Development of a Causal Model of Post-Millennials' Willingness to Disclose Information to Online Fashion Businesses (Thailand)

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Abstract—This research examines the causal factors influencing the willingness of Central Post-Millennials to disclose information to online fashion businesses by using privacy calculus theory as the basic principle for modeling. The study has three primary objectives: (1) to investigate the causal factors influencing willingness to disclose information, (2) to analyze both the direct and indirect effects of perceived risk, perceived benefit, perceived value, perceived control over the use of personalization data, and trust on the willingness to disclose information, and (3) to develop a causal factor model for understanding the determinants of willingness to disclose information among Central Post-Millennials in the context of online fashion businesses. The research sample consists of 385 individuals, and data were collected using a structured questionnaire. Descriptive and inferential statistical methods were employed for data analysis. The relationships between variables were assessed using Pearson's Correlation Coefficient. The model's fit to the empirical data was evaluated using goodness-of-fit measures, and the transmission of influence was tested through structural equation modeling (SEM). The findings reveal that demographic factors do not significantly affect the willingness to disclose information. However, the study identifies perceived risk, perceived benefit, perceived value, perceived control over the use of personalization data, and trust as key determinants of willingness to disclose information to online fashion businesses. Among these, perceived control exhibits the strongest influence, closely followed by trust. These results highlight the antecedent processes influencing the willingness to disclose information, as represented by a model developed from a comprehensive literature review and empirically tested for consistency with the data.

Keywords—Online fashion business; Post-Millennials; privacy calculus; willingness; disclose information

I. INTRODUCTION

In the contemporary era of rapid technological and digital advancement, consumers have gained unprecedented access to the internet. This proliferation serves as a clear indicator that the Thai populace has embraced and integrated technology into their quotidian existence. Statistical data demonstrates that there was an average annual increase of 3.6 million internet users in Thailand from 2013 to 2021 [1].

Further analysis of internet usage patterns reveals that Generation Y exhibits the highest average daily usage, closely followed by Generation Z, with the latter being the most prolific users overall [1]. The term "Post Millennials" is employed to denote individuals born from 1997 to the present, encompassing both late Generation Y and Generation Z cohorts. This

demographic represents one of the largest generational groups entering the labor market to date [2]. Notably, the Post-Millennial cohort demonstrates the highest propensity for online purchasing across all generations. Within this context, the most prevalent product categories acquired through e-commerce channels are apparel, footwear, sporting equipment, and accessories, which consistently rank as the primary items of online consumption.

The expansion of the internet user base presents a significant opportunity for the development of digital enterprises and the establishment of organizations adept at navigating the digital landscape. Consequently, there is an influx of consumer data into the digital realm. From a commercial perspective, data represents a valuable resource and plays a pivotal role in business development across all sectors. Both small and large organizations are currently engaged in the process of leveraging data to create maximal value. Entities that employ the data-driven organization paradigm utilize data as the foundation for their strategic decisions. A survey conducted by PricewaterhouseCoopers [4], encompassing over 1,000 senior executives, revealed that highly data-driven organizations tend to exhibit greater efficacy in decision-making processes and demonstrate threefold superior performance compared to their counterparts who rely less on data [3].

However, as the reliance on consumer data intensifies, concerns about privacy have surged. The unauthorized sharing of sensitive consumer information by businesses and governmental entities worldwide reveals a critical issue regarding personal data security. This encompasses not only data breaches and potential security threats but also a significant erosion of user autonomy over their personal information. [5]

In light of these opportunities and challenges, it has been observed that technological advancements facilitating expedited and convenient access to various services through online channels, in exchange for personal information, are considered the genesis of privacy erosion. This phenomenon aligns with the Privacy Calculus theory, a seminal concept in privacy research, which emphasizes individual decision-making regarding the disclosure of personal information based on a cost-benefit analysis of potential risks and benefits [6].

Consequently, the researcher is compelled to employ the Privacy Calculus theory as a theoretical framework to investigate the factors influencing the willingness to disclose personal information. The Central Post-Millennials cohort, characterized by their substantial online fashion product

purchases, presents an appropriate demographic for this study. The findings of this research will serve as a foundation for strategic planning and adaptation to address evolving consumer needs with greater precision while simultaneously enhancing user confidence in online fashion purchasing systems.

