

To opt in or out? – The impact of perceived benefits and loyalty on
GDPR consent to personal data collection and profiling in a retail chain
store

Magdalini Soureli

Piraeus Bank

Ioannis Chaniotakis

Piraeus Bank

Maria Salamoura

University of the Aegean, Business School

Cite as:

Soureli Magdalini, Chaniotakis Ioannis, Salamoura Maria (2020), To opt in or out? – The impact of perceived benefits and loyalty on GDPR consent to personal data collection and profiling in a retail chain store. *Proceedings of the European Marketing Academy*, 49th, (61736)

Paper from the 49th Annual EMAC Conference, Budapest, May 26-29, 2020.



To opt in or out? – The impact of perceived benefits and loyalty on GDPR consent to personal data collection and profiling in a retail chain store

Abstract

GDPR implementation requires from companies to get their customers' consent to their personal data collection and profiling prior to any targeting for cross-selling and up-selling of customized offers and communication of personalized messages. Following this, an investigation into the factors that drive consumers' relative consent should be very useful, but so far without any empirical evidence. This piece of research identifies some of the key variables that impact on customers' intention to consent, focusing on the retail context of electronic equipment chain stores. A new research model is developed and tested providing evidence for the key role of both tangible and intangible rewards, the importance of privacy protection belief and the direct impact of store loyalty on willingness to provide GDPR consent.

Keywords: *consent; data; retail*

Track: Retailing & Omni-Channel Management