Antecedents of privacy concerns and their online actual purchase consequences: a cross-country comparison

Abeer A. Mahrous

Business Administration Department, Cairo University, P.O. Box 12613, Giza, Egypt

Abstract

The paper develops a framework that shows the sequential interaction between possible causes and consequences of privacy concerns. It analyses how different levels of privacy concerns are developed and their influence on actual purchase behaviour. Theory of planned behaviour was adapted to explain the relationship between privacy concerns and online buying behaviour. Data were gathered from internet users in Egypt, UK and USA. The results indicate that online privacy concerns vary across a host of factors such as individual culture, demographic variables, internet experience, and contextual variables. Furthermore, there is significant association between privacy concerns and attitudes toward shopping online, and there is a clearly significant relationship between attitudes toward internet shopping, perceived behaviour control and actual internet purchases in all three countries.

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