



Consumer Perceived Privacy Concern on Purchase Intention in the Case of Social Media Marketing

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Abstract

This study examines the impact of consumer privacy concerns on purchase intentions within the context of social media marketing. It explores how privacy concerns influence consumer behavior, focusing on critical mediators like trust and moderators such as demographic and cultural factors. Using Structural Equation Modeling (SEM), the research investigates the relationships among perceived risk, trust, perceived benefits, and purchase intention, highlighting significant predictors. The findings reveal that privacy concerns negatively influence purchase intention, mediated significantly by trust in social media platforms and marketing practices. Cultural and demographic variables further shape these dynamics, demonstrating the nuanced interplay between privacy concerns and consumer decisions. Based on both qualitative and quantitative data, the study underscores the importance of ethical marketing strategies, transparency in data practices, and tailored communication to address privacy concerns. It offers actionable recommendations for businesses to enhance trust and consumer confidence, fostering greater purchase intention in the growing digital marketing landscape. This research contributes valuable insights to the field of social media marketing, emphasizing the need for privacy-centric approaches to balance consumer concerns with business objectives in an increasingly interconnected digital world.

Keywords: Consumer Perceived Privacy Concerns (CPPC), Purchase Intention (PI), Social Media Marketing, Trust, Privacy Control Mechanisms, Perceived Benefits, Perceived Risks

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1. Background of the Study

With millions of users worldwide, social media has become an essential part of our everyday lives as a means of communication, information sharing, and content consumption. As social media keeps expanding, it has also developed into a potent instrument for companies looking to connect and interact with their target market. Social media advertising has grown in popularity as a means for companies to advertise their goods and services, but it has also caused users to worry about their privacy. Due to individuals' growing awareness of the dangers of disclosing personal information online, privacy concerns in social media marketing have grown to be a major problem. Many users are wary of disclosing personal information on social media sites due to the possibility of data breaches, identity theft, and other privacy abuses. Businesses that depend on social media advertising to increase sales may be impacted by this since consumers' privacy concerns may influence their purchasing decisions. (Lenartowicz and Heylighen, 2017).

Recent research has emphasized the dispersed intelligence arising from all technology and human agents engaging on the internet in the current economic environment, which is characterized by the expansion of online commercial retail transactions (Heylighen and Lenartowicz, 2017). The retail industry has experienced a significant digital transformation in recent decades (Hagberg et al., 2017). This includes platform-based multi-sided marketplaces (Hänninen et al., 2019), digital business models (Xu and Koivumäki, 2019), the integration of new digital technologies (Petit et al., 2019), access to information, a global perspective, and changes in computation and mobile shopping (Faulds et al., 2018). People's purchasing habits have changed as a result of all these digital advancements, and this has affected consumers as well. According to conventional economic theory, customers are logical and methodically search for and evaluate market information before making a purchase. Nevertheless, according to conventional economic theory, it is impossible to gather and examine all available market data before making a choice (Balakrishnan et al., 2019; Khalil et al., 2019). Instead of knowledge, time, credibility, and attention are limited in the digital economy. Cognitive dissonance, or the gap between expectations and reality, is lessened when a purchase is made securely.

The consumer will be less satisfied with his purchase the more this distance increases (in cases when what is "received" is worse than what is "expected"; Festinger, 1957; Liao, 2017; Keng and Liao, 2009). Customers are more likely to look up information about a product and store online if it is more complicated, costly, and significant to them. Retailers must take a more holistic approach and focus on influencing the process rather than just the outcome of the consumer's choice because the new digital technologies have made the decision-making process for consumers a continuous and interactive activity (Conrado, 2018; Faulds et al., 2018).

Credibility is a crucial component in the digital environment's decision-making process, as it facilitates the attainment of a greater conversion rate. A corporation that simply exists in theory might become tangible by gaining credibility in a variety of ways. The business must become tangible, tangible, and palpable. Additionally, once it has been made real, it is essential to demonstrate to customers that an internet business is trustworthy and honest (Cetina et al., 2012; Faulds et al., 2018; Conrado, 2018).

