

The Effect of Displaying Privacy Information on The Arab Culture

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Introduction:

As the online shopping trend is finally catching on in the Arab world, many of the young Arab entrepreneurs are investing their efforts in online ventures. The findings of this research will provide an insight into the decision making process of the Arab consumers. It investigates the effect of privacy information on the consumers' decisions; are consumers willing to pay more for privacy? and whether the Arab culture plays a role in that process.

Throughout the literature, there has been shown a contradiction between reported attitudes and actual behaviors. Many factors contribute to create that contradiction, one of which is information asymmetry. This research investigates whether displaying the privacy information of websites bridges the asymmetry between the seller and the buyer, and results in informed decisions.

In this study, we assume that participants are honest in their responses, notice all the information provided before making their decision, and have a sense for privacy. In addition, we assume that when a consumer is offered identical alternatives to buy from, they would purchase the cheapest because there is no motivation for paying more.

Although we recognize that self reported behaviors are not actual behaviors, we were limited in that regard. Since the participants were asked to purchase culturally sensitive items, getting those items delivered to Qatar and to the participants would interfere with the participant's answers. Most students share their mailing address with their parents and families, and receiving sensitive items would make the participants uncomfortable and therefore bias their answers to the study.

Literature Review:

Consumers' privacy concerns can hinder their use and reliance on e-commerce. Information privacy is defined as "the ability of the individual to personally control information about one's self" (Stone, et al., 1983). A recent report shows that 88% of consumers avoid doing business or dealing with companies that they think do not protect their information privacy (Privacy Index; TRUSTe, 2012). A national consumer survey released in 2005 shows that 25% of Internet users stopped shopping online due to privacy concerns (Princeton Survey Research Associates International, 2005).

To pave the way for further research with regard to information privacy concerns, Smith, (Smith, Milberg & and Burke, 1996) developed and validated an instrument to effectively measure individuals' concerns about organization information privacy practices. The development of this instrument relied on identifying four dimensions of privacy concerns about organizational practices; *collection* of personal information, *unauthorized secondary use* of personal information, *errors* in personal information, and *improper access* to personal information (Smith et al., 1996).

Personal information in e-commerce is described as a "two-edged sword", it can be utilized by e-commerce marketers to provide consumers with a personalized experience, but if used improperly, can raise concerns about privacy, which threatens the growth of the e-commerce sector and e-businesses' profitability. Malhotra, (Malhotra, Kim & Agarwal, 2004), developed a theoretical framework for Internet users' information privacy concerns. This framework is based on three dimensions; *collection* of personal information, *control* of the use of their own personal information, and *awareness* of privacy practices (Malhotra et al., 2004).

The implication of privacy concerns on consumers' online purchase behaviors has been studied in previous research work. Brown and Muchira(2004) presented the three most commonly identified privacy concerns: *unauthorized* secondary use of data, *invasion* of privacy by receiving unwanted communication, and *errors* in which personal data are altered corrupting the integrity of a database. While they hypothesized that all three factors have a negative relationship with consumers' purchase behaviors, their study showed that invasion of privacy and errors have a significant relationship with online purchase behaviors and unauthorized secondary use of data appears to have no impact (Brown et al.,2004).

Research also reveals a contradiction between privacy concerns and actual behaviors. Privacy concerned consumers tend to give away their information for a small price in return. Acquisti and Grosslagks (2003) conducted an experiment to compare self reported privacy and actual behaviors. The study found that consumers exhibited willingness to provide personal information even though they expressed their concerns about privacy. Moreover, participants signed a form agreeing to sell their information to an anonymous entity (Acquisti et al., 2003).

That contradiction has been further explored throughout the literature looking into the factors that effect the decision process individuals go through when making decisions regarding information security concerns and behaviors. Reported factors from research include: costs, bounded rationality, psychological distortions, ideology, market behavior, and limited information (Acquisti et al., 2003).

