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MASTER'S THESIS

PASITIKĖJIMO ARBA NEPASITIKĖJIMO VEIKSNIŲ POVEIKIS NORUI ATSKLEISTI ASMENS DUOMENIS PIRKANT INTERNETINE IR SOCIALINIUOSE TINKLUOSE KINIJA IR LIETUVOJE	**IMPACT OF TRUST/DISTRUST FACTORS ON WILLINGNESS TO DISCLOSE PERSONAL DATA IN ONLINE SHOPPING AND SOCIAL NETWORKING IN CHINA AND LITHUANIA**

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TABLE OF CONTENT

INTRODUCTION

The digital revolution has changed the way we organize our life and activities. The growing popularity of online shopping and social networking is evident worldwide. Eurostat (2022) reports that in 2021, 90% of people aged 16 to 74 in Europe used the Internet, of which 74% engaged in online shopping. This is an increase of 1 percentage point from 2020 and 11 percentage points from 2016. Similarly, China's National Bureau of Statistics (2022) noted that online retail sales continue to grow, increasing by 6.4% year-on-year from January to November 2022 - surpassing offline sales and accounting for 27.1% of total consumer goods sales. In online shopping, trust becomes more important than in traditional shopping, as more uncertainty is usually involved. (Kim 2014). Forecasts based on European data indicate that the use of social networks will reach 82.47% in 2023. In addition, the 2023 China social networking Platform Guide shows that as of December 2022, there are more than 1.067 billion Internet users in China, with a penetration rate of 75.6%. Among them, 95.13% are social networking users. The data proves the popularity of social networks and online shopping.

Personal data has become very valuable to business organizations, and online shopping and social networking are key areas where personal data plays an important role. (Urbonavicius,et al, 2021) By disclosing personal information, users can get personalized services, better online experience, and contribute to the development of the digital economy, but there are also some services that must be completed by disclosing personal information, (Acquisti,Taylor & Wagman,2016) For example, online shopping, food delivery services, online car-hailing, etc.

However, disclosing personal data also raises important issues about privacy, trust, and security. (Pal,Funilkul & Zhang, 2020) For example, when we use online shopping and social networking platforms, we are often asked to share personal information. This makes us wonder if it is safe, will our personal information be sold and become the target of email scams and SMS scams? What will happen if we disclose personal data? We don’t know.

This prompts us to think deeply about personal privacy disclosure willingness, what factors have a positive impact on people's willingness to disclose personal data, and what factors have a negative impact on people's willingness to disclose personal data. As Zhang, Trusov, Stephen, and Jamal (2017) emphasized, data plays an important role in social networking and online shopping in contemporary life, and also emphasized that trust and distrust also play a key role in the context of social networking (Kim & Ahmad 2013). Trust in people and trust in organization have shown a positive impact on the willingness to disclose personal information online in previous scientific articles (Urbonavicius,et al, 2021& Burns, et al 2023). Conspiracy beliefs and paranoia are considered to be extreme manifestations of distrust and have a negative impact on the willingness to disclose personal information online (Urbonavicius et al, 2021& Zimaitis et al ,2022)

The impact of trust/distrust between people and organizations on people's willingness to disclose personal data online has been found, but the specific trust and distrust factors on the willingness to disclose personal information on online shopping platforms and social networking have yet to be discovered, especially when comparing EU countries and Asian countries, there is still a gap.

China and Lithuania are two countries with different cultures, economies and data protection rules. China's digital economy is developing rapidly, and many people use mobile payments, online shopping and social networking . Lithuania is a member of the European Union and has strict personal data protection rules, which affect how organizations handle personal data.

Previous study in theoretical frameworks suggests a link between national culture and trust, this relationship has been explored and supported in studies by Doney et al. (1998) and Hofstede (1980). Lithuania and China have very different cultures, laws, and social structures, which may influence trust differently in different countries (Gefen & Heart, 2006). and Schoormanet et al. (2007) suggest that national culture affects trust through disposition to trust. According to Hofstede's theory, Chinese people have relatively high collectivism compared to Lithuanians, individuals with a collectivist orientation typically show trust toward their group members, but

out-of-group members and unfamiliar members are typically less trusted (Fukuyama, 1996), opposite There is substantial evidence suggesting that a culture of individualism fosters a sense of generalized trust, as indicated by research from Guo et al in 2022.

Based on previous literature, in this article, we will observe into the different tendencies towards trust and distrust in different countries and how these tendencies affect the disclosure of personal data in online shopping and social networking.

The problem of the paper :

Despite the benefits of data sharing, many users remain cautious due to concerns about privacy breaches, information misuse, and lack of control over their data. Trust and distrust factors play a key role in shaping users' willingness to disclose personal data online. Understanding these factors is essential for companies to develop strategies to promote trust and ensure data security.

The aim of the paper :

The primary aim of this study is to explore and analyze the impact of trust and distrust factor on the willingness of individuals to disclose personal data in online shopping and social networking, with a comparative focus on China and Lithuania.

Tasks:

1. Identify Trust/Distrust factor : Understand the various factors that influence the level of trust or distrust in people and organizations within the context of online shopping and social networking
2. Assess Willingness to Disclose Data: Examine how trust and distrust factors affects individuals' willingness to disclose personal data in online shopping platform and social networking in China and Lithuania .
3. Compare Cultural Differences: Analyze how cultural dimension in China and Lithuania impact the trust & distrust and privacy behaviors of online shopping and social networking users.

1. THEORETICAL ANALYSIS

1.1 Theory of trust and distrust

1.1.1 Theory of trust

Since the existence of human history and social interactions, trust has always been a prevalent concept. Virtually every aspect of human engagement is based on some form of trust. Undoubtedly, trust is positive and crucial for humans, almost every meaningful relationships relies heavily on it. (Jukka, Blomqvist, Li & Gan, 2017).

Trust is best understood as a collective attribute embedded in interpersonal relationships rather than an attribute of isolated individuals. Although scholars and researchers have given different definitions of trust, it is widely accepted that trust consists of three interrelated dimensions: cognitive, affective and behavioral. These dimensions are consistent with the basic patterns of human social experience, forming a unified and interpenetrating phenomenon that we can collectively refer to as 'trust'. Although definitions of trust vary in the academic literature, these dimensions reinforce each other to form a comprehensive and cohesive social imperative. (Lewis & Weigert, 1985).Many scholars have different definition of trust. Here are some definition of trust as follows (Table 1):

Definition of trust

TABLE 1

Article	Definition
Oxford English Dictionary (1971)	Trust involves believing in the qualities, abilities, or reliability of someone or something, or the accuracy of a statement.
Deutsch, (1958).	trust as an individual's optimistic expectation about the outcome of an event.
Zand, (1972).	trust is the willingness of one person to increase his vulnerability to the actions of another person, whose behaviour he could not control.
Schoorman, Mayer, & Davis, (1996).	trust as "the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other party will

	perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party".
Sztompka, P. (1999).	trust as a bet about the future contingent actions of others and consists of two main components: beliefs and commitment

Trust is a complicated concept with significant effects for both human relationships and the economy. First, trust is a mental process by those who determine if a person or organization is reliable, unreliable, or unknown. This decision is frequently based on perceived "good reasons," which serve as proof of trust (Lewis, 1985). Second, trust has an emotional component, which is defined by the emotional connection that is created between the relationship's participants (Lewis,1985). Third, trust helps in solving problems of lack of security, making it an important consideration while engaging in online activities and transactions (Gefen, 2000).

In essence, trust supports many aspects of life and serves as a foundation for economic systems by enabling and facilitating transactions (Arrow, 1972). Also trust in the context of online purchasing and social networking , with a particular emphasis on trust in persons and institutions.

Trust has a huge influence on social connections and how people choose to engage with one another. This is especially crucial in settings when there are few direct face-to-face encounters. For example, Hancock, et al. 2023 found that racial and ethnic similarity is linked with baseline affect-based trust, which means that persons of same race or ethnicity trust each other more we will discuss it in the cultural difference section.

In summary, although scholars have given different trusts, trust permeates all aspects of human society, influencing interpersonal interactions, online and in social networks

1.1.2 Theory of Distrust

Definition of distrust

Although many scholars have studied the definition of trust, there are few definitions

of distrust, and most of them are based on trust (Kang, & Park, 2017), but Lewicki et al. (1998) suggest that "distrust" has separate constructs their background and consequences. Many scholars have defined distrust. The definition of distrust as follows (Table 2):

TABLE 2

Article	Definition
Oxford English dictionary (1971)	in two ways, “1.a. To have a doubt or dread of; to suspect. 1.b. to be without confidence in. 2.a To do the opposite of trusting; to withhold trust or confidence from; to put no trust in, or reliance on, the statements or evidence of. 2.b. To entertain doubts concerning; to call in question the reality, validity, or genuineness of; not to rely upon.”
Bertsou, E. (2019).	Low trust as equivalent to distrust
Van De Walle, S., & Six, F. (2020).	trust and distrust are distinct and separate concepts,hat low distrust is not the same as high trust and vice versa. The distinct conceptualizations of distrust argue either that distrust prevents the possibility of trust or that trust and distrust can co-exist but have different effects
Sztompka (2003)	distrust can be understood as a practice of active verification, oversight, control of, and engagement with the trustee, be- coming a method to establish trust where there was not, or where it was breached

Distrust is usually targeted and often associated with a specific target, which can be a person, an organization (e.g., a political party), or an inanimate object (e.g., a car) (Schul, Mayo & Burnstein,2008). In addition, distrust can be expressed as a global feeling that people tend to avoid putting themselves in a weak position against powerful institutions due to negative expectations.Relevantly, conspiracy beliefs refer

to a specific belief that institutions or individual actors associated with them secretly cooperate to achieve harmful goals. Research suggests that distrust of institutions and conspiracy theory beliefs are inherently interrelated, and that they converge to form a psychological rejection of social institutions. Furthermore, conspiracy theory beliefs are strongly associated with lower levels of interpersonal trust (Van Prooijen, Spadaro & Wang, 2022).

Regarding the definition of distrust, Van de Walle and Six describe it simply as "lack of trust", but some scholars take a different view. For example, Lee et al. (2018) argue that distrust is not equivalent to lack of trust, and that trust and distrust are independent but interconnected, distinct but coexisting concepts. I agree more with the second view.

There are many factors that contribute to distrust, but this paper focuses on the extreme manifestations of distrust, paranoia thinking and conspiracy beliefs. Distrust is a psychological state characterized by holding negative expectations about the reliable of others. This state can be rational, characterized by flexibility and dependence on specific situations, or irrational, characterized by rigidity and lack of responsiveness to situational changes.on the other hand, paranoid thinking, is viewed as an extreme form of distrust, including delusions of persecution or false beliefs that one is being attacked by a malicious actor. Paranoid thinking has a wide range of manifestations, from mild (common) to severe (clinical grade), and can exist as a personality trait in non-clinical populations.

Irrational distrust or paranoid thinking is easy to occur in digital environments, especially when engaging in complex and ill-defined online interactions. For example, factors such as cyberfear, privacy concerns, and perceived threats can lead to paranoia in digital environments. (Zimaitis, Degutis, & Urbonavicius, 2020). And researchers find out that conspiracy beliefs negatively affect willingness to disclose personal data in online shopping（Zimaitis, et al ,2022).

Summary: Distrust is usually directed at specific targets, such as individuals, organizations, or objects, but may also manifest itself in a generalized avoidance of powerful institutions. Closely related to distrust are conspiracy theories, which

involve suspicions of covert harmful cooperation and are associated with lower interpersonal trust. Extreme forms of distrust also include paranoid , characterized by delusions of persecution . In the digital environment, paranoia, conspiracy beliefs, and other factors amplify distrust and reduce willingness to share personal information online.

1.2. Trust Factors

1.2.1 Trust in People

Trust is a fundamental aspect of social interaction, and individual trust is inherently more variable and context-dependent. (Baier, 1992)

The social benefits of high levels of interpersonal trust point out that it reduces transaction costs and promotes smoother social functioning. High levels of social trust are essential for the development and maintenance of successful societies because it makes interactions between individuals more efficient and reliable. At the same time, there are significant differences in trust levels between different social groups, which can lead to social divisions and increase transaction costs for interactions between low-trust groups. (Holmberg & Rothstein 2017)

The willingness to disclose personal data is closely related to the degree of trust that individuals have in those who process their data. Trust in data processors - whether individuals, institutions or companies - plays a crucial role in deciding whether to share personal information

The concept of "trust radius", which refers to how wide a range of people an individual includes when considering the "most people" who can be trusted. This concept is crucial when considering data disclosure, because individuals with a larger trust radius are more likely to trust organizations and institutions and provide them with personal data. In contrast, people with a smaller trust radius may be more skeptical and less willing to share their information. (Delhey et al. 2011)

Whether people are over- or under-trusting, it was found that individuals tend to underestimate the trustworthiness of others, thus missing out on opportunities for beneficial cooperation. This underestimation also applies to the case of data disclosure, where individuals may be overly cautious and therefore less likely to share personal

information, even when doing so may be beneficial or risky. (Fetchenhauer and Dunning ,2009)

The multifaceted effects of trust on consumers' willingness to disclose personal data in online shopping and social networking environments. Trust, especially in online shopping, plays a key role as it mediates the effects of these antecedents on the willingness to disclose personal information. General trust (a personal factor) can significantly predict consumers' trust in online stores and enhance their willingness to share personal data.

The trust dynamics of social networks can vary greatly. Platforms that effectively and transparently manage consumer data and protect user privacy can foster higher levels of trust and encourage users to voluntarily disclose more personal information. Therefore, understanding these trust antecedents can provide important insights for designing more trustworthy online shopping and social networking platforms that encourage users to share their personal data while ensuring safety and beneficial use (Urbonavicius, et al ,2023)

In summary, trust in people significantly affects the willingness to disclose personal data. Individual trust is more variable and context-dependent. High levels of interpersonal trust contribute to smoother social interactions and lower transaction costs. However, differences in trust levels between different groups can lead to social divisions. Understanding the dynamics of trust, including the radius of trust and the accuracy of trust judgments, is critical to fostering an environment where individuals feel safe when sharing personal information.

1.2.2 Trust in Organization

Trust in an organization refers to the confidence that consumers have in the actions and intentions of an organization. Organizational trust significantly influences employee commitment and perceived organizational support within educational institutions. This concept can be extended to consumers in e-commerce environments, where trust in an organization’s commitment to data security and ethical behavior encourages consumers to disclose personal information required for online

transactions. (Celep and Yilmazturk ,2012) . In particular, trust in an organization has a significant impact on customers' willingness to disclose personal information when it comes to online shopping. When customers have trust in an organization, they are more inclined to interact with it, disclose personal information, and complete transactions. This trust includes beliefs about the organization's reliability, honesty, and ability to protect customer information.

Trust in an organization mitigates the perceived risk associated with online shopping. When consumers perceive an organization as trustworthy, they are less concerned that their data may be misused. This trust is built through the organization's consistent, transparent, and ethical practices. As highlighted in the paper on consumer willingness to disclose data, trust in the organization that handles the data significantly influences consumers' willingness to share personal information online (Celep and Yilmazturk ,2012)

There is also evidence that consumers are more willing to share personal data with organizations they trust. This trust is often fostered through positive past experiences, the reputation of the organization, and perceived data security measures. When organizations demonstrate high integrity and competence, consumers feel safer when disclosing personal information for online shopping purposes (Urbonavicius,et al.2021)

There is a strong correlation between organizational trust and consumer online behavior. A study mentioned in the paper "Trust in Organizations" showed that organizational trust is a significant predictor of various positive outcomes, including data disclosure and consumer engagement. (Celep and Yilmazturk, 2012).

