

The Paradox of Customer Privacy Concern in Social Media Behavior: Exploring the Influence of Rewards and Gender

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ABSTRACT

In recent years, social media has become a popular platform for connecting and creating business opportunities. This study investigates the impact of spending time on social media, user income, and privacy concerns on social media behavior, specifically scrutinizing whether rewards and gender influence privacy concerns. The study involved 313 Indonesian millennials who have shared their information on social media. Data were collected from active Instagram users in Indonesia through online questionnaires. The SPSS PROCESS macro technique was employed to test the research hypothesis and analyze the model. The results showed that spending time on social media and privacy concerns affect users' social media behavior. The discrepancy between privacy concerns and actual behavior on social media, known as the privacy paradox, can be explained by the moderating effects of rewards and gender. Therefore, this study suggests that social media marketers should target people who spend more than 4 hours daily on social media to share their experiences with a brand and provide valuable rewards in return.

Keywords: Privacy concern, social media behavior, gender.

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1. INTRODUCTION

Social media is an integral part of daily life for billions of people worldwide. By 2023, it is projected that there will be 4.9 billion social media users, representing 61.4% of the global population. Nearly 90% of internet users engage with social media each month, transforming the way people communicate and share information (Sotiriadis, 2017), supporting user-generated content created and exchanged (Vu et al., 2019).

As social media usage grows, it is important to be aware of the risks to user security and privacy (Oliveira et al., 2020). Many individuals are concerned about the risks of sharing their data online, yet their behavior on social media reflects a different attitude (Ellyawati et al., 2023). This discrepancy is known as the privacy paradox, where users express privacy concerns but often do not take significant steps to safeguard their personal information (Barth & de Jong, 2017).

Many previous literature explained the privacy paradox from different perspectives. The rationale perspective explained the privacy paradox by calculating the costs and benefits of consciously and rationally disclosing personal data (Simon,

1955). Other studies suggest that individuals are not always rational and are influenced by *cognitive* biases when making cost-benefit decisions. Despite this, both perspectives ultimately prioritize benefits over risks in the decision-making process (Bandara et al., 2017).

Given the growing concerns regarding personal data privacy on social media sites investigating the influence of this factor on the behaviors of social media users, becomes very crucial. This research also aims to explore the benefits that drive individuals to share personal information on social media, thereby addressing the privacy paradox. These benefits include external rewards, which are based on rational considerations, and internal rewards, which stem from an individual's cognitive perceptions. Gender theory is also incorporated in this study to account for gender differences among social media users (Mutambik et al., 2023). Previous research indicates that women tend to be more cautious than men when weighing the costs and benefits in the decision-making process (Byrne & Worthy, 2015; Tifferet, 2019). The research also examines whether gender moderates the relationship between privacy concerns, social media behavior, and rewards

Although data privacy is a global issue, this research focuses on social media users in Indonesia. The choice is based on two reasons. First, the huge number of social media users in that country. According to Datareportal report in early January 2024 the number of social media users in Indonesia was approximately 139.00 million representing 49.9 percents of the total population (Datareportal, 2024). Second, the Indonesian users perhaps do not know how their personal data is protected under law.

Thus, this research provides an empirical evidence of privacy issues of the use of social media in a developing country where laws protecting such issues is relatively not established. The findings of the research may offer valuable insights for other researchers from similar countries and with many social media platform.

2. THEORETICAL BACKGROUND

2.1. Social Media Behavior and User Profiles

Spending time on social media has become an integral part of daily lives and impacts behavior. Based on the theory of planned behavior (TPB), attitude becomes one of the determinant factors of an individual's behavior (Sun et al., 2017). Spending a long time using social media will habitually influence user behavior toward it, for example, making social media a source of information and sharing information on social media.

Several studies have explored the relationship between social media usage and social media behavior. Some researchers found that social media usage significantly predicts sharing behavior in social media as it can entertain and facilitate information sharing (Chen et al., 2023; Ellyawati et al., 2023). Suppose social media users can easily and feel happy using it, as shown by the time spent using it. In that case, the users will no doubt share their information on social media. Psychological mechanisms such as social influence also contribute to this relationship. People tend to follow friends on social media to share the same topic to avoid missing out (Wong et al., 2019).

Therefore, based on the literature review, the hypothesis is formulated as follows.

