

VOL 02 ISSUE 23 | JUN 2021

ACADEMIC WEEKLY DIGEST

School of Hospitality & Tourism Management

surrey.ac.uk/SHTM | [@SHTMatSurrey](https://twitter.com/SHTMatSurrey) | [#SHTMatSurrey](https://www.facebook.com/SHTMatSurrey)

CAN MINDFULNESS HELP ALLEVIATE PRIVACY CONCERNS?

Privacy concerns are a major inhibitor of online data disclosure. **Dr Athina Ioannou**, **Prof Iis Tussyadiah**, and their colleague investigated the effects of dispositional mindfulness, an important personality characteristic, on people's perceptions of privacy. Their study found that a more mindful consumer is more likely to adopt a more objective appraisal style, interpret privacy threats as less threatening, and thus share personal information online.



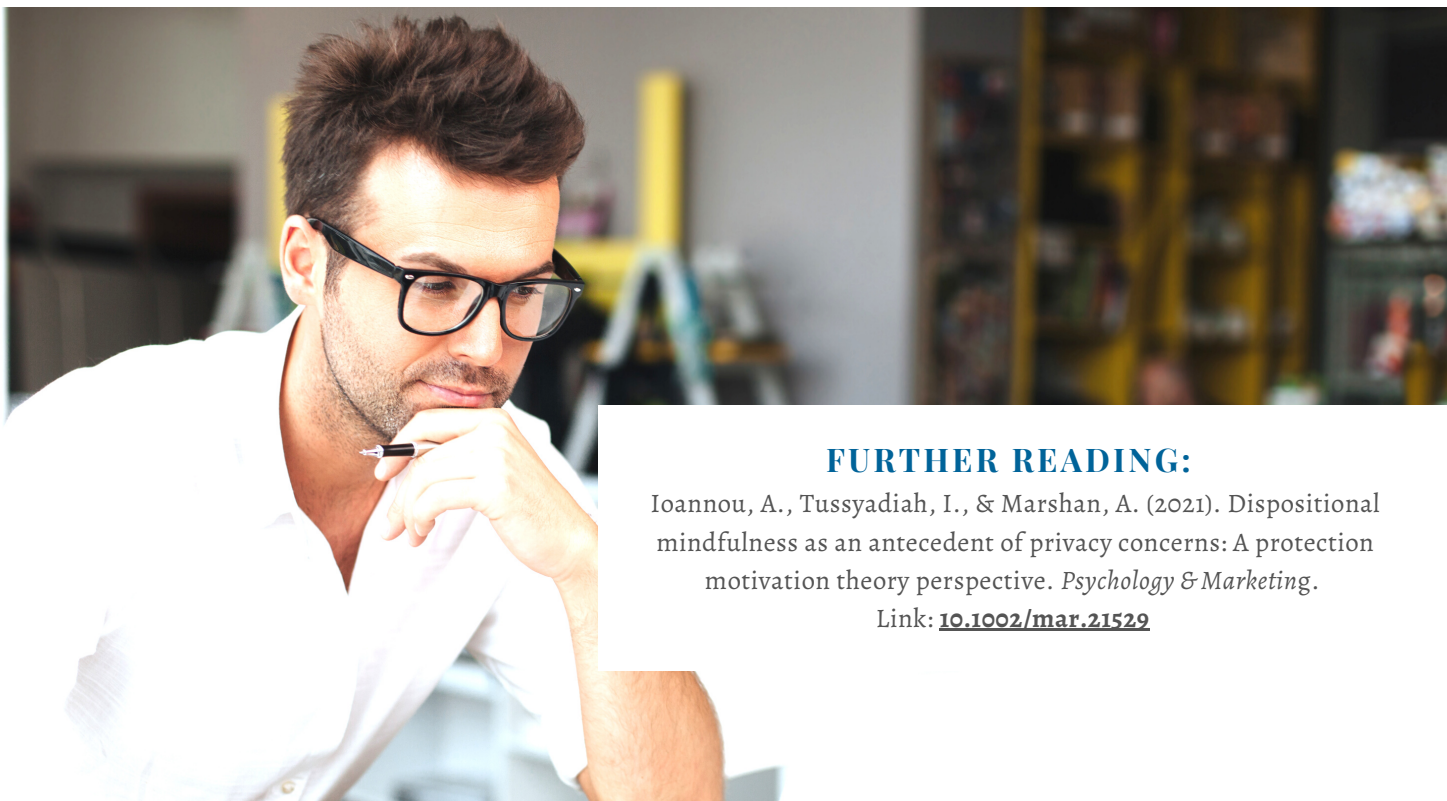
shtm
SCHOOL OF HOSPITALITY
& TOURISM MANAGEMENT

DISPOSITIONAL MINDFULNESS AS AN ANTECEDENT OF PRIVACY CONCERNS

DR ATHINA IOANNOU & PROF IIS TUSSYADIAH

This study explored the role of dispositional mindfulness on people's privacy perceptions during threat appraisal of privacy as they make decision on data sharing online. Using an online survey with 685 UK individuals, the study found that more mindful consumers experience lower concerns over their online privacy and are willing to share their personal information with online travel providers. More mindful people are more resilient than others as they perceive stressful situations to be more manageable and are able to respond more flexibly.

These findings bring awareness to practitioners about the important role of users' characteristics in influencing privacy attitudes and behaviour. Consequently, instead of implementing one-size-fits-all approaches to privacy protection mechanisms, companies requesting consumers to share their personal information online should apply mechanisms that are designed to accommodate consumers' personality characteristics, such as mindfulness. This approach will help strengthen trust and induce feelings of ease.



FURTHER READING:

Ioannou, A., Tussyadiah, I., & Marshan, A. (2021). Dispositional mindfulness as an antecedent of privacy concerns: A protection motivation theory perspective. *Psychology & Marketing*.

Link: [10.1002/mar.21529](https://doi.org/10.1002/mar.21529)

The findings also highlight the importance of fostering individual mindfulness that can help consumers in lowering threat appraisals of data sharing requests. As a malleable personality trait, mindfulness is an easily taught tool that can be enhanced through a wide range of practices and techniques that consumers can adopt. These include mindfulness-based interventions and/or digital mindfulness platforms and applications.