The remainder of this document will delve into the strategies for collecting consumer data effectively, which is critical for transforming the organization into a data-driven enterprise. This discussion aims to offer insights into aligning business goals with consumer behavior in the digital era.

II. LITERATURE REVIEW

A. Privacy Calculus

The concept of Privacy Calculus, originally developed by Laufer and Wolfe [7], has significantly contributed to the understanding of data privacy, user behavior, and decision-making processes within the digital environment. Numerous researchers have utilized this theory to develop models that predict and explain users' privacy-related actions. The theory enhances transparency in consumer data collection practices by offering clear explanations of the benefits consumers will receive. It is evident that the application of the Privacy Calculus concept can be integrated into various research frameworks, leading to numerous studies that utilize this concept to examine privacy in diverse contexts, depending on the specific objectives of those studies. In this research, the Privacy Calculus concept encompasses Perceived Risk, Perceived Benefits, Perceived Value of Information Disclosed, Perceived Control over the Use of Personalization Data, Trust, and Willingness to Disclose Information.

Perceived Risk (PR) relates to the uncertainty stemming from the potential opportunistic behavior of service providers, which may result in consumer losses [8]. From the Privacy Calculus perspective, this encompasses the perception of potential loss from information disclosure [9]. The perception of risk, as understood by consumers, is underpinned by Prospect Theory, developed by [42] which addresses decision-making under risk [10]. This theory posits that decisions often prioritize the avoidance of losses over the pursuit of gains. Accordingly, this research employs the variable of risk perception to measure the extent of consumer concern regarding the security of personal information.

Previous studies, such as [11] have demonstrated that risk perception negatively impacts the willingness to disclose health information among patients in China, consistent with other studies including [12] who examined the specific risks and benefits influencing consumer acceptance of mobile location-based advertising (MLBA); [13] who explored the interdependence of personality contingency calculus and causal asymmetry in social networking site (SNS) information disclosure behavior; [14] who analyzed cloud storage users' intentions to include personal information in cloud storage applications in Indonesia and Taiwan; [15] who investigated the privacy paradox related to information disclosure in mHealth applications; and [16] who studied the effect of trust on students' willingness to use online learning platforms.

Hypothesis 2. Perceived Risk negatively influences the willingness of Central Post-Millennials to disclose information to online fashion businesses.

Moreover, [17] explored the key determinants of experts' attitudes and intentions to use VC apps among 484 surveyed experts. Their study found that perceived risk influenced the perceived value of information disclosure, consistent with other studies such as [18] who examined factors affecting personal data disclosure among mobile application users in Bangkok; [19] who explored the relationship between benefits, trust, and honesty in personal data disclosure within mobile banking services in Vietnam; and [20] who studied the key determinants of contact tracing app adoption in Australia.

Hypothesis 3. Perceived Risk negatively influences the Perceived Value of Information Disclosed by Central Post-Millennials to online fashion businesses.

Perceived Benefits (PB) refer to the perceived advantages obtained from disclosing information to access a service. This concept involves balancing the need for privacy with the need for disclosure to attain certain benefits [21]. Perceived benefits can be categorized into monetary and social rewards [22] and other factors such as performance expectations [20]; personal interests [14]; and extrinsic rewards [23]. Expectancy-Value Theory, developed by Atkinson [24], supports the perception of potential benefits by evaluating decision-making processes based on expected outcomes and the satisfaction derived from them. From the Privacy Calculus perspective, this theory suggests that the satisfaction from potential outcomes of information disclosure influences individuals' expectations and decisions, leading to a higher likelihood of information disclosure if the perceived benefits outweigh the risks. This research, therefore, employs the perceived benefits variable to measure the extent to which consumers perceive the value or benefits of disclosing personal information.

Previous research by [25], which examined the motivating and inhibiting factors affecting customers' willingness to disclose personal data on e-commerce websites in Saudi Arabia, indicated a significant positive relationship between perceived benefits and willingness to disclose personal data. Similar findings were reported by [11] regarding health information disclosure in China; [26] on the rational and irrational factors influencing data disclosure decisions; [23] on the motivation behind Internet users' willingness to provide personal data; and [12] on the acceptance of MLBA. Additionally, studies by [13, 14, 15, 16] have provided consistent findings with those of [25].

Hypothesis 4. Perceived Benefits positively influence the willingness of Central Post-Millennials to disclose information to online fashion businesses.

