Issue of privacy invasion is alarming nowadays. Many mobiles 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 arose 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, online survey had been conducted in context of Malaysia. A total of 377 of respondents are selected through snowball sampling in participating the questionnaire survey which representing the interest of population. For the data analysis, Statistical Package of Social Schemes (SPSS) version 20.0 Software and Partial Least Squares regression (PLS) version beta were deployed in computing statistical data.