

*

(275 =)

(Friedman) (χ^2) (F) R^2

.1

Privacy

: (Rosenoer, 2002)

2004/8/28

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.2005/3/28

(Zelnick, 1999)

)
(

Rosen and)

(Bacheldor, 2000

Problem of the Study

(Kerstetter,1998)

Green, Yang and)
%78

(Ludge, 1998

(1400)
(%90)

Hiller and)

(%14)
(%2)

(Ronnie, 2002

1998

1999

2.8

.()

(%92 %66)

.4

Hypotheses of the Study

:		-1
:	-1	-2
()	Registration
:	-2	-3

Importance of the Study

: -3

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.2

.3

- Financial Services
- Insurance Services
- Banking Services

- Retail Store
- Shopping
- E-Marketing

Objectives of the Study

:	.4	.1
Yahoo	Google	
Lycos	Infoseek	
	.Excite	.2
		.3

%50

Theory .2

E-Business : . 368

Governmental Non-Profit Organizations
Organizations 230

:

Business-to-Business -B2B 45

Business-to-Consumer - 275

() B2C %74.7

Business-to-Government

Government-to-Citizen (G2C)

Government-to-Government

Methods of Data Collection

(G2G) Questionnaire

28

Internet Legal Issues : :

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:Privacy Issue -1

Validity of Study's Tool

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Reliability of Study's Tool

Security

Cronbach

%78.7

Alpha

(%60)

Consumer Protection	-7		
	:Issue		
		:Intellectual Property Issue	-2
.Fraud	Misrepresentation		
Consumer Protection Issue	-8		
(Wang, Lee and Wang, 1998:48)		:Taxation Issue	-3
Misrepresentation	Fraud		
		:Free Speech Issue	-4
: Buyer Protection Issue	-9		
		Validity of	-5
			:Internet Contracts
Children	-10	/)	
	:Protection Issue	(...	
		Electronic Contracts	
(Tantum, 1998: 37)			
	:		
	:		Electronic Signature
	:		-6
	:		:Jurisdiction Issue
	:		
ISP	:		

Fire Wall

Encryption

Passwords

-

-

(Rowley, 2002:169)

Virtual

Communities

Privacy

:

Organizers

:

.1

.2

(Agranoff, 1993)

.3

)

(Brandeis and Warren, 2002)

(...

(The Right to be Left Alone)

(Hiller and Ronnie, 2002)

(Poirier, 2003)

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-1

Rethinking

-2

(Keen,2000)

"Privacy Policy

-1

.(www.truste.org) (Truste)

.(...)

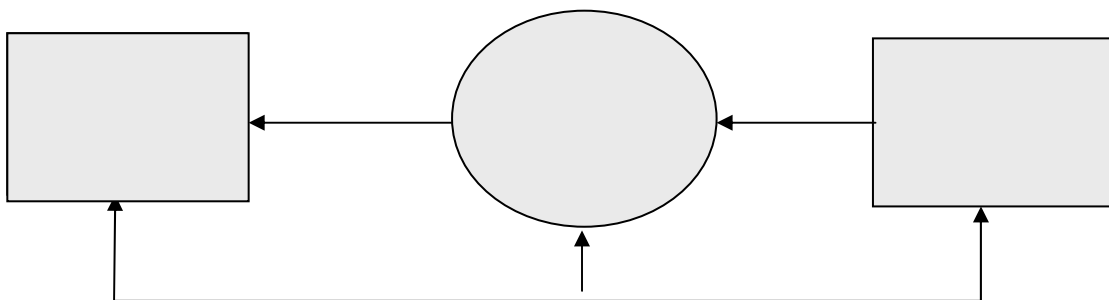
-2

300
75

5000
Truste

.Truste

Complete Accurate
 Reliable
 Permission / ()
 -2)
)
 (/
 Intellectual Property
 -3 ()
 .(1)
 (Hurley, 1998: 74)
 Trust
 :
 -1 ()



Source: Keen, Peter, E-Process Edge: Creating Customer Value and Business Wealth in the Internet Era, (Berkeley: McGraw-Hill, 2000).

