UBER AND TINDER: IMPACT OF SOCIAL PRESENCE ON PRIVACY INTRUSINVENESS IN GEOMATCHING APPS

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Abstract

Using geolocation and personal data from users, GeoMatching applications make matches between two users possible. Uber coordinates a driver and a passenger, Tinder matches two potential lovers. Even if Uber needs less sensitive data than Tinder, both represent a threat to privacy. The first purpose of this research is to assess the impact of privacy intrusiveness on user attitude and behavior in two different data sensitivities. Conversely, those data bring warmth and human contact, providing social influence. The second contribution of the paper is to examine the role of social presence. Results show that the impact of privacy intrusiveness on attitude depends on the sensitivity of data. It has a negative effect for Tinder but not for Uber. However, in both cases privacy intrusiveness has a negative effect on behavioral intention. Furthermore, social presence decreases the perception of intrusiveness. As privacy is important issues, it provides practical implications for marketing managers.