KADİR HAS UNIVERSITY

SCHOOL OF GRADUATE STUDIES

PROGRAM OF MANAGEMENT

# Research Ethical issues while collecting free data from Social Media and its impact on Consumer Perception

Bushra Naeem

MASTER'S THESIS

ISTANBUL, ISTANBUL, JUNE, 2020

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Submitted to the School of Graduate Studies of Kadir Has University in partial fulfillment of the requirements for the degree of Master's in the Program of

Business Administration

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This work entitled **RESEARCH ETHICAL ISSUES WHILE COLLECTING FREE DATA FROM SOCIAL MEDIA AND ITS IMPACT ON CONSUEMR PERCEPTION** prepared **BUSHRA NAEEM** ha**s** been judged to be successful at the defense exam held on **9ᵗʰ June 2020** and accepted by our jury as **MASTER'S THESIS**.

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DATE OF APPROVAL: (_____)

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# RESEARCH ETHICAL ISSUES WHILE COLLECTING FREE DATA FROM SOCIAL MEDIA AND ITS IMPACT ON CONSUMER PERCEPTION

## Abstract

Early developments on the internet and the improvement of social media have encouraged the interconnectivity of consumers. Consumers have social cooperation's through social media, such as online sites, networks, evaluations, audits, and suggestions. To address the examination question during the thesis, I have utilized primary data collection. Utilizing primary data collection permitted me to deliver specific ethical issues to social media and how these media explicitly impact their consumer perception. Data collection was an essential piece of exploration since this was the storm cellar of the discoveries. Besides, utilizing primary data gave me a more prominent control over the collection of data. I had chosen when I needed to spread the questionnaire on the web and when I needed to stop the collection of data. Data collection has begun the 11 of April 2020 and has finished on the 30 of April 2020. In this manner, the collection has endured 20 days. I would not like to have a data collection that lasts longer since I was restricted with the limited capacity to focus time committed to the exposition composing and by the way that I expected to keep enough days accessible to have the option to best investigate and talk about the aftereffects of the questionnaire. Twenty days was sufficient to get many respondents to the questionnaire.

This research is analyzing through the Partial Least Square Structural Equation Model (PLS-SEM) strategy, which help later to know about the social media research ethical issues on consumer perception and by implications of it this strategy defines the intention of internet user about social media.

As the proposed study, ethical issues and Internet Users Information Privacy Concerns (IUIPC) are significant predecessors of social media, which this way gets ahead broken practices by consumers. All the more explicitly, ethical issues have a positive connection with consumer perception, yet just the risk belief, behavioral intention, and deception have an insignificant relationship with consumer perception. The investigation encourages and spreads links made in the earlier writing, explicitly as far as connections between consumer

perception and ethical issues. Our discoveries likewise add to the discussion by affirming the job of IUIPC in adding to the ethical issues and consumer perception.

The examination gives another understanding into the connection among consumers and ethical issues as consumers look for data for delight, consumers think that it is hard to trust concerning their observations about items or administrations of brands. This can equally clarify one of the different discoveries of this investigation with regards to why consumers follow numerous others. It is past the extent of the examination to get the full consequences of ethical issues because of the constrained size of the example and absence of time. For additional examination, it is ideal for researching progressively about the reasons why consumers are distrustful and whether this wonder is growing after some time.

**Key Words:** Social Media, Ethical Issues, Consumer Perception, Internet users, Free Data

# SOSYAL MEDYANIN SERBEST VERİLERİNİ TOPLAMAK VE KONSUEMR ÜZERİNDEKİ ETKİSİNİ ARAŞTIRMA ETİK SORUNLARI

## ÖZET

Internetteki son gelişmeler ve sosyal medyanın gelişmesi tüketicilerin birbirleri ile iletişimini kolaylaştırmıştır. Tüketiciler, çevrimiçi web siteleri, topluluklar, derecelendirmeler, yorumlar ve öneriler gibi sosyal medya aracılığıyla sosyal etkileşimlere sahiptir. Bu etkileşimler hem iş hem de tüketiciler için farklı değerler sağlar. Tez sırasında araştırma sorusuna cevap verebilmek için birincil veri topladım. Birincil veri kullanarak sosyal medya için belirli etik sorunları ele aldım, bu sorunlar özellikle sosyal medya sitelerinin tüketicilerin verilerini kullanmaları için izin alıp almamaları ve izin alınmaması ve tüketicilerin kendilerini güvende hissetmemelerinin tüketici algısını nasıl etkilediğidir. Bulguları vereceği için veri toplama araştırmanın en önemli parçalarından birisidir. Ayrıca, birincil verileri kullanmak veri toplama süresince bana büyük bir kontrol sağladı. Anketi ne zaman çevrimiçi olarak yaymak istediğime ve bilgi toplamayı ne zaman durdurmak istediğime karar verdim. Veri toplama 11 Nisan 2020 tarihinde başlamış ve 30 Nisan 2020 tarihinde tamamlanmıştır. Böylece veri toplama süresi 20 gün olmuştur. Tez tamamlama sürem sınırlı olduğu için daha uzun süre veri toplamadım ama bu tezde analiz yapmak ve anketin sonuçlarını tartışmak için yeterli veri toplanmıştır. Model bir PLS-SEM yöntemi ile doğrulanmış, sosyal medya tüketicilerin etik sorunları düzeyini artırmak ve dolaylı olarak sosyal ağ siteleri üzerinden satın alma niyetini teşvik belirten.

Önerilen bir inceleme olarak, etik konular ve İnternet Kullanıcılarının Gizlilik Endişeleri (IUIPC), sosyal medyanın önemli öncüleridir. Daha açık bir şekilde ifade edilirse, etik konuların tüketici algısı ile pozitif bir bağlantısı vardır, ancak sadece risk inancı, davranışsal niyet ve aldatmanın tüketici algısı ile eşitsiz bir ilişkisi vardır. Bu tez, açık bir şekilde tüketici algısı ve etik konular arasındaki bağlantıya inceler, önceki çalışmalarda yapılan ilişkileri doğrular ve genişletir. Bulgularımız da etik konulara ve tüketici algısına ek olarak IUIPC'nin tartışmasına katkıda bulunmaktadır.

Bu tez, tüketiciler arasındaki sosyal medya üzerinden bağlantı ve etik konular hakkında başka bir anlayış kazandırıyor, tüketiciler markaların yönetimindeki sosyal medya sitelerine güvenmenin zor olduğunu düşünüyor. Bu, tüketicilerin neden çok sayıda kişiyi takip ettiklerine ilişkin başka bir keşif niteliği taşır. Sonraki çalışmalarda, tüketicilerin güvensiz olmasının nedenleri hakkında aşamalı olarak daha detaylı araştırma yapmak literatüre katkı sağlayacaktır.

**Anahtar Kelimeler:** Sosyal Medya, Araştırma Etik Sorunu, Tüketici Algısı, İnternet kullanıcıları, Ücretsiz Veri

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# 1. INTRODUCTION

The exposure of social media and social websites being used by the people for connecting with the other people has been expanded quickly as of late with more families, associations, and people approaching the Internet (OECD, 2016). There are dynamically online media sites and more individuals from the general population, organizations, beneficent and different associations that are utilizing such sites (Chaffey, 2016).

Interaction with people through the online network is currently a customary piece of everyday life for a demographically assorted populace of billions of individuals around the world (Golder and Macy, 2014). The individuals who utilize online networking may post their contemplations, sentiments, as well as assessments on pretty much every part of life (Chew and Eysenbach, 2010).

Social media content, hence, presents scholastic scientists with significant new chances to contemplate a scope of themes in a normally happening setting. Social media are changing how individuals convey, both in their everyday lives, yet additionally during extreme conditions, for instance, debacles that may compromise people, gatherings of individuals, and generally speaking general wellbeing in nearby and local territories (Merchant, Elmer, and Lurie, 2011). Merchant, Elmer, and Lurie (2011) proposed that connecting with, and utilizing, internet-based life stages, for example, Twitter, Facebook, Instagram, and LinkedIn, may put the crisis the executive's network in a superior situation to have the option to react to developing calamities. As the use of social media has changed how individuals impart (Cameron, Power, Robinson, and Yin, 2012), e.g., during crisis circumstances, data is currently accessible from the general population, and it very well may be utilized to advise the situational consciousness of crises and to help emergencies facilitators react correctly.

Social media makes it easy for people to share their ideas, sentiments and musings on a worldwide scale. This instant communication has savored a phenomenal achievement; currently the most popular social networking site for members worldwide (60%) and per day people spend 2 hours and 24 minutes on social media. According to the use of mobile app category people are using 89% Chat Apps (Messengers), 89% Social Networking Apps, 65%

Entertainments or Video Apps, 66% Shopping Apps (WeareSocial.com,2020). Facebook is always dominant social media application among others which has over 1.95 billion global monthly active users (WeareSocial.com, 2020). In which 44% of user are female and 56% users are recorded as male users. In county wise Turkey ranked 10th in using Facebook with greatest potential and advertising. Reddit record monthly 30% active users which reveals 100 new members than last year and 322 million new user reported as potential advertising in the start of 2020. Pinterest recorded the 29% users over the past year, which potential advertising reaches 12% between October 2019 and January 2020. The number of users advert on Instagram reach this year to 928.5 million and Turkey is at 6th rank in this category of social media. LinkedIn reaches 663.3. million users this year, in this category Turkey comes at 15th rank. Twitter, a smaller scale blogging site has 339.6 million worldwide and Turkey is on 6th rank (Simon, 2020).



**Figure 1: Digital around the world in 2020**

Source: wearesocial.com, 2020

The photograph sharing application, Instagram, facilitating 928.5 million months to month dynamic clients keeps on creating and increment in prevalence; with the application's latest component, Instagram Stories, outperforming 100 million day by day dynamic clients in only

two months (Parker, 2016). Such use rates permit the platform furnishing brands with the chance to connect with their crowd through the intensity of visuals. It shows genuinely unsurprisingly that the effect of social media on a brand, for example, Victoria's Secret to be colossal (Leland, 2016). As per the setting of this investigation, the significance of the fashion business, particularly its extravagance image segment, is incredibly recognized. Lately, the amount of people drawing in

with social media has exploded. Social media are presently used as crucial areas for systems administration, mingling, and considerably, for puzzling over all elements of standard day to day existence. Such on-line areas during this manner hold large amounts of sometimes happening data on any range of subjects, from shopper practices to mentalities towards knowledgeable ecological approaches to political views and inclinations.

About 25% of the 7.5 billion individuals on the planet utilize social media (Chaffey, 2017). To place this number into point of view, the present social media users dwarfed the total of the planet's populace in 1900. Explicit to the United States, about 80% of the populace use social media, which has become a precious stage to explore information. Social media incorporates the commitment of materials posted on the Internet by open customers that is available to other people, for example, that presented on Facebook, Twitter, LinkedIn, and various platforms (Casañas, Comabella, and Wanat, 2015). Social media is also used regularly as a setting to request and inquire about members and add to mediations. With the measure of information created day by day through online networking, the possibility to respond to explore questions that would take significantly longer through conventional methods is gigantic.

Social media use is a developing marvel in contemporary society. Social media platforms offer their clients a simple method to get to and create systems of companions, family, and applicable experts. Online communities of intrigue can be found to suit the interests of nearly anybody. Social media platforms are progressively utilized by numerous individuals as a method for correspondence, sharing data, and - critically for this archive – the sharing of perspectives and practices on a vast expansiveness of themes. It is this client created content that presents such an essential chance to specialists. Though previously, scientists assembled

data on mentalities and practices through an assortment of strategies, for example, surveys, inside and out meetings and perception, such information is frequently now available at the unimportant 'pinch of a catch' (or all the more precisely, composing a couple of search terms into a stage's pursuit bar). Such information, found via social media platforms, online conversation gatherings, and sites (to give some examples) are regularly rich, various, and usually happening (NatCen 2014). At that point, web-based social networking stages, for example, Twitter is turning out to be famous field destinations for information assortment by scientists across various controls.

As with other types of information collection, the use of social media information in research poses critical moral concerns – the key concerns are investigated in detail afterward in this record. Without a doubt, given the moderately modern and rising setting of social media stages as research destinations, there is as however, no transparent moral system for researchers entering this field (Evans et al. 2015). This study, in this manner, helps researchers with a framework that can help them to explore the complex moral concerns of working with social media data.

## 1.1. AIM AND OBJECTIVES OF THE STUDY

The study aims to help analysts, students, individuals of morals committees, workers of financing bodies, and anybody else with interest within the morals of working with social media information. The main objective of this study is to supply clear rules on the proper use of social media data to investigate. In this ponder, the term "social media" can mention to any online social information with the exemption of mail – social media stages such as Twitter, Facebook, and Instagram are exceptionally well known with researchers due to their scale and ubiquity. However, researchers, moreover, work with information assembled in discourse forums, chat rooms, and blogging sites such as WordPress. The work reflects on the direction given in past work while modernizing this guidance based on more modern understandings of social media – for instance; a few past works allude more to email, talk gatherings, and individual informing administrations, being composed sometime recently the blast of social media uses. The deliberate is to supply a piece of accessible and brief information, instead of a long blocked off study. To this conclusion, a system will be

delivered, which empowers peruses to work through the significant regions and issues that are likely to emerge. This system is planning to help people in making educated choices around the first moral approach for their investigation. Additionally, the main area of this study is to know how consumer perception changes if consumers get familiar with that, companies are stealing their data by using different analytical tools; the other purpose of finding out how many users are familiar with this issue. It also helps to provide the user with the necessary information on how they can come over it.

1. To analyze theoretical models and frameworks relevant to social media research and Ethics
2. To assess Twitter, Facebook and Instagram in their role as reference groups on consumer's perception
3. To examine how ethical research issues, involve in collecting data from social media (particularly Twitter, Facebook and Instagram)
4. To clarify, synthesize, and reflect on the possibilities and ethical considerations of using social media as a data collection tool in research.

# 2. LITERATURE REVIEW

## 2.1.Social Media

The conception of internet 2.0 and social media are interconnected to every different, but they cannot be thought-about to be like one another. The distinction among the terms is thanks to the character of the use of the ideas. therefore, there's a basic demand that ought to outline the 2 terms in points of interest. Web 2.0 is that the revolution in commerce brought forward among the PC trade thanks to the use of net within the frame of a stage. A trial was created for understanding the rule regarding conclusions brought forward by the fashionable innovations and stage. net is taken into account to be a stage where applications and substance are being changed at a continuous rate and is being listed among all the purchasers over the framework during a cooperative or democratic approach. the knowledge isn't any further distributed or created by one person among the framework (Vinerean et al., 2013). There are variety of talks about and discourses regarding the proper definition of the term social media. this can be often since social media has been modified over step by step into a basically and ever-growing form of media. it's aforementioned that social media is predicated on the interconnection of various views, such as, substance, communication media and social interaction. completely different measurements regarding communication stream or socialization of the information are given by the Social Media. it's presently easier to channel knowledge everywhere, by the utilize of social media, valuable and important knowledge presently is unfolding with an even bigger gathering of individuals a lot of profitably. This results in compelling communication between completely different gatherings of individuals and has a sway round the world. The taking when figure may provide the United States of America an inspiration of the elements that are enclosed in Social Media.
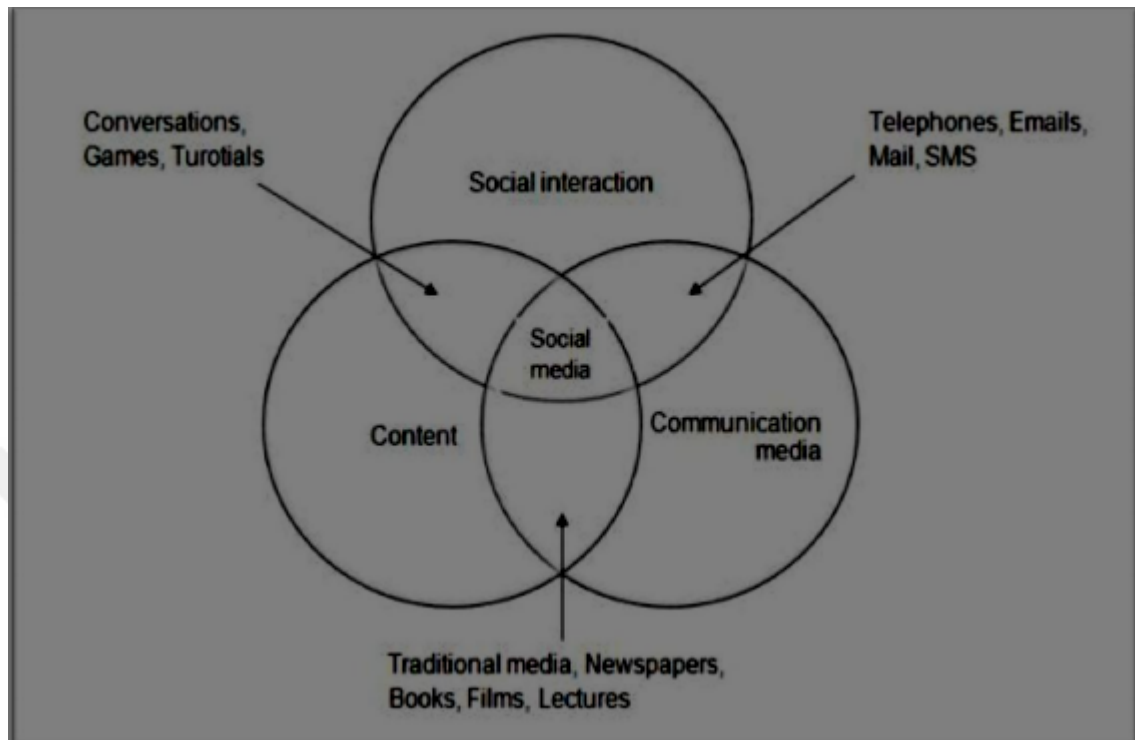
**Figure 1: Utilization of Social Media**
Source: (Zhang and Mao, 2016)

Social media makes a difference in giving a stage for people from different geographic regions and distinctive communities to come together by the use of the Web. The people accumulated on the stage share their information and suppositions, by utilizing different sources and other chatty destinations (Atwong, 2015). In straightforward words, social media depicts the unused strategies of laying accentuation and encouraging the strategies included in commenting, making, altering and sharing.

**2.2.Development of Social Media**

Promoting within the later time it's been seen that there's distended presence of social media organizing at a worldwide level. one amongst the social media locales Facebook possesses billions of active purchasers since its beginning among the amount of 2004 (Carlsson, 2010). The social media sites are aforesaid to be the network that are employed by individuals for building social and skillful intuition. While not a doubt, it may be aforesaid that online social media has completed a stage that has modified the engendering of information that may be shared effortlessly and might be useful in processing the info on the net. Indeed, it's been

seen that special observation is laid down by social media and its gigantic quality for revolutionizing promoting practices similar to advertising and promotion. As per Cha, (2009) expressed that social media has gotten to be a stage that has created a distinction in moving the behavior of clients from the access of information to post-purchase behavior regarding disappointment statements or behaviors and patterns that are used in plan to access the net. There are varied blessings that are substantiating for connecting trade to consumers, relationship advancement and cultivating those connections in a very convenient manner that too in a lower value. different capacities which will be set down in relevancy social media possesses the involvement of influencing and moving perceptions considering states of mind and conclusion behavior, whereas conveyance out like people along. within the web atmosphere it's been determined that individuals rather like the thought with relevancy commitment, creation and connection of communities for satisfying the needs of belongingness (Flagler, 2011). It so helps them to urge connected socially and recognized or essentially to understand the intuitive to be applied regarding like people. Social media parturition down higher level of productivity as compared to standard communication channels are empowering business pioneers to require half through various social media sites similar to Facebook, Twitter, MySpace et al. serving to our trade to succeed their operating in an online atmosphere (Richins, 2009). Thus, it's been determined that additional of the industries try to urge benefited from social media as a result of it helps in making techniques which will be substantiating in overseeing different technique or take once other heading. It may be set down that social media has been giving a chance to the trade, in order that they're ready to induce secured in and related to their potential and current consumers. It makes a distinction in empowering distended sense of closeness for increase the patron relationship with the shopper.

**2.3.Social Media concept and its dimensions**

As per Schultz, Schwepker, & Great, (2012 it has been said that social media is an aspect that has been combining within the lives of people in colossal quicker pace through different distinctive regions. Kaplan and Haenlein (2010), lays down a clarification concerning social media essence, meaning and beginning. Whereas carrying out discourse with regard to social media there is a need for laying down importance towards two related concepts that are Web 2.0 and User Generated material. In the period of 2004 there was emergence of Web 2.0 in order to demonstrate the better approach that has been adopted by computer program designers and end clients that have begun operating with the World Wide Web. This is often seen to be a stage whose content isn't adjusted by a single person, but by different clients in a collaborative way.

The illustrations that can be drawn with regard to applications that are in respect to Web 2.0 group are composed of blogs, wikis and collaborative ventures. In this respect it might be said that it leaves behind all the personal web pages and Britannica Online Reference book that's on the stage of Web 1.0. Within the conclusion it has been stated by researchers that Web 2.0 is seen to be a stage that has made a difference within the advancement of social media (Kaplan, Haenlein, 2010). Indeed, Kotler and Keller, (2006) demonstrated that collaborative projects are seen to be the best type concerning social media. It has been permitting clients to include, alter or expel text that is text based content. Indeed, it has been watched that through the collaborative endeavors concerning distinctive clients the information lay down by different sources of social media is seen to be more solid. In this respect one of the projects that may well be seen is collaborative venture Wikipedia. It is seen to be a free, online reference book that has composed on the premise of endeavors that have been laid down by volunteers and can be gotten to by any people through Web get to. Another social media agent that can be considered is Blogs. They have been permitting clients to carry out their distribution and cooperation by making multi-threaded discussions utilizing online channels (Weber, 2009).

For an organization it has been said that blogs are pivotal because it makes a difference in upgrading their notoriety in case of positive blogging and at the comparative point of time they can lay down impact on the reputation of the enterprise through negative blogging.

Furthermore, it has been seen that content communities are the individuals who have been laying down opportunities for sharing the media substance among each other (Hrastinski, & Aghaee, 2012). In case of media text there is trade of recordings (You Tube), photographs (Glint) or indeed PowerPoint presentation (Slide Share). In regard to text communities' clients it has for the most part been observed that they don't make a profile page, but lays down a few sort of individual record with regard to later and in general action. It has been seen that for the undertaking substance communities are seen to be an incredible source due to the chance that they can make use as a platform in order to share copyright materials (Kaplan, & Haenlein, 2010). In case of social organizing sites, it has been seen that they have been following content communities in order to survey social media types. These are the sites that offer assistance people to associate so that they are able to share data, photos, videos and instant messages. Indeed, it could be a media that helps out individuals for welcoming companions to urge access to a few useful information. The two critical social organizing sites that are seen to be well known are Facebook and Twitter. Indeed, within the present situation it has been seen that trade has been switching to Facebook so that they are able to construct a fitting bond with their customer (Trattner, & Kappe, 2013. On the other hand, Twitter is seen to be a media channel that has got a free social arrange and miniaturized scale blogging benefit permitting individuals to examined and trade content based posts and the content cannot be more than 140 characters. Indeed, such posts are named to be "tweets".

