Privacy Concern Behaviour on Social Media Sites: A Comparative Analysis of Urban and Rural Users

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Abstract

Numerous researchers have examined various aspects of privacy concern and information-sharing behaviour for online social networking sites; few past researches stated that social media users' privacy concern behavior influenced by their demographic profile. This article attempts to analyse social networking users' privacy concerns and information-sharing behaviours for urban and rural areas of India. It additionally investigates privacy concerns among users with distinctive levels of Internet addiction. It has been observed that are most of the respondents are susceptible to privacy infringement because of their online social media awareness. The examination finds that urban and rural users vary in their information-sharing practices and privacy adaption. Urbanites might be at more serious risk to privacy infringement and information sharing on account of their valuable data and their social media practices. Furthermore, social media users are dependent on the privacy alerts and settings available to them while sharing information on the various social media sites. Users with low social media awareness might be powerless against privacy infringement in the absence of such alerts from the site administrators. Potential implications of discoveries are given and advice for future research had been also discussed.

Keywords

Privacy concern, information sharing, personality traits, website elements, social media sites

Introduction

The prevalence of information communication and technology led to the development of social media sites and has started a worldwide discussion on various platforms about the individual's privacy and information sharing on these social media sites (Angulo et al., 2012). Social networking sites, such as Facebook, enclose extremely personal information, for example, birthdates, contact details, geographical location, governmental perspectives and personal pictures (Xu & BéLanger, 2013). Considering the fact that personal information is available on online sites, reckless utilization of such information could adversely impact people (Rana, 2021). For instance, irresponsible utilization of social media sites can lead to data fraud and identity theft and different types of deceitful activities; Although online users can utilize settings to safeguard themselves, some users might be less inclined to embrace privacy settings (Bélanger & Crossler, 2011). Concern for data privacy on social media sites is progressively increasing the attention from academicians, policy-makers and corporate leaders as well as online users. For socialization platforms, data-sharing privacy on social media sites is required to be measured with rationality since it involves self-disclosure of individual information to web administrators in order to form respective social identities (Smith et al., 1996). Data mining on the websites could be conceptualized as individual data collection, storage and usage. However, debates have been conducted by researchers to reconsider by taking a broader perspective for the definition of data mining in the context of social media (Aral et al., 2013). Data mining could be termed as a multi-dimensional concept that includes the consented sharing of personal data of an individual user with a group or communal, with the assumption that shared information will be kept confidential among the administrators of the social media sites (Lowry et al., 2011). Hence, privacy concern is empirically conceptualized as the fear for the

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exchange of personal information among members of a social network with the implicit anticipation that administrators of the sites share a responsibility of keeping the shared information private and they additionally provide privacy settings and disclaimers about the site's functionality (Amin & Khan, 2021). Social media sites include micro-blogging sites, such as Twitter; social networking sites, such as Facebook; business networking sites, such as LinkedIn; personal blogs; and online forums, such as Zomato. Privacy standards differ for each platform (Osatuyi, 2013).

Some previous researches have equated the privacy concern of individuals across different regions of India. These studies compared the regional, environmental and culture effect on concern for privacy. Significantly, concerns about privacy affect the intentions of the user to accept or reject social media sites. Thus, users with high concerns for privacy may engage in proactive privacy settings, leading to fewer privacy vulnerabilities (Ghatak & Singh, 2019). Despite the increasing use of social media, privacy concern remains one of the greatest problems for online users as well as administrators. Various researches have exposed that apprehensions about data-sharing and privacy are one of the major reasons for not even utilizing the Internet or engaging in social media (Korzaan et al., 2009). Privacy concern has additionally turned into a 'global human rights issue' in the present scenario, which is based entirely on privacy scams. Considering how social media users understand and react to privacy concern offers an opportunity to researchers to better comprehend the multifarious social media practices in the Internet age (Thatcher & Perrewe, 2002). In spite of the huge number of research work on privacy concern, a large portion of the past researches has concentrated on privacy-related policies, strategies, code of conduct controls and judicial penalties for the violation of privacy concern (Gupta & Vohra, 2019).

Although few past researches have analysed how privacy concern is influenced by individual regional exposure and socializing objectives on the web, some investigations go to a more profound level of regional analysis to understand how and why social media users take part in various kinds of self-ensuring activities (Lewis & Fabos, 2005). Researchers claimed that trust issues and intelligence are the significant factors that a user implies for adapting to change, for example, privacy setting, as it determines the preparatory reactions of the users to potential dangers such as privacy interruption or data theft (Nissenbaum, 2004). Self-privacy behaviour has been a focal subject in numerous behavioural researches and has been found to have multifaceted associations with privacy policy, security alerts and other external environmental factors, that is, educational campaigns and population demographics (Li et al., 2016). There is a lack of hypothetical investigations into the user's regional elements that impact privacy-related behaviour on the web (Hiller et al., 2002).

