



# Consumer Reactions to Zero-Party Data Collection Models versus Third-Party Tracking

Dr. Santosh Sopan Shinde<sup>1</sup>, Dr. Sachin Maruti Nimbhore<sup>2</sup>, Prof. Haridas Vilas Lagad<sup>3</sup>

<sup>1</sup>Associate Professor Saikrupa Institute of Management science Ghargaon Tal. Shrigonda Dist. Ahilyanagar SPPU Pune University.

<sup>2</sup>Assistant Professor Saikrupa Institute of Management science, Ghargaon Tal. Shrigonda Dist. Ahilyanagar SPPU Pune University.

<sup>3</sup>Assistant Professor Shri Swami Samarth Institute of Management & Technology, Malwadi Post-Bota Tal. Sangamner Dist. Ahilyanagar SPPU Pune University.

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**Abstract** – Bigger concerns around consumer preference and choice, consumer privacy, and data security have led to many changes to the landscape of data-driven marketing. More companies rely on user data today to improve and customize experiences, improve marketing, and make it work better. Marketers typically used third-party tracking, including cookies, browsing histories, and outside brokers, to capture customer data beforehand. This approach, however, is beginning to be called into question as privacy comes under scrutiny, and more rigid laws take effect in many areas as individuals become mindful of their privacy rights. Firms are turning to zero-party data collection as the way to adapt. To do this, customers supply information directly to companies in exchange for customized perks and improved experiences. My research centers on how people respond to this move from watching from third parties to giving up data willingly. I study differences in privacy feelings, trust, openness and personalization using Privacy Calculus Theory and Consumer Trust Theory. Then, I recommend a strategy from a quantitative survey analysis of 400 online users from my studies. Results indicate significant gains in trust, feeling of control, and willingness to share among those invited to provide data provided freely versus third-party tracking data. My study adds to the literature on ethical data gathering and privacy issues in digital marketing, and presents that the demands of consumers have evolved.

**Keywords** – Zero-party data, Third-party tracking, Consumer privacy, Digital marketing, Consumer trust, Personalization, Data transparency.

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## I. INTRODUCTION

The digital economy has really changed how businesses collect and use information about consumers. Today consumer information is extremely valuable to companies. It helps them understand what customers like create ads that are tailored to customers make shopping experiences better and stay ahead in markets that are always changing. Businesses now rely on analyzing consumer information to make decisions change their products predict what customers will do and build strong relationships with customers. For example some studies in India show that using data to guide marketing efforts has an impact on how customers engage with companies and what they buy as seen in research by Kumar and Sharma in 2021 and Singh and Verma in 2023. Technology is always. Consumer information plays a huge role in creating business plans and staying ahead of competitors.

In the past companies mainly gathered consumer information through third-party tracking online. So what is third-party data? It is information collected from things like cookies browsing history, apps, ad networks and other websites that collect data. With these tools companies could track what people did on websites and create detailed profiles to target ads. Some studies show that this type of tracking makes it easier, to group customers makes ads more effective and really improves advertising campaigns. The issue of data management is a big concern for people who use the internet. There have been cases where big

technology companies have not handled personal information correctly and this has caused a lot of problems. For example peoples personal information has been accessed, shared or used in the way, which has damaged the companies reputations and made consumers very unhappy.

Research with internet users has shown that people are worried about their personal information being misused and they do not like it when companies do not tell them how their information is being used. People want companies to be open and honest about how they collect, store and share information. Because of this governments and companies around the world have created rules to protect peoples personal information. These rules, such as the General Data Protection Regulation and the California Consumer Privacy Act are very important for making sure that companies are transparent and honest with people about how they use their information.

As a result of these rules companies are looking for new ways to collect information from people that are more ethical and transparent. One way that companies are doing this is by using something called zero-party data. Zero-party data is when people willingly share their information with companies. This is different from third-party data, which is collected without peoples knowledge or consent. Zero-party data is collected when people fill out surveys join loyalty programs or give feedback to companies.

People are more likely to share their information with companies when they know why their information is being



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collected and how it will be used. Zero-party data is good for both companies and people. Companies like zero-party data because it is more accurate and helpful than third-party data. People like zero-party data because it gives them control over their information and allows them to decide what information to share.