H1: Spending time on social media positively influences social media behavior

Concurrently, income levels have been identified as influential factors shaping individuals' access to social media and engagement with social media platforms. According to the digital divide theory (Norris, 2001), disparities in income contribute to differential access and usage of digital technologies. The income level discrepancies create a gap in internet access, digital literacy, and socio-economic resources and impact individuals' ability to utilize social media effectively. Higher-income individuals tend to adopt social media platforms earlier than those with lower incomes.

Research by the Pew Research Center reported that higher-income individuals were more likely to use social media platforms (Perrin, 2015) and tend to adopt them earlier than those with lower incomes. Additionally, they are more prone to utilizing social media for networking and staying updated on information. Income level has a constructive impact on social media activities, as high-income earners tend to exhibit greater participation, engagement, and influence on these platforms (Qiu et al., 2023).

Therefore, based on the literature review, the hypothesis is formulated as follows.

H2: Income level positively influences social media behavior

2.2. Social Media Behavior and Privacy Concerns

Social media has revolutionized communication and information sharing, enabling individuals to easily share and access information regardless constraints of time or space (Ana & Istuador, 2019; Wakefield & Wakefield, 2016). In addition, social media empowers consumers to actively engage with marketing content and provides a platform for open communication with companies to express feedback and concerns (Dolan et al., 2019). Moreover, social media facilitates socialization and connection with friends, family, and online communities, helping people build relationships. Therefore, numerous users see the benefit of utilizing social media and do not view privacy concerns as a major risk.

Privacy is the right of every individual to control and manage their personal information, which includes collecting, storing, maintaining, and sharing it (Ioannou et al., 2020). In the same stream, privacy concerns, defined by customer privacy management theory, refer to an individual's right to maintain and regulate personal information (Petronio, 2015). Privacy concerns are growing due to the rise of the big data economy, enabling cybercrime and exploiting consumer behavior through machine learning algorithms (Chang et al., 2016; Ioannou et al., 2020). In social media, striking a balance between privacy and sharing personal information is crucial (Chen & Lai, 2023). Oversharing can lead to unwanted consequences, while being too private may limit self-expression and social connections. It is crucial to find a middle ground that allows for self-presentation, social capital, and gratification (Tifferet, 2019).

This research utilized privacy concerns as a proxy for assessing privacy perceptions. Morosan and DeFranco (2016) explained that general privacy concerns refer to individuals' worry about the privacy of their information and their anxiety about the accidental disclosure of their private data (Park & Kim, 2020). Privacy concerns have deterred individuals from sharing information on social media or engaging as passive observers (Sun et al., 2017). They are worried that sharing their data could put it at risk or make it vulnerable (Vu et al., 2019). According to (Nuzulita and Subriadi, 2020), people are more likely to keep their private information if they

feel they lack control over it and perceive disclosing it as risky. Privacy concerns have negatively impacted social media behavior (Hew et al., 2017; Oliveira et al., 2020). However, some studies have demonstrated that privacy concerns can actually encourage people to engage in information sharing behavior (Gerber et al., 2018; Septiari & Omar, 2023). Therefore, based on the literature review, the hypothesis is formulated as follows.

H3: Privacy concerns negatively influence social media behavior

2.3. The moderating roles of rewards and gender

A reward is a positive outcome received for a specific behavior, motivating the individual to repeat the behavior (Amiri, Rahimi and Biranvand, 2022). People are motivated by specific rewards to participate in a certain behavior (Wang, Lin and Spencer, 2019). Rewards can come in the form of money, recognition, or positive feedback (de Vries et al., 2017; Divine et al., 2019). External rewards such as discounts, gifts, or e-vouchers can boost individual engagement on social media (Oliveira et al., 2020).

Privacy concerns make individuals weigh the rewards and risks of sharing information on social media. If the benefits outweigh the potential drawbacks, they may choose to disclose information in exchange for rewards (Septiari & Omar, 2023). Based on the literature review, the hypothesis is formulated as follows.

H4: Rewards moderate the relationship between privacy concerns and social media behavior.

Research on gender has emerged as a significant topic in the realms of social media, privacy, and eWOM (Park & Kim, 2020). The fact proves that women spend more time on social media than men, engaging in activities like sharing photos, updating their status, and posting content more frequently (Tifferet, 2019). Many women use social media to share personal information and support social interaction.

