

EMPIRICAL STUDY ON ACCEPTANCE LEVEL OF MOBILE TRANSACTION DUE TO PRIVACY INVASION

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ABSTRACT

Issue of privacy invasion is alarming nowadays. Many mobile users in Malaysia received unsolicited phone calls and text messages in marketing various kinds of products and services without knowing the reliability of information sources. Reliability of mobile transaction thus seems to become questionable with the privacy issues arising in the market. In this research study, the main focus is to identify acceptance level of consumers in mobile transaction due to the issue of privacy invasion as complaints are arising. In order to achieve this objective, an online survey had been conducted in the context of Malaysia. A total of 377 respondents were selected through snowball sampling in participating the questionnaire survey which represents the interest of the population. For the data analysis, Statistical Package for the Social Sciences (SPSS) version 20.0 Software and Partial Least Squares regression (PLS) version beta were deployed in computing statistical data.