Research has shown that when people have control over their information they are more likely to trust companies and share their information with them. This is especially true for people, who are very concerned about their privacy and want companies to be honest and transparent about how they use their information.

Even though zero-party data is becoming more popular there is still a lot that we do not know about how people feel about ways of collecting data. Some people like the transparency and control that zero-party data provides while others are still hesitant to share their information because they are worried about their privacy.

To build trust with people companies need to understand how people feel about ways of collecting data. This knowledge will help companies create data collection frameworks that're ethical, transparent and respectful of peoples privacy. The goal of this study is to learn more about how Indian consumers feel about zero-party data collection and third-party tracking and to provide companies with recommendations for how to build trust with people and collect data in a way that's respectful and transparent.

- The General Data Protection Regulation is a rule that protects peoples information.
- The California Consumer Privacy Act is another rule that protects peoples information.
- Zero-party data is when people willingly share their information with companies.
- Third-party data is collected without peoples knowledge or consent.

The way that companies collect data is. Companies need to be aware of how people feel about different ways of collecting data. By understanding how people feel about zero-party data collection and third-party tracking companies can build trust with people. Create data collection frameworks that are ethical and transparent.

In the past companies have not always been transparent about how they collect and use peoples information. However with the rules and regulations companies are being forced to be more transparent and honest with people. Zero-party data is a way for companies to collect data that's transparent and respectful of peoples privacy.

Overall the issue of data management is complex and companies need to be aware of how people feel about different ways of collecting data. By understanding how people feel about zero-party data collection and third-party tracking companies can build trust with people. Create data collection frameworks that are ethical and transparent.

The goal of this study is to learn more about how Indian consumers feel about zero-party data collection and third-party tracking. The study will provide companies with recommendations for how to build trust with people and collect data in a way that's respectful and transparent. Zero-party data collection is a way for companies to collect data that's transparent and respectful of peoples privacy.

Companies are starting to realize that they need to be more transparent and honest with people about how they collect and use their information. Zero-party data collection is a way for companies to do this. It is becoming more popular. However there is still a lot that we do not know about how people feel about ways of collecting data.

This study will help companies understand how people feel about zero-party data collection and third-party tracking. It will provide them with recommendations for how to build trust with people and collect data in a way that is respectful and transparent. The study will also help companies understand the benefits and drawbacks of zero-party data collection and third-party tracking. It will provide them with a better understanding of how to use these methods in a way that is ethical and transparent.

In conclusion the issue of data management is complex and companies need to be aware of how people feel about different ways of collecting data. Zero-party data collection is a way for companies to collect data that's transparent and respectful of peoples privacy and it is becoming more popular. However there is still a lot that we do not know about how people feel about ways of collecting data and this study will help companies understand how people feel about zero-party data collection and third-party tracking.

The study will provide companies with recommendations for how to build trust with people and collect data in a way that's respectful and transparent. It will also help companies understand the benefits and drawbacks of zero-party data collection and third-party tracking. It will provide them with a better understanding of how to use these methods in a way that is ethical and transparent.

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In the end the study will help companies understand how people feel about zero-party data collection and third-party tracking. It will provide them with recommendations for how to build trust with people and collect data in a way that is respectful and transparent. Zero-party data collection is a way for companies to collect data that's transparent and respectful of peoples privacy and it is becoming more popular.

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## II. OBJECTIVES OF THE STUDY

1. To examine consumer perceptions of zero-party data collection models.
2. To compare consumer trust levels toward zero-party data collection and third-party tracking.
3. To analyze the impact of transparency on willingness to share personal information.
4. To evaluate the relationship between perceived privacy control and consumer acceptance of data collection practices.
5. To provide recommendations for privacy-centered digital marketing strategies.

## III. HYPOTHESES

- **H1:** Consumers exhibit significantly higher trust toward organizations utilizing zero-party data collection models compared to third-party tracking systems.
- **H2 :**Perceived transparency positively influences consumers' willingness to share personal information through zero-party data collection mechanisms.

