

## **Consumer intention to use anti-spyware software: An application of structural equation modeling**

### **Abstract**

Awareness of the importance to install anti-spyware software in one's computer has increased in this digital world. This research aims to investigate the relationship between relative advantage, moral compatibility, ease of use, subjective norms, image, computing capacity, perceived cost, and trialability, and the consumer intention to use the anti-spyware software. Data was coded and analyzed in the Statistical Package for Social Science (SPSS) computerized software version 21 and analyzed by means of Exploratory Factor Analysis (EFA). Next, Structural Equation Modeling (SEM) technique via Analysis of Moment Structure (AMOS) computer program version 21 was used for data analysis in order to achieve the research objective. Results validated the hypotheses and revealed that five vital factors: Ease of use, relative advantage, image, perceived cost, and moral compatibility influenced consumer intention to use the anti-spyware software. The ease of use dimension has the greatest impact on consumer intention to use the anti-spyware software. The developers of the anti-virus software or the software development companies should specifically target the right target groups, in terms of its market segmentation, targeting, and positioning, to boost up consumer awareness and deployment of the anti-spyware software. This research brings implication in terms of it does help the researchers and IT professionals to understand factors that influence consumer intention to use anti-spyware software.