

How do privacy invasion experiences generate privacy fatigue? Exploring the roles of regulation, trust, and self-efficacy

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Abstract

Employing the cognitive appraisal theory of emotion, this study formulates a sequential mediation model that explores the mediating roles of regulation, trust, and self-efficacy in the relationship between privacy invasion experiences and privacy fatigue. The study adopts a quantitative survey-based research design to collect data and analyses it using the partial least squares structural equation modelling (PLS-SEM) approach. The findings of the study provide support for the sequential mediation effect of privacy invasion experience on privacy fatigue via regulation and self-efficacy. Theoretically, the study extends the understanding of the evolving construct of privacy fatigue. The findings suggest that privacy fatigue is not a spontaneous emotional reaction, but a response generated through a more intensive cognitive evaluation of the implications of privacy invasions faced by individuals.

Track: Consumer Behaviour