In summary, trust in organizations has a positive impact on the willingness to disclose data in online shopping. This trust reduces the perceived risks associated with data sharing and increases consumer confidence in the organization's ability to protect their information. By fostering organizational trust through transparency, ethical practices, and strong data security measures, organizations can encourage consumers to participate more in online shopping environments and share data.

1.3 Distrust Factors

1.3.1 Conspiracy beliefs

Conspiracy beliefs refer to people's belief that powerful groups or leaders are doing something that is bad or immoral for society. This indicates that people do not trust those in power or authority. Previous research explains how this belief indicates people's lack of trust in those who have power or control in society. These beliefs suggest that these powerful groups or authority figures are secretly engaging in harmful or immoral behavior that is harmful to the public. (van Prooijen, & de Vries,2016)

Conspiracy theories breed distrust, which has an adverse impact on people's willingness to provide personal information online. This distrust is caused by the fear that powerful entities may abuse or mismanage their data. Research shows that conspiracy theories cause people's reluctance and anxiety when it comes to reasonable data disclosure requests in online shopping. People's distrust of the purpose of data collection and concerns about possible misuse reduce the likelihood of providing personal information. (Zimaitis et al. 2022).

The impact of conspiracy theories is particularly severe in online shopping. Due to the structured and regulated nature of Internet transactions, personal information must be disclosed frequently. On the other hand, strong conspiracy theorists are less likely to provide this knowledge because they inherently do not trust the parties involved. The results of the paper show that conspiracy theories have a direct negative impact on consumers' willingness to provide information when shopping online, which outweighs any indirect beneficial effects. (Urbonavicius, et al 2021).

Overall, conspiracy beliefs have a negative impact on willingness to disclose personal data when shopping online. This is because these beliefs foster distrust and suspicion of organizations and their data practices. The psychological barriers caused by conspiracy beliefs significantly reduce individuals' comfort with sharing personal information, which has a negative impact on their participation in online shopping activities.

1.3.2 Paranoia

Paranoia is explained as "the tendency of some people to distrust anyone or anything, seen as a way for people to protect themselves. This tendency is related to the way we live today in a global world, where we have more interactions with different social groups, often use the Internet, and sometimes feel isolated. This simple understanding reflects the relationship between distrust and our modern lifestyle. This attitude can also explain why a person thinks there may be risks and feels scared or uneasy, or may have a negative view of the other party and the possible results of cooperation. It also means being vigilant and nervous, ready to stop talking, defend oneself, or be cautious and unfriendly. (Kravchenko, & Shastko, 2021)

In addition, the study of Imhoff & Lamberty (2018) showed that paranoia is related to concerns about privacy and the degree of distrust of others by individuals. The word "paranoia" is derived from the Greek word παράνοια, which means crazy. According to Van Prooijen & van Lange (2014), paranoia is characterized by self-centeredness and distrustful beliefs about the malice and behavior of others. As Freeman et al. (2005) As observed, these beliefs are not only present in clinical populations, but are also common among the general public. Urbonavicius et al. (2021) further describe paranoia as an extreme form of distrust, emphasizing its significant impact on interpersonal relationships and trust dynamics.

Zimaitis et al. (2020) explored how paranoia affects consumers' attitudes toward online shopping. The study showed that paranoia driven by social networking use and other factors creates a significant barrier to online shopping. This is because paranoid people are more likely to believe that their data may be misused or mishandled, which weakens their willingness to disclose personal information required for online shopping.

Paranoia is often associated with irrational distrust, which extends to online transactions. According to Kramer (1994) According to the study, paranoid cognition lead individuals to make overly personal attributions about the behavior of others, which in turn increases distrust and suspicion. This cognitive bias means that paranoid people are likely to view online retailers and platforms as potential threats, further

reducing their willingness to disclose personal data.

In summary, paranoia has a negative impact on willingness to disclose data online. The study "Paranoia and Online Consumer Behavior" provides evidence that paranoia has a negative impact on attitudes towards online shopping. The findings show that paranoia leads to increased concerns about privacy and data security, which is consistent with the broader literature on paranoia and distrust, which consistently shows that paranoia reduces trust in a variety of situations, including online interactions. (Zimaitis et al. 2020).

1.4 China and Lithuania

1.4.1 Difference between China and Lithuania

Theoretical research has shown that there is a significant relationship between national culture and trust (Hofstede, 1980). Trust is particularly important in an online environment, and trust levels vary not only between individuals but also between different national cultures (World Values Survey, 1981-2014). Although culture is multifaceted, its impact on trust varies from country to country and culture to culture. Cultural values have different effects on online shopping trust building in Eastern and Western contexts, and point out that Americans are more trusting than Koreans. (Park et al. 2012) Chen et al. 2008 studied the development of trust between members of online communities in China（including Hong Kong and Taiwan）. Their study found no significant differences in trust development in these regions, but emphasized that Chinese people generally tend to have higher levels of trust (Hallikainen & Laukkanen, 2018). Based on previous investigations, we will analyze the attitude towards disclosing personal information from a cultural and legal perspective due to trust tendencies and legal differences in the different cultural contexts of China and Lithuania.

1.4.2 Individualism and Collectivism :

The cultural frameworks of individualism and collectivism show a clear contrast between China and Lithuania. China's culture strongly emphasizes collectivism,

prioritizing group unity over personal goals. China's collectivist culture emphasizes interdependence, community, and strong in-group ties. People in collectivist cultures like China are more likely to trust members of their group because their social norms prioritize group harmony and cooperation. According to Triandis (2001), collectivist cultures (such as those of many Asian countries) tend to have higher levels of trust in their communities because they emphasize community ties and mutual support. This cultural context creates an environment for fostering and maintaining trust in others, which contributes to higher overall levels of trust.

Lithuania, similar to many Western nations, is more individualistic, placing higher importance on personal freedom and achievements. In contrast, Lithuania has more individualistic cultural traits, placing a greater emphasis on personal autonomy and individual achievement. In-group ties in individualistic cultures are generally weaker than in collectivist cultures, which can lead to lower levels of overall trust in others. People in individualistic societies are more likely to prioritize personal goals over collective goals, which can lead to a more cautious approach to trust. As Triandis (1995) noted, individualistic cultures emphasize self-reliance and personal responsibility, which means that trust in others is less deeply rooted and less valued.These cultural norms significantly shape behaviors, attitudes, and relationships in both societies, affecting areas like trust, communication, and decision-making in various contexts, as noted by Hofstede. Previous study in theoretical frameworks suggests a link between national culture and trust, this relationship has been explored and supported in studies by Doney et al. (1998) and Hofstede (1980). Lithuania and China have very different cultures, laws, and social structures, which may influence trust differently in different countries (Gefen & Heart, 2006). and Schoormanet et al. (2007) suggest that national culture affects trust through disposition to trust. According to Hofstede's theory, Chinese people have relatively high collectivism compared to Lithuanians, individuals with a collectivist orientation typically show trust toward their group members, but out-of-group members and unfamiliar members are typically less trusted (Fukuyama, 1996), opposite There is substantial evidence suggesting that a culture of individualism fosters a sense of generalized trust.(Guo et

al in 2022.)

1.4.3 uncertainty avoidance:

China and Lithuania have diverse cultural frameworks, especially in relation to uncertainty avoidance and individualism-collectivism. China is low in uncertainty avoidance, indicating a great tolerance for ambiguity and risk. This cultural tendency leads Chinese customers to trust internet platforms, viewing them as new and useful, despite possible hazards. on the other hand,Lithuania have high score in uncertainty avoidance, showing explicit norms and organized systems that impact data-sharing behaviors and induce caution in digital contacts (Burns et al., 2023; Triandis, 2001; Hofstede Insights).

China's cultural focus on collectivism promotes unity in the group, building trust mainly between in-group members while promoting skepticism toward out-groups or unknown individuals. This tendency stems from the value placed on group cohesion and shared responsibilities, as highlighted in Hofstede's theory (Hofstede & Doney et al., 1998). Conversely, Lithuania's cultural traits reflect individualism and a historical context that has led to low institutional trust. This skepticism is further intensified by high uncertainty avoidance and lower power distance, which together amplify concerns about the centralized processing of personal data by organizations (Burns et al., 2023; Triandis, 2001).

In summary, China's low uncertainty avoidance and collectivist orientation support greater trust in online platforms within group settings, while Lithuania's individualistic culture and high uncertainty avoidance contribute to heightened caution and reluctance to disclose personal data online. These cultural differences significantly shape trust dynamics and data-sharing behaviors in the two countries.

1.4.4 power distance

China and Lithuania show significant cultural differences in power distance and sensitivity to conspiracy theories, which have a significant impact on willingness to disclose personal data (WTD) on social networks. China's high power distance

develops a cultural environment in which people are more likely to assume that government officials may conceal facts or arrange events. This increased sensitivity makes Chinese people more susceptible to conspiracy ideas, which has a greater influence on data-sharing behaviors. As a result, conspiracy theories have a negative effect on Chinese social networking users' WTD because they distrust and cautious about the use of personal information (Burns et al., 2023; Hofstede, 1984).

In contrast, Lithuania's low power distance reflects an egalitarian culture, where individuals are less prone to believing in conspiracy theories related to centralized authority. This critical and skeptical mindset weakens the influence of conspiracy theories on data-sharing behaviors. While conspiracy beliefs do exist, their impact on WTD in Lithuania is relatively minimal, as individualistic tendencies and low power distance encourage careful evaluation of information before accepting or sharing it (Zimaitis et al., 2022; Hofstede, 1984 & Bruder et al., 2013).

China's collectivist culture, in addition to a significant power distance, promotes respect for authority and loyalty to trusted relationships. This cultural feature exacerbates the consequences of conspiracy theories since individuals are more likely to accept and share them in their social groups. As a result, conspiracy theories have a stronger negative influence on WTD in China, fostered by distrust and worries about misuse of data. In contrast, Lithuania's individualistic and low power distance culture promotes skepticism and independent information evaluation, minimizing the impact of conspiracy theories on personal data-sharing behavior (Hofstede, 1984; Zimaitis et al., 2022).

Empirical studies highlight that conspiracy theories significantly affect WTD in social networks, as the distrust they generate leads individuals to be cautious about sharing personal data. For example, Zimaitis et al. (2022) found that conspiracy beliefs diminish trust, making individuals suspect that their data may be misused. In China, organizations and policymakers should recognize the severe impact of conspiracy

theories on data disclosure. Strategies to enhance transparency and combat misinformation are critical for mitigating these effects. social networking platforms should prioritize clear, credible communication to rebuild trust and encourage safe data-sharing behaviors.

In Lithuania, while conspiracy theories have less impact on WTD, efforts should focus on enhancing personal trust and ensuring robust data protection measures to foster greater confidence in data sharing. This approach can complement Lithuania's cultural inclination toward individual accountability and data security, encouraging more open data-sharing practices (Zimaitis et al., 2022; Hofstede, 2009).

1.4.5 Legal: Lithuanian GDPR Regulation

The concept of "personal data" is at the heart of the General Data Protection Regulation (GDPR). The GDPR applies only where the data being processed is personal in nature. Personal data includes any information relating to an identifiable individual. This includes identification, directly or indirectly, by various means, such as a name, identification number, location data, online identifiers, or attributes reflecting a person's physical, genetic, mental, economic, cultural, or social identity. In practice, this also covers data that can be linked to an individual in any way, including telephone numbers, credit card details, employee numbers, account information, vehicle registration plates, physical appearance, customer numbers or addresses. The Regulation sets out guidelines for the protection of the privacy of individuals in the context of personal data processing. It also governs the free movement of such data. Firstly, it aims to protect the fundamental rights and freedoms of individuals, with a particular focus on their right to the protection of personal data. Furthermore, the Regulation ensures that within the Union, the flow of personal data is not hindered or prohibited on grounds relating to the protection of individuals in the context of data processing.

1.4.6 Personal Information Protection Law of the People's Republic of China

It is formulated to protect the rights and interests of personal information, standardize personal information processing activities, and promote the reasonable use of personal

information. The processing of personal information must obtain individual consent with full prior notification, and individuals have the right to withdraw consent; if important matters change, they must obtain it again. Individual consent; products or services shall not be refused on the basis that the individual does not agree to the processing of his or her personal information or withdraws consent.

Summary:

The cultural frameworks of China and Lithuania present a sharp contrast. First, China emphasizes collectivism and low uncertainty avoidance, while Lithuania tends to be individualistic and high uncertainty avoidance. Chinese culture values group solidarity, which mainly forms trust within the group and leads to skepticism towards out-groups or unfamiliar members. Hofstede's theory (Hofstede's theory & Doney et al. 1998) and Fukuyama (1996) show that collectivist societies like China show trust within the group but less trust in outsiders. Second, Lithuania's individualistic culture fosters a general sense of trust, which is supported by the research of Guo et al. (2022). These cultural norms have a significant impact on the behavior, attitudes, and trust dynamics of both societies. Third, both Lithuania's GDPR and China's Personal Information Protection Law are aimed at protecting personal data. Lithuania's GDPR focuses on protecting the rights and freedoms of individuals, especially in terms of personal data protection, and covers a wide range of areas to ensure the free flow of such data within the EU. In contrast, Chinese law emphasizes individual consent for personal data processing and provides that individuals can withdraw consent, aiming to protect personal information rights, regulate processing activities, and ensure the reasonable use of personal information.

Although both countries have a sound legal framework for personal data protection, cultural differences such as individualism and collectivism and uncertainty avoidance significantly affect trust and distrust, as well as trust dynamics and attitudes towards personal data sharing and privacy.

2. METHODOLOGY OF THE EMPIRICAL RESEARCH

2.1 Purpose of the research and research model

The purpose of this research is to look into how trust and distrust affect people's willingness to disclose (WTD) personal information in social networking and online purchasing environments in China and Lithuania. The purpose of this study is to investigate how people's decisions to share personal information online are influenced by cultural variations between these two nations. The study specifically aims to comprehend the moderating impacts on WTD of conspiracy theories, paranoia, and trust in people and organizations. In order to shed light on how these cultural contexts impact privacy practices and attitudes toward data sharing, the study compares the individualist culture of Lithuania with the collectivist culture of China.

The impact of trust and distrust on the willingness to disclose personal data has been widely studied and advocated by researchers. As discussed in the literature review, various types of trust and distrust factors can differently influence one's willingness to share personal data. However, existing literature on this topic lacks a direct comparison between countries or various cultural dimensions.

Different types of trust and distrust factors come into play when selecting different personal aspects, individuals, and organizations. Thus, the purpose of this research is to examine and compare how factors such as trust in people, trust in organizations, conspiracy beliefs, and paranoia affect the willingness to disclose personal data in two different countries.

Previous researchers have studied how trust or distrust affects the willingness to share personal data, but they often focused on a single perspective. Some used social exchange theory linked with trust theory, while others only looked at online data sharing without considering different types of activities (Fernandes & Pereira, 2021). Another approach examined the impact of just two factors, such as trust and conspiracy beliefs, on data sharing in specific online activities, but did not compare these across different cultures (Zimaitis et al., 2022). These studies provide a strong

foundation for my research, which aims to explore these factors more comprehensively.

