**Article Review #2**

Malcolm Marcus

Old Dominion University

CYSE 201S

Cyber Crime and Changes in Consumer intention

The article by Anggusti Martono researches the impact of cybercrime, corporate social responsibility, and business law among consumers in Indonesia. Anggusti presents how technology has played a leading role in transforming traditional into digital businesses to improve consumer satisfaction and purchase behavior. A business organization’s culture influences the adoption of online business through its shared resources. Unlike traditional businesses, digital businesses have developed a culture sensitive to the legal process and the changing environment in their effort towards corporate responsibility.

Anggusti points out social science principles that online business has directly influenced. He explains that consumer purchase behavior depends majorly on the reliability and security of these platforms. The article further highlights why most Indonesian consumers are uncomfortable with online purchases due to cybercrime issues (Anggusti, 2022). Most business organizations that fail to uphold confidentiality are vulnerable to consumer privacy breaches, eventually limiting consumer satisfaction. Consumers believe it is the responsibility of the business management to ensure the security of private information. Instead, the management is doing very little to make hackers access transaction information used for stealing from consumers.

**Hypothesis**

The article explores three different hypotheses to understand the impact of cybercrime, business law, and CSR. Anggusti investigates whether cybercrime influences the purchase intention of Indonesian consumers. According to Anggusti, cybercrime positively impacts consumer intentions since they breach essential personal data. Also, it assesses whether CSR can moderate the linking relationship between consumer intention and cybercrime. The article points out that business law integrated with CSR promotes consumer intention as this organization focus on satisfaction. The third hypothesis is the relationship between purchase intention and cybercrime when moderated by business law. Business law promotes CSR and thus deals with perceived risks and crime improving purchase intention.

**Research Design**

The research used a quantitative research design for empirical evidence while determining results. The earlier studies used in the research used a scale item to measure their validity for credibility. Also, it used a questionnaire based on the Likert scale to measure consumer intentions and behavior. The survey method was used to collect samples for the study of 500 used in the analysis and results presentation. The researchers distributed 700 questionnaires randomly to collect essential data. The researcher collected 569 responses, with 560 finalized for the study.

The study measurement analysis was employed to determine the convergent and discriminant validity findings of the data used within the research. The measurement models focused on business law, cybercrime, CSR, and purchase intentions constructs. The study used the structural model to determine the hypothesis's findings. Structural model findings showed a significant relationship between cybercrime impacts and purchase intention and CSR moderation and purchase intention-cybercrime. It also revealed a significant relationship between business law moderation and purchase intention-cybercrime relationship. Moderation effect analysis showed important strengths of CSR cybercrime on purchase intention. Therefore, business law moderation and CSR influences consumer intention positively.

**Topic and Importance**

The topic relates to modules in class since it acknowledges the importance of laws and regulations and social responsibility in managing cybercrime. The research topic also explores cybercrime trends in business by comparing the impacts of crimes in online business to traditional business. It highlights the role of the government in shaping business laws, regulating access, and monitoring f transactions. Also, it explores cybercrime in business and its impact on the chain of business from retailing, advertising, marketing, purchasing, and consumption. It also highlights concepts of securing personal information without a breach to influence consumer intention positively. The study relates to the challenges of marginalized groups since it discusses how poor business management in vulnerable populations is likely to become victims of cybercrimes due to online business. Also, it relates to businesses located in marginalized people that report poor consumer behavior and how to respond to the perception of insecurity and theft in online businesses. Therefore, it addresses these challenges by promoting CSR by advocating and recognizing the need for business laws for consumer intentions. The study is beneficial to society since it encourages healthy business policies and requirements for social responsibility in influencing consumer intentions and achieving satisfaction. It also provides knowledge on effective e-business to business individuals by helping them acknowledge the relationship between consumer intentions, CSR, and business laws.

Reference

Anggusti, M. (2022). Cybercrime Change Consumers’ Purchase Intentionin Indonesia: A Moderating Role of Corporate Social Responsibility and Business Law. International Journal of Cyber Criminology.