According to EMC, the world's top information management business, the amount of information on the internet is equivalent to roughly one septillion bytes of information that are connected globally (Machado, 2014). Their quality is not guaranteed by the volume of online data in virtual retail, nor does it indicate how serious businesses are about selling their goods online. There is also a chance of cognitive dissonance, receiving subpar goods or services, or not receiving any at all (Festinger, 1957; Novak et al., 2000; Keng and Liao, 2009; Kim and Krishnan, 2015).

The purpose of this study is to investigate how privacy concerns affect consumers' intentions to buy in social media marketing. Marketers may create efficient privacy tactics that allay users' worries and boost their propensity to buy by knowing how users' privacy issues impact their readiness to make a transaction. The results may also aid in the creation of moral standards for social media advertising that safeguard users' privacy while fostering company expansion.

Overall, this study has important implications for the future of social media marketing and user privacy. As social media continues to evolve and grow, it is crucial for businesses to understand the impact of privacy concerns on user behavior and develop strategies that protect user privacy while promoting business growth.

2. Literature Review

The idea of interacting and socializing with people online was first popularized by social networking sites like Facebook, Twitter, and Myspace. Many people's lives now involve social networking on a daily basis, particularly those of teenagers and young adults. It gives users the ease of knowing what their friends are up to, knowing when all of their friends are available, and meeting thousands of individuals in one location with the intention of forming or reviving relationships. (KlevisLuli, Marc Michaud, and Dunia Abdulrazak).

The concept of electronic commerce, or internet shopping, has opened up a whole new market and simplified consumer purchasing. In the past, consumers would have to drive from store to store to buy the things they wanted, but now they can conveniently shop online from any location. Common e-commerce websites that enable people to buy goods from suppliers or other people are Ebay.com and Amazon.com, to name just two examples. E-commerce has also made it possible for large retail chains to have an online presence in order to reach a wider audience, giving consumers another, more practical way to buy their products.

Even if buying products online is convenient and offers special discounts, there are significant risks associated with e-commerce that could compromise an individual's privacy. More sensitive personal information is needed when a person joins with an e-commerce site, increasing the danger and potential repercussions for the individual. This data may include, but is not restricted to, billing and shipping details, which include credit and debit card account details, and personally identifying information (PII). (Manning, 2011).

The identification of the decision-making process and its impact on customers, as well as other themes pertaining to perceived risk in decision-making, were subsequently added. The following authors contributed to this study: Das and Teng (2004), Loomes and Mehta (2007), Lin (2008), Mitchell (1991), Mitchell (1990), Dowling (1986), and Dowling and Staelin (1994). According to these studies, perceived risk is a multifaceted concept that includes aspects of time, money, psychological, and physical loss, as well as performance risk (such as functional loss), social or global risk, and performance risk (Roselius, 1971; Jacoby and Kaplan, 1972; Mitchell, 1999).

According to a study by Liang, Xue, and Liang (2017), consumers' perceived privacy concerns have a negative impact on their purchase intention in social media marketing. The study found that consumers who are more concerned about their privacy are less likely to purchase products or services advertised on social media platforms. Similarly, another study by Kim and Lee

(2018) found that consumers' privacy concerns significantly affect their trust in social media advertising, which ultimately affects their purchase intention.

Chen (2009) brought up that in the past decade the study of online buyer behavior has been one of the vital research agendas in e-commerce. Consumer behavior in online shopping is different from the consumer behavior in the physical market where consumer has the freedom to touch and feel the product.

Aljukhadar and Senecal (2011) found that the three segments formed by the online buyers are: first, the basic communicators (consumers using the internet mainly to communicate via e-mail), second, the lurking shoppers (online consumers who navigate and shop heavily), third, the social thrivers (consumers who uses the internet interactive features to socially interact by means of chatting, blogging, video streaming, and downloading). Barnes & Guo (2011) formulated a conceptual model of online purchase behavior. The four factors of their model were external motivators (perceived value), instinct motivators (perceived happiness), social factors and consumers' habits.

