties and user engagement. The study by Zhai & Chen (2023) suggests that future research could consider the impact of various types of broadcasters and platforms, as well as user trust in them, on user engagement in e-commerce live streaming.

On the other hand, research by Jakhar & Indian (2026) shows that 89% of customers check reviews before making a purchase, and 47% believe that businesses manipulate their online reputation. This study advances the field of fake review detection by providing solutions that service providers and retailers can use to enhance platform integrity and customer trust across various e-commerce scenarios. The presence of reviews that appear fake erodes trust in the entire review system because customers stop buying once they realize they have been misled, and this significantly impacts consumer trust, platform credibility, and brand integrity (Dwivedi et al., 2021; Hakak et al., 2021; He et al., 2022; Khan & Haroon, 2022). Jakhar & Indian (2026) also suggest further research to develop methodologies to mitigate these risks and provide a clear framework for addressing false positives to ensure fairness and maintain the integrity of review platforms and businesses.

Furthermore, the study by Yuwen et al., (2022) demonstrates that the evaluation of the K-means algorithm is more objective and can be applied to the problem of developing an evaluation index system based on three aspects, and employs the AHP method to determine the final index system. This evaluates consumer perception of trust in cross-border e-commerce. The evaluation results can be used to address the shortcomings of cross-border e-commerce in a targeted manner. The results of the K-means algorithm evaluation are more objective and can be applied to cross-border e-commerce issues to intuitively understand consumers' self-perceived trust, and subsequently address the shortcomings of cross-border e-commerce in a targeted manner. The results of the evaluation of consumer perception of trust in cross-border e-commerce. The evaluation results can be used to address the shortcomings of cross-border e-commerce in a targeted manner.

Tkachuk et al., (2023) demonstrate in their study that the partial centralization implemented by regulators does not hinder the execution of P2P energy trade settlements. Blockchain technology enables automated market operations that provide better incentives for prosumer electricity production. Finally, the proposed market safeguards user privacy during P2P energy trade settlements. Mofokeng (2023) study also found that results indicate customer trust in online shopping depends on on-time delivery (OD), perceived security (PS), product variety (PV), and perceived ease of use (PeoU), but not privacy concerns (PC). Customer trust (CT) is significantly influenced by on-time delivery (OD), product variety (PV) significantly influences customer trust (CT). The research results indicate that trust mediates the relationship between on-time delivery (OD), perceived security (PS), product variety (PV), and customer loyalty (CL). Online shopping experience and online shopping expenditure significantly moderate the impact of product variety (PV) on trust. The effect of on-time delivery (OD) on customer loyalty (CL) is significantly moderated by online shopping experience. This paper validates a scientific approach to the coexistence effects of these key forces that e-retailers can use to gain trust and build customer loyalty (CL). Mofokeng (2023) also suggests in the study that future research could be expanded to investigate the moderating effects of the variables in this study as latent constructs, before generalizations can be made about their impact on online shopping.

On the other hand, in the study by Premkumar et al., (2025), experimental results showed that the CNN-based model achieved 90% accuracy and 95% recall, demonstrating its strong ability to distinguish between genuine and counterfeit items across various product categories. These findings highlight the potential of this approach to support brand protection and consumer trust by providing a measurable and automated detection mechanism. The uniqueness of this work lies in the integration of CNN with data augmentation and transfer learning, resulting in a more adaptive, accurate, and practical solution for counterfeit detection in the dynamic e-commerce environment.

Customer trust in purchasing on marketplaces is a key aspect of building long-term relationships between companies and consumers. Consumer trust in a company leads to positive perceptions and evaluations of products; trust, as a reward for a partner's reliability and integrity, strengthens relationships and influences brand loyalty (Sachdev & Sauber, 2023). Consumers face risks such as uncertainty regarding product quality, doubts about product suitability, and asymmetric information, all of which significantly influence purchasing decisions; the role of trust in mitigating these risks is crucial for reducing them and encouraging consumers' intent to purchase (Zhang et al., 2025).

A lack of security increases the risk of fraud and identity theft, while complex transaction processes and a lack of transparency erode trust, reducing confidence and repeat purchases (Hossain et al., 2024). Trust is earned when consumers witness a brand's consistent efforts toward sustainable practices. This trust can translate into loyalty, as consumers often remain loyal to brands that have demonstrated their commitment to sustainability over time (Traiyarach et al., 2025b). Companies that can articulate their sustainability efforts and successes often find that consumers not only become repeat buyers but also advocates for the brand.

It should be emphasized that a systematic literature review indicates that trust serves not only as a psychological factor but also as a social mechanism that connects companies with consumers through perceptions of security, information transparency, and the quality of services provided. Trust has been proven to be a factor that strengthens the relationship between customer experience, online reviews, and purchasing decisions; consequently, marketplaces capable of building and maintaining trust will possess a competitive edge in establishing long-term relationships with consumers. This study also confirms that trust can be viewed as a foundation that not only directly influences consumer behavior but also shapes consumer experiences in deciding whether to make future purchases. Finally, the key takeaway is that marketplaces must be able to integrate technological innovation with ethical and transparent communication strategies, so that consumers feel secure when making online purchases, as consumers who trust a company tend to demonstrate higher loyalty and engagement toward it.

CONCLUSION

Trust is a cornerstone of online marketing; it serves not only as a psychological assurance but also as the mechanism underpinning consumers' perceptions of reliability, transparency, and ethical behavior. To foster customer trust, companies must ensure that trust is consistently built throughout the entire customer experience, not just during isolated moments of interaction. Findings from the literature indicate that customer trust is a multidimensional construct at the core of digital market sustainability, linking technological innovation, ethical considerations, regulatory frameworks, and business strategies. This literature review also demonstrates that trust has a strong relationship with blockchain, transparency, privacy, risk, and sustainability, reflecting its role as both a psychological and structural factor in legitimizing online transactions and fostering long-term relationships with consumers. Furthermore, this literature highlights trust as a mediator in repurchase intention and consumer engagement. This study affirms trust as a strategic foundation for the success of online markets and calls for interdisciplinary research to strengthen consumer trust in increasingly modern digital marketing.

LIMITATIONS AND FUTURE RESEARCH

This systematic literature review is limited to 15 articles retrieved exclusively from the ScienceDirect database and published between 2020 and 2026, which may restrict the comprehensiveness of the findings. Although the selected studies provide valuable insights into consumer trust in marketplace purchasing, relevant studies from other major databases may not have been captured.

Based on the research gaps identified in this review, several future research directions are proposed. First, from a conceptual perspective, future studies should develop more integrative models of consumer trust by examining emerging factors such as artificial intelligence-based recommendations, algorithm transparency, cybersecurity, digital payment security, and sustainability practices, as these variables remain underexplored in the marketplace context. Second, from a methodological perspective, future research should move beyond predominantly quantitative approaches by incorporating mixed methods, longitudinal studies, and experimental designs to better capture the dynamic development of consumer trust over time. Third, from an empirical perspective, future studies should expand investigations across different marketplace platforms, industries, and cultural settings, particularly in emerging economies, to improve the generalizability of findings. Comparative cross-country studies are also recommended to explore how cultural, economic, and technological differences influence consumer trust in online purchasing behavior.

Future studies may also broaden literature coverage by incorporating additional databases such as EBSCO Host, IEEE Xplore, Web of Science, Scopus, Springer, Emerald, Taylor & Francis, JSTOR, and Google Scholar to provide a more comprehensive understanding of consumer trust in digital marketplaces.

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