

User Behaviour in Digital Data Markets: A Study of Cookie Preferences, Trust in Data Brokers, and Reward Influences

Ijeoma Ogiemwonyi
Loughborough University

Cite as:

Ogiemwonyi Ijeoma (2024), User Behaviour in Digital Data Markets: A Study of Cookie Preferences, Trust in Data Brokers, and Reward Influences. *Proceedings of the European Marketing Academy*, 53rd, (119629)

Paper from the 53rd Annual EMAC Conference, Bucharest, Romania, May 28-31, 2024



User Behaviour in Digital Data Markets: A Study of Cookie Preferences, Trust in Data Brokers, and Reward Influences

Abstract

This paper demonstrates that in the evolving landscape of digital data markets, users' cookie preferences and their trust in data brokers significantly influence their data sharing decisions, adhering to emerging trends in online privacy and data management. This study provides a crucial conceptual contribution to digital market user behaviour, affecting data marketing management. 300 UK users are surveyed about cookie preferences, consent complexity, and data broker trust. The findings reveal not only the nuanced preferences of users towards different cookie types across various websites but also the limited impact of rewards on data sharing decisions. The impact of user understanding of technology on their willingness to share data is shown, highlighting the minimal influence of rewards in data sharing decisions emphasising the need for ethical data practises and regulations that prioritise user choices and privacy in the digital data economy, which has major managerial consequences.

Subject Areas: *Advertising, Attitude, Consumer Behaviour, Decision-Making*

Track: Consumer Behaviour