

## CHAPTER 7

# RESEARCH RESULTS AND INTERPRETATION

### 7.1 INTRODUCTION

The empirical data collected during the study were subjected to statistical analysis to assess the reliability and validity of the measuring instrument and its constructs. This chapter first presents a summary of the realised sample compared to the planned sample for this study. It then provides a profile of the individuals interviewed for this study by providing their demographic characteristics, followed by descriptive analyses concentrating on all the questions in the questionnaire. The next section addresses the scale purification process by focusing on the exploratory factor analysis used to identify the underlying privacy dimensions, the reliability assessment of the measurement instrument, and the confirmatory factor analysis used to validate the earlier results. Finally, the chapter sets out the results of the hypothesis tests and a summary of the main findings.

### 7.2 REALISATION RATE

The data collection was conducted by means of telephonic interviews between 2 September and 7 October 2002. All phone calls were made between 08:00 and 21:00 from Mondays to Saturdays and lasted between 15 and 25 minutes per interview. In each household where an interview was conducted, one adult was interviewed. These individuals were randomly selected using the standard 'last birthday' technique. Trained interviewers from the Bureau of Market Research (BMR) conducted the telephonic interviews and the BMR's central office edited all the completed questionnaires. Although the interviewers were well-trained, checkbacks by BMR's central office revealed cheating by one interviewer and poor quality work from another interviewer. It was decided to conduct another 160 interviews to replace the incorrectly recorded responses. These further interviews were conducted between 14 and 28 October 2002.

It should be noted that the study cannot be generalised to South Africa as a whole, since it only represents South African households with listed numbers in the Telkom telephone directory service. Table 7.1 provides an outline of the realised sample compared to the planned sample for this study (as discussed in Chapter 6, Sections 6.4.3 and 6.4.4).

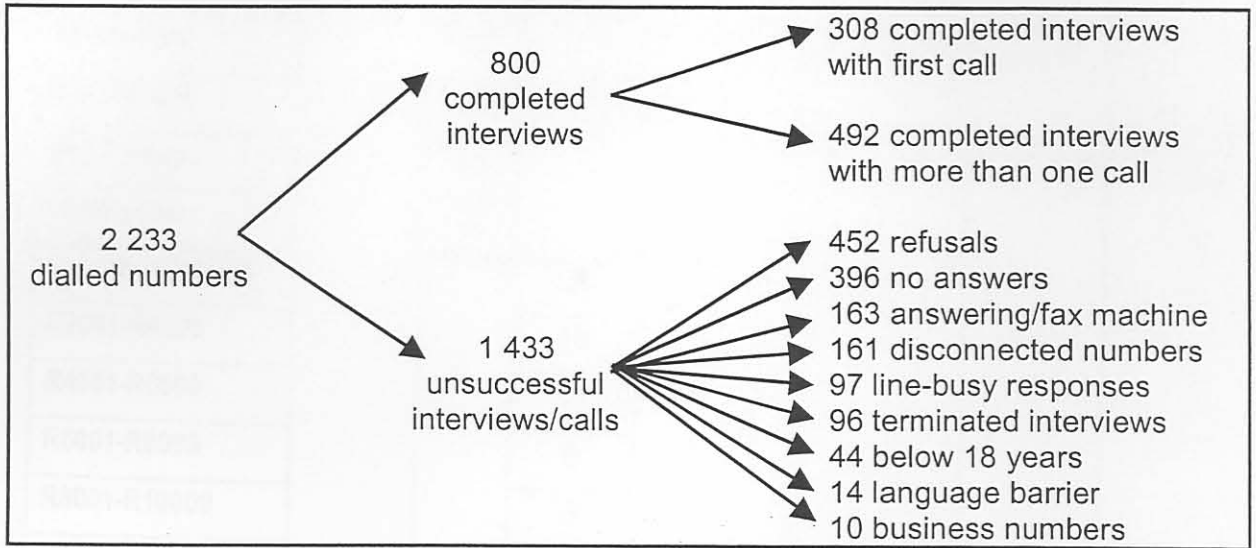
**Table 7.1 Planned versus realised sample**