**2.4. Types of Social Media**

Concurring to past studies and literature related with social media, it has been found that social media has been categorized into five distinctive segments.

**2.4.1.  Social News**

Social Bookmarking sites or any sites relating to Social News are exceptionally much alike to each other and are exceedingly well known within the social community over the web. Social News gives the individuals on the internet facility not as it were organizing their news nourishes, but moreover empowering an individual's to vote and submit content all over the Internet. In spite of the fact that uncommon significance is laid on the concept of voting substance, because it empowers a person to gather any curiously connected over the web, which they wish to visit once more at a later time. The social news websites moreover give

the people online with links to other prevalent organizing websites, which have been visited and investigated by a huge number of citizens. Social News websites have totally changed the picture of a daily paper. These websites bring the person to the bleeding edge (Chan and Yazdanifard, 2014). The sites provide control to the clients in viewpoint of choosing their individual news nourishes or any shape of focus on news. The websites also bring a user at the focal point of free interaction or debate.

### 2.4.2. Social Networking Sites (SNS)

Social Networking Sites or SNS gives client the facility of connecting to other people having comparative foundations or interests. One of the first Social Organizing Locations within the display world is Facebook. The common highlights which have been observed to be show in all social organizing locales have been expressed as in this below.

The clients of the social networking sites have the capacity to create profiles that are interactive in nature. The sites shape a catalogue and suggests companions to the client based on their foundation and inclinations. The clients have the capacity of examining the list of suggested companions not as it were the system but from other clients within the framework as well. For numerous clients, the websites are respected to be comparable to any outlet. These offer those the chances required for accumulation of wealth and for establishment of a near connection with the product by the use of different techniques and strategies. Social systems have been considered as the foremost recent patterns for the association scene. It gives straightforwardness among the group of onlookers. In display situations, it increments globalization of advertising. A modern analyzed advertisement has been molded on social media which recognizes the best design and adorable patterns of the gathering of people (Kaplan, & Haenlein, 2010).

Social networking sites are moreover a wider stage to talk about on issues so that beat level administration concludes with a choice. The audit states that SNS envelops feasible association among the individuals and keeps up cyber citizenship.

### 2.4.3. Media Sharing Sites

Websites that are used for sharing of media, such as YouTube or Flickr, are the channels, which offer the people with the capacity of sparing media records such as recordings and pictures and numerous more. These spared records can be shared by the person with other

individuals related with the online community. There is accessibility of prospects due to the linkages to these websites, as particular areas inside the segment of social media there is an iron grasp on the online communities having access to cheap innovations. One of the major angles of any site specializing in sharing of media is that it should underline the tag. The tag is a term that is related with the content that's being shared. The tag makes a difference in giving a common depiction of the media, which is being shared on these websites (Chen, Fay and Wang, 2011). This moreover makes a difference in progressing the effectiveness of the search algorithm that are employed by different search engines as the businesses have to be understand the significance related with the key words that are utilized by the search engines for looking particular substance related with the term. The media sharing destinations moreover give reinforcement of the record. They moreover permit sharing sound and video from cloud storage. Web browsers permit getting to the media records. By merging of social media network, the posted content stream at numerous stages and the public looks for entertainment. By these two collective insights excitement is adapting up with data. Media files are being built by appealing features to gain a modern consumer every day. Social media has three said characteristics. The primary one is intuitively, it degree the meaning almost the content which acts as mediator in a genuine time environment.

It portrayed that clients for the most part share common interest video, photographs and content or any past encounter. The second characteristic is customization. It implies that each buyer of distinctive sites is treated in an unexpected way. In this way, a client can effortlessly access important data with few endeavors. It is additionally valuable to extend the buying process by social media. The final characteristic is social interaction. It is characterized as communication between companions and family (Chen, Fay and Wang, 2011). Taking everything into conclusion, it is summarized that social media changes over the straightforward stage into a data impacting stage. The study had moreover looked into that social media could be a gathering of applications which is based on the web. Applications are ideologically mechanical. The thought permits clients to trade the data among them. The thought is clarified by an illustration – news sharing on social media is recognizing an assortment of disciplines. The computer science examined to create models who foresee ubiquity, data cascades and rate of appropriation by social media. Their primary thought

process is to lock in with news sharing (Weber, 2009). The suggestion leads to political members on social sites.

### 2.4.4. Micro Blogging

Micro Blogging websites empowers an individual to share their message by suggesting that of any medium reminiscent of versatile phones or web or the e-mail. Small Blogging may be a type of information network, that is sort of comparative in nature to it of an internet journal. The sole distinction between an internet journal and a small Blogging website is that, during a small blogging website, the word limit for a message is unnatural, not like in any Blogging website (Veeck and Hoger, 2014). Such speedy methods of communication discrimination small Blogging is incredibly predominant inside the current society. Twitter is that the foremost small blogging website over the online at this time. Twitter was propelled on the online inside the year of 2006. Since its dispatch it's become a worldwide organization, comprising over one hundred forty million worldwide shoppers and is expressed to handle around one.6 billion small blogs during a day. it's been ascertained that completely different corporations and organizations are functioning on Twitter for growing their commerce sphere. This what is more helps them in impacting, during a few approaches or the opposite, the alternatives that the customer's build by forming a relationship with their shoppers over the online. small blogs are updated micro posts which may be casual communication, learning and data. Additionally, the approach of proliferation is distended by video recordings. it's additional profitable for the corporate to make the notice of up and coming back gatherings of the company and communication among co-workers.

### 2.4.5. Blogs

Blogs are aforesaid to be nice in creating center points for promoting instruments for social media, similar to hyperlinks, picture, recordings and diverse a lot of. Typically, potential because the additional information is connected with the posts that are being created on an internet journal stage. Additionally, a program that's connected with an internet journal offers further highlights similar to web journal rolls, comments, subscriptions and trackbacks. Blogs give a personal with the permission to attach in a web remark whereas current through the net (Zhang and Mao, 2016). The posts that are created on the blogging stages have a prospect of poignant things, individual or the infamy of a complete. The blogs are frequently upgraded

regarding connecting social locales. A weblog contains sections of articles or content in reverse written record order i.e. from most up-to-date to oldest on. The weblogs are easy to preserve and therefore the technology is free for the maker. Weblog is broadly speaking unfolding just in case the people read the journal and comply with the contents of blogs they rather like, toss comments, and add journal links to their own internet journal. within the event that the people don't just like the blogger points of read then they stop visiting the net journal over again (Zhang and Mao, 2016). it's been distinguished that blogs are a medium to share opinions and share personal encounters to the gathering of individuals. The company blogs are used for promoting commerce models. These blogs connect a survey and take a look at to induce the reply on every facet by communication and discourse. Such a sequence of dialog is important to dissect the popularity and offers audit to the corporate

**2.5.Social Media Marketing**

As the innovation universe of the 21st century, social systems administration destinations have made where various organizations can expand their marketing efforts and arrive at a wide scope of clients. Social media innovation has significantly made better approaches for connecting with retailers and clients, as per Hansen, Shneiderman and Smith (2011). For Instance, Conversation gatherings, social systems administration destinations, sites, wikis, web recordings and spilling recordings these all are the unarguably stage which use as social media by (Harris, 2009). Social media marketing portrayed by Chi, and Lieberman (2011): "Association among brands and consumers, while social media marketing is giving an approach to consumers to social collaboration and focused systems administration."

As indicated by the Zahn, Hesse, Finke, Pea, Plants, and Rosen, (2005), the 24-hour access of data which is expecting by the consumer through online applications and other advanced assets, likewise numerous different consumers searched for the office notwithstanding self-serve alternative by moderate of online sources. The idea of Social Media Marketing is completely founded on the American Marketing Affiliation (AMA) with the reference of marketing definition in 2006 which prior amended and modernize by AMA in 2013. In the future it is said that the thought of the Social Media Marketing advantageous for the social media. The Social Media Marketing efforts assists with improving the consumer mentalities

towards the comparable brands and furthermore towards the comparative brands (Kaplan, and Haenlein, 2010).

As indicated by Hervás, (2011) the new early on thing in social media gets change consumer propensities with new ideas of watching for customers, choosing and buying items and administrations. With the utilization of social media, it likewise gives the office where consumer can likewise cooperate with other consumer, Mangold and Faulds (2009). Building great connection with the firm to speak with clients in a profitable manner from which they can assemble trust among clients with brand mindfulness, brand acknowledgment and brand cell, (Gunelius, 2011)

Among the consumer utilization of internet developing quickly, utilizing social media, open connection and furthermore social media marketing help clients to collaborate direct with firms through social media, by Castronovo and Huang (2012). As indicated by some E-advertisers (2013) some marketing exercises like research about marketing, connections among the executives and clients, administration arrangement, advancements and around a few readings are putting forth as a proof of beneficial outcomes of orchestrating social media marketing strategies.

## 2.6.Free Data

It is important to realize that in the future [ Franks, 2012] what are considered to be Free Data today would not be so big. Most data sources have not been used – or at least not been updated. Big data isn't new from an evolutionary point of view. Another important reason to establish data centers in the 1990s was that large quantities of information were stored. Another useful approach is to characterize large data as high, fast and varied — the three V [ Russia, 2011].

**High volume** — amount of data or quantity

**High speed** — the rate at which data are produced

**High Variety** — the various data types

In short, "Free data" means more, more, and more forms are provided.

The term Free Data is used to characterize high volume, high speed and /or high quality of data. The concept requires new technology and methods to collect, store and interpret data and to improve decision-making. Most companies capture, process and analyze vast

quantities of data today. Due to the volume, velocity and variety of shapes of the data, it is commonly referred to as "large data." Free data creates a new wave of data management tools for decision making.

### 2.6.1. Why companies use Free data?

IBM reports that around 2,5 quintillion bytes of information are generated on a day-to-day basis — sufficient to fill approximately 57,5 billion iPads per day. Some of these data are collected from science instruments that measure winds, temperatures and currents worldwide. Additional data is gathered by machines that monitor selling of debt, stock and bank deposits. To order to describe the growing abundance of knowledge and our increased production potential, the word "huge data" is used. A host of large data projects in scientific fields have been conducted.

For example, in 2012, by data analysis, the pharmaceutical company Merck discovered that allergens are likely to be inactive during March and April 2013 due to the seasonally cold conditions, accompanied by a rapid May warm-up that would lead to the release of pollen at a higher than an average rate, thereby increasing Merck's potential allergy medication simplicities need. Merck then modified its marketing strategy to harness the strong allergy relief demand. Free data were a heavy user for the business community too. In order to constantly review their reviews and scheduling and give the consumer best experience, Netflix gathers billions of hours of username information per month to evaluate names, formats, time spent by streaming and videos color schemes. Data-driven data is effectively used in technical and business ventures, but the cultural context is very different. There is a wide gap between the data-driven knowledge capacity and its practical use in solving social problems. Often what is called "crazy" issues is social problems. Not just because of the number of stakeholders involved and the various feedback loops among interrelated components they are more meshing and complex than their engineering equivalents. Nowadays, large data sets are used to refer to data sets which are too large and difficult to handle by standard database administrator and storage tools, over and beyond single data servers (databases, or data stores). Big data can include payments, social networks, company information, sensors and mobile devices.

**The Big Data are encapsulated in a handy set of the following 7 "V"s with multiple dimensions:**

- **Volume:** Consider the quantity and collection of data generated.
- **Velocity:** Refers to the data analysis speed.
- **Variety:** Indicates the variety of the data types obtained.
- **Viscosity:** Test information stream resistance
- **Variability:** The variable flow rate and the forms are calculated.
- **Veracity:** Measures bias, distortion, abnormality and data sets accuracy
- **Volatility:** indicates the duration of valid data and should be stored

While all seven Vs grow, they aren't the same. Take scale into account. Every 18 months, the world's data collections double and present new opportunities for information to insight to the public and private sectors. To companies, complexity is the most daunting V. In order to handle software items in specific categories, organizations developed information systems. It is also important to ensure that the data collected is accurate enough. Today many data collected need to be thoroughly analyzed before decision machining because of the proliferation of social networks and social media, since they can be easily manipulated.

### 2.6.2. The Future of using Free Data

The merits in big data have been shown by industry and scientists. Social organizations now need to figure out how these forms of decision-making capabilities can be integrated into their activities. In the social sector, the challenges are in many respects more complicated than in industry or the research, and the use of large-scale information is much tougher. Despite these obstacles, we are making progress. Public sector organizations prove that software is a core element of social progress. To order to better use big data for social problems, companies are created. For example, Data Without Borders pairs scientists and figures to non-profit organizations to promote the data management of big data projects in order to address the lack of technical staff. Globally, the players of the planet aspire to use open data and big data in order to develop creative and collective approaches to social problems.

## 2.7. Research Ethical Issues

There has been a lot of analysis on consumers' understanding of companies' moral behavior. This analysis includes consumers' moral behavior movements within the lightweight of inexperienced consumption, social responsibility, and truthful trade (Valor, 2007). Empirical studies that have analyzed the influence of moral criteria on shopper behavior (Hiller, 2010 Valor, 2007) found that consumers' moral perception could rely on product criteria and their individual price systems (Hiller, 2010). Some findings recommend that moral behavior of an organization graded behind the importance of image, fashion, and value (Carrigan and Attalla, 2001) suggesting that moral behavior is also secondary once creating purchase choices. As justification, Carrigan and Attalla (2001) expressed that buyers typically lack the knowledge to create a judgment of whether or not a company's action is moral or not. whereas analysis within the ancient merchandising context has taken form throughout the past 3 decades, on-line merchandising as a venue for shopper looking has another new complexity to retailers' moral behaviors.

For example, the shortage of data shoppers has to be compelled to choose whether or not an organization is behaving ethically is also tougher to return by in online merchandising as there's less physical interaction between the 2 parties. shoppers may develop totally different methods to sense unethical behavior of their retailers. analysis that investigates consumers' perceptions of moral behavior of on-line retailers continues to be within the starting and so needs exploration (Roman, 2007; Roman and Cuestas, 2008).). a couple of considers investigation on-line consumers' ethical considerations projected that customers are usually stressed concerning protection of knowledge, internet security, extortion, merchandiser responsibility, and quality once creating on-line buys (Grabner-Kraeuter, 2002; Miyazaki and Fernandez, 2001; Koehn, 2003). Others propose that security and privacy are the best boundaries to on-line looking (Ahuja et al., 2007). although these ponders have taken an additional scattered approach of what may raise consumers' ethical considerations, a later suppose proposes an additional concrete system of consumers' discernments of ethical behavior in on-line merchandising (Roman, 2007). The creator characterized client recognition of retailers' ethical behavior and publicized a four-dimensional estimation to capture customer recognition of morals in on-line merchandising. The discoveries conclude

that seen on-line morals is comprised of 4 measurements: security, privacy, non-deception, and fulfillment, and also the seen infringement of any of the four measurements.

### 2.7.1. Security

Most studies recommended security as the foremost vital figure of online morals (Belanger et al., 2002; Shergill and Chen, 2005; Flavian and Guinaliu, 2006). In a web retailing setting, security alludes to consumers' priority towards the security of the online exchanges as well as the assurance of money related data from unauthorized access (Roman, 2007). In this way, this concern can be categorized into monetary security (concern about providing money related data) and non-financial security more particularly personal information (Janda et al., 2002). Past studies recommend online customers have genuine concerns around passing on their budgetary as well as individual data to online retailers (Miyazaki and Fernandez, 2001). Hence, in case retailers treat client information carelessly or deliberately spill or offer client data to other companies may trigger moral concerns among online customers coming about in an adversely seen moral behavior.

### 2.7.2. Privacy

Privacy as a part of consumers' moral perception could be a crucial construct in online merchandising (Chen and Shergill, 2005, position and Gilbert, 2001). this can be as a result of customers share personal and money knowledge with the distributor on nearly all interaction and expect confidential treatment of their data. Thus, privacy in on-line merchandising is outlined as customers' perceptions concerning the protection of on an individual basis acknowledgeable data on the web (or the temperament of consumers to share information over the internet (Belanger et al., 2002). Past studies showed that buyers are involved with on-line retailers' selling practices that have the potential to invade consumers' privacy. Past studies showed vital effects of privacy on consumers' loyalty to on-line retailers (Ratnasingham, 1998), trust in an internet distributor (Lauer and Deng, 2007), and satisfaction with the online sites of online retailers (Roman, 2007).

### 2.7.3. Non-Deception

One basic issue of online retailing is non-deception wherein the buyers accept that the retailer does not utilize misleading or manipulative hones with the expectation to influence the

customers to buy the net site's offerings. Tricky hones happen when the online retailer makes an impression or conviction among buyers that's distinctive from what can be anticipated by the customer with sensible information, which impression or conviction is actually false or conceivably deluding. Roman (2007) found a critical effect of non-deception on Spanish consumers believe and fulfillment with the internet destinations of online retailers.

### 2.7.4. Private vs. public

One of the greatest issue with social media information is the degree to whether such information ought to be considered public or private information. Key to this contention is the point of view that social media clients have all concurred to a set of terms and conditions for each social media stage that they utilize, and inside these terms and conditions there are regularly contained clauses on how one's information may be gotten to by third parties, counting analysts. Without a doubt, on the off chance that clients have concurred to these terms, the information can be considered within the open space? In our interviews with analysts, a number of reactions shown such a see e.g. "it's open information, individuals know that when they sign up. So I can utilize that information in any case I like". But agreeing to boyd and Crawford it is tricky for researchers to legitimize their activities as moral essentially since the information are Credit: http://www.intoconnection.com accessible... The method of assessing the research morals cannot be overlooked essentially since the information are apparently public" (boyd and Crawford 2012, p672). Questions of whether online postings are open or private are decided to a few degree by the online setting itself, and whether there's a sensible desire of security on sake of the social media client (British Mental Society 2013) – for case a secret word ensured 'private' Facebook bunch can be considered private, though an open talk on Twitter in which individuals broadcast their suppositions employing a hashtag (in arrange to relate their contemplations on a subject with others' contemplations on the same subject) can be considered open. Questions of whether the information is open or private relate to the degree to which we are morally bound to look for educated assent from social media clients. There's more over the issue of social media information containing information from individuals from broader networks, as within the case of individuals commenting on a social media user's post.

### 2.7.5. Informed consent

Informed assent could be a basic component of the morals of all sorts of investigate. In more conventional inquire about approaches, educated assent is ordinarily built in to the in research plan, for case within the frame of assent shapes or boxes to be ticked and marked on surveys. Social media-based research on the other hand presents issues concerning the informed assent of members. In numerous cases, a social media user's information is accessed and analyzed without educated assent having to begin with been looked for. 'Participants' in such inquire about are seldom mindful of their interest. Procuring educated assent gets to be riskier the bigger the information set, and can appear essentially incomprehensible in total information containing thousands or indeed hundreds of thousands of information units. Assist, it is tempting to conflate a social media user having concurred to the terms of conditions of the platform (numerous of which incorporate clauses on the accessing and re-use of information by third parties) with informed assent in research (Salmons, 2014) – risky particularly given that numerous social media clients report not having read the terms and conditions legitimately. Vital angles of informed assent, such as the correct to pull back, are made more complicated in social media investigate (British Mental Affiliation, 2013) – for case, does erasing a post or account compare with a withdrawal from investigate, and may be an analyst mindful when this happens? When working with social media information, there are a few conditions in which analysts will be more morally bound to look for educated assent, such as when getting to information which social media clients anticipate to be private.

### 2.7.6. Anonymity

Anonymity may be a key consideration in studying morals, especially in qualitative research practices or when data sets are shared outside of the initial research group. Concerns over secrecy and online information are not unused – Kleinberg highlighted the potential for anonymity breaches with social network data in 2007. With conventional forms of study, it is simply straightforward to anonymize information so that research members cannot be recognized. When working with social media information, in any case, hiding information is more complex – anonymization methods are still advancing for amassed or huge information, and it is difficult to hide person information extracts (such as Tweets) when these are reproduced in publications and during presentations (Narayanan & Shmatikov 2008, 2009).

It is furthermore complicated when a few platforms demand on units of information being republished as if they were in their unique frame and credited to the initial posters. Provided that social media companies tend to store information and metadata for long periods, which much of this information is searchable, hiding in secondary use of information in a few cases gets to be challenging. more problems appear when information sets are traded to outside coders and research accomplices. Issues of hiding information ended up more basic in cases where information sets or personal units of information are distributed – for case online, in journal papers and at scholarly conferences. Securing the character of unwitting members becomes indeed more pivotal when the information accessed alludes to delicate subject matter, especially when uncovering such information in modern contexts and to modern gatherings of people may put the social media clients at potential risk.

### 2.7.7. Risk of harm

Related to issues over character breaches is that the risk of hurt that analyzers probably placed on their research subjects. The Association of web Researchers (2012) propose that a researcher's obligation towards his or her member's increments with the expanded probability of damage to those members, or inflated helplessness of individuals or teams online. This hazard of hurt is possibly wherever a social media user's protection and namelessness are broken, and is in addition a lot of noteworthy once managing with more delicate info that when uncovered to trendy teams of onlookers may uncover a social media consumer to the hazard of humiliation, reputational damage, or prosecution (to title several cases). This, of course, should be adjusted with an obligation of care on the portion of the analyst to report issues equivalent to damaging or undermining behavior online to the acceptable channels. It isn't ceaselessly clear to the investigator whether or not or not the knowledge they need gotten to, collected, analyzed or reused is followed in its distinctive online setting, or what the repercussions of such memory is also. Of specific concern is that the publication of cites that are taken from social media stages and republished verbatim, as these will lead America, by suggests that of look motors, straight back to their distinctive space, ofttimes at that time uncovering the temperament and profile of the social media consumer they start from (British Psychological Association, 2013). There are also problems in confirming knowledge equivalent to whether or not a member may be a baby, or of sound

spare intellect to urge the effectively accessible nature of their info. This gets to be of distended significance once managing with delicate or probably humbling info. during this manner, wherever info deals with exceptionally delicate subjects, it becomes very important to come back to the opposite issues, guaranteeing that privacy and namelessness has been utterly secured, and to think about whether or not or to not explore for consent. probability of damage may not be show all told occasions during which a scientist desires to quote social media info, for illustration once such info is shared by open bodies or organizations, or once the social media consumer is clearly informing for wide audience (e.g. by utilizing hashtags in Twitter).

## 2.8. Ethical Dilemmas

With the rise of Online Social Networking, the moral problems are developing in number including infringement of privacy, deception, bullying and creepiness. When the buyers are getting the facility of generally unlimited social communications they are becoming more defenseless to misdirection and tricks too at the same time which has ended up the reason for consideration for Social Networking Morals. Few moral situations faced when different individuals use social systems are given underneath (Fox, 2010, Khan, 2015).