Numerous studies have supported the relationship between perceived benefits and the value perspective of information disclosure, alongside perceived risks, as highlighted by [27], who studied factors affecting consent to disclose personal data among commercial bank application users in Bangkok. Research by [18, 19, 20] also confirmed this relationship.

Hypothesis 5. Perceived Benefits positively influence the Perceived Value of Information Disclosed by Central Post-Millennials to online fashion businesses.

Perceived Value of Information Disclosed (PV) refers to the value consumers attribute to the personal information they disclose to service providers, derived from a comparison of the benefits gained against the risks incurred. This assessment can be understood through a Cost-Benefit Analysis framework [6], where the perceived value is determined by evaluating the trade-offs between perceived benefits and risks. The theory of Customer-Perceived Value (CPV) by [28] further elaborates that this value arises from the difference between customers' evaluations of all benefits and the total costs associated with an offer. These benefits and costs include various dimensions, such as financial, time, energy, and psychological aspects.

The relationship between perceived value of information disclosed and the willingness to disclose information has been supported by several studies, including [29] who studied the factors influencing the privacy calculus of wearable fitness devices among Korean undergraduate students and found a significant positive impact of perceived value on information disclosure intentions. Other studies, such as [16, 30, 18, 27] have also confirmed this relationship.

Hypothesis 6. Perceived Value of Information Disclosed positively influences the willingness of Central Post-Millennials to disclose information to online fashion businesses.

Perceived Control over the Use of Personalization Data (PC) refers to an individual's belief in their ability to manage the disclosure and dissemination of their personal data [9]. This perception of control can be supported by Control Balance Theory, developed by [31], which emphasizes the balance of control between individuals and systems in societal contexts. In the context of Privacy Calculus, perceived control pertains to the extent to which individuals believe they can influence how their personal data is used. An imbalance in this control, where users feel they have less power over their data compared to data controllers, can lead to decreased trust and willingness to disclose information.

Past research by [19], which examined personal data disclosure in mobile banking services in Vietnam, supported the positive relationship between perceived data control and the value perspective of data disclosure. Additionally, [32] explored the influence of perceived control on the tension between privacy concerns and data disclosure among Chinese users, finding a significant positive effect on self-disclosure intentions.

Hypothesis 7. Perceived Control over the Use of Personalization Data positively influences the willingness of Central Post-Millennials to disclose information to online fashion businesses.

Hypothesis 8. Perceived Control over the Use of Personalization Data positively influences the Perceived Value of Information Disclosed by Central Post-Millennials to online fashion businesses.

Trust (T) refers to consumers' confidence in the proper management, reliability, and security of their personal information when shared with service providers through websites or the Internet [6]. Trust can be examined through various dimensions, including Interpersonal Trust, System Trust, and Organizational Trust [33]. This research focuses on

trust in organizations and systems, commonly utilized within the Privacy Calculus framework [6, 34, 35, 36].

Previous studies, such as [37], which explored customers' willingness to disclose personal information on small B2C e-commerce websites, have found a positive relationship between trust and willingness to disclose information. This finding is consistent with research by [14, 27, 18].

Hypothesis 9. Trust positively influences the willingness of Central Post-Millennials to disclose information to online fashion businesses.

Willingness to Disclose Information (WDI) refers to an individual's acceptance and understanding of the expectations related to personal information disclosure, reflecting a readiness to share information based on situational needs. This concept is often related to the Willingness to Pay theory, where the price a consumer is willing to pay is determined by their assessment of a product or service's value [38]. In the context of privacy, this concept can be interpreted as the risk associated with disclosing information, where consumers evaluate the trade-off between the risks and benefits of sharing personal data. Consequently, this research uses this variable to measure the level of consumer willingness to disclose personal information to online fashion businesses.

B. Model Conceptualization

Path diagrams offer significant advantages in research by clearly illustrating causal relationships between variables and supporting both direct and indirect relationship analysis. They provide structured, easy-to-interpret visual representations, making complex theoretical frameworks more accessible.