AREA	Planned sample	Realised sample
Boland and West Coast	43	43
Cape Peninsula	111	111
Durban and surrounding area	71	71
East London and border	29	24
East Rand	62	64
Free State	43	38
Johannesburg	91	96
KwaZulu-Natal North Coast	15	16
KwaZulu-Natal South Coast	8	8
Mpumalanga	35	36
North West Province	38	41
Limpopo	22	21
Northern Cape and Namaqualand	17	17
Port Elizabeth and Eastern Cape	45	47
Pietermaritzburg and KwaZulu-Natal	31	27
Pretoria and surrounding area	58	60
Southern Cape and Karoo	19	17
Vaal Triangle	18	18
West Rand	44	45
TOTAL	800	800

The few discrepancies between the planned and the realised sample are mainly due to communication problems and inexperience among some population groups in rural areas regarding the topic under investigation. Although a random sample was drawn, a small percentage of respondents had to be replaced with respondents in areas where population groups were more familiar with English or Afrikaans, or more experienced with regard to the information privacy issue.

As has been mentioned in Chapter 6, the 800 pages of systematically selected telephone numbers for the survey were generated using Telkom's electronic telephone directory. If interviewers dialled the first telephone number on their telephone sheet and could not identify an adult or complete an interview with an appropriate person at the identified number, the second number on their telephone sheet was chosen, thereafter the third number, until a complete interview could be recorded. A total of 2 233 telephone numbers had to be dialled to reach the target of 800 completed interviews. Of all the dialled numbers, there were 800 completed interviews (452 refusals, 396 numbers with no answers, 163 automatic answering responses and/or fax machines, 161 disconnected numbers, 97 repeated line-busy responses, 96 terminated interviews, 44 individuals below the age of 18 years, 14 individuals who could not understand Afrikaans or English, and 10 unaccounted for business numbers). Figure 7.1 provides a summary of the dialled numbers. The response rate for the survey was 39 per cent, excluding the disconnected and the unreachable numbers. Based on the number of contacts with eligible households, the overall co-operation rate was 59 per cent. The total realised sample was 800 and the complete dataset was used for the descriptive analysis. However, for the exploratory factor analysis, only 627 questionnaires were useful for the scale purification process (don't know and refuse answers in the questionnaires were excluded from the dataset). Please refer to Section 7.4 for the discussion on scale purification.

**Figure 7.1 Distribution of dialled numbers**



After all the interviews had been completed, the questionnaires were edited, detected errors were corrected, and the data were coded. Coding entails a technical process whereby codes are assigned to the respondents' answers preparatory to the tabulation of the raw data (Martins, Loubser & Van Wyk, 1996:299). The coding process was two-dimensional:

- All completed questionnaires were transformed into symbols (codes) which could be assessed by a computer (data input).
- Mistakes which were invariably made during the coding and data input process were 'cleaned'.

The coding process was followed by computerised data capturing before the data analysis was performed. The dataset was cleared of possible coding and data-capturing errors. The next section provides an overview of the descriptive analysis of the dataset.

### 7.3 DESCRIPTIVE STATISTICS

The first section below provides a profile of the individuals interviewed for this study by setting out percentages of their demographic characteristics. All percentages were rounded to a full number with no decimals. The following demographic results are

presented in Table 7.2: gender, age, income, language, ethnic orientation, employment status and level of education. The percentage distribution of each demographic subgroup is presented. Although the results are mainly self-explanatory, a few remarks on the percentage distributions follow.

**Table 7.2 Demographic profile of respondents**

PERCENTAGES OF SUBGROUPS*	Gender (%)	Age (%)	Income (%)	Language (%)	Ethnic orientation (%)	Employment status (%)	Level of education (%)
Male	36						
Female	64						
18-25 years		14					
26-35 years		20					
36-45 years		21					
46-55 years		17					
56-65 years		15					
66-75 years		10					
76-85 years		3					
Less than R2 000			35				
R2001-R4000			19				
R4001-R6000			13				
R6001-R8000			8				
R8001-R10000			5				
R10001-R15000			6				
R15000 plus			6				
Refused to answer			8				

PERCENTAGES OF SUBGROUPS*	Gender (%)	Age (%)	Income (%)	Language (%)	Ethnic orientation (%)	Employment status (%)	Level of education (%)
English				41			
Afrikaans				37			
Black African				20			
Other				2			
Black African					21		
Coloured					13		
Indian/Asian					10		
Caucasian					56		
Employed full-time						39	
Employed part time						6	
Self-employed						13	
Not-employed						9	
Student						6	
Homemaker/ Housewife						9	
Pensioner/ Retired						17	
Unfit for work						1	
Lower than Grade 10							11
Grade 10							14
Grade 12							38
Degree/Diploma							29
Post graduate/ Higher diploma							8

