

Review Article

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Digital Trust Management and the Privacy Paradox: How Young Adults Negotiate Security, Disclosure, and Platform Trust on Social Media

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ABSTRACT

This research examines the privacy paradox by exploring how young adults navigate security, trust, and online closeness in customer service engagements on social media. It examines the impact of message tone, audience targeting, and customer feedback on perceived usefulness, perceived breach of confidentiality, customer satisfaction, and intention to make repeat purchases. Despite social media has emerged as a key platform for customer service, worries regarding privacy and confidentiality still affect consumer actions. Current studies offer minimal understanding of how traits of communication influence the balance between perceived advantages and privacy threats, especially in young adults. A quantitative research framework was utilized through a structured questionnaire distributed among young adult users of social media. The research explored how message tone, target audience, and feedback influenced perceived utility, perceived risk of confidentiality loss, customer satisfaction, and intentions for repeat purchases. The proposed relationships were examined through multivariate statistical analysis. The findings show that perceived usefulness and customer reviews greatly improve customer satisfaction and the intention to make repeat purchases. In contrast, the perceived breach of confidentiality has a comparatively weaker direct influence on behavioural intentions. Additionally, the tone of messages and the targeting of recipients greatly affect users' views on both utility and privacy, highlighting that communication techniques are essential in shaping customer experiences and encouraging ongoing engagement. The research expands Privacy Calculus Theory by showing how perceived advantages and privacy issues together affect customer assessments of social media customer service engagements. The results offer actionable advice for organizations to create trust-enhancing, value-oriented communication approaches and assist policymakers in enhancing cybersecurity and digital literacy efforts to promote safer and more sustainable digital participation among young adults.

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Introduction

In an era where young adults routinely curate and share intimate aspects of their on social media, these platforms facilitate connections but also increase risks associated with surveillance, intrusion, and trust issues. Recent worldwide estimates suggest there were around 5.66 billion social media user accounts by (DataReportal), indicating that over two-thirds of the global population interacts with social media each month (DataReportal) [1]. This “supermajority” classification indicates ongoing growth, with over 259 million new users gained each year (approximately 4.9% increase) and nearly 93.8% of internet users actively engaging on social media platforms [2]. Forecasts indicate that this number could exceed 5.9 billion by 2027, highlighting the importance of social media in daily communication and shopping habits (DataReportal).

Although these platforms promote engagement, personal expression, and relationship upkeep, they also heighten worries related to privacy, data protection, and trust. Occurrences of data leaks, identity theft, phishing attacks, and algorithmic monitoring highlight the weaknesses present in digital settings [3]. These risks

are especially prominent for young adults aged 18–24, with more than 750 million users worldwide, whose interactions on social media are closely linked to identity formation and digital closeness [4]. This places them at the heart of the privacy paradox, where individuals voice worries about privacy but still share personal data because of perceived social and practical advantages [5].

Crucially, this paradox is not just behavioural but also communicative, influenced interactions develop on social media platforms [6]. Aspects like feedback, tone of messages, and the recipient of information significantly influence users' perceptions and experiences [7]. For example, prompt and tailored feedback from companies can improve involvement and indicate attentiveness, while the style of communication (e.g., empathetic versus transactional) affects perceived genuineness and trustworthiness [4]. Likewise, the perceived identity of the information recipient whether messages target individuals, general audiences, or algorithmic systems influences users' readiness to share information and interact with content [8]. These interactional signals together influence how young adults understand digital interactions and define the limits between public and private communication [9].

Nonetheless, these interactions are progressively facilitated by organizational activity on social media. Companies are now actively tracking and participating in online discussions, with more than 60% utilizing social media as customer service avenues [7]. Although proactive involvement can enhance service experiences, it simultaneously brings up issues related to monitoring and invasiveness [6]. In this scenario, the perceived violation of confidentiality is crucial, as users might sense that their personal information or discussions are being viewed, examined, or reused without their explicit consent [10]. This viewpoint can erode trust and disturb the fragile equilibrium between digital closeness and privacy [11].

Simultaneously, users frequently assess their social media experiences based on functional value perception, which reflects how interactions yield practical advantages like helpful information, problem-solving, or tailored suggestions [10]. When social media engagements are seen as beneficial and effective, they can improve consumer contentment, strengthening favourable perceptions of both the platform and the company [7]. Nonetheless, when issues related to privacy or perceived violations of confidentiality emerge, these favourable impacts can diminish, leading to emotional reactions like distrust or social media exhaustion [12].

Although the significance of these matters is increasing, current studies have mostly neglected the combination of communication-related elements (feedback, message tone, and information recipient) with psychological and behavioural variables (perceived confidentiality violation, functional value assessment, consumer satisfaction, and ongoing purchasing intention). Additionally, little focus has been placed on the interaction of these variables within the wider framework of corporate surveillance and digital intimacy. In this context, this study reexamines the privacy paradox by placing young adults at the heart of a complicated negotiation that includes security, trust, and digital closeness. Incorporating both interactional and perceptual factors, the research provides a deeper insight into how communication practices on social media affect user satisfaction and ongoing engagement in progressively data-driven digital contexts.

The Main Objective of this paper is to critically investigate how young adults negotiate the tension between privacy concerns and their pursuit of trust and digital intimacy on social media, with particular attention to the role of security perceptions, behavioural practices, and technical safeguards in shaping this paradox. The study is out to answer the following research questions: RQ1. How do enhanced security protocols on social media platforms influence young adults' trust and willingness to engage in digital intimacy? RQ2. To what extent do advance privacy settings support young adults in protecting their personal boundaries while maintaining active participation in social networking sites? RQ3. Can the combination of technical measures (e.g., encryption, privacy settings) and behavioural monitoring (e.g., self-regulation, selective disclosure) effectively balance young adults' need for privacy with their desire for social connection and intimacy online?

Related Studies

User Behaviour on Social Network Sites (SNSs)

Research conducted by Baker-Eveleth et al., and Wang and Herrando regarding online privacy highlights a significant contradiction: although users typically voice worries about safeguarding their privacy, their real online actions often contradict these worries [2,13]. This discrepancy is known as the privacy paradox, according to Alzaidi and Agag as referenced in Mutambiket al.

[3,9]. User behaviour that is vulnerable, whether by design or accident, continues to be a significant issue in information security [13]. Research shows that higher awareness is linked to reduced risky online actions but numerous users still partake in habits that put them at risk of cyber threats [10,14].

A deficiency in knowledge regarding suitable cybersecurity measures frequently results in risky online actions as referenced in [7,12,15]. On the other hand, advancements in user awareness have proven to boost security practices [14]. Nonetheless, awareness campaigns do not always effectively alter behaviour, as demonstrated by research from the Global Cybersecurity Capacity Centre at the University of Oxford. Risky behaviour is connected to internet addiction, according to Serafinelli and Cox as referenced in Hermans et al. [7,15].

Cybersecurity and Threat on Social Media

Social media sites, although promoting transparency and relationship-building, present users and businesses with substantial cybersecurity threats [7]. The exposure of personal profiles and shared materials frequently prompts people to reveal more details than they planned, resulting in weaknesses that cybercriminals take advantage of [11]. Workers are especially vulnerable, as social engineering scams more frequently utilize data posted online alongside details from other data breaches [2].

