

## Personal data disclosure and two purchasing behaviours: online buying and webrooming

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### **Abstract**

Willingness of buyers to disclose their personal data during buying process is an important factor for retailing. Impacted by perceived benefits, privacy concerns and trust in a store, it differently influences online buying and webrooming behaviours. Relationships between factors are grounded on social exchange theory. Empirical data is collected from 964 questionnaires representative survey in Lithuania and analyzed with the use of structural equation modelling. Findings helped to confirm the importance of the analyzed antecedent on both buying behaviours and to observe the relationship between online buying and webrooming. Additionally, the study outlines the directions for further research.

**Keywords:** *willingness to disclose personal data, online buying, webrooming*