The purpose of this article is to enhance comprehension and develop a constructive model of regional online privacy behaviour by inspecting how and why individuals take part in various sorts of privacy assurance agreements (Fogel & Nehmad, 2009). Precisely, the research paper considers (a) recognizing the measurements of privacy behaviour (e.g., hidden or proactive) and (b) analysing how they are distinctly impacting the individual state of mind (privacy concern) and intellectual convictions (possible convictions and self-adequacy convictions), and linking them to environmental elements (urban v/s rural) relating to social media privacy concern (Gudura et al., 2006). The present article based on the assumption that the elements of privacy concern behavior (PCB) is affected by demographics of the users.

Objectives of the Study

The research endeavour of this examination is to explore the concern for privacy on social media sites, with a particular focus on the comparison between urban and rural users. To achieve this objective, this study focuses on active users' responses with respect to social media privacy during social media usage as well as in the decision process. Subsequently, from the literature review, the following objectives of this study have been formulated:

- To propose a model that will act as a framework for defining elements that impact PCB on usage of social media sites.
- To provide a comparative understanding for urban and rural users with respect to formulated framework for PCB on usage of social media sites.

Review of Literature

Privacy is a significant subject in online behavioural studies. Privacy in the context of social media can be defined as a 'capacity of the social media user to manage and control information about oneself on the defined social media platform' (Venkat, 2014). In online behavioural studies, concern for privacy is often considered as a substitute for evaluating and defining privacy (LaRose & Rifon, 2007). Concern for privacy involves individuals' selectivity to share the compilation of personal information, which is not permitted for third party usage (Xie et al., 2006). Past researches on privacy concern had focused on various outcomes in the form of elements of privacy such as information disclosure, engagement in privacy agreements and trust. Privacy concerns drive users to engage in privacy policy statements, such as declining to share personal information or misrepresenting information (Vila et al., 2003). Privacy concern actions of a social media user can be differential on the basis of logicality, rationality and intelligence of the user, in order to protect users against privacy assaults by administrations, establishments and

criminals (Xu & BéLanger, 2013). Certain users may be more susceptible to privacy invasion than others because of their perceived value behaviours (Kaushik & Tiwari, 2017), for example, the influence of regional dynamics on PCBs (Duggal, 2017). Regional forces may influence the use of social media and may also influence PCB in real life (Culnan & Armstrong, 1999). Analysing previous research, there is the probability that personality traits based on regional forces of online users may be more vulnerable to privacy defilements than others if explored to any particular privacy fraud (Acharya, 2014). Trust issues and rationality of users also have a pivotal role with respect to PCBs (Turow et al., 2008). What differences exist regarding concern for privacy in social media contexts for users from different regions of India (i.e., urban and rural), users with differing levels of personality traits and users with different online identities? To answer this question, urban and rural social media users were surveyed through an online survey.

Measures were included for various dependent variables connected to PCB: users being extrovert or introvert about sharing personal information with different groups of social media users (e.g., family, friends and strangers), users' consent to online self-disclosure (e.g., sharing birthdates, addresses, phone numbers, personal interests, etc.) as well as users' compliance to engage in privacy policies (Solove, 2001). As defined by the previous researches, individual personality elements are considered an important factor for an individual's character or tendencies that lead to certain behavioural prototypes across various given situations (Sheehan, 2002). User personality determinants have been found to be relatively constant in individuals. In the developing state of social media sites, a number of personality traits are examined in the field of personality psychology so that the framework of these platforms would be consistent with the usage pattern of the user (Rotenberg & Scott, 2015). Although updates are implemented on the social media sites on regular basis in order to make them more user friendly. Personality behavioural studies claim that gregariousness, dominance, anxiousness and openness to learning (intellect) play an important role in defining the user's behavioural response for privacy agreements on social media sites (Rosen, 2001). The idea that personality traits might influence the privacy concern of the user on social media sites has also been suggested by proponents of the behavioural studies (Papacharissi & Fernback, 2005). Although prior studies examined social media user's data for commercial use, this study extends the model to social media privacy concern that require self-disclosure of personal information (O'Connor, 2007).

The development of social media has permitted individuals to communicate with family, friends and business associates throughout the globe (Tan et al., 2012). Perhaps social media provides many pros to the public, but there has to be some regulatory enforcement for social media as it has a disruptive side. Privacy incursion, such as online stalking and personal data shared with third parties for commercial benefits, is rampant on social media sites and has to monitored by regulatory bodies by developing protection acts and defining user rights as well as penalizing in case of any breach of privacy agreements (Mahapatra & Choudhary, 2017).

Privacy research in social media settings is at an emerging state; thus, it is important to re-adjust data disclosure settings by the site developers with respect to the PCBs, and more importantly, for users who have confidential data on their social media profiles (Krasnova et al., 2009). Research on social media contexts has continuously reinforced privacy concerns because of technological advancements (Karyda et al., 2009). This study expands upon the existing research by exploring privacy coping behaviours based on regional diversity that may be vulnerable to privacy invasion. The exploration in this article provides a step toward identifying and protecting populations that are vulnerable to privacy invasion based on a regional analysis (Hong & Thong, 2013).