Research by Urbonavicius et al. (2021) shows that social networking and online purchases are two types of social interactions significantly impacted by trust and distrust. Social networking exemplifies reciprocal trades, where interactions are based on mutual trust and reciprocity, without formal commitments. Conversely, paranoia, an extreme form of distrust, negatively influences the willingness to disclose personal data.

Additionally, trust in government agencies is closely linked to perceptions of competence, beneficence, and integrity. These dimensions are critical in determining citizens' willingness to share personal information. Individuals who trust these aspects are more likely to freely disclose their personal information (Burns, et al. 2023).

Based on the above information, we propose the following model:

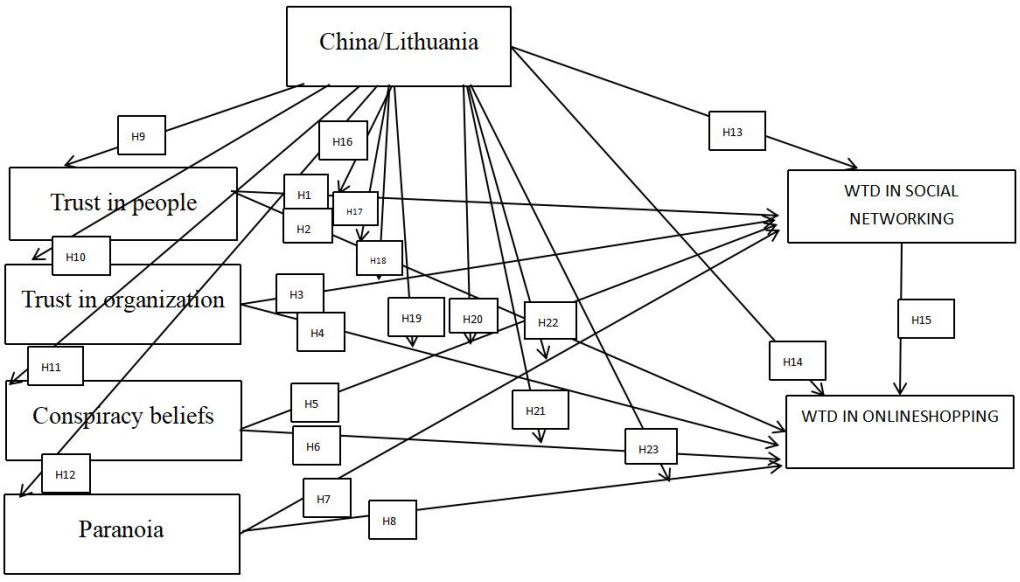


Figure 1. Research Model

The research model shows both the independent， dependent moderate variables. On one hand, WTD social networking, and WTD online shopping as dependent variables which WTD (Willingness to Disclose) Social Networking measures the willingness of

individuals to disclose personal data on social networking platforms.

WTD (Willingness to Disclose) Online Shopping: the willingness of individuals to disclose personal data when shopping online. We also have “Trust in people,” “trust in organizations,” “conspiracy beliefs,” and “paranoia” as independent variables of this study. Trust in Organizations: This variable measures the level of trust individuals have in various organizations.

Conspiracy Beliefs: This variable gauges the extent to which individuals believe in conspiracy theories.

Paranoia: This variable reflects the level of paranoia or extreme distrust individuals have toward others.

Moderating Variable

China/Lithuania: This variable works as a moderating variable and represents the context of a country. It examines at how the nation (Lithuania or China) affects the link between the dependent variables (WTD shopping online and social networking) and the independent factors (trust in people, trust in organizations, conspiracy beliefs, paranoia) and the dependent variables (WTD social networking and WTD online shopping).

2.2 Hypotheses of the study

Research hypotheses are formulated based on the research model and literature review proposed by the study. First, the relationship between people's trust and willingness to disclose personal data is described. Considering previous research on this topic, A strong positive relationship is expected between people's trust factors and their willingness to disclose personal data on social networking. Second, trust plays a crucial role in social interactions and is fundamental to any society. According to Holmberg and Rothstein 2017, high levels of social trust reduce transaction costs and boost cooperation among individuals. This idea extends to online interactions, where trusting others can lower perceived risks associated with sharing personal information. When individuals trust people in their social networks, they are more likely to believe that their data will not be abused, thus increasing their willingness to disclose personal information on social networking platforms.

From the first part of hypothesis H1-H8 we are making Hypotheses predicting relationships between variables.

Research by Urbonavicius S et al 2020 discusses this arguments by indicating that individuals' willingness to disclose personal data is influenced by their trust in others. The study point out that people with higher social trust are more comfortable engaging in online activities that require sharing personal data. This comfort stems from the belief that their data is safe and that other users or entities will respect their privacy. Therefore, trust in people is directly linked to a higher willingness to disclose personal data on social networks. Overall, previous research on this topic concluded that if users' trust in people is positive, there is a positive relationship with their willingness to disclose their personal information. According to the above information we make the hypothesis below :

H1: Trust in people positively impacts WTD data in social networking.

Trust is important in many parts of our life, including online interactions and transactions. In the context of online buying, trust in others has a substantial impact on a person's readiness to provide personal information.（Wang,& Emurian,2005）

According to Holmberg and Rothstein (2017), social trust reduces transaction costs and strengthens societies by making interactions easier and more dependable. This is especially important in online buying, because trust may influence whether a buyer feels comfortable sharing personal information. (Nooteboom, 2007).If a customer believes that the companies they are corporate with are reliable and would manage their data properly, they are more tend to process the online transactions.（So & Sculli,2002）

Empirical evidence supports the assumption that trust improves data disclosure in online shopping. For example, a poll of customers' willingness to give personal data revealed that confidence in the platform and other users had a substantial effect on their decision to share information. The study found that higher levels of trust were associated with a greater willingness to share personal information required for online shopping.(Urbonavicius et al ,2023)

Overall, trust in people is a key aspect that influences willingness to share personal information while conducting online shopping. Trust lowers the perceived dangers and increases the perceived advantages of providing personal information, making customers more willing to conduct online transactions.This connection emphasizes the need of establishing and sustaining trust in the digital marketplace in order to promote customer involvement and data exchange.

According to the above information we make the hypothesis below :

H2: Trust in people positively impacts WTD data in online shopping.

The second factor is trust in organization. When people trust the organization, they feel more at comfort. Individuals are more willing to share personal information if they trust the organization's data policies. This trust reduces the risk of data abuse, identity theft, and privacy violations. Organizational trust creates a supportive climate in which people feel safe and respected. (Celep and Yilmazturk ,2012).

People's attitudes about organizations are significantly impacted by their perception of organizational support. When people feel appreciated by an organization, they are more likely to provide personal information.

This sense of support promotes loyalty and transparency, increasing people's willingness to disclose their data online. (Celep, C., and Yilmazturk, O.E. 2012).

Transparency is an important aspect of building trust. Organizations that are open about how user data is used and protected are more likely to gain the trust of users. When customers understand and trust the data processing process, they are more willing to disclose personal information. This trust is created via consistent communication and adherence to privacy restrictions, according to research on trust in governments and organizations. (Burns, K.E et al., 2023)

Trust in the organization also leads to increased organizational commitment, which is demonstrated by user involvement and willingness to provide data. Users who feel committed to an organization are more inclined to actively participate in social networking and provide personal information. This commitment is motivated by the

belief that the organization will act in the best interests of the user and secure their data. (Celep, C., and Yilmazturk, O. E. 2012).

Overall, trust in organization has a significant impact on people's willingness to disclose personal information in the social networking environment. Organizations may foster trust by providing a secure, friendly, and transparent environment, leading to increased user involvement and data exchange. This trust not only enhances the user experience, but also contributes to the growth and success of social networking sites. Based on the preceding information, we give the following hypothesis:

H3: Trust in organizations positively impacts WTD data in social networking.

Trust in an organization refers to the confidence that consumers have in the actions and intentions of an organization. Organizational trust significantly influences employee commitment and perceived organizational support within educational institutions. This concept can be extended to consumers in e-commerce environments, where trust in an organization's commitment to data security and ethical behavior encourages consumers to disclose personal information required for online transactions. (Celep and Yilmazturk 2012). In particular, trust in an organization has a significant impact on customers' willingness to disclose personal information when shopping online. When customers trust an organization, they are more inclined to interact with it, disclose personal information, and complete transactions. This trust includes beliefs about the organization's reliability, honesty, and ability to protect customer information.

Trust in an organization mitigates the perceived risk associated with online shopping. When consumers perceive an organization as trustworthy, they are less concerned that their data may be misused. This trust is built through consistent, transparent, and ethical practices of the organization. As highlighted in the paper on consumer willingness to disclose data, trust in the organization that handles the data significantly influences consumers' willingness to share personal information online

(Celep and Yilmazturk 2012)

There is also evidence that consumers are more willing to share personal data with organizations they trust. This trust is often fostered through positive past experiences, the reputation of the organization, and perceived data security measures. When organizations demonstrate high integrity and competence, consumers feel safer when disclosing personal information for online shopping purposes (Urbonavicius, S.et al.2021)

There is a strong correlation between organizational trust and consumer online behavior. Organizational trust is an important predictor of various positive outcomes, including data disclosure and consumer engagement. (Celep and Yilmazturk 2012).

In summary, trust in the organization has a positive impact on the willingness to disclose data in online shopping. This trust reduces the perceived risk associated with data sharing and increases consumers' confidence in the organization's ability to protect their information. By fostering organizational trust through transparency, ethical practices, and strong data security measures, organizations can encourage consumers to participate more in online shopping environments and share data. Based on the above supporting evidence, we make the following hypotheses:

H4: Trust in organizations positively impacts WTD data in online shopping.

The third factor is conspiracy beliefs . Several reasons may be made to support the hypothesis.

conspiracy beliefs are a form of extreme distrust that impacts individuals' perceptions of privacy and security online， conspiracy beliefs can significantly influence various aspects of behavior, including the willingness to disclose personal information online. Influence of Conspiracy Beliefs on Online Behavior Conspiracy beliefs is rooted in distrust and skepticism towards institutions and authoritative figures. This inherent distrust extends to online platforms, where individuals with high levels of conspiracy beliefs are more likely to perceive increased risks associated with sharing personal information. （Zimaitis, I.et al 2022).They also highlights that individuals with strong

conspiracy beliefs are generally more cautious and hesitant about disclosing personal data online. This caution is driven by the fear that their information could be misused or exploited by malicious actors or the platforms themselves. The skepticism inherent in conspiracy beliefs leads to a reduced willingness to participate in activities that require sharing personal information, such as social networking.

Empirical studies show that conspiracy beliefs significantly reduce the willingness to disclose personal data. The research presented that the negative impact of conspiracy beliefs on data disclosure is also more pronounced in social networking contexts. This is because social networking involves a high level of personal information sharing, which conspiracy theorists are particularly wary of.（Zimaitis, I.et al 2022).

The study's findings, based on structural equation modeling, confirm that conspiracy beliefs are negatively associated with the willingness to disclose personal data on social networking platforms

Overall, conspiracy beliefs create a climate of distrust and fear, which significantly hampers the willingness to disclose personal data in social networking environments. . The hypothesis that conspiracy beliefs negatively impact WTD data in social networking is well-supported by both theoretical and empirical evidence, illustrating the profound effect of distrust on online behavior. According to those argument we make hypothesis below :

H5: Conspiracy beliefs negatively impact WTD data in social networking.

Furthermore, Zimaitis et al. (2022) found that conspiracy theories breed distrust, which has an adverse effect on people's willingness to provide personal information online. This distrust is caused by the fear that powerful entities may abuse or mismanage their data. The study showed that conspiracy theories cause reluctance and anxiety when it comes to reasonable data disclosure requests in online shopping. People's distrust of the purpose of data collection and concerns about possible misuse reduce the likelihood of providing personal information.

The impact of conspiracy theories is particularly severe in online shopping. Due to the structured and regulated nature of Internet transactions, personal information must be disclosed frequently. On the other hand, strong conspiracy theorists are less likely to provide this knowledge because they inherently distrust the parties involved. The results of the paper show that conspiracy theories have a direct negative impact on consumers' willingness to provide information when shopping online, which is greater than any indirect beneficial effects.

The theory is further supported by the actual results of the study. According to the structural model study, conspiracy theories have a significant negative impact on the willingness to provide personal information when shopping online. The direct impact of conspiracy theories on society is greater than any indirect benefits that may be brought about by social networking use, which is the main reason for this adverse effect.

Overall, conspiracy theory beliefs have a negative impact on the willingness to disclose personal data when shopping online. This is because these beliefs foster distrust and suspicion of organizations and their data practices. The psychological barriers created by conspiracy beliefs significantly reduce individuals' comfort with sharing personal information, which negatively impacts their participation in online shopping activities. To mitigate these effects, online retailers need to build and maintain high levels of trust and transparency to encourage consumers with conspiracy beliefs to disclose data. Above information we make hypothesis below :

H6: Conspiracy beliefs negatively impact WTD data in online shopping.

The last factor is paranoia, A psychological state called paranoia is characterized by intense, irrational distrust or suspicion of others. Social network paranoia can severely

limit people's willingness to disclose personal data because they perceive risks in sharing information online and feel anxious about it.

According to Kramer (1994), paranoid cognition involves making overly personal attributions about others' behavior, which can heighten distrust and suspicion of others' motives and intentions. In the context of social networks, this means that people with paranoid tendencies are more likely to believe that their personal data could be misused or that they are being targeted by malicious actors. This irrational distrust creates significant barriers to sharing personal information on social networking platforms.

Paranoia, influenced by social networking use, plays a key role in shaping consumers' online attitudes and behaviors. The findings suggest that paranoia is a prerequisite for negative attitudes toward online activities, including data disclosure on social networking . The heightened state of distrust and fear induced by paranoid thinking makes individuals less willing to participate in social networks, especially when it comes to sharing personal data. (Zimaitis et al., 2020)

Empirical research supports the negative impact of paranoia on data disclosure. For example, the paper "From Social Networks to Willingness to Disclose Personal Data" discusses how paranoia can lead to a reduced likelihood of sharing information due to fears of privacy violations and data misuse. This fear is often exacerbated by the belief that once personal information is shared online, there is no control over how it is used, making paranoid individuals more reluctant to disclose data. (Zimaitis et al., 2020)

In summary, paranoia negatively affects willingness to disclose data in social networks. Irrational distrust and fear associated with paranoid cognitions create significant barriers to sharing personal information online. This hesitancy is driven by perceived risks and threats of data misuse, which are magnified in the minds of paranoid individuals. Therefore, social networking platforms must address these

issues by increasing transparency and data security to encourage paranoid users to disclose more data. So we make hypothesis below :

H7: Paranoia negatively impacts WTD data in social networking.

Move to next hypothesis, Paranoia is frequently coupled with unreasonable distrust, which also applies to online transactions. paranoid cognitions drive people to make highly intimate assumptions about the conduct of others, which increases distrust and suspicion. Because of this cognitive bias, paranoid individuals are more sensitive to perceive online shopping and platforms as possible risks lowering their willingness to provide personal information.（Kramer 1994),

Zimaitis et al. (2020) explored how paranoia affects consumers' attitudes toward online shopping. The study suggests that paranoia, driven by social networking use and other factors, creates a significant barrier to online shopping. This is because paranoid people are more likely to believe that their data could be misused or mishandled, which undermines their willingness to disclose personal information required for online shopping.