:(1)

:(Harmon, 2001)

-1

(Turban et al., 2001)

: ()

.1

)

.2

.(...

.3

. Newsgroups

.4

. Cookies

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-2

Internet Service Provider-

.7

ISP-

Software

Hardware

.Encryption

.8

Decentralized Technologies

.9

E-Business

-3

1996

Processes

Operations

Pillsbury

Procedures

)

(Product Portfolios

:

(Rowley, 2002)

:

Kleindl,)

(2003

Compaq

(Field, 1997)

(Jahnke, 1998)

Salomon

:(Gloor, 2000)

-1

(Munru, 1999)

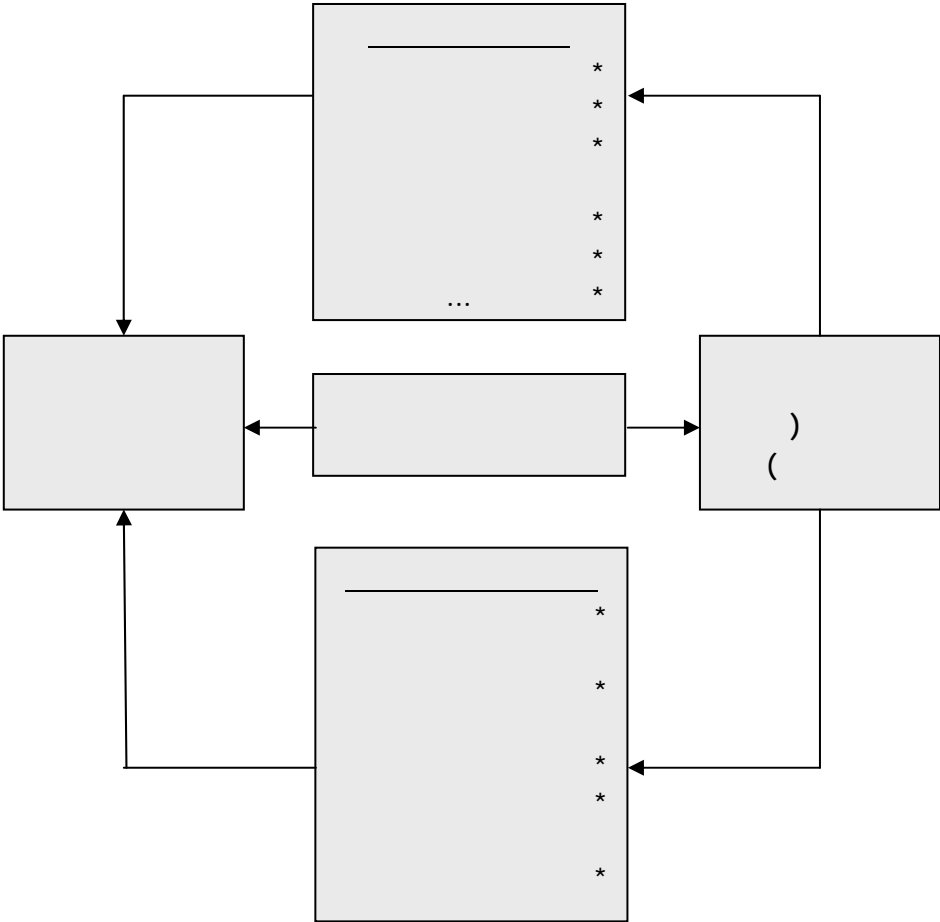
()

-2

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(2)

Value



Source: Deloitte Research, Creating a Privacy-Value Strategy: Emerging Opportunities for Competitive Advantage, Deloitte Research Publications, 2003,p.6.

Value :(2)

	-5	((Rainone,1998)	
.News Groups)		
Eager and McCall,)	-6			
:Cookies	(2002			
				:
				-1
	()		Browser	-2
.()				-3
)			.Internet Directories	-4

(Mann, 1997)

(...

