# Willingness to Disclose Personal Data in Online Shopping as a Case of Reciprocal Social Exchange

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**Abstract**

The article suggests an alternative theoretical approach for the analysis of willingness to disclose personal data in online shopping. It employs Social Exchange Theory, concentrating on the aspect of reciprocity in the data disclosure. This helps to model the impact of perceived benefit, store trust, perceived relative power and experienced benefit, using representative online survey and structural equation modelling. Findings clearly demonstrate that the suggested theoretical approach is relevant and contributes to understanding of data disclosure. The results additionally suggest that reciprocity in regards to willingness to disclose data is more important than the perceived benefit of data disclosure.