Empirical data supports the negative impact of paranoia on willingness to disclose data online. The study "Paranoia and Online Consumer Behavior" provides evidence of the negative impact of paranoia on attitudes toward online shopping. The findings suggest that paranoia leads to increased concerns about privacy and data security, which is consistent with the broader literature on paranoia and distrust, which consistently shows that paranoia reduces trust in a variety of contexts, including online interactions. (Zimaitis et al. 2020)

To summarize, paranoia has an important negative influence on people's willingness to disclose private data while purchasing online. Paranoids' higher distrust and suspicion of online platforms makes them less willing to give personal information, which is required to conduct online transactions. To induce careful consumers about disclosing data, online shops must build strong trust mechanisms and clear data processing policies. We offer a hypothesis below:

H8: Paranoia negatively impacts WTD data in online shopping.

From the second part of hypothesis we are making Hypotheses H9-H15 Predicting Differences in Variables Between Countries.

Cultural context plays an important role in shaping the level of trust in a society. China and Lithuania have different cultural characteristics, with China placing more emphasis on collectivism and Lithuania placing more emphasis on individualism. These cultural differences influence the degree to which people trust each other in these societies.

China's collectivist culture emphasizes interdependence, community, and strong in-group ties.This cultural context creates an environment for fostering and maintaining trust in others, which contributes to higher overall levels of trust.

In contrast, Lithuania has more individualistic cultural traits, placing a greater emphasis on personal autonomy and individual achievement. As Triandis (1995) noted, individualistic cultures emphasize self-dependence and personal responsibility, which means that trust in others is less deeply rooted and less valued.

These cultural differences play a crucial role in shaping the trust dynamics of these societies. So we make hypothesis below :

H9: Trust in people is higher in China than in Lithuania.

Another factor is trust in organization . In collectivist cultures like China, trust is often confined within groups extended families. Organizational structures are typically hierarchical, and trust is built through long-term relationships and loyalty to the group. This form of trust does not easily extend to larger, interpersonal organizations. According to individualism-collectivism, people in collectivist cultures focus more on context and relationships within their in-groups rather than trusting external entities or organizations. Therefore, the broader societal distrust of out-group entities, including large organizations, is more prevalent.(Huff, & Kelley, 2005).

Trust in organizations is likely lower in China than in Lithuania due to cultural differences in how trust is developed and extended. The collectivist nature of Chinese culture means trust is typically confined within close groups and not easily extended to larger, impersonal organizations. In contrast, the more individualistic Lithuanian culture is conducive to higher organizational trust, emphasizing personal autonomy and less rigid hierarchical structures. This cultural context significantly impacts the levels of trust in organizations between the two countries. So we make hypothesis :
H10: Trust in organizations is lower in China than in Lithuania.

Conspiracy beliefs are often influenced by culture and social context. People from different cultures show different levels of conspiracy mentality. Research shows that people in more controlled societies (such as China) are more likely to have conspiracy ideas because of limited access to transparent information and general distrust of official statements. This is in contrast to more transparent information, such as Lithuania, where information flows are less restricted and people may be less suspicious of the government. (Bruder et al. 2013)
According to research on individualism-collectivism and personality, collectivist cultures like China tend to show higher levels of in-group bias and out-group suspicion (Huff, L., & Kelley, L. (2003)). This idea can be extended to conspiracy theories, where people are more likely to believe that out-group forces are conspiring to harm their group. China's controlled, opaque information environment exacerbates this tendency, making conspiracy theories more prevalent. So we make the following assumptions:
H11: Conspiracy beliefs are higher in China than in Lithuania.

Paranoia, defined as irrational distrust and suspicion towards others, can be significantly influenced by cultural context. For example collectivist cultures, like China, place a strong emphasis on group cohesion and conformity. This can create an environment where suspicion of out-groups and external entities is more pronounced, potentially leading to higher levels of paranoia.(Triandis 2001& Triandis.,2008),

China's controlled information environment and historical context of government surveillance contribute to higher levels of distrust and paranoia among its citizens. Study indicates that paranoia is significantly influenced by the ways people interact with digital environments and social networking . In China, the government's tight control over information and extensive surveillance can amplify feelings of being watched or persecuted, thus heightening paranoia. (Su, Xu & Cao,2022&Zimaitis et al. 2020) .

In collectivist cultures like China, there is a stronger emphasis on group harmony and suspicion towards outsiders. Triandis 2001 explains that people in collectivist cultures tend to define themselves as part of a group and are more likely to be suspicious of those outside their group. This suspicion can extend to online interactions, increasing the likelihood of paranoid thoughts regarding privacy and data security.

Empirical evidence supports the notion that paranoia levels are influenced by cultural and social dynamics. The study "Paranoia in Online Consumer Behavior" suggests that higher levels of paranoia are observed in environments where there is less transparency and greater perceived threats,(Zimaitis et al. 2020) which are more characteristic of China's controlled information landscape compared to Lithuania's more open and transparent environment.

In conclusion, paranoia is likely higher in China than in Lithuania due to cultural, social, and political factors. The collectivist nature of Chinese society, combined with extensive government surveillance and controlled information, fosters an environment of distrust and suspicion. This contrasts with Lithuania's more individualistic culture and open information environment, which are less conducive to the development of high levels of paranoia. Above information we make hypothesis below :

Next, we hypothesize that cultural differences significantly influence individuals' willingness to disclose personal data on social networking platforms. In collectivist

societies like China, social norms and group dynamics play a crucial role in shaping online behavior. In collectivist cultures, individuals are more likely to adhere to social norms and expectations, which may lead to higher levels of data disclosure in social settings (Huff, L., & Kelley, L. 2003). In contrast, individualistic cultures such as Lithuania emphasize personal autonomy and privacy, leading to more cautious data sharing behaviors.

Trust in social networking platforms is an important predictor of willingness to disclose personal information (Degutis et al. 2020). In China, people strongly rely on social networks for communication and social interaction, which promotes a higher level of trust in these platforms. This trust is generally supported by the widespread use and integration of social networks into daily life, encouraging users to share more personal information. However, in Lithuania, people may have lower trust in social networks, leading to more conservative data disclosure behaviors.

Compared with Lithuanian users, Chinese users are more willing to disclose personal data on social networking platforms. Users from more collectivist cultures show a higher willingness to share information related to social interactions (Huff, L., & Kelley, L. 2003). This finding is consistent with the behavior observed in China, where social networks play a central role in maintaining social cohesion and communication. (Degutis et al. 2020)

Social norms have a strong influence on online behavior in collectivist cultures. Collectivist societies prioritize group harmony and social cohesion, which can lead to higher levels of conformity and willingness to share personal information on social networks (Huff, & Kelley, 2003). In China, this leads to a greater willingness to disclose data on social networking sites as a way to comply with social expectations and maintain group relationships. In contrast, in individualistic cultures such as Lithuania, the level of data disclosure on social platforms is lower due to the emphasis on personal privacy and autonomy.

In summary, due to cultural differences, the degree of trust in social networks, and the influence of social norms, the willingness to disclose data on social networks in China is higher than in Lithuania. Collectivist cultures such as China emphasize social cohesion and conformity, leading to a higher level of data disclosure on social platforms. In contrast, individualistic cultures such as Lithuania prioritize personal privacy and autonomy, leading to more cautious disclosure of personal data. Based on the above information, we make the following assumptions:

H13: WTD data in social networking is higher in China than in Lithuania.

Another hypothesis is "WTD data in online shopping is lower in China than in Lithuania''. In environments where there is tight control and surveillance, such as in China, individuals are more aware of potential privacy violations and are therefore less willing to disclose personal information online. These concerns are exacerbated by the Chinese government's pervasive surveillance, leading to a lower willingness to disclose data in online shopping settings (Degutis et al., 2020).

Empirical research also supports the view that Chinese consumers are less willing to disclose personal information online than Lithuanian consumers. Furthermore, Chinese users have higher levels of privacy concerns and lower levels of trust in online platforms, which directly affects their willingness to disclose personal information for online shopping purposes (Degutis et al., 2020). In Lithuania, the cultural emphasis on individual autonomy and trust in digital transactions encourages more open data sharing when shopping online.

In summary, Chinese consumers are less willing to disclose data when shopping online than Lithuanian consumers due to cultural differences, lower levels of trust in organizations, and heightened privacy concerns. The collectivist nature of Chinese society, coupled with extensive surveillance and control, makes people more cautious about sharing personal information when shopping online. In contrast, Lithuania's

individualistic culture and higher institutional trust encourage a more open attitude toward data disclosure when shopping online. So we make the hypothesis below :

H14: WTD data in online shopping is lower in China than in Lithuania.

The next hypothesis is the relationship between WTD on social networks and WTD on online shopping. Willingness to disclose personal data in one context, such as social networks, influences willingness to disclose data in other contexts, such as online shopping. This relationship is based on the premise that individuals who are willing to share personal information in one domain, such as social networking , are likely to exhibit similar behavior in other domains.

According to Degutis et al. (2020), willingness to disclose personal information is not a homogeneous construct, but is composed of multiple dimensions, including social network data and online shopping data. This multidimensionality suggests that behaviors and attitudes toward data disclosure in one domain influence behaviors in another domain.

In addition, trust built on social network platforms can be extended to other online activities, such as online shopping, and when users feel safe sharing information on social networking , this trust can translate into a greater willingness to disclose data in an e-commerce context. (Urbonavicius, S et al. 2021)

Empirical research shows that there is a positive correlation between willingness to disclose personal data on social networks and other online activities. The “willingness to disclose personal data online” study shows that individuals who frequently share information on social networks are also more likely to disclose personal data when engaging in online shopping. (Degutis et al., 2020) This correlation highlights a consistent pattern of data sharing behavior in different online environments.

In summary, willingness to disclose data in social networks has a positive impact on willingness to disclose data in online shopping. We therefore propose the following hypothesis:

H15: WTD data in social networking positively impacts WTD data in online shopping.

According to Hofstede's cultural dimensions, China scores much lower on individualism (43) compared to Lithuania (55). This means China is more collectivist, valuing group harmony and long-term relationships. In such cultures, trust within groups is strong and lasting. This high trust makes people more willing to share personal data on social networks because they feel safer and supported by their community.

Research shows that in collectivist societies like China, trust is higher among group members, including close friends and family. This contrasts with individualistic societies where trust is more spread out but weaker in small groups. In China, this strong group trust may lead to more willingness to share personal data within trusted networks due to close and reliable social ties.

In a social network setting, collectivist values can increase willingness to share personal data. Chinese people, influenced by their collectivist culture, may share more personal information online because they see these interactions as an extension of their real-life trust-based relationships. In Lithuania, where individualism is higher, people might be less willing to share personal data because they are more cautious about privacy.

In summary, the collectivist nature of Chinese society, with its strong in-group trust, may lead to more willingness to share personal data on social networks compared to

the more individualistic and cautious Lithuanian society. This cultural difference supports the idea that trust impacts willingness to disclose data more in Chinese social networks than in Lithuanian ones. According to above information we make hypothesis below :

H16: The impact of trust in people on WTD data in social networking is stronger in China than in Lithuania.

The culture mentioned in the previous hypothesis will be discussed less in the new hypothesis, but in the context of online shopping, trust generated by collectivist principles can increase people's willingness to give personal information. Chinese customers, inspired by their collectivist culture, may be more likely to give personal information on e-commerce platforms because they see these interactions as extensions of their in-person trust-based relationships. In comparison, Lithuanian customers, who are more independent, may be less ready to reveal personal data due to heightened worries about privacy and caution.

Studies have shown that higher trust levels in collectivist societies like China lead to more collaborative behaviors and a higher willingness to share sensitive information, including in online shopping contexts.
Trust is crucial for lowering transaction costs and promoting smoother, more efficient interactions, which is especially important in e-commerce. Furthermore, study from Vilnius University shows that many factors, including trust, have a substantial impact on consumers' willingness to divulge personal information online, with cultural backgrounds having an important part.(Degutis et al. 2020; Triandis, H.C. 2001)

H17: The impact of trust in people on WTD data in online shopping is stronger in China than in Lithuania.

According to Hofstede's cultural dimensions, China ranks high in collectivism and power distance. This suggests that Chinese people rely heavily on their close

networks and are accustomed to hierarchical systems. In such a culture, trust in institutions has a huge impact on individual behavior, including data disclosure. Trust in authoritative institutions can increase people's confidence in disclosing personal information because they believe that these organizations will defend their interests. (Burns, K. E. et al. 2023; Triandis, H. C. 2001; Hofstede insights.)

In contrast, Lithuania has a lower power distance and a stronger individualistic color. Lithuanians may rely less on organizational trust to manage their data disclosure practices. Their judgments are more likely to be influenced by their own assessments of risks and rewards, so organizational trust has a smaller overall impact on WTD. (Hofstede insights, Celep, C., and Yilmazturk, O. E. 2012)

Perception of regulatory effectiveness plays a crucial role in shaping trust, thereby affecting WTD. In China, the regulatory framework is perceived as strong and comprehensive, which enhances trust in organizations that process personal data. This trust is further strengthened by the government ' s strict control and oversight mechanisms, making individuals feel safer when disclosing data on social networks under the protection of these regulations. (Degutis et al., 2020)

Lithuania is a member of the European Union and is subject to GDPR regulations, which are very strict but also emphasize individual rights and control over personal data. While these regulations enhance trust, the individualistic culture means that personal evaluations and privacy concerns may still override organizational trust, reducing its impact on WTD.

In Chinese society, trust in organizations extends to all aspects of life and is driven by a collectivist culture that values social harmony and collective welfare. This social norm amplifies the impact of organizational trust on WTD. Individuals are more likely to disclose personal data if they believe that their personal data benefits the collective and is protected by a trustworthy organization.

In summary, China ' s cultural context, regulatory environment, and social norms create an environment in which trust in organizations has a greater impact on WTD in social networks than in Lithuania.

Based on the above information, we propose the following hypothesis:

H18: The impact of trust in organizations on WTD data in social networking is stronger in China than in Lithuania.

China has a higher power distance, which generally means higher trust in organizations and institutions because they are seen as authority figures. On the other hand, Lithuania has a lower power distance and higher individualism, which indicates that people are more skeptical of authority and less likely to automatically trust organizations (Burns, K. E. et al. 2023; Triandis, H. C. 2001; Hofstede insights.)

China scores lower on uncertainty avoidance, indicating a higher tolerance for ambiguity and risk. This cultural trait makes Chinese consumers more likely to trust online platforms, which they view as innovative and beneficial despite potential risks. In contrast, Lithuania's higher uncertainty avoidance indicates a preference for clear rules and skepticism about data sharing, reflecting lower trust in organizations that hold personal information (Burns, K. E. et al. 2023; Triandis, H. C. 2001; Hofstede insights.)

Effective laws and regulations and perceived control over data use enhance trust in online shopping platforms. Chinese consumers are generally more accustomed to a strict regulatory environment and centralized control, and they may believe that regulation is more efficient and therefore more willing to disclose personal data. However, Lithuanian consumers may perceive low regulatory efficiency and control, leading to lower trust and lower willingness to disclose data. (Burns, K. E. et al. 2023).

In China, high trust in government and institutions spreads to online transactions, and consumers feel safe sharing personal data due to perceived regulatory efficiency and strong institutional trust.