Cyber threats on social media can be categorized into social risks and technological vulnerabilities. Social risks impact individuals via cyberbullying, stalking, identity theft, and information overload, while professionals experience reputational harm, branding inconsistencies, and data breaches [9]. Technological threats encompass malware, service outages, cyberattacks, and unapproved account access. Cybercriminals utilize personal information collected from social media to decipher passwords and initiate various assaults, including phishing, impersonation, account takeover, and malware dissemination [5].

Social media has transformed into a breeding ground for spear phishing and social engineering, where human behaviour, rather than technical vulnerabilities, plays the central role [10]. The relationship between transparency, user actions, and technology misuse highlights the critical requirement for enhanced awareness and protective measures in the social media landscape [2].

Theories Underpinning the Study

This research is based on four interrelated theories that clarify how young adults navigate privacy, trust, and intimacy on social media. Privacy Calculus Theory emphasizes how individuals assess risks, like perceived confidentiality violations, in contrast to advantages such as functional value perception and consumer satisfaction, influencing ongoing purchasing intentions [16,17]. Communication Privacy Management Theory elucidates boundary regulation in sharing, connecting factors like feedback, message tone, and the recipient of information to digital closeness [18]. Trust Theory and Social Exchange Theory highlight the significance of trust and cost-benefit reasoning, illustrating how satisfaction and perceived worth promote continuous involvement [19-21]. Ultimately, Uses and Gratifications Theory positions disclosure in relation to psychological and social drives, where feedback and tone of messages enhance intimacy and affirmation despite potential risks [22]. Collectively, these theories offer a multifaceted framework connecting the variables of the study to the privacy paradox in the social media usage of young adults.

Hypotheses and Conceptual Model

Feedback, Message Tone and Receiver

Feedback, the tone of messages, and the recipient of messages are essential in influencing disclosure habits, trust, and digital intimacy on social media platforms [12]. Feedback, conveyed through likes, comments, and reactions, offers social validation that diminishes vulnerability, enhances trust, and deepens intimacy, while also balancing the paradox by prompting disclosure despite ongoing privacy concerns [4]. The tone of a message further impacts these dynamics, as uplifting and empathetic tones boost satisfaction and authenticity, while negative or detached tones increase dissatisfaction and require recovery tactics to restore trust [2,7,8]. Simultaneously, the perceived recipient of the message has a crucial impact, as young adults modify their disclosures based on whether the audience consists of friends, family, or institutions, with context collapse making privacy management more challenging and affecting self-presentation [4,6,14]. Thus, these factors emphasize the interplay between acknowledgment, tone, and audience perception in maintaining the contradiction of prioritizing privacy while participating in close digital interactions, providing a detailed insight into how young adults navigate security, trust, and intimacy in virtual spaces. Thus, the study proposes that:

H1: Message tone moderates the relationship between customer service interventions and perceived usefulness, such that the relationship varies depending on whether the tone is positive or negative.

H2: Message receiver characteristics moderate the relationship between customer service interventions and perceived breach of confidentiality.

Perceived Usefulness and Perceived Breach of Confidentiality

The perceived usefulness influences customer satisfaction and ongoing purchase intention among young adults on social media [12]. According to the Technology Acceptance Model, interactions that are beneficial, efficient, and valuable improve user satisfaction, subsequently reinforcing ongoing purchasing intentions [2,23]. Nonetheless, this connection is affected by privacy issues. A perceived violation of confidentiality, the loss of control over personal data, or intrusive company involvement can diminish satisfaction and weaken the intention to continue. In line with privacy regulation theory, these intrusions violate user boundaries and reduce the significance of otherwise beneficial interactions [24]. Consequently, although perceived usefulness enhances satisfaction and ongoing purchases, its impact diminishes when confidentiality violations are recognized [12]. Thus, the study proposes that:

H3: Perceived usefulness mediates the relationship between customer service interventions and customer satisfaction.

H4: Perceived breach of confidentiality mediates the relationship between customer service interventions and customer satisfaction.

Consumer Satisfaction

Customer satisfaction significantly affects future buying intentions by matching previous experiences with expectations [3]. Based on expectation confirmation theory, consumers who are satisfied form positive attitudes toward brands, which strengthen loyalty and encourage repeat purchases [7]. Supportive interactions on social media motivate young adults to keep connections with brands and persist in purchasing [2]. Satisfaction diminishes perceived risk, especially regarding privacy issues, since trust built from past experiences fosters willingness to accept compromises, whereas negative experiences undermine loyalty

[2,25]. Consequently, satisfaction links previous experiences to future actions, influencing how young adults manage utility and privacy on the internet [7]. Thus, the study proposes that:

H5: A positive message receiver context has a stronger positive effect on customer satisfaction compared to a negative message context.

H6: Customer satisfaction is positively associated with continuance buying intention.

Conceptual Model

Drawing from the suggested hypotheses, a detailed conceptual framework has been created to depict the connections among the primary variables being studied. This model (figure 1) acts as a visual and conceptual framework that unifies the constructs, emphasizes the directional connections, and offers an organized illustration of how the hypotheses are anticipated to engage. Through the mapping of these connections, the conceptual framework elucidates the fundamental reasoning of the study while also directing the empirical testing procedure, guaranteeing that the research goals are methodically tackled

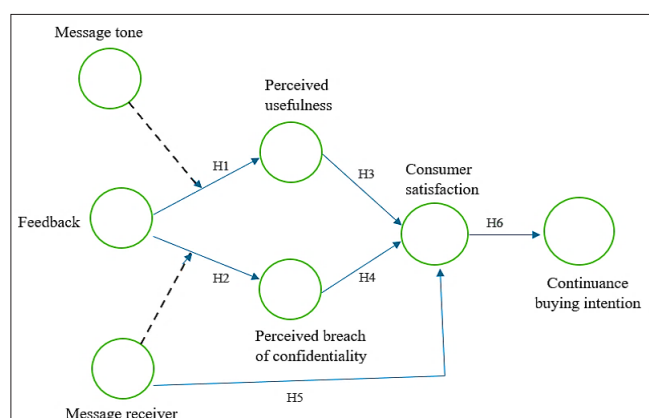


Figure 1: Conceptual Model

Materials and Methodology

Questionnaire and Measures

The survey consisted of six sections, each corresponding to particular constructs and verified scales. The initial recorded demographics (age, gender, education). The second analysis explored social media interaction by evaluating feedback, recipient, and message tone [7,12,26]. The third focused on privacy issues and perceived infringements [2,24]. The fourth examined social media fatigue and its functional value [12]. The fifth evaluated privacy safeguarding actions and consumer contentment [3]. The last part assessed trust and the intention to continue purchasing [6]. This design provided thorough coverage of variables, allowing for the examination of the privacy paradox in young adults' online interactions.