## IV. LITERATURE REVIEW

### Zero-Party Data Collection

Zero-party data collection has emerged as one of the most significant Developments in marketing are happening because people are getting more concerned about their privacy, transparency and control over their personal information. Zero-party data is when people share information with companies on purpose like when they fill out surveys join loyalty programs or create profiles. This is different from ways of collecting data.

Martin and Murphy said in 2017 that when companies are transparent and ask for consent people trust them more. Recent studies have shown that people are more willing to share their information when they know why it is being collected and what benefits they will get. For example Agarwal and Saxena found in 2024 that people are more willing to share their information when they know what it will be used for.

Research in India has shown that when companies are transparent and give people control over their information they are more willing to share it. Younger people like those in Generation Z are more okay with zero-party data because they think it is more ethical. Companies that use data-sharing are seeing stronger customer engagement and better



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trust. So zero-party data is becoming a popular alternative to traditional tracking-based data collection.

Third-party tracking has been used a lot in advertising but people are getting more concerned about their privacy. Acquisti et al. Found in 2015 that people often do not know that their information is being collected and this can be seen as intrusive. With data breaches and surveillance people are getting more worried. In India people are questioning how companies collect and use their information.

Bhandari and Mishra found in 2024 that when companies use a lot of tracking technology people trust them less. Kapoor et al. Found in 2021 that while third-party data can make advertising more effective it can also make people feel like they are being watched. So while third-party tracking can be helpful for marketing it also creates privacy concerns that can hurt trust and relationships.

The Privacy Calculus Theory helps us understand why people decide to share their information. It says that people weigh the benefits and risks before making a decision. Research has shown that people are more willing to share their information when they think the benefits are worth the risks. For example Kakatkar and Spann found in 2019 that people are more willing to share their information when they think they will get something in return.

In India Joshi and Mehta found in 2023 that people are more willing to share their information when companies clearly explain why they need it. Patel and Desai found in 2024 that when companies are transparent people are more willing to share their information.

Transparency is very important for building trust with people. Beldad et al. Found in 2011 that when companies are transparent people trust them more. Recent research has shown that transparent communication about data collection and use can increase trust and credibility. In India transparent privacy policies are seen as a sign of integrity and trustworthiness.

Chatterjee and Bose found in 2023 that people are more likely to engage with brands that're transparent about how they use information. Rao and Naik found in 2023 that transparency reduces concerns about data misuse and increases willingness to participate in transactions.

Personalization is one of the reasons people share their information. Bleier and Eisenbeiss found in 2015 that personalized experiences can increase customer satisfaction and engagement. However people are also concerned about how personalization's done. Research has shown that people prefer personalization that's transparent and based on their consent.

In India, Verma and Gupta found in 2024 that people are more receptive to marketing when companies explain how they collect and use their information. Agarwal and Saxena found in 2024 that when people have control over their

information they are more likely to accept marketing. So companies need to balance personalization, with data practices and transparency to build trust with people.

## V. RESEARCH GAP

Existing studies primarily focus on privacy concerns associated with third-party tracking or benefits of personalization independently. Limited empirical research directly compares consumer reactions toward zero-party data models and third-party tracking systems. Furthermore, there is insufficient evidence from emerging digital markets regarding how transparency and privacy control influence willingness to share information. This study addresses these gaps through a comparative analysis.

## VI. CONCEPTUAL FRAMEWORK

### Independent Variables:

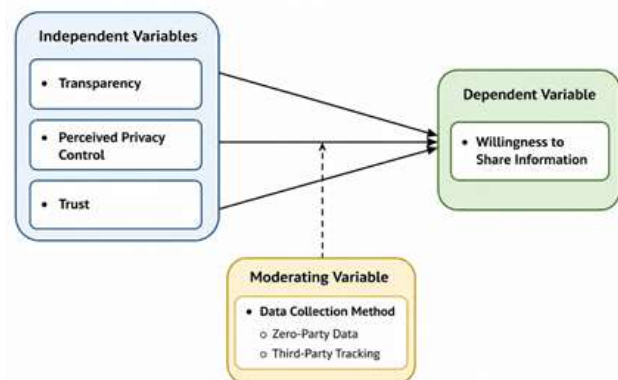
- Transparency
- Perceived Privacy Control
- Trust

### Dependent Variable:

- Willingness to Share Information

### Moderating Variable:

- Data Collection Method
- Zero-Party Data
- Third-Party Tracking



## VII. RESEARCH METHODOLOGY

### Research Design

Descriptive and quantitative research design.