## 2.8.1. Invasion of privacy

In the event that the activities that break the law or terms of security of any user of social network harms that individuals personal or proficient validity ought to be considered unethical. The attack of security would incorporate any non-permissive approach taken to get any kind of personal or any other kind of data about a person which can hurt him or influence him in any sense (Fox, 2010, Khan, 2015). Whereas examining social media ethics, behavioral targeting may be a flawed zone to consider. The sponsors following our shopping behaviors and tap through patterns to utilize that information in retargeting campaigns. The positive point is that the watchers may appreciate the significance of the material being advertised to them but this is often a kind of intrusion of security. An awfully comparative circumstance happens when marketers deliver their mail records to Facebook to utilize custom group of onlooker's highlight. They coordinate those records to the emails which are enrolled with them for focusing on.

### 2.8.2. Spamming

Over-publicizing unasked special messages is additionally considered as deceptive act based on how this is often being done in spamming clients are as a rule assaulted with a few kind of data which does not intrigued them or indeed in case it does, it is too broad to be gulped. In this circumstance, the user's relative data which he may be requiring gets beneath the heap and may get disregarded since of that futile heap of spamming which is clearly untrustworthy from the user's viewpoint (SULTAN, 2019).

### 2.8.3. Public Bashing

Whereas using social networks individuals think that they are private and they can express anything they need to but they are not as private as they think. Decrying your competitors in SNS (social organizing sites) is considered untrustworthy since of its wide extent of negative impacts. Once you've posted something, it isn't yours any longer and it can go viral as quickly as a fire within the woodland without asking for your authorization which at that point can't only influence your notoriety but too the individual or company you were decrying almost, so much. This kind of case can too raise a chance for legitimate claims (Grimmelmann, 2008).

### 2.8.4. Dishonesty and Distortion

There's no reasonable sufficient strategy to approve the trustworthiness and genuineness of social organizing activities of clients. The intensions of social media utilization incorporate straightforwardness of communications and other activities posts through SNS. It is deceptive to be unscrupulous almost anything indeed on social networks. So, in case you may make dishonest claims approximately yourself or anything else or go on commenting offensive material, it is attending to influence yourself or your company at the conclusion. By doing such activities you're jeopardizing your individual notoriety and your company's title. So, we ought to all keep morals before utilize indeed whereas utilizing social media (Ernst, 2009).

### 2.8.5. Improper Anonymity and Distorted Endorsements

In case one speaks for himself with off-base affiliations, qualifications or authority, it is untrustworthy to end up puzzling but showing up yourself to be some person particular than you're. There are people who deliver companies their strange criticism which are not veritable and it has caused a portion of hurt to companies by the stories of buyers of their things by fake stories. Enrolling people to comment on your favorable or made stories about

your company or your things are in addition considered tricky. Many agents are in addition found culpable of exaggerating competitive needs (McGee, 2008)

### 2.8.6. Misuse of free expertise and contests

With the extending utilize of Facebook challenges and other crowdsourcing for asking arrange thoughts, the individuals have the chance of making their advantaged bits of knowledge open with no remuneration. Most of the time, arranged thoughts are compensated to the first beneficial accessories of the social organize support clearing out various with unrewarded work. This misuse is especially deceitful in case the support intention accumulates predominant arrange thoughts from contenders they have no ponder of compensating (San Martín, 2010).

### 2.8.7. Opportunism

Within the target of giving the communities of social networking sites with contributions to their cause, the social media marketers offer text that subliminally strolls the shopper during a self-seeking method. These activities will be revered as deceptive or is also inexpert supported their degree of deception.

### 2.9. Challenges related to Business Ethics

Social media is having one of a kind characteristic when compared to conventional media forms. These characteristics make moral challenges for commerce when workers utilize social media on sale of company and utilize for their individual representation as well.

### 2.9.1. Integrity risk

In an IBE study of huge company's respondent distinguished integrity chance as the most moral challenge with respect to social media. When a worker uses social media in an untrustworthy way either on sake of the company or through their individual social media account, it can weaken the company's commitment to moral practice and uncover it to integrity chance. The case of Nestle gives an illustration. In March 2011, an employee who was overseeing content on the company's Facebook Fan Page posted offensive comments in reaction to negative comments by fans. The employee's behavior abused the company's commerce guideline of integrity and their commitment to "avoid any conduct that might harm or risk Nestle or its reputation" and incited a customer backfire (Rausand, 2013). Amidst calls to boycott Nestle, individuals of the general public too joined the Fan Page particularly to

criticize the Company (Cook, Hibbitt, & Slope, 2013). On the other hand, workers might post negative comments about the company on their individual social media profile. This can be harder for companies to control. The DLA Piper study found that one third of bosses had taught staff for improper comments about the company on social media locales (Joerger, Chan, Langel, & Pervan, 2012).

### 2.9.2. Recruitment practices

A 2011 study of 800 elite representatives and human plus consultants found that 64% create use of 2 or a lot of social systems as a part of their appraisal practices once accomplishment representatives (Rausand, 2013). There are furthermore professional organizations that provide social media business screening administrations. This raises ethical challenges for bosses around staff right to protection and fairness. Is it ethical or cheap to gauge an individual's capability to satisfy their employee duties supported knowledge regarding their individual lives, picked up from their social media profile? In an exceedingly few cases the info could relate to past activities in a work, candidate's individual life. associate Ethikos article cited a case where someone was denied a piece because of his exercises announced online twenty a protracted time already (Collins, & Stevens, 2002).

### 2.9.3. Duty of Care

As highlighted already, social media obscures the boundaries between individual and work life. When individual opinions communicated through social media (either on an individual profile or a web gathering) allude to a company, it raises a moral challenge. It is unclear what control, in case any, the company has over comments communicated i this way and what activity it can/should take. The obscuring of individual and work life boundaries can make it troublesome for companies to maintain their obligation of care to workers (Ruderman, Tracy, Bensimon, Bernstein, Hawryluck, Shaul, & Upshur, 2006). For illustration, it is difficult to screen cases of „cyberbullying‟, especially where representatives use their individual social media account. One in ten UK specialists accepts that the working environment cyber-bullying could be an issue and a fifth of employers have had to teach staff for posting awful comments around a colleague online (Bradley, & Schipani, 1989). The same study found bullying and badgering and segregation were two of the top five dangers of social media for the workplace. The challenge for companies is distinguishing worthy levels of observing

employees" individual utilization of social media, without being seen to constrain their flexibility of expression.

### 2.9.4. Advertising and marketing practices

The scope and speed of social media make it a compelling medium through which companies advertise themselves and their products/services. With any frame of showcasing, companies have an obligation to showcase dependably. The intelligent nature of social media gives companies the capacity to lock in with clients more specifically than other shapes of media. This postures modern moral challenges. It has ended up a common practice for companies to form profiles on social organizing locales to publicize their merchandise and administrations. A company's capacity to meet reasonable competition rules can be jeopardized by representatives utilizing social media on sake of the company; for case, in case a worker, while speaking to the company, takes things into their claim hands and employments social media deceptively, to dishonor the notoriety of their employer's competitors.

### 2.10. Nature of IUIPC

Consumers respect the discharge of individual knowledge as a risky exchange since they over up defenseless to a company's potential sharp behaviors (Milne and Gordon 1993, Kim, & Agarwal, 2004). For this reason, a consumer's issues around knowledge security cannot be fully caught on while not exploring however folks characterize equity during this long run trade of individual data. Self-Control (SC) hypothesis is especially valuable for considering discernments of decency and equity (Donaldson and Dunfee 1994). This idea of SC has been connected generally to clarify completely different wonders investigating the consumer-firm relationship (Dunfee et al. 1999). This hypothesis has what is more been utilized as an abstract equipment for informative vendee behavior at intervals the setting of information security (Milne and Gordon 1993, Culnan and Bies 2003). one amongst the foremost standards of SC hypothesis is that "norm-generating small social contracts should be grounded in hip to assent, supported properly of exit and voice" (Dunfee et al. 1999, p. 19). In alternative words, Associate in Nursing equitable trade as well as a long relationship got to be went with by shared understanding roughly de jure binding terms and self-control over

the course of the link. once connected to knowledge security, SC hypothesis recommends that a firm's assortment of really specifiable info is seen to be affordable because once the client is allowed management over the info and therefore the shopper is educated roughly the firm's coming up with utilization of the data. As a result, it's conceivable to characterize the thought of IUIPC in terms of 3 factors— to be specific, collection, control, and attentiveness of security hones. The gathering calculates the central topic of equitable knowledge trade supporting the concurred accord. throughout all this, the management calculates representation or the flexibleness to voice a supposition or exit. At last, the attentiveness figure shows understanding nearly designed up conditions and real homes. During this manner, we have a tendency to conceive IUIPC because the degree to which an internet} consumer is bothered around online marketers' assortment of individual knowledge, the user's management over the collected knowledge, and therefore the user's attentiveness of however the collected knowledge is used. The 3 IUIPC variables are pictured very well as follows.

## 2.10.1. Collection

The exceptionally act of information collection, whether it is legitimate or unlawful, is the beginning point of different data security concerns. We characterize collection, the primary measurement of IUIPC, as the degree to which an individual is concerned almost the sum of individual-specific information had by others relative to the esteem of benefits gotten. This collection calculate is grounded on SC's rule of distributive equity, which relates to "the seen reasonableness of results that one gets" (Culnan and Bies 2003, p. 328). In an evenhanded trade, buyers grant up a few data in return for something of esteem after assessing the costs and benefits related with the specific exchange. Hence, people will be hesitant to discharge their individual data in the event that they anticipate negative results (Campbell, Stylianos, & Shropshire, 2016). Within the domain of direct marketing, Phelps et al. (2000) found that a larger part of respondents (85.6%) needed to constrain the sum of individual data collected by marketers. Cespedes and Smith (1993) contended that a peculiar "security limit" level existed for the sum of data people were willing to supply. Without a doubt, the collection figure constitutes one of the four CFIP measurements Appropriately, it appears sensible to anticipate that damage meters' collection of individual data will continue to be a critical source of security concerns among Web users (Rendleman 2001). Hence, we set collection,

which is additionally a measurement of CFIP, as a vital calculate characterizing IUIPC.

## 2.10.2. Control

Self-Control (SC) hypothesis is by all odds established at intervals the rule of procedural equity (Gilliland 1993, Thibaut and Walker 1975,). Agreeing to the rule of procedural equity, individuals see ways as cheap once they are unconditional with management of the methods (Thibaut and Walker 1975). In alternative words, customers have to be compelled to estimate handle management and impact changes in structure arrangements they discover to be questionable (Gilliland 1993, Thibaut and Walker 1975). The difficulty of management gets to be additional articulated once an enormous potential exists for clever behavior and breach of the agreement in a very social trade. management is especially imperative at intervals knowledge privacy setting since customers take tall dangers within the accommodation of individual data. supported the standards of procedural equity, ethical contractors accomplish management by understanding flexibility to either acknowledge or dismiss the tactic or selection result (Alge 2001). Hence, we tend to propose that AN individual's issues for knowledge security center on whether or not the person has management over individual data as shown by the presence of voice (i.e., endorsement, alteration) or exit (i.e., opt-out) (Caudill and white potato 2000). A couple of considerations have suggested that really people have to be compelled to have the capability to regulate individual knowledge. For case, Phelps et al. (2000) found that the majority of people (84%) required their own management over the employment of individual info to limit undesirable business promotions. Nowak and Phelps (1995) furthermore illustrated that people were less stressed around info assortment once they expressly present authorization to corporations or are given the selection to opt-out. The online advances provide elastic ways for purchasers to regulate their individual knowledge in AN organization's information. later, the necessity for such management can increase on-line consumers' security issues. In spite of the very fact that less apparent in Concern in Information Privacy (CFIP), the management figure is therefore seemingly to be one amongst the foremost essential elements reflective Internet user Information Privacy Concern (IUIPC).

### 2.10.3. Awareness of Privacy Practices

On the premise of an audit of the writing, Foxman and Kilcoyne (1993) contended that data protection exists as it were when an individual is (1) given control over individual data and (2) educated approximately information collection and other issues. Control is a dynamic component of data protection and it is frequently worked out through endorsement, adjustment, and opportunity to opt-in or opt-out. In differentiate, mindfulness could be a detached measurement of data protection, and it alludes to the degree to which a shopper is concerned approximately his/her mindfulness of organizational data security hones (Culnan 1995, Foxman and Kilcoyne 1993). In like manner, the mindfulness figure is exceedingly interrelated with, but particular from, its dynamic partner (i.e., control) (Sheehan and Hoy 2000). This mindfulness figure consolidates two sorts of justices—interactional and educational equity. In directional equity incorporates issues of straightforwardness and appropriateness of data made amid the sanctioning of strategies. Abusing connections equity leads to diminished discernments of decency (Bies and Moag 1986, Greenberg 1990). In the interim, educational equity relates to the revelation of particular data. Discernments of decency expanded with the specificity of data utilized to supply avocation (Shapiro et al. 1994). Concurring to Hoffman et al. (1999), a lion's share of Web clients (69%) denied to uncover individual data to online firms since they were not beyond any doubt how the information would be utilized. So also, Phelps et al. (2000) appeared that almost 50% of the respondents in their survey study were seeking out for more data and straightforwardness approximately how organizations utilized individual-specific information. Undoubtedly, these associations instructive issues are captured through such Concern for Information Privacy (CFIP) variables as unauthorized auxiliary utilize, dishonorable get to, and blunders. Be that as it may, we accept that the mindfulness figure based on Self-control (SC) hypothesis will concisely pass on these concerns approximately organizational hones. In this way, we set mindfulness as the third and final factor characterizing Internet user Information Privacy Concern (IUIPC).

## 2.11. Consumer Perception

The investigation of consumer perception is significant in present marketing situation since consumers are "Rulers OF Business sectors" (Afzal, and Khan, 2015). As contrast with consumer inclinations for the circulation strategy or administrations saw fit was seen as progressively significant. Seen fit methods for a particular item how suitable a specific channel of circulation is? (Morrison and Roberts, 1998). The effect on consumer conduct towards buying a decent likewise dependent on trust. Social media locales help in building a trust by systems administration with consumers in web based business. On social systems administration locales Vendors likewise urge consumers to come on the web and construct their trust by systems administration with at that point (McCole et al., 2010). Individuals can get comfortable with each other on various stages where consumers socially associate, giving a potential wellspring of trust (Lu et al., 2010). This impacts the users' intention to purchase (Gefen, 2002). To pick up hitter consumer perception Social media marketing is exceptionally compelling in light of the fact that it is less exorbitant just as it additionally gives a bigger number seller that can expand the consumer accommodation (Abdominal muscle Hamid, 2008). Social media marketing assumes an indispensable job to fabricate a decent consumer perception about the items (Kim et al., 2003). The nature of item likewise impacts consumer's perception. The consumer will follow through on the cost if its quality is acceptable (Amal Pramanic, provincial business chief Oral-B). Bundling is additionally immediate connections with the consumer perception. An item with exceptional bundling configuration additionally draws the consideration of the consumer (Deepak Manchandra, director bundling improvement, Dabur). Finishing up current writing, it can have deducted that whatever the marketing technique is one should remember these variables which impacts consumer perception (Wiedmann, Hennigs, Behrens, and Klarmann, 2014).

**CONCEPTUAL FRAMEWORK**
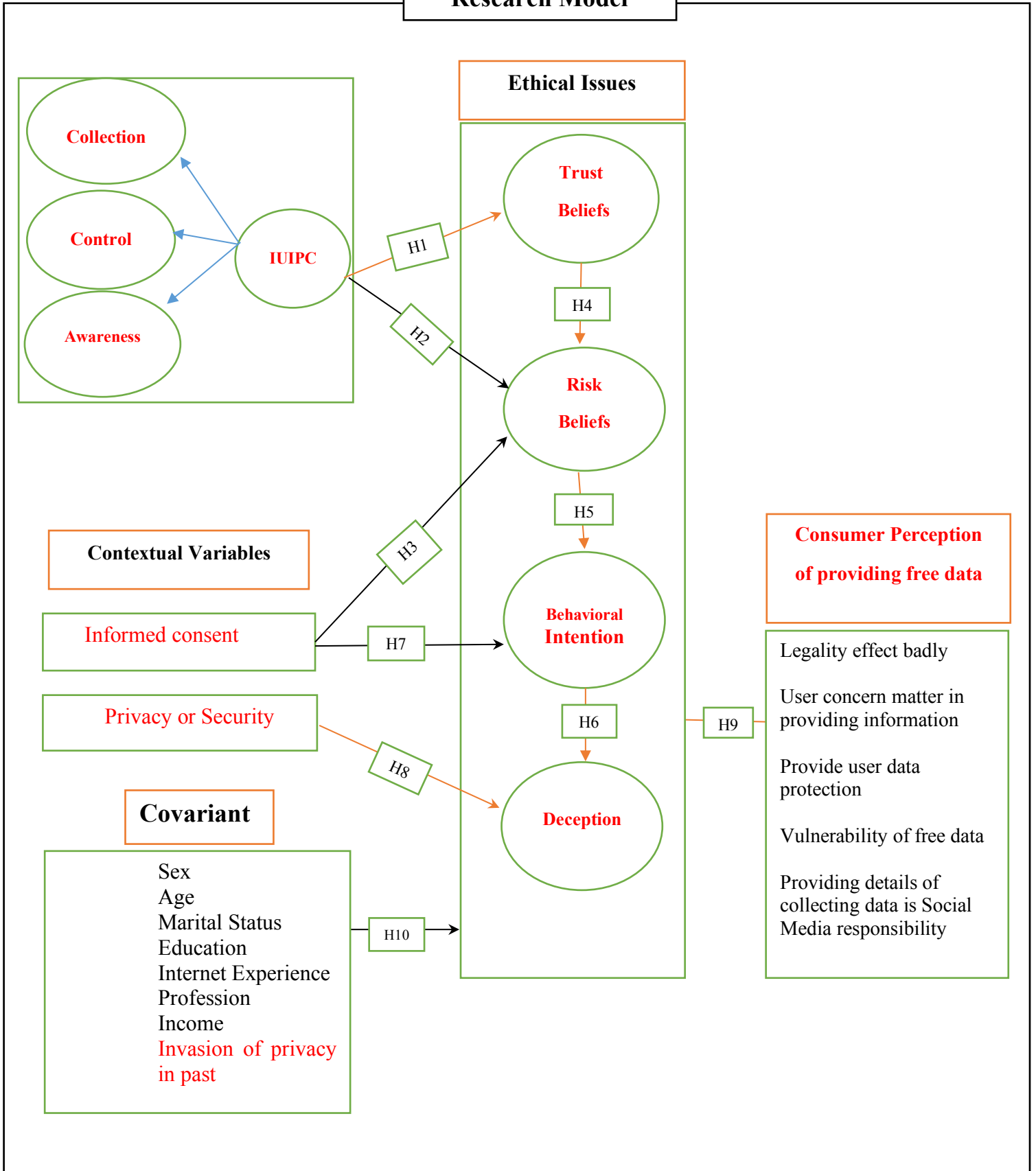
## 2.12. Research Questions and Hypothesis

Research questions on given study are given below: With the intention of measuring the success of social media platforms as a way of influencing consumer perception; it is essential that the following questions are to be answered throughout this research study;

Research question 1: What are the main possibilities and ethical considerations of using social media as a data collection tool in research?

Research question 2: What user perceive in context of "Free data" from social media and how it changes their perception?

According to the research questions, the following hypothesis are developed

H1: Internet user's information privacy concern has negative impact due trust Issues while sharing information on internet.

H2: Internet user's information privacy concern has negative effect on risk beliefs of internet users.

H3: Informed consent has positive effect on user's risk beliefs due to occurrence of ethical issues in social media.

H4: Trust beliefs have negative effect on risk beliefs due to Internet user privacy information privacy concern in social media.

H5: Risk beliefs have negative effect on behavioral intention due to Internet user privacy information privacy concern in social media.

H6: Behavioral intentions have negative effect on deception due to occurrence of informed consent in social media.

H7: Informed consent has positive effect on behavioral intention due to occurrence of ethical issues in social media.

H8: Privacy has negative effect on deception due to occurrence of ethical issues in social media.

H9: Ethical issues have negative effects on consumer perception.

H10: Age, Gender, Marital status, education, profession have positive effect on Ethical Issues.

# 3. METHODOLOGY

This section describes methods by using the survey method for generating empirical data and analyzing them based on empirical results in order to determine which ethical research issues occurred while companies collect the data from the social media and later its effects on the consumer perception. Include all related information to research which determine which attribute of social media users we use (like age, sex, gender, region, income, profession, education, and marital status) from which we get to know our demographical variables. That which age group users belong to and how the ethical issues can impact on them. Also, this chapter gives the information related to the different scales associate with the reach variable like consumer perception, free data, and ethical research issues. What participant's response on each variable, then the analysis of research according to the method which use to conduct research validation?

## 3.1. Research Design

The research is designed as the related concern by finding the personas of consumer perception affected by the ethical research issues, as a result of this a descriptive research, this type of research more apprehensive with all issues of what relatively than why and how something has happened by, (Gall, Gall & Borg, 2007). Qualitative research and descriptive research can often be used interchangeably. Therefore, a difference can be developed between these two. One essential characteristic of both categories of research is shown as they take in naturalistic data. This is the way through which the purpose of the thesis will be apparent that issues include in collecting consumer information in the form of free data, which later affects consumer perception. Also, an exploratory study is concerned with the fact that an unknown state of affairs has not been established, that there is no information available or similar research that helps to solve or shed light on a situation (Sekaran, U., & Bougie, R., 2016), as descriptive research could be in two types either qualitative or qualitative.

## 3.2. Research Method: (Quantitative)

This thesis is conducted under quantitative research method, to explain the chosen research method in relation to the subject it will be important to understand the quantitative research

method more largely. The rest of the empirical research were categorized into two fields: tests to explain events and studies that identify implications or causes. The purpose of descriptive research is to discover "what is," and experimental and quantitative approaches also function for descriptive data collection (Borg & Gall, 1989). In quantitative method information collected through participatory, these participatory diagrams used into diagram tools. Basically quantitative method helps to deal with quantification and the collection of data which related to the research. Collected data can be used as the frequencies of phenomenal occurrence to more complex data by, (Bell, E., Bryman, A., & Harley, B., 2018).

Actually quantitative research also helps the businesses in dealing with more difficult management project which are more likely involve in the numerical data and to clear the project regarding the analysis factor by applying some simple techniques to just get to know about the exact relationship between the variable, late those variables helps in find out the better solution in research problem (Saunders, 2011). This kind of research could be descriptive or experimental but nature makes a good connection between these two while comparing the results. After the results it shows the variance of experimental subject before and after the experiment or being tested by the researcher (McNabb, D.E., 2008). For this thesis the reason of choosing quantitative method to just simplify the variables through asking question from the audience just to find the exact variance between the variable of 'Research ethical issues', 'Free Data collection' & 'Consumer Perception'. Converting these variables and scales into the data analyzing program that specializes in social sciences like SPSS. After collecting the required data for research it will become so easy to get idea about which variable effects other through which scale, this thing actually the benefit of using these analyzing programs. This all things later help into finding the hypothesis nature.

