

EXPLORING INDIVIDUAL FACTORS ASSOCIATED WITH THE PREVALENCE OF CYBERCRIME VICTIMIZATION AMONG STUDENTS AT EGERTON UNIVERSITY, KENYA

ABSTRACT

In the modern digital epoch, identifying the factors linked to cybercrime victimization is crucial, particularly among the youth, who are often more exposed to such risks. This study examined the role of individual attributes, namely gender, age, and academic level, in influencing university students' vulnerability to seven distinct cybercrimes. Originating from Egerton University's primary campus in Njoro sub-county, Nakuru County, Kenya, the research harnessed structured questionnaires to collect quantitative data. Participants' ages varied from 18 to over 26 years. The gender distribution comprised 57.2% males and 42.8% females. Regarding academic engagement, 4.5% were diploma students, a majority of 92.6% were undergraduate students, and a smaller 2.9% were master's students. Notably, our analyses indicated that while gender did not significantly influence cybercrime victimization, age, and academic level emerged as influential factors. This paper further explores these findings, highlighting their implications in the broader cybersecurity awareness and education framework.