Examining the Impact of E-privacy Risk Concerns on Citizens' Intentions to use E-government Services: An Oman Perspective

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This thesis is presented for the degree of Doctor of Philosophy of Murdoch University

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I declare that this thesis is my own account of my research and contains as its main content work which has not previously been submitted for a degree at any tertiary education institution.

Dhiyab Al Abri
Abstract

E-privacy concerns are among the online transactions risks that influence the use of e-services and e-government services. Whilst there have been studies that have analysed the impact of e-privacy on the willingness of people to utilize the Internet, especially in e-commerce, there has been limited research in relation to e-government services for a specific demographic group. This study has examined the impact of e-privacy risk concerns on the acceptance of e-government services in Oman using an integrated model. The model is based on Liu et al.’s (2005) privacy-trust-behavioral intention model, the broader technology acceptance literature, and recent work on e-privacy awareness and protection. The research used both quantitative and qualitative approaches: data collection by questionnaire and a series of semi-structured interviews. The sampling frame for the study was civil services government employees in Oman. The model was tested using partial least squares and the results were compared to those obtained from the interview data.

The study found that e-privacy awareness significantly impacts the level of e-privacy risk concerns. Social norms and perceived usefulness were found to play a significant role in influencing the intention to use e-government services. The study also found that e-privacy concerns and perceptions of the protection available against risks influence citizens’ intentions to use e-government services via their influence on the perceived trustworthiness of these services. Thus trustworthiness is a factor that could be an obstacle to successful e-government services project implementation. Therefore the thesis recommends that governments pay greater attention to the role of e-privacy concerns and put in place security and e-privacy controls. Citizens should then be made aware of these in order to build the required level of trust and confidence in these services.
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