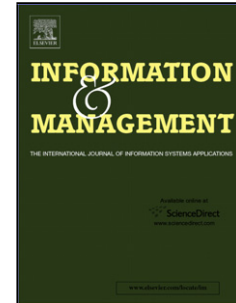# Accepted Manuscript

Title: Privacy calculus and its utility for personalization services in e-commerce: An analysis of consumer decision-making

Author: Hui Zhu<ce:author id="aut0010" biographyid="vt0010" orcid="0000-0001-8190-4009"> Carol X.J. Ou W.J.A.M. van den Heuvel Hongwei Liu

Please cite this article as: Hui Zhu, Carol X.J.Ou, W.J.A.M.van den Heuvel, Hongwei Liu, Privacy calculus and its utility for personalization services in e-commerce: An analysis of consumer decision-making, Information and Management http://dx.doi.org/10.1016/j.im.2016.10.001

Privacy Calculus and its Utility for Personalization Services in E-Commerce: An Analysis of Consumer Preferences

Hui Zhu
School of Management, Guangzhou University;
School of Management, Guangdong University of Technology, Guangzhou, China;
zhuhuistyle@126.com

Carol XJ Ou*
Department of Management, Tilburg University, The Netherlands
carol.ou@uvt.nl

 W.J.A.M. van den Heuvel
Department of Management, Tilburg University, The Netherlands
W.J.A.M.vdnHeuvel@uvt.nl

Hongwei Liu
School of Management, Guangdong University of Technology, Guangzhou,China
liuhw@gdut.edu.cn

*Corresponding author in the review process

Abstract: Modern consumers increasingly embrace the personalization of services. Whether to disclose private information to companies for the sake of receiving personalized service is largely contingent to relative valuations and the utility of private information. Unfortunately, there is a lack of balanced research that analyzes and reconciles the contradiction between privacy and personalization service. In this study, based on the multi-attribute utility theory (MAUT), we introduce a utility model of privacy in personalization. Our simulation results validate our white-box utility model by demonstrating significant distinctions of calculating benefits and costs among three groups of consumers.