:

:

Cookies

/

)

(

:

:

-7

Newsgroups

User

Cookies

...

(Rowley, 2002)

)

(

:

:Economies of Scale

-1

(

)

(Turban et al., 2001)

:

:Economies of Sharing

-2

%62.78

-

Databank

%40

-

(

)

)

%66.49

-

(

Evaluating Customer

:

Data Validity

)

%57.6

-

(

.()

%6.01

-

:

Camp,)

(2000:123

Federal Trade

Commission-FTC

"Forrester Research"

(Diffie and

(Dalton,1998:26)

.Landau, 1998)

Lying Online

:

:(1)

%67		*
%58		*
%58	Anonymous	*
%14		*
%13		*
% 9		*
%6		*

Source: Forrester Research, Surviving the Privacy Revolution, Forrester Research Publications, 2001.

.3

(2)

(4.56)

.(4.58)

(18)

Privacy Acts

:

.(0.74)

No Customer's Consent

(2 1)

(12 11) (3)
) (4)
 (14 13) (5
 (15) (6)
 (16)
 (8 7)
 (17)
 .(18) (10 9)
 (275 =) :(2)

		%		%		%		%		%		
.71	4.6	0	0	0.7	2	10.9	30	16.4	45	72	198	1
0.72	4.57	0	0	0.7	2	11.3	31	18.5	51	69.5	191	2
0.73	4.58	0	0	1.5	4	10.2	28	17.5	48	70.9	195	3
0.68	4.6	0	0	0	0	10.9	30	18.5	51	70.5	194	4
0.68	4.6	0	0	0	0	10.9	30	18.5	51	70.5	194	5
0.697	4.57	0	0	0	0	12	33	18.5	51	69.5	191	6
0.678	4.6	0	0	0	0	10.9	30	1.5	51	70.5	194	7
0.71	4.6	0	0	0.7	2	10.9	30	16.4	45	72	198	8
0.719	4.56	0	0	0.7	2	11.3	31	18.9	52	69.1	190	9
0.733	4.58	0	0	1.5	4	10.2	28	17.5	48	70.9	195	10
0.679	4.59	0	0	0	0	10.9	30	18.	52	70.2	193	11
0.685	4.59	0	0	0	0	11.3	31	18.5	51	70.2	193	12
0.698	4.57	0	0	0	0	12	33	18.9	52	69.1	190	13
0.679	4.59	0	0	0	0	10.9	30	18.9	52	70.2	13	14
0.71	4.59	0	0	0.7	2	10.9	30	16.7	46	71.6	197	15
0.724	4.56	0	0	0.7	2	11.6	32	18.5	51	69.1	190	16
0.74	4.57	0	0	1.5	4	10.5	29	17.5	48	70.5	194	17
0.703	4.57	0	0	0	0	12.4	34	18.5	50	69.5	191	18
4.58												

	Gender ()	:	:
%49.5	(%5)		(3)
(%10 - %5)			
- %10)	%37.1		
- %40)	%2.9	(%40	
- %70)	%6.2	(%70	.1.522 (20 19)
.(22)	%4.4	(%100	%55.3
Ages)	
(%5)			%5 (
- %5)	%56.4	/ /	(%38.5)
	%32.7	(%10	%5
%3.3	(%40 - %10)		%4.7 %10
%5.8	(%70 - %40)		/ /
%1.8	(%100-%70)	%1.5	.%10 %5
	.(23)		
E-Mail			.(19) %70 %40
(%5)			
- %5)	%52		Optional
	%31.6	(%10	%57.1
%3.6	(%40 - %10)		
%7.3	(%70 - %40)		%36 %5
%5.5	(%100-%70)	%4.7	%40 %10
	.(24)		
	Marital Status		
%47.6	(%5)		.(20) %70 %40
(%10 - %5)			
(%40 - %10)	%34.5		:
- %40)	%2.5	(4)	:
(%100-%70)	%9.1	(%70	/ /
.(25)	%6.2		
Geographic Locations			
)			.(1.87)
	%48.7	(%5	Names
%33.5	(%10 - %5)		(%5)
%3.6	(%40 - %10)		- %5)
%6.9	(%70 - %40)		%38.5
%7.3	(%100-%70)		%30.2 (%10
	.(26)	%8.4	(%40 - %10)
		%11.6	(%70 - %40)
Telephones and Faxes		%11.3	(%100 - %70)
(%5)			.(21)

