

Consumer Sentiment on Privacy: Contrasting Marketing Literature and Social Media Discourse

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Abstract

This article examines the relationships among digital privacy, well-being, and consumer sentiment by contrasting marketing literature with users' spontaneous discourse on social media. We conducted two studies: (1) a systematic literature review to identify the principal sentiments and psychological consequences investigated; and (2) natural language processing, sentiment analysis, and emotion mapping of 22,758 geolocated tweets. Results show that the literature primarily emphasizes negative sentiments, such as anxiety and fear, while it tends to overlook positive dimensions frequently expressed by users. We also observe that positive sentiments may be associated with ambiguous consequences, including reduced risk perception and increased disclosure of personal data. By mapping this asymmetry, the study provides a more nuanced understanding of emotional experiences in the context of digital privacy, with implications for public policy and marketing practice.

Track: Digital Marketing & Social Media