# **IDENTIFYING KEY FACTORS RELATED TO CYBER SECURITY THAT AFFECT CONSUMER PURCHASE BEHAVIOR IN E-COMMERCE**



### ABSTRACT

The concern of potential cyber-attack and other significant factors such as personal knowledge about cyber security, previous cyber-attack experience, the concern related to loss of personal data can affect customers in their decision making while shopping from e-commerce sites. In this research, we investigate and analyze the key factors related to cyber security that influence customer's purchase behavior for online shopping. Moreover, an investigation will be performed to find out whether customer's cyber security behavior has developed over time during covid-19. Demographic factors such as age, education, cyber security knowledge, previous attack experience, data breach concerns, secure payment methods, and covid-19 all have a significant role to shape consumer attitudes and behavior towards online shopping. Adequate knowledge of cyber security and potential threats help the consumer to take proper decision to mitigate risk. Secure payment portal, website quality may influence customers to shop online. A hypothesized model has been developed to test all the proposed hypotheses for this study. This study will also examine the role of Covid-19 to see how it helped customers to develop their IT knowledge and adopt to E-commerce platforms for their shopping.

### INTRODUCTION

E-commerce or electronic commerce refers to the purchasing and selling of goods and services or transmission of assets and information over an electronic network (i.e., the internet) According to the data from 2021, there are 2.14 billion ecommerce shoppers worldwide accounting for \$5.4 trillion in retail sales (Chevalier, 2022). Although a significant number of people are using e-commerce platforms to buy their merchandise. Purchasing transactions are using e-commerce sites are likely susceptible to cyber risks (Mattison Thompson et al., 2019)). Thus, cyber security in E-commerce is still considered an important topic of research.

### SECTOR DURING PANDEMIC: A STUDY IN THE CYBER SECURITY CONTEXT

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#### HYPOTHESIS

01. Demographic factors such as gender age income and education level influence cyber security behavioural intentions. 02. The level of cyber security knowledge positively influences e-commerce purchase behavior. commerce. 04. Cyber-attack experience increases the perceived cybersecurity value in E-commerce shopping.

05. Cybercrime perception negatively influences consumer intention to purchase from E-commerce.

06. Protection of personal data positively influences cybersecurity behavior in E-commerce platforms.

07: Security breach concern level positively influences customer attitude towards E-commerce shopping.

08. Secure payment method influences purchase behavior in e-commerce.

09. The quality of E-commerce website interface design positively influences attitude to shop from E-commerce.

10. Covid 19 has impacted buying perception towards e-commerce.

11. There is a positive chance that consumers are willing to continue E-commerce sopping post-pandemic time.

13. There is a positive change that consumers will continue using E-commerce platforms post-pandemic time as their perception of cyber security developed.



- 03. Previous Cyber-attack experience increases the likelihood that consumers take more protective measures to lessen cyber threats in e-
- 12. E-commerce purchase behavior has increased during covid 19 because customers' perception towards cyber security has developed.

# METHODOLOGY

This research study will be performed as a survey question in Bangladesh The participants will be provided with the survey question for this research study. The research survey questions will be provided in English Bengali language to the participants of this their IT knowledge. research study. . The participants will be selected from close contacts such as family members, University friends, school friends of friend's recruitments through personal contacts and social media (Facebook). We are expecting to have 250 participants in this research study. Based on literature research studies.

# LITERATURE REVIEW

Approximately two-thirds of the world population have access to the Internet, and unsurprisingly, the use of the Internet continues to rise (Miniwatts Marketing Group, 2021). This growth has contributed to the digital transformation of commerce as consumer behaviors increasingly shift online and influence businesses to adapt (Reinsel et al., 2018; Turban et al., 2018). The growth of E-commerce has been rising steadily for many years and accounting for 3.5 trillion in sales worldwide in 2019 (United States Census Bureau, 2021) Though there is a positive growth in e-commerce sector, the rising concern of cyber crime is still considered as an impeding element for the growth of E-commerce sector. The incredible growth of ecommerce business has disrupted because of the upsurge in cybercrime (Singleton, 2020; WEF, 2020). The concern related to cyber security and other related factors such as level of IT knowledge, previous attack experience, concern related to loss of personal information, secure payment method has significant contribution in order to shape the attitude of consumers while shopping in the e-commerce platform.

### CONCLUSION

This research will help to understand the cybersecurity-related factors that can affect consumer attitudes towards shopping from an e-commerce site. This research will identify the key factors that consumers are aware of while shopping from an online site. During this global pandemic through this research I would like to investigate Moreover, through this research we will investigate the role of covid 19 and how it helps the consumer to develop

# REFERENCES

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