

The effect of privacy concerns on the purchasing behavior among Malaysian smartphone users

Abstract

The rise of e-commerce and m-commerce has brought the attention to the privacy concerns among mobile buyers, and studies showed that it is an important factor that affects attitude and intention to buy products or services through smartphones. The objective of this paper is to investigate the issue of privacy concerns on the attitude and purchasing intention among Malaysian smartphone users. This was performed by investigating the relationships between privacy concerns and attitude towards purchase, as well as between the privacy concerns and the intention to purchase using smartphone apps. The paper provides significant insights on the issue of privacy concerns in the usage of smartphones which can help developers such as Google and Apple to improve their apps stores to provide better protection for users' privacy and security in Malaysia.