Privacy concern is an evolving subject in social media research, and the theories on privacy behaviour are continuously being redefined by the researchers because of regular innovations on technological ground (Graber et al., 2002). Although social media privacy concern is a burgeoning concept, it is still relatively new for both researchers and developers (Venkat, 2014). Privacy concern can be shaped with respect to technology, and thus various researchers are investigating different aspects of social media as per the technological advancements (Gauzente, 2004). Real-time analysis may collect individuals' regular updates about the user's online behaviour. There are even cases of email interception of employees for monitoring their behaviour (Dinev & Hart, 2006). Environmental elements in urban areas also affect users' behaviour (e.g., privacy concerns) toward self-disclosure actions and subsequently affect the use of social media platforms. Crosscultural studies by various researchers have examined relationships between cultural forces and social media use in the urban and rural areas (Cranor, 2003). The major discoveries across the studies are consistent: regional culture influences users' privacy behaviours on social media (DeMarco, 2006). Online PCB may also differ across demographics, such as for young users, perhaps high level privacy settings are required (Venkat, 2014). We tried to extend previous research by exploring PCB in the urban and rural parts of India for social media users by considering the volume of population of the regions as well as the safety scenario and social disorder in the specific region (Cassidy & Chae, 2006). Few previous studies have examined educational campaigns and PCBs in a single study. By studying contemporary social media behaviour, we tried to provide a more holistic investigation of social media behaviour across populations (Cai & Gantz, 2000). Social media behaviour is likewise with reference to individual identity, defined as a person's online character or inclining that prompt certain standards of conduct across various social media sites. Personality traits have been observed to be a moderately common factor affecting people's social media behaviour (Bryce & Klang, 2009). In the mid-1980s, various personality traits analysed in the psychological research field provided the personality trait model which solidified critical qualities that were observed to be common across various scenarios (Bellman et al., 2004). The model examined variables, that is, extraversion versus introversion, logicality, rationality, competency, perceived values, gregarious, neuroticism and receptiveness, to define the personality traits. The possibility that identity attributes may impact social media behaviour has additionally been proposed by researchers of the social media (Awad & Krishnan, 2006). Although earlier investigations inspected users' reactions to commercial utilization of their own data, this examination stretches out the model to social media sites that require self-exposure of individual data with reference to privacy concern (Angwin, 2011)

Model Development

Previous researches had observed that various users utilize social media for different reasons and that users from various regions may display distinctive privacy behaviour on social media platforms. However, users with high Internet usage utilize social media sites more in contrast to users who are not addicted to the Internet. Users with diverse personality traits may likewise show different privacy behaviours. We investigated the degree of contrast for online privacy behaviour and protection vulnerabilities for users in urban and rural areas.

Privacy Concern Behaviour and Personality Traits

Individuals from different regions may diverge in their PCBs. Personality traits of urban users affect the users' conduct and value system, for example, privacy concerns toward self-disclosure, extrovert versus introvert, sympatric versus straight forward, which influences the subsequent use of those technologies. Considering the conclusions in previous research (Lowry et al., 2011), we suggested that personality traits of urban and rural social media users might fabricate PCB. Cross-regional studies suggested that the high education rate results high logicality and rationality among users that might make many urban users to aware about their respective privacy rights on social media sites, (Bélanger & Crossler, 2011), whereas in the rural users it is perceived to share data only when it benefits the user. Thus, there might be a probability that users with more awareness may be more likely to have active PCB (Cai & Gantz, 2000). To be precise, we have suggested the following hypotheses.

*H*₁: Personality traits of urban and rural social media users are more likely to make them engage in PCB.

Privacy Concern Behaviour and Website Elements

Social media sites are changing regularly. Website elements include structural elements of privacy on the website, such as a privacy policy statement. The PCB changes with the structural privacy reforms of a specific website (Rosen, 2001); users may be comfortable in sharing data to specific social media sites because of effective privacy policies. Website elements for privacy are a strategical outcome that may result in optimistic actions from the users. Importantly, websites with structured privacy elements may exhibit positive behaviour compared with unstructured websites (Turow et al., 2008). In the context of privacy behaviour, website elements could lead users to engage in activating privacy settings rather than ignoring privacy settings. In summary, we suggested the following hypotheses.

 H_2 : Urban and rural social media users are more likely to positively engage in PCB based on the privacy elements of the social media site.

Privacy Concern Behaviour and Environment

Environment is considered as a dynamic factor in social media research. Online data safety measures may differ between different regions, although the regional influence may form individuals' regional identities. Thus, this study explores how one's environmental parameters influence the PCB (Sheehan, 2002). Thus, users with different demographic environments may be more or less susceptible to privacy threats. The link between social environment in social media and privacy behaviours has not been explored in great depth. Thus, we provided a preliminary exploration of online environment and privacy by examining how educational campaigns and cultural forces are reflected in the social media profiles and their influence on users' privacy behaviours (Vila et al., 2003), suggesting the following hypothesis.

