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Consumer privacy: understanding the acceptance of consumer information collection

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Propositions

Given the growing amount of information being collected by firms, the average consumer should care a lot more about their privacy than they currently do. (Own observation)

Consumer informational privacy is best defined as *the extent to which a consumer is aware of and has the ability to control the collection, storage, and use of personal information by a firm*. (Chapter 1)

Future research on consumer privacy would be most relevant when studies link consumers' privacy calculus or their intentions to actual behavior. (Chapter 2)

The frequently mentioned discrepancy between privacy concern and behavior—or the privacy paradox—occurs because of the use of limited measures for privacy concern. (Chapter 3)

To explain the acceptance or rejection of information collection one needs to take both the perceived valence and perceived probability of consequences into account. (Chapter 3)

Currently, few firms provide transparency and control promoting. Therefore, these privacy elements increase the acceptance of information for firms across all industries. (Chapter 4)

Firms that pro-actively manage consumer privacy – that is, align their privacy strategy with consumers' privacy preferences – will have a competitive advantage over firms who neglect consumers' privacy preferences. (This dissertation)

Your research topic truly matters when it is being discussed in Southpark. (Own observation)

Stellingen

Kijkende naar de groeiende hoeveelheid informatie die wordt verzameld zouden consumenten hun privacy belangrijker moeten vinden dan ze op dit moment doen. (Eigen ervaring)

Consumenten informatie privacy is het best gedefinieerd als *de mate waarin een consument bewust is en controle heeft over de verzameling, opslag, en het gebruik van persoonlijke informatie door een bedrijf*. (Hoofdstuk 1)

Toekomstig onderzoek naar de privacy van consumenten is het meest relevant wanneer men de privacy calculus of intenties van consumenten kan koppelen aan hun gedrag. (Hoofdstuk 2)

De discrepantie tussen zorgen over privacy en gedrag—de privacy paradox—komt door het gebruik van beperkte schalen om de zorgen over privacy te meten. (Hoofdstuk 3)

Om de acceptatie of weigering van de verzameling van informatie te verklaren moet men de gepercipieerde valentie (positief en negatief) en de waarschijnlijkheid van de consequenties van de verzameling, opslag en het gebruik van informatie meenemen. (Hoofdstuk 3)

Als er weinig bedrijven zijn die transparantie en controle bieden verhogen beide elementen de acceptatie van de verzameling van informatie door bedrijven. (Hoofdstuk 4)

Bedrijven die hun privacy beleid afstemmen op de voorkeur van de consument hebben een competitief voordeel ten opzichte van bedrijven die dit negeren. (Dit proefschrift)

Als Southpark het onderwerp van je onderzoek behandelt doet het ertoe. (Eigen ervaring)