

How Cultural Differences Affect Consumers' Privacy Calculus and Willingness to Share Personal Information

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Abstract

The purpose of this study is to test how cultural differences across countries systematically moderate the relationship between consumers' privacy calculus and consumers' willingness to share personal information. We develop a conceptual framework that proposes main and moderating effects of cultural differences on consumers' willingness to share personal information. We test our hypotheses using multilevel modeling on data collected from 15,068 consumers from 24 countries. We show that consumers' privacy calculus and consumers' willingness to share personal information are affected by cultural differences. Both consumers' privacy calculus and cultural differences can help explain consumers' distinct reactions when requested to provide some personal information.

Keywords: *privacy calculus; cultural differences; sharing information*

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