Data Collection and Sample

Data were gathered through a structured online survey conducted from September 2025 to January 2026. A survey link generated with an online survey tool was sent out via email and shared on Facebook, WhatsApp, and Instagram to connect with active social media users aged 18–35 years living in Malawi. Individuals between the ages of 18 and 35 were chosen as they represent the young adult demographic, a cohort that is very engaged, reachable, and closely aligned with the aims of the research. Their experiences, actions, and viewpoints offer important understanding into the phenomenon under examination. As reported by DataReportal, Malawi had around 5.85 million Facebook users

in 2025, with a significant percentage of users between the ages of 18 and 35 (DataReportal), making social media a suitable platform for participant recruitment [1]. Prior to accessing the questionnaire, participants received an electronic informed consent form detailing the study's purpose, the voluntary aspect of participation, the estimated time to complete it, and their right to withdraw at any point without facing any penalties. Only individuals who gave informed consent were permitted to continue to the survey. No personal identifiable information, including names, phone numbers, email addresses, or IP addresses, was gathered, thus maintaining participant anonymity. Every response was handled with complete confidentiality, safely stored, and utilized solely for academic research purposes. The appendix includes the survey instrument as seen in Appendix 1.

A total of 471 surveys was submitted. Following a review for completeness and eligibility, 325 valid responses were kept for statistical analysis. The G*Power sample size calculator was used to estimate the minimum sample size needed for this study, offering statistical power analysis for empirical research. Figure 2 demonstrates the estimation of the sample size.

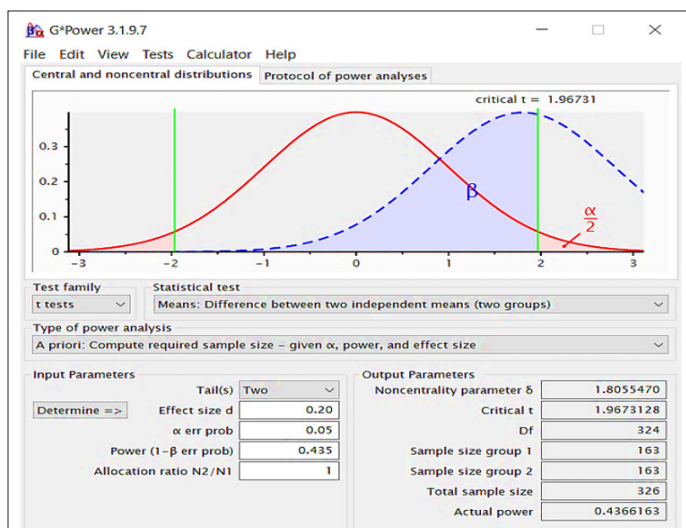


Figure 2: G*Power Analysis

A power analysis conducted a priori with G*Power 3.1.9.7 for a two-tailed independent samples t-test, presuming a small effect size ($d = 0.20$), a significance level of $\alpha = 0.05$, and equal group allocation, revealed a necessary sample size of 326 participants (163 in each group). The current sample achieved 325 participants. The significant overlap between the null and alternative distributions, as illustrated in Figure 2, highlights the difficulty in identifying small effects, thus supporting the necessity for a comparatively large sample. The illustration also displays a critical t-value of 1.967 and a real power of 43.6%, indicating the statistical conditions in which the analysis occurred. A participant sample of about 300-350 aligns with many earlier studies in social, educational, and health fields and is deemed sufficient for analyzing group differences and producing dependable empirical findings within existing resource limitations.

Approval for the study from the relevant Research Ethics Committee was granted (Reference No. 2025/045/062). All research methods adhered to globally recognized ethical standards for studies involving human subjects. Before the main survey, the questionnaire underwent a pilot test to assess the clarity, relevance, and understanding of the measurement items. Insights from the pilot study led to slight adjustments to enhance the

phrasing and organization of the tool. The demographic section was examined to verify its completeness and consistency. These processes improved the instrument's content validity, reliability, and overall methodology.

Statistical Tools Used

Data collected from the survey were analysed using SmartPLS version 4.1.1.8, which is suitable for examining complex relationships among latent constructs and testing predictive models. The analysis proceeded in two stages: the assessment of the measurement model and the structural model. Descriptive

statistics, including frequencies, percentages, means ($\bar{X} = \frac{\sum X}{n}$), and standard deviations ($SD = \sqrt{\frac{\sum (X - \bar{X})^2}{n-1}}$), were used to summarise

respondents' demographic characteristics and key study variables. The reliability of the constructs, namely trust, security concerns, digital intimacy, privacy concerns, and self-disclosure behaviour, was evaluated using Cronbach's Alpha, calculated as

$$\alpha = \frac{k}{k-1} \left(1 - \frac{\sum S_i^2}{S_T^2} \right),$$

where k represents the number of items, S_i^2 the variance of each item, and S_T^2 the total variance. Composite Reliability (CR) and Average Variance Extracted (AVE) were also assessed to establish internal consistency and convergent validity. Discriminant validity was examined using the Fornell-Larcker criterion and the Heterotrait-Monotrait (HTMT) ratio.

The structural model was evaluated using the Partial Least Squares Structural Equation Modelling (PLS-SEM) approach to determine the relationships among trust, security concerns, digital intimacy, and privacy paradox behaviour. Path coefficients (β), coefficient

of determination ($R^2 = \frac{SSR}{SST}$), effect sizes (f^2), and predictive relevance (Q^2) were examined to assess the explanatory and predictive power of the model. Hypotheses were tested through a bootstrapping procedure with 5,000 subsamples, and statistical

significance was determined using the t-statistic ($t = \frac{\beta}{SE(\beta)}$) and corresponding p-values at the 0.05 significance level. The structural relationship was represented by the equation $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$, where Y denotes privacy paradox behaviour, X_1 denotes trust, X_2 denotes security concerns, X_3 denotes digital intimacy, and ε represents the error term. The use of SmartPLS 4.1.1.8 enabled the simultaneous assessment of both measurement and structural models, thereby providing a robust framework for understanding how young adults negotiate trust, security, and digital intimacy in shaping their privacy-related behaviours on social media.

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Common Method Bias

Given that the data were gathered through a single-source, self-reported online survey, the possible risk of common method bias (CMB) was thoroughly evaluated [27]. Various procedural and

statistical solutions were implemented to alleviate this issue. Initially, participants were guaranteed anonymity and confidentiality, which contributed to minimizing evaluation apprehension and the inclination to give socially acceptable answers [28]. Moreover, the items in the questionnaire were articulated clearly, conceptually separate, and designed to reduce respondent exhaustion and patterned answers [28]. Statistically, Harman’s single-factor analysis was performed to evaluate the existence of CMB. The findings showed that no individual factor explained most of the variance, implying that common method bias probably did not represent a major risk to the validity of the results [27]. Together, these procedural controls and statistical evaluations assure that CMB did not significantly impact the study outcomes.

Data Analysis and Results

Demographics Profile of Young Adults’ Respondents

The demographic characteristics of the respondents, summarized in Table 1, reveal a diverse group of young men and women aged 18–35. Their employment status varied, encompassing students, entrepreneurs, and individuals in full-time work. Educational attainment ranged from MSCE qualifications to postgraduate degrees, offering a broad spectrum of perspectives.

