

**FACTORS IMPACT ON PRIVACY DISCLOSURE OF YOUNG
CONSUMERS IN BADULLA DISTRICT WITH SPECIAL
REFERENCE TO ONLINE RETAILING PLATFORMS**



By

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REG NO:EU/IS/2016/MS/100

INDEX NO: MS 1950



FCM2660

Project Report
Library - EUSL

A project report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka, as a partial fulfillment of the requirement for the Degree of Bachelor of Business Administration (BBA).

DEPARMENT OF MANAGEMENT

FACULTY OF COMMERCE AND MANAGEMENT

EASTERN UNIVERSITY, SRI LANKA

2021

ABSTRACT

The self-disclosure of personal information by users on online retailing plays a vital role in the self-sustainability of online networking service provider platforms. However, people's levels of privacy concern increase as a direct result of illegal obtaining and abuse of personal information from the use of online retail sites which in turn discourages users from revealing their information or encourages users to submit fake information online.

After a review of the Theory of Planned Behavior and literature review, an integrated model is proposed to explain privacy disclosure behaviors on online retailing sites of young consumers in Sri Lanka. Thus, the aim of this paper is to find the key factors such as privacy risk, information control, information sensitivity, and subjective norms impact to users' privacy -disclosure of personal information.

Through a study on the constructs of privacy concern and self-disclosure, this study aims at increasing the levels of privacy concern, while supporting online transactions and further inspiring the expansion of online retailing sites.

This was conducted in a quantitative manner where required data from 200 respondents using self-administrated structured questionnaires which were distributed online. Here, the researcher adopts Regression analysis and Mediating analysis to test the research questions. The results indicated that there has a negative impact between privacy concern and privacy disclosure. Furthermore, a comprehensive discussion on the results referring to literature, managerial implications of the study findings, and further research areas have been discussed in the latter part of this paper.

Keywords: Privacy Risk, Information Control, Subjective Norms, Information Sensitivity, Privacy Concern, Privacy Disclosure

TABLE OF CONTENT

ACKNOWLEDGMENT	i
ABSTRACT	ii
TABLE OF CONTENT	iii
LIST OF TABLES	ix
LIST OF FIGURES	xii
ABBREVIATION	xiii
Chapter - 01 INTRODUCTION	1
1.1 Background of the Study.....	1
1.2 Problem Statement	3
1.3 Research Questions	5
1.4 Objectives of the Study	5
1.5 Significance of the Study	6
1.6 Scope of the Study	7
1.7 Organization of Chapters	7
1.8 Chapter Summary.....	8
Chapter- 02 LITERATURE REVIEW	9
2.1 Introduction.....	9
2.2 Consumer Privacy	9
2.3 Privacy Risk	12
2.4 Information Control	13
2.5 Subjective Norms.....	14
2.6 Information Sensitivity	15
2.7 Privacy Disclosure	15
2.8 Privacy Concern	16
2.9 Online Retailing Platforms.....	17

2.10 Supporting Theories for Study	19
2.10.1 The Theory of Planned Behavior	19
2.10.2 The Theory of Privacy Calculas	20
2.10.3 The Theory of Social Response	20
2.11 The Impact of Privacy Risk Towards Privacy Concern.....	21
2.12 The Impact of Information Control Towards Privacy Concern	21
2.13 The Impact of Subjective Norm Towards Privacy Concern	22
2.14 The Impact of Information Sensitivity Towards Privacy Concern	22
2.15 Impact of Privacy Concern as Mediator.....	23
2.16 Chapter Summary.....	24
Chapter -03 CONCEPTUALIZATION AND OPERATIONALIZATION.....	25
3.1 Introduction.....	25
3.2 Conceptual Framework	25
3.3 Definition of Key Concept and Variable	27
3.3.1 Privacy Risk.....	27
3.3.2 Information Control	27
3.3.3 Subjective Norms.....	28
3.3.4 Information Sensitivity	28
3.3.5 Privacy Concern.....	29
3.3.6 Privacy Disclosure	29
3.4 Operationalization of Variable.....	30
3.5 Chapter Summary.....	32
Chapter -04 RESEARCH METHODOLOGY	33
4.1 Introduction	33
4.2 Research Philosophy	34
4.3 Research Approach	34

