Privacy mindfulness and permissions-granting behavior - an empirical assessment

Smart-Apps including mobile phones, tablets, wearables, and Internet of Things (IoT) technologies have become ubiquitous. One consequence of this is that the related issues of consumer information privacy and privacy-consent mechanisms employed within Smart-Apps are increasingly becoming contentious. In this paper, we examine how enhancing users’ mindfulness about information privacy in Smart-Apps influences their permissions-granting behavior. The study collected one thousand thirty-five (1,035) data from three regions including United States, European Union, and India based on the Information Privacy Concerns (IPC) theory. The results show mindfulness has impact on IPC permissions-granting behavior as demonstrated by end-users. We also found regional/cultural difference across the three study groups. However, enhancing users’ mindfulness about privacy concerns in Smart-Apps appears to have no effect on their pre-established beliefs about the trustworthiness of, and risks inherent in, those Smart-Apps. The findings are consistent across the three regions under study.