

IUIPC

The IUIPC consists of three sub-dimensions, each measured with a set of items.

The sub-dimension is called 'construct'. The items are the questions that you ask in the survey. Randomize their order of appearance in the survey to reduce effects from response patterns.

Items

| Constructs | Item IDs | Items |
|------------|----------|--|
| Control | ctrl1 | Consumer online privacy is really a matter of consumers' right to exercise control and autonomy over decisions about how their information is collected, used, and shared. |
| | ctrl2 | Consumer control of personal information lies at the heart of consumer privacy. |
| | ctrl3 | I believe that online privacy is invaded when control is lost or unwillingly reduced as a result of a marketing transaction. |
| Awareness | awa1 | Companies seeking information online should disclose the way the data are collected, processed, and used. |
| | awa2 | A good consumer online privacy policy should have a clear and conspicuous disclosure. |
| | awa3 | It is very important to me that I am aware and knowledgeable about how my personal information will be used. |
| Collection | coll1 | It usually bothers me when online companies ask me for personal information. |
| | coll2 | When online companies ask me for personal information, I sometimes think twice before providing it. |
| | coll3 | It bothers me to give personal information to so many online companies. |
| | coll4 | I'm concerned that online companies are collecting too much personal information about me. |

Measurement

The questionnaire is administered with 7-point Likert response options:

- 1 Strongly disagree
- 2 Disagree
- 3 Somewhat disagree
- 4 Neither agree nor disagree
- 5 Somewhat agree
- 6 Agree
- 7 Strongly agree

Calculation

Different ways are used in practice to calculate IUIPC scores. In this survey, it is sufficient to use a simple but slightly inaccurate way of determining the scores.

1. Calculate the constructs' individual mean scores

$$\overline{CTRL} = \frac{ctrl1 + ctrl2 + ctrl3}{3}$$

$$\overline{AWA} = \frac{awa1 + awa2 + awa3}{3}$$

$$\overline{COLL} = \frac{coll1 + coll2 + coll3 + coll4}{4}$$

2. Calculate overall mean IUIPC

$$IUIPC = \frac{\overline{CTRL} + \overline{AWA} + \overline{COLL}}{3}$$