Costs. There are benefits and costs associated with using protective techniques and technologies to protect personal information. These benefits and costs can be material such as the fixed cost associated with purchasing protective technologies, or a variable cost such as paying for every time the consumer uses such a technology. These benefits and costs can be immaterial such as social stigma, learning costs, and difficulties associated with using these new technologies. For example, a usability study on PGP 5.0, done by Whitten and Tygar (1999), revealed that the encryption graphical interface is not intuitive and educated test subjects faced difficulty encrypting a message they wanted to send. Such costs may only be realized when the user goes through the steps of actually using the technology. This factor might explain the contradiction. When answering a survey about privacy concerns, participants do not realize such costs or difficulties but they do when they go through an actual behavior (Acquisti et al., 2003).

Bounded rationality. Refers to the limited human logical capabilities. Even if provided full information, human beings are not capable of processing all the available data and drawing out the right conclusions. As Arthur (1994) points out in his paper about inductive reasoning and bounded rationality, “beyond a certain level of complexity, human logical capacity ceases to cope – human rationality is bounded” (Arthur, 1994). In the context of information privacy, users might not be capable of quantifying and calculating risks and probabilities associated with identity theft and privacy intrusions. Moreover, disclosed personal information can be used by multiple parties and in different contexts which makes the risks and probabilities associated with disclosure compounding. Such uncertain and stochastic information about costs and risks associated with personal information disclosure might be beyond the user’s logical

capacity to predict or estimate (Acquisti et al., 2003).

Given the degree of uncertainty and the costs associated with use of protective mechanisms, when making a decision regarding their information privacy, users may opt to disclose their information falling into what Downs(1957) describes as rational ignorance. Rational ignorance occurs when users perceive the cost of using protective mechanisms to be higher than the cost associated with disclosing their personal information (Downs, 1957).

Ideology. A psychological factor in which individuals perceive privacy as a given right that is mandated and enforced by governing bodies such as the government. Such a psychological factor can influence individuals' decisions; which might explain why privacy concerned individuals give away their personal information assuming an ideal world (Acquisti et al., 2003).

Market behavior. This factor constitutes the relation between individuals' attitudes towards pricing and bargaining and those individuals' attitudes and behaviors towards information security and privacy. There are two types of individuals: *market strategic* and *market myopic*. Market strategic individuals are farsighted and aware that their current actions will inform or effect the other party's actions. For example, a market strategic individual would turn down a deal in hope to get a lower price for the second deal. In the context of information privacy, market strategic individuals would strategically calculate present and future losses, gains and risks and act accordingly (Acquisti et al., 2001).

On the other hand, market myopic individuals are not farsighted; hence their actions are based on a short-term gain. In the context of information privacy, market myopic individuals might express interest in protecting their personal information but they do not protect their information and are willing to share it for a short-term gain in exchange. For example, they might share their personal information with a shopping website in exchange for a small short-term return such as a 5% discount.

Such different personal characteristics and attitudes towards prices, bargaining, losses, gains and risks might also help explain the dichotomy between expressed attitudes and actual behaviors (Acquisti et al., 2003).

Psychological distortions. Humans tend to be irrational, discount hyperbolically and exhibit self-control problems along with other psychological distortions. One self-control problem is the preference for immediate gratification; as Donoghue, (Donoghue & Rabin, 2000), explains it, “we pursue immediate gratification in a way that we ourselves do not appreciate in the long run” (Donoghue et al., 2000). The preference of immediate gratification leads to pursuing short-term benefits and overlooking long-term implications and risks. For example, preference for immediate gratification might lead someone to be a smoker because they seek immediate satisfaction and overlook the long-term health risks and costs. In the context of information privacy, individuals might exchange personal information for a small immediate benefit, overlooking the long-term risks associated with identity theft and intrusion (Acquisti et al., 2003).

Humans also tend to discount hyperbolically. In other words, humans tend to discount using inconsistent interest rates over different time periods. As humans, we tend

to discount with a high discount rate for short-term gains and losses and a low discount rate for long-term gains and losses. Inconsistent discounting leads to a difference between today's preferences and future preferences. Within the context of information privacy, hyperbolic discounting places a higher value on small short-term gains such as a \$5 discount and a lower value on long-term losses such as identity theft, which leads consumers to engage in rational ignorance (Acquisti et al., 2003).