\* All percentages add up to 100 per cent

The following observations can be drawn from the above table:

- **Gender:** Nearly two-thirds of the respondents were female. Since many of the telephonic interviews were conducted during the day, more females, especially stay-at-home mothers or housewives, were likely to answer the telephone.
- **Age:** Respondents were requested to provide their year of birth at the end of the interview. To make the processed results more interpretable, the answers were grouped into seven age categories. From Table 7.2 it can be observed that 55 per cent of the respondents were below the age of 46 years. Of the respondents, 13 per cent were above 65 years of age, which corresponds with the percentage of respondents (17 per cent) who indicated that they are pensioners or retired.
- **Income:** Income always seems to be a sensitive question to respondents. In this study, eight per cent of the respondents refused to provide their total monthly income. Of those who answered the question, 59 per cent indicated that they earn below R4 000 per month, with the remaining 41 per cent earning more than R4 000 per month.
- **Language:** Respondents were given an opportunity to indicate their home language from a list containing all eleven official languages. A twelfth option, marked as 'other', was provided to respondents whose home language did not fit within one of the eleven options. Two per cent of the respondents indicated that they have another home language such as Bulgarian, Chinese, Dutch, French, German, Hindi, Koisian, Polish and Portuguese. To simplify the results, a decision was made to group all of the nine Black African languages into one group. Of the respondents, 20 per cent belonged to the Black African language group. The majority of respondents (41 per cent) reported that English was their home language, while 37 per cent were Afrikaans-speaking respondents.

- **Ethnic orientation:** Although the questionnaire did not contain specific questions regarding racial classification, this category was recorded by interviewers by means of deduction from the telephone sheets (surname and geographical area), as well as the accent of the respondent. The majority of the respondents (56 per cent) were categorised as being Caucasian, with the minority (10 per cent) being respondents from Indian or Asian origin. The fact that many African consumers do not have telephone lines, may explain why only 21 per cent of the respondents were classified as being Black African.
- **Employment status:** Fifty-eight per cent of the respondents formed part of the workforce. The remaining 42 per cent were not actively involved in the formal workplace, since they were physically unfit for work (1 per cent), or were housewives or students (15 per cent). As mentioned previously, 17 per cent of the respondents identified themselves as being retired.
- **Level of education:** Three-quarters of the respondents (75 per cent) specified that they had completed their high school education. Almost 40 per cent of the respondents have some form of tertiary education.

The next section of the descriptive analysis focuses on the remaining questions in the questionnaire. The results of Questions 1 to 45 are discussed in different sections, according to the eight dimensions identified in Chapter 5, Section 5.3. The percentage distributions are provided for each of the 45 information privacy-concerned responses. These concerns were measured on 5-point Likert scales. The cumulative percentages for the two 'top-boxes' and the two 'low-boxes' are presented in each table.

### 7.3.1 Respondents' concerns regarding companies' data collection practices

Six statements in the questionnaire (Questions 1 to 6) related to consumers' information privacy concerns regarding the data collection practices of companies. (Refer to



Appendix 1 for an example of the questionnaire). Table 7.3 shows the percentage distributions.

**Table 7.3 Concerns regarding data collection practices**

DATA COLLECTION CONCERNS	Disagree slightly/strongly	Neutral	Agree slightly/strongly	TOTAL*
	%	%	%	%
1. Companies generally ask too much personal information from consumers.	27	7	65	99
2. You do not mind to provide a lot of personal information if you think it is necessary.	24	4	71	99
3. Companies seldom collect personal information from consumers without their permission.	36	9	51	96
4. You are confident that you can prevent companies from collecting personal information that you would like to keep secret.	40	8	51	99
5. Most companies collect personal information from consumers in order to provide them with products and services to better suit their needs.	30	8	60	98
6. You are satisfied when companies collect your personal information as a means to provide you with products and services which better suit your needs.	24	6	69	99

\* Percentage totals do not add up to 100 per cent because of 'don't know', 'refuse', and 'missing' responses.

