

Abstract

Cloud computing is one of the biggest advances in information technology, as it has revolutionized the way we handle our data. But despite all the advantages that the cloud brings about, we now face the risk of losing control of our data. Hence, trust and distrust represent major elements in the usage of cloud computing.

The purpose of this study is to analyse the effect of three antecedents to trust and distrust and to examine the effects of trust and distrust on the usage of cloud storage. A 2x2x2 between subjects factorial survey design was used to manipulate the antecedents aesthetics (low/high), privacy and security (low/high) and price (free/fee based) of a fictional cloud service. The perceived antecedents were assessed with a questionnaire.

The results of a partial least squares path analysis show that privacy and security perceived as high have strong effects on both trust and distrust, while a high level of aesthetics affects trust. Trust has a strong influence on the intention to use the cloud, mediated by the intention to trust.