H₃: Urban and rural social media users' environment which their profiles surrounded affects their ability of sharing information with a diverse set of individuals on social media platforms.

Privacy Concern Behaviour and Regulatory Bodies

Users from different regions may also be more or less vulnerable to regulatory measures, protection alerts and privacy violations. Regulatory bodies from the Government of India proposed various law enforcement regulations and penalties for online privacy scams. Indian national law is low on the privacy rights for governance compared to rest of the world. Furthermore, urban users are more aware about their user rights against information archiving, data retention and how to file legal complaints, which makes them proactive legitimate users (Turow et al., 2008). Research on the cross-regional theory for urban and rural users claimed users differ on their presumptions with positive and negative self awareness for privacy. Individuals from the urban areas have an 'actionable' mindset, while individuals from rural areas have a 'let it go' mindset (Papacharissi & Fernback, 2005).

 H_4 : Regulatory bodies for online privacy have more impact on the PCB of urban and rural social media users.

Privacy Concern Behaviour and Technological Advancement

In the context of social media and in accordance with technological advancement, the relationship between PCB and technological advancement is expected to hold true (Solove, 2001). The assertion behind the relationship may hold because the individuals who are anxious due to realtime analysis, e mail interception, workplace monitoring, hacking and location tracking for their privacy on various social media sites are aware of the fact that the advancement of technology leads to new methods of conning a user on social media. Hence, it is expected that:

 H_5 : Technological advancement will be positively related to the PCB of urban and rural social media users.

Figure 1 exhibits our exploratory structured model. Concerns for the privacy of individuals in various national regions may vary in their protection-adapting and data-sharing practices. The national culture in the urban and rural parts of India influences users' dispositions (e.g., privacy concerns) toward self-revelation on various social media platforms and impacts the resulting utilization of those innovations. Culturally diverse examinations have inspected connections between culture and web-based social networking use in the urban and rural parts of India. Online privacy-adapting practices may likewise vary crosswise over societies, for example, web-based environmental settings. We analysed past research by investigating protection-adapting and datasharing practices of urban and rural users, considering individual, cultural and environmental elements. Barely any past investigations have analysed both individual personality elements and environmental elements impacting privacyadapting practices on a social networking site. By concentrating on these two elements, we can give a more all-comparative investigation of social media privacy behaviour crosswise over regions.

Methodology

The researchers followed two methodological plans. To begin with, the exploratory research design, which finds a way into the structure of irregular boundary models, was used to distinguish the components related to privacy conduct. It depends on the underlying suspicion that the model boundaries are irregular factors that fluctuate across people, as indicated by a given conveyance. The second methodological plan includes the utilization of a causal exploration plan. The primary motivation behind this



Figure 1. A Proposed Conceptual Model for the Study (Factors Affecting Privacy Concern) **Source:** The authors.

methodology is that it clarifies the connection between the recognized factors to indicate the fundamental model. Different elements used to define the overall model of privacy behavior with the motivation for controlling the homogeneity in the model and getting generalized model. This generalized model is equivalent to for the case in metropolitan as well as country region.

A survey tool was created to test the proposed hypothesized model in order to examine the PCB with respect to social media sites. Measurement scales were adapted from earlier investigations and were modified as per the contemporary scenario. Privacy concern behavioural variables were measured with numerous parameters on fivepoint Likert scales, ranged from 'strongly agree' to 'strongly disagree'. Respondents for the examination were enrolled utilizing the random sampling technique for the examination. An aggregate of 515 reactions were registered-224 social media users from rural areas and 291 social media users from urban areas. A few reactions were dropped due to unanswered inquiries. Subsequent to data cleaning, 397 reactions were utilized for the analysis-192 users from rural areas and 205 users from urban areas. Respondents in the investigation were fundamentally young, aged between 20 and 28 years, with a median age of 23 years; 56% were males and (44%) were females. Most respondents had a bachelor's degree (68%) and some had a master's degree (19%), while a few were undergraduates (13%). Respondents in the urban sample were marginally more educated than respondents in the rural sample.

Data Analysis and Findings

The developed model was subject to statistical analysis for defining the validity and reliability. Confirmatory factor analysis was applied to the five-factor model using SAS university edition. Based on standardized factor loading values, that is, above 0.60 (Berman & Bruening, 2001), standardized Eigen values greater than 1 (Davis et al., 1992) and cumulative extraction proportion, that is, more than 70% (Nissenbaum, 2004), the five identified factors were utilized for further statistical testing as shown in Table 1. Such results indicate that the selected items are good indicators of their underlying respective constructs.