A few remarks on the above-mentioned percentages are appropriate:

- Nearly two-thirds of respondents (65 per cent) believe that companies ask for too much personal information, although 71 per cent say that they do not mind providing a great deal of personal information if they think it is necessary.
- Five out of ten respondents (51 per cent) agreed that companies seldom collect information from consumers without their permission, although 36 per cent felt that this was not the case.
- A slight majority of respondents (51 per cent) contended that they could prevent companies from collecting information which they would like to keep secret; as

opposed to 40 per cent of respondents who were not convinced that they could do so.

- Six out of ten respondents (60 per cent) felt that companies collected their personal information in return for better provision of products or services, and 69 per cent were satisfied that their information was used to provide them with better products and services.

From the above it can be concluded that the majority of respondents (65 per cent) indicated one major concern relating to data collection, namely that companies ask for too much personal information. Lower levels of concern were indicated for all the other areas pertaining to data collection practices.

### 7.3.2 Respondents' concerns regarding companies' data storage and security practices

Questions 7 to 12 in the questionnaire related to consumers' information privacy concerns with regard to the data storage and security practices of companies. Table 7.4 indicates the percentage distribution of respondents' answers.

**Table 7.4 Concerns regarding data storage and security practices**

DATA STORAGE AND SECURITY CONCERNS		Disagree slightly/strongly	Neutral	Agree slightly/strongly	TOTAL*
		%	%	%	%
7.	You believe that most companies allow their consumers to have access to their personal information kept by the companies.	40	10	46	96
8.	You feel it is important to have access to the personal information companies keep of you.	12	3	84	99
9.	You believe that companies have adequate measures in place to ensure that all personal information in their records is accurate.	34	10	54	98

	Disagree slightly/strongly	Neutral	Agree slightly/strongly	TOTAL*
	%	%	%	%
10. You feel concerned that companies do not devote enough time and effort to ensure that your personal information is accurate while in their possession.	23	9	66	98
11. Personal information is safe while stored in a company's records.	56	8	35	99
12. You fear that your personal information may not be safe while stored in a company's records.	27	6	67	100

\* Percentage totals do not add up to 100 per cent because of 'don't know', 'refuse', and 'missing' responses.

A few remarks on the above-mentioned percentages are provided below:

- A large majority of respondents (84 per cent) believed that it is important for them to have access to their personal information, and 40 per cent of the respondents felt that companies did not allow their customers to have access to their personal information.
- More than half of the respondents (54 per cent) believed that companies had adequate measures in place to ensure that their information was accurate, although 66 per cent were concerned that companies did not devote enough time and effort to ensure that their information was accurate while in their possession.
- A total of 56 per cent of the respondents said that they did not think their personal information was safe while stored in a company's records, and 67 per cent were afraid of this situation.

From the above it can be concluded that the greatest concern of respondents regarding data storage and security, was their level of access to their personal information in an organisation's database. South Africa's Promotion of Access to Information Act of 2000 addresses this concern and was enacted to force all organisations to produce manuals of information held by the organisation (refer to Chapter 2, Section 2.5.2).

### 7.3.3 Respondents' concerns regarding companies' data use practices

Six statements in the questionnaire (Questions 13 to 18) related to consumers' information privacy concerns with regard to the data use practices of companies. Table 7.5 depicts the main findings.

**Table 7.5 Concerns regarding data use practices**

DATA USE CONCERNS	Disagree slightly/strongly	Neutral	Agree slightly/strongly	TOTAL*
	%	%	%	%
13. Most consumers have control over the ways their personal information is used by companies.	60	6	34	100
14. You are satisfied about the control you have over the ways companies use your personal information.	53	6	40	99
15. You believe that companies regularly use consumers' information for other purposes than that for which it was collected.	23	10	64	97
16. You do not mind when companies use your personal information for other purposes than those provided when they collected your information.	85	3	12	100
17. You believe that consumers' personal information is often misused by companies.	16	9	71	96
18. You are concerned about the possible misuse of your personal information by companies.	15	5	79	99

\* Percentage totals do not add up to 100 per cent because of 'don't know', 'refuse', and 'missing' responses.

The above results indicate that respondents were concerned about organisations' use (and misuse) of their personal information. For many respondents, the information privacy issue related to their control over their personal information.

