

Behind the click: Exploring consumer motivation and awareness in private data disclosure

Brikena Berisha

University of Ljubljana/AAB College

Maja Kone?nik Ruzzier

School of Economics and Business, University of Ljubljana

Cite as:

Berisha Brikena, Kone?nik Ruzzier Maja (2026), Behind the click: Exploring consumer motivation and awareness in private data disclosure. *Proceedings of the European Marketing Academy*, 55th, (133944)

Paper from the 55th Annual EMAC Conference, Bath, United Kingdom, June 2-5, 2026



Behind the click: Exploring consumer motivation and awareness in private data disclosure

Abstract

Grounded in a higher-order motivational framework, this study investigates the determinants of private data disclosure in online shopping by examining the interplay between hedonic and utilitarian motivations and the moderating role of consumer awareness. Drawing on data from 310 respondents in Kosovo and Slovenia and employing SmartPLS to estimate a second-order model, the analysis shows that utilitarian motivations, rooted in functional reasoning, serve as the primary driver of disclosure, while hedonic motivations exert only marginal influence. Consumer awareness selectively strengthens utilitarian effects, particularly in Kosovo sample, underscoring the context-dependent nature of disclosure behavior in international market environments. The findings advance a comprehensive understanding of digital consumer behavior by illustrating how motivational and cognitive mechanisms jointly shape individuals' decisions to share personal data online.

Track: International Marketing & Marketing in Emerging Countries