Limited information. Amount of information available to a user can inform his decisions and behaviors. Whether the user is aware of the risks and losses that are associated with disclosure of personal information and the user's awareness of protective techniques and mechanisms can inform their decisions. Limited availability of information creates information asymmetry between the merchant and the consumer, in which the seller knows more than the buyer (Varian, 1996). Users might disclose their personal information blindly assuming they are not enduring any risks or because of their lack of knowledge about available protective techniques (Acquisti et al., 2003).

The effect of information availability has been further studied in the literature. An experimental study conducted in Pittsburgh, Pennsylvania showed that a more prominent display of information about privacy policy better informs consumers' purchase decisions. When provided with information that bridges the gap of the information asymmetry between the merchant and the consumer, consumers purchased from websites that protected their privacy more and they showed a willingness to pay a premium for privacy (Tsai et al., 2007).

While e-commerce is prominent in Europe and the United States, it is still in the developing stage in the Arab region. Examination of the literature about e-commerce in the region reveals slow adoption of e-commerce retail channels. Al-Ghamdi, Drew, and Alkhalaf (2011) in their research investigating the factors that positively and negatively influence e-commerce adoption by retailers in Saudi Arabia, concluded that among other factors, privacy concerns are hindering the development and growth of e-commerce retail channels in the country. “Despite the fact that Saudi Arabia has the largest and the fastest growth of ICT marketplaces in the Arab region, e-commerce activities are not progressing at the same speed” (AlGhamdi et al., 2011).

Rawabdeh, Zeglat, and Alzawahreh, in their research that highlights the importance of trust and security issues in e-commerce adoption in the Arab world, conclude that “low level of participation in e-commerce by the Arab countries can not be attributed to the lack of benefits but rather to the special constraints that the region faces including security and trust issues” (Al rawabdeh et al.,176, 2012). They argue that one of the main problems that businesses face when they go online is gaining their customers’ trust and loyalty. Because consumers are worried about the security of their personal data and payment transactions, they do not view e-commerce businesses as trustworthy; consequently, businesses lose their customer loyalty.

This research investigates the Arab consumers’ privacy concerns and how it compares to their self-reported purchase attitudes. Does a more salient display of privacy policy inform their decision? Are they willing to pay a premium for more security? Would their willingness to pay a premium be effected by the type of the product they’re purchasing?

Methodology

The research project explores whether Arab consumers' purchasing attitudes are affected by the display of privacy information. To better tackle the question at hand, a short questionnaire followed by a survey were designed to understand to what extent the participants are privacy concerned, and how privacy information informs their purchasing attitudes.

First, participants answered a short questionnaire of scenarios they might face online to measure how privacy concerned they were. Afterwards, participants were asked to choose from one of the three possible merchants with differing privacy policies to purchase a series of 3 products of varying degrees of sensitivity for the Arab culture. The instrument was designed to identify a participant's willingness to pay for privacy.

These tools were designed to investigate the following hypotheses:

- 1- The more culturally sensitive an item is, the more participants are willing to pay a premium for higher levels of privacy. For example, a participants would be willing to pay a higher premium for privacy if they are purchasing a pregnancy test than batteries.
- 2- The more privacy-concerned participants are, the more they will be willing to pay a premium for higher levels of privacy.

If supported, from these hypotheses we can conclude that providing information about the websites' privacy policy, bridges the information gap between the consumer and the retailer and better informs the decision making process. Consequently, it will aid the consumers' decision making which will reflect their concerns; their professed attitudes regarding information privacy concerns would match their actual behavior.