- Many respondents (60 per cent) were concerned that they do not have control over the ways their personal information is used by companies, and 53 per cent were not satisfied about the **control** they had over the ways companies use their personal information.

- Nearly two-thirds (64 per cent) expressed a belief that companies regularly use their information for other purposes than that for which it was collected, and a large majority (85 per cent) did not find this practice acceptable.
- Some respondents' anxiety over the collection of personal information was related to **how** the information is used rather than **what** data are being collected. This was confirmed by the results indicating that a clear majority (71 per cent) agree strongly or slightly that companies often misuse their information, and 79 per cent were very concerned about the possible misuse of their personal information.

This dimension of concern points to a higher level of concern than the results from the previous data practices. It is worth noting the very high concern of respondents regarding the **misuse** or **possible misuse** of their personal information (71 per cent and 79 per cent).

### 7.3.4 Respondents' concerns regarding companies' data disclosure and dissemination practices

Questions 19 to 24 in the questionnaire related to consumers' information privacy concerns with regard to the data disclosure and dissemination practices of companies. Table 7.6 illustrates the main findings.

**Table 7.6 Concerns regarding data disclosure and dissemination practices**

DATA DISCLOSURE AND DISSEMINATION CONCERNS	Disagree slightly/strongly	Neutral	Agree slightly/strongly	TOTAL*
	%	%	%	%
19. Companies regularly share personal information with other companies without the permission of the individuals to whom the information belongs.	20	10	66	96
20. You are uncomfortable when companies share your personal information with other companies without asking your permission first.	8	1	90	99

	Disagree slightly/strongly	Neutral	Agree slightly/strongly	TOTAL*
	%	%	%	%
21. You believe that companies regularly share personal information of consumers with other companies, so that these other companies could offer products and services to consumers.	20	10	68	98
22. You feel it is unacceptable when a company shares your personal information with other companies so that those companies can offer their products and services to you.	13	4	83	100
23. Companies always provide their customers with the opportunity to request the removal of their names and addresses from records that are sold to other companies.	64	9	24	97
24. You are concerned when companies do not provide you with an opportunity to remove your name and address from any records that it provides to other companies.	8	4	87	99

\* Percentage totals do not add up to 100 per cent because of 'don't know', 'refuse', and 'missing' responses.

The above results indicate that respondents had high level of concern about organisations' disclosure and dissemination practices.

- A large majority of the respondents (90 per cent) were uncomfortable when companies shared their personal information with other companies without first asking their permission. This is supported by 83 per cent who felt it was unacceptable when companies share their personal information with other companies so that those companies can offer their products and services to them.
- Respondents also exhibited high levels of concern (87 per cent) about companies' unwillingness to provide them with an opportunity to remove their name and address from records that they provide to other companies.
- A total of 66 per cent of respondents was of the opinion that companies regularly shared their information without their permission. This correlates with their very high level of concern (90 per cent) regarding this practice.

- A further 68 per cent of respondents believed that companies regularly share their personal information with other companies to use for marketing purposes.
- Nearly two-thirds of respondents (64 per cent) contended that companies provide their customers with an opportunity to request the removal of their names and addresses from lists that are sold to other companies.

Respondents expressed the opinion that companies' sharing personal information with other companies is by far their greatest concern (90 per cent). Respondents seemed most concerned about the risk that their personal information could be made available to other individuals or companies. This is a serious signal to businesses that they should pay careful attention to their data disclosure practices and the dissemination of data.

### 7.3.5 Respondents' concerns regarding companies' solicitation practices

One of the privacy concerns of individuals was media intrusiveness. Questions 25 to 30 in the questionnaire related to consumers' information privacy concerns regarding the solicitation practices of companies. Table 7.7 provides the main findings relating to respondents' solicitation concerns.