According to Kim and Peterson (2017), consumers tend to make more use of platforms that ensure safe payments, sell not-counterfeited products, and warrant that products come from certified vendors. Such a phenomenon is related to the cultural background of consumers and country-of-origin of the e-commerce platform. European consumers do not tend to trust Chinese e-commerce platforms; thus, in the specific Alibaba case (or in analogous cases), the relationship between trust and intention to use the platform will be stronger in Asian consumers.

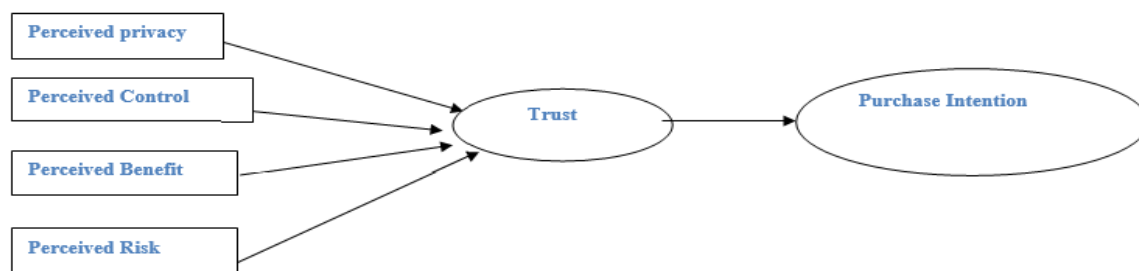


Fig. 1. Consumptual frame work developed from litrature 2024

3. Materials and Methods

3.1. Research design

Using the PLS-SEM statistical approach, a descriptive study design was employed. The method for valuing the measurement model first, followed by an assessment of the hierarchical component structure model.

3.2. Sampling and Sample size

The sample sizes for this research depend on various factors such as the desired level of statistical power, the effect size, and the resources available for data collection. It is recommended to conduct a power analysis to determine the appropriate sample size. A power analysis involves estimating the effect size based on previous research or pilot studies, determining the desired level of statistical power (typically 80% or higher), and selecting the significance level (usually 0.05). With these inputs, the power analysis can provide an estimate of the required sample size. Additionally, it is important to consider the representativeness of the sample. The sample should ideally include participants from different demographics, such as age, gender, and socioeconomic status, to ensure generalizability of the findings. In summary, the sample size for this research should be determined through a power analysis, taking into account the desired level of statistical power and the effect size. Additionally, efforts should be made to ensure the sample is representative of the target population. The number of active social media users now in Ethiopia is more than 6.4 million as of 2023. Currently, 33 social media marketing companies in Ethiopia.(Ethiopian Business review journal, 2023)

The sampling technique used is non-probability sampling because the size of the population is not known for certain and the opportunity for each member of the population to be selected into a sample is not the same (Cooper, Schindler, & Sun, 2006) and because of the large population, The researcher only select 500 respondents as a sample for this study because of a limited ability to be able to reach the population, for example limited funds, time, energy,

3.3. Measurement Development

A comprehensive literature review was carried out in order to choose the items that were utilized to measure the construct. As a result, contextual adoptions and items from other researchers were made. Five items for consumer privacy concern, seven for perceived benefit, six for perceived risk, six for perceived control, eight for trust, and ten for purchase intention were created and taken from existing literature. A five-point Likert

scale was used to create the questions. The information was gathered between April to March of 2024.

3.4. Reliability and Validity

Reliability and validity of the proposed measurement model was estimated using the PLS-SEM statistical technique with the Smart PLS 3.2.9 statistical software (Zailani et al., 2015)

4. Analysis and interpretation

4.1. Structural Equation Modeling (SEM) Description in the Thesis

The thesis employs Structural Equation Modeling (SEM) to analyze the relationship between consumer privacy concerns, trust, perceived risks, perceived benefits, and purchase intention within the context of social media marketing. The SEM framework provides robust insights into the dynamics of privacy concerns and purchase intentions in social media marketing. While the model generally fits well, the findings suggest avenues for improvement, such as refining measurement items.

