

# **The Impact of Data Privacy Concern on Consumer Purchase Decision Making on Social Media**

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## **Abstract**

In the digital age, social media platforms have become an important marketplace for consumer engagement and commerce. However, consumer concerns about data privacy are increasingly influencing their behavior, trust in social platforms and purchasing decisions. This study explores how privacy concerns affect consumer decisions in the commercial context of social media, particularly the Chinese Tiktok platform. From the theoretical perspective of privacy, trust and consumer psychology, this study aims to reveal the complex relationship between meaning data issues and online purchase behavior. The purpose of the study is to balance the personalized marketing strategies created by the existing social platforms with the discussion of consumer trust in the platform, and to provide valuable insights for academia and industry practitioners.

**Keywords:** Data privacy concern, trust, perceived risk, China, Douyin.