In Lithuania, the historical and cultural background leads to a low baseline of institutional trust, which leads to a greater reluctance to disclose personal data online. This is exacerbated by higher uncertainty avoidance and lower power distance, which increases suspicion of the centralized processing of data by organizations. (Burns, K. E. et al., 2023; Triandis, H. C. 2001)

Combining these insights, we can clearly see that the Chinese cultural background is characterized by high power distance, collectivism, and low uncertainty avoidance, which creates an environment where organizational trust strongly affects the willingness to disclose data. In contrast, the Lithuanian context is individualistic, low power distance, and high uncertainty avoidance, leading to weaker organizational trust and a lower tendency to share personal data online. (Hofstede, C. & Celep, C. and Yilmazturk, O. E. 2012)

Therefore, we propose the following hypothesis:

H19: The impact of trust in organizations on WTD data in online shopping is stronger in China than in Lithuania.

China has a high power distance, a cultural trait that makes Chinese people more susceptible to conspiracy theories because they often believe that authorities are able to hide information or orchestrate events. This high sensitivity can amplify the impact of conspiracy theories on their willingness to disclose personal data on social networks (Burns, et al 2023 & Hofstede, 1984).

Lithuania has a low power distance and tends to take a more egalitarian approach, so it is less susceptible to conspiracy theories related to centralization.

Therefore, the impact of conspiracy theories on WTD in social networks may be relatively weak.

Similarly, China is a collectivist society with a high power distance, which means that it pays more direct attention to various information and has a stronger commitment to authority. This cultural attribute exacerbates the impact of conspiracy theories because people are more likely to accept and spread such beliefs in trusting relationships, which has a negative impact on the willingness to disclose personal data. In contrast, Lithuania's individualistic and low power distance culture encourages people to remain skeptical and critically evaluate information, thereby reducing the impact of conspiracy theories on data sharing. (Hofstede, G. 1984, & Zimaitis, et al. 2022, & Bruder, M., et al. 2013)

Zimaitis, et al. 2022 found that conspiracy theory beliefs significantly affect data disclosure in social networks. The distrust generated by conspiracy theory beliefs leads people to be cautious when sharing data because they suspect that their information may be misused.

In China, organizations and policymakers should be aware of the serious impact of conspiracy theories on data disclosure. Initiatives to increase transparency and combat false information can help mitigate these effects.

social networking platforms should emphasize clear and credible communication to reduce the impact of conspiracy theories on users' data sharing behavior.

In Lithuania, the impact of conspiracy theories on WTD, although present, is not significant. More attention can be paid to enhancing personal trust and ensuring strong data protection measures to encourage data sharing. (Zimaitis, I., Urbonavičius, S., Degutis, M., & Kaduškevičiūtė, V. 2022 &Hofstede, G. J. 2009)

In conclusion, cultural dimensions such as power distance, uncertainty avoidance, and collectivism in China lead to a greater impact of conspiracy theories on the willingness to disclose personal data in social networks than in Lithuania. Based on the above information, we make the following hypotheses:

H20: The impact of conspiracy beliefs on WTD data in social networking is stronger in China than in Lithuania.

Additionally, conspiracy beliefs tend to make people more cautious and reluctant to share personal data because they do not trust the organization's motives and worry about their personal information being misused. This effect is more pronounced in environments where organizational trust is generally high, such as in China (Zimaitis et al., &2022, Bruder, M. et al., 2013)

In China, conspiracy beliefs can severely undermine the high levels of trust that typically exist in government and large organizational structures. Due to high baseline trust, the impact of conspiracy beliefs is more destructive, leading to a significant reduction in WTD personal data in online shopping. (Zimaitis, I., et al., 2009)

In Lithuania, the existing culture of skepticism and individualism means that while conspiracy theories do further reduce trust, the relative change is small. Lithuanians already exhibit cautious behavior regarding data disclosure, so the incremental effect of conspiracy theories is not significant. (Zimaitis, I., et al., 2009)
Conspiracy theories have a negative impact on WTD personal data because it increases distrust and fear of misuse. The magnitude of this effect depends on the baseline level of trust and cultural dispositions toward authority and data privacy. Based on the above information, the following hypothesis is given:
H21: The impact of conspiracy beliefs on WTD data in online shopping is stronger in China than in Lithuania.

Last one is paranoia . According to Hofstede (2011), collectivist cultures prioritize group goals over individual goals, and high power distance indicates acceptance of hierarchical structures and authority. In such cultures, people are less likely to question authority and more likely to conform to social norms, which can exacerbate paranoia and reduce trust in disclosing personal data.

Individualism and Low Power Distance in Lithuania : Lithuania's individualistic culture values personal liberty and self-reliance. Low power distance promotes questioning and inspection of authority, which can mitigate the spread of paranoia and its negative impact on data disclosure.

Hofstede's dimension of uncertainty avoidance indicates how comfortable a culture is with ambiguity and uncertainty. China scores lower on uncertainty avoidance, suggesting that people may tolerate uncertainty better and might disclose personal data to reduce perceived threats (Hofstede, 2001; Xu & Ngai, 2011).

In contrast, Lithuania has higher uncertainty avoidance, fostering a desire for clear rules and stability. This cultural tendency makes people more cautious about disclosing personal data but also reduces the overall impact of paranoia as they seek confirmed information (Burns et al., 2023).

Paranoia, described as an extreme form of distrust, can significantly influence willingness to disclose personal data. Paranoia involves feelings of being harassed or threatened, which reduces trust in social and institutional interactions (Colby, 1981; Gromann et al., 2013). In high power distance cultures like China, paranoia can thrive, leading to lower trust and reduced willingness to disclose data.Research by Urbonavičius et al. (2021) highlights that cultural differences significantly affect the relationship between paranoia, trust, and data disclosure. In cultures with high power distance and collectivism, paranoia has a more pronounced negative impact on trust and willingness to disclose personal data. In contrast, individualistic cultures with low power distance, such as Lithuania, foster trust through critical evaluation and regulatory effectiveness, less impact of paranoia.

Above information we make 2 hypothesis :

H22: The impact of paranoia on WTD data in social networking is stronger in than in Lithuania.

H23: The impact of paranoia on WTD data in online shopping is stronger in China than in Lithuania.

2.3 Data collection methods and instruments

To test our hypothesis for our research, we will conduct the quantitative method. We will develop a survey questionnaire to test our hypothesis. Questionnaire can help the respondents understand the research and provide reliable answers to help us collect data. We will develop our questionnaires according to the previous studies which will include our independent variables and dependent variables and moderation variable of the research.

Move to questionnaire questions, drawn from previous questions Similar research has looked at the impact of trust/distrust factors on willingness to disclose personal information when shopping online or using social networking . Questionnaire questions were adopted based on the previous study and are provided below Table 1 . Due to our topic is compare between 2 country China and Lithuania ,so we will translate this questionnaire to Chinese and Lithuanian,in order to more respondents can understand our questions . Respondents received 1 questionnaire, which were modified，ask about willingness to disclose personal information in different online activities. Respondents will answer questions based on a Likert scale from 1 to 7, Scale: (1 means “totally disagree”, 7 – “totally agree”).

The factor trust in organization in Table 1 was modified according to the actual topic of the paper, and seven questionnaire questions were selected out of the 17 questions in the original text ,we select the question is more suitable for our topic.

Constructs of the questionnaire.

	Scale	Ref
Willingness to disclose personal data online shopping/ social media	While purchasing goods or services in online, you are often asked to provide to them your personal data. Please, specify, how much are you willing to provide personal data of each type: 1. Home address 2. Mobile phone number	Urbonavicius, S., Degutis, M., Zimaitis, I., Kaduskeviciute, V., & Skare, V. (2021).

	3. Email address 4. Date of birth 5. Marital status 6. Name 7. Last name 8. Gender	
Paranoia	1.Someone has it in for me 2.I sometimes feel as if I'm being followed 3.I often wonder what hidden reason another person may have for doing something nice for you 4.It is safer to trust no one 5.I have often felt that strangers were looking at me critically 6.I tend to be on my guard to people who are somewhat more friendly than expected	Urbonavicius, S., Degutis, M., Zimaitis, I., Kaduskeviciute, V., & Skare, V. (2021).
Trust in people	1. I usually trust people until they give me a reason not to trust them 2. Trusting another person is not difficult for me 3. My typical approach is to trust new acquaintances until they prove I should not trust them My tendency to trust others is high	Urbonavicius, S., Degutis, M., Zimaitis, I., Kaduskeviciute, V., & Skare, V. (2021).
Trust in organization	1. Governments of countries can help citizens in need. 2. Governments of countries can protect the health of the population. 3. Governments of countries communicates with citizens effectively. 4. Governments of countries acts in the best interest of citizens. 5. Governments of countries are truthful in communication with citizens. 6. Governments of countries are	Burns, K. E., Brown, P., Calnan, M., Ward, P. R., Little, J., Betini, G. S., ... & Meyer, S. B. (2023).

	honest. 7. The work governments of countries is open and transparent	
Conspiracy beliefs	1. I think that many very important things happen in the world, which the public is never informed about 2. I think that politicians usually do not tell us the true motives for their decisions 3. I think that government agencies closely monitor all citizens 4. I think that events which superficially seem to lack a connection are often the result of secret activities 5. I think that there are secret organization that greatly influence political decisions	Bruder, M., Haffke, P., Neave, N., Nouripanah, N., & Imhoff, R. (2013).

TABLE 3.

It is also necessary to explain why a certain survey was selected as the data gathering tool. The survey approach was chosen since it is widely used in research on people's willingness to provide personal information online. To begin, surveys are a low-cost data gathering tool that is essential for a Master's thesis study. Given that the current study investigates a variety of parameters, surveys allow for the inclusion of a large number of questions while also providing flexibility throughout the analysis stage. Furthermore, surveys may target big samples from remote regions, which is critical given that this study is not limited to a single nation or region. Overall, surveys are ideal for Master's thesis projects since they are time-saving and cost-effective, frequently requiring research to be completed from many places.

2.4 Selection of respondents and methods for analysis

To be objective and accurate in this thesis, we will study the Impact of trust/distrust Factors on willingness to disclose personal data in online shopping and social networking in China and Lithuania. According to the topic, we didn't divide

consumers into age groups, but we will add the screen question at the very beginning, to select our target audience is both online shopping users and social networking users.

We will forward our target populations with the questionnaire online link which is easier for them to attend surveys and help us gain valid data.

We will rely on the previous studies which provided sample methods in order to receive the average respondents of our questionnaire. Below I attached the previous studies

Sample size to get the average sample size for our study. We tracked 10 questionnaires and we found that we need at least 298 respondents to test our hypothesis.(Annex 1.）

3. DATA ANALYSIS AND RESEARCH RESULTS

To test our hypothesis for our research, we will conduct the quantitative method,as mentioned in the methodology section, we conducted an online survey to collect

questionnaire data. Since this study covers two specific countries, we collected respondents from China and Lithuania I translated the questionnaire into Chinese and English to help the respondents better understand the concept and purpose of the questionnaire. I used Zoho survey to collect data from Lithuanian respondents and used WenJuanXing to collect data from Chinese respondents. Among all our 375 respondent databases, I cleaned up the unfinished test papers and the questionnaire data with a standard deviation below 0.5, so I kept 314 valid data for our study.

3.1. Sample description and measurement

The data used in this study is very relevant to the research aims and provides complete measurements for testing the presented hypotheses. As a beginning stage of analysis , it is critical to define the sample's demographic characteristics of the sample to provide context and ensure a thorough understanding of the population under investigation.

3.1.1 Demographic Analysis

The sample distribution is shown below . We are collecting data from 2 countries the respondents from china proportion is 51.6%,the respondent from Lithuania is 48.4% shown on Table 4 ,they are relatively small differences ; The proportion of gender is shown on Table 5 female is 67.8%,which is higher than the proportion of male 32.2% ; the age proportion is shown on Annex 3 distribution we devided in to 4 groups ,The proportion of age 16-20 in all data is 26.5 %, ages 21-23 for 27.5%, ages 24-28 for 22 % and ages 29-69 for 24 %; among the education levels,the data is shown on table

6 the proportion of bachelor's degree is the highest (40.4%), second is high school degree proportion is 29.6% , third is master degree proportion is 23.6%,forth is Doctor's degree proportion is 3.5%, other education level is 2.9%

Table 4 country distribution

COUNTRY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CHINA	162	51.6	51.6	51.6
	LITHUANIA	152	48.4	48.4	100.0
	Total	314	100.0	100.0	

Table 5 gender distribution

5. what is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	101	32.2	32.2	32.2
	female	213	67.8	67.8	100.0
	Total	314	100.0	100.0	

Table 6 Education distribution

6.Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	93	29.6	29.6	29.6
	2	127	40.4	40.4	70.1
	3	74	23.6	23.6	93.6
	4	11	3.5	3.5	97.1
	5	9	2.9	2.9	100.0
	Total	314	100.0	100.0	

3.1.2 Reliability Analysis

Any research based on measurement must be based on reliability, Cronbach's Alpha is a method of assessing reliability by comparing the magnitude of the common variance

or covariance between the items that make up the instrument to the overall variance. When Cronbach's Alpha reaches 0.7 or higher, it indicates that the data have high reliability.

Table 7 . Reliability of paranoia

Reliability Statistics	Cronbach's Alpha	Number of Items
7.Someone has it in for me	0.817	6
8.I sometimes feel as if I’m being followed		
9. I often wonder what hidden reason another person may have for doing something nice for me.		
10.It is safer to trust no one		
11.I have often felt that strangers were looking at me critically		
12.I tend to be on my guard to people who are somewhat more friendly than expected		

We can see in Table 7 shown above ,we use spss to analysis the reliability of paranoia , 6 item Cronbach's Alpha is 0.817, which is a valid factor, and we can continue with other data analysis.

Table 8. Reliability of trust in people

Reliability Statistics	Cronbach's Alpha	Number of Items
13.I usually trust people until they give me a reason not to trust them	0.807	4
14.Trusting another person is not difficult for me		
15.My typical approach is to trust new acquaintances until they prove I should not trust them		
16. My tendency to trust others is high.		

We can see from Table 8, the Cronbach's alpha value of the above four item is 0.807, which has good reliability and validity.

Table 9. Reliability of trust in organization

Reliability Statistics	Cronbach's Alpha	Number of Items
17. The organization of countries can help citizens in need	0.890	7

18. The organization of countries can protect the health of the population		
19. The organization of countries communicates with citizens effectively.		
20. The organization of countries acts in the best interest of citizens		
21. The organization of countries are truthful in communication with citizens		
22. The organization of countries is honest.		
23. The work of the organization of countries is open and transparent		

In Table 9, we can see that Cronbach's Alpha of 7 item Reliability of trust in organization is 0.890, which has good reliability and validity.

Table 10. Reliability of conspiracy believes

Reliability Statistics	Cronbach's Alpha	Number of Items
24.I think that many very important things happen in the world, which the public is never informed about	0.810	4
25. I think that politicians usually do not tell us the true motives for their decisions.		

26. I think that events which superficially seem to lack a connection are often the result of secret activities.		
27.I think that there are secret organizations that greatly influence political decisions		

In Table 10, we can see that Cronbach's Alpha of Reliability of conspiracy believes is 0.810, which has good reliability and validity.

