



INTERNATIONAL JOURNAL OF COMPUTER TECHNIQUES (IJCT)

ISSN: 2394-2231 | Peer-Reviewed | Open Access | DOI Journal Website:
Behavioral & Human-Centric Privacy Studies: Impact of Behavioral
nudges and Cultural Differences on Data Privacy Awareness â??
<https://ijctjournal.org> | Email: editorijctjournal@gmail.com

Volume 12 Issue 5

Description



International Journal of Computer Techniques

ISSN 2394-2231



DOI Registered

Volume 12, Issue 5 | Published: September â?? October 2025

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Abstract

Digital privacy is a growing concern in an increasingly interconnected world shaped by cloud computing, IoT, and remote work. While regulatory frameworks such as GDPR, CCPA, and PIPL establish privacy norms, the efficacy of these frameworks relies heavily on user behavior. This study investigates two interlinked dimensions of privacy: (1) the influence of behavioral nudges in enhancing user privacy decisions in cloud service environments, and (2) cultural and regional differences in privacy perception. Employing a mixed-method approach, we integrate controlled experimental simulations with cross-cultural surveys, supplemented by baseline analysis from a dataset of 10,000 cybercrime incidents. Study 1 utilizes a controlled experimental design to evaluate privacy awareness improvement through interventions such as default settings, risk alerts, and simplified consent prompts. Study 2 employs a