In addition, outlier and missing values treatments were utilized to improve the fitness of the model. As a result, five objective items that impact the PCB of urban as well as rural users were taken into consideration for further statistical treatment. Furthermore, the identified factors used as the measurement scale have been validated in previous researches (O'Connor, 2007). The designed model is shown in Figure 1.

The model was validated, first, by confirmatory factor analysis and, second, by reliability, validity and Cronbach alpha. Thus, the factors developed by the first test exhibited high reliability. Composite reliability for each reflective construct was greater than 0.75, suggesting internal

Table I. Factor Loadings and Eigen Value for the Constructs

Identified Variables	Factor Loadings	Eigen Value	Variance %	Cumulative %
Personality traits		4.28	0.23	0.21
Extrovert	0 8276			
Trust	0.8187			
Sympathy	0.0107			
Straight	0 7821			
forward	0.7712			
Dominant	0.7614			
Introvert	0.7589			
Gregarious	0.7583			
Logical	0.7567			
Rational	0.7498			
Competent	0.7317			
Anxious	0.6832			
Intellect	0.6712			
Perceived values				
Regulatory bodies		1.74	0.14	0.36
(10 items)				
Protection alerts	0.8412			
Regulatory bodies	0.8367			
Law enforcement	0.8214			
Penalties	0.8134			
I hird party	0.8023			
endorsement	0.7934			
Information	0.7823			
Disclosure	0.7578			
	0.7470			
Data retention	0.7230			
User rights				
Governance				
Environment		117	0.1.1	0.48
(6 items)		1.17	0.11	0.10
Population	0 7932			
Demographic	0.7523			
Crime safety	0.7276			
measures	0.7056			
Social disorder	0.6924			
Educational	0.6734			
campaigns				
Cultural forces				
Website elements		1.03	0.09	0.58
(5 items)				
Privacy policy	0.8365			
statement	0.8187			
Placement of	0.8023			
policies	0.7934			
Alerts	0.7734			
Website				
reputation				
Privacy				
agreements				
Technological		1.01	0.07	0.76
advancement				
Real time analysis	0.8135			
E mail	0.7643			
Interception	0./112			
vvorkplace	0.6943			
monitoring	0.6487			
Location tracking				

Source: The authors.

	AVF	CR	CA	PT*	WF*	FN*	RB*	TA*
	0.02	0.00	0.70	0.707**		2.1	110	
PI*	0.62	0.88	0.79	0.787**				
WE*	0.66	0.89	0.72	0.568	0.812**			
EN*	0.71	0.84	0.83	0.287	0.302	0.842**		
RB*	0.59	0.81	0.89	0.189	0.196	0.659	0.768**	
TA*	0.70	0.79	0.78	0.434	0.323	0.212	0.543	0.836**

Table 2. Statistical Analysis of the Compounded Factors

Source: The authors.

Notes: AVE = average variable extraction; CR = compound reliability; CA = Cronbach's alpha.

* = factors; PT = personality traits, WE = website elements, EN = environment, RB = regulatory bodies, TA = technological advancement.

** The diagonal elements (bolded) represent the square root of AVE values and describe the discriminate validity of the factors

consistency (Turow et al., 2008). Average variance extracted (AVE) for each reflective factor was also acceptable as per the standard acceptable value (0.50); Table 2 presents the AVE and composite reliability for all reflective constructs.

To evaluate constructive validity, the AVE for each factor must meet the minimum standardized value of 0.50 (Duggal, 2017). The AVE for the factors ranged from 0.50 to 0.75, satisfactorily demonstrating constructive validity. Lastly, discriminate validity was evaluated by the square root of the AVE, and if the discriminate validity of a factor is greater than the correlation coefficients between the factors, then the constructed model is considered fit to be used for further statistical analysis. The square roots of the AVE for all the constructs, as shown in the diagonals of Table 2, exceed the correlation estimates. The intercorrelation matrix of the research variables suggests that

the constructs are different from one another since the correlations are below 0.85 (Lowry et al., 2011).

To assess the reliability of the constructed model, we analysed the variance inflation factor (VIF) for each factor. All items demonstrated acceptable VIF values as per the standardized acceptable value, that is, 2 (Osatuyi, 2013). Each variable of 'personality traits' (i.e., Factor 1) captures unique aspects of the individual behaviour, signifying no multicollinearity for all the other factors as well. Thus, the decisive measurement of reliability was demonstrated. Table 3 presents the VIF for the factors of the constructive model and the z-values for the factors' weights.

Multiple regressions were used for hypothetical testing. Thus, the models tested PCB with respect to the identified factors for urban users represented in Table 4 and PCB with respect to the identified factors for rural users represented in Table 5. We found statistical support for

Factors	VIF	Z-value
Personality traits	1.9679	6.17
Website elements	1.3484	3.67
Environment	2.1973	5.46
Regulatory bodies	1.0744	-2.65
Technological advancement	1.0019	4.62

Table 3. VIF and T-values for Formative Factors

Source: The authors.

