

Investigating Users' Perception about Biometric Security Mechanism: The Case of Ethiopia

Subtitle – Use Subtitle Style

Tilahun Muluneh Arage
Addis Ababa University, Ethiopia
Tilahun.muluneh@aau.edu.et

Biometric identification is poised to gradually replace traditional approaches, such as passwords and PINs as a way of identifying and authenticating a person's access to services that require identity verification. Despite benefits such as increased security and convenience for users concerns such as vulnerability to identity theft, and concerns about privacy and the security of biometric information may inhibit uptake. Drawing on Protection Motivation Theory (PMT) and using data collected from online banking users, this study will reports on the relative impacts of perceptions about biometric identification (i.e. its detractors and its benefits) on attitude towards biometric use. Implications for practice and future research will also be discussed.

References

- ✓ Ajzen, I., & Fishbein, M. (1980). Understanding attitudes and predicting social behaviour. Prentice-Hall.
- ✓ Boss, S. R., Galletta, D. F., Lowry, P. B., Moody, G. D., & Polak, P. (2015). What Do Systems Users Have to Fear? Using Fear Appeals to Engender Threats and Fear that Motivate Protective Security Behaviors. *MIS Quarterly*, 39(4), 837-864
- ✓ Breward, M., Hassanein, K., & Head, M. (2017). Understanding Consumers' Attitudes toward Controversial Information Technologies: A Contextualization Approach. *Information Systems Research*, 28(4), 760-774.
- ✓ Flavián, C., & Guinalíu, M. (2006). Consumer Trust, Perceived Security and Privacy Policy: Three Basic Elements of Loyalty to a Web Site. *Industrial Management & Data Systems*, 106(5), 601-620.
- ✓ Kessem, L. (2018). IBM Security: Future of Identity Study, Retrieved from <https://www-01.ibm.com/common/ssi/cgi-bin/ssialias?htmlfid=64012764USEN>
- ✓ Jansen, J., & van Schaik, P. (2018). Testing a Model of Precautionary Online Behaviour: The Case of Online Banking. *Computers in Human Behavior*, 87(October), 371-383
- ✓ Johnston, A. C., & Warkentin, M. (2010). Fear Appeals and Information Security Behaviors: An Empirical Study. *MIS Quarterly*, 34(3), 549-566.