Table 1. Descriptive direct effect result

	OL	T- value	P values	OW	T- value	P values
CPP2 <- Consumer PP	0.828	61.464	0.000	0.172	40.061	0.000
CPP4 <- Consumer PP	0.775	28.974	0.000	0.149	37.534	0.000
CPP5 <- Consumer PP	0.839	62.957	0.000	0.170	46.496	0.000
CPP6 <- Consumer PP	0.864	48.629	0.000	0.158	39.022	0.000
CPP10 <- Consumer PP	0.830	48.272	0.000	0.154	35.912	0.000
PBSI2 <- Perceived benefit	0.846	29.898	0.000	0.249	7.687	0.000
PBSI4 <- Perceived benefit	0.934	87.825	0.000	0.293	10.229	0.000
PBSI5 <- Perceived benefit	0.890	36.820	0.000	0.193	5.255	0.000
PBSI6 <- Perceived benefit	0.929	52.540	0.000	0.370	10.479	0.000
PCPI1 <- Perceived Control	0.695	8.520	0.000	0.057	0.609	0.543
PCPI2 <- Perceived Control	0.913	52.364	0.000	0.425	7.309	0.000
PCPI3 <- Perceived Control	0.816	17.080	0.000	0.250	6.277	0.000
PCPI6 <- Perceived Control	0.945	82.684	0.000	0.389	8.973	0.000
PI3 <- Purchase Intention	0.839	62.177	0.000	0.238	31.596	0.000
PI4 <- Purchase Intention	0.746	30.308	0.000	0.191	26.605	0.000
PI5 <- Purchase Intention	0.817	38.547	0.000	0.227	28.948	0.000
PI6 <- Purchase Intention	0.788	31.322	0.000	0.188	26.128	0.000
PI7 <- Purchase Intention	-0.159	2.467	0.014	-0.025	1.646	0.100
PI8 <- Purchase Intention	0.783	42.343	0.000	0.205	25.196	0.000
PI9 <- Purchase Intention	0.770	32.104	0.000	0.208	28.567	0.000
PRSI1 <- Perceived Risk	0.844	21.569	0.000	0.432	6.282	0.000
PRSI2 <- Perceived Risk	0.604	5.817	0.000	0.040	0.379	0.705
PRSI4 <- Perceived Risk	0.661	7.270	0.000	0.155	1.954	0.051
PRSI5 <- Perceived Risk	0.789	11.364	0.000	0.345	5.773	0.000
PRSI6 <- Perceived Risk	0.675	8.188	0.000	0.350	3.953	0.000

Source, Survey 2024

Note:- PI=Purchase intention, CCP=Perceived privacy concern, PB=Perceived benefit, PC=Perceived control, PR=Perceived risk

The analysis highlights key relationships among consumer perceived privacy (CPP), perceived benefits (PBSI), privacy control (PCPI), perceived risks (PRSI), trust, and purchase intention (PI). CPP shows a strong and significant positive impact on both trust and PI, indicating that addressing privacy concerns can enhance trust and drive purchase behavior. Trust, in turn, has a robust positive influence on PI, confirming its critical role as a mediator.

Table 2. Direct effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values
CPP -> PI	0.356	0.357	0.027	13.221	0.000
CPP -> Trust	0.740	0.737	0.029	25.189	0.000
PBSI -> PI	-0.044	-0.039	0.040	1.093	0.275
PBSI -> Trust	-0.091	-0.079	0.082	1.105	0.269
PCPI -> PI	0.008	0.008	0.040	0.196	0.845
PCPI -> Trust	0.016	0.015	0.082	0.197	0.844
PRSI -> PI	-0.002	-0.009	0.024	0.079	0.937
PRSI -> Trust	-0.004	-0.019	0.050	0.081	0.936
Trust -> PI	0.481	0.485	0.034	14.118	0.000

Source, Survey 2024

However, PBSI, PCPI, and PRSI do not exhibit significant direct relationships with either trust or PI, suggesting that perceived benefits, control, and risks alone may not directly influence consumer trust or purchasing decisions. The findings underscore the importance of fostering trust to mitigate privacy concerns and encourage purchase intention in social media marketing contexts.