Men and women employ different strategies to establish privacy boundaries and manage personal information sharing in privacy research (Petronio, 2015). Women are more likely than men to have private social media profiles and are more conscious of who can access their information. They tend to prioritize protecting their privacy (Park & Kim, 2020). Prior studies revealed that women are less risk-taking or risk-averse than men (Byrne & Worthy, 2015). Tifferet (2019) discovered that women tend to engage in social media privacy settings more actively than men based on meta-analysis studies. Based on the literature review, the hypothesis is formulated as follows.

H5: Gender moderates the relationship between privacy concerns and social media behavior.

3. METHOD

This research employed an online survey with questionnaires distributed in a cross-sectional time frame. The sampling method was purposive, targeting Indonesian millennials who have shared their information on social media. The questionnaire items were adopted from previous studies and translated into Indonesian using the back-translation method. The reward questionnaire was modified from Zhang et al. (2020), while privacy concerns and social media behavior questions were based on Oliveira et al. (2020). The study applied a 5-point Likert Scale to measure each

variable, ranging from "strongly disagree" to "strongly agree." Data from 313 responses collected over three months in 2022 were processed using PLS.

Demographic data was analyzed using SPSS. The screening results indicated no outliers (z-scores within -3.29 to +3.29) and a normal distribution (skewness within ±2.00 and kurtosis within ±7.00) (Hair et al., 2018); (3) no common method bias as the variance sums of squares are less than 50% (Podsakoff et al., 2003). Then, to test the multiple moderation framework, the SPSS and macro process for SPSS were employed (Igartua & Hayes, 2021). The process is an additional macro for SPSS, created by Andrew F. Hayes, designed to manage two moderation effects simultaneously. The PROCESS model was chosen over SEM for its ability to test the entire model (Shkoler & Kimura, 2020).

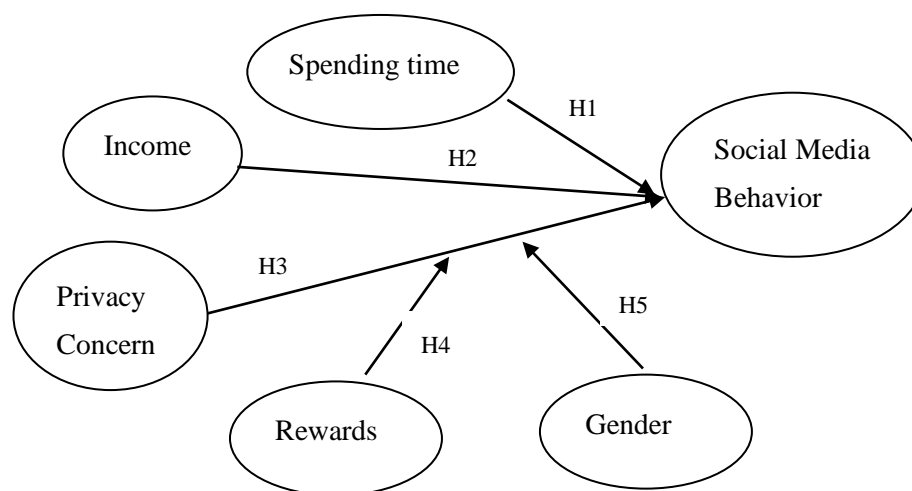


Figure 1: Research Framework

4. RESULT AND FINDING

Table 1 depicts the demographic profile of the respondents. The majority of respondents were female (58.2%) compared to male. Most respondents had an income ranging from 3 to 6 million IDR. In terms of social media usage, over half of the respondents (53.1%) spent more than 3 hours on social media.

Table 1. Profile of the respondents

Characteristics	Frequency(n=313)	Respondents (%)
Gender		
Female	208	66.5
Male	105	33.5
Income per month (IDR)		
Less than 3 million	91	29.1
3-6 millions	111	35.5

6.1-9 millions	83	26.5
9.1 -12 million	16	5.1
More than 15 million	12	3.8
Everyday spending time on social media (on average)		
Less than 1 hours	3	1%
1-3 hours	156	49.8%
More than 3 hours	154	48.2%

Prior to testing the hypotheses, the authors assessed the validity of the research instrument using confirmatory factor analysis, as shown in Table 2. The construct validity is deemed significant as the factor loadings exceed 0.5 (Hair et al., 2017). The Bartlett's test is significant, indicating non-zero correlations. The factor has loaded on all three variables as per the theory, making the factor acceptable. Table 2 shows that the variables are reliable, with a Cronbach's alpha value exceeding 0.6.