Table 11. Reliability of WTD personal data in social networking

	Cronbach's Alpha	Number of Items
28. Willingness to disclose your first name on social networking	0.876	7
29. Willingness to disclose your last name on social networking		
30.Willingness to disclose your phone number on social networking		
31.Willingness to disclose your home address on social networking		
32. Willingness to disclose your email on social networking		
33. Willingness to disclose your date of birth on		

social networking		
34. Willingness to disclose your Marital status on social networking		
35. Willingness to disclose your Gender on social networking		

In Table 11, we can see that Cronbach's Alpha of 7 item Reliability of WTD personal data in social networking is 0.876, which has good reliability and validity.

Table 12. Reliability of WTD personal data in online shopping

	Cronbach's Alpha	Number of Items
36. Willingness to disclose your first name on online shopping	0.924	8
37. Willingness to disclose your last name on online shopping		
38. Willingness to disclose your home address on online shopping		
39. Willingness to disclose your phone number on online shopping		
40. Willingness to disclose your email on online shopping		
41. Willingness to disclose your date of birth on online shopping		

42. Willingness to disclose your marital status on online shopping		
43. Willingness to disclose your gender on online shopping		

In Table 12, we can see that Cronbach's Alpha of Reliability of WTD personal data in online shopping is 0.924, which has good reliability and validity.

3.2 Test of hypothesis

3.2.1 Regression analysis

we are using SPSS to perform multiple linear regression analysis, in which WTD in social networking is the dependent variable, WTD in online shopping is independent variables of this thesis, and country is the moderating variable in the thesis to test our hypothesis 15: WTD data in social networking positively impacts WTD data in online shopping . in this part we are testing our hypothesis from H1-H8 and H15.

Table 13 Regression ANOVA analysis

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	408.100	1	408.100	593.638	<.001[b]
	Residual	214.486	312	.687		
	Total	622.586	313			

a. Dependent Variable: WTDSNW

b. Predictors: (Constant), WTDOLS

The Table 13 above data shows the model is significant (sig<0.01) ,having

F=593.638 ,Mean square = 408.100

Table 14 Model summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.810[a]	.655	.654	.82913

a. Predictors: (Constant), WTDOLS

And according to Table 14 Model summary Asjusted R square is 0.654, which means 65.4% of variation is explained by that variable is willingness to disclose personal data on social networking is extremely high.

Table 15 Coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.882	.114		7.765	<.001
	WTDOLS	.691	.028	.810	24.365	<.001

a. Dependent Variable: WTDSNW

The Table 15 coefficients above data shows the model is significant (sig<0.01) and the standardized coefficients beta is 0.810, which means how strong the impact is, the figure was positive shows extremely strong (0.810), which means our Hypothesis 15: WTD data in social networking positively impacts WTD data in online shopping is accepted.

In this part we are using SPSS to perform multiple linear regression analysis, in

which WTD in social networking is the dependent variable, paranoia, trust in people , trust in organization , conspiracy believes is the independent variables this part.

Table 16 ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.994	4	11.998	6.452	<.001[b]
	Residual	574.592	309	1.860		
	Total	622.586	313			

a. Dependent Variable: WTD on social networking

b. Predictors: (Constant), Conspiracy beliefs, paranoia, trust in organization, trust in people

It clearly shows in Table 16 ANOVA the model is significant (sig<0.01), F=6.452, Mean square =11.998

Table 17 Model summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.278[a]	.077	.065	1.36364

a. Predictors: (Constant), Conspiracy beliefs, paranoia, trust in organization, trust in people

And according to Table 17 Model summary Asjusted R square is 0.065, which means 6.5% of variation is explained by that variable is willingness to disclose personal data in social net working on paranoia,conspiracy believes trust in people ,trust in organization which means probably this is not a good model because of the relatively low score of Adjusted R square ,But even if the value is small, it still has some impact

Table 18. Coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.650	.491		7.429	<.001
	paranoia	.214	.062	.195	3.470	<.001
	Trust in people	.128	.062	.124	2.072	.039

Trust in organization	-.153	.065	-.136	-2.356	.019
Conspiracy beliefs	-.161	.063	-.146	-2.566	.011

a. Dependent Variable: WTD on social networking

According to Table 18 coefficients we can see both 4 factors is significant lower than 0.05 which is paranoia <0.01; trust in people <0.039; trust in organization<0.019; conspiracy believes <0.011 both of them are significant.

We can see the trust in people Standardized Coefficients beta is 0.124 which means trust in people have positive impact on willingness to disclose personal data so which means our H1: Trust in people positively impacts WTD data in social networking is accepted.

Next is trust in organization Standardized Coefficients Beta is -0.136 which trust in organization have negative impact on willingness to disclose personal data in social networking ,so our H3: Trust in organizations positively impacts WTD data in social networking is rejected.

And about conspiracy believes Standardized Coefficients beta is -0.146, which means conspiracy believes have the negative impact on willingness to disclose personal data in social networking , then our H5: Conspiracy beliefs negatively impact WTD data in social networking is accepted.

Finally, we got paranoia Standardized Coefficients beta is 0.195 , means paranoia have positive impact on willingness to disclose personal data in social net working, so

Our H7: Paranoia negatively impacts WTD data in social networking is rejected.

Next we are going to 4 factors impact on WTD in online shopping

Table 19. ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	78.821	4	19.705	7.846	<.001[b]
	Residual	776.060	309	2.512		
	Total	854.881	313			

a. Dependent Variable: WTD in online shopping

b. Predictors: (Constant), Conspiracy beliefs, paranoia, trust in organization, trust in people

In this part we are using SPSS to perform multiple linear regression analysis, in which WTD in online shopping is the dependent variable, paranoia, trust in people , trust in organization , conspiracy believes is the independent variables this part.

It clearly shows in Table 19 ANOVA the model is significant (sig<0.01), F=7.846, Mean square =19.705.

Table 20 Model summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.304[a]	.092	.080	1.58478

a. Predictors: (Constant), Conspiracy beliefs, paranoia, trust in organization, trust in people

And according to Table 20 Model summary Asjusted R square is 0.08, which means 8% of variation is explained by that variable is willingness to disclose personal data in online shopping on paranoia,conspiracy believes trust in people ,trust in organization which means probably this is not a good model because of the relatively low score of Adjusted R square .But even if the value is small, it still has some impact.

Table 21 Coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.706	.571		8.242	<.001
	paranoia	.228	.072	.177	3.178	.002
	CB	-.219	.073	-.169	-3.004	.003

trustorg	-.219	.075	-.166	-2.904	.004
trustp	.071	.072	.059	.990	.323

a. Dependent Variable: WTD in online shopping

As we can see in Table 21 coefficients,we can observe that paranoia (sig<0.02) ,conspiracy believes(sig<0.03) trust in organizations (sig<0.04) Sig number is lower than 0.05 which means significant,but in this case trust in people the value of significant is higher than 0.05,which is 0.323, trust in people model is not significant.

And according to the Standardized Coefficients value ,paranoia is 0.177 which means positive impact,so our H8: Paranoia negatively impacts WTD data in online shopping is rejected.

And the Standardized Coefficients value of conspiracy believes we got a negative number which is -0.169,which means conspiracy believes have a negative impact on WTD to disclose personal data in online shopping,so our H6: Conspiracy beliefs negatively impact WTD data in online shopping is accepted .

Third one is trust in organizations, the Standardized Coefficients value is -0.166 which means trust in organization have a negative impact on willingness to disclose personal data in online shopping , so our H4: Trust in organizations positively impacts WTD data in online shopping is rejected .

Finally we go to the last one trust in people the value of Standardized Coefficients value is positive 0.059, but the model is not significant (sig<0.323) which means even though we the coefficient suggests a trend, but it should not be interpreted the

hypothesis accepted ,so our H2: trust in people have a positive impact on willingness to disclose personal data in online shopping is rejected.

3.2.2 Compare means and proportion (independent sample T -test)

In this section, we will use SPSS compare means and proportions (independent sample T -test) to analyze the impact of country on trust and distrust factors, including trust in people, trust in organization, conspiracy beliefs, paranoia. In this section, I will test H9 - H12, H13- H14.

Table.22(H12: Paranoia is higher in Lithuania than in China)

Group Statistics

	COUNTRY	N	Mean	Std. Deviation	Std. Error Mean
paranoia	CHINA	162	2.7798	1.26161	.09912
	LITHUANIA	152	3.5515	1.17980	.09569

According to Table 22 we can see the mean of paranoia compare 2 countries China and Lithuania, Lithuania (5.55) is higher than China (2.78) ,which means from descriptive data Lithuania paranoia level is higher than China.

Table 23

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance		Mean	Std. Error	95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Difference	Difference	Lower	Upper
paranoia	Equal variances assumed	.516	.473	-5.589	312	<.001	<.001	-.77170	.13807	-1.04337	-.50003
	Equal variances not assumed			-5.601	311.997	<.001	<.001	-.77170	.13778	-1.04279	-.50061

According to table 23 t=-5.589, p<0.05(sig<0.01) which means The difference is

statistically significant,and t=-5.589 means that the mean paranoia score in Lithuania is higher than in China, so our H12: Paranoia is lower in Lithuania than in China is rejected.

Table 24 (H9: Trust in people is higher in China than in Lithuania)

Group Statistics

	COUNTRY	N	Mean	Std. Deviation	Std. Error Mean
trustp	CHINA	162	4.7731	1.37717	.10820
	LITHUANIA	152	4.3520	1.33047	.10792

Table 25

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance		Mean	Std. Error	95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Difference	Difference	Lower	Upper
trustp	Equal variances assumed	.193	.661	2.753	312	.003	.006	.42117	.15299	.12016	.72219
	Equal variances not assumed			2.756	311.730	.003	.006	.42117	.15282	.12049	.72186

in this part we compare trust in people in China and Lithuania, the mean difference in China and Lithuania have small difference (0.421), but in the table 26,t=2.753, p>0.05 (P=0.06) which means the difference is not significant , so our H9: Trust in people is higher in China than in Lithuania is rejected.

Table 26 (H10: Trust in organizations is lower in China than in Lithuania.)

Group Statistics

	COUNTRY	N	Mean	Std. Deviation	Std. Error Mean
trustorg	CHINA	162	4.7557	1.39723	.10978
	LITHUANIA	152	4.3224	1.04105	.08444

Table 27

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance		Mean	Std. Error	95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Difference	Difference	Lower	Upper
trustorg	Equal variances assumed	16.978	<.001	3.101	312	.001	.002	.43336	.13977	.15836	.70837
	Equal variances not assumed			3.129	297.016	<.001	.002	.43336	.13850	.16081	.70592

in this part we are compare trust in organization in China and Lithuania ,we can see in table 27 the mean difference of 2 countries is 0.433, this means trust in organization China is higher than Lithuania and in the table 27 ， t=3.101， p<0.05(p<0.02) which shows significant difference in trust in organizations levels between the two countries, and our H10: Trust in organizations is lower in China than in Lithuania is rejected.

Table 28 (H11: Conspiracy beliefs are higher in China than in Lithuania）

Group Statistics

	COUNTRY	N	Mean	Std. Deviation	Std. Error Mean
CB	CHINA	162	5.4198	1.26824	.09964
	LITHUANIA	152	4.6924	1.18156	.09584

Table 29

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance		Mean	Std. Error	95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Difference	Difference	Lower	Upper
CB	Equal variances assumed	.458	.499	5.249	312	<.001	<.001	.72732	.13856	.45468	.99996
	Equal variances not assumed			5.261	311.985	<.001	<.001	.72732	.13825	.45530	.99934

in this part we are compare conspiracy believes in China and Lithuania ,we can see in table 28 the mean difference of 2 countries is 0.727, this means conspiracy believes in China is higher than Lithuania and in the table 29, t=5.249， p<0.05(p<0.01) which shows significant difference in conspiracy believes levels between two countries, and which means our H11: Conspiracy beliefs are higher in China than in Lithuania is

accepted.

Table 30（H13: WTD data in social networking is higher in China than in Lithuania.）

Group Statistics

	COUNTRY	N	Mean	Std. Deviation	Std. Error Mean
WTDSNW	CHINA	162	2.8554	1.38313	.10867
	LITHUANIA	152	3.9887	1.19008	.09653

Table 31

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance		Mean	Std. Error	95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Difference	Difference	Lower	Upper
WTDSNW	Equal variances assumed	3.052	.082	-7.760	312	<.001	<.001	-1.13334	.14604	-1.42070	-.84599
	Equal variances not assumed			-7.797	309.714	<.001	<.001	-1.13334	.14535	-1.41934	-.84734

In this part we are compare WTD in social networking in China and Lithuania ,we can see in table 30 the mean difference of 2 countries is 1.133， this means WTD in social networking in China is lower than Lithuania and in the table 31, t=-7.76 ， $p<0.05(p<0.01)$ which shows significant difference in WTD in social networking levels between two countries, and which means WTD data in social networking is lower in China than in Lithuania， so our H13: WTD data in social networking is higher in China than in Lithuania is rejected.

Table 32 (*H14: WTD data in online shopping is lower in China than in Lithuania.)*

Group Statistics

	COUNTRY	N	Mean	Std. Deviation	Std. Error Mean
WTDOLS	CHINA	162	2.9213	1.57837	.12401
	LITHUANIA	152	4.4268	1.35208	.10967

Table 33

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance		Mean	Std. Error	95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Difference	Difference	Lower	Upper
WTDOLS	Equal variances assumed	5.938	.015	-9.050	312	<.001	<.001	-1.50551	.16636	-1.83284	-1.17819
	Equal variances not assumed			-9.094	309.478	<.001	<.001	-1.50551	.16554	-1.83125	-1.17978

In this part we are compare WTD in online shopping in China and Lithuania ,we can see in table 32 the mean difference of 2 countries is 1.505， this means WTD in online shopping in China is lower than Lithuania and in the table 33, t=-9.05，$p<0.05(p<0.01)$ which shows significant difference in WTD in online shopping levels between two countries, and which means WTD data in online shopping is lower in China than in Lithuania，so our H14: WTD data in online shopping is lower in China than in Lithuania is accepted.

3.2.3 moderation analysis (between country)

In this part we will use spss moderation analysis to analysis the trust and distrust factor impact WTD in social networking and online shopping country is a moderation factor, we gonna analysis our hypothesis H16-H23.

