

Institute of Insurance Economics



University of St.Gallen

WHEN CUSTOMERS ARE WILLING TO DISCLOSE INFORMATION: THE ROLE OF CUSTOMER VALUE AND TRUST

PHILIPP HENDRIK STEINER
PETER MAAS

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**EDITED BY HATO SCHMEISER
CHAIR FOR RISK MANAGEMENT AND INSURANCE**

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In this paper, we examine customer value and trust as antecedents of customer information disclosure. We propose that higher levels of customer value will directly increase information disclosure and indirectly through trust. By means of an empirical study, this article shows that customers are inclined to share their personal information with companies in exchange for discounts or additional services, if they feel a high level of customer value and trust. Companies can foster this behavior by improving the customer value and the foundation of trust.