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Both psychological and economic theories can be used to analyze the data leak. Based on the Transaction Cost Economics, the breach lead to a higher costs for the business and its customers. Clients have to protect themselves against fraud, and the business has to pay for support and cybersecurity. Customers became vulnerable since the company became conscious of the event before notifying them, as shown by information asymmetry. To the social exchange theory, the breach reduces trust and damages the company's relationships with its customers. Customers might find it challenging to reconcile their trust with the reality regarding the breach, based on cognitive dissonance theory, which might end up in various kinds of consequences.