Table 34

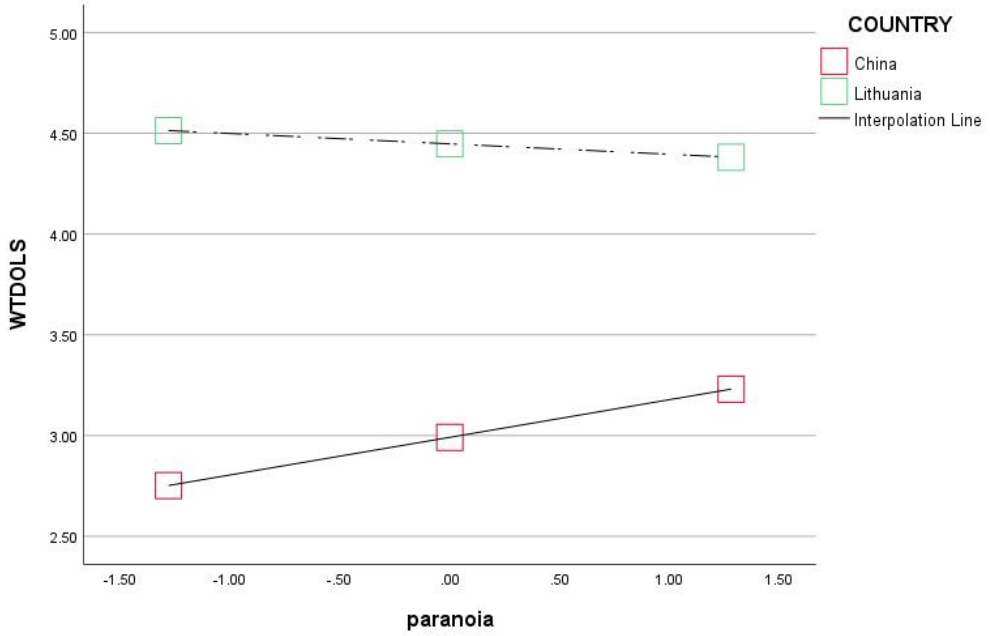
Model summary

Metric	Value
R	0.468
R-sq	0.219
MSE	2.1536
F	28.982
df1	3
df2	310
p	0.000

Table35

Model Coefficients						
Variable	**Coefficient**	**SE**	**t**	**p**	**LLCI**	**ULCI**

Constant	1.5348	0.2714	5.6552	0	1.0008	2.0689
Paranoia	0.4253	0.2094	2.0306	0.0431	0.8374	0.0303
COUNTRY	1.4563	0.174	8.3715	0	1.114	1.7985
Int_1	-0.2384	0.1366	-1.7459	0.0818	-0.5072	0.0303



Graph 1

This analysis investigates whether the country moderates the relationship between paranoia and WTD personal data in online shopping .

Model Summary(table 34): Overall Model: R = .468, R^2 = .219, F = 3.00, p < .000

The model explains approximately 21.9% of the variance in WTD personal data, and the overall model is statistically significant.

Main Effects(table35): Effect of Paranoia on WTD personal data in online shopping on moderate of China: b = 0.1868, t = 2.0381, (p=0.0065).

Effect of Paranoia on WTD personal data in online shopping on moderate of Lithuania: b = -.0516, t = -.5097, p = -0.2508

intercept: intercept=0.0818, its marginal significant, there are some difference

between 2 countries, and the t value equal to -1.7459,which is negative , p=0.0818,it a little bit significant ,changes R square 0.0077 and the data shows when getting closure to Lithuania the impact of the paranoia is reduced, so in Lithuania is a bit less strong , in china is a little bit stronger

which means our H23 :The impact of paranoia on WTD data in online shopping is stronger in China than in Lithuania is accepted.

Table36

Model Coefficients (New)						
Variable	Coefficient	SE	t	p	LLCI	ULCI
Constant	1.4291	0.2637	5.4195	0	0.9102	1.948
Trust in people	-0.2265	0.1913	-1.184	0.2373	-0.603	0.1499
COUNTRY	1.5073	0.1685	8.9447	0	1.1757	1.8389
Int_1	0.1523	0.1235	1.233	0.2185	-0.0907	0.3953

In this part we analysis the trust in people effect on WTD in online shopping on moderation of country but here we can see the p value of intercept is 0.218 which is not significant which means trust in people is the same in both countries,which means our H17: The impact of trust in people on WTD data in online shopping is stronger in China than in Lithuania is rejected

Table 37

Model Coefficients						
Variable	Coefficient	SE	t	p	LLCI	ULCI
Constant	1.5153	0.2627	5.769	0	0.9984	2.0321
Trust in organization	-0.2095	0.2011	-1.0419	0.2983	-0.6052	0.1862
COUNTRY	1.4415	0.1683	8.5638	0	1.1103	1.7726
Int_1	0.0407	0.1412	0.2881	0.7734	-0.2372	0.3186

In this part we analysis the trust in organization effect on WTD in online shopping on

moderation of country but here we can see the p value of intercept is0.7734 which is not significant which means trust in organizations is the same in both countries,which means our H19: The impact of trust in organizations on WTD data in online shopping is stronger in China than in Lithuania. is rejected.

Table 38

Model Coefficients (CB)						
Variable	Coefficient	SE	t	p	LLCI	ULCI
Constant	1.4863	0.2714	5.4757	0	0.9522	2.0204
Conspiracy beliefs	-0.0121	0.2096	-0.0579	0.9538	-0.4246	0.4003
COUNTRY	1.4532	0.1739	8.3552	0	1.1109	1.7954
Int_1	-0.0395	0.1369	-0.2884	0.7732	-0.3088	0.2298

In this part we analysis the conspiracy believes on WTD in online shopping on moderation of country but here we can see the p value of intercept is 0.7732 which is not significant which means conspiracy believes is the same in both countries,which means our H21: The impact of conspiracy beliefs on WTD data in online shopping is stronger in China than in Lithuania is rejected.

Table 39

Model Coefficients						
Variable	Coefficient	SE	t	p	LLCI	ULCI
Constant	1.8398	0.2385	7.7148	0	1.3705	2.309
Paranoia	0.3178	0.184	1.727	0.0852	-0.0443	0.6799
COUNTRY	1.0747	0.1528	7.0315	0	0.774	1.3755
Int_1	-0.1595	0.12	-1.3295	0.1846	-0.3957	0.0766

In this section, we analyze the paranoia impact WTD in social networking under the country moderation, but here we can see that the p-value of the intercept is 0.1846, which is not significant, which means that the paranoia impact WTD in social networking of the two countries are the same,so our H22: The impact of paranoia on WTD data in social networking is stronger in China than in Lithuania is rejected.

Table 40

Model Coefficients						
Variable	Coefficient	SE	t	p	LLCI	ULCI
Constant	1.6892	0.2308	7.3202	0	1.2352	2.1433
Trust in people	-0.1446	0.1674	-0.8635	0.3885	-0.474	0.1849
COUNTRY	1.1658	0.1475	7.9056	0	0.8757	1.456
Int_1	0.1462	0.1081	1.3532	0.177	-0.0664	0.3589

In this section, we analyze the trust in people impact WTD in social networking under the country moderation, but here we can see that the p-value of the intercept is 0.177 which is not significant, which means that the trust in people impact WTD in social networking of the two countries are the same,so our H16: The impact of trust in people on WTD data in social networking is stronger in China than in Lithuania is rejected.

Table 41

Model Coefficients						
Variable	Coefficient	SE	t	p	LLCI	ULCI
Constant	1.776	0.2314	7.6743	0	1.3207	2.2314
Trust in organization	-0.2569	0.1772	-1.4501	0.148	-0.6056	0.0917
COUNTRY	1.1063	0.1483	7.4596	0	0.8145	1.3981
Int_1	0.1283	0.1244	1.0314	0.3032	-0.1165	0.3732

In this section, we analyze the trust in organization impact WTD in social networking under the country moderation, but here we can see that the p-value of the intercept is 0.3032 which is not significant, which means that the trust in organization impact WTD in social networking of the two countries are the same,so our H18: The impact of trust in organizations on WTD data in social networking is stronger in China than in Lithuania is rejected.

Table 42

Model Coefficients						
Variable	**Coefficient**	**SE**	**t**	**p**	**LLCI**	**ULCI**
Constant	1.7552	0.2386	7.3573	0	1.2247	2.2247
Conspiracy beliefs	-0.107	0.1842	-0.5807	0.5618	-0.4695	0.2555
COUNTRY	1.1179	0.1529	7.3131	0	0.8171	1.4187
Int_1	0.0566	0.1203	0.4703	0.6385	-0.1801	0.2932

In this section, we analyze the conspiracy believes impact WTD in social networking under the country moderation, but here we can see that the p-value of the intercept is 0.6385 which is not significant, which means that the conspiracy believes impact WTD in social networking of the two countries are the same,so our H20: The impact of conspiracy beliefs on WTD data in social networking is stronger in China than in Lithuania is rejected.

3.3 Table 43 A summary of the research hypothesis and analysis results

Hypothesis	Result
H1: Trust in people positively impacts WTD data in social networking.	Accepted
H2: Trust in people positively impacts WTD data in online shopping.	Rejected
H3: Trust in organizations positively impacts WTD data in social networking.	Rejected
H4: Trust in organizations positively impacts WTD data in online shopping.	Rejected
H5: Conspiracy beliefs negatively impact WTD data in social networking.	Accepted
H6: Conspiracy beliefs negatively impact WTD data in online shopping.	Accepted
H7: Paranoia negatively impacts WTD data in social networking.	Rejected

H8: Paranoia negatively impacts WTD data in online shopping.	Rejected
H9: Trust in people is higher in China than in Lithuania	Rejected
H10: Trust in organizations is lower in China than in Lithuania	Rejected
H11: Conspiracy beliefs are higher in China than in Lithuania.	Accepted
H12: Paranoia is lower in Lithuania than in China	Rejected
H13: WTD data in social networking is higher in China than in Lithuania.	Rejected
H14: WTD data in online shopping is lower in China than in Lithuania.	Accepted
H15: WTD data in social networking positively impacts WTD data in online shopping.	Accepted
H16: The impact of trust in people on WTD data in social networking is stronger in China than in Lithuania	Rejected
H17: The impact of trust in people on WTD data in online shopping is stronger in China than in Lithuania.	Rejected
H18: The impact of trust in organizations on WTD data in social networking is stronger in China than in Lithuania.	Rejected
H19: The impact of trust in organizations on WTD data in online shopping is stronger in China than in Lithuania.	Rejected
H20: The impact of conspiracy beliefs on WTD data in social networking is stronger in China than in Lithuania.	Rejected
H21: The impact of conspiracy beliefs on WTD data in online shopping is stronger in China than in Lithuania.	Rejected
H22: The impact of paranoia on WTD	Rejected

data in social networking is stronger in China than in Lithuania.	
H23: The impact of paranoia on WTD data in online shopping is stronger in China than in Lithuania.	Accepted

Through all the data analysis in this chapter, the analysis verified the hypothesis put forward in the previous chapter. The analysis of the hypothesis obtained relatively good results, 7 out of 23 hypotheses were confirmed by the study, and 16 hypotheses were rejected. Therefore, some of the hypotheses in 2nd part are not verified in this paper, but

H1: Trust in people positively impacts WTD data in social networking,

H5: Conspiracy beliefs negatively impact WTD data in social networking,

H6: Conspiracy beliefs negatively impact WTD data in online shopping,

H11: Conspiracy beliefs are higher in China than in Lithuania,

H14: WTD data in online shopping is lower in China than in Lithuania,

H15: WTD data in social networking positively impacts WTD data in online shopping,

H23: The impact of paranoia on WTD data in online shopping is stronger in China than in Lithuania.

The above hypotheses are verified, trust and distrust have corresponding positive and negative effects on the willingness to disclose personal information, and hypothesis 23 shows that paranoia has a significant difference in the willingness of consumers in Lithuania and China to disclose personal information when shopping online.

4.DISCUSSION OF RESEARCH RESULTS

Based on researching previous related literature, this study proposed trust and distrust factors impact willingness to disclose personal data in online shopping and social networking on comparison in 2 countries has conducted 7 hypotheses. Through our collected data, we did research analysis to verify the hypothesis, it is concluded that 8 research hypotheses have obtained valid data analysis results.

First, based on the analysis in the previous section, we can conclude that the standardized coefficient beta is 0.810, which indicates how large the impact is. The

positive value of this number indicates that the impact is large (0.810), which means that our hypothesis 15: WTD data in social networks has a positive impact on WTD data in online shopping is accepted，which means, if a consumer is willing to disclose their personal data in social net working then they will also willing to disclose their personal data in online shopping .

then we also have accepted hypothesis 1, we can see from the analysis part ,trust in people Standardized Coefficient beta is 0.124 which means trust in people have a positive impact on willingness to disclose personal data so which means our H1: Trust in people positively impacts WTD data in social networking is accepted,which means if consumers was more trust in people then they will be more willingness to disclose personal data on social networking .

then we also analysis the how conspiracy believes impact on willingness to disclose personal data in social networking , we can see from the previous analysis section ,conspiracy believes Standardized Coefficients beta is -0.146, which means conspiracy beliefs have the negative impact on willingness to disclose personal data in social networking, then our H5: Conspiracy beliefs negatively impact WTD data in social networking is accepted which means if a person have higher conspiracy believes level they will not willing to disclose their personal data on social networking.

And then we analyzed the hypothesis 6 was accepted,the Standardized Coefficients value of conspiracy believes we got a negative number which is -0.169,which means conspiracy believes have a negative impact on WTD to disclose personal data in online shopping,H6: Conspiracy beliefs negatively impact WTD data in online shopping is accepted .which means if a person have higher conspiracy believes level they will not willing to disclose their personal data on online shopping.

Second，the data shows for the hypothesis 10 Trust in organizations is higher in China than in Lithuania ,$t=3.101$，$p<0.05(p<0.02)$ which shows significant difference in trust in organizations levels between the two countries , the mean difference of 2 countries is China is higher than Lithuania 0.433, its shows clearly,in China trust in organization is higher than in Lithuania.

Next we are talking about analysis H14WTD data in online shopping is lower in China than in Lithuania,the mean difference of 2 countries is 1.505， this means WTD in online shopping in China is lower than Lithuania and in the table 34, t=-9.05， $p<0.05(p<0.01)$ which shows significant difference in WTD in online shopping levels between two countries, and which means WTD data in online shopping is lower in China than in Lithuania.

Third we are going to moderation variable impact trust and distrust factors impact willingness to disclose personal data we have one accepted which is H23,

The impact of paranoia on WTD data in online shopping is stronger in China than in Lithuania.Main Effects(table36): Effect of Paranoia on WTD personal data in online shopping on moderate of China: b = 0.1868, t = 2.0381, (p=0.0065).

Effect of Paranoia on WTD personal data in online shopping on moderate of Lithuania: b = -.0516, t = -.5097, p = -0.2508 intercept=0.0818, its marginal significant, there are some difference between 2 countries, and the t value equal to -1.7459,which is negative, p=0.0818,it a little bit significant ,changes R square 0.0077 and the data shows when getting closure to Lithuania the impact of the paranoia is reduced, so in Lithuania is a bit less strong , in China is a little bit stronger which means our H23 is accepted.

RESEARCH LIMITATION AND FURTHER DIRECTIONS

Limitations :

Although the design of this study is relatively serious , it still has certain limitations. First, all respondents in the study are consumers of online shopping and social networking in two countries. Due to time and cost constraints, the collected data may not be of universal significance.

Second, more than 67% of the respondents in this survey are female, and 71.6% of the respondents are under 26 years old. The uneven distribution of age and gender may

affect the research results more about the willingness of young women to disclose personal information in online shopping and social networking .

Second, this study only selected four factors to measure the impact of the willingness to disclose personal information, and did not study the impact of other possible factors on the dependent variable.

Third, the respondents in this study were selected from two countries. There may be differences in income distribution in different countries, cities, and regions. We did not put income in the questionnaire. It is possible that the willingness of people with different incomes to disclose personal information has not yet been reflected in this survey.

Fourth, this study did not use any social or online platform as a sample, or the willingness to disclose data may vary according to different business organizations.

In the analysis of this study it was only possible to collect around 400 questionnaires of which 314 were valid, due to the relatively small sample size it is difficult to say that the results are representative of consumers in general and during the collection of the questionnaires it was found that some of the audience who did not want to disclose their personal information would not have taken the online survey in the first place.

There are also relatively few independent variables in this paper, which also makes it difficult to determine which factors actually have a greater impact on the dependent variable. I did not select any social networking and online shopping platforms for the study as it was difficult to find common use of online shopping and social software for both countries, therefore, further guidance could have gone into more detail on the other more independent variables and selected specific use of social software and online shopping platforms to gather a more precise comparison of the results for further study.

