

# ***Manipulation, Privacy and Protection Consumer Behaviour in an Exploratory Study between Europe and Asia-Pacific***



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- 1. Research method and objectives**
- 2. Definition of threat**
- 3. Results of the expert survey and of the focus group interviews**
- 4. Comparison of Asian and European regions**
- 5. Recommendations**



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# 1. Research method and objectives



## The following research steps were executed in Europe and Asia-Pacific:

- I. Exploring **secondary research** to determine the short-and medium-term risk potential
- II. Design and implementation of an **expert survey** to determine the future developments in the field of privacy and personal data
  - I. Inquiry of the **consumer perspective** by means of **qualitative focus group interviews** or by means of **face to face interviews**
  - II. Identification of different **types of consumers** and their respective **behavior patterns**
- III. **Recommendations** for political and social framework for the protection of different types of consumers
- IV. **Comparison between Europe and Asia-Pacific consumers**

## Objectives:

1. Achieve a **better understanding of the opportunities to protect consumers** against manipulation and against non-transparent use and combination of personal data
2. Foundation for basic approaches for **consumer protection rules**
3. Identification of the **different needs for protection** of different consumer groups





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## 2. What means threat?



Personal Source. Infinity presentation in Ginza, Tokyo



[http://rons-hedgehogs.webs.com/mobile-phones\\_cmyk.jpg](http://rons-hedgehogs.webs.com/mobile-phones_cmyk.jpg)

**threat is when ...**

*Consumers are manipulated in a manner  
that they are in the illusion  
to make a decision by themselves and of their own free will*



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# 3. Methodology



1. A qualitative expert survey with European and Asiatic employees of companies with relevance to the topic was conducted.
  - The expert interviews took place in May 2013 and August 2014
  - A total of 12 qualitative phone and face-to-face interviews were held
  - Following interview guidelines reputed people from politics, industry, technology and research were interviewed.
  - The expert interviews have been evaluated applying the qualitative content analysis according to Mayring (1980).
  - Qualitative Results: the five escalation levels of adopted threats ( personalized advertising on the Internet, advertisement in combination with data from social networks, smartphone with geodata and lack of transparency, reactive services and proactive services.
  - Quantitative results: four types of consumers developed with a cluster analysis in SPSS and the comparison between adopted threat and perceived threat in each escalation level.
  
2. A second group of data were collected.
  - From qualitative focus group interviews with a presenter and around 50 volunteers (one half European and one half Asian).
  - Ppeople from 18-49 years old, who are online-affine, some have access to the Internet by mobile phones, different level of education low- and high-level mixed, no experts like informatics-students or it-workers or something else among other characteristics.
  - Results: five heuristics (repeatedly observable ways, users are dealing with privacy and personal data on internet): Total Rejection, Partial Rejection, Complexity Reduction, Own Research, Naive Adaption.



# 3. Expert survey results



## 5 Levels of Escalation

### Level 1

Personalized advertisements



### Level 2

Advertisements and linkage with social networks



<http://www.facebook.com/>  
<http://twitter.com>  
<http://www.youtube.com>

### Level 3

Smartphone geo location and non-transparency



<http://www.zippycart.com/e-commerce-news/wp-content/uploads/2010/12/smartphone.jpg>

### Level 4

Reactive services



### Level 5

Proactive services



# 3. Focus group results

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## 5 Behaviour Patterns

### **“Total Rejection“**

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In this case, consumers specifically deactivate certain functions. For instance, functions which enable their localization by tracking.

### **“Partial Rejection“**

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Entails partial deactivation of functions, respectively, intentional activation of the function according to the needs of the moment.

### **“Complexity Reduction“**

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Rooted in the trust of customers in brands or opinion leaders. In case of uncertainty and, if necessary, lack of competence in using technical services, customers approach a person they believe to be competent.

### **“Own Research“**

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Deals with the customer's research for information on the technology. The decision is based on the customer's experience with the Internet-technology-based service or the results of the customer's research.