Table 1: Demographic Characteristics of Respondents

Variable	Characteristics	Frequency	Percent (%)
Gender	Male	116	35,7
	Female	209	64,3
Age	18- 20	26	8
	21-25	98	30,2
	26-30	90	27,7
	31-35	111	34,2
Employment Status	Fully Employed	32	9,8
	Unemployed	89	27,4
	College Student	198	60,9
	Entrepreneur	6	1,8
Level of Education	MSCE	4	1,2
	Diploma/Vocational/Technical Institute	86	26,5
	Graduate with bachelor’s degree	227	69,8
	Graduate with master’s degree	8	2,5
Location	Northern region	52	16,0
	Central region	78	24,0
	Southern region	195	60

As shown in Table 1, the demographic profile of respondents reflects a youthful, highly educated, and predominantly female sample. Women constituted the majority at 64.3%, while men accounted for 35.7%. In terms of age, most participants were between 31–35 years (34.2%), followed closely by those aged 21–25 (30.2%) and 26–30 (27.7%), with only 8% in the youngest bracket of 18–20 years. Employment status was dominated by college students (60.9%), with 27.4% unemployed, 9.8% fully employed, and a small fraction (1.8%) identifying as entrepreneurs. Educational attainment was notably high, as nearly 70% held a bachelor’s degree, while 26.5% had diploma or vocational qualifications, and only a few reported MSCE (1.2%) or master’s degrees (2.5%). Regionally, the Southern Region was most represented (60%), followed by the Central Region (24%) and the Northern Region (16%). Table 9 paint a clear picture of a youthful, educated, and predominantly female population, with the majority being college students. This demographic profile suggests a strong potential for innovation, adaptability, and future leadership, especially given the high levels of education and regional diversity represented.

Construct Measurement and Evaluation

From a statistical perspective, the measurement model is both valid and reliable. Cronbach’s alpha values span from 0.703 (Continuance Buying Intention) to 0.854 (Perceived Breach of Confidentiality), with all being above the 0.7 cutoff. Composite reliability (ρ_c) values range consistently from 0.810 to 0.902, affirming internal consistency. Outer loadings generally surpass 0.70, with the maximum at 0.926 (Feedback) and the minimum at 0.701 (CBI5), indicating satisfactory item contributions. Average Variance Extracted (AVE) values fall between 0.516 and 0.756, all exceeding 0.5, which demonstrates convergent validity. In general, constructs like Customer Satisfaction, Feedback, PBC, and PU demonstrate strong measurement qualities, whereas CBI and Message Tone are less robust but still acceptable, contributing to the model’s statistical strength.

Table 2: Constructs Measurement

Constructs	Items	Outer loadings	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Continuance buying intention (CBI)			0.703	0.706	0.810	0.516
	CBI2	0.713				
	CBI3	0.727				
	CBI4	0.731				
	CBI5	0.701				
Customer satisfaction (CS)			0.818	0.835	0.879	0.644
	CS1	0.770				
	CS2	0.818				
	CS3	0.827				
	CS5	0.795				
Feedback			0.846	0.933	0.902	0.756
	F2	0.747				
	F3	0.923				
	F5	0.926				
Message receiver (MR)			0.765	0.823	0.862	0.676
	MR1	0.777				
	MR2	0.798				
	MR5	0.887				
Message tone			0.786	0.814	0.856	0.599
	MT1	0.850				
	MT2	0.751				
	MT4	0.736				
	MT5	0.752				
Perceived breach of confidentiality (PBC)			0.854	0.879	0.901	0.695
	PBC1	0.905				
	PBC2	0.846				
	PBC4	0.832				
	PBC5	0.744				
Perceived usefulness (PU)			0.796	0.821	0.880	0.710
	PU1	0.792				
	PU2	0.893				
	PU4	0.839				

Discriminant Validity

Discriminant validity was evaluated using PLS-SEM to ascertain how distinctly each construct differs from unrelated constructs. This procedure guarantees that a scale assesses a distinct concept instead of intersecting with other variables. In practice, discriminant validity is shown when correlations among various constructs are minimal, indicating that each construct independently adds to the analysis. Confirming this validity improves the lucidity of theoretical structures and bolsters the reliability of research outcomes.

Table 3: Discriminant Validity

	Continuance buying intention	Customer satisfaction	Feedback	Message receiver	Message tone	Perceived breach of confidentiality	Perceived usefulness	Message receiver x Feedback	Message tone x Feedback
Continuance buying intention									
Customer satisfaction	0.286								
Feedback	0.348	0.290							
Message receiver	0.171	0.322	0.187						
Message tone	0.294	0.140	0.201	0.156					
Perceived breach of confidentiality	0.155	0.103	0.188	0.331	0.258				
Perceived usefulness	0.409	0.197	0.300	0.102	0.356	0.200			
Message receiver x Feedback	0.121	0.121	0.075	0.082	0.221	0.175	0.063		
Message tone x Feedback	0.050	0.092	0.044	0.234	0.176	0.102	0.193	0.099	

As shown in Table 3, demonstrates discriminant validity by illustrating the correlations between constructs. Most correlations between constructs fall under the suggested limit of 0.85, showing that each construct is unique from the others. For instance, the intention to continue purchasing shows a moderate correlation with perceived usefulness (0.409) and feedback (0.348), yet these figures are still significantly below concerning levels, reinforcing discriminant validity. Customer satisfaction exhibits its highest correlation with message receiver (0.322), whereas feedback is most closely linked to message tone (0.201) and perceived violation of confidentiality (0.188), both at acceptable levels. The interaction terms (message receiver $\times$ feedback and message tone $\times$ feedback) show fairly low correlations with other constructs, spanning from 0.044 to 0.234, reinforcing the idea that they reflect distinct variance. In general, the correlation matrix shows that although constructs are associated in theoretically significant manners, they still maintain enough distinctiveness, thus affirming the discriminant validity of the measurement model.

R square (R²)

The R² outcomes demonstrate the explanatory strength of the structural model for every endogenous construct. The intention to continue buying has a low R² of 0.059 (adjusted 0.057), but the effect is statistically significant ($t = 2.219$, $p = 0.027$), indicating that the predictors account for a small but notable part of its variance. Customer satisfaction exhibits a very low R² of 0.026 (adjusted 0.022) and lacks significance ($p = 0.131$), indicating minimal explanatory strength. Conversely, perceived violation of confidentiality ($R^2 = 0.152$, adjusted 0.146) and perceived utility ($R^2 = 0.174$, adjusted 0.168) exhibit moderate explanatory strength and are very significant ($p < 0.001$). In general, the model accounts for a small amount of variance in ongoing purchase intention and customer satisfaction, while demonstrating greater and statistically significant explanatory strength for perceived violation of privacy and perceived usefulness. This implies that the latter constructs are more effectively represented by the predictors in the model, while continuance buying intention and satisfaction might need extra variables to enhance explanatory power.

f square (f²)

The f² outcomes offer understanding of the impact magnitude of each predictor on its corresponding endogenous construct. Cohen's criteria state that values of 0.02, 0.15, and 0.35 indicate small, medium, and large effects. In this model, the majority of relationships are in the small effect range, with a handful nearing moderate strength. For example, customer satisfaction $\rightarrow$ continued purchasing intention ($f^2 = 0.063$, $p = 0.045$) and feedback $\rightarrow$ perceived violation of confidentiality ($f^2 = 0.062$, $p = 0.033$) both demonstrate small yet significant impacts. In the same way, feedback $\rightarrow$ perceived usefulness ($f^2 = 0.082$, $p = 0.004$), message recipient $\rightarrow$ perceived violation of confidentiality ($f^2 = 0.097$, $p = 0.008$), and message tone $\rightarrow$ perceived usefulness ($f^2 = 0.096$, $p = 0.007$) are small-to-moderate and statistically significant, suggesting important contributions. In contrast, the moderating effects (message recipient $\times$ feedback and message tone $\times$ feedback) exhibit very weak, insignificant effects ($f^2 = 0.029$ and 0.015, respectively). Ultimately, the routes from perceived breach of confidentiality $\rightarrow$ customer satisfaction ($f^2 \approx 0.000$, $p = 0.958$) and perceived usefulness $\rightarrow$ customer satisfaction ($f^2 = 0.025$, $p = 0.155$) are insignificant. The findings indicate that feedback, the recipient of the message, and the tone of the message have modest yet meaningful effects on perceived confidentiality breach and perceived value, whereas their impact on customer satisfaction is limited [27].