Further research directions

Based on the discussion and analysis of previous literature, this paper has identified some hypotheses. However, considering the limitations of this study, there are still many areas for improvement in future research, which are specifically reflected in the following aspects:

First, in further research, independent variables can be added, more specific analysis can be conducted, and more detailed results can be obtained.

Second, this study uses other countries with large cultural differences as moderating variables to test the relationship between independent variables and dependent variables.

Third, more samples can be selected to prove the general applicability of the research conclusions.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Many previous studies have shown that trust is one of the factors that positively affect the willingness to disclose personal data, and distrust is one of the reasons that negatively affect the disclosure of personal data.his paper also confirms the influence of trust and distrust factors on the willingness to disclose personal information in online shopping and social networking and country differences. The following is the conclusion of this paper:

1. Many earlier studies showed that trust is a complex concept with cognitive, emotional, and behavioral features. Our paper discusses trust in people and trust in organizations. It is necessary for interpersonal and online contacts and to raise willingness to disclose personal information in online activities, especially for online shopping and social networking (Urbonavicius, Degutis, Zimaitis, Kaduskeviciute, & Skare, 2021). In contrast, distrust is a separate psychological state that we focus on in our paper is associated with conspiratorial beliefs and paranoia. It has a negative impact on the willingness to disclose individual's to disclosure personal data by

creating barriers based on fear and distrust, also conspiracy beliefs and paranoia have a significantly negative impact on the willingness to disclose personal data in online shopping. These are amplified in digital environments where individuals feel vulnerable to data misuse and institutional overact.（Zimaitis, Urbonavičius, Degutis, & Kaduškevičiūtė, 2022).

2. China and Lithuania show different cultural influences on the effects of conspiracy beliefs and power distance on willingness to disclose personal data in social networks. China's high power distance makes people more susceptible to conspiracy beliefs. In contrast, Lithuania's low power distance and individualistic culture encourage people to critically evaluate and doubt information, resulting in a negligible effect of conspiracy theories on WTD. The collectivist culture further amplifies the negative impact of conspiracy theories, while Lithuania's equalization mentality and emphasis on independence reduce this effect. Empirical research confirms that conspiracy beliefs undermine trust and make people more cautious about data disclosure, especially in a high power distance environment such as China. Addressing these challenges requires increasing transparency, combating false information, and fostering trust through credible communication on social network platforms. (Hofstede, 1984; Zimaitis et al., 2022).

3. China and Lithuania have distinct cultural characteristics that significantly influence trust dynamics and data sharing behaviors. China ' s low uncertainty avoidance fosters a high tolerance for ambiguity and risk, encouraging people to trust Internet platforms, especially in group settings. In addition, China ' s collectivist culture emphasizes group cohesion and trust among group members, while encouraging people to be skeptical of those outside their group.In contrast, Lithuania's high uncertainty avoidance creates a preference for clear norms and organized systems, leading to cautious digital interactions, and individualistic culture reduces willingness to disclose personal data online. ((Burns et al., 2023; Triandis, 2001; Hofstede Insights).

4. GDPR in Lithuania emphasizes individual rights and stringent data protection, fostering trust through robust regulation. China's Personal Information Protection Law highlights consent and reasonable use, aligning with its collective values but leaving room for skepticism due to governance structures.

5. Positive Impact of Trust

6. Trust in individuals has a good impact on WTD in social networking. This highlights the importance of trust in creating open and comfort when people communicate on social networking .When consumers consider disclosing personal data the have a certain level of trust in people (high tendency of individuals to trust others) and are more willing to disclose their personal information when using social networks.

7. Negative Impact of Conspiracy Beliefs

Conspiracy beliefs significantly reduced WTD in social networks and online shopping.This suggests that people with strong conspiracy beliefs are less likely to share personal information, possibly due to fear of data misuse or privacy invasion. Like the findings of previous scholars - conspiracy belief on willingness to disclosing the personal data it has negative impact in online shopping (Zimaitis, Urbonavičius, Degutis, & Kaduškevičiūtė, 2022) and social networking.

7.Cultural Differences in Conspiracy Beliefs

Conspiracy beliefs are higher in China than in Lithuania, indicating a cultural or societal tendency in China to be more suspicious of external influences or systems.

8.WTD in Online Shopping

The willingness to disclose personal information for online shopping platform is lower in China than in Lithuania. This support with the higher conspiracy beliefs and potentially stronger concerns about data privacy in China.

9.WTD data in social networking positively impacts WTD data in online shopping

WTD in social networking positively impact WTD in online shopping. This suggests that positive experiences or attitudes in one online environment (social networking) can transfer to another online environment (online shopping).

10.Paranoia

Paranoia significantly impacts WTD in online shopping and shows stronger impact in China than Lithuania. This shows that distrust factors like paranoia have a more important role in shaping attitudes and behaviors toward online shopping in China.

Recommendations

1. Social networking platforms should focus on creating an environment that improve interpersonal trust in users, for example by encourage community interaction and achieving transparency in user transparency interactions.

2. Social networking platforms need to actively combat conspiracy theories through fact-checking mechanisms and content moderation.

Provide transparency in data usage to personalize the shopping experience and emphasize secure data management practices.

3. paranoia related recommendation:

Using paranoia in online shopping through personalized functions, such as protecting communication, offering flexible privacy settings, and providing guarantees.

Organizations should collaborate to educate the public on the importance of data security and the measures taken to ensure data protection. This can help mitigate paranoia and encourage greater openness in online interactions.

4.In China: Build on the existing trust of organizations by emphasizing credibility through partnerships with reputable organization. Address higher conspiracy beliefs through transparency initiatives, demonstrating data security and emphasizing legal compliance. Use local trusted figures or organization to promote the platform and reduce suspicion. Implement stronger privacy and security measures in China to address paranoia-induced reluctance. Use a communication strategy that emphasizes compliance with local data protection regulations.

5.In Lithuania: Strive to build organizational trust through for example: Corporate Social Responsibility (CSR), transparent communication and consistent service quality. With low conspiracy theory beliefs, efforts can focus on enhancing the user experience and personalizing services without worrying about skepticism. With a weaker influence of paranoia, Lithuanian platforms can focus on enhancing functionality and user experience rather than point out privacy issues.

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SUMMARY

This paper consists of 105 pages (including appendices), 43 tables, 1 figure, and 108 references.

The main purpose of this master's thesis is to study the impact of trust and distrust factors on willingness of online shopping and social networking users in two countries, China and Lithuania, to disclose personal information.

This work consists of three main parts: literature analysis, research methods, and analysis of empirical research results. The essence of the paper is presented in the introduction; the paper ends with recommendations and conclusions, references, and appendices.

The literature analysis introduces the main theories of trust and distrust, the factors of trust and distrust, the analysis of China and Lithuania cultural differences, and the analysis of the influence on the willingness to disclose personal information.

The last part of the literature analysis reviews the differences in the cultures of the two countries, including the influence of uncertainty avoidance, power distance, collectivism, and individualism on trust and distrust, as well as the positive and negative influence on the willingness to disclose personal information.

The research method is based on a model in which the factors of trust and distrust affect the willingness to disclose personal information and the two different countries are moderating variables, including paranoia and conspiracy beliefs as distrust factors, trust in people, and trust in organization as trust factors. The hypotheses include testing the impact of trust and distrust factors on the disclosure of personal information in online shopping and social networking , the impact of different countries on trust and distrust factors, and the impact of trust and distrust factors on the disclosure of personal information in online shopping and social networking with country as a moderating variable. Data were collected through an online survey. The research instrument (questionnaire) was developed using the questionnaire of researchers in earlier studies.

The empirical analysis was based on 314 questionnaires. The key elements of the sample structure include: the proportion of male/female respondents is 32.2%/67.8%;

By age, the respondents are evenly distributed in four groups (The proportion of age 16-20 in all data is 26.5%, ages 21-23 for 27.5%, ages 24-28 for 22% and ages 29-69 for 24%), most of whom have received undergraduate education. The reliability of the scale used is appropriate (Cronbach's Alpha is greater than 0.70), and the data can be further analyzed.

Data analysis can confirm the influence of selected trust and distrust factors on the willingness of online shopping and social networking users to disclose personal data online. Trust in people has a positive influence on social networking users' disclosure of personal data - meaning that the stronger the trust in people, the higher the willingness to disclose personal data when using social networking ; in the distrust factor, conspiracy beliefs have a negative influence on the willingness of online shopping users to disclose personal data - meaning that the more online shopping users believe in conspiracy beliefs, the lower their willingness to disclose personal data when using online shopping; and in the analysis of the distrust factor of paranoia, the influence of paranoia on the willingness to disclose data among online shopping users is higher in China than in Lithuania. This finding is conceptually new relative to the existing research knowledge reported in the analyzed literature.
Theoretical and empirical analyses can lead to conclusions and recommendations/managerial implications. Their most important elements include research-based confirmation that paranoia has a significant impact on the disclosure of personal information by consumers in both countries when comparing consumers in the two countries participating in online shopping, and no significant differences were observed in other factors in this study.

Annexes

Annex 1. table of average sample size

No.	Author	Type of questionnaire	Number of respondents
1.	Aiello, G., Donvito, R., Acuti, D., Grazzini, L., Mazzoli, V., Vannucci, V., & Viglia, G. (2020)	Online survey	219
2.	Celep, C., & Yilmazturk, O. E. (2012)	Online survey	315
3.	Robinson, S. C. (2018)	Online survey	257
4.	Zimaitis, I., Degutis, M., & Urbonavicius, S. (2020)	Online survey	287
5.	Herbert, C., Marschin, V., Erb, B., Meißner, D., Aufheimer, M., & Bösch, C. (2021)	Online survey	227
6.	Beldad, A., De Jong, M., & Steehouder, M. (2011)	Online survey	208
7.	Lappeman, J., Marlie, S., Johnson, T., & Poggenpoel, S. (2022)	Online survey	284
8.	Zimmer, J. C., Arsal, R. E., Al-Marzouq, M., & Grover, V. (2010)	Online survey	264
9.	Urbonavicius, S., Degutis, M., Zimaitis, I., Kaduskeviciute, V., & Skare, V. (2021	Online survey	480
10.	Degutis, M., Urbonavičius, S., Zimaitis, I., Vatroslav, S., & Laurutytė, D. (2020).	Online survey	439
Average 298			

Annex 2 . Questionnaire

Section 1 (basic info)

1. Have you purchased anything from an online store at least once during the last 3 months?

Yes

No

2. Have you used any social networks at least once during the last 3 months?

Yes

No

3. which Country are you from?

China

Lithuania

4. what is your age ?

5. what is your gender?

Male

Female

Others

6. Education Level

High school

Bachelor

Master

PHD

Others

Section 2 paranoia related question

First, we would like to know a bit about your perceptions in relation to other people. There are no right or wrong answers, we would like to know only how strongly you

agree with the statements below .Scale: (1 means “totally disagree”, 7 – “totally agree”).

7. Someone has it in for me
8. I sometimes feel as if I’m being followed
9. I often wonder what hidden reason another person may have for doing something nice for you
10. It is safer to trust no one
11. I have often felt that strangers were looking at me critically
12. I tend to be on my guard to people who are somewhat more friendly than expected

Section 3 trust in people related question

Then, Please give some more answers regarding your attitudes regarding relationships with other people Scale: 1 means “totally disagree”, 7 – “totally agree”

13. I usually trust people until they give me a reason not to trust them
14. Trusting another person is not difficult for me
15. My typical approach is to trust new acquaintances until they prove I should not trust them
16. My tendency to trust others is high

Section 4 trust in organization related question

Next, We would also like to know your perceptions about organizations Scale: 1 means “totally disagree”, 7 – “totally agree”

17. The organization of countries can help citizens in need.
18. The organization of countries can protect the health of the population.
19. The organization of countries communicates with citizens effectively.
20. The organization of countries acts in the best interest of citizens.
21. The organization of countries are truthful in communication with citizens.
22. The organization of the countries are honest.
23. The organization of countries is open and transparent

Section 5 conspiracy beliefs related question

Next, We would like to know your opinions about various ideas that people are sometimes worried about. Please, indicate how strongly you agree with the

statements below : 1 (Strongly disagree) - 7 (Strongly agree)

24.I think that many very important things happen in the world, which the public is never informed about

25.I think that politicians usually do not tell us the true motives for their decisions

26.I think that events which superficially seem to lack a connection are often the result of secret activities

27.I think that there are secret organization that greatly influence political decisions

Section 6 willingness to disclose personal data in social networking related question

When using social networks, people provide their various types of information about themselves. Please, answer how much willing you are to disclose on social networks the types of information listed below .Scale: 1 means “very much unwilling”, 7 – “very much willing”.

28. Willingness to disclose your first name on social networking
29. Willingness to disclose your last name on social networking
30. Willingness to disclose your phone number on social networking
31. Willingness to disclose your home address on social networking
32. Willingness to disclose your email on social networking
33. Willingness to disclose your date of birth on social networking
34. Willingness to disclose your Marital status on social networking
35. Willingness to disclose your Gender on social networking

Section 7 willingness to disclose personal data in online shopping related question

When shopping online, people are asked to provide various types of information about themselves to an online store. Please, answer how much willing you are to disclose to online stores the types of information listed below
scale : (1 means “very much unwilling”, 7 – “very much willing”).

36. Willingness to disclose your first name on online shopping
37. Willingness to disclose your last name on online shopping
38. Willingness to disclose your phone number on online shopping

39. Willingness to disclose your home address on online shopping
40. Willingness to disclose your email on online shopping
41. Willingness to disclose your date of birth on online shopping
42. Willingness to disclose your Marital status on online shopping
43. Willingness to disclose your Gender on online shopping

Annex 3 Age distribution of respondents

4.what is your age ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16	1	.3	.3	.3
	18	16	5.1	5.1	5.4
	19	37	11.8	11.8	17.3
	20	29	9.2	9.3	26.5
	21	25	8.0	8.0	34.5
	22	34	10.8	10.9	45.4
	23	27	8.6	8.6	54.0
	24	20	6.4	6.4	60.4
	25	15	4.8	4.8	65.2
	26	9	2.9	2.9	68.1
	27	11	3.5	3.5	71.6
	28	14	4.5	4.5	76.0
	29	9	2.9	2.9	78.9
	30	13	4.1	4.2	83.1
	31	3	1.0	1.0	84.0
	32	8	2.5	2.6	86.6
	34	1	.3	.3	86.9
	35	6	1.9	1.9	88.8
	36	1	.3	.3	89.1
	37	1	.3	.3	89.5
	38	3	1.0	1.0	90.4
	39	3	1.0	1.0	91.4
	40	5	1.6	1.6	93.0
	41	1	.3	.3	93.3
	42	2	.6	.6	93.9
	44	1	.3	.3	94.2
	45	2	.6	.6	94.9
	47	1	.3	.3	95.2
	48	2	.6	.6	95.8
	50	5	1.6	1.6	97.4
	51	1	.3	.3	97.8
	52	1	.3	.3	98.1
	53	2	.6	.6	98.7
	54	1	.3	.3	99.0
	60	1	.3	.3	99.4
	68	1	.3	.3	99.7
	69	1	.3	.3	100.0
	Total	313	99.7	100.0	
Missing	System	1	.3		
Total		314	100.0		