Teenagers’ Willingness to Share Personal Information With Marketers

Anuradha Sivaraman, University of Delaware, USA
Dan Freeman, University of Delaware, USA
Stewart Shapiro, University of Delaware, USA

Despite growing concerns, few empirical studies have examined how teenagers respond to marketers’ information collection and use practices. The objective of this research is to understand how factors like materialistic values and dislike of marketing tactics may affect the extent to which teenagers are willing to share personal information with marketers. Consistent with study hypotheses, results from a representative sample of 709 U. S. teens indicate that the dislike of marketing tactics plays a moderating role in the positive relationship between materialism and willingness to share information. Self-esteem and susceptibility to peer influence also affect willingness to share personal information.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/14534/volumes/v36/NA-36

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Major Findings
The results of the hypotheses:

H1: \[F (1,405)=16.058; p<0.1\], so it is supported. The results \[F(1,405)= 1.469; p=0.226\] also indicate that there are no differences between French and Spanish consumers.

H2: \[F (1,405)=0.115; p= 0.735\] make us reject this relationship and refuse this hypothesis. With respect to the possible differences between French and Spanish consumers, the analysis indicates that there are no significant differences \[F(1,405)= 2.041; p= 0.154\].

H3: \[F (1,405)=4.683; p<0.1\] indicate that this relationship is significant. Regarding the existence of possible differences between French and Spanish consumers we have indicates that there are significant differences \[F (1,405)=40.573; p<0.1\].

H4: \[F (1,405)=7.848; p<0.1\], we accept hypothesis H4. The analysis indicates that there are no significant differences between French and Spanish consumers \[F(1,405)= 0.152; p= 0.697\].

H5: \[F (1,405)=58.586; p<0.1\], it is a significant relationship, and there are significant differences between both groups of consumers \[F(1,405)= 7.353; p<0.1\].

The results have demonstrated that we can conclude that we can use MDH model, made to advertising, to demonstrate the effectiveness of PP, but in our study, the relationships are as follow: thoughts about PP influences on attitude towards PP, attitude toward PP influences on thoughts about brand, thoughts about brand influences on attitude towards brand, and attitude towards brand influences on purchase intention.

With reference to cross-cultural aspect, the results show that there are not significant differences between French and Spanish consumers. These outcomes are very important for Marketers and firm that works in international markets. For our study Hofstede’s model (2001) is a good predictor for cross-cultural studies.

References


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