The conceptual framework of this research is constructed based on the examination of relevant theories and prior studies. It identifies the causal factors anticipated to influence the perceived value of information disclosure, which include Perceived Risk, Perceived Benefit, and Perceived Control over the Use of Personalization Data [11, 27, 17, 18, 19, 20]. Additionally, the factors expected to influence the willingness to disclose information are Perceived Risk, Perceived Benefit, Perceived Value of Information Disclosed, Perceived Control over the Use of Personalization Data, and Trust [25, 26, 27, 18, 23, 12, 32, 13, 29, 14, 15, 30, 16]. Accordingly, the research conceptual framework is depicted in Fig. 1.
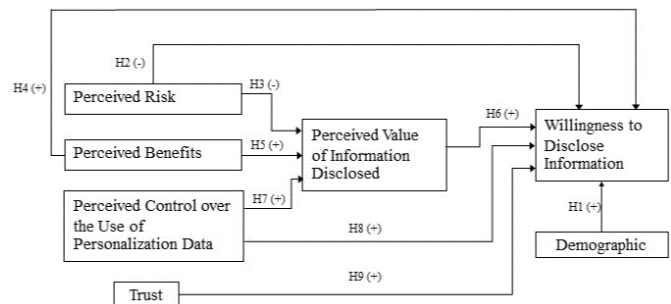

Fig. 1. Research conceptual framework.

III. METHODOLOGY AND RESULTS

The population targeted in this research includes individuals born between 1997 and 2006, aged 18-27 years, residing in

Thailand, and who have disclosed information to a fashion business at least once within the past six months. Given the unknown exact population size, the sample size was determined using Cochran's formula [39] with a 95% confidence level, resulting in a required sample of 385 respondents. The sampling was conducted via purposive and quota sampling methods through online channels, particularly in a large public Facebook group, ensuring the inclusion of users across all purchasing channels. The sample was divided equally among the seven main online fashion shopping platforms: Instagram, TikTok, Shopee, Lazada, Line, SHEIN, and brand websites, with 55 respondents per platform. The data collection tool was a questionnaire, vetted for quality by three experts and tested for reliability. The statistical methods used in this research include frequency, percentage, mean, standard deviation, one-way analysis of variance, Pearson's correlation coefficient, goodness of fit measures, and Structural Equation Modeling (SEM).

A. Results of General Data

The analysis of general demographic data for the 385 respondents revealed that the majority were female, aged between 23-25 years, holding a bachelor's degree or equivalent, predominantly students, with an income range of 20,000 - 39,999 baht. In terms of online fashion purchasing behavior, clothing/apparel emerged as the most frequently purchased product, with an average purchase frequency of 3-5 times per month and an average expenditure of 400-699 baht per purchase.

B. Results of Demographic Factors Hypothesis Testing

Hypothesis testing on the differences in willingness to disclose information to online fashion businesses, based on demographic factors (age, education, occupation, and income), using t-test and one-way ANOVA, indicated no significant differences in willingness to disclose information across these demographic factors (see Table I).

TABLE I. RESULTS OF THE HYPOTHESIS TESTING ON WILLINGNESS TO DISCLOSE INFORMATION CLASSIFIED BY DEMOGRAPHIC CHARACTERISTICS USING T-TEST AND ONE-WAY ANOVA STATISTICS

Demographic	The results of the hypothesis testing
Age	Not significantly
Education	Not significantly
Occupation	Not significantly
Income	Not significantly

C. Results of Correlation Coefficients Between Variables

The study of the relationships between five causal factors: Perceived Risk (PR), Perceived Benefit (PB), Perceived Value of Information Disclosed (PV), Perceived Control over Personal Data Use (PC), and Trust (T) and the willingness to disclose information (WDI) among Central Post-Millennials to online fashion businesses found that all variable pairs were significantly correlated, with correlation coefficients ranging from 0.152 to 0.527. These values meet the criterion of not exceeding a correlation coefficient of 0.85, indicating no multicollinearity issues [40]. Table II shows Pearson's correlation coefficient between variables.

TABLE II. PEARSON'S CORRELATION COEFFICIENT BETWEEN VARIABLES

	PR	PB	PV	PC	T	WDI
PR	1					
PB	-0.209***	1				
PV	-0.285***	0.525***	1			
PC	-0.448***	0.203***	0.152**	1		
T	-0.281***	0.358***	0.160**	0.185***	1	
WDI	-0.527***	0.426***	0.351***	0.518***	0.484***	1

Note : * Statistical significance level is 0.05
** Statistical significance level is 0.01
*** Statistical significance level is 0.001