Collinearity Statistics (VIF) Model

Collinearity statistics were analysed through the Variance Inflation Factor (VIF) to check for multicollinearity in the predictor constructs prior to assessing the structural model. Evaluating collinearity is a vital step in PLS-SEM since elevated multicollinearity can amplify standard errors and skew the estimation of path coefficients, ultimately diminishing the trustworthiness of the model outcomes [27]. Hair et al. state that VIF values under 3.3 suggest that common method bias from collinearity is improbable, while values less than 5.0 affirm that multicollinearity is not an issue [27,29]. Consequently, the VIF statistics were used to confirm that the independent constructs were adequately differentiated and that collinearity did not negatively influence the estimated relationships in the structural model.

Table 4: Collinearity Statistics-Variance Inflation Factor (VIF)

Item	VIF
CA01	1.385
CA02	1.432
CA03	1.485
CT01	1.357
CT02	1.781
CT03	1.663
HV01	1.934
HV02	2.586
HV03	2.216
HV04	1.809
PC01	2.117
PC02	2.237
PC03	1.352
PC04	1.742
QCPA01	1.604
QCPA02	1.856
QCPA03	1.531
QCPA04	1.716
SCB01	1.879
SCB02	2.108
SCB03	1.841
SCB04	2.408
SI01	1.201
SI02	1.316
SI03	1.419
SI04	1.397
Consumer attitude x Hedonic value	1.000
Consumer attitude x QR Code Payment Adoption	1.000

As shown in Table 4, the Variance Inflation Factor (VIF) numbers were utilized to evaluate multicollinearity within the measurement indicators and interaction terms. The VIF values varied between 1.000 and 2.586, significantly lower than the advised threshold of 3.3 for evaluating complete collinearity and the stricter threshold of 5.0 for PLS-SEM [27,29]. The VIF value peaked at 2.586 for HV02, whereas the interaction terms (Consumer Attitude × Hedonic Value and Consumer Attitude × QR Code Payment Adoption) both had a VIF of 1.000, suggesting no issues with collinearity. These results validate that multicollinearity does not pose a risk to the measurement or structural model, and the predictor constructs are sufficiently separate to yield dependable and unbiased parameter estimates.

Slope Analysis

In PLS-SEM, slope analysis interprets moderation by illustrating how the relationship between an independent variable and a dependent variable varies across different levels of the moderator [30]. Upon identifying a noteworthy interaction term, the relationship is illustrated at low, medium, and high levels of the moderator (typically ± 1 SD from the mean) [30]. This aids in seeing if the slope becomes stronger, weaker, or changes direction. In your model, slope analysis would elucidate the way feedback engages with the message recipient or message tone to shape perceived violations of confidentiality and perceived utility, facilitating the interpretation of moderation effects beyond mere coefficients [27].

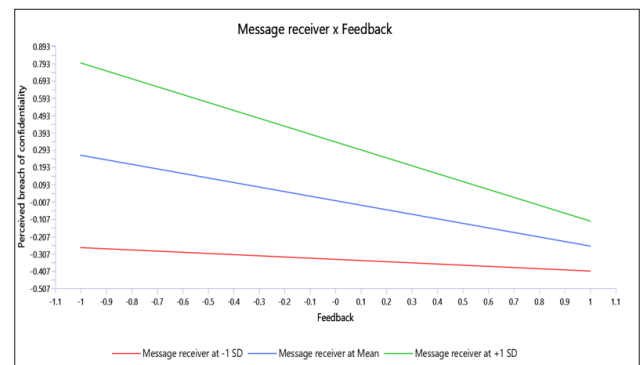


Figure 3: Message Receiver x Feedback Slope Analysis

The slope (Figure 3) shows a distinct interaction effect: as feedback rises, perceptions of confidentiality violation steadily drop, yet the intensity of this reduction varies based on the receiver's level. Individuals at +1 SD (green line) start with the greatest worry regarding confidentiality but demonstrate the most significant decrease when they receive feedback, implying that feedback offers them the most reassurance [30]. In comparison, individuals at -1 SD (red line) begin with a fairly low level of concern and exhibit only a minor decrease, suggesting that feedback affects them to a lesser extent. The average group (blue line) is positioned in the middle, indicating a moderate decrease. The data indicates that feedback is particularly impactful for individuals who are inclined to fret about confidentiality, whereas those who are less concerned tend to be minimally influenced [30].

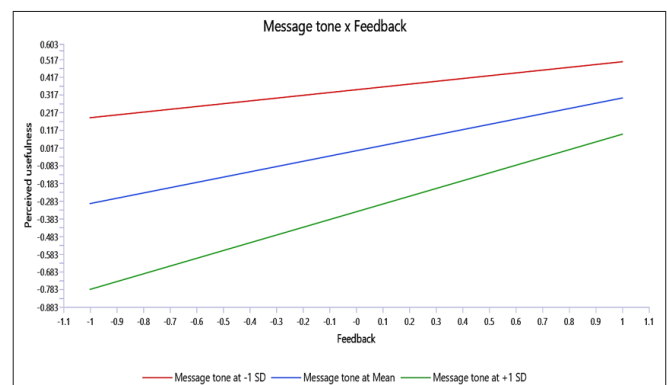


Figure 4: Message Tone x Feedback Slope Analysis

The slope analysis (Figure 4) indicates that feedback has a positive effect on perceived usefulness at all message tone levels, as demonstrated by the upward slopes. The effect is more pronounced when the message tone is high (+1 SD), indicated by the steepest slope, and less pronounced when the message tone is low (-1 SD), demonstrated by the flatter slope [27]. This suggests a moderation effect, where a more positive or stronger tone of message amplifies the effect of feedback on perceived usefulness, enhancing the effectiveness of feedback in elevating customer perceptions [31].

Model Fit

The fit of the model was evaluated to examine how effectively the suggested model reflected the observed data. According to standard Structural Equation Modeling (SEM) protocols, model fit was assessed by utilizing indices including the Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), Root Mean Square Error of Approximation (RMSEA), and Standardized Root Mean Square Residual (SRMR). Hu and Bentler (1999) state that CFI and TLI values of ≥ 0.90 and RMSEA and SRMR values of ≤ 0.08 signify an acceptable model fit, indicating that the proposed model suitably aligns with the data.