Friedman (5) : () - %5) %49.5
 : () - %10) %32.4 (%10
) - %40) %3.6 (%40
 (%9.5 (%70
 %5.1 (%100-%70)
 .(27)

/) %52.4
 Friedman (242) %4.7 (%40 - %10) - %5)
 . (P≤0.000) %5.5 (%70 - %40)
 (18-1) %4.7 (%100-%70)
 .(4.58) .(28)

(275 =) :(3)

		%5		%10		-%5		-%10		-%40			-%70	
		%		%		%		%		%			%	
0.66	1.524	55.3	152	38.5	106	4.7	13	1.5	4	0	0	19		
0.69	1.52	57.1	157	36	99	4.7	13	2.2	6	0	0	20		
1.522														

:(4)

(275 =)

		%5		-%5		-%10		-%40		-100 %70		
		%		%		%		%		%		
1.37	2.27	38.5	106	30.2	83	8.4	23	11.6	32	11.3	31	21
1.06	1.79	49.5	136	37.1	102	2.9	8	6.2	17	4.4	12	22
0.93	1.64	56.4	155	32.7	90	3.3	9	5.8	16	1.8	5	23
1.45	1.82	52	143	31.6	87	3.6	10	7.3	20	5.5	15	24
1.19	1.92	47.6	131	34.5	95	2.5	7	9.1	25	6.2	17	25
1.2	1.9	48.7	134	33.5	92	3.6	10	6.9	19	7.3	20	26
1.16	1.88	49.5	136	32.4	89	3.6	10	9.5	26	5.1	14	27
1.08	1.77	52.4	144	32.7	90	4.7	13	5.5	15	4.7	13	28
1.87												

(0.994) F (0.054) R² : (5)
 .(P≤0.05) (275 =N)

) :

Friedman	
	χ^2
0.000	242

:(

(7)

R² (1.662) F (0.048) () (6)
 .(P≤0.05)

:(6)

(275=N)

	F			R ²
0.46	0.994	0.51	3.83	0.054

:(7)

(275=N)

	F			R ²
0.108	1.662	0.288	1.108	0.048

Conclusions .4

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-6

.
-2

Security

-7

Privacy

-8

-3

Recommendations

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(

:

-1

Security

-4

-2

Link

-5

-3

)		
	-6	.(
			-4
	()	()
)			
	(
	-7		-5

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Relationship between Privacy Protection, Registration in the e-stores, and Declaration of Correct Personal Data

*Yusuf Ahmad Abu Fara **

ABSTRACT

This study aims at analyzing the relationship between privacy – as an independent variable- , registration in the web sites and the electronic stores; and the declaration of the correct, true and accurate personal data when registering online – as a dependent variable. The study focuses on the privacy policies, procedures and plans to ensure excellent level of privacy. The study gives attention to the legal perspective and legal considerations of the privacy issue. The questionnaire was designed and directed to a random sample (n = 275 responses). A set of common search engines were used to determine the appropriate sample. Several statistical tools have been used including means, standard deviations, F, R^2 , χ^2 , and Friedman tests. The study has concluded that web sites and e-stores have clear and accurate policies, procedures and plans to maintain high privacy level of the customers' personal data, but the registration level in these sites is still low. The declaration of the correct personal data to these sites is also low; many of the customers falsify their personal data. The study has recommended to establish global and Arab legal council for e-business and e-commerce to point the appropriate internet acts and solve e-transaction contestation.

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