

Organisational privacy ethical care and its influence on consumer responses in smart retailing: a comparison of different generations

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Cite as:

Rohden Simoni, Espartel Lelis (2024), Organisational privacy ethical care and its influence on consumer responses in smart retailing: a comparison of different generations. *Proceedings of the European Marketing Academy*, 53rd, (119727)

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



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Abstract

New technologies offered in the smart retailing context aim to personalize and improve the consumption journey while optimizing company processes. However, there are several consumer concerns raised by the use of technology, which may be related to the security of collected data. This research sheds light on consumers' willingness to disclose personal information to companies and their intentions to adopt these new technologies. Survey findings show that organisational privacy ethical care positively influences these consumer responses. Moreover, reduced risk perceptions and increased perceived control over information are explanatory mechanisms of the enhanced intentions for information disclosure and technology use. Generational cohorts moderate these effects, with older people (e.g., Gen X and Baby Boomers) being more likely to share personal information and adopt new technologies in retail than their younger peers (e.g., Gen Y and Gen Z).

Subject Areas: *Consumer Behaviour, Decision-Making, Retailing*

Track: Retailing & Omni-Channel Management