Table 5: Model Fit

Measurement tool.	Saturated model	Estimated model
SRMR	0.086	0.114
d_ ULS	2.420	4.192
d_ G	0.540	0.608
Chi-square	1669.832	1810.340
NFI	0.677	0.650

As shown in Table 5, evaluation of model fit showed that the suggested model exhibited an adequate fit to the data. The estimated model produced an NFI of 0.650, indicating that the model accounts for a significant amount of the covariance among the observed variables. Even though the SRMR value (0.114) slightly surpassed the usual limit of 0.08, it stayed fairly near the acceptable range, suggesting a moderate fit between the observed and expected correlations. Moreover, the disparity metrics (d_ ULS = 4.192 and d_ G = 0.608) fell within acceptable ranges when contrasted with the saturated model, indicating that the model effectively represented the fundamental connections among the constructs. Thus, the fit indices indicate that the model is adequately strong for interpretation and reinforces the validity of the proposed relationships among the study variables [27].

Structural Model

The structural model builds on the measurement model by examining causal relationships between constructs. It investigates how customer satisfaction, feedback, message tone, and perceived utility influence ongoing buying intention, considering moderating effects like receiver × feedback and tone × feedback. Important statistics consist of path coefficients (magnitude and direction), t- and p-values (significance level), and R² (explanatory capability). In general, the model determines the key factors that most significantly influence purchasing intention and examines how communication components interact to affect consumer behaviour

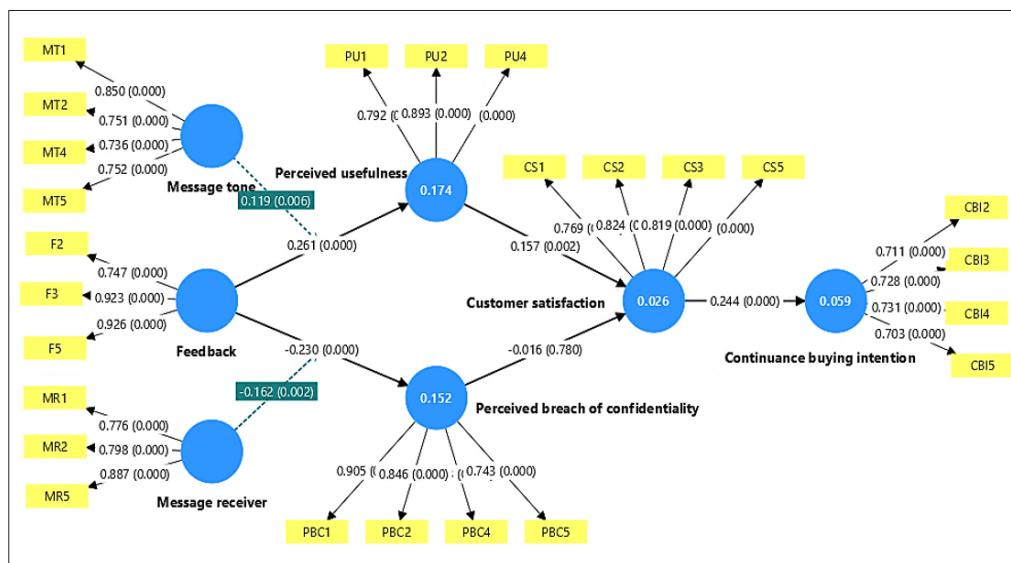


Figure 5: Structural Model

Hypotheses Testing

Table 6: Path coefficients; Mean STDV, T value, P value

Directs effects		Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Results
H1	Message tone -> Perceived usefulness	-0.286	-0.289	0.045	6.295	0.000	Supported
H2	Message receiver x Feedback -> Perceived breach of confidentiality	-0.162	-0.160	0.053	3.040	0.002	Supported
H3	Perceived usefulness -> Customer satisfaction	0.157	0.159	0.051	3.078	0.002	Supported
H4	Perceived breach of confidentiality -> Customer satisfaction	-0.016	-0.015	0.058	0.280	0.780	Not supported
H5	Message receiver -> Customer satisfaction	-0.005	-0.003	0.017	0.275	0.783	Not supported
H6	Customer satisfaction -> Continuance buying intention	0.244	0.255	0.052	4.711	0.000	Supported

	Feedback -> Perceived breach of confidentiality	-0.230	-0.232	0.050	4.591	0.000	Supported
	Feedback -> Perceived usefulness	0.261	0.263	0.042	6.272	0.000	Supported
	Message receiver -> Perceived breach of confidentiality	0.290	0.294	0.049	5.967	0.000	Supported
	Message tone x Feedback -> Perceived usefulness	0.119	0.117	0.044	2.731	0.006	Supported
	Indirect Effects						
	Feedback -> Customer satisfaction	0.045	0.047	0.021	2.132	0.033	Supported
	Message tone -> Continuance buying intention	-0.011	-0.012	0.005	2.081	0.037	Supported
	Message tone -> Customer satisfaction	-0.045	-0.046	0.016	2.885	0.004	Supported
	Message tone x Feedback -> Customer satisfaction	0.019	0.018	0.009	2.063	0.039	Supported
	Perceived breach of confidentiality -> Continuance buying intention	-0.004	-0.003	0.015	0.269	0.788	Not supported
	Perceived usefulness -> Continuance buying intention	0.038	0.041	0.018	2.184	0.029	Supported

The results of the structural model (Table 6) show a combination of supported and unsupported hypotheses, offering crucial insights into the connections between the study variables.

Beginning with the proposed direct impacts, H1 is affirmed, as message tone exerts a substantial negative influence on perceived usefulness ($\beta = -0.286$, $p < 0.001$). This suggests that an unsuitable or badly structured message tone can diminish the perceived worth of customer service exchanges. H2 is additionally validated, indicating that the relationship between the recipient of the message and feedback notably lessens the perceived violation of confidentiality ($\beta = -0.162$, $p = 0.002$), underscoring the need to tailor communication to the intended audience.

Additionally, H3 is upheld, as the perceived usefulness has a positive effect on customer satisfaction ($\beta = 0.157$, $p = 0.002$), reaffirming its key role in improving customer experiences. Nonetheless, H4 lacks support as the perceived violation of confidentiality does not have a substantial impact on customer satisfaction ($\beta = -0.016$, $p = 0.780$). In the same way, H5 is unsupported, since the message receiver does not significantly impact customer satisfaction ($\beta = -0.005$, $p = 0.783$).

In contrast, H6 is upheld, as customer satisfaction significantly impacts continuance buying intention ($\beta = 0.244$, $p < 0.001$), highlighting its essential role in fostering repeat purchase behavior.

In addition to the primary hypotheses, further direct effects indicate that feedback markedly lowers the perceived violation of confidentiality ($\beta = -0.230$, $p < 0.001$) and increases perceived usefulness ($\beta = 0.261$, $p < 0.001$). The recipient of the message greatly enhances the perceived violation of confidentiality ($\beta = 0.290$, $p < 0.001$), whereas the interplay between message tone and feedback positively influences perceived usefulness ($\beta = 0.119$, $p = 0.006$). Every one of these extra routes is accommodated.