### 3.3. Research Approach

For this thesis, research will begin with a pre-study through the development of an inductive and abductive approach, which is known as a kidnapping approach to build fundamental knowledge for shaping the basic foundation of research and a pre-study which helps shape the subject by gathering information about influencers from individuals, to gain a narrow picture about it. In the result, new data is gathered inductively by carrying out sample

questionnaires after answering the hypotheses. The inductive approach begins with the evaluation of a certain example, attempts to develop initial hypotheses and takes together preliminary thoughts and ideas to make the situation more widely explored. It also aims to determine the applicability of certain generalizations while being open and receptive to possible alternatives (Hyde, 2000), Moving to the abductive approach chosen for this form of study, it calls for the inductive and deductive methods to be doubly used, so that the researcher can simply begin from known facts and try an interpretation. Abductive approach means to understand the essential phenomena to understand the real factor behind the study of social factors.

## 3.4. Research Philosophy

The purpose of this study is to provide young consumers with insights into influencers and whether this affects their procurement process. Subjectivism has been selected because the consumer is interested in understanding the contextual dimension and in recognizing their motivations in a meaningful way behind their behavior by (Saunders, 2011). The analytical approach to the phenomena is to investigate the details of the event so that the true truth, or the fact beyond, can be clarified. All the matter is to identify the consumer perception changing factors in using social media sites and all those ethical issues which occur in this situation.

## 3.5. Data Generation Method

The research contains in this thesis conduct through quantitative data. According to the Bryman & Bell (2011) depending on the quantity and qualitative analysis, researchers can use various methods to collect data. This study is the Quantitative study and using primary data collection method.

## 3.6. Techniques and procedures

For the aim of the analysis I tend to known some variables that was interested to review. Through this analysis, this study interested to search out the influence of the various social media varieties on customers. four sections composed the form. Since I was trying to grasp however the all the matter is to spot the buyer perception dynamic factors in victimization social media sites and everyone those moral problems that occur during this scenario. The

aim of this study is to produce young customers with insights into influencers and whether or not this affects their procurance method, the primary section was therefore dedicated to the "Demographic data", the second section to the "Ethical issue" the third section to the "IUIPC" and also the fourth section was dedicated to the "Consumer perception". The form counts twenty questions and takes to respondent just about between ten and quarter-hour to answer

## 3.7.Population and sample

Population of Turkey is 84 million recorded in 2020, in January there were 62.07 million internet user. Internet penetration in Turkey raised at 74% in January 2020.Total Social Media users were recorded as 54 million in January 2020. Social media penetration in Turkey raised at 64% in January 2020.The requirements of your time and defrayment set up confined information assortment. Besides it absolutely was tough to assemble information from an entire world since Social Media populace is overly wide. I even have afterward chosen to utilize take a look at of world. I even have utilized a non-likelihood to take a look at with the tip goal of the examination. For the testing technique, I even have utilized a purposive example, in alternative words, a non-agent set of an even bigger world. I even have during this approach administered the review to my very own system of contacts through Social Media (on Facebook, LinkedIn and Twitter). The examination being based on Social Media, it showed up during this manner because the most adjusted to utilize these media to diffuse the review. Moreover, thus, I used to be sure that the respondents knew regarding Social Media stages and apparatuses. The instance has on these lines been chosen with individual predisposition nevertheless I used to be positive regarding the respondents' answers and their capacities to unfold the form since they were people from my system. in addition, therefore on have a lot of responses to the summary, I even have likewise utilized the snowball strategy by requesting that the respondents share the study with their own system of contacts on Social Media. By doing this, I have prevailed to own an even bigger live of respondents and on these lines gathered a lot of information to interrupt down. The employment of conversation has motor-assisted with diffusive forms. connection these 2 testing techniques helped Pine Tree

State to own a large number of respondents in an exceedingly restricted ability to focus time and with no disbursement limit.

## 3.8.Questionnaire Development

The quantitative instrument for this examination is an overview. Ohaja (2003) characterizes a review as the investigation of the attributes of an example through addressing, which empowers the scientist to make speculations concerning the number of inhabitants in his/her examination. This structure is viewed as proper in light of the fact that it empowers the specialist to set up the range and circulation of some social attributes, and to find how these qualities might be identified with certain personal conduct standards or mentalities (Zurmuehlin, 1981).

The specialist utilizes distinctive wellspring of data for Social Media, ethical issues, IUIPC and consumer perception Questionnaire (Index 1). The analyst checked the unwavering quality of the examination instrument which was dictated by Subside Osharive (2015) utilizing a split half test utilizing the odd and even numbered things to frame the two parts.

### 3.8.1. Measurement of Survey

The questionnaire is divided into two sections (A and B). This questionnaire has comprised of several socio-demographic variables and research related questionnaire is based on previous studies.

#### 3.8.1.1.Section A: Demographical variable

The initial section of this survey started by questioning respondents for demographic statistics. These include Gender (Male and Female), Age is divided into five categories (I) 15 – 20 years (ll) 21 - 30 (III) 31 - 45 (IV) 46 - 59 V) Above 60. Respondents are classified into 4 categories of qualification (I) High school (II) Under graduate program (III) Master program (IV) Ph.D. Respondents are classified into 4 categories of profession (I) Full-Time Worker, (II) Part-time worker, (III) Freelancer, (IV) Business man/ woman (V) Self Employed (VI) Not working

### 3.8.1.2. Section B: Variables

### 3.8.1.2.1. Deception

For measuring the deception variable, we used the questionnaire of (Held, & Germelmann, (2018) where we asked that what deception brings effects on the consumer perception? Likert scale is used to measure the response of the variable ranging from Strongly Disagree to Strongly Agree. Higher total scores are indicative of greater levels of deception. See appendix A.

### 3.8.1.2.2. Collection

For measuring the collection, we used the questionnaire of (Malhotra, Kim, & Agarwal, (2004) and where we asked what you observe while sharing your personal information on social media networking sites? Likert scale is used to measure the response of the variable ranging from Strongly Disagree to Strongly Agree. See appendix A

### 3.8.1.2.3. Control

For measuring the control, we used the same questionnaire of (Malhotra, Kim, & Agarwal, (2004) and we asked what you think that how internet technology offers more flexible ways to control your personal information? See appendix A

### 3.8.1.2.4. Privacy & Security

For measuring the privacy and security variable we used the new media in consumer behavior on the international market by Małgorzata Bartosik-Purgat 0) and use chart from this questionnaire. Likert scale is used to measure the response of the variable ranging from very often to very rarely. We asked the question from respondent to Indicate that on which social media site you feel more secure in sharing your personal information? See appendix A

### 3.8.1.2.5. Invasion of Privacy

For measuring the invasion of privacy we used the same questionnaire of (Malhotra, Kim, & Agarwal, (2004) and asked to respondents to Indicate if you ever face any issue mention below related to privacy on social media networking sites? Likert scale is used to measure the response of the variable ranging from very often to very rarely. See appendix A.

### 3.8.1.2.6. Consumer Perception

For measuring the consumer perception, we used the questionnaire of Michaelidou, Moraes, & Micevski, (2016). Likert scale is used to measure the response of the variable ranging from very often to very rarely. Asked to respondent to indicate what effects your perception more after knowing about Social media sharing your information with others? See appendix A.

### 3.8.1.2.7. Informed Consent

For measuring the informed consent we used the below question and attached link https://humansofdata.atlan.com/2018/04/informed-consent/. Likert scale is used to measure the response of the variable ranging from very often to very rarely. For the measuring informed consent question is to indicate that how can companies collect free data on related information from the social media networking under consent of user? See appendix A.

### 3.8.1.2.8. Risk Beliefs

For risk belief, Koohang, Paliszkiewicz, & Goluchowski, (2018) questionnaire used which is consisted on five Likert scale. Likert scale is used to measure the response of the variable ranging from very often to very rarely. The question is to indicate which kind of issues user face regarding risk beliefs while using social media networking sites? See also appendix A.

### 3.8.1.2.9. Awareness

For awareness, Malhotra, Kim, & Agarwal, (2004) questionnaire used which is consist on five Likert scale. Likert scale is used to measure the response of the variable ranging from very often to very rarely. The question is to indicate that many companies take control on your provided information on Social Media Sites? See appendix A.

### 3.8.1.2.10. Trusting Issues

For trusting issues, Schlosser, White, & Lloyd, (2006) questionnaire used which is consisted on five Likert scale. Likert scale is used to measure the response of the variable ranging from very often to very rarely. The question is to indicate your opinion regarding trusting beliefs of using social media in sharing your personal information? See appendix A.

### 3.8.1.2.11. Behavioral Intention

For measuring the behavioral intention, we used the questionnaire of Nicolaou, & McKnight, (2006). Likert scale is used to measure the response of the variable ranging from very often to very rarely. The question is to indicate that what brings negative impact of behavioral intention? See appendix A.

### 3.8.1.2.12. IUIPC

For measurement of IUIPC, we used the same questionnaire of (Malhotra, Kim, & Agarwal, (2004). The question is what are internet user privacy concerns related with the use of social media networking sites? See appendix A.

### 3.9. Data collection

So as to respond to the exploration question during the thesis, I have utilized primary data collection. Utilizing primary data collection permitted me to deliver explicit ethical issues to social media and how these media explicitly impact their consumer perception. Data collection was a basic piece of the exploration since this was the storm cellar of the discoveries. Besides, utilizing primary data gave me a more prominent control on the collection of data. I have chosen when I needed to spread the questionnaire on the web and when I needed to stop the collection of data. Data collection has begun the 11 of April 2020 and has completed on the 30th of April 2020. The collection has accordingly kept going 20 days. I would not like to have a data collection that last longer since I was restricted with the limited ability to focus time committed to the exposition composing and by the way that I expected to keep enough days accessible to have the option to best investigate and examine the aftereffects of the questionnaire. 20 days was sufficient to get a lot of respondents to the questionnaire.

For the production of the questionnaire, I have utilized the capacity 'structures' accessible on Google Docs. This appeared to me similar to the best choice for structuring the questionnaire since Google Docs is liberated from utilize and have no limitations in the quantity of inquiries and answers contrasting with other free programming that I have attempted previously. Having the likelihood to gather data for nothing without any impediments was a significant issue for me since I expected to pose a significant number of inquiries to be the most explicit conceivable. Posing explicit inquiries was fundamental to best seize and decide the degrees

of impact of Social Media on users. In addition, the way that there was no limitation in the quantity of respondents was a significant factor in the exploration since I tried to gather the limit of answers to have important discoveries. The vast majority of programming that I have found for nothing on the Internet were constrained in the quantity of respondents conceivable and were in this way extremely prohibitive in the mission of answers. Besides, I previously got the opportunity to utilize Google Docs before so I was at that point acquainted with its various capacities accessible for planning the questionnaire and gathering the vital data for the exploration Since I was looking for both quantitative and subjective data, I have hence, as clarified above, consolidated both primary quantitative data collection and primary subjective data collection. Utilizing primary quantitative data collection permitted me to test the hypothesis by 56 administrating the study to a significant number of individuals using Social Media stages and instruments, (for example, Facebook, Twitter, and LinkedIn). Respondents were invited, by emails and by posts on Social Networks, to go on the link of the questionnaire and to submit it online.

## 3.10.   Data analysis process

Once the design requirements of research and data collection have been established, the following phase in the research strategy is the evaluation of data and the results. In current study, the analysis is divided into two phases: preliminary analysis of the data, SPSS and PLS-SEM.

### 3.10.1. Data Screening

In the preliminary analysis, the general information of the respondents and their response to survey instruments are shown.  The version of IBM SPSS statistics 23 is used to examine the purpose of current study. In which coding the data, editing, checking the missing values, outliers and also unengaged answer are examined. In the first step, labeled each variable to define and assigned a specific number for the possible responses. It was also observed that absent folders were omitted which had lost value greater than 10%. And those who have less than 10% missing values were replaced by median of the nearby points Hair et al. (2014). By using the standard derivation of each case, unengaged responses are handled. The folder whose value of standard deviation is below 0.7 were deleted as these folders were seemed as unengaged an

**Table 1: Data Screening**

| Required Analysis | Purpose | Tool |
|---|---|---|
| Coding and editing of data | Label each variable and assign a specific number to each answer. | **Excel sheet** |
| Missing data examination | Examine the missing data and possible solution | **SPPS** |
| Univariate outliers | To identify a case of an extreme value on single variable | **SPSS** |
| Non-response bias | To ensure that sample represent whole data without early and late respondents' inequality | **Excel sheet** |

### 3.10.2. Data preparation and examination

According to Bhattacherjee, (2012) data is involved in different steps like data coding, data entry, missing values, data transportation. As we mentioned our study is based on questionnaire that was forwarded to consumer by email, LinkedIn and created a google forms. It provides a certain level of automation to respondents, all responses of respondents are automatically written down in a spreadsheet. All these respondents can be downloaded and analyzed.

### 3.10.2.1. Data Coding

Most of the studies related to social science are based on questionnaire (Sekaran & Bougie, 2016). Except that it is difficult to handle data in the string format. We used to google forms to get the responses of respective study. There is some restriction on the field of answer during creating the questionnaire in google forms. All answers are restricted as numeric values, in return all data was collected in numeric format.

### 3.10.1.2.Data Entry

In this phase, enter the numeric values automatically performed by excel sheet, as previously mentioned.

### 3.10.1.3.Missing data

A missing data process is any efficient occasion outer to the respondent (such as errors in data entry or data collection problems) or activity with respect to respondent, (for example, a refusal to reply) that prompts missing qualities (Hair, Bowman, & Sauer, 1986). There were 10 lost values in dataset. This test is used to compare the actual pattern and expected a pattern of missing data, if the missing data is randomly distributed. So the test of MCAR is performed Roderick & Farquhar, (2002) and revealed that these are randomly missing. It also indicates that these are not on the bases of unseen methodical outline (Hair, Ringle, & Sarstedt, 2011; Klarner, Sarstedt, Hoeck, & Ringle, 2013). The small amount of data was missing in this study because an online approach to the collection was used. Data collection reduces missing data because respondents can be prevented from moving to the next question if they do not answer a specific question (Hair, Hult, Ringle, & Sarstedt, 2016).

### 3.10.1.4.Suspicious response patterns

The response pattern is examined before analyzing the data. The straight-line technique has been used to investigate whether respondents have marked the same answer for a high percentage of questions Hair et al., (1986) and Hair et al., (2016) and, if so, the respondent should be eliminated of the data set.

### 3.10.1.5.Outliers

An outlier is an extreme response to a particular question or an extreme response to all questions. Therefore, the data should be investigated for the presence of outliers to determine its type of influence due to its role in statistical tests (Hair, Hult, Ringle, & Sarstedt, 2016). Techniques of Box-plots and stem-and-leaf plots were used to identify respondents in IBM SPSS (Mooi & Sarstedt, 2011). There was no response found as an outlier.

# 4.RESULTS

## 4.1 Descriptive Analysis

This section explains the statistical tools which are used to analysis the data. It also involved in different steps like data preparation, reliability of the measurement items and descriptive and inferential statistics and helped to test our hypothesis.

## 4.2 Demographic Profiles

This part summarizes the summary statistics of the answers gathered from participants.

**Q19: What is your gender?**

| Gender | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Male | 67 | 55.8 | 55.8 | 55.8 |
| | Female | 53 | 44.2 | 44.2 | 100.0 |
| | Total | 120 | 100.0 | 100.0 | |

Table 4.1: The gender of participants
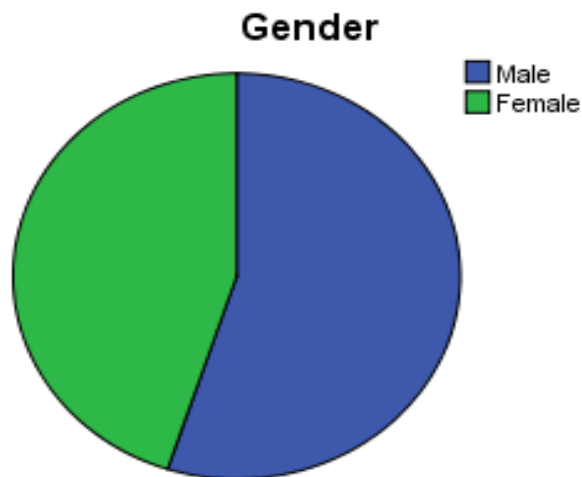


Figure 4. 1: Gender

Table 4.1. shows the descriptive statistics about gender of participants. One Hundred and Twenty respondents participated in this study. Out of the 120 participants shows that 55.8% ($n = 67$) of respondents are male and 44.2% ($n = 53$) are female.

**Q16: What's your age?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Age | | | | | |
| Valid | 15 - 20 years | 20 | 16.7 | 16.7 | 16.7 |
| | 21 - 30 years | 88 | 73.3 | 73.3 | 90.0 |
| | 31 - 45 years | 11 | 9.2 | 9.2 | 99.2 |
| | 46 - 59 years | 1 | .8 | .8 | 100.0 |
| | Total | 120 | 100.0 | 100.0 | |

Table 4. 2: The age of participants
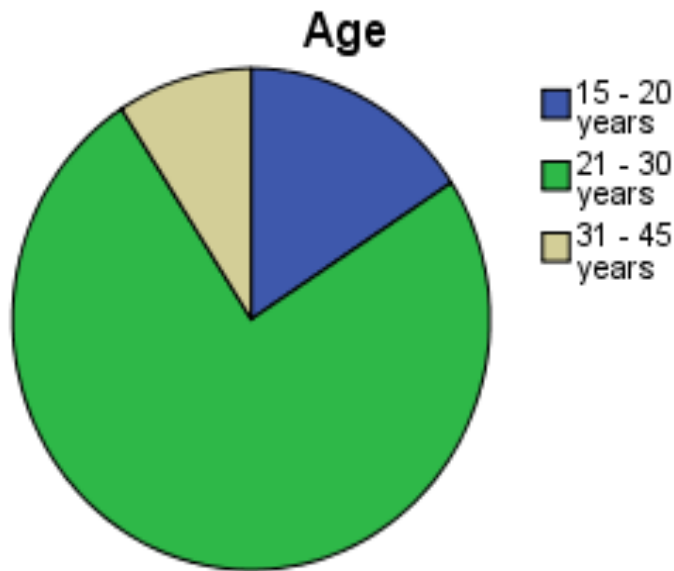


Figure 4. 2: Age

The age of the participants is observed which describes that 16.7% ($n = 20$) respondents are among 15-20 years of age, 73.3% ($n = 88$) participants are between 21-30 age, 9.2% ($n = 11$) respondents are between 31-45 years of age, 8% ($n = 1$) respondents are between 46-59 years age.

**Q17: What is your Income (TL)?**

| | | | | Valid | Cumulative |
|---|---|---|---|---|---|
| | | Frequency | Percent | Percent | Percent |
| Valid | 0 – 2.500 | 50 | 41.7 | 41.7 | 41.7 |
| | 2.501 – 5.000 | 28 | 23.3 | 23.3 | 65.0 |
| | 5.001 – 7.500 | 14 | 11.7 | 11.7 | 76.7 |
| | 7.501 – 10.000 | 12 | 10.0 | 10.0 | 86.7 |
| | 10.001 – 12.500 | 2 | 1.7 | 1.7 | 88.3 |
| | 12.501 – 15.000 | 4 | 3.3 | 3.3 | 91.7 |
| | 15.001 and over | 10 | 8.3 | 8.3 | 100.0 |
| | Total | 120 | 100.0 | 100.0 | |

*IncomeTL*

Table 4. 3: The income of participants
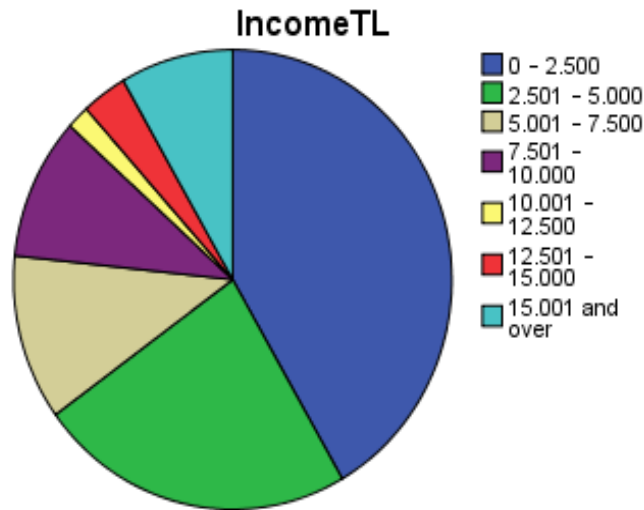


Figure 4. 3: Income in Turkish Lira

Table 4.3 represents the income in turkey Lira of the participants. The statistics of the participants illustrates that 41.7% ($n = 50$) participants have 0-2.500 income, 23.3% ($n = 28$) participants have 2.501-5000 income, 11.7% ($n = 14$) have 5001-7500, 10% ($n = 12$) have 7501-10000 income, 1.7% ($n = 2$) participants have 10.001 – 12.500 income, 3.3%

($n = 4$) participants have 12,501-15,000 income, while, 8.3% ($n = 10$) participants have more have 15001 income in Lira.

**Q20: What's your marital status?**

| Marital Status | | | | | |
|---|---|---|---|---|---|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Single | 103 | 85.8 | 85.8 | 85.8 |
| | Married | 14 | 11.7 | 11.7 | 97.5 |
| | Divorced | 3 | 2.5 | 2.5 | 100.0 |
| | Total | 120 | 100.0 | 100.0 | |

Table 4. 4: The marital status of participant
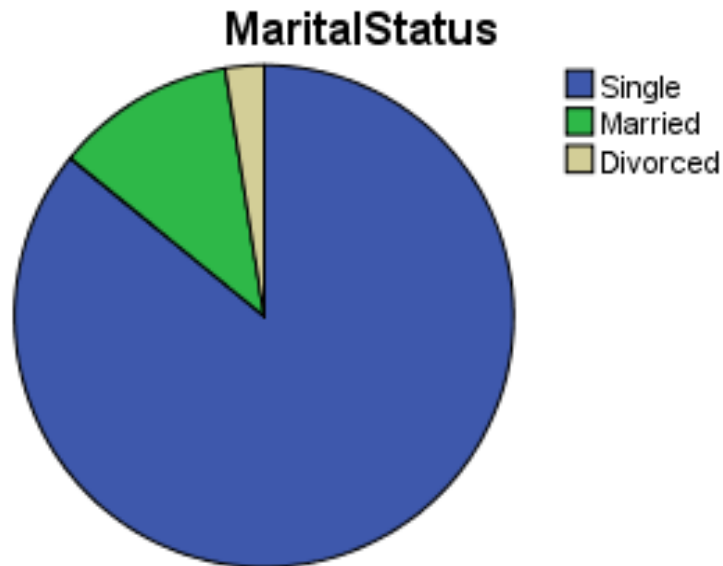


Figure 4. 4: Marital Status

The marital status of the participants is observed which describes that 85.8% ($n = 103$) respondents are single, 11.7% ($n = 14$) participants are married, 2.5% ($n = 3$) respondents divorced.

