

THE MARKETING VALUE OF CYBERSECURITY IN THE DIGITAL ERA: AN EXPERIMENTAL INVESTIGATION

Atefeh Yazdanparast, Schroeder School of Business, University of Evansville, 1800 Lincoln Ave., Evansville, IN 47722, 812-488-2480, ay42@evansville.edu

Yolanda Obaze, Schroeder School of Business, University of Evansville, 1800 Lincoln Ave., Evansville, IN 47722, 812-488-285, yo21@evansville.edu

Mehran Safizadeh, College of Engineering and Computer Science, University of Evansville, 1800 Lincoln Ave., Evansville, IN 47722, 812-488-2409, ss550@evansville.edu

ABSTRACT

Prior research has focused on the strategic importance of building trust in consumers and has emphasized that trust allows consumers to overcome perceptions of risk of transactions with web-based vendors. Drawing on the commitment-trust theory of relationship marketing and following an experimental approach, this research aims to examine the effect of using cybersecurity disclosure in marketing campaigns on customers' perception of data security/risk while transacting with the company. Moreover, the research examines the role of the firm's history of cyber-attacks. We argue that raising awareness about firms' privacy policies and cybersecurity measures can lower consumers' data security/risk perceptions, enhance trust, and in turn, result in desirable consumer-firm relationship outcomes (i.e., trust, perceived risk of sharing information, perception of firm's transparency, likelihood to share information with the company, and patronage intentions).

Keywords: Cyber security, Marketing, Privacy, Trust, Consumer-firm relationship