D. Results of Goodness of Fit Assessments for the Model

The initial analysis of the model's consistency, as shown in Fig. 2, with the empirical data indicated that it met all criteria, as presented in Table III. However, the relationship between Perceived Control Over Personal Data Use (PC) and Perceived Value of Information Disclosed (PV) was statistically insignificant. This may be attributed to the absence of a genuine linear relationship between the two variables.
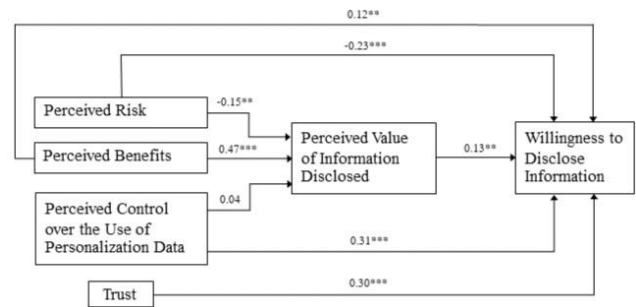

Fig. 2. Initial model.

Therefore, the model was adjusted by removing this relationship as shown in Fig. 3. The revised model continued to meet all criteria, confirming its consistency with the empirical data, with no statistically insignificant relationships remaining.
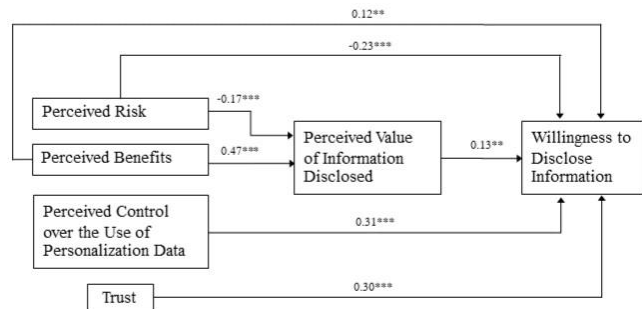

Fig. 3. Adjusted model.

TABLE IV. RESULTS OF THE MODEL'S FIT TO THE EMPIRICAL DATA WAS EVALUATED USING GOODNESS-OF-FIT MEASURES

Goodness of fit measures	Criteria	Initial model m	Adjusted model
P-value of Chi-square Statistics (χ^2)	>0.05	0.14	0.26
Chi-square/Degree of freedom (χ^2/df)	<3.00	2.17	1.35
Comparative Fit Index (CFI)	>0.95	0.9981	0.9988
Goodness of Fit Index (GFI)	>0.95	0.9981	0.9977
Normed Fit Index (NFI)	>0.95	0.9965	0.9956
Root Mean Squared Residuals (RMR)	<0.05	0.0051	0.0054

E. Hypothesis Testing of Relationship Path

The hypothesis testing using SEM to assess the causal factors affecting the willingness to disclose information to online fashion businesses produced the results summarized in Table IV. The findings indicate that hypotheses H2, H3, H5, H8, and H9 were accepted with a significance level of 0.001, and hypotheses H4 and H6 were accepted with a significance level of 0.01. However, Hypothesis H7 was rejected, as depicted in Fig. 2.

TABLE V. RESULTS OF HYPOTHESIS TESTING AMONG RELATIONSHIP PATH OF CAUSAL VARIABLES

Hypothesis	Relationship Path	Intensity	Result
H2	PR → WDI	-0.23***	Accept
H3	PR → PV	-0.17***	Accept
H4	PB → WDI	0.12**	Accept
H5	PB → PV	0.47***	Accept
H6	PV → WDI	0.13**	Accept
H7	PC → PV	-	Reject
H8	PC → WDI	0.31***	Accept
H9	T → WDI	0.30***	Accept

Note : * Statistical significance level is 0.05
** Statistical significance level is 0.01
*** Statistical significance level is 0.001

F. Results of the Intensity between the Causal Relationship

The analysis revealed that Perceived Risk and Perceived Benefits have direct influences on the Perceived Value of Information Disclosed, with path coefficients of -0.17 and 0.47, respectively. Additionally, Perceived Risk, Perceived Benefits, Perceived Control over Personal Data Use, Trust, and Perceived Value of Information Disclosed directly influence the willingness to disclose information, with path coefficients of -0.23, 0.12, 0.31, 0.30, and 0.13, respectively. Perceived Risk and Perceived Benefits also have indirect influences on the willingness to disclose information through the Perceived Value of Information Disclosed, with coefficients of -0.02 and 0.03, respectively.