Table 2. Validity and Reliability Result

Bartlett's Test of Sphericity	Approx. Chi-Square	df	Sig	
	2447.244	66	0.000	
Variables dimensions	Factor Loading			Cronbach Alpha
	1	2	3	
TS1	0.874			0.914
TS2	0.909			
TS3	0.878			
TS4	0.897			
PC1			0.709	0.860
PC2			0.870	
PC3			0.903	
PC4			0.744	
ER1		0.796		0.878
ER2		0.832		
ER3		0.846		
ER4		0.875		

Table 3 presents the significance of the model in multiple regression. The F-test score indicates that the regression models are a good fit for the data, suggesting that the independent variables can predict the dependent variables.

Table 3. Model Summary

<i>R</i>	<i>R-sq</i>	<i>MSE</i>	<i>F</i>	<i>P</i>
0.326	0.106	9.672	12.242	0.000

Table 4 shows the path direction of each independent variable to the dependent variable. Based on the table only H2 is not significant ($\beta = 0.098$, $t = 1.808$; $p > 0.05$), while H1 ($\beta = 0.183$, $t = 3.375$; $p < 0.01$) and H3 ($\beta = -0.242$, $t = 4.504$; $p < 0.01$) are supported. Spending time in social media positively impacts social media behavior, and privacy concerns negatively influence social media behavior.

Table 4. Hypothesis Result Summary

Hypotheses	Standardized Coefficients	t	Result
H1: Spending time on social media positively influences social media behavior	0.183***	3.375	Significant
H2: Income positively influences social media behavior	0.098	1.808	Not significant
H3: Privacy concerns negatively influence social media behavior	-0.242***	4.504	Significant

significant at *** $p < 0.01$

Hypotheses 4 and 5 were tested using Hayes PROCESS macros, and the results are summarized in Table 5. The analysis included two interactions: one between reward and privacy concerns, and the other between gender and privacy concerns. Table 4 displays the effects of these interactions.

The step from Table 5, interaction one indicates that the rewards were significant in moderating the influence of privacy concerns on social media behavior ($\beta = 0.277$, $t = 5.67$; $p < 0.001$). The delta R² was 0.1276, and the model was significant ($p < 0.001$). Therefore, Hypothesis 4 was also supported. However, for Hypothesis 5, based on Table 5, the interaction between gender and privacy concerns indicated that gender did not moderate the influence of privacy concerns on social media behavior.

Based on Hayes PROCESS macros, both interaction effects simultaneously moderate the relationship between privacy concerns and social media behavior. The R² change value was 0.1294, indicating a significant model ($p < 0.001$).

Table 5. OUTCOME of Model 2 Hayes PROCESS Macro

Model: DV Social Media Behavior								
	Coeff	Se	t	p	LLCI	ULCI	R ² change	F
Constant	6.50	0.71	9.20	0.000	5.1087	7.8944		
PC	-0.86	0.25	3.40	0.000	-1.3552	-0.3599		

RE	-0.85	0.15	-5.78	0.000	-1.1363	-0.5579		
Interact 1 (PC X RE)	0.28	0.49	5.67	0.000	0.1808	0.3735	0.1276	32.1670***
Gender	-0.43	0.37	-1.27	0.2065	-1.0906	0.2372		
Interac 2 (PC X Gender)	0.11	0.12	0.911	0.3633	-0.123	0.3343	0.0033	0.830
Both							0.1294	16.30450***

Figure 1 illustrates the moderation effect more clearly. When the reward is low, privacy concerns negatively influence social media behavior for males, while they have no effect on females. When the reward is medium, privacy concerns do not affect social media behavior for males but have a positive influence on females. Finally, when the reward is high, both males and females show a positive influence of privacy concerns on social media behavior.