Table 4. Statistical Results for Hypotheses (Urban Users)

			Std	Std Error				
Hypothesis	Relationship	Mean	Deviation	Mean	Z-value	df	pr > t	Supported
Hypothesis I	Personality traits \rightarrow PCB	-0.0287	0.6735	0.0187	4.12	398	< 0.0001	Yes
Hypothesis 2	Website elements \rightarrow PCB	-0.2232	1.1986	0.0634	2.46	398	< 0.0001	Yes
Hypothesis 3	$Environment \rightarrow PCB$	-0.5894	1.1873	0.0178	-4.67	398	0.0345	No
Hypothesis 4	Regulatory bodies \rightarrow PCB	-0.1896	03486	0.0279	-2.28	398	< 0.0001	Yes
Hypothesis 5	Technological advancement → PCB	-0.5608	1.1785	0.0238	4.86	398	< 0.0001	Yes

Source: The authors.

Note: PCB = privacy concern behaviour; df = degree of freedom. pr > |t|= Level of significance 0.99.

			Std	Std Error				
Hypothesis	Relationship	Mean	Deviation	Mean	Z-value	df	pr > t	Supported
Hypothesis I	Personality traits \rightarrow PCB	0.5745.	0.7465	0.2364	2.11	398	< 0.0001	Yes
Hypothesis 2	Website elements \rightarrow PCB	0.4347	0.8283	0.8543	-1.64	398	0.236	No
Hypothesis 3	$Environment \rightarrow PCB$	0.4326	1.5376	0.8642	-3.46	398	0.034	No
Hypothesis 4	Regulatory bodies \rightarrow PCB	-0.6743	0.5743	0.1447	-1.76	398	< 0.0001	Yes
Hypothesis 5	Technological advancement \rightarrow PCB	-0.8537	1.2748	0.7994	3.45	398	< 0.0001	Yes

Table 5. Statistical Results for Hypotheses (Rural Users)

Source: The authors.

Note: PCB = privacy concern behaviour, df = degree of freedom. pr > |t|= Level of significance 0.99.

several factors in the model. Considering z values, personality traits were found to be an influential interpreter of PCB for urban ($\beta = 4.12, p < .001$) as well as rural social media users ($\beta = 2.11, p < .01$). Thus, we found support for H_1 for urban as well as rural social media users. Website elements of the social media site exhibited a direct and statistically significant relationship with PCB for urban users ($\beta = 2.46, p < .001$) but a statistically insignificant relationship with PCB for 2.36).

The environment of the social media user, which includes elements such as population, demographic, crime safety measures, social disorder, educational campaigns and cultural forces, exhibited no direct and statistically insignificant effect on urban users' PCB ($\beta = 0.2052$, p < .05) as well as rural users; PCB ($\beta = -3.46$, p = .034). Thus, we didn't find support for H_3 for urban as well as rural social media users.

Personality traits were found to be an influential interpreter of PCB for urban ($\beta = 4.12, p < .001$) as well as rural ($\beta = 2.11, p < .01$) social media users. Thus, we found support for H_1 for urban as well as rural social media users. Website elements of the social media site exhibited a direct and statistically significant relationship with PCB for urban users ($\beta = 2.46, p < .001$) but a statistically insignificant relationship for rural users ($\beta = -1.64, p = .236$).

Structured Equation Modelling

The theoretical model proposed for the current exploration relating to five variables for privacy concern on social media was brought out through structural equation modelling (SEM). Analysis of moment structure (AMOS Version 20) was utilized for this purpose. Since the estimation model has been set up and the significant focus is on the variable only, the SEM containing the primary

model that tested the factors of the investigation. The SEM included two significant advances: estimation model utilizing (confirmatory factor analysis) and structural model. In confirmatory factor analysis, identified variables are pooled to check the portion of estimating the inactive (unobserved) variable as a whole. The primary model tests the connection between latent factors framed in confirmatory factor analysis. The probability technique

was adjusted to measure the primary model. SEM was completed on the five factors referenced earlier, independently. The fundamental precondition for running SEM is that each test should have at least 200 responses. Our investigation had more than 200 responses. So, the precondition was fulfilled. The next rule is that the information needs to fulfil the normality requirement. The data altogether for the five factors fulfil the normality requirement (CR esteems > 5). The confidence interval (CI) produced through bootstrapping helps in estimating the size and importance of the circuitous way (abdominal muscle) to gauge the intercession. On the off chance that the CIs do exclude the total worth to zero, then the intervention is genuinely huge. The primary model proposed the causal connections among exogenous factors of privacy variable alongside its builds. Figure 2 gives the normalized way coefficients and t-values for each significant path of the calculated model.

The structural model is shown in Figure 2, concentrating on the proposed causal relationships for privacy concern between urban and rural users. The results indicate that seven out of ten paths were significant. In order to establish a better model fit, all the paths included in the model and structural equation produced a better fitting parsimonious model.