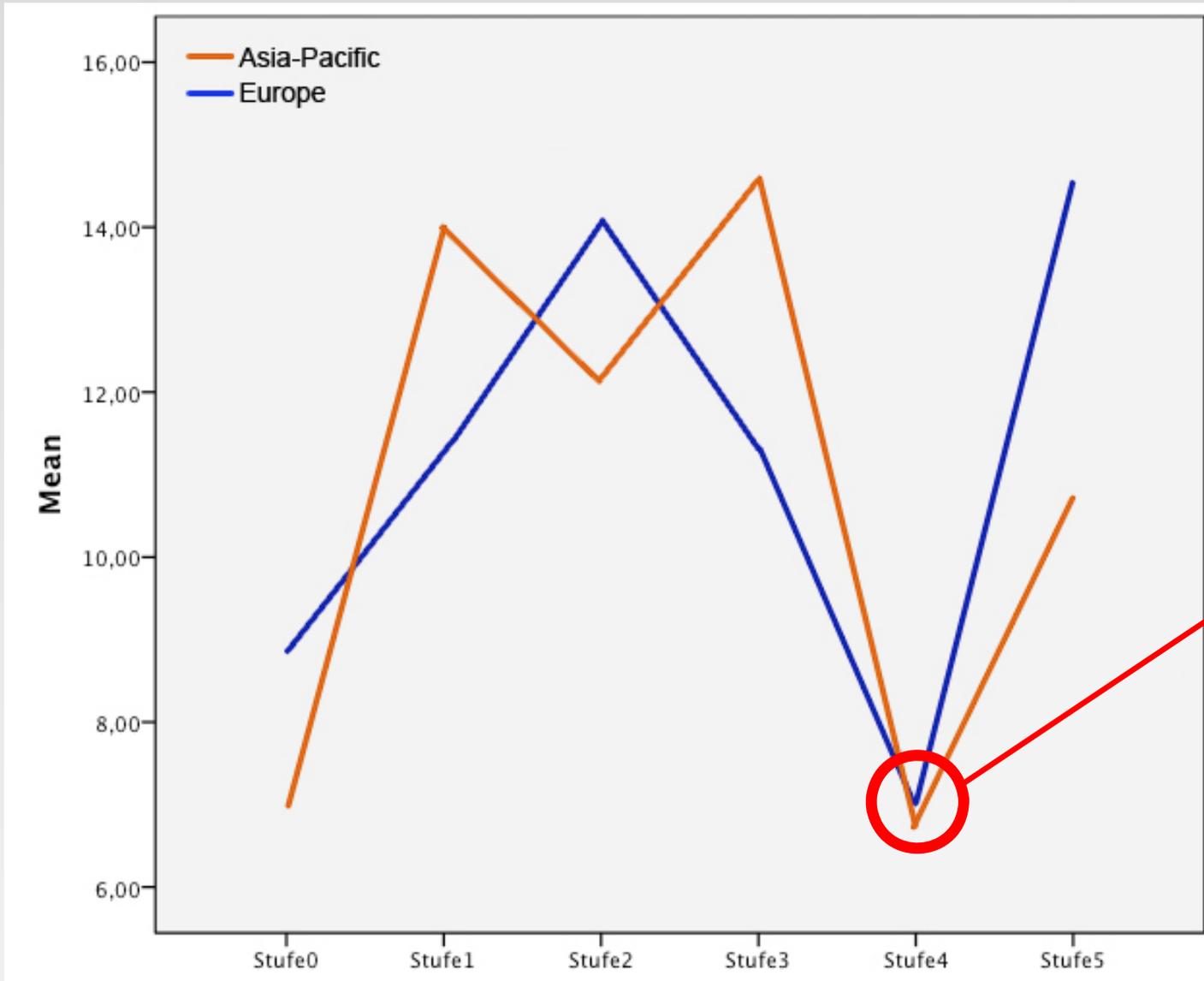
### **“Naive Adaption“**

Based on the customer's naivety. Customers, who behave in that way tend to be unconcerned about the possible implications of the disclosure of their data.



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# 4. Comparison of Asian and European regions



