Analysis of digital consumer trust research methods

State structures of all countries of the world pay great attention to digital trust and this is associated with a high interest in the problem of its formation. Widespread digitalisation dictates the need for state influence, which is aimed at establishing digital trust among the population, supported by the digital maturity of economic sectors and the digital readiness of the population.

Several facts presented below indicate that there is a high interest in the problem of digital trust:

- regular calculations of digitalisation indices, introduction of new indices, mainly international;

- formation of state and national programs aimed at establishing digital trust of the population.

Strengthening digital trust is a mutually beneficial attractor for various categories of subjects - both for the population as a whole, and, accordingly, for the state, and for individual commercial structures, as well as for consumers.

The establishment of digital consumer trust can contribute to the growth of companies' turnover by at least 10% per year, according to the results of one of the latest studies published by McKinsey specialists in September 2022. The spread of technologies, new ways of electronic interaction, as well as the development of the digital skills and competencies of the population, lead to the inevitability of increasing digital consumer trust and, accordingly, to objectify the need to study the methods of its evaluation.

To date, there is already a large number of research papers devoted to the problems of digital trust. However, the highest interest in this issue has been formed over the past two or three years. During this period, there was a significant increase in the thematic bibliography. Most of the works cover theoretical aspects of digital consumer trust, while revealing a variety of methodological approaches. A small part of the work is devoted to empirical research, in which typical tools are used.

Thus, approaches to measuring digital trust are actively being formed, and the question of the effective research of digital consumer trust, depending on the goals and objectives set, remains open.

The purpose of this study is to identify the approaches, specific methods, and features of digital trust research in relation to various economic spheres and to determine the possibility of increasing consumer digital trust based on the proposed approaches.

We have chosen content analysis of specialised sources in English and Russian as the main research method.

The main information array under study is the abstract database of peer-reviewed scientific literature, Scopus, Russian Index of Scientific Articles (RSCI), and the electronic library of dissertations of the Russian State Library.

The studied sample included more than 20 thousand sources.

We used the VOSviewer software product to build knowledge maps when processing the research results.

The classification and comparison of the methods by which digital trust is studied are made, the directions and methods of its measurement, in the course of the study, are highlighted. Knowledge maps on the directions of studying digital consumer trust have been compiled.

A large-scale systematisation of bibliographic material has been carried out.

The results of the study are highly representative, which confirms the size and characteristics of the analysed sample of bibliographic sources.

It is advisable to use the data obtained when conducting further research on the study of digital trust and to increase it, both among the population as a whole, and by individual companies in relation to consumers.