All indices illustrated a satisfactory model fit (α^2 = 436.67, df = 140, p < .001, CFI = 0.964, RMSEA = 0.065) with the exception of TLI (0.765). The chi square ratio (α^2/df) was 3.11, which was acceptable.

All indices illustrated a satisfactory model fit ($\alpha^2 = 275.35$, df = 132, p < .001, CFI = 0.875, RMSEA = 0.072) with the exception of TLI (0.832). The chi square ratio (α^2/df) was 2.21, which was acceptable.

Discussion

This article investigates PCB of social media users who might be more vulnerable to their privacy being infringed because of fraudulent practices. Specifically, we analysed the disparity between urban and rural social media users, which results in contrasting levels of privacy behaviour in users with various online personalities. We discovered a contrast between the privacy concern of urban and rural



Figure 2. Testing the Structural Model

Source: The authors.

Table 6. Table Showing Path Estimates for Privacy Concern for Urban Users

	5.4		Standardized Regression	c r			
SI No.	Path	Unstandardized	Coefficient	SE	Р	Sig	
I	$PC \rightarrow PT$	0.874	0.763	0.65	۱00. <	Sig	
2	$PC \rightarrow WE$	0.051	0.384	0.32	100.	Sig	
3	$PC \rightarrow EN$	0.963	0.845	0.56	100.	Sig	
4	$PC \rightarrow RG$	0.038	0.432	0.43	100.	Sig	
5	$PC \to TA$	0.286	0.653	0.34	۱00. <	Sig	

Source: The authors.

Note: PC = privacy concern, PT = personality traits, WE = website elements, EN = environment, RG = regulatory bodies, TA = technological advancement.

Table 7.	Table Showing	Path	Estimates f	or F	Privacy (Concern f	or l	Rural	Users
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			Standardized Regression				
SI No.	Path	Unstandardized	Coefficient	SE	Р	Sig	
I	$PC \rightarrow PT$	0.753	0.687	0.49	۱00. <	Sig	
2	$PC \rightarrow WE$	0.982	0.689	0.83	۱00. <	Sig	
3	$PC \rightarrow EN$	0.898	0.065	0.14	0.043	Insig	
4	$PC \rightarrow RG$	0.432	0.673	0.36	100. <	Sig	
5	$PC \rightarrow TA$	0.872	0.692	0.59	۱00. <	Sig	

Source: The authors.

Note: PC = privacy concern, PT = personality traits, WE = website elements, EN = environment, RG = regulatory bodies, TA = technological advancement.

users with respect to website elements, that is, the privacy policy statement, placement of policies, alerts and environment, which shows the need for future research. Since this investigation is just exploratory in nature, future research would clarify, in more noteworthy detail, why these distinctions exist. This examination gives the initial proof that privacy concern vulnerabilities may exist for users of diverse regions, with distinctive levels of behavioural compulsion and online characters. We discovered statistical evidence showing that protection-adapting and data-sharing practices vary by region. Urban respondents report a higher probability of utilizing security adapting systems (e.g., declining to share or expelling private data from their social media timeline) than rural respondents.

All the identified elements as exhibited in Table 6 statistically significant relationship with privacy concern behaviour for urban users. As exhibited in Table 7 personality traits, website elements, regulatory measures and technological advancement are statistically significant for the privacy concern behaviour for rural users.

Moreover, we discover prove that rural respondents are more agreeable imparting data to a more individuals (e.g., family, companions, and outsiders) than urban respondents; however, the impact estimate was diminutive. Psychological behaviour (i.e., rationality, intelligence, logicality) had factual impact on the expansiveness of online selfexposure. Although urban and rural users appear to have the same expansiveness of data, rural users will probably impart to a more differing set of behaviour. The protectionadapting and data-sharing conduct of rural users proposes that they might be at more serious danger of protection infringement than urban users. We tried to expand the reviewed past investigations by demonstrating that regional source not just influences privacy concerns also influence privacy-adapting and data-sharing practices. A conceivable clarification for these distinctions in urban and rural users could be contrasts between regional societies. Researchers discovered proof that regional societies, for example, in the rural culture, users probably don't want social media privacy rather believes in having close and solid associations with others online. It might be that rural users are more ready to share data on social media profiles as most of them are unaware about fraudulent data practices. Different clarifications may incorporate on interpretations about web site elements between regions in social media and their privacy concerns. Multifaceted contrasts in privacy policy statement versus website reputation which impacts how urban and rural users share, search, and utilize social media profiles for communication and socialization. Our discoveries add to the developing collection of research that these website elements are important for urban users. We additionally found that users with more elevated level of Internet addiction might be more exposed to privacy infringement. Social media users with more elevated amounts of Internet enslavement are more eager to take part in protection adapting conduct than non-addictive users. Although high usage users invest more energy on social media and they are more concern to secure themselves through protection settings. We found statistical proof to recommend that people with strong personality traits holds positive PCB. Environment is dynamic, in terms of online networking use. In this way, environment dependent users are probably going to share data more habitually than non-dependent users, regardless of whether the utility of data. Because of expanded recurrence and length of utilization, maybe social media users ought to be more concern to their data-sharing conduct than nonregular users.