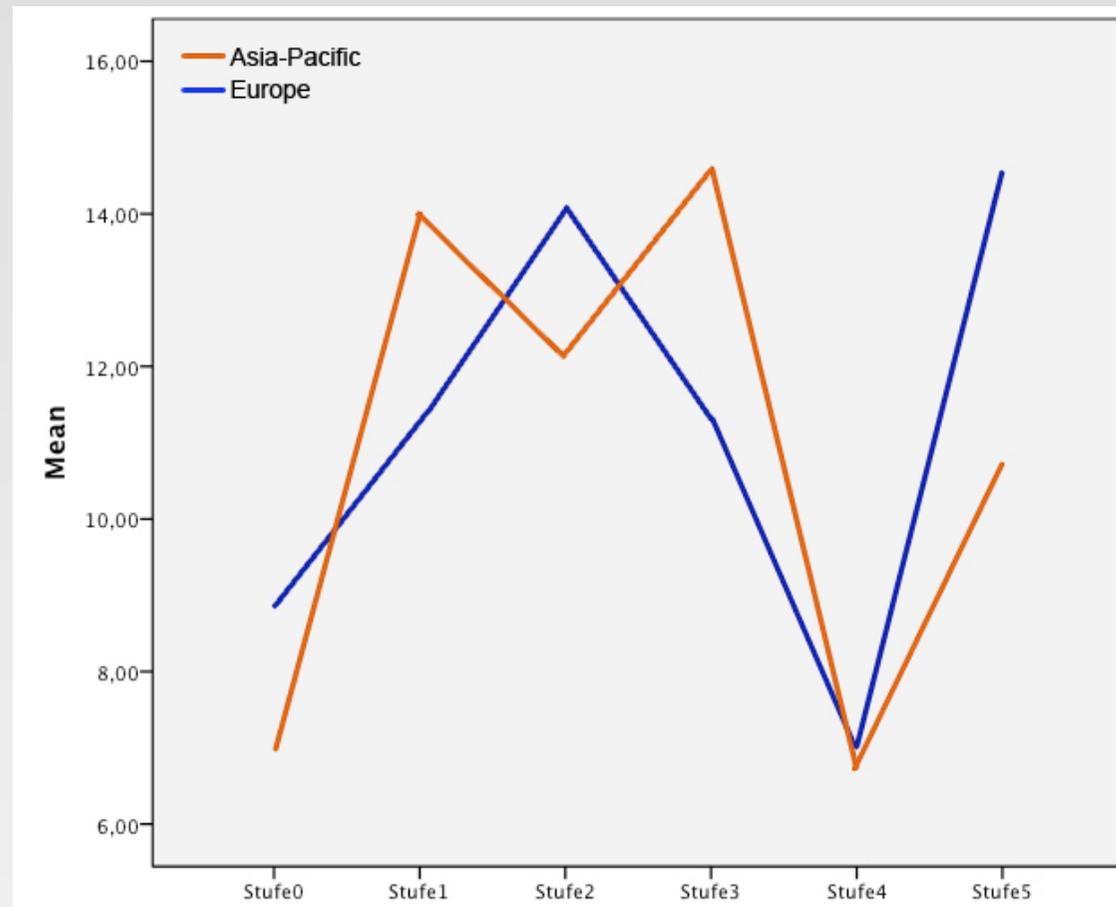
**Illusion of control**

*Comparison mean value per escalation level between Asia and Europe*

# 4. Comparison of Asian and European regions



	Level 0	Level 1	Level 2	Level 3	Level 4	Level 5
Asia	8.58	12.79	11.68	13.16	8.42	10.84
Europe	8.53	11.28	14.11	11.22	7.00	14.58