**Q21: What is your educational Background?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| | **Education** | | | | |
| Valid | High School | 17 | 14.2 | 14.2 | 14.2 |
| | Undergraduate Program | 57 | 47.5 | 47.5 | 61.7 |
| | Master Program | 39 | 32.5 | 32.5 | 94.2 |
| | PHD (Doctorate) | 7 | 5.8 | 5.8 | 100.0 |
| | Total | 120 | 100.0 | 100.0 | |

Table 4. 5: The education of participants
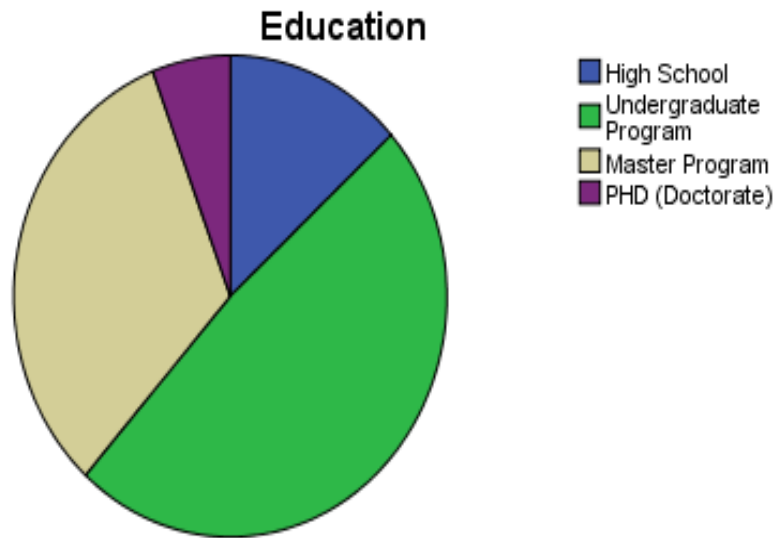


Figure 4. 5: Education

Table 4.5 represents the level of academic qualification of the participants. The statistics of the participants illustrates that 14.2% ($n = 17$) participants have high school certificate, 47.5% ($n = 57$) are have undergraduate certificate , 32.5% ($n = 39$) are have master certificate, while, 5.88% ($n = 7$) participants are qualified PHD.

**Q22: What is your Profession?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| **Profession** | | | | | |
| Valid | Full-Time Worker | 20 | 16.7 | 16.7 | 16.7 |
| | Part-Time Worker | 5 | 4.2 | 4.2 | 20.8 |
| | Business man/ woman | 5 | 4.2 | 4.2 | 25.0 |
| | Self Employed | 10 | 8.3 | 8.3 | 33.3 |
| | Not-Working | 19 | 15.8 | 15.8 | 49.2 |
| | Student | 60 | 50.0 | 50.0 | 99.2 |
| | Other | 1 | .8 | .8 | 100.0 |
| | Total | 120 | 100.0 | 100.0 | |

Table 4. 6: The profession of participant
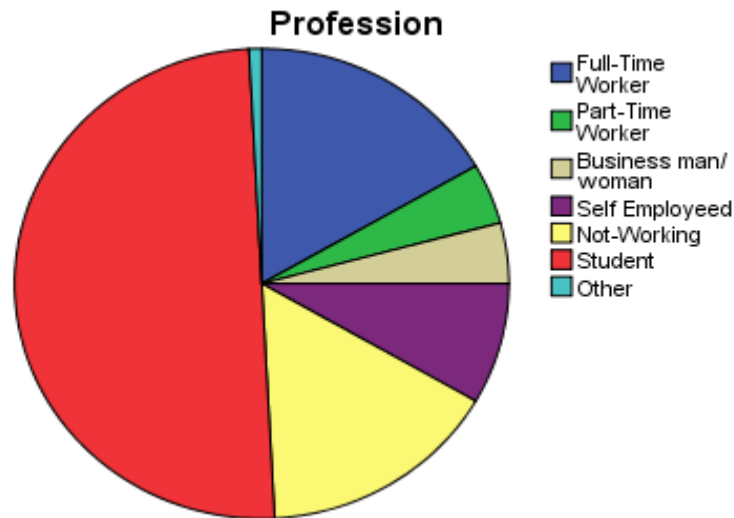


Figure 4. 6: Profession

Table 4.6 represents the profession of the participants. The statistics of the participants illustrates that 16.7% ($n = 20$) participants doing full time job, 4.2% ($n = 5$) are part time worker and businessman, 8.3% ($n = 10$) are self-employed, 15.8% ($n = 19$) are those participants who are not working, while, 50% ($n = 60$) participants are students.

**Q1: Are you social media user?**

| Social Media user | | | | | |
|---|---|---|---|---|---|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Yes | 120 | 100.0 | 100.0 | 100.0 |

Table 4. 7: Social Media usage

Since this study is concerned with Social Media users, from our sample all participants use social media.

**Q2: If "Yes", then indicate which social media site are you using more often?**

The below tables show the respondents rate of the participant toward different social site like Facebook, You-tube, WeChat, Instagram, WhatsApp, Facebook messenger, Twitter, LinkedIn, Pinterest, Snapchat, Skype, Reddit, Line, Telegram messenger, Tumbler, Twitch and Badoo. Where respondents show the how much social site are using by them.

About (36.1%) of social media users use Facebook, several times a day, (16%) use once a day, (10.9%) use less than five times a week, (9.2%) use once a week, (5%) use several times a month, (3.4%) use less than once a month, (8.4%) use several times a year, (10.9%) use who have a portal account but don't use this medium while the not a single person who never use Facebook or who are not familiar with it. Similarly, below table shows the percentage of each use of other social media like YouTube, WeChat, Instagram, WhatsApp, Facebook messenger, Twitter, LinkedIn, Pinterest, Snapchat, Skype, Reddit, Line, Telegram messenger, Tumbler, Twitch and Badoo.

| | Media | Several times a day | Once a day | Less than five times a week | Once a week | Several times a month | Less than once a month | Several times a year | I have a portal account but I do not use this medium | I never use this medium/I am not familiar with it |
|---|---|---|---|---|---|---|---|---|---|---|
| 1. | Facebook | 36.1% | 16% | 10.9% | 9.2% | 5% | 3.4% | 8.4% | 10.9% | 0% |
| 2. | YouTube | 49.6% | 34.5% | 6.7% | 3.4% | 5% | 0% | 0% | 0% | 0.8% |
| 3 | WhatsApp | 89.9% | 4.2% | 0% | 0% | 0.8% | 2.5% | 0.8% | 0% | 1.7% |
| 4 | Facebook Messenger | 19.3% | 10.9% | 17.6% | 10.1% | 5.9% | 7.6% | 2.5% | 9.2% | 16.8% |
| 5 | WeChat | 0% | 6.7% | 14.3% | 10.1% | 0.8% | 1.7% | 1.7% | 9.2% | 55.5% |
| 6 | Instagram | 74.8% | 8.4% | 2.5% | 4.2% | 1.7% | 1.7% | 0.8% | 1.7% | 4.2% |
| 7 | Twitter | 22.7% | 8.4% | 16% | 11.8% | 3.4% | 3.4% | 0% | 14.3% | 20.2% |
| 8 | LinkedIn | 9.2% | 12.6% | 20.2% | 13.4% | 5.9% | 1.7% | 0.8% | 7.6% | 28.6% |
| 9 | Pinterest | 9.2% | 9.2% | 17.6% | 13.4% | 1.7% | 2.5% | 5.9% | 9.2% | 31.1% |
| 10 | Snapchat | 26.1% | 10.9% | 15.1% | 8.4% | 2.5% | 1.7% | 3.4% | 13.4% | 18.5% |
| 11 | Skype | 3.4% | 5.9% | 15.1% | 12.6% | 6.7% | 4.2% | 14.3% | 14.3% | 23.5% |
| 12 | Reddit | 3.4% | 3.4% | 12.6% | 10.9% | 4.2% | 1.7% | 3.4% | 6.7% | 53.8% |
| 13 | LINE | 1.7% | 4.2% | 13.4% | 9.2% | 4.2% | 0% | 0.8% | 11.8% | 54.6% |

| 14 | Telegram Messenger | 2.5% | 5.9% | 12.6% | 14.3% | 1.7% | 1.7% | 1.7% | 9.2% | 50.4% |
| 15 | Tumblr | 5.0% | 3.4% | 11.8% | 10.1% | 1.7% | 3.4% | 3.4% | 7.6% | 53.8% |
| 16 | Twitch | 1.7% | 5.9% | 14.3% | 10.9% | 0.8% | 2.5% | 2.5% | 6.7% | 54.6% |
| 17 | Badoo | 3.4% | 1.7% | 14.3% | 9.2% | 0.8% | 0.8% | 2.5% | 4.2% | 63% |

Table 4. 1: The tendency of individuals to ask Social Media Sites

**Q3: Indicate that what deception brings effects on the consumer perception?**

**Ethical Issues**

As for how ethical issue effect the consumer perception. The following dimensions which are used to measure the ethical issue which might encourage consumers to make a purchase, the questionnaire revealed the following:

**Deception**

Different items are used to measure the deception issues which have effect on consumer perception.

| | Agree | Strongly Agree | Neutral | Strongly Disagree | Disagree |
|---|---|---|---|---|---|
| Lead to negative response | 32.2 | 19 | 38 | 3.3 | 5.8 |
| Convey false/wrong information | 34.7 | 27.3 | 29.8 | 5.8 | 0.8 |
| Point out the harm and unjustified accusation | 33.9 | 28.1 | 24 | 5 | 5.8 |
| Set some wrong beliefs from consumer side | 37.2 | 23.1 | 32.2 | 2.5 | 3.3 |

**Table 4. 9: The tendency of individuals to ask Deception**

From the above table, we can see almost 32% of the questionnaire participants agree that internet users rely on the informative websites lead to negative response and 3.3% participants are strongly disagreeing while the only 1 person disagree with this statement that online website provide wrong information while 61% respondents give agree and strongly agree arguments about ethical issues related to website who convey false or wrong information to force people for buying a product. Similarly, only 10% person are disagreeing or strongly disagree with this statement that online website Point out the harm and unjustified accusation while 61% respondents are agreeing and strongly agree with this statement. About 60% of the questionnaire participants agree and strongly agree that internet users set some wrong beliefs from consumer side. As mentioned the above table.

**Q4: Indicate what you observe while sharing your personal information on social media networking sites?**

**Collection**

The following tables show the frequency and percentage of mentioned variable. The four items are used to measure the collection.

| | Agree | Strongly Agree | Neutral | Strongly Disagree | Disagree |
|---|---|---|---|---|---|
| It bothers to share personal information | 40.8 | 22.5 | 29.2 | 4.2 | 3.3 |
| Think twice before providing information | 41.7 | 41.7 | 15.0 | 0.8 | 0.8 |
| Irritates to sending personal information on social media sites | 40.0 | 37.5 | 21.7 | 0.8 | 0.8 |
| Information should be double check before proving by user | 41.7 | 38.3 | 18.3 | 1.7 | 0 |

**Table 4. 10: The tendency of individuals to ask Collection of data**

According to the respond of the participants almost 62% people who are agree or strongly agree with the statement that social media bothers to share the personal information while only 9% are not agree. While 82% respondents are those who are thought twice before

providing any information while the 0.16% are those who don't care about it. We can also observe from the above table, almost 77% respondents are irritating to send personal information on social media sites. But 97% respondents are those who cross check the information before proving by user.

**Q5: What you think that how internet technology offers more flexible ways to control your personal information?**

**Control**

The following tables show the frequency and percentage of mentioned variable. The following three items are used to measure the control variable.

| | Agree | Strongly Agree | Neutral | Strongly Disagree | Disagree |
|---|---|---|---|---|---|
| With consumer Right | 40.8 | 25.8 | 23.3 | 7.5 | 2.5 |
| Online consumer privacy | 33.3 | 33.3 | 22.5 | 6.7 | 4.2 |
| Providing information of data use | 33.3 | 32.5 | 25.0 | 4.28 | 2.5 |

**Table 4. 11: The tendency of individuals to ask Control**

About 65% respondents are agree and strongly agree with the statement "with consumer right" while 10% are those who don't. On the other hand, 66% respondents are agreeing and strongly agree with the statement "Online consumer privacy" and 67% respondents are agreeing and strongly agree who believe on providing information of data use while 25% are neutral with this statement.

**Q11: Indicate which kind of issues user face regarding risk beliefs while using social media networking sites?**

**Risk Belief**

Risk belief is another dimension of ethical issues which are faced by people during the usage of social media. The following tables show the frequency and percentage of related

| | Agree | Strongly Agree | Neutral | Strongly Disagree | Disagree |
|---|---|---|---|---|---|
| Lose of personal information | 32.5 | 41.7 | 20.0 | 2.5 | 3.3 |
| Uncertainty of using information | 38.3 | 31.7 | 23.3 | 3.3 | 3.3 |
| Disclosing user personal information | 34.2 | 27.5 | 29.2 | 3.3 | 5.8 |
| Risk may be influence everyday life | 35.8 | 24.2 | 29.2 | 7.5 | 3.3 |
| May be it will be harmful for user | 28.3 | 39.2 | 25.8 | 2.5 | 4.2 |

items.

**Table 4. 12: The tendency of individuals to ask Risk Belief**

From the above table, we can see the responding rate of participant who have fear about the loss of their information in social media. About 69% respondents are agree and strongly agree about the uncertainty of using online information while 23% are neutral with this statement. And almost 61% respondents are agreeing and strongly agree to disclose their personal information while 29% are neutral with this statement. Only 9.1% are those who don't. While 59% respondents are agreeing and strongly agree with the influencing risk of everyday life. About 67% respondents are agree and strongly agree who said social media is a harmful site for their user while 6% who don't believe on this statement.

**Q12: Indicate that many companies take control on your provided information on Social Media Sites?**

**Awareness**

The following table show the frequency and percentage of related items

| | Agree | Strongly Agree | Neutral | Strongly Disagree | Disagree |
|---|---|---|---|---|---|
| Secure information with coding | 38.3 | 30.0 | 28.3 | 1.7 | 1.7 |
| Modification of data | 30.0 | 30.8 | 32.5 | 5.8 | 0.8 |
| Through the opportunity of opt-in or opt-out | 28.3 | 31.7 | 30.8 | 4.2 | 5.0 |
| Consumer concerns about information | 35.8 | 31.7 | 28.3 | 5.0 | 1.7 |

**Table 4. 13: The tendency of individuals to ask awareness**

From the above table, we can compare different opinion about the awareness of social media data so we found almost 68% respondents are those who give secure information with coding while the 3% are those who don't care about it and 60% respondents are those who modify the data. And 59% respondents are those agree and strongly agree with the statement of "Through the opportunity of opt-in or opt-out" while the 9.2% are not agree. Similarly, another statement "Consumer concerns about information" almost 66% respondents are those agree and strongly agree but only 4% are those who are not.

**Q13: Indicate your opinion regarding trusting beliefs of using social media in sharing your personal information?**

**Trusting Issues**

The following table show the frequency analysis of the items related to trusting issues**.**

| | Agree | Strongly Agree | Neutral | Strongly Disagree | Disagree |
|---|---|---|---|---|---|
| I feel very secure while using social media sites | 16.7 | 17.5 | 39.2 | 10.8 | 11.7 |
| It doesn't seem that social media would hurt me in sharing context | 15.8 | 22.5 | 40.8 | 13.3 | 7.5 |
| I feel confident about the online system | 17.5 | 14.2 | 43.3 | 15.0 | 10.0 |
| I can believe in social media values | 13.3 | 20.0 | 45.8 | 13.3 | 7.5 |

**Table 4. 14: The tendency of individuals to ask trust issue of social media**

About 33% respondents are agree and strongly agree feel secure to use social media sites for buying a product while 39% are neutral. But 21% are those who do not feel secure or comfortable to use social media sites. Similarly, 37% respondents are agreeing and strongly agree who doesn't seem that social media would hurt in sharing context while 40% are neutral with this statement. Where just 20% are those who do seem that social media would hurt them in sharing context. And 31% respondents are agreeing and strongly agree who are confident on online system while 43% are neutral with this statement. Where just 25% are those who don't. From the above table, we can also see the responding rate of participant who believe in the values of social media or not.

**Q14: Indicate that what brings negative impact of behavioral intention?**
**Behavioral Intention**

The following tables show the frequency and percentage of related items.

| | Agree | Strongly Agree | Neutral | Strongly Disagree | Disagree |
|---|---|---|---|---|---|
| Even after facing issues regarding social media would you like to use it in future? | 35.8 | 19.2 | 35.0 | 5.0 | 5.0 |
| After knowing issue related with social media would you believe in sharing your data on it? | 23.3 | 14.2 | 39.2 | 15.0 | 8.3 |
| If you get know in future that social media is collecting data would you still want to use it? | 25.0 | 12.5 | 40.0 | 12.5 | 10.0 |
| If you already experience this kind of issue and you still think it's okay to use social media sites? | 25.8 | 14.2 | 35.0 | 9.2 | 15.8 |

**Table 4. 15: The tendency of individuals to ask trust issue of social media**

About 54% respondents are agree and strongly agree who believe on the statement "Even after facing issues regarding social media would you like to use it in future?" while 35% are neutral with this statement. But just 10% are not. And 37% respondents are agreeing and strongly agree who believe on the statement "After knowing issue related with social media would you believe in sharing your data on it?" while 39% are neutral with this statement. Another statement like "If you get know in future that social media is collecting data would you still want to use it?" the 40% respondents are agreeing and strongly agree who believe while 40% are neutral with this statement. Similarly, 39% respondents are agreeing and strongly agree who believe on the statement "If you already experience this kind of issue and you still think it's okay to use social media sites?"

**Q15: What are internet user privacy concerns related with the use of social media networking sites?**

**IUIPC**

The following table show the frequency and percentage of related items.

| | **Very often** | **Often** | **Sometimes** | **Very rarely** | **Rarely** |
|---|---|---|---|---|---|
| External conditions which mentioned earlier | 34.2 | 30.8 | 30.8 | 3.3 | 0.8 |
| Information privacy | 28.3 | 42.5 | 24.2 | 4.2 | 0.8 |
| Concerns of information privacy | 28.3 | 37.5 | 28.3 | 4.2 | 1.7 |
| Unauthorized secondary use | 22.5 | 35.0 | 37.5 | 1.7 | 3.3 |
| Improper access | 29.2 | 31.7 | 35.8 | 1.7 | 1.7 |

**Table 4. 16: The tendency of individuals to ask IUIPC**

From the above mentioned table, we can see almost 64% of the questionnaire participants said they are often or very often with all external conditions which are mentioned in all questions. While 3.11% participants are rarely known with them. As mentioned the above table. About 60% respondents are those who are often known with the statement of "information privacy on social media" while the 4.10% are those who are not. But 56% participants are those who have concern with the privacy while 28% are sometime think about it. But only 5% those have not concern. 57% participants are those who often or very often with the unauthorized secondary use of data while 37% are sometime think about it. About 60% participants are those who often or very often with the improper access of data.

**Q18: Since how long you using Social Media?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| | Since how long you using Social Media | | | | |
| Valid | 0 – 6 months | 2 | 1.7 | 1.7 | 1.7 |
| | 7 - 11 months | 1 | .8 | .8 | 2.5 |
| | 1- 3 years | 13 | 10.1 | 10.1 | 12.6 |
| | 4 - 6 years | 32 | 26.9 | 26.9 | 39.5 |
| | 7 - 10 years | 37 | 31.1 | 31.1 | 70.6 |
| | more than 10 years | 35 | 29.4 | 29.4 | 100.0 |
| | Total | 120 | 100.0 | 100.0 | |

**Table 4. 17: The usage of social media**
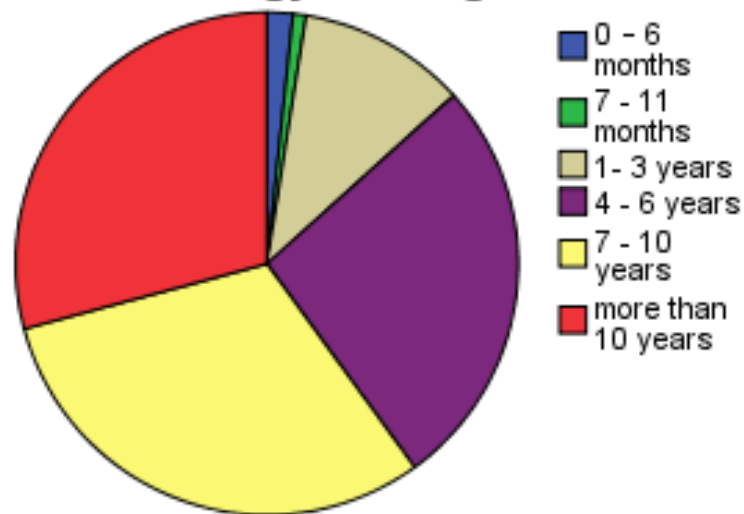


**Figure 4. 7: Usage of social media**

Since this study is concerned with Social Media users how long you using Social Media. The above table represents the respondent rate of participant. The statistics of the participants illustrates that 1.7% ($n = 2$) participants who use 0-6month on social media, 0.8% ($n = 1$)

participants use 7-11 months on social media, 10.1% ($n = 13$) who use 1-3year on social media, 26.9% ($n = 32$) who use 4-6 years on social media, 31.1% ($n = 37$) participants who use 7-10 years on social media while 29.4% ($n = 35$) participants who spend more than 10 years on social media.