We discovered that personality traits impact privacyadapting and information-sharing behaviours. The users who trust their profiles reflect dominant individual character attributes, which perhaps contributes to their PCB. Moreover, we found that users who have higher straightforward approach towards the social media platform impart a more prominent expansiveness of data. They didn't find any negative impression of online or offline personality traits that impacts PCB. To secure oneself from privacy infringement, users both from urban and rural areas whose profiles reflect negative character qualities (i.e., anxiousness and less trust) would need to have high privacy settings.

Finally, we found that regulatory mechanisms may have major circuitous consequences for privacy-adapting and information-sharing practices through the improvement of social media personalities. We also found that rural users are more prone to negative personality traits and are more averse to see constructive privacy infringements. This might be due to more nonconformist thoughts in rural users as compared to urban users. This relationship ought to be investigated in future research. We found that regional boundaries impacts PCB. Consequently, high social media usage may exist both in the urban and rural users. PCB crosswise over regions ought to be considered for further analysis in future research.

Implications

The ramifications for this study could have both managerial just as administrative implications. The study adds to the theories in more than one way. First, trust in the site, its privacy and their relationship with the social expectations of their clients is experimentally tried and approved for social media sites. Second, the study provided proof of a positive connection between the goal of unveiling data and the expectation to interact with others on social media sites. Consequently, users who are more able to reveal their individual data on social media sites would be prepared to cooperate with different clients in social media sites. Third, the study examines the role of confidence in both the security concern in social media sites and social expectations of clients on social media sites. Trust appears to play a vital role in deciding the security concern in social media sites and the conduct aims (the goal to uncover data and the expectation to communicate with others) in social media sites. The study could likewise have suggestions for training. The discoveries of the study show that the goal to reveal data intercedes the connection between trust in the site and the expectation to interact with others. As such, the goal of unveiling data diminishes the strength of the connection between trust in the site and the aim to cooperate with others. In this manner, clients who trust the social media sites are more inclined to associate with different clients in social media sites. In any case, the intercession impact of the goal to uncover data on the connection between trust in the site and the expectation to interface with others proposes that the clients would be prepared to communicate with others solely after they are prepared to reveal their data on social media sites. The findings likewise recommends moderators of social media sites to give an extra effort on building the more trust worthy social media sites. Since trust is the key factor that decides how much the client divulges in social media sites and the client's capacity to cooperate with different clients, this study aims to explore the relationship between trust, the related knowledge of the site and the social aims of clients on social media sites. The findings of the research gave proof that demographic profile of the individual impact the goal to reveal data in social media sites. The findings additionally shows that aim to share data based on the connection between trust in the site and the goal to interface with others. One more significant finding of the research uncovers that the related knowledge with site impacts the confidence on the site, and the confidence in social media site plays a significant role regarding security concern for social media users.

Conclusion

Individuals are increasingly embracing social media sites in their daily life. With such enormous growth, research with respect to privacy behaviour on social media platforms is required. A comprehension of this privacy behaviour will help in creating safeguard measures to avert any problems. This exploratory research tried to clarify how people's concern for data security in social media destinations is affected by the five identified characteristics, and how it impacts their conduct and aims to counter authoritative practices to share their own data amid online exchanges. In spite of the high number of data infringements on social media sites, users still volunteer their own data via web-based networking sites to connect with their companions and sometimes strangers as users think that its more hard to impart such data to third party. This study found that the refusal to share individual data amid social media exchanges is to a great extent because of the personality traits of the users and the privacy-related elements of the website. Thus, privacy concern can be decreased by designing the privacy settings and alerts as per the personality of the user.

Limitations and Future Research

Like all research, our examination also has limitations that give scope for future research. To start with, information was gathered through random sampling, and selected samples might not be a true representation of the population; thus, generalizability might be constrained. Future research should utilize more refined testing and enlistment techniques to look at populations that are vulnerable to privacy infringement on social media platforms. Second, we have limited our examination of limited personality characteristics to urban and rural users, but social media users with privacy concern have various other psychological characters. To avoid survey fatigue, we analysed only five factors. Future research should include more behavioural factors that might be more rational for PCB.

Lastly, this investigation is exploratory, and no specific theory was evaluated. Future research ought to consider the theoretical parameters for model development. Researchers may utilize subjective techniques, for example, the grounded hypothesis approach, to better comprehend the purposes behind the distinctions we found in PCB for adapting data-sharing practices. We have distinguished a few conceivable discoveries; in any case, these were not generalized completely. However, this article is just an investigation into PCB with respect to identified factors. In this way, this article is limited to the identified variables. Future research ought to incorporate more factors in order to make this model more relevant

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