

From Data to Relationship: Exploring Consumer Data Sharing for Personalization

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Abstract:

As firms increasingly rely on diverse data types for personalization, understanding consumers' willingness to disclose data is critical. This study investigates how different self-reported data types and personalized incentives influence data-sharing decisions, employing a choice-based conjoint analysis ($N=164$) across two product contexts. Our findings reveal that personalized monetary incentives are the most effective motivators, while content-based incentives significantly reduce sharing intentions. Online reviews authored by individuals are the most preferred data type for disclosure, whereas socio-demographic data shows context-dependent variability. These preliminary insights contribute to marketing literature by highlighting the role of personalization and the nuanced preferences for data types. From a managerial perspective, we emphasize the need to tailor strategies to align with consumer preferences and foster stronger relationships. Further research will extend these findings by exploring additional contexts and real-world settings.

Keywords: Personalization, Self-Reported Data, Data Sharing Preferences

Track: Relationship Marketing