Questionnaire:

To determine the degree to which participants were concerned about privacy, Participants were asked to rate how concerned they would be on a 7-point Likert scale with certain scenarios. The questionnaire investigated how privacy-concerned participants are. The scenarios listed in the questionnaire were the following:

- If your credit card number were stolen after you made an online purchase?
- If you received unwanted emails after you made a purchase?
- If you continued to receive email from an online store even after you've asked them to take you off their mailing list?
- If an online store sold your name and contact information to other companies after you made an online purchase?
- If an online store kept track of all the items you click on at their website?
- If an online store inferred information about your habits or interests after you make a purchase?
- If your search engine history was made public?
- If your purchase history from multiple online stores was combined with other personal information to produce a detailed profile about you?
- If your family members or friends accessed your online purchase records without your permission?
- If current, perspective, or future employers learned about your online purchase history?
- If your purchase history from an online store was made available during a lawsuit you are involved in?

Purchasing attitudes survey:

To identify purchasing behavior changes based on item sensitivity and merchant privacy policy variations, a survey was designed to capture the participants' reported purchasing behaviors. Participants were asked to imagine that they are making an online transaction with their own credit card and that they have to purchase the item displayed. The survey asked the participants to make choices regarding which merchant they would like to buy from for three different products: batteries, pregnancy test, and cigarettes. All merchants offered identical products but they differ in their privacy rating.

The layout of PrivacyFinder was used to design the different alternatives presented in every question. PrivacyFinder is a search engine developed at Carnegie Mellon University Useable Privacy and Security laboratory. It annotates the websites' privacy policies in an understandable manner for the user to make informed decisions.

Participants were familiarized with how the rating of privacy was displayed. One green box next to the displayed item indicates the least privacy rating and four boxes indicates the highest. The participants were then asked to choose choose the merchant from which they desired to purchase the item. The price for each item was proportional to the amount of privacy offered by the merchant. This variation allowed for the determination of the participants willingness to pay for privacy.

Product Selection:

Products of varying degrees of cultural sensitivity were used in the experiment design to observe the effect of access to privacy information for the culture on consumers' purchasing attitudes. These products were the following:

- 1- Batteries: a culturally non-sensitive item.

- 2- A pack of cigarettes: a culturally sensitive item for females.
- 3- Pregnancy test: a culturally sensitive item regardless of gender.

Recruitment:

The sample of the study was drawn at random from the Carnegie Mellon University in Qatar student population. Students were selected randomly from the student directory and contacted by email and asked to participate in the study survey.

27 undergraduate students met the criteria for inclusion participated in the study.

The criteria to be eligible to participate is as follows:

- 1- Participant has to affiliate himself or herself with the Arab culture.
- 2- Participant should be able to read English
- 3- Participant should be 18 years or older.

85% of the participants were females and 15% males. On average, they were 20.3 years old. There was no cost associated with participation and no compensation provided. The study was done in a controlled environment to ensure participants' privacy and confidentiality were maintained, and to eliminate any external influences on their decisions. To eliminate the interviewer effect on the participants' responses, the investigator, after explaining what the survey was about, stepped away to ensure the participant's comfort and confidentiality.

Results:

The data collected was analyzed to test the two proposed hypotheses. Results showed that willingness to pay a premium for privacy varied depending on the product being purchased. No statistically significant difference was found between the willingness to pay of those who are privacy concerned and those who are not.

Privacy concerns:

Participants were asked to answer a short questionnaire to measure their level of privacy concern with respect to a neutral state. They were asked to rate how concerned they would be with different scenarios on a 7-point Likert scale, where 1 denotes being “not concerned at all” and 7 denotes being “extremely concerned”. Responses were statistically compared with the average neutral state (4.0).

Hypotheses:

$$H_0: \mu = 4$$

$$H_1: \mu \neq 4$$

Table 1: Results of the privacy concerns questionnaire

Item of Concern	Average	T stat	P value
A site uses information that does not personally identify you to determine habits, interests, or other characteristics	2.296	-5.75	0.000
A site shares information that does not personally identify you	2.333	-5.20	0.000
A site contacts you about other services via email or	3.407	-1.47	0.154

postal mail			
A site uses your health information to determine content or ads	4.00	0.00	1.000
A site uses personally identifying information to determine your habits, interests, or other characteristics	4.074	0.21	0.836
A site makes its privacy policy available	4.037	0.08	0.936
A site contacts you about services or products via telephone	4.407	0.98	0.335
A site shares your health information with other companies	5.296	3.19	0.004
A site uses your financial information to determine content or ads	5.556	4.77	0.000
A site shares personally identifying information with other companies	5.815	5.92	0.000
A site does not allow you to find out what information it stores about you	5.926	6.02	0.000
A site does not allow you to be removed from mailing lists	5.815	5.07	0.000
A site shares your financial information with other companies	6.111	6.23	0.000

