

Influence of individual cultural orientations on privacy protective responses: the mediating role of concern for privacy breaches

Christelle Aubert Hassouni

ESCP Business School

Béatrice Parguel

CNRS

Sandrine Macé

ESCP Business School

Cite as:

Aubert Hassouni Christelle, Parguel Béatrice, Macé Sandrine (2022), Influence of individual cultural orientations on privacy protective responses: the mediating role of concern for privacy breaches. *Proceedings of the European Marketing Academy*, 51st, (107478)

Paper from the 51st Annual EMAC Conference, Budapest, May 24-27, 2022



Influence of individual cultural orientations on privacy protective responses: the mediating role of concern for privacy breaches

Abstract

Since General Data Protection Regulation entry into force, number of complaints for personal data protection highly vary across countries, leading to question the role of culture in more largely privacy protective responses. Thus, this paper explores cultural orientations at stake, and especially psychological mechanisms between individual cultural values and behavioral privacy protective responses. To do so, we apply construal level theory in an original manner in the case of personal data breaches. We show that certain cultural orientations, as gender-social equality, imply less psychological distance with personal data breaches and favour concrete technical responses, while other orientations, as independence, foster only information privacy concern and favour also social or institutional responses. This research has strong theoretical and managerial contributions, allowing public policies and marketing actions improvements, to protect each online privacy whatever cultural values are.

Keywords: *Personal Data Protection; Culture; Construal level theory*

Track: Social Responsibility & Ethics