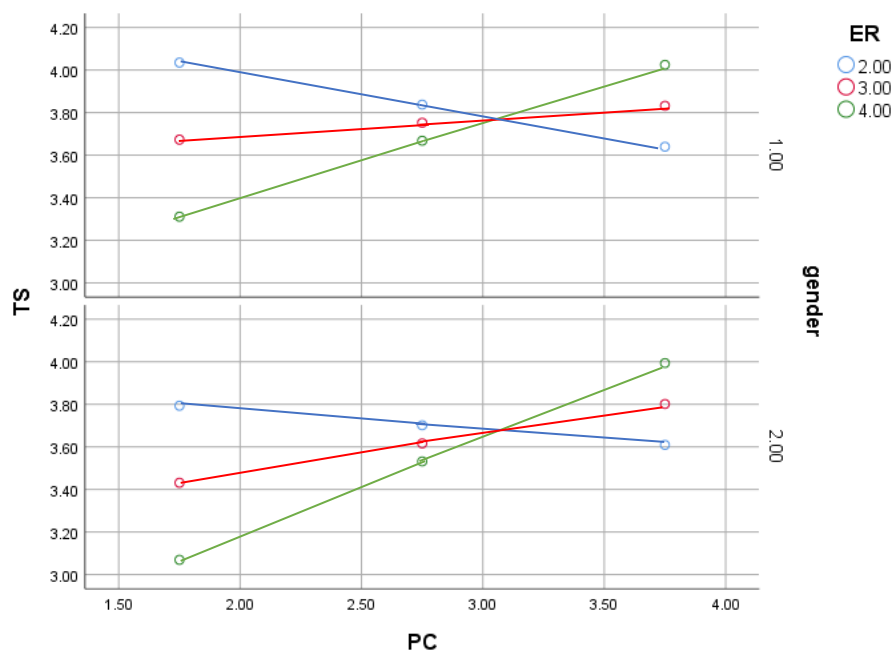


Figure 1. The moderation Effect

5. CONCLUSION

In conclusion, the amount of time spent on social media significantly influences social media behavior, with individuals who spend more time on these platforms being more inclined to share content with their networks. In contrast, income level has no impact on social media behavior. Individuals from various income levels have similar levels of activity and engagement on social platforms (Zimu, 2023).

The privacy paradox, a phenomenon in which individuals express concerns about privacy online but still engage in risky behaviors, has garnered interest in social media research. This study discovered that privacy concerns negatively impact social media

behavior, specifically sharing personal information. The results also suggest that rewards and gender play a moderating role in explaining the privacy paradox (Nuzulita & Subriadi, 2020; Park & Kim, 2020; Sun et al., 2017; Vu et al., 2019). Privacy concerns can impact social media behavior, but valuable rewards can mitigate these concerns for both men and women. The rewards can be in the form of coupons, gifts, discounts, exchange of important information, etc. Women may require only moderate rewards to shift the influence of privacy concerns on social media behavior to a positive outcome. But for men, his reward must be high so that he is willing to put aside his privacy concerns. For example, a \$10 voucher may encourage women to share information on social media, but men may need a voucher with a higher value. This supports the privacy paradox theory, suggesting that individuals weigh the costs and benefits of sharing personal information on social media (Simon, 1955).

This research sheds light on the role of rewards and gender in the privacy paradox, providing valuable insights for marketers seeking to influence user behavior on social media platforms. By offering rewards to incentivize information sharing, companies can mitigate privacy concerns and encourage individuals to engage more confidently online. This approach is effective for both male and female users, as long as the perceived benefits outweigh the potential risks. Ultimately, understanding the dynamics of rewards and gender in the context of online privacy can help businesses develop more effective strategies for engaging with their target audience. For digital marketers, allocate resources as rewards towards users whom spending more time on social media will encourage to share their brand experiences. This finding may be used by digital marketers in various countries with many social media platforms while still being adapted according to social and cultural factors.

As with all empirical research, there are some limitations of the research. First, the use of Indonesian users as the research sample may limit the generalization of the research findings as users' perceptions of privacy may differ across culture. In order to replicate the research and generalize the findings future studies should include cross-cultural samples. Second, this study focused on understanding the privacy paradox in social media information sharing. Future research should explore additional factors that may influence individuals' privacy concerns, such as bounded rationality, trust, and generational differences. Further investigation into other online contexts, such as e-commerce and big data, could provide more insights into the privacy paradox.

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