The total effects of the causal factors Perceived Risk, Perceived Benefits, Perceived Value of Information Disclosed, Perceived Control over Personal Data Use, and Trust on the willingness to disclose information to online fashion businesses were found to be -0.25, 0.18, 0.13, 0.31, and 0.30, respectively.

The model's squared multiple correlation (R^2) indicates that the variables can explain 30% of the variance in the Perceived Value of Information Disclosed and 53% of the variance in the willingness to disclose information. Table V shows results of the analysis of DE, IE, TE between variables.

TABLE VI. RESULTS OF THE ANALYSIS OF DIRECT INFLUENCE (DE), INDIRECT INFLUENCE (IE), TOTAL INFLUENCE (TE) BETWEEN VARIABLES AND THE SQUARED MULTIPLE CORRELATION COEFFICIENT (R-SQUARE : R^2)

	PV			WDI		
	DE	IE	TE	DE	IE	TE
PR	-0.17***	-	-0.17***	-0.23***	-0.02**	-0.25***
PB	0.47***	-	0.47***	0.12**	0.03**	0.18***
PC	-	-	-	0.31***	-	0.31***
T	-	-	-	0.30***	-	0.30***
PV	-	-	-	0.13**	-	0.13**
R^2	0.30			0.53		

IV. DISCUSSIONS

A. Discussion of Findings

The findings reveal that respondents with different demographic characteristics did not show significant differences in their willingness to disclose information to online fashion businesses (rejecting H1). This outcome may be attributed to the pervasive involvement of consumers in the online world and social media in the current era. Given that internet usage and awareness of information security have become integral aspects of post-millennial consumers' daily lives, their level of privacy awareness is relatively uniform. Additionally, the widespread education and dissemination of knowledge regarding risks and personal data protection have contributed to this trend. This aligns with the findings of [41], which indicated that control variables (e.g., age, income, education, gender, fear, privacy violation) did not significantly affect respondents' intention to disclose information to websites. This suggests that the intention to disclose information is more effectively explained by the independent variables in the research model rather than by demographic differences among respondents.

The causal factor of Perceived Risk influences the willingness of Central Post-Millennials to disclose information to online fashion businesses, primarily due to uncertainties and concerns about potential impacts. Uncertainty regarding data security arises from the perception that providing information online may lead to unexpected problems, as well as fears of unauthorized data use. Users who believe their information may be misused without permission often feel insecure and worried. The risk of third-party access to their information also contributes to discomfort. When users are aware of these risks, they are more likely to withhold information or take additional protective measures, prioritizing privacy protection. This perceived risk exerts a negative direct influence on willingness to disclose information (-0.23, accepting H2) and an indirect influence through the perceived value perspective of disclosure (-0.02). This indicates that concerns about risk lead consumers

to be more cautious and less inclined to disclose information. When consumers perceive higher risks, their willingness to disclose information decreases, which is consistent with [14], who found that cloud storage users' willingness to disclose personal information is significantly influenced by perceived costs. Similarly, [20] demonstrated that privacy risk perception significantly influences contact tracing app usage intentions through the mediating effect of information disclosure value.

The causal factor of perceived benefits also affects the willingness of Central Post-Millennials to disclose information to online fashion businesses. Benefits such as discounts attract and motivate users to share personal information. Additionally, users satisfied with service providers' reuse of their personal data to offer personalized services are more inclined to disclose information, viewing personalized services as valuable benefits. Central Post-Millennials, a significant group in the online fashion market, are driven by their pursuit of distinctive experiences and personalized shopping. This factor has a direct positive influence on willingness to disclose information (0.12, accepting H4) and an indirect influence through the perceived value perspective of disclosure (0.03). Although the positive influence is not as substantial as other factors, it demonstrates that consumers value the benefits of disclosing information, motivating them to share more willingly. This finding is consistent with [20] who found that performance expectation benefits significantly influence contact tracing app usage intentions through the perceived value of disclosure. The study in [32] also confirmed that perceived benefits significantly affect self-disclosure intentions.

