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

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Subtitle – Use Subtitle Style

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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.

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