### Sampling Technique

Purposive sampling.

### Sample Size

200 digital consumers.

### Data Collection Tool

Structured questionnaire using a 5-point Likert scale.



**Statistical Tools**

- Descriptive Statistics
- Reliability Analysis
- Correlation Analysis
- Multiple Regression Analysis
- Independent Sample t-Test

**VIII. DATA ANALYSIS**

Table 1: Demographic Profile of Respondents (N = 200)

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	118	59
	Female	82	41
Age	18–25 Years	72	36
	26–35 Years	84	42
	36–45 Years	31	15.5
	Above 45 Years	13	6.5
Education	Undergraduate	58	29
	Graduate	89	44.5
	Postgraduate	53	26.5
Monthly Income	Below ₹30,000	47	23.5

	₹30,001–₹60,000	76	38
	₹60,001–₹90,000	49	24.5
	Above ₹90,000	28	14
Digital Usage	1–3 Hours Daily	42	21
	4–6 Hours Daily	91	45.5
	Above 6 Hours Daily	67	33.5

The demographic analysis indicates that males constituted 59% of the respondents, while females represented 41%. Most participants belonged to the 26–35 years age group (42%), followed by the 18–25 years category (36%), suggesting a predominantly young and digitally active sample. Nearly 45% of respondents possessed graduate-level education, indicating a well-educated consumer base. Most respondents reported moderate to high digital engagement, with 79% spending more than four hours daily online, making them suitable participants for evaluating digital data collection practices.

**Table: Descriptive Frequency Analysis of Transparency (TR) (N = 200)**

Code	Statement	SA n (%)	A n (%)	N n (%)	D n (%)	SD n (%)
TR1	Companies clearly explain why they collect my personal data.	66 (33.0)	86 (43.0)	28 (14.0)	12 (6.0)	8 (4.0)
TR2	I prefer organizations that openly disclose their data collection practices.	74 (37.0)	84 (42.0)	22 (11.0)	12 (6.0)	8 (4.0)
TR3	Transparency increases my confidence in sharing information online.	70 (35.0)	88 (44.0)	24 (12.0)	10 (5.0)	8 (4.0)
TR4	Privacy policies should be written in simple and understandable language.	84 (42.0)	80 (40.0)	20 (10.0)	10 (5.0)	6 (3.0)
TR5	I trust companies that clearly explain how my information will be used.	72 (36.0)	86 (43.0)	24 (12.0)	12 (6.0)	6 (3.0)
TR6	Transparent data practices improve my perception of a company.	68 (34.0)	90 (45.0)	24 (12.0)	12 (6.0)	6 (3.0)
TR7	I carefully review data-sharing notices before providing information.	50 (25.0)	82 (41.0)	40 (20.0)	18 (9.0)	10 (5.0)
TR8	Organizations should regularly inform consumers about data usage practices.	78 (39.0)	86 (43.0)	20 (10.0)	10 (5.0)	6 (3.0)

The majority of respondents demonstrated favorable perceptions toward transparency in data collection practices. More than three-fourths of the respondents either agreed or strongly agreed with all transparency statements.

The highest agreement was observed for TR4, where 164 respondents (82%) supported the need for simple and understandable privacy policies.

**Table: Descriptive Frequency Analysis of Perceived Privacy Control (PPC) (N = 200)**

Code	Statement	SA n (%)	A n (%)	N n (%)	D n (%)	SD n (%)
PPC1	I prefer having complete control over the information I share online.	90 (45.0)	78 (39.0)	16 (8.0)	10 (5.0)	6 (3.0)



