Online Privacy and Indian Consumers

Soumava Bandyopadhyay, Lamar University
Kakoli Bandyopadhyay, Lamar University

ABSTRACT

This paper reports on an exploratory study to investigate the factors impacting online privacy concerns of consumers in the Indian market. Indian consumers’ online privacy concerns were found to be positively impacted by their perceived vulnerability to unauthorized gathering and use of personal information, and negatively impacted by their perceived ability to control the collection process and use of information. A high level of concern about online privacy has made Indian consumers less willing to disclose personal information online, and they often provide false information if personal information is asked for. Managerial strategies to make Internet marketers in India more competitive by addressing consumers’ online privacy concerns are discussed.

Keywords: Online Privacy, Information Privacy, E-Commerce, India