Table 3. Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
CPP ->T-> PI	0.356	0.357	0.027	13.221	0.000
PBSI -> T->PI	-0.044	-0.039	0.040	1.093	0.275
PCPI -> T->PI	0.008	0.008	0.040	0.196	0.845
PRSI -> T->PI	-0.002	-0.009	0.024	0.079	0.937

Source, Survey 2024

Note:- PI=Purchase intention, CCP=Perceived privacy concern, PB=Perceived benefit, PC= Perceived control, PR=Perceived risk

The results demonstrate varying influences of consumer perceptions on purchase intention (PI). Consumer Perceived Privacy (CPP) has a significant positive effect on PI, with a high original sample value (0.356), a t-statistic of 13.221, and a p-value of 0.000, indicating its critical role in shaping consumer behavior. In contrast, Perceived Benefits of Social Media Marketing (PBSI) exhibit a slight negative effect on PI (-0.044) but lack statistical significance, as evidenced by a t-statistic of 1.093 and a p-value of 0.275. Similarly, Privacy Control (PCPI)

and Perceived Risks (PRSI) show negligible and non-significant impacts on PI, with original sample values of 0.008 and -0.002, respectively, and p-values of 0.845 and 0.937. These findings underscore the dominant influence of privacy concerns on purchase intention while highlighting limited direct effects of perceived benefits, control, and risks.

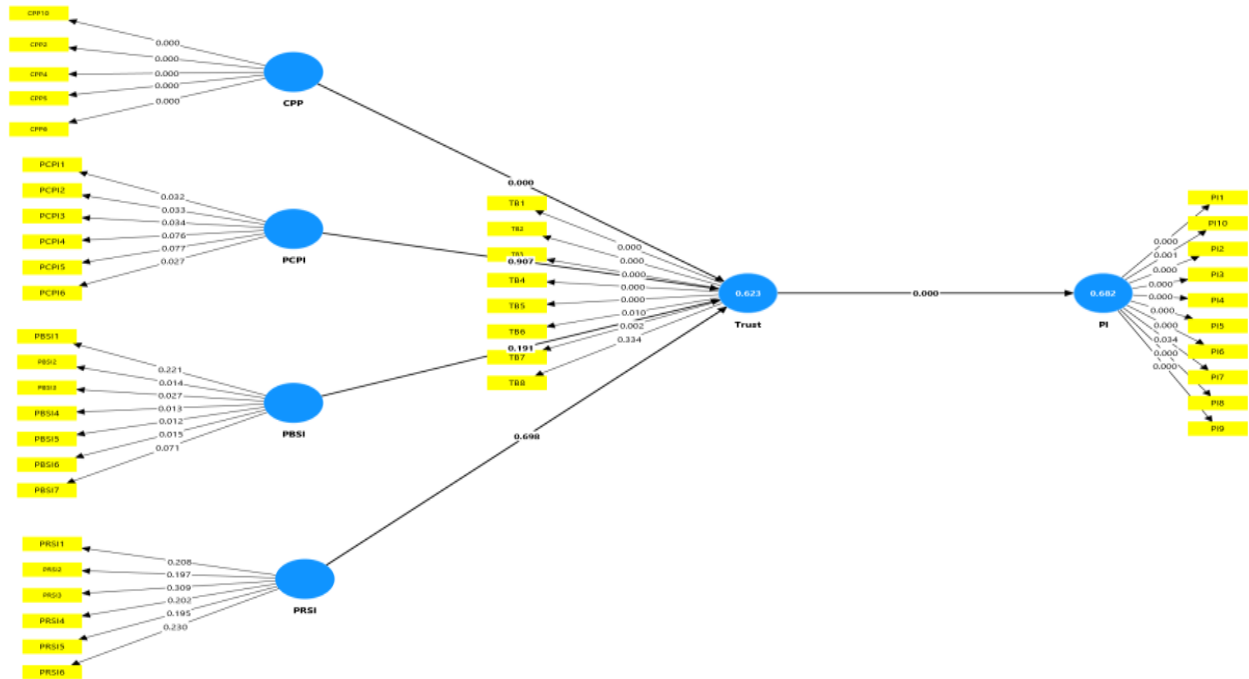


Fig. 2. Smart pls result between the dependent , independent and mediating variables
Source, Survey 2024

The regression model's goodness-of-fit statistics indicate a strong ability to explain variability in the dependent variable, "Intention." The R-squared value of 0.815 shows that the independent variables account for approximately 81.5% of the variance in "Intention," which reflects a robust model fit. The adjusted R-squared value of 0.813 further supports this, adjusting for the number of predictors and confirming that the inclusion of additional variables has not significantly inflated the explanatory power of the model.

