Abstract

This research explores customer trust in online shopping, focusing on the critical role of data privacy and security in shaping consumer confidence. With the rapid growth of e-commerce, customer trust has become a fundamental factor in driving purchasing decisions. This mixed-methods study combines quantitative surveys and qualitative interviews to examine how concerns over data privacy and security impact customer trust and behavior in online shopping environments.

The quantitative component evaluates the relationship between perceptions of data privacy and security measures (such as encryption, secure payment systems, and data protection policies) and customers' trust in online retailers. It also assesses the influence of these factors on consumers' willingness to make purchases, share personal information, and return to the same platform. The qualitative aspect delves deeper into customer experiences and attitudes toward online shopping, providing insights into specific concerns, such as fear of data breaches or identity theft, and how these concerns influence shopping behavior.

By integrating both statistical data and personal experiences, the study offers a comprehensive view of how data privacy and security measures affect customer trust. The research aims to provide actionable recommendations for e-commerce businesses, emphasizing the importance of transparent privacy policies, robust security protocols, and effective communication to foster trust and loyalty in online shopping.