Table 1 above shows which privacy scenarios are considered significantly different than the concern neutral state. Compared to the study done by Tsai and others, (Tsai et al., 2007), in Pittsburgh, the sample surveyed seemed to be less concerned with their privacy practices. 6 out of the 13 practices are considered statistically concerning, whereas 9 out of the 13 practices were considered concerning in the study done in Pittsburgh. The results of this survey were used on the individual participant level to test hypothesis 2.

The impact of culture on decisions

Hypothesis 1: The more culturally sensitive an item is, the more participants are willing to pay a premium for privacy. **Supported**

The three items that were chosen in the study design varied in terms of their cultural sensitivity; batteries are culturally neutral in terms of sensitivity, cigarettes are a culturally sensitive item to females, and a pregnancy test is culturally sensitive for both genders.

The above stated hypothesis includes the following sub-hypotheses

Hypothesis 1a: participants are willing to pay for privacy more when they are purchasing a pregnancy test than when they are purchasing batteries. **Supported**

After conducting a two-sample t-test, with a confidence level of 95%, comparing the premium paid when participants are purchasing a pregnancy test and when they are purchasing batteries, this hypothesis was supported. This hypothesis was tested with two different premium increments: \$1 and \$.50. In both cases, premium paid for privacy when purchasing a pregnancy test was found to be statistically higher than the premium paid for privacy when purchasing batteries.

$$H_0: \mu_{\text{test}} \leq \mu_{\text{batteries}}$$

$$H_1: \mu_{\text{test}} > \mu_{\text{batteries}}$$

n = 27

Condition	Estimate for difference	T value	P value
\$0.5 increment	0.648	4.52	0.000
\$1.0 increment	1.333	4.31	0.000

Hypothesis 1b: participants are willing to pay for privacy more when they are purchasing a pack of cigarettes than when they are purchasing batteries. **Supported**

After conducting a two-sample t-test, with a confidence level of 95%, comparing the premium paid when participants are purchasing cigarettes and when they are purchasing batteries, this hypothesis was supported. This hypothesis was tested with two different premium increments: \$1 and \$.50. In both cases, the premium paid for privacy when purchasing cigarettes was found to be statistically higher than the premium paid for privacy when purchasing batteries.

$$H_0: \mu_{\text{cigarettes}} \leq \mu_{\text{batteries}}$$

$$H_1: \mu_{\text{cigarettes}} > \mu_{\text{batteries}}$$

n = 27

Condition	Estimate for difference	T value	P value
\$0.5 increment	0.222	1.33	0.095
\$1.0 increment	0.667	2.00	0.026

Hypothesis 1c: participants are willing to pay for privacy more when they are purchasing a pregnancy test than when they are purchasing a pack of cigarettes.

Supported

After conducting a two-sample t-test, with a confidence level of 95%, comparing the premium paid when participants are purchasing cigarettes and when they are purchasing batteries, this hypothesis was supported. This hypothesis was tested with two different premium increments: \$1 and \$.50. In both cases, premium paid for privacy when purchasing a pregnancy test is statistically higher than the premium paid for privacy when purchasing cigarettes.

$$H_0: \mu_{\text{test}} \leq \mu_{\text{cigarettes}}$$

$$H_1: \mu_{\text{test}} > \mu_{\text{cigarettes}}$$

n = 27

Condition	Estimate for difference	T value	P value
\$0.5 increment	0.426	3.06	0.002
\$1.0 increment	0.667	2.12	0.020

In conclusion, participants exhibited the willingness to pay for privacy more when they were buying a culturally sensitive item than when they were buying a culturally neutral item or items of less cultural sensitivity.

