

# **Personal Data and the Effect of Privacy Policy Awareness on Consumers' Usage of Social Networking Sites (SNSs)**

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## **Abstract**

Although there's a result of a growing number of people using Social Networking Sites (SNSs), more people have become aware of the importance of their personal data privacy. In this study, I analyze the interactions between awareness of personal data privacy and cultural background dimensions on users of Social Networking Sites (SNSs). Following an observation of 100 respondents across two nationalities; respondents from The Netherlands and Indonesia are assessed to determine the different effect of the three Hofstede's cultural dimensions; Individualism, Masculinity and Uncertainty Avoidance. The result showed that uncertainty avoidance shows a significant effect towards user's usage of SNSs as well as strengthening the negative effect towards the awareness of personal data privacy to users' usage of SNSs. On the contrary, individualism and masculinity were found to be insignificant. This study also further applies a managerial implication for marketers in the effectiveness of personalized advertisement on SNSs.

**Keywords:** cultural dimensions; Hofstede; perceived benefits; personalized advertisement; social media