PPC2	I am more comfortable sharing data when I can edit or delete it later.	80 (40.0)	84 (42.0)	20 (10.0)	10 (5.0)	6 (3.0)
PPC3	Privacy settings increase my willingness to provide personal information.	72 (36.0)	88 (44.0)	22 (11.0)	12 (6.0)	6 (3.0)
PPC4	Consumers should be able to choose what information is collected.	88 (44.0)	82 (41.0)	16 (8.0)	8 (4.0)	6 (3.0)
PPC5	Data-sharing decisions should remain under consumer control.	86 (43.0)	84 (42.0)	16 (8.0)	8 (4.0)	6 (3.0)
PPC6	I feel more secure when organizations offer privacy customization options.	76 (38.0)	86 (43.0)	22 (11.0)	10 (5.0)	6 (3.0)
PPC7	The ability to withdraw consent is important to me.	92 (46.0)	80 (40.0)	16 (8.0)	6 (3.0)	6 (3.0)
PPC8	Privacy control features influence my trust in digital platforms.	74 (37.0)	88 (44.0)	22 (11.0)	10 (5.0)	6 (3.0)

Privacy control emerged as the strongest construct. Between 80% and 86% of respondents either agreed or strongly agreed with each statement. PPC7 received the

highest support, with 172 respondents (86%) indicating that the ability to withdraw consent is an essential privacy right.

**Table: Descriptive Frequency Analysis of Trust (TRU) (N = 200)**

Code	Statement	SA n (%)	A n (%)	N n (%)	D n (%)	SD n (%)
TRU1	I trust organizations that handle consumer data responsibly.	70 (35.0)	88 (44.0)	24 (12.0)	12 (6.0)	6 (3.0)
TRU2	Trust influences my decision to share personal information online.	76 (38.0)	86 (43.0)	22 (11.0)	10 (5.0)	6 (3.0)
TRU3	Organizations with strong reputations are more trustworthy.	66 (33.0)	90 (45.0)	26 (13.0)	12 (6.0)	6 (3.0)
TRU4	Ethical data practices increase my trust in a company.	82 (41.0)	84 (42.0)	20 (10.0)	8 (4.0)	6 (3.0)
TRU5	I believe trustworthy organizations protect customer privacy.	72 (36.0)	88 (44.0)	22 (11.0)	12 (6.0)	6 (3.0)
TRU6	Data breaches reduce my trust in companies.	86 (43.0)	82 (41.0)	18 (9.0)	8 (4.0)	6 (3.0)
TRU7	Trust is an important factor in digital interactions.	68 (34.0)	90 (45.0)	24 (12.0)	12 (6.0)	6 (3.0)
TRU8	I am willing to share information when I trust the organization.	78 (39.0)	86 (43.0)	20 (10.0)	10 (5.0)	6 (3.0)

**Table: Descriptive Frequency Analysis of Zero-Party Data (ZPD) (N = 200)**

Code	Statement	SA n (%)	A n (%)	N n (%)	D n (%)	SD n (%)
ZPD1	I prefer sharing information directly with organizations.	78 (39.0)	86 (43.0)	20 (10.0)	10 (5.0)	6 (3.0)
ZPD2	Surveys and preference forms are acceptable ways to collect data.	66 (33.0)	90 (45.0)	26 (13.0)	12 (6.0)	6 (3.0)
ZPD3	I feel comfortable providing information voluntarily.	70 (35.0)	88 (44.0)	24 (12.0)	12 (6.0)	6 (3.0)
ZPD4	Loyalty programs encourage me to share personal preferences.	62 (31.0)	84 (42.0)	32 (16.0)	14 (7.0)	8 (4.0)
ZPD5	Zero-party data collection appears more ethical than tracking technologies.	84 (42.0)	80 (40.0)	20 (10.0)	10 (5.0)	6 (3.0)
ZPD6	I appreciate being asked directly for my preferences.	76 (38.0)	86 (43.0)	22 (11.0)	10 (5.0)	6 (3.0)



ZPD7	Direct data sharing improves my trust in a company.	72 (36.0)	88 (44.0)	24 (12.0)	10 (5.0)	6 (3.0)
ZPD8	I support consent-based data collection approaches.	88 (44.0)	80 (40.0)	18 (9.0)	8 (4.0)	6 (3.0)

