Self-Disclosure of Location: Influences of Personality Traits, Intrinsic Motivations and Extrinsic Motivations

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Abstract : With the popularity of smartphone usage and the flourish of social networks, many people began to use the 'check-in' functions to share their location information and days of live and self-disclosure. In order to increase exposure and awareness, some stores provide discounts and other benefits to attract consumers to 'check-in' in their stores. The purpose of this study was to investigate whether personality traits, intrinsic motivations, extrinsic motivations, and privacy concerns would affect self-disclosure of location for consumers. Research data were collected from 407 individuals that have used Facebook check-in in Taiwan. This study used SmartPLS 2.0 structural equation modeling to validate the model. The results show that information sharing, information storage, enjoyment, self-presentation, get a feedback, economic reward, and keep up with trends had significant positive effects on self-disclosure. While extroversion and openness to use have significant positive effects on self-disclosure, conscientiousness and privacy concerns have significant negative effects on self-disclosure. The results of the study provide academic and practical implications for the future growth of location-based self-disclosure.