Concerning indirect effects, feedback exerts a notable positive indirect influence on customer satisfaction ($\beta = 0.045$, $p = 0.033$), and this association is validated. The tone of the message demonstrates considerable indirect adverse impacts on customer satisfaction ($\beta = -0.045$, $p = 0.004$) and the intention to continue buying ($\beta = -0.011$, $p = 0.037$), with both findings being validated. Furthermore, the relationship between message tone and feedback

has a notable indirect effect on customer satisfaction ($\beta = 0.019$, $p = 0.039$), which is likewise confirmed. Perceived usefulness has a notable positive indirect impact on continuance buying intention ($\beta = 0.038$, $p = 0.029$), thereby confirmed. Nonetheless, the indirect impact of perceived confidentiality breach on ongoing purchasing intent is not upheld ($\beta = -0.004$, $p = 0.788$).

The results indicate that H1, H2, H3, and H6 are validated, whereas H4 and H5 are invalidated, with further affirmed indirect relationships emphasizing the significance of feedback and perceived usefulness and showcasing the intricate role of message tone in influencing customer outcomes.

Discussion

Social networking sites (SNSs) have progressively evolved into strategic platforms that enable businesses to offer customer support, cultivate relationships, and promote continuous interaction with consumers. In contrast to conventional service channels, interactions on SNS are marked by public visibility, swift information sharing, and increased worries about privacy and trust. Thus, the success of digital customer service relies not just on the information available but also on how users frame, interpret, and negotiate communication [32,33]. This study adds to the expanding knowledge base by exploring how message tone, recipient, and feedback affect perceived usefulness, perceived risk of confidentiality breach, customer satisfaction, and intentions for repeat purchases among young adult social media users. The results offer additional proof of the intricate privacy–benefit balance influencing consumer actions in digital settings. The discovery that message tone significantly adversely affects perceived usefulness (H1 supported) indicates that ineffective, unsuitable, or poorly organized communication may diminish the practical value consumers gain from online customer service interactions. This result corresponds with earlier research highlighting that the quality of communication, expression of emotions, and relational signals present in digital messages significantly affect consumers' views on service efficacy and worth [34,35]. In social media contexts, consumers assess service responses not just by the information given but also by the responsiveness, empathy, and professionalism

reflected in the communication approach (Chatterjee et al., 2021). Consequently, unfavourable or inappropriate message framing can generate doubt and diminish beliefs that the interaction offers significant help.

The present study shows that feedback has a compensatory function, as it notably enhances the link between message tone and perceived usefulness. This result emphasizes the dynamic aspect of digital service interactions, where ongoing involvement can mend flaws in initial correspondence. Earlier studies have also shown that prompt and tailored feedback boosts perceived responsiveness, enhances customer engagement, and raises service assessments on online platforms [36]. In SNS settings, customers are progressively anticipating that organizations will participate in conversations instead of just offering transactional replies. Consequently, feedback acts as a relational tool that changes customer service from a unilateral information transfer into a cooperative engagement. Additionally, feedback was discovered to notably enhance perceived usefulness while decreasing feelings of confidentiality violations. This result corroborates recent studies indicating that transparency, promptness, and proactive communication diminish uncertainty and strengthen digital trust [37,38]. When organizations deliver helpful feedback and show they are listening, consumers might feel more in control of the interaction, which can alleviate worries about the management of their personal information. This discovery expands privacy calculus studies by showing that trust-enhancing communication techniques can affect not only perceived advantages but also views on privacy threats.

The findings also indicate that the interaction between the message recipient and feedback notably lowers the perception of a confidentiality breach (H2 supported). This discovery emphasizes the significance of targeted communication and contextual relevance in online customer support. Consumers tend to view interactions as safe when messages are correctly targeted and backed by significant replies. Previous research has highlighted that privacy issues on digital platforms are influenced not only by the sharing of information but also by contextual elements, such as who accesses the information, the method of communication, and whether users feel they have control over the sharing process [39,40]. Therefore, suitable recipient targeting along with timely feedback could lower perceived privacy concerns by enhancing users' trust in the interaction process.

Notably, while the recipient of the message greatly heightened feelings of a confidentiality violation, it did not have a direct effect on customer satisfaction (H5 not supported). This discovery indicates that privacy issues alone might not necessarily lead to unfavorable assessments of customer service encounters. This finding aligns with the privacy paradox viewpoint, suggesting that users often voice worries regarding privacy yet persist in using digital services when they believe the advantages surpass possible dangers [41]. For young adults, who are very familiar with social media interactions, tangible advantages like convenience, solving issues, and service effectiveness may overshadow privacy concerns when assessing their online experiences.

In line with Privacy Calculus Theory, perceived usefulness significantly enhanced customer satisfaction (H3 upheld). This result supports earlier studies showing that consumers assess digital interactions by weighing anticipated advantages against possible drawbacks [42]. When customer service on social media offers pertinent information, swift resolutions, and enhanced convenience, users tend to view the interaction favourably.

The results further validate recent digital marketing research highlighting that value generation is a key factor influencing customer satisfaction in technology-mediated settings [32,43].

On the other hand, the perceived breach of confidentiality did not have a notable impact on customer satisfaction (H4 not supported). This discovery indicates that privacy issues, while acknowledged by users, might have a minimal impact when customers see significant functional benefits from digital service engagements. Recent studies on online consumer behaviour have reported similar findings, indicating that perceived usefulness, trust, and convenience frequently take precedence over privacy concerns in influencing ongoing technology usage [38]. This finding does not indicate that privacy is unimportant; instead, it implies that privacy acts as a contextual element, with its impact relying on the perceived value and reliability of the digital interaction.

The strong connection between customer satisfaction and the intention to make repeat purchases (H6 supported) emphasizes satisfaction's role as a behavioural factor in customer service through social media. This conclusion aligns with recent research showing that favourable digital service experiences improve loyalty, retention, and future buying behaviour [44]. As social media becomes more embedded in customer relationship management approaches, companies that effectively foster rewarding interactions are more likely to promote ongoing consumer connection and repeat purchases.

The analysis of indirect effects highlights the crucial role of feedback in addressing the privacy paradox. Feedback enhances perceived usefulness and satisfaction while also mitigating the drawbacks linked to improper communication and privacy issues. This discovery adds to the developing research on digital engagement by showing that interactive communication methods can both increase perceived value and lower perceived risk [37,40]. Conversely, the restricted indirect impact of confidentiality violations indicates that privacy issues by themselves may not influence consumer choices unless they considerably diminish perceived value or trust.

Theoretical Contribution

This study broadens privacy paradox inquiry by reinterpreting privacy-related actions in young adults as a fluid negotiation involving perceived advantages, privacy threats, trust, and digital closeness. Earlier research defines the privacy paradox as the discrepancy between concerns regarding privacy and actual behaviours regarding information sharing [45,46]. Utilizing Privacy Calculus Theory this research posits that privacy choices are not inherently conflicting but reflect situational assessments where individuals weigh functional advantages and relational gains against perceived dangers [16,47]. Recent studies indicate that consumers are progressively assessing digital interactions through a risk-benefit perspective, where trust and perceived value affect their readiness to engage despite concerns over privacy [38,39].

The study enhances Privacy Calculus Theory by showing that privacy choices in social media customer service contexts are influenced not just by perceived risks and advantages, but also by relational elements. Aligned with Social Exchange Theory, the results indicate that young adults persist in using digital services when the perceived advantages, reactivity, and relationship worth surpass privacy worries [20]. This aligns with recent research on digital engagement highlighting that interactive dialogue and tailored replies enhance customer trust and involvement [32,37].