Table 4. Calculating (R2) Value

	Intention
R-square	0.815
R-square adjusted	0.813
Durbin-Watson test	1.743

Source, Survey 2024

The slight difference between R-squared and adjusted R-squared indicates that the model remains parsimonious. Additionally, the Durbin-Watson statistic of 1.743, which is close to the ideal value of 2, suggests no significant autocorrelation in the residuals. While it is slightly below 2, indicating potential mild positive autocorrelation, this is not substantial enough to raise major concerns. Overall, the model demonstrates a strong fit and reliable explanatory power for the dependent variable.

To study variability of the data collected, reliability test was done on the data collected on each statements. Reliability test was made using Cronbach’s Alpha we can say a measuring instrument is reliable if it provides consistent results (Kothari, 2004). In the study a very high Cronbach’s Alpha value was realized (the more it tends to 1 the better it is) see the table below which proves that the data is highly reliable. This indicates the internal data consistency is highly correlated. According to this data the reliability is acceptable as seen below.

The internal consistency of a group of items is measured by Cronbach's Alpha, with values above 0.7 considered acceptable and those above 0.9 regarded as exceptional. In this study, purchase intention had a Cronbach's Alpha of 0.799, indicating acceptable reliability, while perceived control scored 0.881, reflecting good reliability. Perceived risk had a value of 0.784, which is acceptable, whereas perceived benefit and consumer perceived privacy had values of 0.923 and 0.927, respectively, both indicating exceptional reliability. Composite Reliability (CR), including rhoa and rhoc, provides an alternative measure of reliability by considering factor loadings.

Table 5. Validity and Reliability

	Cronbach's alpha	Composite reliability (rho a)	Composite reliability (rho c)	Average variance extracted (AVE)
CPP	0.927	0.931	0.940	0.662
PI	0.799	0.886	0.867	0.540
PC	0.881	0.964	0.910	0.719
PR	0.784	0.796	0.841	0.519
PB	0.923	0.972	0.945	0.811

Source, Survey 2024

Note:- PI=Purchase intention, CCP=Perceived privacy concern, PB=Perceived benefit, PC= Perceived control, PR=Perceived risk

Consumer perceived privacy demonstrated excellent reliability with rhoa = 0.931 and rhoc = 0.940. Purchase intention had acceptable-to-good reliability (rhoa = 0.886, rhoc = 0.867), as did perceived risk (rhoa = 0.796, rhoc = 0.841). Perceived control (rhoa = 0.964, rhoc = 0.910) and perceived benefit (rhoa = 0.972, rhoc = 0.945) exhibited excellent reliability. The Average

Variance Extracted (AVE) assesses the variance captured by a construct relative to measurement error, with values greater than 0.5 being acceptable. Consumer perceived privacy (AVE = 0.662), purchase intention (AVE = 0.540), and perceived control (AVE = 0.719) all had acceptable values. Perceived risk had a borderline acceptable AVE of 0.519, while perceived benefit demonstrated good AVE at 0.811.

The majority of the categories, especially perceived privacy, perceived control, and perceived benefit, exhibit high levels of internal consistency and dependability. Although they may be improved, Purchase Intention and Perceived Risk exhibit respectable levels of dependability. The AVE values of each construct are satisfactory, suggesting that they adequately reflect the variance in the corresponding items. According to this analysis, the measures employed for these constructs are typically valid and trustworthy for the study's objectives.