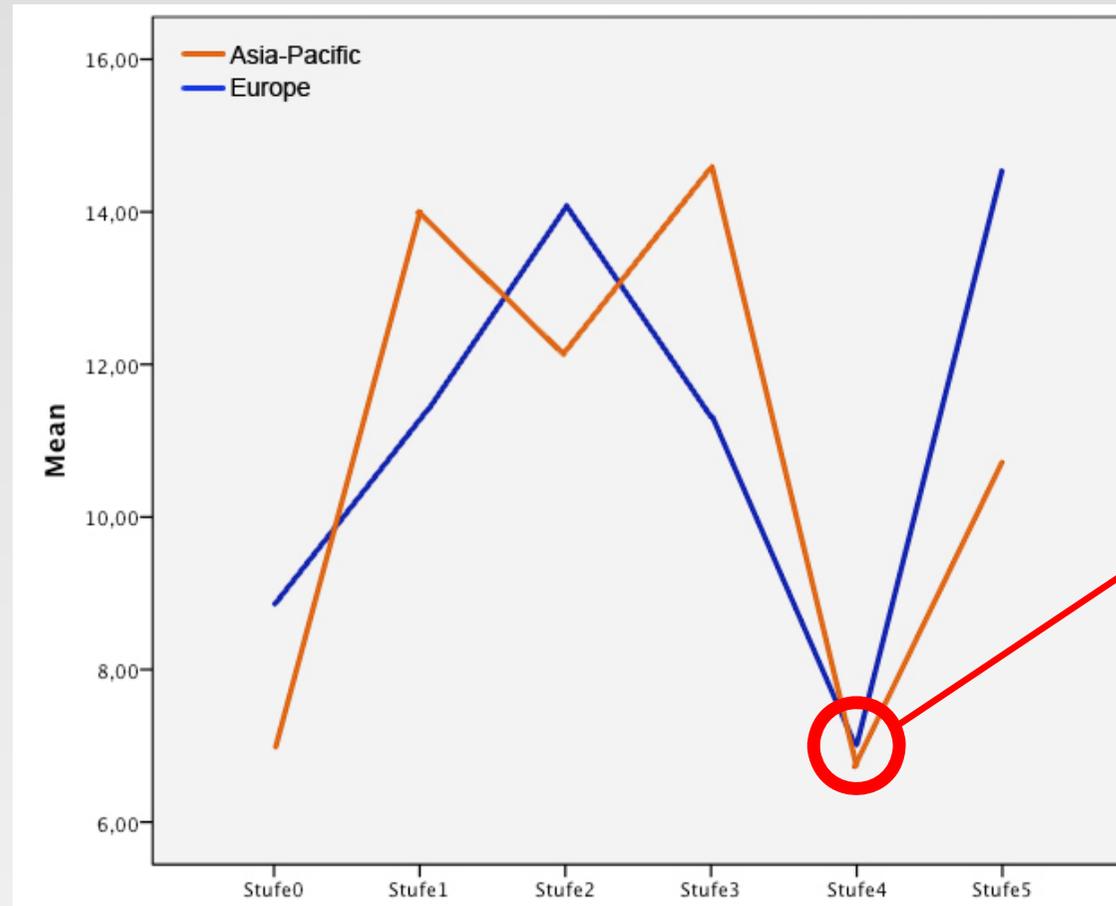


*Comparison mean value per escalation level between Asia and Europe*

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Comparison mean value per escalation level between Asia and Europe



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# 5. Recommendations. Types of consumers



	types of consumers Asia	types of consumers Europe	Recommendations for political and social framework for the protection of consumers	
Heuristics - Behavior patterns of consumers	Total Rejection	Cluster 1	Cluster 3, 4	Push quality Label, public relations
	Partial Rejection	Cluster 1	Cluster 2, 3	Push quality Label, public relations
	Complexity Reduction	Cluster 1, 2, 3	Cluster 1, 2, 3	Pull Provide information, safety standards authority Seal
	Own Research	Cluster 2, 3	Cluster 1	Pull Provide information in every communication channel,
	Naive Adaption	Cluster 3	Cluster 3, 4	Push and Pull quality Label, public relations