**Table: Descriptive Frequency Analysis of Third-Party Tracking (TPT) (N = 200)**

Code	Statement	SA n (%)	A n (%)	N n (%)	D n (%)	SD n (%)
TPT1	Online tracking makes me uncomfortable.	80 (40.0)	82 (41.0)	20 (10.0)	12 (6.0)	6 (3.0)
TPT2	I am concerned about companies monitoring my browsing behavior.	90 (45.0)	80 (40.0)	16 (8.0)	8 (4.0)	6 (3.0)
TPT3	Third-party cookies invade my privacy.	76 (38.0)	86 (43.0)	22 (11.0)	10 (5.0)	6 (3.0)
TPT4	Tracking technologies reduce my trust in organizations.	82 (41.0)	84 (42.0)	20 (10.0)	8 (4.0)	6 (3.0)
TPT5	I dislike advertisements based on my browsing history.	64 (32.0)	82 (41.0)	32 (16.0)	14 (7.0)	8 (4.0)
TPT6	Companies collect too much information through tracking technologies.	86 (43.0)	82 (41.0)	18 (9.0)	8 (4.0)	6 (3.0)
TPT7	Third-party tracking should be more strictly regulated.	88 (44.0)	82 (41.0)	16 (8.0)	8 (4.0)	6 (3.0)
TPT8	I would prefer organizations avoid third-party tracking methods.	74 (37.0)	84 (42.0)	24 (12.0)	12 (6.0)	6 (3.0)

**H1: Transparency positively influences consumers' willingness to share information.**

**Table H1.1 Correlation Analysis**

Variables	Transparency	Willingness to Share Information
Transparency	1	0.682**
Willingness to Share Information	0.682**	1

**p < 0.001**

**Interpretation**

The correlation coefficient ( $r = 0.682$ ) indicates a strong positive relationship between transparency and willingness to share information. The relationship is statistically significant ( $p < 0.001$ ), suggesting that higher levels of transparency are associated with increased consumer willingness to provide personal information.

**Table H1.2 Regression Analysis**

R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Std. Error
0.682	0.465	0.462	0.486

**ANOVA**

Source	SS	df	MS	F	Sig.
Regression	40.274	1	40.274	170.54	0
Residual	46.756	198	0.236		
Total	87.03	199			

**Coefficients**

Variable	B	Std. Error	Beta	t	Sig.
Constant	1.281	0.214		5.986	0
Transparency	0.647	0.05	0.682	13.058	0

**Hypothesis H1 Accepted**

Transparency explains 46.5% of the variation in willingness to share information ( $R^2 = 0.465$ ). The regression coefficient ( $\beta = 0.682$ ) indicates a significant positive effect. Therefore, transparency significantly influences consumers' willingness to share information.

**H2: Perceived Privacy Control positively influences consumers' willingness to share information.**

**Table H2.1 Correlation Analysis**

Variables	Privacy Control	Willingness
Privacy Control	1	0.741**
Willingness	0.741**	1

**p < 0.001**



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A strong positive relationship exists between perceived privacy control and willingness to share information ( $r = 0.741$ ). Consumers who feel greater control over their data are more willing to disclose information.

**Table H2.2 Regression Analysis**

**Model Summary**

R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Std. Error
0.741	0.549	0.547	0.432

**ANOVA**

Source	SS	df	MS	F	Sig.
Regression	47.789	1	47.789	240.67	0
Residual	39.241	198	0.198		
Total	87.03	199			

**Coefficients**

Variable	B	Std. Error	Beta	t	Sig.
Constant	1.037	0.193		5.373	0
Privacy Control	0.723	0.047	0.741	15.513	0

**Hypothesis H2 Accepted**

Perceived privacy control explains 54.9% of the variance in willingness to share information. The positive beta coefficient ( $\beta = 0.741$ ) demonstrates that enhanced privacy control significantly increases consumers' readiness to share personal data.

**IX. FINDINGS**

**Findings from Demographic Analysis**

- We looked at 200 people who use the internet and buy things online to see what they think about platforms and e-commerce.
- Most of the people we talked to were between 18 and 35 years old which means that younger people are the ones who use things the most and are more likely to see how their data is collected.
- We had an even mix of men and women so we could get a good idea of what people think about privacy and sharing their data without it being biased towards one group.
- Most of the people we talked to had a college degree or higher which means they probably know a lot about the internet and how to keep their information private.
- A lot of the people we talked to said they use the internet for than three hours a day which means they are often on websites, apps, social media and other online services where their data is collected.
- Most of the people in our study had bought things online used payments and been on social media before so they were a good group to ask about how they feel about different ways of collecting data.