## 3.11. Correlation

The Pearson's Correlation analysis was used to investigate the bivariate relationship among all the study variables. Table 4.23 provides the summary of the results obtained.

| | | Deception | Collection | Control | Awareness | Trust Issue | Behavioral Intention | IUIPC | Risk belief |
|---|---|---|---|---|---|---|---|---|---|
| Deception | Pearson Correlation | 1 | .321** | .010 | .236** | .008 | .236** | .263* | .271** |
| | Sig. (2-tailed) | | .000 | .912 | .010 | .930 | .010 | .004 | .003 |
| | N | 119 | 119 | 119 | 119 | 119 | 119 | 119 | 119 |
| Collection | Pearson Correlation | .321** | 1 | .053 | .350** | .082 | .208* | .182* | .303** |
| | Sig. (2-tailed) | .000 | | .567 | .000 | .373 | .023 | .048 | .001 |
| | N | 119 | 119 | 119 | 119 | 119 | 119 | 119 | 119 |
| Control | Pearson Correlation | .010 | .053 | 1 | .183* | .276** | .027 | .168 | -.089 |
| | Sig. (2-tailed) | .912 | .567 | | .046 | .002 | .771 | .068 | .335 |
| | N | 119 | 119 | 119 | 119 | 119 | 119 | 119 | 119 |
| Awareness | Pearson Correlation | .236** | .350** | .183* | 1 | .216* | .166 | .416* | .193* |
| | Sig. (2-tailed) | .010 | .000 | .046 | | .018 | .070 | .000 | .035 |
| | N | 119 | 119 | 119 | 119 | 119 | 119 | 119 | 119 |
| Trust Issue | Pearson Correlation | .008 | .082 | .276** | .216* | 1 | .244** | .154 | -.117 |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | Sig. (2-tailed) | .930 | .373 | .002 | .018 | | .008 | .095 | .204 |
| | N | 119 | 119 | 119 | 119 | 119 | 119 | 119 | 119 |
| Behavioral Intention | Pearson Correlation | .236** | .208* | .027 | .166 | .244** | 1 | .165 | .109 |
| | Sig. (2-tailed) | .010 | .023 | .771 | .070 | .008 | | .073 | .237 |
| | N | 119 | 119 | 119 | 119 | 119 | 119 | 119 | 119 |
| IUIPC | Pearson Correlation | .263** | .182* | .168 | .416** | .154 | .165 | 1 | .253** |
| | Sig. (2-tailed) | .004 | .048 | .068 | .000 | .095 | .073 | | .006 |
| | N | 119 | 119 | 119 | 119 | 119 | 119 | 119 | 119 |
| Risk belief | Pearson Correlation | .271** | .303** | -.089 | .193* | -.117 | .109 | .253** | 1 |
| | Sig. (2-tailed) | .003 | .001 | .335 | .035 | .204 | .237 | .006 | |
| | N | 119 | 119 | 119 | 119 | 119 | 119 | 119 | 119 |

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

**Table 4. 18:  Correlation**

## 3.12.    T-test for Gender

In the Group Statistics box, the mean for condition 1 (Male) is 2.14. The mean for condition 2 (Female) is 2.21. The standard deviation for condition 1 is 0.748 and for condition 2, 0.917 for deception. The number of participants in each condition (N) is 120.

|  | Gender | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| Deception | Male | 66 | 2.1402 | .74824 | .09210 |
|  | Female | 54 | 2.2176 | .91765 | .12488 |
| Collection | Male | 66 | 1.9205 | .60313 | .07424 |
|  | Female | 54 | 1.8102 | .65505 | .08914 |
| Control | Male | 66 | 2.1162 | .96164 | .11837 |
|  | Female | 54 | 2.0432 | .80368 | .10937 |
| Awareness | Male | 66 | 2.1856 | .76750 | .09447 |
|  | Female | 54 | 2.0139 | .62837 | .08551 |
| Trust Issue | Male | 66 | 2.6894 | .80868 | .09954 |
|  | Female | 54 | 2.9537 | .92918 | .12645 |
| Behavioral Intention | Male | 66 | 2.5417 | .98506 | .12125 |
|  | Female | 54 | 2.6713 | 1.04929 | .14279 |
| IUIPC | Male | 66 | 2.1394 | .70686 | .08701 |
|  | Female | 54 | 2.1370 | .69480 | .09455 |
| Risk belief | Male | 66 | 2.0788 | .84771 | .10435 |
|  | Female | 54 | 2.1148 | .74894 | .10192 |

**Table 4.19: Group Statistics for Gender**

The Sig. (2-Tailed) value in our sample is 0.611. This value is greater than .05. Because of this, we can conclude that there is a statistically insignificant difference between the mean numbers of words recalled for deception conditions. Since our Group Statistics box revealed that the Mean for the female condition was greater than the Mean for the male condition, we can conclude that participants in the female condition were able to recall significantly more words than participants in the male condition.

|  |  | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | | |
|  |  |  |  |  |  |  |  |  | 95% Confidence Interval of the Difference | |
|  |  | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | Lower | Upper |
| Deception | Equal variances assumed | 1.316 | .254 | -.509 | 118 | .611 | -.07744 | .15205 | -.37854 | .22366 |
|  | Equal variances not assumed |  |  | -.499 | 101.785 | .619 | -.07744 | .15517 | -.38522 | .23034 |
| Collection | Equal variances assumed | .000 | .991 | .958 | 118 | .340 | .11027 | .11505 | -.11756 | .33810 |
|  | Equal variances not assumed |  |  | .951 | 109.189 | .344 | .11027 | .11601 | -.11965 | .34019 |
| Control | Equal variances assumed | 1.053 | .307 | .445 | 118 | .657 | .07295 | .16407 | -.25195 | .39786 |
|  | Equal variances not assumed |  |  | .453 | 117.938 | .652 | .07295 | .16116 | -.24619 | .39209 |
| Awareness | Equal variances assumed | 1.520 | .220 | 1.321 | 118 | .189 | .17172 | .12999 | -.08569 | .42913 |
|  | Equal variances not assumed |  |  | 1.348 | 117.999 | .180 | .17172 | .12743 | -.08062 | .42405 |
| Trust Issue | Equal variances assumed | .666 | .416 | -1.665 | 118 | .098 | -.26431 | .15870 | -.57858 | .04996 |

| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | Lower | Upper |
|---|---|---|---|---|---|---|---|---|---|---|
| | Equal variances not assumed | | | -1.642 | 105.887 | .103 | -.26431 | .16093 | -.58336 | .05475 |
| Behavioral Intention | Equal variances assumed | .652 | .421 | -.696 | 118 | .488 | -.12963 | .18614 | -.49823 | .23898 |
| | Equal variances not assumed | | | -.692 | 110.251 | .490 | -.12963 | .18733 | -.50086 | .24160 |
| IUIPC | Equal variances assumed | .011 | .916 | .018 | 118 | .985 | .00236 | .12872 | -.25254 | .25725 |
| | Equal variances not assumed | | | .018 | 114.071 | .985 | .00236 | .12849 | -.25218 | .25690 |
| Risk belief | Equal variances assumed | .593 | .443 | -.244 | 118 | .808 | -.03603 | .14769 | -.32848 | .25643 |
| | Equal variances not assumed | | | -.247 | 117.276 | .805 | -.03603 | .14586 | -.32489 | .25284 |

**Table 4.20: Independent Samples T-test for Gender**

# 3.13. ANOVA ANALYSIS RESULTS

## 3.13.1. ANOVA by Age

### 3.13.1.1. For Deception

A one-way between subjects' ANOVA was conducted to compare the difference of age on the deception. There was not a significant difference for age on deception at the $p < .05$ level for the three conditions [F = 0.709, p = .494]. Taken together, these results suggest that the age group of consumers really do not have any difference on the deception. Tables (4.22 to 4.24) shows the results of the ANOVA analysis of age groups.

A one-way between subjects' ANOVA was led to look at the difference of age on the deception. There was not a critical difference for age on deception at the $p < .05$ level for the three conditions [F = 0.709, p = .494]. Taken together, these outcomes recommend that the age group of consumers truly no difference in the deception. Tables (4.22 to 4.24) shows the aftereffects of the ANOVA examination of age groups.

### 3.13.1.2. For Collection

A one-way between subjects' ANOVA was led to think about the difference of age on the collection. There was not a noteworthy difference for age on collection at the $p < .05$ level for the three conditions [F = .125, p = .882]. Taken together, these outcomes recommend that the age truly don't affect collection. Tables (4.22 to 4.24) shows the aftereffects of the ANOVA examination for age.

### 3.13.1.3. For Control

A one-way between subjects' ANOVA was directed to look at the difference of age on the control. There was not a huge difference for age on control at the $p < .05$ level for the three conditions [F = 1.408, p = .249]. Taken together, these outcomes recommend that the age truly don't affect control. Tables (4.22 to 4.24) shows the consequences of the ANOVA examination for age.

### 3.13.1.4. For Awareness

A one-way between subjects' ANOVA was directed to think about the difference age on the awareness. There was not a noteworthy difference for age on awareness at the p<.05 level for the three conditions [F = 1.516, p = 0.224]. Taken together, these outcomes recommend that the age truly don't affect awareness. Tables (4.22 to 4.24) shows the aftereffects of the ANOVA examination for age.

### 3.13.1.5. For Trust Issue

A one-way between subjects' ANOVA was directed to look at the difference age on the Trust Issue. There was not a critical difference for age on Trust Issue at the p<.05 level for the three conditions [F = 0.805, p = 0.449]. Taken together, these outcomes recommend that the age truly don't affect trust issue. Tables (4.22 to 4.24) shows the aftereffects of the ANOVA examination for age

### 3.13.1.6. For behavioral Intention

A one-way between subjects' ANOVA was directed to think about the difference age on the behavioral intention. There was not a critical difference for age on behavioral intention at the p<.05 level for the three conditions [F = 1.582, p = 0.210]. Taken together, these outcomes propose that the age truly don't affect behavioral intention. Tables (4.22 to 4.24) shows the aftereffects of the ANOVA examination for age.

### 3.13.1.7. For IUIPC

A one-way between subjects' ANOVA was led to think about the difference old enough on the IUIPC. There was not a huge difference for age on IUIPC at the p<.05 level for the three conditions [F = 1.509, p = 0.225]. Taken together, these outcomes recommend that the age truly don't affect IUIPC. Tables (4.22 to 4.24) shows the consequences of the ANOVA examination for age.

### 3.13.1.8. For risk belief

A one-way between subjects' ANOVA was conducted to compare the effect of age on the risk belief. There was not a significant effect for age on risk belief at the p<.05 level for the three conditions [F = 1.181, p = 0.311]. Taken together, these results suggest that the age really do not have an effect on risk belief. Tables (4.22 to 4.24) shows the results of the ANOVA analysis for age.

| | | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | | Mini | Maxi |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Lower Bound | Upper Bound | | |
| Deception | 15 - 20 years | 19 | 2.3421 | .91367 | .20961 | 1.9017 | 2.7825 | 1.00 | 5.00 |
| | 21 - 30 years | 90 | 2.1639 | .84398 | .08896 | 1.9871 | 2.3407 | 1.00 | 4.25 |
| | 31 - 45 years | 11 | 1.9773 | .42507 | .12816 | 1.6917 | 2.2628 | 1.25 | 2.50 |
| | Total | 120 | 2.1750 | .82605 | .07541 | 2.0257 | 2.3243 | 1.00 | 5.00 |
| Collection | 15 - 20 years | 19 | 1.9342 | .84509 | .19388 | 1.5269 | 2.3415 | 1.00 | 4.50 |
| | 21 - 30 years | 90 | 1.8556 | .61005 | .06430 | 1.7278 | 1.9833 | 1.00 | 3.00 |
| | 31 - 45 years | 11 | 1.8864 | .25893 | .07807 | 1.7124 | 2.0603 | 1.50 | 2.25 |
| | Total | 120 | 1.8708 | .62677 | .05722 | 1.7575 | 1.9841 | 1.00 | 4.50 |
| Control | 15 - 20 years | 19 | 1.7719 | .66715 | .15306 | 1.4504 | 2.0935 | 1.00 | 3.33 |
| | 21 - 30 years | 90 | 2.1481 | .94296 | .09940 | 1.9506 | 2.3456 | 1.00 | 5.00 |
| | 31 - 45 years | 11 | 2.0909 | .71633 | .21598 | 1.6097 | 2.5721 | 1.00 | 3.33 |

| | | N | Mean | Std. Deviation | Std. Error | Lower Bound | Upper Bound | Min | Max |
|---|---|---|---|---|---|---|---|---|---|
| | Total | 120 | 2.0833 | .89113 | .08135 | 1.9223 | 2.2444 | 1.00 | 5.00 |
| Awareness | 15 - 20 years | 19 | 1.9474 | .65922 | .15124 | 1.6296 | 2.2651 | 1.00 | 3.00 |
| | 21 - 30 years | 90 | 2.1722 | .73405 | .07738 | 2.0185 | 2.3260 | 1.00 | 5.00 |
| | 31 - 45 years | 11 | 1.8636 | .52872 | .15942 | 1.5084 | 2.2188 | 1.00 | 2.75 |
| | Total | 120 | 2.1083 | .71061 | .06487 | 1.9799 | 2.2368 | 1.00 | 5.00 |
| Trust Issue | 15 - 20 years | 19 | 2.5789 | .93561 | .21464 | 2.1280 | 3.0299 | 1.00 | 4.50 |
| | 21 - 30 years | 90 | 2.8583 | .84306 | .08887 | 2.6818 | 3.0349 | 1.00 | 5.00 |
| | 31 - 45 years | 11 | 2.7955 | 1.00510 | .30305 | 2.1202 | 3.4707 | 1.25 | 4.25 |
| | Total | 120 | 2.8083 | .87131 | .07954 | 2.6508 | 2.9658 | 1.00 | 5.00 |
| Behavioral Intention | 15 - 20 years | 19 | 2.9605 | 1.06152 | .24353 | 2.4489 | 3.4722 | 1.00 | 4.50 |
| | 21 - 30 years | 90 | 2.5139 | .99815 | .10521 | 2.3048 | 2.7229 | 1.00 | 5.00 |
| | 31 - 45 years | 11 | 2.6818 | .98800 | .29789 | 2.0181 | 3.3456 | 1.00 | 4.50 |
| | Total | 120 | 2.6000 | 1.01222 | .09240 | 2.4170 | 2.7830 | 1.00 | 5.00 |
| IUIPC | 15 - 20 years | 19 | 1.8842 | .74927 | .17189 | 1.5231 | 2.2453 | 1.00 | 3.20 |

| | | N | Mean | Std. Deviation | Std. Error | Lower | Upper | Min | Max |
|---|---|---|---|---|---|---|---|---|---|
| | 21 - 30 years | 90 | 2.1844 | .69037 | .07277 | 2.0398 | 2.3290 | 1.00 | 4.00 |
| | 31 - 45 years | 11 | 2.2000 | .63875 | .19259 | 1.7709 | 2.6291 | 1.60 | 3.40 |
| | Total | 120 | 2.1383 | .69852 | .06377 | 2.0121 | 2.2646 | 1.00 | 4.00 |
| Risk belief | 15 - 20 years | 19 | 2.3158 | 1.02049 | .23412 | 1.8239 | 2.8077 | 1.00 | 4.60 |
| | 21 - 30 years | 90 | 2.0311 | .73739 | .07773 | 1.8767 | 2.1856 | 1.00 | 4.60 |
| | 31 - 45 years | 11 | 2.2364 | .88462 | .26672 | 1.6421 | 2.8307 | 1.40 | 4.60 |
| | Total | 120 | 2.0950 | .80166 | .07318 | 1.9501 | 2.2399 | 1.00 | 4.60 |

Table 4. 21: Descriptive analysis of Age

| | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| Deception | Between Groups | .972 | 2 | .486 | .709 | .494 |
| | Within Groups | 80.228 | 117 | .686 | | |
| | Total | 81.200 | 119 | | | |
| Collection | Between Groups | .100 | 2 | .050 | .125 | .882 |
| | Within Groups | 46.648 | 117 | .399 | | |
| | Total | 46.748 | 119 | | | |
| Control | Between Groups | 2.221 | 2 | 1.111 | 1.408 | .249 |
| | Within Groups | 92.279 | 117 | .789 | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| | Total | 94.500 | 119 | | | |
| Awareness | Between Groups | 1.518 | 2 | .759 | 1.516 | .224 |
| | Within Groups | 58.573 | 117 | .501 | | |
| | Total | 60.092 | 119 | | | |
| Trust Issue | Between Groups | 1.227 | 2 | .613 | .805 | .449 |
| | Within Groups | 89.115 | 117 | .762 | | |
| | Total | 90.342 | 119 | | | |
| Behavioral Intention | Between Groups | 3.211 | 2 | 1.605 | 1.582 | .210 |
| | Within Groups | 118.714 | 117 | 1.015 | | |
| | Total | 121.925 | 119 | | | |
| IUIPC | Between Groups | 1.460 | 2 | .730 | 1.509 | .225 |
| | Within Groups | 56.603 | 117 | .484 | | |
| | Total | 58.064 | 119 | | | |
| Risk belief | Between Groups | 1.513 | 2 | .757 | 1.181 | .311 |
| | Within Groups | 74.964 | 117 | .641 | | |
| | Total | 76.477 | 119 | | | |

Table 4. 22: ANOVA results for Age

| | Levene Statistic | df1 | df2 | Sig. |
|---|---|---|---|---|
| Deception | 2.530 | 2 | 117 | .084 |
| Collection | 4.223 | 2 | 117 | .017 |
| Control | 1.928 | 2 | 117 | .150 |

| Awareness | .753 | 2 | 117 | .473 |
|---|---|---|---|---|
| Trust Issue | .653 | 2 | 117 | .522 |
| Behavioral Intention | .063 | 2 | 117 | .939 |
| IUIPC | .353 | 2 | 117 | .703 |
| Risk belief | 1.688 | 2 | 117 | .189 |

Table 4. 23: Test of Homogeneity of Variances

### 3.13.2. ANOVA by Education

#### 3.13.2.1. For Deception

A one-way between subjects' ANOVA was directed to look at the difference of education on the deception. There was a critical difference for education on deception at the p<.05 level for the four conditions [F= 4.322, p = .006]. Taken together, these outcomes recommend that the education group of consumers truly affect the deception. Table (4.25 to 4.27) shows the consequences of the ANOVA examination of education group.

#### 3.13.2.2. For Collection

A one-way between subjects' ANOVA was led to analyze the difference of education on the collection. There was not a noteworthy difference for education on collection at the p<.05 level for the four conditions [F = .929, p = .429]. Taken together, these outcomes propose that the education truly don't affect collection. Tables (4.25 to 4.27) shows the consequences of the ANOVA investigation for education.

#### 3.13.2.3. For Control

A one-way between subjects' ANOVA was directed to look at the difference of education on the control. There was not a noteworthy difference for education on control at the p<.05 level for the four conditions [F = 2.513, p = .0.62]. Taken together, these outcomes recommend that the education truly don't affect control. Tables (4.25 to 4.27) shows the aftereffects of the ANOVA examination for education.

### 3.13.2.4.For Awareness

A one-way between subjects' ANOVA was led to look at the difference of education on the awareness. There was not a huge difference for education on awareness at the $p<.05$ level for the four conditions [F = 1.025, p = 0.384]. Taken together, these outcomes propose that the education truly don't affect awareness. Tables (4.25 to 4.27) shows the consequences of the ANOVA investigation for education.

### 3.13.2.5.For Trust Issue

A one-way between subjects' ANOVA was led to think about the difference of education on the Trust Issue. There was not a noteworthy difference for education on Trust Issue at the $p<.05$ level for the three conditions [F = 0.182, p = 0.908]. Taken together, these outcomes propose that the education truly don't affect trust issue. Tables (4.25 to 4.27) shows the aftereffects of the ANOVA investigation for education.

### 3.13.2.6.For Behavioral Intention

A one-way between subjects' ANOVA was led to look at the difference of education on the behavioral intention. There was not a critical difference for education on behavioral intention at the $p<.05$ level for the four conditions [F = 2.329, p = 0.078]. Taken together, these outcomes propose that education truly don't affect behavioral intention. Tables (4.25 to 4.27) shows the consequences of the ANOVA examination for education.

### 3.13.2.7.For IUIPC

A one-way between subjects' ANOVA was led to look at the difference of education on the IUIPC. There was a huge difference for education on IUIPC at the $p<.05$ level for the four conditions [F = 2.857, p = 0.040]. Taken together, these outcomes propose that the education truly affect IUIPC. Tables (4.25 to 4.27) shows the aftereffects of the ANOVA examination for education.

### 3.13.2.8.For risk belief

A one-way between subjects' ANOVA was directed to think about the difference of education on the risk belief. There was not a noteworthy difference for education on risk belief at the $p<.05$ level for the four conditions [F = 0.443, p = 0.723]. Taken together, these outcomes recommend that the education truly don't affect risk belief. Tables (4.25 to 4.27) shows the aftereffects of the ANOVA examination for education.

| | | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | | Min | Max |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Lower Bound | Upper Bound | | |
| Deception | High School | 16 | 2.7656 | 1.06250 | .26563 | 2.1995 | 3.3318 | 1.000 | 5.000 |
| | Undergraduate Program | 58 | 2.1078 | .65412 | .08589 | 1.9358 | 2.2798 | 1.000 | 4.000 |
| | Master Program | 39 | 2.1346 | .89193 | .14282 | 1.8455 | 2.4237 | 1.000 | 4.25 |
| | PHD (Doctorate) | 7 | 1.6071 | .49701 | .18785 | 1.1475 | 2.0668 | 1.000 | 2.25 |
| | Total | 120 | 2.1750 | .82605 | .07541 | 2.0257 | 2.3243 | 1.000 | 5.000 |
| Collection | High School | 16 | 1.7031 | .87187 | .21797 | 1.2385 | 2.1677 | 1.000 | 4.50 |
| | Undergraduate Program | 58 | 1.8621 | .61980 | .08138 | 1.6991 | 2.0250 | 1.000 | 3.000 |
| | Master Program | 39 | 1.9808 | .55424 | .08875 | 1.8011 | 2.1604 | 1.000 | 3.000 |

| | | N | Mean | Std. Deviation | Std. Error | Lower Bound | Upper Bound | Minimum | Maximum |
|---|---|---|---|---|---|---|---|---|---|
| | PHD (Doctorate) | 7 | 1.7143 | .33630 | .12711 | 1.4033 | 2.0253 | 1.25 | 2.25 |
| | Total | 120 | 1.8708 | .62677 | .05722 | 1.7575 | 1.9841 | 1.00 | 4.50 |
| Control | High School | 16 | 1.9583 | .56928 | .14232 | 1.6550 | 2.2617 | 1.00 | 3.33 |
| | Undergraduate Program | 58 | 1.9310 | .91289 | .11987 | 1.6910 | 2.1711 | 1.00 | 5.00 |
| | Master Program | 39 | 2.2393 | .87174 | .13959 | 1.9567 | 2.5219 | 1.00 | 4.00 |
| | PHD (Doctorate) | 7 | 2.7619 | 1.11744 | .42235 | 1.7284 | 3.7954 | 1.67 | 4.00 |
| | Total | 120 | 2.0833 | .89113 | .08135 | 1.9223 | 2.2444 | 1.00 | 5.00 |
| Awareness | High School | 16 | 2.0156 | .55878 | .13970 | 1.7179 | 2.3134 | 1.25 | 3.00 |
| | Undergraduate Program | 58 | 2.0560 | .70407 | .09245 | 1.8709 | 2.2412 | 1.00 | 4.50 |
| | Master Program | 39 | 2.2628 | .81100 | .12986 | 1.9999 | 2.5257 | 1.00 | 5.00 |
| | PHD (Doctorate) | 7 | 1.8929 | .31810 | .12023 | 1.5987 | 2.1871 | 1.50 | 2.50 |

| | | N | Mean | Std. Deviation | Std. Error | 95% CI Lower | 95% CI Upper | Minimum | Maximum |
|---|---|---|---|---|---|---|---|---|---|
| | Total | 120 | 2.1083 | .71061 | .06487 | 1.9799 | 2.2368 | 1.00 | 5.00 |
| Trust Issue | High School | 16 | 2.7344 | .96380 | .24095 | 2.2208 | 3.2479 | 1.00 | 4.50 |
| | Undergraduate Program | 58 | 2.7716 | .83283 | .10936 | 2.5526 | 2.9905 | 1.00 | 4.50 |
| | Master Program | 39 | 2.8718 | .95606 | .15309 | 2.5619 | 3.1817 | 1.00 | 5.00 |
| | PHD (Doctorate) | 7 | 2.9286 | .53452 | .20203 | 2.4342 | 3.4229 | 2.25 | 3.75 |
| | Total | 120 | 2.8083 | .87131 | .07954 | 2.6508 | 2.9658 | 1.00 | 5.00 |
| Behavioral Intention | High School | 16 | 2.4219 | 1.03971 | .25993 | 1.8679 | 2.9759 | 1.00 | 4.50 |
| | Undergraduate Program | 58 | 2.8405 | 1.02886 | .13510 | 2.5700 | 3.1110 | 1.00 | 5.00 |
| | Master Program | 39 | 2.3974 | .94715 | .15167 | 2.0904 | 2.7045 | 1.00 | 4.50 |
| | PHD (Doctorate) | 7 | 2.1429 | .85217 | .32209 | 1.3547 | 2.9310 | 1.00 | 3.00 |
| | Total | 120 | 2.6000 | 1.01222 | .09240 | 2.4170 | 2.7830 | 1.00 | 5.00 |

| | | N | Mean | Std. Deviation | Std. Error | Lower Bound | Upper Bound | Minimum | Maximum |
|---|---|---|---|---|---|---|---|---|---|
| IUIPC | High School | 16 | 1.8250 | .55558 | .13889 | 1.5290 | 2.1210 | 1.000 | 3.00 |
| | Undergraduate Program | 58 | 2.1000 | .65024 | .08538 | 1.9290 | 2.2710 | 1.000 | 3.60 |
| | Master Program | 39 | 2.3641 | .79455 | .12723 | 2.1065 | 2.6217 | 1.000 | 4.00 |
| | PHD (Doctorate) | 7 | 1.9143 | .47409 | .17919 | 1.4758 | 2.3527 | 1.000 | 2.40 |
| | Total | 120 | 2.1383 | .69852 | .06377 | 2.0121 | 2.2646 | 1.000 | 4.00 |
| Risk belief | High School | 16 | 2.1875 | 1.10386 | .27596 | 1.5993 | 2.7757 | 1.000 | 4.60 |
| | Undergraduate Program | 58 | 2.0138 | .73686 | .09675 | 1.8200 | 2.2075 | 1.000 | 4.60 |
| | Master Program | 39 | 2.1436 | .73118 | .11708 | 1.9066 | 2.3806 | 1.000 | 4.60 |
| | PHD (Doctorate) | 7 | 2.2857 | 1.00570 | .38012 | 1.3556 | 3.2158 | 1.40 | 4.20 |
| | Total | 120 | 2.0950 | .80166 | .07318 | 1.9501 | 2.2399 | 1.000 | 4.60 |