Hypothesis2: Privacy concerned individuals are willing to pay more for privacy than the less concerned ones. **Not supported**

There was not enough statistical significance to support the hypothesis and this could be attributed to the small sample of the participants and the population size.

Conclusion:

Arab consumers' decision-making process is influenced by the type of the product they are purchasing. They exhibit willingness to pay for higher levels of privacy when they are purchasing a more culturally sensitive item regardless of their reported privacy concern level. The availability of information regarding privacy policies of websites bridges the asymmetry between the merchant and the consumer. This informs the consumers' decisions and allows them to choose higher levels of privacy and protect their personal information.

The data analyzed showed no correlation between the level of privacy concern of an individual and their willingness to pay for privacy. Moreover, none of the privacy concerns asked in the survey appear statistically significant in the decision of how much to pay for privacy. Hence, it is reasonable to conclude that regardless of the individual's privacy sensitivity, they exhibit willingness to pay for privacy when they are purchasing an item they would not want anyone to know about that transaction.

Even though statistical generalization of findings is restricted to the surveyed sample, there is no reason to believe that the results would not be generalized to the Arab consumers in the gulf region. Consequently, consumers in the gulf are willing to pay more for privacy if they are provided with the information about privacy policy of the websites. The willingness to pay is influenced by the cultural connotation of the items purchased. More culturally sensitive items yield higher willingness to pay for privacy premiums.

As an implication, suppliers should display their privacy policy in an understandable manner to the consumers to gain a competitive advantage and generate

more profit given the consumers' willingness to pay more for privacy. Moreover, if a website is secured and displays their privacy information in an understandable manner to the consumers, they should consider selling culturally sensitive items to capitalize on the consumers' willingness to pay more for privacy and thus generate more profit.

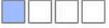
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Appendix: Questions from the reported purchase attitudes



 Privacy report	<p>Site 1: Duracell Ultra AA Alkaline Batteries, 8/Pack Guaranteed to last up to 50% longer in digital cameras than Duracell CopperTop batteries.</p>	\$15.00 (w/shipping)
 Privacy report	<p>Site 2: Duracell Ultra AA Alkaline Batteries, 8/Pack Guaranteed to last up to 50% longer in digital cameras than Duracell CopperTop batteries.</p>	\$13.00 (w/shipping)
 Privacy report	<p>Site 3: Duracell Ultra AA Alkaline Batteries, 8/Pack Guaranteed to last up to 50% longer in digital cameras than Duracell CopperTop batteries.</p>	\$12.00 (w/shipping)
 Privacy report	<p>Site 4: Duracell Ultra AA Alkaline Batteries, 8/Pack Guaranteed to last up to 50% longer in digital cameras than Duracell CopperTop batteries.</p>	\$14.00 (w/shipping)



 Privacy report	<p>Site 1: Duracell Ultra AA Alkaline Batteries, 8/Pack Guaranteed to last up to 50% longer in digital cameras than Duracell CopperTop batteries.</p>	\$13.00 (w/shipping)
 Privacy report	<p>Site 2: Duracell Ultra AA Alkaline Batteries, 8/Pack Guaranteed to last up to 50% longer in digital cameras than Duracell CopperTop batteries.</p>	\$12.50 (w/shipping)
 Privacy report	<p>Site 3: Duracell Ultra AA Alkaline Batteries, 8/Pack Guaranteed to last up to 50% longer in digital cameras than Duracell CopperTop batteries.</p>	\$12.00 (w/shipping)
 Privacy report	<p>Site 4: Duracell Ultra AA Alkaline Batteries, 8/Pack Guaranteed to last up to 50% longer in digital cameras than Duracell CopperTop batteries.</p>	\$13.50 (w/shipping)



Site 1: Marlboro Red cigarette 1 pack

Marlboros have a distinctive taste and type of smoke. Their strong, rich flavor is what makes Marlboro cigarettes so popular among smokers all over the planet.

