

# Willingness to Disclose Personal Data as a Case of Negotiated Social Exchange

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## **Abstract**

The increasing trend towards personalized offers in online marketing requires personal data disclosure on the buyer side. Even though buyer willingness to disclose personal data has been examined from various perspectives, the issue remains of high importance. The current study suggests a new theoretical background and approaches the willingness to disclose personal data from the perspective of the social exchange theory. The findings disclose the relation between the reciprocal and negotiated exchange and show the importance of perceptions regarding the legal regulation and the perceived lack of control as well as trust, risk aversion, cyber fear and paranoia.