Secondly, the research enhances trust theory by framing trust as both a precursor and a flexible tool that allows users to handle uncertainty in digital settings. Drawing from trust model and viewpoint on online trust, the results indicate that trust diminishes perceived vulnerability and promotes ongoing involvement [48,49]. Recent research also emphasizes that transparency, perceptions of security, and responsible data practices are key to fostering digital trust [40,50].

Ultimately, the research pushes forward digital intimacy studies by framing online connections as types of social capital [51,52]. Young adults might agree to specific privacy compromises to preserve connections, express their identities, and feel socially included. This viewpoint corresponds with new studies indicating that digital interaction is influenced not just by technological ease but also by social and emotional factors [43]. This research reinterprets the privacy paradox as a continuous socio-technical negotiation instead of a static contradiction, offering fresh perspectives on how trust, intimacy, and platform interactions collectively influence privacy behavior in social media contexts.

Practical Implications

The results of this research offer significant practical insights for social media users, organizations, and policymakers striving to balance digital interaction, privacy safeguards, and trust building. The results emphasize the significance of proactive privacy management strategies for users when interacting with organizations on social networking sites (SNSs). Users ought to embrace security-boosting practices, such as enabling multi-factor authentication, creating strong and distinct passwords, frequently checking privacy configurations, and thoughtfully assessing the information shared on the internet. These practices are growing in significance as digital platforms expand their data collection and personalization efforts, potentially heightening users' exposure to privacy threats [39,40].

The results indicate that for organizations, customer reactions are not solely dictated by privacy issues; instead, trust, perceived value, communication effectiveness, and promptness significantly influence satisfaction and ongoing interaction. Consequently, companies ought to prioritize transparent data management methods, robust digital systems, and strategies focused on customer communication. Organizations must guarantee that customer service interactions on social media are tailored, respectful, and coupled with prompt feedback, as responsive engagement can alleviate privacy worries and enhance perceptions of worth [32,37]. Additionally, organizations need to ensure ongoing cybersecurity education for staff, perform regular privacy assessments, and create efficient incident-response and crisis communication protocols to uphold consumer trust in digital settings [50].

For policymakers, the results highlight the necessity of enhancing regulatory structures related to digital privacy, data protection, and responsible information governance. With the evolution of social media technologies, it is essential for policymakers to keep privacy regulations flexible in order to address new challenges linked to artificial intelligence, data-driven customization, and interactions on platforms. Defined regulatory benchmarks, enhanced enforcement strategies, and initiatives for digital literacy can enable individuals to make knowledgeable privacy choices while motivating organizations to embrace ethical data practices [38,43].

Limitations and Direction for Future Research focus

Although this study offers valuable insights, several limitations indicate potential avenues for future investigation. As social media technologies advance, new cybersecurity threats and privacy risks will inevitably arise. Subsequent research should concentrate on recognizing these rising dangers, especially regarding new platforms and technological advancements, and create strategies to counter them successfully. Moreover, user actions and digital skills continue to be vital elements in managing privacy. It is essential to conduct research to determine how users can be more effectively informed about managing privacy settings and comprehending the risks involved in online interactions, which includes the creation and execution of impactful digital literacy initiatives. Third, it is essential to continually evaluate regulatory frameworks for data protection to guarantee their flexibility in response to advancing technologies and new threats. Subsequent efforts must assess the efficacy of current regulations and offer suggestions for enhancements or modifications. Ultimately, advancements in technology like artificial intelligence, machine learning, and blockchain present considerable opportunities for improving cybersecurity and data privacy in social media. Examining how these technologies can be incorporated into security frameworks will be essential for enhancing privacy results and protecting user data while ensuring successful customer service communications [53,54].

Concluding Remarks

This research reexamines the privacy paradox, investigating how young adults manage security, trust, and digital closeness on social media platforms. Results indicate that perceived usefulness and feedback significantly influence customer satisfaction and intention to continue, whereas privacy concerns exhibit a weaker direct impact. Young adults consider the advantages of engaging in responsive, value-oriented interactions alongside the potential risks to their privacy, emphasizing a privacy calculus in digital participation. The tone of the message and the intended audience shape these perceptions, highlighting the importance of thoughtful communication. Organizations should practically create interventions that improve utility and trust, while protecting privacy, and policymakers ought to bolster cybersecurity and initiatives for digital literacy. The research offers new perspectives on the relationship between privacy, trust, and digital participation, informing future studies on sustained behaviours and technological solutions.

Conflict of interest

The authors state that there are no conflicts of interest concerning this study.

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Data availability

The data supporting the results of this study can be obtained from the corresponding author upon reasonable request.

Ethical research statement

Approval for ethical considerations was granted by the appropriate research ethics committee (Reference No. 2025/045/062). Participants gave informed consent before taking part, and measures for anonymity, confidentiality, and secure management of research data were maintained throughout the study

AI Use Statement

The authors state that no generative artificial intelligence (AI) resources were utilized in the creation, analysis, writing, or editing of this document.

Appendix 1: Measurement items

Variable	Statements	Source
Feedback	1. Receiving feedback makes me feel more secure in my online interactions. 2. Positive feedback increases my trust in the social media platform. 3. Negative feedback makes me reconsider the level of intimacy I share online. 4. Feedback helps me negotiate the balance between privacy and openness.	Adapted from personalization & targeting scales [11].
Message Receiver	1. I feel customer service messages directed personally to me are more relevant. 2. I pay more attention when the message is addressed directly to me. 3. Messages intended for a general audience feel less engaging. 4. I prefer interventions that acknowledge me as the receiver.	Adapted from personalization & targeting scales [6]
Message Tone	1. I perceive formal messages as more credible. 2. Friendly messages make me feel more comfortable engaging with the service. 3. Negative or critical tones make me take interventions more seriously. 4. Positive tones make interventions feel supportive. 5. The tone of a message influences how useful I find the intervention.	Adapted from communication style/tone studies [25]
Perceived Breach of Confidentiality	1. I worry that customer service interventions may expose my private information. 2. I feel my confidentiality is at risk when proactive interventions occur. 3. I am concerned that my personal data is not adequately protected. 4. I believe interventions sometimes compromise my privacy. 5. I feel uneasy when sensitive information is referenced in interventions.	Adapted from privacy concern/confidentiality scales [1,23]
Perceived usefulness	1. Supportive feedback from customer service makes me more confident in using the platform. 2. Positive feedback helps me feel secure about my interactions. 3. Lack of feedback or negative responses discourage me from engaging further. 4. Feedback influences how I balance privacy with service use. 5. Constructive feedback strengthens my trust in the service provider.	Adapted from consumption value scales [11,23]
Consumer Satisfaction	1. I am satisfied with the way customer service interventions are handled. 2. These interventions meet my expectations. 3. Overall, I feel positive about the service I receive. 4. I am happy with the responsiveness of customer service. 5. I feel content with the outcomes of interventions.	Adapted from satisfaction scales [2]

Continuance Buying Intention	1. I intend to continue purchasing from this service provider. 2. I will recommend this provider to others based on my experience. 3. I plan to remain loyal to this provider in the future. 4. I expect to buy more from this provider in the coming months. 5. I prefer this provider over alternatives when making purchase decisions.	Adapted from continuance/loyalty intention scales [5]
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