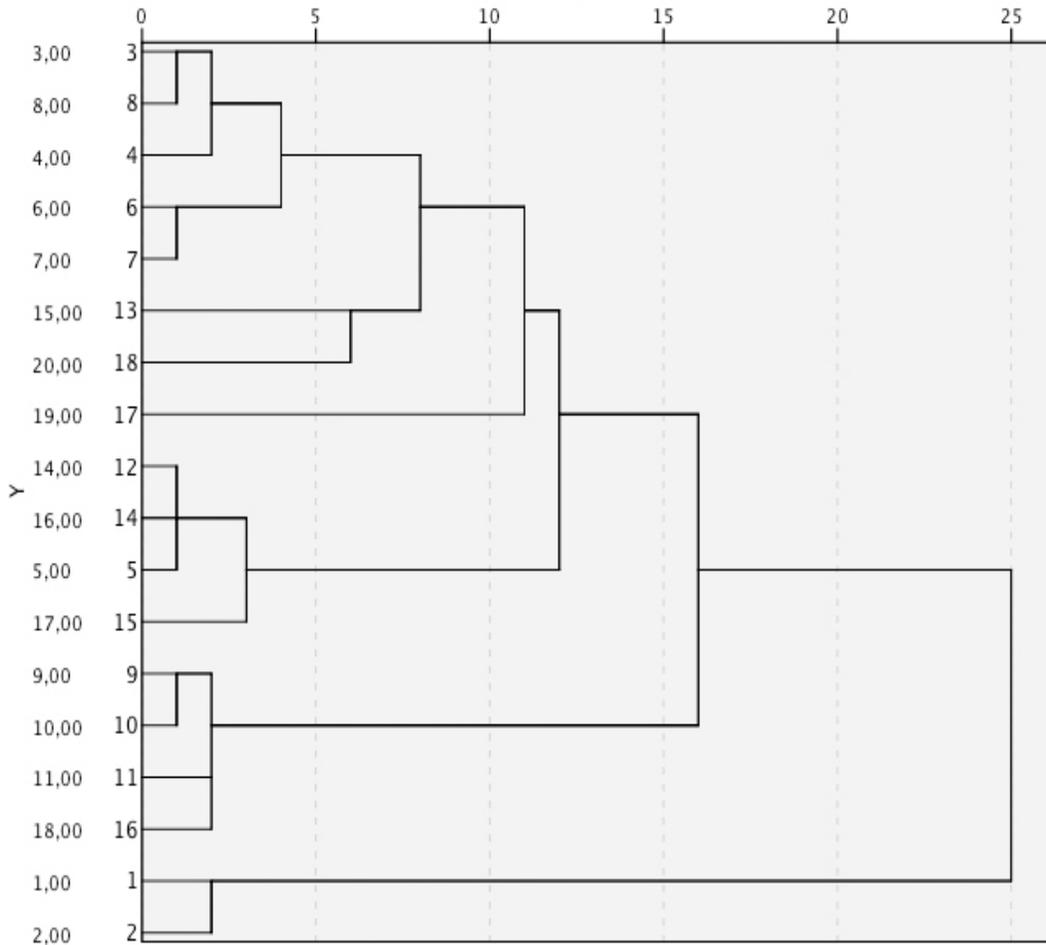


# 5. Recommendations. Types of consumers



Dendrogram using Ward Linkage

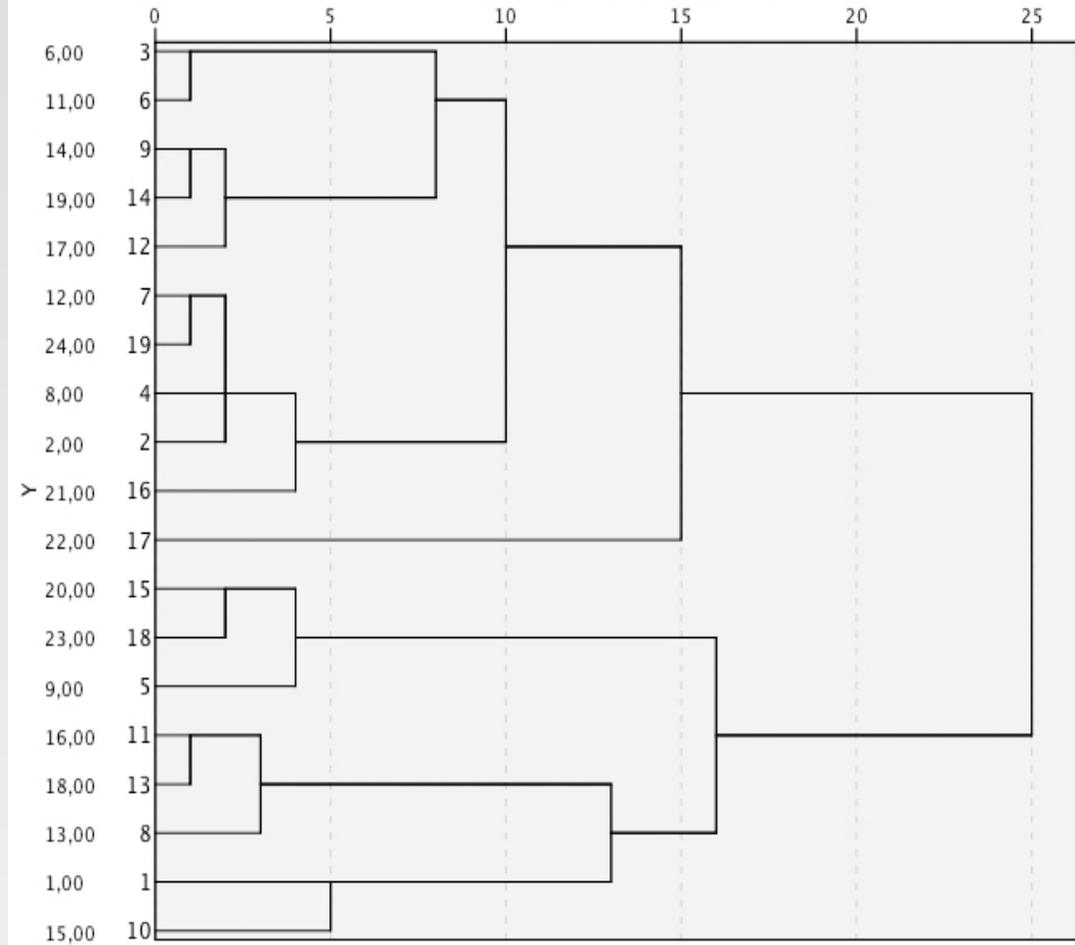
Rescaled Distance Cluster Combine



Dendrogram Ward's method – 4 clusters, Europe

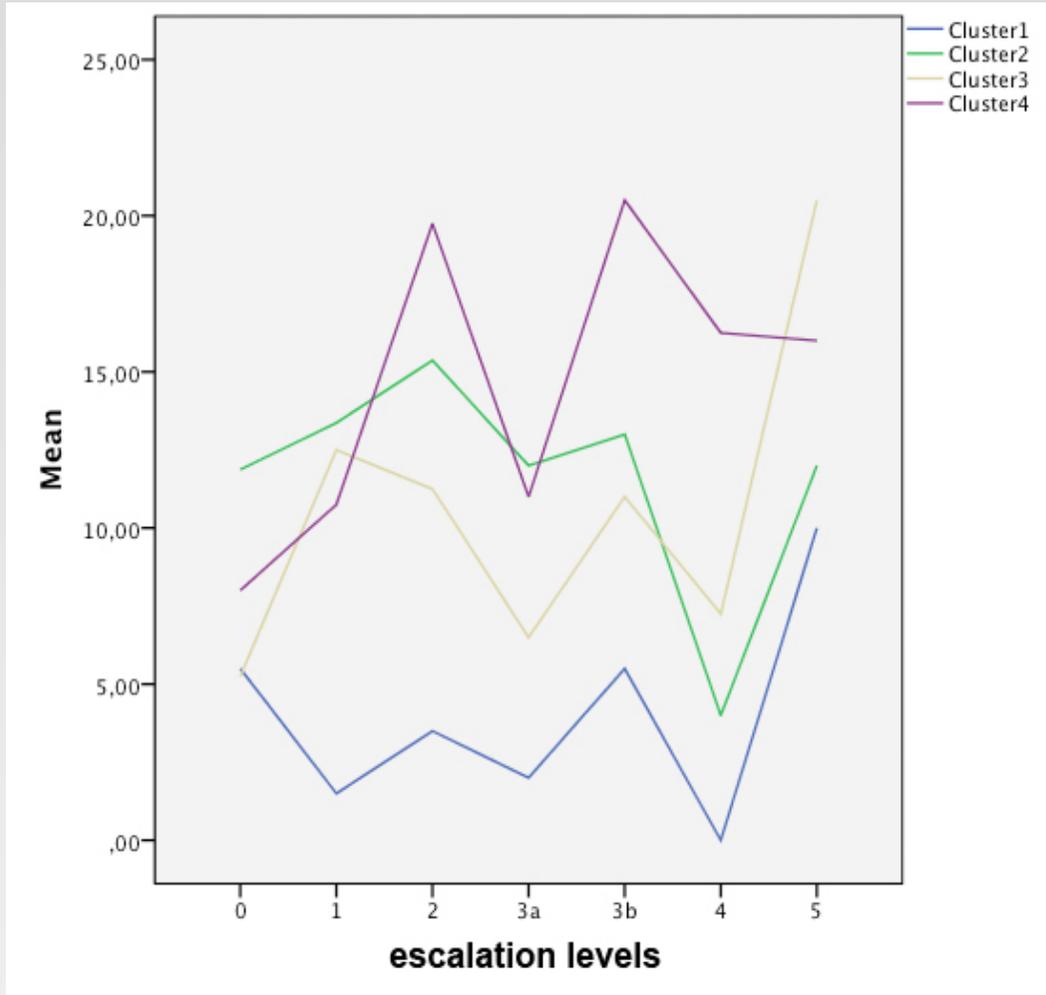
Dendrogram using Ward Linkage

Rescaled Distance Cluster Combine

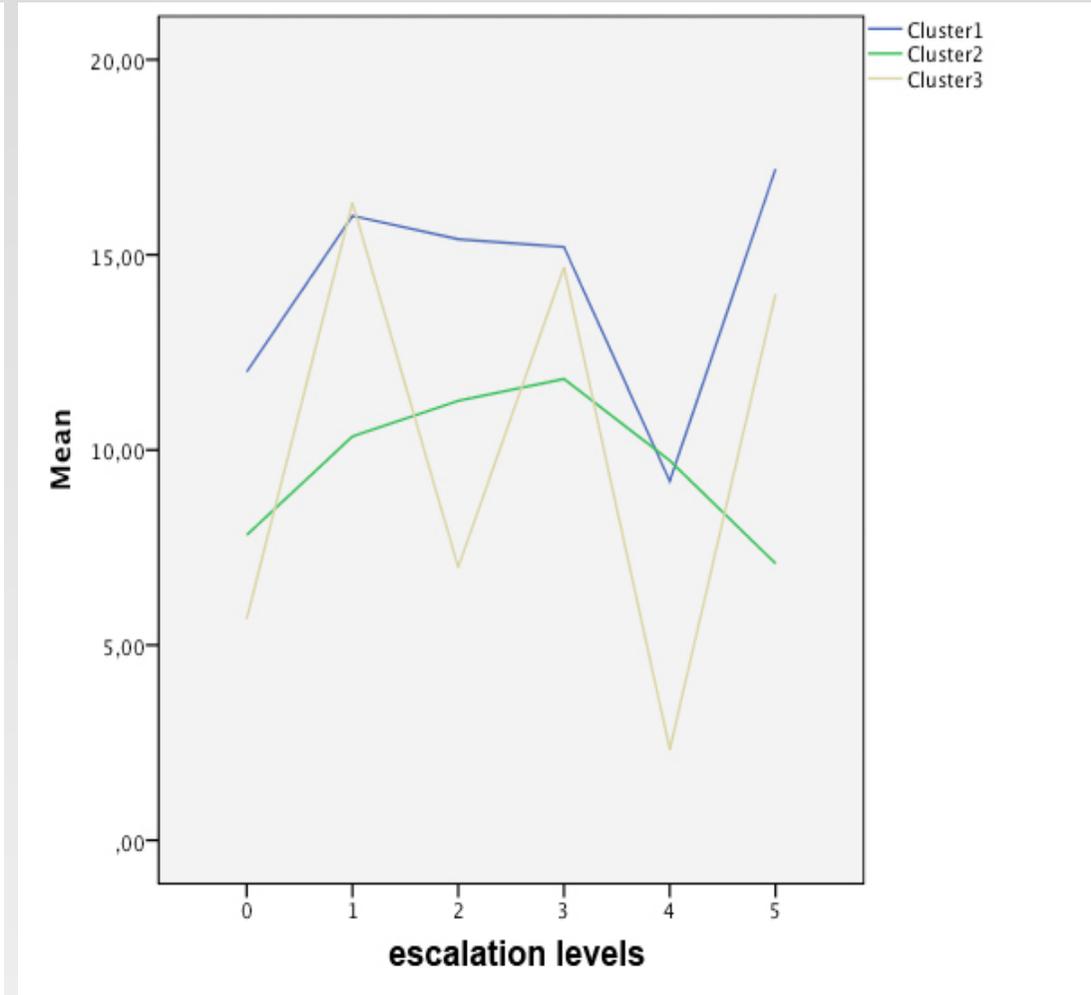


Dendrogram Ward's method – 4 clusters, Asia

# 5. Recommendations. Types of consumers

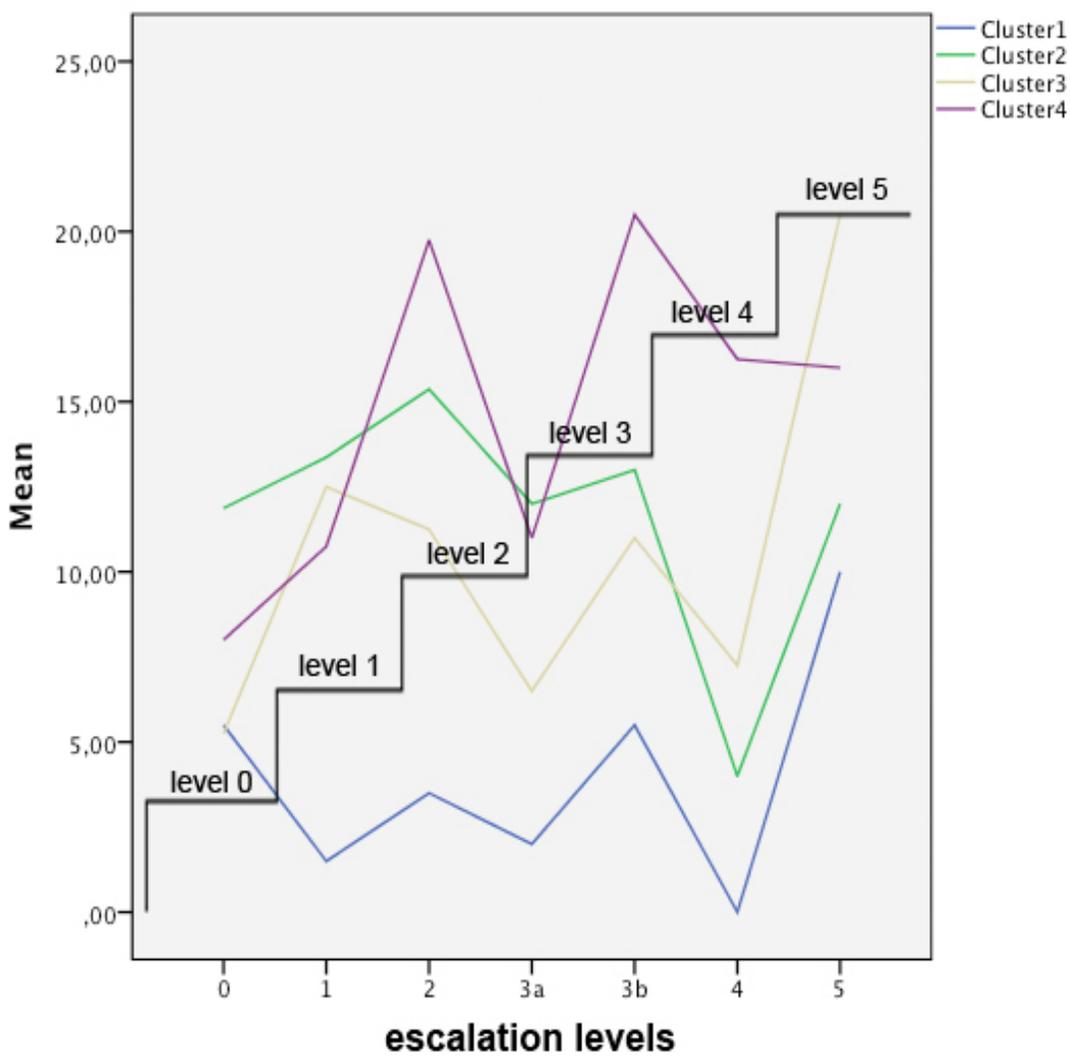


Combination of the clusters with the levels of escalation, Europe

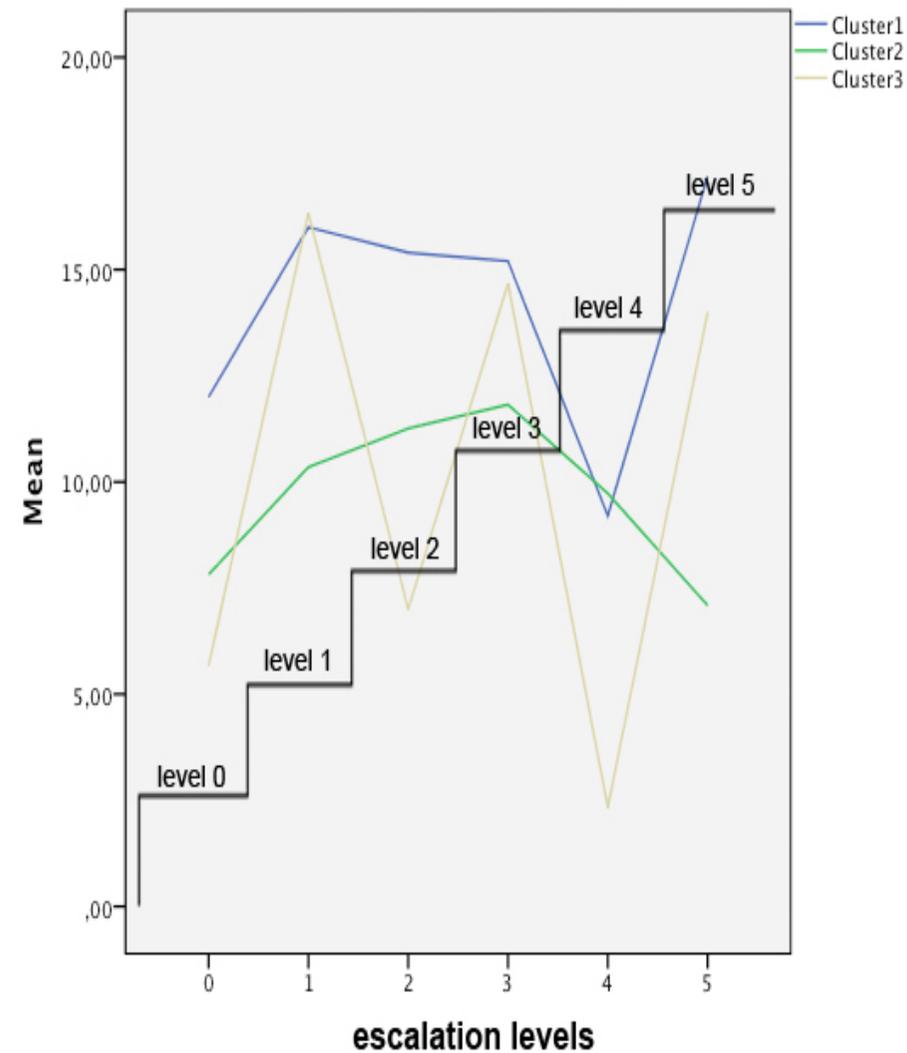


