Are Users' Personal Information Sharing Practices for Health App Personalization Impacting App Evaluations? Exploring the Impacts of Data Sharing, Privacy Concerns, and Sponsored Ad Intrusiveness

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Abstract

This research examines how the requirement for personal information sharing in health app personalization impacts user evaluations, focusing on privacy concerns and the perceived intrusiveness of ads. It highlights the dilemma between offering personalized services and the risk of privacy invasions, which can lead to decreased app credibility and willingness to download. Using a mixed factorial design, the study finds that increased requests for personal information heighten privacy concerns and perceptions of ad intrusiveness, negatively affecting app credibility. The results advocate for a balanced approach to personal data requests and ad placements in health apps to enhance user trust and engagement. It suggests that app developers and marketers should aim for designs and practices that respect user privacy while improving app credibility and download intentions.