Table 4. 24: Descriptive for Education

|  |  | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| Deception | Between Groups | 8.164 | 3 | 2.721 | 4.322 | .006 |
|  | Within Groups | 73.036 | 116 | .630 |  |  |
|  | Total | 81.200 | 119 |  |  |  |
| Collection | Between Groups | 1.097 | 3 | .366 | .929 | .429 |
|  | Within Groups | 45.651 | 116 | .394 |  |  |
|  | Total | 46.748 | 119 |  |  |  |
| Control | Between Groups | 5.767 | 3 | 1.922 | 2.513 | .062 |
|  | Within Groups | 88.733 | 116 | .765 |  |  |
|  | Total | 94.500 | 119 |  |  |  |
| Awareness | Between Groups | 1.552 | 3 | .517 | 1.025 | .384 |
|  | Within Groups | 58.540 | 116 | .505 |  |  |
|  | Total | 60.092 | 119 |  |  |  |
| Trust Issue | Between Groups | .424 | 3 | .141 | .182 | .908 |
|  | Within Groups | 89.917 | 116 | .775 |  |  |
|  | Total | 90.342 | 119 |  |  |  |
| Behavioral Intention | Between Groups | 6.926 | 3 | 2.309 | 2.329 | .078 |
|  | Within Groups | 114.999 | 116 | .991 |  |  |
|  | Total | 121.925 | 119 |  |  |  |
| IUIPC | Between Groups | 3.995 | 3 | 1.332 | 2.857 | .040 |

| | | | | | | |
|---|---|---|---|---|---|---|
| | Within Groups | 54.068 | 116 | .466 | | |
| | Total | 58.064 | 119 | | | |
| Risk belief | Between Groups | .866 | 3 | .289 | .443 | .723 |
| | Within Groups | 75.611 | 116 | .652 | | |
| | Total | 76.477 | 119 | | | |

Table 4. 25: ANOVA for Education

| | Levene Statistic | df1 | df2 | Sig. |
|---|---|---|---|---|
| Deception | 3.488 | 3 | 116 | .018 |
| Collection | 1.320 | 3 | 116 | .271 |
| Control | 2.093 | 3 | 116 | .105 |
| Awareness | 1.838 | 3 | 116 | .144 |
| Trust Issue | .972 | 3 | 116 | .408 |
| Behavioral Intention | .121 | 3 | 116 | .947 |
| IUIPC | 2.301 | 3 | 116 | .081 |
| Risk belief | 1.777 | 3 | 116 | .155 |

Table 4. 26: Test of Homogeneity of Variances

### 3.13.3. ANOVA by Income

### 3.13.3.1. For Deception

A one-way between subjects' ANOVA was directed to look at the difference of income on the deception. There was a noteworthy difference for income on deception at the $p<.05$ level for the seven conditions [$F= 1.940$, $p = .080$]. Taken together, these outcomes recommend that the income gathering of consumers truly affect the deception. Table (4.28 to 4.30) shows the consequences of the ANOVA examination of income gatherings.

### 3.13.3.2. For Collection

A one-way between subjects' ANOVA was directed to think about the difference of income on the collection. There was not a noteworthy difference for income on collection at the $p<.05$

level for the seven conditions [F = 1.849, p = .096]. Taken together, these outcomes propose that the income truly don't affect collection. Tables (4.28 to 4.30) shows the aftereffects of the ANOVA examination for income.

### 3.13.3.3.For Control

A one-way between subjects' ANOVA was led to look at the difference of gender on the control. There was a critical difference for income on control at the p<.05 level for the seven conditions [F = 5.295, p = .000]. Taken together, these outcomes recommend that the income affect control. Tables (4.28 to 4.30) shows the aftereffects of the ANOVA examination for income.

### 3.13.3.4.For Awareness

A one-way between subjects' ANOVA was directed to think about the difference of income on the awareness. There was not a huge difference for income on awareness at the p<.05 level for the seven conditions [F = 1.226, p = 0.298]. Taken together, these outcomes recommend that the income truly don't affect awareness. Tables (4.28 to 4.30) shows the consequences of the ANOVA investigation for income.

### 3.13.3.5.For Trust Issue

A one-way between subjects' ANOVA was led to analyze the difference of income on the Trust Issue. There was not a noteworthy difference for income on Trust Issue at the p<.05 level for the three conditions [F = 0.691, p = 0.657]. Taken together, these outcomes propose that the income truly don't affect trust issue. Tables (4.28 to 4.30) shows the aftereffects of the ANOVA investigation for income.

### 3.13.3.6.For Behavioral Intention

A one-way between subjects' ANOVA was led to think about the difference of income on the behavioral intention. There was not a noteworthy difference for income on behavioral intention at the p<.05 level for the seven conditions [F = 1.080, p = 0.379]. Taken together, these outcomes recommend that the income truly don't affect behavioral intention. Tables (4.28 to 4.30) shows the consequences of the ANOVA investigation for income.

### 3.13.3.7.For IUIPC

A one-way between subjects' ANOVA was led to look at the difference of income on the IUIPC. There was a huge difference for income on IUIPC at the $p<.05$ level for the seven conditions [F = 0.587, p = 0.740]. Taken together, these outcomes recommend that the income truly affect IUIPC. Tables (4.28 to 4.30) shows the aftereffects of the ANOVA investigation for income.

### 3.13.3.8.For risk belief

A one-way between subjects' ANOVA was directed to analyze the difference of income on the risk belief. There was a noteworthy difference for income on risk belief at the $p<.05$ level for the seven conditions [F = 2.154, p = 0.053]. Taken together, these outcomes propose that the income truly affect risk belief. Tables (4.33 to 4.35) shows the consequences of the ANOVA investigation for income.

| | | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | | Minimum | Maximum |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Lower Bound | Upper Bound | | |
| Deception | 0 – 2.500 | 50 | 2.4500 | .90914 | .12857 | 2.1916 | 2.7084 | 1.00 | 5.00 |
| | 2.501 – 5.000 | 28 | 2.0000 | .78174 | .14773 | 1.6969 | 2.3031 | 1.00 | 4.25 |
| | 5.001 – 7.500 | 14 | 2.0536 | .47209 | .12617 | 1.7810 | 2.3261 | 1.00 | 3.00 |
| | 7.501 – 10.000 | 12 | 2.1042 | .90741 | .26195 | 1.5276 | 2.6807 | 1.00 | 4.00 |
| | 10.001 – 12.500 | 2 | 1.5000 | .00000 | .00000 | 1.5000 | 1.5000 | 1.50 | 1.50 |
| | 12.501 – 15.000 | 4 | 1.8750 | .47871 | .23936 | 1.1133 | 2.6367 | 1.50 | 2.50 |
| | 15.001 and over | 10 | 1.8000 | .66458 | .21016 | 1.3246 | 2.2754 | 1.00 | 3.25 |
| | Total | 120 | 2.1750 | .82605 | .07541 | 2.0257 | 2.3243 | 1.00 | 5.00 |

| | | N | Mean | Std. Deviation | Std. Error | Lower Bound | Upper Bound | Minimum | Maximum |
|---|---|---|---|---|---|---|---|---|---|
| Collection | 0 – 2.500 | 50 | 1.9100 | .66578 | .09416 | 1.7208 | 2.0992 | 1.00 | 4.50 |
| | 2.501 – 5.000 | 28 | 1.8839 | .56717 | .10718 | 1.6640 | 2.1039 | 1.00 | 3.00 |
| | 5.001 – 7.500 | 14 | 1.9286 | .47463 | .12685 | 1.6545 | 2.2026 | 1.25 | 3.00 |
| | 7.501 – 10.000 | 12 | 2.1458 | .69461 | .20052 | 1.7045 | 2.5872 | 1.00 | 3.00 |
| | 10.001 – 12.500 | 2 | 1.0000 | .00000 | .00000 | 1.0000 | 1.0000 | 1.00 | 1.00 |
| | 12.501 – 15.000 | 4 | 1.4375 | .51539 | .25769 | .6174 | 2.2576 | 1.00 | 2.00 |
| | 15.001 and over | 10 | 1.5750 | .58984 | .18653 | 1.1531 | 1.9969 | 1.00 | 2.50 |
| | Total | 120 | 1.8708 | .62677 | .05722 | 1.7575 | 1.9841 | 1.00 | 4.50 |
| Control | 0 – 2.500 | 50 | 1.9067 | .67693 | .09573 | 1.7143 | 2.0990 | 1.00 | 3.33 |
| | 2.501 – 5.000 | 28 | 2.2976 | 1.01972 | .19271 | 1.9022 | 2.6930 | 1.00 | 5.00 |
| | 5.001 – 7.500 | 14 | 1.6667 | .52298 | .13977 | 1.3647 | 1.9686 | 1.00 | 2.67 |
| | 7.501 – 10.000 | 12 | 2.7500 | .97572 | .28166 | 2.1301 | 3.3699 | 1.00 | 4.00 |
| | 10.001 – 12.500 | 2 | 4.0000 | .00000 | .00000 | 4.0000 | 4.0000 | 4.00 | 4.00 |
| | 12.501 – 15.000 | 4 | 1.2500 | .31914 | .15957 | .7422 | 1.7578 | 1.00 | 1.67 |
| | 15.001 and over | 10 | 2.1000 | .99443 | .31447 | 1.3886 | 2.8114 | 1.00 | 3.67 |
| | Total | 120 | 2.0833 | .89113 | .08135 | 1.9223 | 2.2444 | 1.00 | 5.00 |
| Awareness | 0 – 2.500 | 50 | 2.0100 | .64476 | .09118 | 1.8268 | 2.1932 | 1.00 | 3.00 |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2.501 – 5.000 | 28 | 2.3125 | .74107 | .14005 | 2.0251 | 2.5999 | 1.25 | 4.50 |
| | 5.001 – 7.500 | 14 | 2.2500 | .61237 | .16366 | 1.8964 | 2.6036 | 1.00 | 3.25 |
| | 7.501 – 10.000 | 12 | 2.2708 | 1.04152 | .30066 | 1.6091 | 2.9326 | 1.00 | 5.00 |
| | 10.001 – 12.500 | 2 | 1.7500 | .00000 | .00000 | 1.7500 | 1.7500 | 1.75 | 1.75 |
| | 12.501 – 15.000 | 4 | 1.8750 | .43301 | .21651 | 1.1860 | 2.5640 | 1.50 | 2.25 |
| | 15.001 and over | 10 | 1.8000 | .65405 | .20683 | 1.3321 | 2.2679 | 1.00 | 2.75 |
| | Total | 120 | 2.1083 | .71061 | .06487 | 1.9799 | 2.2368 | 1.00 | 5.00 |
| Trust Issue | 0 – 2.500 | 50 | 2.6800 | .80976 | .11452 | 2.4499 | 2.9101 | 1.00 | 5.00 |
| | 2.501 – 5.000 | 28 | 2.8214 | .94736 | .17903 | 2.4541 | 3.1888 | 1.00 | 4.50 |
| | 5.001 – 7.500 | 14 | 3.0714 | .81706 | .21837 | 2.5997 | 3.5432 | 1.75 | 4.50 |
| | 7.501 – 10.000 | 12 | 3.0000 | .71510 | .20643 | 2.5456 | 3.4544 | 2.25 | 4.25 |
| | 10.001 – 12.500 | 2 | 3.3750 | .53033 | .37500 | -1.3898 | 8.1398 | 3.00 | 3.75 |
| | 12.501 – 15.000 | 4 | 2.9375 | .71807 | .35904 | 1.7949 | 4.0801 | 2.00 | 3.75 |
| | 15.001 and over | 10 | 2.6500 | 1.27584 | .40346 | 1.7373 | 3.5627 | 1.00 | 4.25 |
| | Total | 120 | 2.8083 | .87131 | .07954 | 2.6508 | 2.9658 | 1.00 | 5.00 |
| Behavioral Intention | 0 – 2.500 | 50 | 2.5350 | .98588 | .13942 | 2.2548 | 2.8152 | 1.00 | 4.50 |
| | 2.501 – 5.000 | 28 | 2.9821 | 1.05832 | .20000 | 2.5718 | 3.3925 | 1.00 | 4.50 |

| | | N | Mean | Std. Deviation | Std. Error | Lower Bound | Upper Bound | Minimum | Maximum |
|---|---|---|---|---|---|---|---|---|---|
| | 5.001 – 7.500 | 14 | 2.5714 | .58366 | .15599 | 2.2344 | 2.9084 | 1.00 | 3.25 |
| | 7.501 – 10.000 | 12 | 2.3125 | 1.03970 | .30013 | 1.6519 | 2.9731 | 1.00 | 3.75 |
| | 10.001 – 12.500 | 2 | 2.0000 | 1.41421 | 1.00000 | -10.7062 | 14.7062 | 1.00 | 3.00 |
| | 12.501 – 15.000 | 4 | 2.2500 | .50000 | .25000 | 1.4544 | 3.0456 | 1.50 | 2.50 |
| | 15.001 and over | 10 | 2.5000 | 1.42887 | .45185 | 1.4778 | 3.5222 | 1.00 | 5.00 |
| | Total | 120 | 2.6000 | 1.01222 | .09240 | 2.4170 | 2.7830 | 1.00 | 5.00 |
| IUIPC | 0 – 2.500 | 50 | 2.1160 | .66159 | .09356 | 1.9280 | 2.3040 | 1.00 | 3.60 |
| | 2.501 – 5.000 | 28 | 2.2357 | .68433 | .12933 | 1.9704 | 2.5011 | 1.00 | 3.40 |
| | 5.001 – 7.500 | 14 | 2.1429 | .64416 | .17216 | 1.7709 | 2.5148 | 1.00 | 3.00 |
| | 7.501 – 10.000 | 12 | 2.3167 | 1.01070 | .29176 | 1.6745 | 2.9588 | 1.00 | 4.00 |
| | 10.001 – 12.500 | 2 | 1.7000 | .98995 | .70000 | -7.1943 | 10.5943 | 1.00 | 2.40 |
| | 12.501 – 15.000 | 4 | 2.0500 | .41231 | .20616 | 1.3939 | 2.7061 | 1.60 | 2.40 |
| | 15.001 and over | 10 | 1.8800 | .67462 | .21333 | 1.3974 | 2.3626 | 1.00 | 3.40 |
| | Total | 120 | 2.1383 | .69852 | .06377 | 2.0121 | 2.2646 | 1.00 | 4.00 |
| Risk belief | 0 – 2.500 | 50 | 2.3160 | .83504 | .11809 | 2.0787 | 2.5533 | 1.00 | 4.60 |
| | 2.501 – 5.000 | 28 | 1.8000 | .63011 | .11908 | 1.5557 | 2.0443 | 1.00 | 3.00 |
| | 5.001 – 7.500 | 14 | 2.2143 | .64433 | .17221 | 1.8423 | 2.5863 | 1.00 | 3.00 |

| | N | Mean | Std. Deviation | Std. Error | Lower bound | Upper bound | Min | Max |
|---|---|---|---|---|---|---|---|---|
| 7.501 – 10.000 | 12 | 1.7833 | .52886 | .15267 | 1.4473 | 2.1194 | 1.00 | 3.00 |
| 10.001 – 12.500 | 2 | 1.9000 | .98995 | .70000 | -6.9943 | 10.7943 | 1.20 | 2.60 |
| 12.501 – 15.000 | 4 | 1.5500 | .30000 | .15000 | 1.0726 | 2.0274 | 1.40 | 2.00 |
| 15.001 and over | 10 | 2.2800 | 1.24793 | .39463 | 1.3873 | 3.1727 | 1.00 | 4.60 |
| Total | 120 | 2.0950 | .80166 | .07318 | 1.9501 | 2.2399 | 1.00 | 4.60 |

**Table 4. 27: Descriptive analysis for income**

| | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| Deception | Between Groups | 7.583 | 6 | 1.264 | 1.940 | .080 |
| | Within Groups | 73.617 | 113 | .651 | | |
| | Total | 81.200 | 119 | | | |
| Collection | Between Groups | 4.179 | 6 | .696 | 1.849 | .096 |
| | Within Groups | 42.569 | 113 | .377 | | |
| | Total | 46.748 | 119 | | | |
| Control | Between Groups | 20.738 | 6 | 3.456 | 5.295 | .000 |
| | Within Groups | 73.762 | 113 | .653 | | |
| | Total | 94.500 | 119 | | | |
| Awareness | Between Groups | 3.674 | 6 | .612 | 1.226 | .298 |
| | Within Groups | 56.418 | 113 | .499 | | |
| | Total | 60.092 | 119 | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| Trust Issue | Between Groups | 3.198 | 6 | .533 | .691 | .657 |
| | Within Groups | 87.144 | 113 | .771 | | |
| | Total | 90.342 | 119 | | | |
| Behavioral Intention | Between Groups | 6.613 | 6 | 1.102 | 1.080 | .379 |
| | Within Groups | 115.312 | 113 | 1.020 | | |
| | Total | 121.925 | 119 | | | |
| IUIPC | Between Groups | 1.755 | 6 | .293 | .587 | .740 |
| | Within Groups | 56.308 | 113 | .498 | | |
| | Total | 58.064 | 119 | | | |
| Risk belief | Between Groups | 7.850 | 6 | 1.308 | 2.154 | .053 |
| | Within Groups | 68.627 | 113 | .607 | | |
| | Total | 76.477 | 119 | | | |

**Table 4. 28: ANOVA for Income**

| | Levene Statistic | df1 | df2 | Sig. |
|---|---|---|---|---|
| Deception | 1.747 | 6 | 113 | .116 |
| Collection | 1.194 | 6 | 113 | .315 |
| Control | 2.359 | 6 | 113 | .035 |
| Awareness | 1.088 | 6 | 113 | .374 |
| Trust Issue | 1.952 | 6 | 113 | .078 |
| Behavioral Intention | 2.242 | 6 | 113 | .044 |
| IUIPC | 1.492 | 6 | 113 | .187 |
| Risk belief | 2.251 | 6 | 113 | .043 |

**Table 4. 29: Test of Homogeneity of Variances**

## 3.14.    PLS-SEM

For examining the PLS path model, this study used the Smart PLS 3 software (Henseler, Ringle, & Sarstedt, 2015). Following (Hair, Hult, Ringle, & Sarstedt, 2016), the results translation includes two stages: (1) the measurement model's assessment, and (2) the structural model's evaluation (Obeid et al., 2017).

### 3.14.1.   Evaluation of Measurement model

The results uncover that every base necessity were met by the measurement models, as illustrated in Table 4.31. First, this study used a cut-off an incentive for figure loadings at 0.70 significant level (t-esteem > 1.96 and p-esteem < 0.05). A more elevated level of external stacking factors indicates a more noteworthy degree of marker reliability (Hair. et al., 2014; Hair et al., 2011). Secondly, all composite reliabilities and Cronbach's alpha are bigger than 0.70 which confirms the reliability of the measures\' inner consistency (Wong, 2013). Moreover, all normal change removed (AVE) values surpass the threshold of 0.50, whereby it supports the merged legitimacy of the construct measures (Henseler, Hubona, & Ray, 2016).

| Variable Name | Items | (CR) | Loadings | (AVE) |
|---|---|---|---|---|
| IUIPC | IUIPC-1 | 0.874 | 0.806 | 0.564 |
| | IUIPC-2 | | 0.839 | |
| | IUIPC-3 | | 0.800 | |
| | IUIPC-4 | | 0.753 | |
| Trust Belief | TB-1 | 0.898 | 0.765 | 0.672 |
| | TB-2 | | 0.851 | |
| | TB-3 | | 0.877 | |
| Risk Belief | RB-1 | 0.750 | 0.769 | 0.564 |
| | RB-2 | | 0.872 | |

| | | | | |
|---|---|---|---|---|
| | RB-3 | | 0.842 | |
| | RB-4 | | 0.834 | |
| Behavioral Intention | BI-1 | 0.961 | 0.876 | 0.692 |
| | BI-2 | | 0.844 | |
| | B3-3 | | 0.782 | |
| Deception | D-1 | 0.919 | 0.819 | 0.653 |
| | D-2 | | 0.829 | |
| | D_3 | | 0.752 | |
| Informed Consent | IC-1 | 0.914 | 0.942 | 0.692 |
| | IC-2 | | 0.765 | |
| | IC-3 | | 0.751 | |
| Invasion of Privacy | IP-1 | 0.734 | 0.539 | 0.785 |
| | IP-2 | | 0.862 | |
| | IP-3 | | 0.762 | |
| Privacy & Security | PS-1 | 0.786 | 0.784 | 0.756 |
| | PS-2 | | 0.756 | |
| | PS-3 | | 0.897 | |
| Consumer Perception | CP-1 | 0.907 | 0.789 | 0.689 |
| | CP-2 | | 0.876 | |
| | CP-3 | | 0.821 | |
| | CP-4 | | 0.778 | |

**Table 4. 30: Loadings of items, Composite reliability and AVE**

### 3.14.1.1. Discriminant validity

The discriminatory validity shows to what extent a certain construct differs from other constructs (Barroso, Carrión, & Roldán, 2010). The strength of the discrimination is determined when each measuring item associates weakly with other variables, except that one of them is hypothetically related (Gefen & Straub, 2005). Two ways are used to evaluate discriminant validity. The measurement of cross loadings is determined by associating the constituent marks of each hidden variable with respective indicators and all other items which are involved in model (Chin, 1998). It shows an applicable pattern of loading factors, in which measurement items have highly loads on hypothetically given variables and others have not (Gefen & Straub, 2005).