**Table 7.7 Concerns regarding solicitation practices**

SOLICITATION CONCERNS	Disagree slightly/strongly	Neutral	Agree slightly/strongly	TOTAL*
	%	%	%	%
25. Companies send consumers too many unrequested advertising material that is not of interest to them.	18	5	77	100
26. It bothers you that you receive so many unrequested advertising material that is of no interest to you.	22	4	74	100
27. Too many companies call consumers at their homes to sell products and services to them.	25	10	65	100

	Disagree slightly/strongly	Neutral	Agree slightly/strongly	TOTAL*
	%	%	%	%
28. You do not mind when you receive telephone calls at your home from companies wanting to sell products and services to you.	62	8	30	100
29. Consumers are not interested in getting information about new products and services from companies with which they have not done business before.	33	11	56	100
30. You are pleased when you receive information about new products and services from companies with which you have not done business before.	46	10	44	100

\* Percentage totals do not add up to 100 per cent because of 'don't know', 'refuse', and 'missing' responses.

A few remarks on the above table are pertinent:

- The majority of respondents (77 per cent) were of the opinion that companies send them too many unrequested advertising material, and 74 per cent reported that this bothered them.
- With regard to telemarketing practices, 65 per cent of respondents said that too many companies call consumers at home to sell their products and services to them, and 62 per cent were not satisfied when this occurs.
- More than half of the respondents (57 per cent) reported that they were not interested in getting information from companies with which they had not done business before. It is, however, interesting to note that 44 per cent indicated that they were, nevertheless, pleased when they received this information.

The solicitation practices of companies seemed to be one of the major concerns of respondents, which is in line with trends in other countries. The USA has approved a national do-not-call list in March 2003 intended to help consumers block unwanted telemarketing calls (refer to Chapter 3, Section 3.3.1.1).



### 7.3.6 Respondents' expectations regarding privacy policies

Questions 33, 36, 39, 42, and 45 in the questionnaire related to consumers' privacy policy expectations from companies during the various stages of data collection, storage and security, use, disclosure and dissemination, and solicitation. Table 7.8 outlines the main findings of respondents' privacy policy expectations.

**Table 7.8 Privacy protection policy expectations**

PRIVACY POLICY EXPECTATIONS	Disagree slightly/strongly	Neutral	Agree slightly/strongly	TOTAL*
	%	%	%	%
33. Companies must have privacy protection policies to make provision for customers who would not like to receive unrequested advertising material.	4	2	94	100
36. Companies should have privacy protection policies indicating that no personal information will be provided to other companies without consent from their customers.	2	1	97	100
39. Companies should have privacy protection policies indicating the reasons for collecting personal information from consumers.	3	1	95	99
42. Companies should use independent auditing firms to confirm that they use the personal information of consumers, as promised in the companies' privacy policies.	8	4	87	99
45. Companies should have privacy protection policies indicating how they will protect the customer's information while it is in their possession.	1	1	97	99

\* Percentage totals do not add up to 100 per cent because of 'don't know', 'refuse', and 'missing' responses.

The following can be deduced from Table 7.8:

- The highest expectations related to the protection that privacy policies offer when information is provided to others without one's consent (97 per cent), as well as to

how a company protects consumers' information while it is in the company's possession (97 per cent).

- Other expectations included a clear guideline from companies as to the reasons why they collect one's personal information (95 per cent); and provision for customers who would not like to receive unrequested advertising material (94 per cent).
- Retaining an independent auditing firm to verify that a company is doing what it promises in its privacy policies, would instil confidence in 87 per cent of respondents.

The above results indicate that respondents regarded it as very important for companies to establish effective privacy protection policies. The majority of these respondents have very strong expectations regarding companies' privacy protection policies.

### 7.3.7 Respondents' expectations regarding legislation and government protection

Questions 31, 34, 37, 40, and 43 in the questionnaire related to consumers' legislation and government protection expectations. Table 7.9 sets out the main findings regarding respondents' expectations in respect of government protection.

**Table 7.9 Legislation and government protection expectations**

EXPECTATIONS ABOUT GOVERNMENT'S ROLE	Disagree slightly/strongly	Neutral	Agree slightly/strongly	TOTAL*
	%	%	%	%
31. Legislation should prevent a company from sharing your personal information with other companies without your permission.	9	2	89	100
34. Government should restrict companies to collect only the information needed for a specific transaction.	6	3	91	100
37. Government should do more to protect the safety of personal information.	5	2	93	100
40. Government should limit companies' use of personal information to only that purpose for which it was collected.	6	2	92	100

	Disagree slightly/strongly	Neutral	Agree slightly/strongly	TOTAL*
	%	%	%	%
43. Government should limit unrequested advertising material sent to consumers.	19	5	75	99

\* Percentage totals do not add up to 100 per cent because of 'don't know', 'refuse', and 'missing' responses.