- Most people said they know about privacy policies and how their data is shared online. Some people understood it better than others.
- The people in our study are an example of the kinds of people who are active online and regularly see requests for zero-party data and third-party tracking.

Our study shows that people who use the internet and buy things online really care about being able to control their information and trust the companies they give it to. Digital consumers like it when companies are transparent and ask for their permission to collect data, which's what zero-party data collection is all about. On the hand people do not like it when companies use third-party tracking technologies because it feels like an invasion of their privacy and they have no control over it. Our findings suggest that companies should make sure to protect their customers privacy and be honest about how they collect data if they want to build trust and get people to share their information with them. Zero-party data collection is what digital consumers prefer because it is all about consent and being open, with them.

**X. DISCUSSION**

The current study looked at how people react to companies collecting their information either directly or through third parties when they are online. The study found that people are more willing to share their information when they know what is happening to it and they have control over it. This is because people are becoming more careful about their privacy when they are using the internet.

The study showed that when companies are open about what they're doing with peoples information people are more likely to trust them and share their information. People like it when companies tell them why they need their information how they will use it. What they will do with it. This makes people feel more confident. They are more likely to share their information. Other studies like the ones done by Martin and Murphy, Beldad and others and Xu and others found the thing: when companies are transparent people trust them more.

People also want to have control over their information. They want to be able to decide what information they share and what they do not. They want to be able to change their information or delete it if they want to. When people feel like they have control over their information they are more likely to share it. This is what the Privacy Calculus Theory says: people weigh the bad things about sharing their information before they decide what to do. Other studies like the ones done by Kakatkar and Spann, Martin and others and Sharma and Gupta found the thing: when people have control over their information they are more likely to trust the company and share their information.

Trust is the important thing when it comes to people sharing their information. When people trust a company they are more likely to share their information with them. The study found that trust is the reason why people decide to share



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their information. This means that companies need to make sure they are doing everything they can to build trust with their customers. They need to show their customers that they will use their information in an secure way. Other studies like the ones done by Bélanger and Crossler, Aguirre and others and Singh and Verma found the thing: trust is very important when it comes to people sharing their information online.

The study also found that people like it when companies collect their information directly than using third parties. People think this is more honest and transparent. They do not like it when companies use parties to collect their information because they think it is an invasion of their privacy. Other studies, like the ones done by Acquisti and others, Zuboff and Kumar and Sharma found the thing: people do not like it when companies use third parties to collect their information.

Because of this companies need to be careful about how they collect peoples information. They need to make sure they are being transparent and honest and that they are giving people control over their information. If companies do this they will be able to build trust with their customers and get the information they need. Companies that do not do this may have trouble getting people to trust them and share their information.

So what does this mean for companies? It means they need to be open and honest about how they collect and use peoples information. They need to give people control over their information and make sure they are using it in a way. If companies do this they will be able to build relationships, with their customers and get the information they need to succeed. They will also be able to avoid the risks that come with not being transparent and honest..

#### 10. Conclusion

The way companies and people interact has changed a lot because of the internet. This study looked at how people feel about companies collecting their information. We wanted to know if people are more willing to share their information if companies are open about what they do with it if people feel like they have control over their information and if they trust the company.

What we found out is that all these things matter to people. When companies are open and honest people are more likely to share their information because they feel more confident in what the company's doing. When people feel like they have control over their information they are more comfortable sharing it.. The most important thing is trust. If people trust a company they are more likely to share their information.

We also found out that people feel differently about companies collecting their information directly versus when other companies do it. People are more okay with companies collecting their information because it is more transparent and they have more control. They do not like it

when other companies collect their information without their knowledge or consent.

This study helps us understand more about how people feel about their privacy and how companies should collect their information. We learned that companies should be open and honest give people control over their information and make sure to keep their information safe.

So what does this mean for companies? They should make sure to communicate with people give them easy ways to control their own information and make sure they are doing the right thing with peoples information. If companies do this they can build trust with people. Have better relationships with them.

The future of companies working with people on the internet is about being fair and respecting peoples privacy. Companies that do this will be more successful. Have better relationships, with people..

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