

CHALLENGES IN TECHNOLOGY ADVANCEMENT IN SUSTAINING ONLINE BUSINESS THROUGH DATA PRIVACY IN THE DIGITAL AGE

ABSTRACT

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This study examines the effects of technological advancement on the sustainability of online businesses through the lens of data privacy. Online enterprises operate primarily via internet channels, leveraging digital marketing and social media platforms to engage customers. This study focuses on how secure data management practices and evolving technologies contribute to customer trust and long-term business viability in the digital age. This study adopts a descriptive quantitative design to explore relationships among technological advancement, data management practices, and business sustainability. A structured survey questionnaire was administered to 30 online business owners active on social media platforms. Respondents were predominantly female (80 percent), and most (63.33 percent) had more than one year of experience in online commerce. Data analysis utilized composite weighted means to assess perceptions of technological impact and data handling effectiveness. Participants rated the impact of technological advancement as highly significant, with a composite weighted mean of 3.49, indicating strong agreement on its positive role in business sustainability. Data management practices also received strong endorsement, with a composite weighted mean of 3.23, reflecting respondents' concerns about secure, accurate handling of customer information. Data management emerged as the second most critical challenge after technological capability. The results highlighted that continuous technological innovation and robust data management were essential for maintaining customer trust and competitive advantage. Emphasis on accurate and reliable data handling supported higher levels of customer satisfaction and loyalty. Strategies that prioritized data privacy protocols and differentiated product or service offerings were found to bolster business resilience. The establishment of responsive customer service systems further enhanced operational effectiveness and sustained growth.

RECOMMENDED CITATION

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