Generally, there is neither a known threshold to determine discriminant strength. Though, measurement items loading with their given hidden variables must be greater than other loading are accepted (Gefen & Straub, 2005).

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| IUIPC> Trust belief | 1.000 | | | | | | | | | |
| IUIPC> Risk belief | -0.156 | 1.000 | | | | | | | | |
| IUIPC* Trust belief-> Risk belief | -0.345 | -0.07 | 1.000 | | | | | | | |
| IUIPC* Risk belief-> Behavioral intention | -0.415 | 0.114 | 0.665 | 1.000 | | | | | | |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Informed consent > risk belief | -0.364 | -0.226 | 0.730 | 0.549 | 0.809 | 1.000 | | | |
| Informed consent > behavioral intention | 0.556 | 0.132 | -0.332 | -0.492 | -0.297 | -0.248 | 0.808 | | |
| Informed consent* behavioral intention > Deception | 0.747 | 0.027 | -0.390 | -0.383 | -0.369 | -0.417 | 0.686 | 0.832 | |
| Privacy & security > Deception | 0.725 | 0.001 | -0.394 | -0.454 | -0.286 | -0.230 | 0.763 | 0.775 | 0.884 |
| Ethical issue > Consumer perception | 0.217 | -0.178 | 0.031 | -0.072 | 0.037 | 0.141 | 0.084 | 0.218 | 0.228 | 1.000 |

**Table 4. 31: Discriminant validity by (Fornell & Larcker, 1981b) criterion**

Note: Square root of average variance extracted is represented in the diagonal bold text and the remaining of the entries are correlation values (Fornell & Larcker, 1981).

Continued:

| | IUIPC | Risk belief | Trust belief | Behavioral intention | Privacy & security | Deception | Consumer perception |
|---|---|---|---|---|---|---|---|
| IUIPC | 1.000 | | | | | | |
| Risk belief | 0.217 | 1.000 | | | | | |
| Trust belief | 0.469 | -0.178 | 1.000 | | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| Behavioral intention | 0.821 | 0.033 | 0.031 | 1.000 | | | |
| Informed consent | 0.725 | 0.041 | -0.346 | -0.279 | | | |
| Privacy & security | 0.217 | 0.150 | -0.374 | -0.528 | 1.000 | | |
| Deception | 0.469 | -0.178 | -0.330 | -0.269 | 0.188 | 1.000 | |
| Consumer perception | 0.821 | 0.033 | 0.031 | -0.218 | 0.179 | 0.476 | 1.000 |

Note: Square root of average variance extracted is represented in the diagonal bold text and the remaining of the entries are correlation values (Fornell & Larcker, 1981).

### 3.14.2. Structural model

The structural model's results analysis draws on Hair et al. (2014). The analysis proves least collinearity in each series of predictors in the structural model, since the values of all variance inflation factor (VIF) are way lower than the threshold esteem which is 5. VIF values that are lower than five demonstrate that there is no issue of multicollinearity (Hair et al., 2011).

| H | | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (|O/STDEV|) | P Values |
|---|---|---|---|---|---|---|
| H1 | IUIPC> Trust belief | -0.278 | 0.292 | 0.107 | 2.605 | 0.009 |
| H2 | IUIPC> Risk belief | 0.011 | 0.009 | 0.037 | 0.304 | 0.762 |
| H3 | IUIPC* Trust belief-> Risk belief | -0.100 | -0.110 | 0.110 | 0.914 | 0.361 |
| H4 | IUIPC* Risk belief-> Behavioral intention | -0.020 | -0.011 | 0.044 | 0.447 | 0.655 |
| H5 | Informed consent > risk belief | -0.072 | -0.065 | 0.053 | 1.367 | 0.172 |
| H6 | Informed consent > behavioral intention | 0.686 | 0.688 | 0.070 | 9.759 | 0.000 |

| H7 | Informed consent* behavioral intention > Deception | -0.356 | -0.378 | 0.159 | 2.239 | 0.026 |
|---|---|---|---|---|---|---|
| H8 | Privacy & security > Deception | 0.009 | 0.012 | 0.028 | 0.313 | 0.754 |
| H9 | Ethical issue -> Consumer perception | 0.242 | 0.225 | 0.094 | 2.579 | 0.010 |

Table 4. 32: Path Model

In addition, the basic t-values for a two-followed test are 1.65 (with a significance level of 10%), 1.96 (with a significance level of 5%), and 2.58 (with a significance level of 1%). The experimental results are in concurrence with most of the hypothesized path model relationships among the constructs. As envisioned, our results completely affirm to our expectations with respect to the impact of ethical issues as an extra exogenous variable in consumer perception.

Specifically, the standardized path coefficients shown in Table 4.32 confirm a significant positive association between IUIPC and trust belief ($\beta = 0.107$, p-value < 0.009) and a t-value of 2.605, thus confirming Hypothesis 1.

Similarly, Hypothesis 7 Informed consent has a significant and positive effect on behavioral intention and deception ($\beta = 0.070$, t = 9.759, p-value < 0.000) and ($\beta = 0.159$, t = 2.239, p-value < 0.026) respectively. So, it can be concluded that hypothesis 9 are also supported. While the hypothesis 2, where IUIPC has an effect on risk belief is insignificant as ($\beta = 0.037$, t = 0.304, p-value < 0.762) so H2 is not supported.

### 3.14.2.1. Coefficient of determination ($R^2$)

The analytical precision of the model is evaluated by $R^2$. Basically, value of 'R' shows the link among predictors and dependent variable for instance strong, weak and moderate etc. The Coefficient of determination (R-square) explains the goodness of fit of the model. The value of $R^2$ usually fall among 0-1, whereas 1 illustrates the correctness of the model. It is proposed as a rule of thumb about accepting $R^2$ value as 0.25, 0.50, 0.75 explaining Weak, Moderate, and Substantial amount of analytical precision (Hair et al., 2011; Henseler, Ringle, & Sinkovics, 2009b)

|  | R Square | R Square Adjusted |
|---|---|---|
| Ethical issues | 0.471 | 0.467 |
| Consumer perception | 0.957 | 0.952 |

Table 4. 33: R square

$R^2$ Value is estimated through dependent variable. The Ethical issue has $(R^2 = 0.471)$ of variance, and consumer perception has $(R^2 = 0.957)$ variance. All values are described in the above table.

# 5. DISCUSSION AND CONCLUSION

## 5.1.Discussion

Ongoing advances on the internet and the improvement of social media have encouraged the interconnectivity of consumers. Consumers have social interactions through social media such as online websites, communities, ratings, reviews and recommendations. These interactions give various values to both business and consumers. Both are engaged with the co-production of significant worth. The present study borrows constructs from the innovation acknowledgment model, and integrates them with ethical issues and social media concepts to propose a model to look at the job of social media in consumer perception. The model has been approved through a PLS-SEM technique, showing that social media increase the degree of ethical issues in consumers and in a roundabout way urge intention to purchase through social systems administration sites. The results of data analysis uncover that social media engage participants to create content through Facebook, twitter, WhatsApp, skype and line and so on. Consumers, encouraged by social media, create online social support for their peers. Consequently, these interactions establish trust in the networks used.

The findings demonstrate that the user of social media impact the ethical issues despite the way that they seek influencers for data and really get affected by them to purchase products or services they advance. In opposition to the underlying hypothesis of this study, questionnaire results analysis infer that trust is the principle reason for consumers to be influenced by user in their decision, which is in accordance with the findings of (Lindh, C.,

2017). Then again, as indicated by the questionnaire results analysis, risk belief doesn't assume a significant job on consumer perception due to IUIPC.

The test provides another insight into the relationship among consumers and ethical issues, since consumers seek data for diversion and data, consumers think that it's hard to trust with respect to their thoughts about products or services of brands. This can also clarify one of different findings of this study as to why consumers follow numerous others and that is to have numerous sources of data so as to settle on a purchasing decision since consumers rather take as much time as is needed in choosing which item to purchase. It is past the scope of the study to get the full results of ethical issue because of the constrained size of the sample and the absence of time. For additional research, it's best to investigate progressively about the reasons why consumers are skeptical and whether this wonder is increasing after some time.

As per the research questions, the accompanying hypothesis are created and in this section it tends to be answered whether we can dismiss or acknowledge the invalid.

H1: Internet user's information privacy concern have negative impact due trust Issues while sharing information on internet.

Answer: No, because trust encouraged by social media, significantly affects consumer perception

H2: Internet user privacy information privacy concern have negative effect on risk beliefs of internet users.

Answer: No it's not increased, it doesn't have a significant effect.

H3: Trust beliefs have negative effect on risk beliefs due to Internet user privacy information privacy concern in social media.

Answer: True

H4: Risk beliefs have negative effect on behavioral intention due to Internet user privacy information privacy concern in social media.

Answer: True

H5: Behavioral intentions have negative effect on deception due to occurrence of informed consent in social media.

Answer: Yes, there is a significant difference.

H6: Informed consent have positive effect on user's risk beliefs due to occurrence of ethical issues in social media.

Answer: No, it doesn't have a significant effect.

H7: Informed consent have positive effect on behavioral intention due to occurrence of ethical issues in social media.

Answer: Yes, there is a significant difference.

H8: Privacy or security have negative effect on deception due to occurrence of ethical issues in social media.

Answer: Yes, there is a significant difference.

H9: Ethical issues have negative effects on consumer perception.

Answer: Yes, there is significant effect.

### 5.2.Conclusion

As a study proposed, ethical issues and IUIPC are significant antecedents of social media, which thus foresee dysfunctional behaviors by consumers. All the more specifically, ethical issues have a positive connection with consumer perception, yet just the risk belief, behavioral intention and deception has insignificant relationship with consumer perception. The study confirms and extends connections made in the earlier writing, specifically in terms of relationships between the consumer perception and ethical issues. Our findings also add to the discussion by affirming the role of IUIPC in adding to the ethical issues and consumer perception.

This examination has been closed inside the system of three restrictions. The main confinement of the examination is that the exploration is likewise led on consumers. In addition, aftereffects of the examination have been acquired by an online survey technique.

Like the other online survey, the example in this investigation incorporates just the ones who are eager to respond to the inquiries in the study and this causes the subsequent restriction.

Additionally, as the mental states and the states of the members are not known, the unwavering quality of the appropriate responses can likewise be faulty. The last constraint of the examination is the inclination of accommodation testing strategy. Because of the trouble to arrive at all the populace subject to the exploration, convenience sampling method has been picked. In any case, it isn't workable for the example to represent to all populace. Thus, generalization may not be made.

Upon this investigation; there might be a few proposals for additional examinations. The extent of this exploration is consumers who use brands in Turkey. Thinking about this reality; for the future examinations, items from various classifications and consumers from various nations might be picked and near investigations may be done. What's more, there might be considers which incorporate both the product and service. Moderator impacts of the factors, for example, age, sexual orientation, salary level on the relationship of ethical issues and consumer perception can likewise be the subject of future investigations.

In this study there are some insignificant variable which not give any effect or support to any other dependent or moderate variables. Internet user information privacy concern (IUIPC) give no effect on Risk belief because it is insignificant (P value is 0.762) which is H2,

Internet user information privacy concern (IUIPC) has no effect on Trust beliefs and Risk beliefs which means it is insignificant (P value is 0.361) which is H3.

Internet user information privacy concern (IUIPC) has no effect on Risk beliefs and behavioral intention which means it is insignificant (P value is 0.655) which is H4.

Informed consent has no effect on Risk belief which means insignificant (P value is 0.172) which is H5. Privacy & security has no effect on Deception which means insignificant (P value is 0.754) which is H8.

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## APPENDIX

**Dear Sir/ Madam!**

I am Master's Student at Kadir Khas University, This Questionnaire build to gathering information as I'm working on my thesis and your answers will help me to find the results that what "Research ethical issues" occurred while collecting "Free Data from Social media" and how it effects on "Consumer Perception" I would like to ask you to kindly give some of your precious time to fill in the enclosed questionnaire. Options how to answer particular questions are provided.

Your provided information will be kept in secret.

Thank you in advance for the time you might be willing to spare and for your participation in the study.

**Best Greeting,**

**Bushra Naeem**
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**Phone Number: +90 (545 6901 936)**

# Questionnaire

**Q:1** Are you Social Media user?
**(if your answer is 'No' then stop here)**

| 1 | Yes | |
|---|-----|---|
| 2 | No | |

**Q:2** If 'Yes', then indicate which social media site are you using more often?

| | Media | Several times a day | Once a day | Less than five times a week | Once a week | Several times a month | Less than once a month | Several times a year | I have a portal account but I do not use this medium | I never use this medium/I am not familiar with it |
|---|---|---|---|---|---|---|---|---|---|---|
| 1. | Facebook | | | | | | | | | |
| 2. | YouTube | | | | | | | | | |
| 3 | WhatsApp | | | | | | | | | |
| 4 | Facebook Messenger | | | | | | | | | |
| 5 | WeChat | | | | | | | | | |
| 6 | Instagram | | | | | | | | | |
| 7 | Twitter | | | | | | | | | |
| 8 | LinkedIn | | | | | | | | | |
| 9 | Pinterest | | | | | | | | | |
| 10 | Snapchat | | | | | | | | | |
| 11 | Skype | | | | | | | | | |
| 12 | Reddit | | | | | | | | | |
| 13 | LINE | | | | | | | | | |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| 14 | Telegram Messenger | | | | | | | | |
| 15 | Tumblr | | | | | | | | |
| 16 | Twitch | | | | | | | | |
| 17 | Badoo | | | | | | | | |
| 18 | Şikayet Var | | | | | | | | |
| 19 | Ekşi Sözlük | | | | | | | | |
| 20 | Other, please state which ……………… | | | | | | | | |

**Q:3** Indicate that what deception brings effects on the consumer perception?
**(Please put X in appropriate box)**

| | | Agree | Strongly Agree | Neutral | Strongly Disagree | Disagree |
|---|---|---|---|---|---|---|
| 1 | Lead to negative response | | | | | |
| 2 | Convey false/ wrong information | | | | | |
| 3 | Point out the harm and unjustified accusation | | | | | |
| 4 | Set some wrong beliefs from consumer side | | | | | |

**Q:4** Indicate what you observe while sharing your personal information on social media networking sites?

| | | Agree | Strongly Agree | Neutral | Strongly Disagree | Disagree |
|---|---|---|---|---|---|---|
| 1 | It bothers to share personal information | | | | | |
| 2 | Think twice before providing information | | | | | |
| 3 | Sometimes irritates to sending personal information on social media sites | | | | | |
| 4 | Information should be double check before proving by user | | | | | |

**Q:5** What you think that how internet technology offers more flexible ways to control your personal information?

| | | Agree | Strongly Agree | Neutral | Strongly Disagree | Disagree |
|---|---|---|---|---|---|---|
| 1 | With consumer right | | | | | |
| 2 | Online consume privacy | | | | | |
| 3 | Providing information of data use | | | | | |

**Q:6** While using Social Media Sites you use privacy setting of sharing data as?

| | | |
|---|---|---|
| 1 | Public | |
| 2 | Private | |

**Q:7** Indicate that on which social media site you feel more secure in sharing your personal information?
**(Please put X for identifying you answer)**

|    | Media | Very Often | Often | Sometimes | Rarely | Very Rarely |
|----|-------|-----------|-------|-----------|--------|-------------|
| 1. | Facebook | | | | | |
| 2. | YouTube | | | | | |
| 3 | WhatsApp | | | | | |
| 4 | Facebook Messenger | | | | | |
| 5 | WeChat | | | | | |
| 6 | Instagram | | | | | |
| 7 | Twitter | | | | | |
| 8 | LinkedIn | | | | | |
| 9 | Pinterest | | | | | |
| 10 | Snapchat | | | | | |
| 11 | Skype | | | | | |
| 12 | Reddit | | | | | |
| 13 | LINE | | | | | |
| 14 | Telegram Messenger | | | | | |
| 15 | Tumblr | | | | | |
| 16 | Twitch | | | | | |
| 17 | Badoo | | | | | |
| 18 | Şikayet Var | | | | | |
| 19 | Ekşi Sözlük | | | | | |
| 20 | Other, please state which ……………… | | | | | |

**Q:8** Indicate if you ever face any issue mention below related to privacy on social media networking sites?

|  |  | Very often | Often | Sometimes | Rarely | Very rarely |
|---|---|---|---|---|---|---|
| 1. | Information disclosing by sites |  |  |  |  |  |
| 2 | Lost control on information |  |  |  |  |  |
| 3 | Unclear privacy issues and information |  |  |  |  |  |
| 4 | User is knowledgeable about collecting data |  |  |  |  |  |

**Q:9** Indicate what effects your perception more after knowing about Social media sharing your information with others?
**(Please indicate X as your suggested answer)**

|   |   | **Very often** | **Often** | **Sometimes** | **Rarely** | **Very rarely** |
|---|---|---|---|---|---|---|
| 1. | Reduce transparency between user and social media site | | | | | |
| 2 | Legality effect badly | | | | | |
| 3 | They ask for Approval each login time | | | | | |
| 4 | They ask for permission to use particular sites | | | | | |
| 5 | User concerns matter in providing information | | | | | |
| 6 | Providing details of collecting data is social media responsibility | | | | | |
| 7 | Use reward policy to maintain social media rules | | | | | |
| 8 | Provide user data protection | | | | | |
| 9 | Vulnerability of free data and information | | | | | |

**Q:10** Indicate that how can companies collect free data on related information from the social media networking under consent of user? **(Please put X to identifying the answer)**

|   |   | Agree | Strongly Agree | Neutral | Strongly Disagree | Disagree |
|---|---|---|---|---|---|---|
| 1 | User must understand the adequate information | | | | | |
| 2 | Information must be well communicated before collecting | | | | | |
| 3 | It may seem tedious or time consuming | | | | | |

**Q:11** Indicate which kind of issues user face regarding risk beliefs while using social media networking sites?

|   |   | Agree | Strongly Agree | Neutral | Strongly Disagree | Disagree |
|---|---|---|---|---|---|---|
| 1 | Loss of personal information | | | | | |
| 2 | Uncertainty of using information | | | | | |
| 3 | Disclosing user personal information | | | | | |
| 4 | Risk may be influence everyday life | | | | | |
| 5 | Maybe it will be harmful for user | | | | | |

**Q:12** Indicate that many companies take control on your provided information on Social Media Sites?

|   |   | Agree | Strongly Agree | Neutral | Strongly Disagree | Disagree |
|---|---|---|---|---|---|---|
| 1 | Secure information with coding | | | | | |
| 2 | Modification of data | | | | | |
| 3 | Through the opportunity of opt-in or opt-out | | | | | |
| 4 | Consumer concerns about information | | | | | |

**Q:13** Indicate your opinion regarding trusting beliefs of using social media in sharing your personal information?

| | | Agree | Strongly Agree | Neutral | Strongly Disagree | Disagree |
|---|---|---|---|---|---|---|
| 1 | I feel very secure while using social media sites | | | | | |
| 2 | It doesn't seem that social media would hurt me in sharing context | | | | | |
| 3 | I feel confident about the online system | | | | | |
| 4 | I can believe in social media values | | | | | |

**Q14:** Indicate that what brings negative impact of behavioral intention?

| | | Agree | Strongly Agree | Neutral | Strongly Disagree | Disagree |
|---|---|---|---|---|---|---|
| 1 | Even after facing issues regarding social media would you like to use it in future? | | | | | |
| 2 | After knowing issue related with social media would you believe in sharing your data on it? | | | | | |
| 3 | If you get know in future that social media is collecting data would you still want to use it? | | | | | |
| 4 | if you already experience this kind of issue and you still think it's okay to use social media sites? | | | | | |

**Q:15** What are internet user privacy concerns related with the use of social media networking sites?

| | | Very Often | Often | Sometimes | Rarely | Very Rarely |
|---|---|---|---|---|---|---|
| 1 | External conditions which mentioned earlier | | | | | |
| 2 | Information privacy | | | | | |
| 3 | Concerns of information privacy | | | | | |
| 4 | Unauthorized secondary use | | | | | |
| 5 | Improper access | | | | | |

**Q16  Age**

1      15 – 20 years

2      21 – 30 years

3      31 – 45 years

4      46 – 59 years

**Q:17 Income (TL)**

| 1 | 0 – 2.500 | |
|---|---|---|
| 2 | 2.501 – 5.000 | |
| 3 | 5.001 – 7.500 | |
| 4 | 7.501 – 10.000 | |
| 5 | 10.001 – 12.500 | |
| 6 | 12.501 – 15.000 | |
| 7 | 15.001 and over | |

**Q:18** Since how long you using Social Media?

| 1 | 0 – 6 months | |
|---|---|---|
| 2 | 7-11month | |
| 3 | 1-3 years | |
| 4 | 4-6 years | |
| 5 | 7-10 years | |
| 6 | more than 10 years | |

| **Q:19** | **Gender** | |
|---|---|---|
| 1 | Female | |
| 2 | Male | |

| **Q:20** | **Status** | |
|---|---|---|
| 1 | Single | |
| 2 | Married | |

**Q:21 Education:**

| 1 | High School | |
|---|---|---|
| 2 | Undergraduate Program | |
| 3 | Master Program | |
| 4 | PHD (Doctorate) | |

**Q:22 Profession:**

| | | |
|---|---|---|
| 1 | Full-Time Worker | |
| 2 | Part-Time Worker | |
| 3 | Freelancer | |
| 4 | Business man/ woman | |
| 5 | Self Employed | |
| 6 | Not-Working | |
| 7 | Retired | |
| 8 | Student | |
| 9 | Other | |