

A Study of Choice Between the Opt-in and Opt-out of Privacy Policy

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ABSTRACT

The purpose of this research was to understand the attitude of Internet users, and their willingness in different conditions(opt-in or opt-out) to provide personal information . By knowing what consumers think about online privacy, the websites can build a safe web environment without privacy infringements.This study conducted an online survey collecting respondents ' opinions .Totally 884 valid respondents were returned. This research is to accomplish as follows: (1) Several Internet shopping theoretical and empirical literatures are surveyed. (2) A conceptual framework which consists of three components, namely, independent variable (information privacy), intervening variable (attitude), dependent variable (customers ' choice intentions ; opt-in or opt-out) would be proposed; The study result also shows the interaction between age, education and privacy conditions(opt-in or opt-out) is significant. Therefore, we suggest that electronic shopping sites ' managers should consider customers ' information privacy in order to improve marketing strategy.

Keywords : attitude ; privacy ; opt-in ; opt-out

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