

Smartphone users' intention to accept apps permission requests for personal data sharing: the key role of social influence and impulse downloading

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Abstract

This paper focuses on e-privacy via smartphone apps and examines a set of variables that drive users' intention to accept apps permission requests during installation. A conceptual model is developed comprising impulse downloading, social influence, privacy concern, general trust in apps, and perceived apps value to explain users' personal data sharing intention. The model is empirically tested among smartphone users that download apps on a regular basis. The research findings emphasize social influence as the most important factor, affecting users' perceived value and trust in applications and confirm the direct influence of important others on users' intention to share data. Moreover, the role of impulse downloading on alleviating any relative concerns for privacy invasion is highlighted. The study offers a theoretical contribution for future mobile privacy research, as well as practical implications for app stores and providers to consider in line with GDPR requirements.

Keywords: *permission; e-privacy; mobile*

Track: Digital Marketing & Social Media