Respondents expressed extremely high expectations regarding legislation and government protection of their information privacy.

- The highest expectation (92 per cent) related to government's role in protecting the safety of consumers' information.
- It is worth noting the very high expectations of respondents regarding the notion that government should restrict companies' collection of personal information (91 per cent), as well as limit the use thereof (92 per cent).
- Almost nine out of ten (89 per cent) consumers responded that there should be legislation to prevent companies from sharing their information with others without their permission.
- Three quarters of consumers (75 per cent) also expressed the expectation that government has an obligation to limit unrequested advertising material.

The above results indicate that respondents regarded it is extremely important that government should protect their information privacy. In all the responses, a large majority of respondents displayed very strong expectations regarding government's role in handling their information privacy.

### 7.3.8 Respondents' behavioural intentions

Questions 32, 35, 38, 41, and 44 in the questionnaire related to consumers' behavioural intentions when it comes to protecting their privacy. Table 7.10 highlights the main findings of respondents' behavioural intentions.

**Table 7.10 Behavioural intentions**

BEHAVIOURAL INTENTIONS	Disagree slightly/strongly	Neutral	Agree slightly/strongly	TOTAL*
	%	%	%	%
32. You would request a company to remove your personal information from their records if you suspected that they were misusing it.	3	1	96	100
35. You would support any initiatives that will enable you to stop companies from sending you unrequested advertising material.	16	5	79	100
38. You would request to having your personal information removed from any company's records if they sell the information to others.	3	1	95	99
41. You would support a company's efforts that will ensure that your personal information is safely kept.	2	1	97	100
44. You would refuse to provide your personal information to a company who cannot provide reasons why they want to collect your personal information.	3	1	95	99

\* Percentage totals do not add up to 100 per cent because of 'don't know', 'refuse', and 'missing' responses.

Consumers may engage in various protective behaviours, believing that they can manage their information, and thus minimise the potential consequences. Most notable is consumers' willingness to change their behaviour if they feel a business is not addressing the information privacy issue appropriately. The high percentages found in this study indicated that the majority of respondents intended to change their behaviour to protect their personal privacy.

- One very positive indication is respondents' willingness to support (97 per cent) a company's efforts to ensure that their information is safely kept.
- Alarming news to companies is the fact that 79 per cent of respondents are also willing to support any initiatives to stop companies from sending unrequested advertising material.
- Respondents indicated very strong intentions to behave 'negatively' if they felt their privacy was not protected. Large majorities indicated that they would requested the

removal of their information if they suspected misuse of their information (96 per cent), or if their information was sold to others (95 per cent).

- Respondents also expressed their intention to refuse to provide their personal information if companies could not provide reasons for wanting to collect their information (95 per cent).

The next section of the descriptive analysis presents the results of three questions relating to the opinions of respondents regarding information control (Question 46), businesses handling of information (Question 47), and consumer protection (Question 48).

### 7.3.9 Concerns relating to control, businesses' use of information and level of protection

Questions 46 to 48 in the questionnaire measured specific consumer concerns. Table 7.11 shows the percentage distribution of respondents with regard to the three information privacy related questions. These concerns were measured on 4-point Likert scales, indicating the cumulative percentages of the two 'disagree' options and the two 'agree' options. The shaded cells indicate where the 'highly concerned' percentages lie.

**Table 7.11 Concerns relating to control, businesses' use of information and level of protection**

PRIVACY STATEMENTS	Disagree slightly/strongly	Agree slightly/strongly	TOTAL*
	%	%	%
46. Consumers have lost all control over how personal information is collected and used by companies.	25	72	97
47. Most businesses handle the personal information they collect about consumers in a proper and confidential way.	45	50	95
48. Existing laws and organisational practices provide a reasonable level of protection for consumer privacy.	55	40	95

\* Percentage totals do not add up to 100 per cent because of 'don't know', 'refuse', and 'missing' responses.

The strongest concern expressed by respondents (72 per cent) was that they 'have lost all control over how their personal information is collected and used by companies'. As mentioned previously in Chapter 6 (Section 6.5.4.3), the three above-mentioned statements (Questions 46 to 48) formed part of the measurement instrument to classify respondents into different privacy sensitive segments. The results in this regard are discussed later in this chapter (see Section 7.4.1.4).

