



# Trust, Risk, Privacy, and Security in e-Commerce

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# Background

- Multidisciplinary research group
  - Information Systems
  - Consumer Studies
  - Telemedicine
  - Rural Entrepreneurship
- Pre-questionnaire, interviews and analysis 2004, Finland
- Contexts:
  - Media
  - Health Technology
  - Net Grocery



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# Concepts

- Trust
  - Interpersonal, institutional and dispositional
- Risk
  - Subjective experience and antecedent of trust
- Privacy
  - Information, bodily, territorial and communication
- Security
  - Confidentiality, integrity and availability



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# Trust and risk

- Low and high dispositional trust
- Brand awareness
- foreign e-vendors seen as trustworthy
  - High perceived risk
- Lack of trust in technology





# Privacy

- Information theft for marketing purposes seen as treath
- Unwanted email – link between privacy and email
- Fake information to vendors
- Survaillance for hackers
- "ordering from abroad is not safe"



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# Security

- Credit card numbers – confidentiality
- E-vendors nationality - a link between institutional trust and security
- Integrity problems because of viruses
- Suspicious third parties
- Availability – logging into e-services – registration problems



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# Discussion (1)

- All four concepts are linked to each other
- Risk literature
  - privacy is considered a dimension of psychological risk and security a dimension of financial risk
  - Not only technological risks
- perceived risks are a prerequisite to trust, the effect of privacy and security on risk perception might also have an influence on consumer trust in e-commerce



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## Discussion (2)

- privacy and security have an effect on institutional and interpersonal trust
- security has a direct effect on trust
- trust could be seen as dynamic construct





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