

Consumer Privacy Perceptions on Digital Platforms

Over the last decades, the enormous increase in the economic relevance of data for marketing and emerging business models has led to a strong academic interest in consumer privacy-related decision-making (Martin and Murphy, 2017). As firms become increasingly reliant on consumer data, it is crucial for them to understand and effectively encourage consumers to disclose personal information. Prior studies (e.g., Dinev et al., 2008; Schmidt et al., 2020) have predominantly focused on investigating consumer privacy attitudes and behaviors in dyadic settings, i.e., settings in which one individual consumer discloses personal data to one specific firm. Nowadays, however, consumers increasingly disclose personal data on digital platforms, such as Facebook, Airbnb, or Uber, extending the data exchange with consumers from a dyadic “n-to-n” to a “n-to-n-to-many” setting. Digital platforms establish broad connections among firms, consumers, and resources by providing the infrastructure and governance necessary to facilitate interactions between these autonomous agents (Alstytne et al., 2016; Rangaswamy et al., 2020). By serving this intermediating role, platforms typically centralize users' data, positioning themselves at the core of a vast network. By intermediating transactions and centralizing user data, they facilitate the aggregation of a greater magnitude of massive and heterogeneous data through users' growing social and economic activities (Sutherland and Jarrahi, 2018). This central positioning further enables platforms to share a greater volume and scale of data within a network of firms (Bonina et al., 2021).

That said, platforms differently collect, handle, and use consumer data in their expansive ecosystems, leading to novel perspectives and findings in the context of consumer privacy-related behaviors that deviate from prior dyadic settings. This is where this Master thesis comes in. The aim of this thesis is to conduct a qualitative investigation into consumer's privacy perceptions on digital platforms, and to gain a deeper understanding of how platform's idiosyncratic characteristics shape and influence consumer's privacy perceptions and related behaviors.

N.B. this thesis topic is only offered in English