The final section of the descriptive analysis presents the percentages of Questions 49 to 60. Answers to these questions related to respondents' previous protective behaviour, their knowledge of protective options, their Internet transaction use, their direct shopping behaviour, and the number of victims of privacy invasions. Table 7.12 highlights the results of respondents' answers.

**Table 7.12 Results of respondents' answers to Questions 49 to 60**

QUESTIONS	YES (%)	NO (%)	TOTAL (%)
49. Have you ever refused to give information to a company because you thought it was not really needed or it was too personal?	51	49	100
50. Have you ever requested a company to remove your name and address from records that they use for marketing purposes?	22	78	100
51. Have you ever notified a company that you do not want to receive their unrequested advertising material?	30	70	100
52. Have you ever requested that a company not share your personal information with any other company?	24	76	100
53. Have you ever requested a company to inform you which measures they use to keep your personal information safe?	17	83	100
54. Have you ever personally been a victim of a situation you felt was an invasion of your private information?	31	69	100
55. Are you aware of any options to remove your name from records of companies?	21	79	100
56. Have you ever purchased anything via the Internet?	12	88	100
57. Do you make use of Internet banking services?	19	81	100

	YES (%)	NO (%)	TOTAL (%)
58. During the past year, have you personally bought something from a catalogue or brochure sent to you?	35	65	100
59. During the past year, have you personally bought any product or service offered to you by a telephone call?	14	86	100
60. During the past year, have you personally called a toll-free (0800) number to order something?	9	91	100

Despite the very high privacy concerns indicated previously in the areas of data collection, storage and security, use, disclosure and dissemination and solicitation, these concerns have not been manifested in privacy protective behaviours. A minority of the respondents have shown protective behaviours, as indicated by the following:

- Half of the respondents (51 per cent) said that they had refused to give personal information to a business at one time or another because they felt the information requested was just too personal or not really necessary (Question 49).
- Consumers have the option to request that their name and address be removed from lists that are used for marketing purposes or lists that are shared with other companies. It is interesting that only 22 per cent of the respondents had ever requested a company to remove their name and address from lists used for marketing purposes (Question 50), and only 24 per cent had requested that their information not be shared with other companies (Question 52).

Only two out of ten respondents (21 per cent) were aware of any options available to remove their names from the records of companies. The fact that a large majority of the respondents (79 per cent) were **not** aware of name removal procedures may be a reason for the high levels of concern in this survey, since they did not know about available options to safeguard their personal information.

In this survey, two questions investigated consumers' use of the Internet for basic transactions. Only 12 per cent of the respondents indicated that they had purchased something via the Internet (Question 56), with 19 per cent reporting that they used Internet banking services (Question 57).

During the past year, 35 per cent of respondents had purchased something from a catalogue or brochure sent to them (Question 58), and 9 per cent had called a toll-free number to place an order (Question 60). A total of 14 per cent said that they had bought something through telemarketing (Question 59).

From the above descriptive statistics it is clear that: the majority of respondents did not exert protective behaviour toward their personal information (Questions 49-53); did not feel that their personal privacy had been invaded (Question 54); and did not have knowledge about how to protect their personal information (Question 55). This corresponds with the descriptive statistics of Questions 56 to 60, which indicated that a minority of the respondents is active in terms of transactions on the Internet or through direct marketing media, where individuals are more exposed to possible privacy invasions. One exception here was that a total of 51 per cent of the respondents had, occasionally, refused to provide information to a company because they contended that the information requested was not really needed or it was too personal.

The next section focuses on the purification of the information privacy scale.

#### **7.4 SCALE PURIFICATION**

As has been mentioned in previous chapters, there is an absence of validated measurements for empirical studies addressing individual perceptions on information privacy. Therefore, a measurement instrument was developed, but it had to be validated for use in future information privacy research. The scale purification process aimed to address the primary research objective, namely, to identify and explore the information privacy concerns of South African consumers. A prerequisite step in the creation of a validated measurement instrument was the consideration of the dimensionality of the relevant construct (Smith *et al.*, 1996:168). This led to a scale purification process consisting of three distinct phases:

- first, an assessment of the underlying dimensionality of privacy concerns using exploratory factor analysis (Section 7.3.1);