

Consumers' willingness to disclose their personal data in e-commerce: A reciprocity-based social exchange perspective

Degutis, Mindaugas; Urbonavičius, Sigitas; **Hollebeek, Linda Desiree**; Anselmsson, Johan Journal of retailing and consumer services 2023 / art. 103385 <https://doi.org/10.1016/j.jretconser.2023.103385> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)