Combination of the clusters with the levels of escalation, Asia

# 5. Recommendations. Types of consumers



Combination of the clusters with the levels of escalation, Europe



Combination of the clusters with the levels of escalation, Europe

# 5. Recommendations. Conclusions



- ❖ The comparison of Asian consumers and European Consumer shows partly different and partly identical results. The Asian consumers feel even most threatened by uncontrolled data analysis of their local position (level 3). The European consumers have also a high value in this case, but the highest value of the Europeans interviewed is in level 5 “Proactive services” with the value 14.58. As well the highest European value is higher than the highest Asian value with 14.58 in comparison to 13.16.
- ❖ With regards to the cluster analysis it becomes clear that consumers have no universal behaviour. There are different Types of consumer in both regions Asia and Europe. Over and above that consumers jump thought various behaviour patterns. This depends on affinity to digital media and sovereignty in dealing with the Internet as well as socio-demographic characteristics.
- ❖ With regard to the heuristics, a correlation between the perceived threat and a kind of illusion of control of consumers about the disclosure of data and information about themselves is conceivable. This applies to all types and for all behaviour patterns, but in varying degrees. Special caution to the assumption that young, confident and internet-savvy consumers are less affected by the illusion of control. If a consumer thinks that he has control over his data and decisions based on, so this is especially vulnerable to unnoticed manipulation, because he thinks, it does not happen to him.

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