\$8.00 (w/shipping)



Site 2: Marlboro Red cigarette 1 pack

Marlboros have a distinctive taste and type of smoke. Their strong, rich flavor is what makes Marlboro cigarettes so popular among smokers all over the planet.

\$11.00 (w/shipping)



Site 3: Marlboro Red cigarette 1 pack

Marlboros have a distinctive taste and type of smoke. Their strong, rich flavor is what makes Marlboro cigarettes so popular among smokers all over the planet.

\$10.00 (w/shipping)



Site 4: Marlboro Red cigarette 1 pack

Marlboros have a distinctive taste and type of smoke. Their strong, rich flavor is what makes Marlboro cigarettes so popular among smokers all over the planet.

\$9.00 (w/shipping)



Site 1: Marlboro Red cigarette 1 pack

Marlboros have a distinctive taste and type of smoke. Their strong, rich flavor is what makes Marlboro cigarettes so popular among smokers all over the planet.

\$9.00 (w/shipping)



Site 2: Marlboro Red cigarette 1 pack

Marlboros have a distinctive taste and type of smoke. Their strong, rich flavor is what makes Marlboro cigarettes so popular among smokers all over the planet.

\$9.50 (w/shipping)



Site 3: Marlboro Red cigarette 1 pack

Marlboros have a distinctive taste and type of smoke. Their strong, rich flavor is what makes Marlboro cigarettes so popular among smokers all over the planet.

\$8.50 (w/shipping)



Site 4: Marlboro Red cigarette 1 pack

Marlboros have a distinctive taste and type of smoke. Their strong, rich flavor is what makes Marlboro cigarettes so popular among smokers all over the planet.

\$8.00 (w/shipping)



Clearblue Easy Digital Pregnancy Test

Search



[Privacy report](#)

[Site 1: Clearblue Easy Digital Pregnancy Test](#)

The Clearblue Easy Digital Pregnancy Test is as accurate as a Doctor's Test. Get unmistakably clear results and over 99% accuracy

\$18.00 (w/shipping)



[Privacy report](#)

[Site 2: Clearblue Easy Digital Pregnancy Test](#)

The Clearblue Easy Digital Pregnancy Test is as accurate as a Doctor's Test. Get unmistakably clear results and over 99% accuracy

\$20.00 (w/shipping)



[Privacy report](#)

[Site 3: Clearblue Easy Digital Pregnancy Test](#)

The Clearblue Easy Digital Pregnancy Test is as accurate as a Doctor's Test. Get unmistakably clear results and over 99% accuracy

\$17.00 (w/shipping)



[Privacy report](#)

[Site 4: Clearblue Easy Digital Pregnancy Test](#)

The Clearblue Easy Digital Pregnancy Test is as accurate as a Doctor's Test. Get unmistakably clear results and over 99% accuracy

\$19.00 (w/shipping)



Clearblue Easy Digital Pregnancy Test

Search



[Privacy report](#)

[Site 1: Clearblue Easy Digital Pregnancy Test](#)

The Clearblue Easy Digital Pregnancy Test is as accurate as a Doctor's Test. Get unmistakably clear results and over 99% accuracy

\$18.00 (w/shipping)



[Privacy report](#)

[Site 2: Clearblue Easy Digital Pregnancy Test](#)

The Clearblue Easy Digital Pregnancy Test is as accurate as a Doctor's Test. Get unmistakably clear results and over 99% accuracy

\$17.50 (w/shipping)



[Privacy report](#)

[Site 3: Clearblue Easy Digital Pregnancy Test](#)

The Clearblue Easy Digital Pregnancy Test is as accurate as a Doctor's Test. Get unmistakably clear results and over 99% accuracy

\$18.50 (w/shipping)



[Privacy report](#)

[Site 4: Clearblue Easy Digital Pregnancy Test](#)

The Clearblue Easy Digital Pregnancy Test is as accurate as a Doctor's Test. Get unmistakably clear results and over 99% accuracy

\$17.00 (w/shipping)