The interrelationships among constructs reveal several key insights into the dynamics of consumer perceptions and behaviors. The relationship between Perceived Benefits of Social Media Marketing (PBSI) and Consumer Perceived Privacy (CPP) is moderate (O = 0.232, 95% CI: 0.182–0.299), suggesting a link between these constructs. Similarly, Privacy Control (PCPI) shows a weaker relationship with CPP (O = 0.132, 95% CI: 0.115–0.198) but demonstrates a strong association with PBSI (O = 1.057, 95% CI: 1.022–1.105). Purchase Intention (PI) exhibits a strong relationship with CPP (O = 1.034, 95% CI: 1.009–1.062), indicating that privacy concerns significantly affect purchase decisions.

Table 6. Heterotrait-Monotrait Ratio

	Original sample (O)	Sample mean (M)	2.5%	97.5%
PBSI <-> CPP	0.232	0.236	0.182	0.299
PCPI <-> CPP	0.132	0.151	0.115	0.198
PCPI <-> PBSI	1.057	1.061	1.022	1.105
PI <-> CPP	1.034	1.036	1.009	1.062
PI <-> PBSI	0.281	0.292	0.235	0.357
PI <-> PCPI	0.193	0.211	0.167	0.266
PRSI <-> CPP	0.190	0.209	0.157	0.270
PRSI <-> PBSI	1.091	1.101	1.056	1.151
PRSI <-> PCPI	1.005	1.010	0.949	1.070
PRSI <-> PI	0.257	0.283	0.221	0.356
Trust <-> CPP	0.822	0.817	0.769	0.859
Trust <-> PBSI	0.230	0.249	0.197	0.319
Trust <-> PCPI	0.136	0.166	0.124	0.218
Trust <-> PI	0.820	0.821	0.773	0.869
Trust <-> PRSI	0.205	0.233	0.173	0.301

Source, Survey 2024

Note:- PI=Purchase intention, CCP=Perceived privacy concern, PB=Perceived benefit, PC= Perceived control, PR=Perceived risk, T=Trust

The connection between PI and PBSI is weaker ($O = 0.281$, 95% CI: 0.235–0.357), while its association with PCPI is modest ($O = 0.193$, 95% CI: 0.167–0.266). Perceived Risks (PRSI) display a moderate link with CPP ($O = 0.190$, 95% CI: 0.157–0.270) and strong associations with PBSI ($O = 1.091$, 95% CI: 1.056–1.151) and PCPI ($O = 1.005$, 95% CI: 0.949–1.070). However, its relationship with PI is weaker ($O = 0.257$, 95% CI: 0.221–0.356). Lastly, Trust shows significant connections with CPP ($O = 0.822$, 95% CI: 0.769–0.859) and PI ($O = 0.820$, 95% CI: 0.773–0.869), highlighting its central role, while its relationships with PBSI, PCPI, and PRSI are comparatively weaker but still noteworthy. These findings underscore the importance of trust and privacy perceptions in influencing consumer purchase intentions within social media marketing contexts.

5. Discussions

The study on "Consumer Perceived Privacy Concern on Purchase Intention in the Case of Social Media Marketing" underscores the critical role privacy concerns play in shaping consumer behavior in digital contexts. It identifies that heightened privacy concerns lead to a significant decrease in consumers' willingness to make purchases via social media platforms. Trust acts as a crucial mediator in this relationship, where transparent data practices, secure transaction mechanisms, and clear privacy policies enhance consumer confidence. This indicates that addressing privacy concerns directly by ensuring ethical and secure marketing practices can help mitigate consumer hesitations and foster positive purchase intentions.

Interestingly, the study reveals that while perceived benefits such as personalized recommendations and convenience are key aspects of social media marketing, they are insufficient to overcome privacy concerns unless trust is established. Similarly, mechanisms like privacy control do not directly influence purchase intentions but contribute indirectly by enhancing trust. This highlights that businesses need to prioritize trust-building initiatives, as it serves as the foundation for mitigating perceived risks and amplifying the advantages of social media marketing strategies. Without a solid foundation of trust, even the most appealing marketing features fail to drive consumer engagement effectively.

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Conflict of Interest

The author declares that there is **no conflict of interest** concerning the publication of this article. This research was conducted independently, and no financial, institutional, or personal relationships influenced the study's design, findings, or conclusions.

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