Happiness as a Driver of Social Exchanges

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Abstract

Disclosing personal information for personalization is a social exchange. As such, the reward (i.e., personalization) is often delayed, which increases temporal distance. Thus, according to the construal-level theory, willingness to disclose information for personalization is a process that is construed at an abstract level, where affective states play a central role. Building on social exchange and construal-level theories, we investigate to what extent happiness is a driver of a personalization-privacy trade-off. An online survey was administered to a French representative sample ($n = 649$) by a large consumer panel provider. The results show that happiness is the strongest driver of willingness to disclose information for personalization, thus surpassing usual privacy-related constructs (i.e. trust beliefs and risk beliefs).

Keywords: *Social exchange theory; Happiness; Personalization-privacy trade-off*

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