The perceived value of disclosure significantly influences the willingness of Central Post-Millennials to disclose information to online fashion businesses. Consumers often compare risks and benefits, and when they perceive that the risks are acceptable relative to the benefits, they are more inclined to disclose information. Users who view the benefits as outweighing the risks feel that disclosing information is a valuable and rational decision. When users believe that disclosing information is worthwhile, they exhibit a greater willingness to share personal information. This perception of value promotes a positive attitude toward information disclosure, even when some risks are present. It shows that users evaluate the value and benefits carefully and make rational decisions, resulting in a direct positive influence on willingness to disclose information (0.13, accepting H6) with no indirect influence. This factor has the least overall influence on willingness to disclose information among all factors, indicating that while consumers make rational comparisons, the perceived value is not as impactful as other factors. This is consistent with the findings of [18], who observed that the perceived value of disclosing information significantly affects the willingness to disclose information.

The perceived control over personal data use is another significant factor affecting the willingness of Central Post-Millennials to disclose information to online fashion businesses. Users who feel they have control over their personal data are more confident and comfortable sharing it. The ability to decide on their data makes users feel secure and empowered to protect their data. Additionally, users who understand the policies and methods of data usage are more confident in a transparent system. Providing clear information about personal data use fosters a sense of involvement in decision-making, increasing the likelihood of information disclosure. When users perceive that their privacy is respected and their rights are protected, they feel more empowered to share their data. This factor has a direct positive influence on willingness to disclose information (0.31, accepting H7) and no indirect influence, making it the most influential factor in promoting willingness to disclose information, even without an indirect effect. This is consistent with [32] who found that perceived controllability significantly impacts self-disclosure intentions.

Trust is another crucial factor influencing the willingness of Central Post-Millennials to disclose information to global fashion businesses. Users who feel confident in a brand's or seller's ability to safeguard their information are more willing to disclose it, believing their personal information will not be misused. Trust in the platform's policies and protective measures enhances confidence in sharing information. Clear policies and strict protection measures help build trust and encourage more information disclosure. Positive online shopping experiences also contribute to increased willingness to disclose information, as users perceive that sharing data is safe and properly protected. Trust fosters a positive relationship between users and platforms, further increasing the willingness to disclose information. Trust has a direct positive effect on willingness to disclose information (0.30, accepting H9) and no indirect effect. This influence is comparable to perceived control, which is the most significant factor affecting willingness to disclose information. Trust has the second-highest positive impact on willingness to disclose information, following perceived control. This aligns with the findings of [14], who indicated that cloud storage users' willingness to share personal data is significantly influenced by trust, perceived costs, perceived benefits, and the sensitivity of personal data.

V. CONCLUSION

The development of a causal model to understand the factors influencing the willingness of Central Post-Millennials to disclose information to online fashion businesses involves a comprehensive literature review to identify key determinants. The factors identified as likely to affect the willingness to disclose information include Perceived Risk, Perceived Benefits, Perceived Value of Information Disclosed, Perceived Control over Personal Data Use, and Trust. These factors were then integrated into a path model based on relationships supported by the literature. After conducting statistical tests, the model fit indices indicated that the revised model accurately and reliably explains the relationships between these factors, thereby elucidating the behavior of Central Post-Millennial consumers. The multiple correlation coefficient (R-SQUARE: R^2) for predicting the willingness to disclose personal data was found to be 0.53 or 53%.

Given the intensity of influence, businesses should prioritize strategies that enhance Perceived User Control over Personal Data Use and trust, as these factors exert the strongest influence on the willingness to disclose information. Strategies could focus on creating transparency that simultaneously addresses both factors, reinforcing consumer confidence and control. Furthermore, while the Perceived Value of disclosure reflects

that consumers do consider a risk-benefit comparison, it is perceived as cumbersome, resulting in the lowest influence among the factors affecting willingness to disclose information. However, this process shouldn't be disregarded or underestimated, as it acts as a mediator, indirectly passing the influence of both perceived risks and perceived benefits on the dependent variable.

Emphasizing Perceived User Control over Personal Data Use and Trust can lead policymakers to advocate for regulations requiring businesses to provide clear information on data practices. Strengthening consumer rights to manage personal data, including consent options, aligns with users' desires for control. By prioritizing these elements in legislation, policymakers can enhance consumer confidence and promote responsible data practices, fostering a more secure digital marketplace. Additionally, key insights for marketing strategies. Marketers can enhance transparency about data practices, boosting consumer confidence and encouraging information disclosure. Empowering consumers with data management options fosters stronger relationships and brand loyalty, helping businesses comply with regulations while building trust in a privacy-conscious marketplace.

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