4.4 Research Strategy.....	35
4.5 Methodological Choice	36
4.6 Time Horizon	36
4.7 Research Site /Area Selection	36
4.8 Population of the Study.....	37
4.9 Sampling Technique /Method.....	37
4.10 Sampling Size and Sampling Framework.....	37
4.11 Method of Data Collection and Sources	37
4.11.1 Primary Data	38
4.11.2 Secondary Data	38
4.12 Research Instrument.....	38
4.12.1 The Rational for the Question.....	39
4.13 Sources of Measurement.....	39
4.13.1 Method of Measured of Personal Information.....	39
4.13.2 Method of Measuring the Research Information.....	40
4.14 The Pilot Study.....	41
4.15 Validity and Reliability of Instruments.....	41
4.16 Unit of Data Analysis.....	42
4.17 Method of Data Analysis	42
4.17.1 Method of Analysis for the First Objective	43
4.17.2 Method of Analysis for the Second Objective.....	43
4.17.3 Method of Analysis for the Third Objective.....	43
4.17.4 Method of Analysis for the Fourth Objective.....	43
4.17.5 Method of Analysis for the Fifth Objective.....	43
4.18 Method of Data Evaluation	44
4.18.1 Regression Analysis.....	44

4.18.1.1 Simple Regression Analysis.....	44
4.18.1.2 Multiple Regression Analysis	45
4.18.2 Mediating Analysis	45
4.18.2.1 Decision Criteria for Accepting Mediating Variable	46
4.19 Testing Hypothesis.....	48
4.20 Method of Data Presentation.....	49
4.21 Ethical Consideration	49
4.22 Chapter Summary.....	49
Chapter - 05 DATA PRESENTATION AND ANALYSIS	50
5.1 Introduction.....	50
5.2 Data Collection.....	50
5.3 Analysis of Reliability	50
5.4 Data Presentation	51
5.4.1 Data Presentation and Analysis of Personal Information	52
5.4.1.1 Gender	52
5.4.1.2 Marital Status	52
5.4.1.3 Age Category	53
5.4.1.4 Education Level	53
5.4.1.5 Income Level.....	54
5.4.2 Data Presentation for the Research Variables.....	55
5.4.2.1 The First Objective of the Study.....	55
5.4.2.2 The Second Objective of the Study.....	57
5.4.2.3 The Third Objective of the Study.....	59
5.4.2.4 The Fourth Objective of the Study.....	61
5.4.2.5 The Fifth Objective of the Study.....	63
5.4.2.6 Multiple Regression Analysis	77

5.4.3 Mediating Analysis	86
5.4.3.1. Analyze the Mediating Effect of PC on PR and PD	86
5.4.3.2. Analyze the Mediating Effect of PC on IC and PD	89
5.4.3.3. Analyze the Mediating Effect of PC on SN and PD	93
5.4.3.4. Analyze the Mediating Effect of PC on IS and PD.....	96
5.5 Chapter Summary.....	99
Chapter – 06 DISSCUSSION.....	100
6.1 Introduction.....	100
6.2 Discussion of Personal Information.....	100
6.2.2 Marital Status.....	100
6.2.3 Age Category	100
6.2.4 Education Level	101
6.2.5 Income Level	101
6.3 Discussion of Research Information	101
6.3.1 Discussion for Objective One.....	101
6.3.2 Discussion for Objective Two	102
6.3.3 Discussion for Objective Three	102
6.3.4 Discussion for Objective Four	103
6.3.5 Discussion for Objective Five	103
6.3.5.1 To identify whether there is Mediating Impact of PC to the Relationship among PR and PD.....	104
6.3.5.2 To identify whether there is Mediating Impact of PC to the Relationship among IC and PD.....	104
6.3.5.3 To identify whether there is Mediating Impact of PC to the Relationship among SN and PD.....	105
6.3.5.4 To identify whether there is Mediating Impact of PC to the Relationship among IS and PD	105

6.4 Findings from Hypothesis Testing.....	106
6.5 Chapter Summary.....	108
Chapter - 07 CONCLUSIONS AND RECOMMENDATIONS	109
7.1 Introduction.....	109
7.2 Conclusion of the Study Objective	109
7.2.1 First Objective.....	109
7.2.2 Second Objective	109
7.2.3 Third Objective.....	110
7.2.4 Fourth Objective	110
7.2.5 Fifth Objective	110
7.3 Contribution of the Study.....	110
7.4 Recommendations	112
7.5 Limitation of the Study	113
7.6 Directions for Future Study.....	114
LIST OF REFERENCES.....	115
APPENDIX 1- QUESTIONNAIRE - ENGLISH.....	125
APPENDIX 2 – QUESTIONNAIRE - SINHALA	130
APPENDIX-3 THE OUTPUT	136