

IMPACT OF PRIVACY PERCEPTIONS IN SOCIAL MEDIA MARKETING

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ABSTRACT

As more companies base their marketing strategies on data gathered or acquired from online social networks, our research main focus is to identify how reliable this data might be considered, taking into account users' behaviour of sharing incomplete or even made up information about themselves. We approach the concept of disclosing personal information on social media websites from two main viewpoints, namely Privacy Calculus Model and Risk/Benefit Ratio. We build a model around this concept trying to determine the determinants of either accurate or inaccurate personal information disclosure online, validated using PLS structural equation modeling.

Keywords: *Social networking sites • Information Disclosure • Privacy concerns • Trust • Perceived Behavioral Control*