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Original Article

Building Consumer-to-Consumer Trust in E-Finance Marketplaces: An Empirical Analysis

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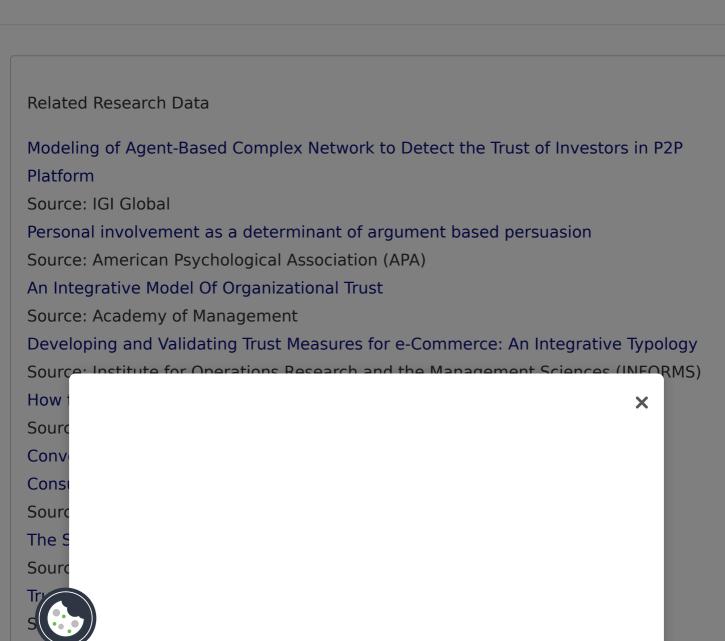
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mechanisms that influence trust behavior. These findings will help on-line marketplace providers to build successful P2P lending marketplaces.

Keywords:

E-finance elaboration likelihood model on-line communities P2P marketplace trust

trust-building mechanisms



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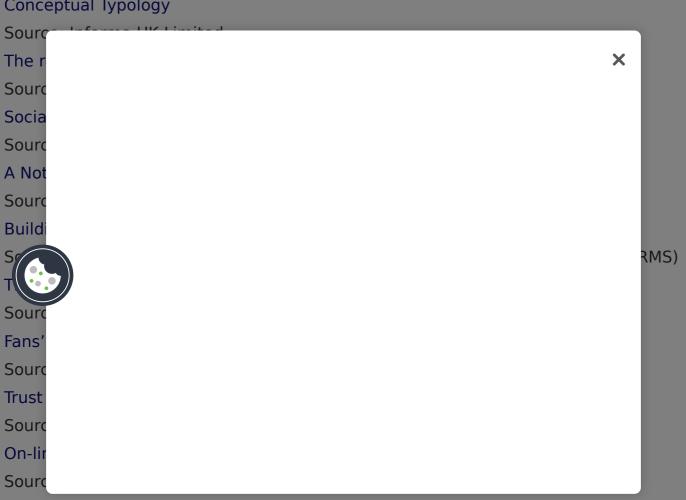
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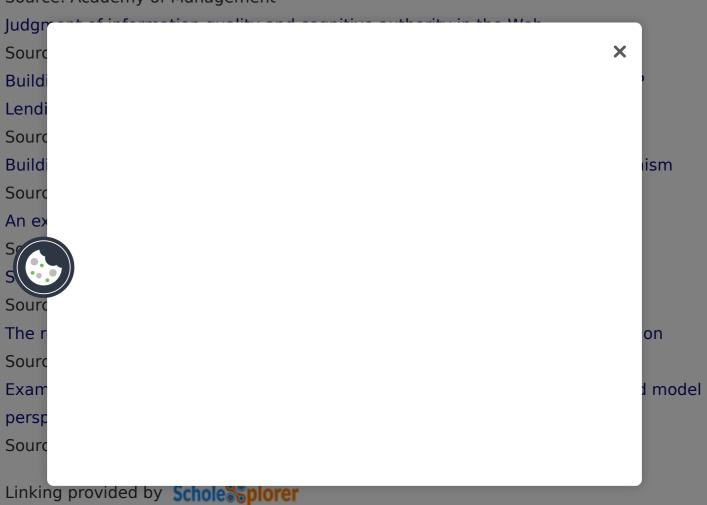
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