

**Do people intend to purchase using their smartphone apps?  
The effect of the privacy concerns among Malaysian buyers**

**Abstract**

**Introduction:** The rise of e-commerce and m-commerce has brought to attention the privacy concern among mobile buyers, and studies showed that it is an important factor of attitude and intention to buy products or services through smartphones.

**Objective:** The objective of this paper is to investigate the issue of privacy concerns on the purchasing intention among the Malaysian buyers. This was performed by investigating the relationship between the privacy concerns and the intention to purchase using smartphone apps.

**Methodology:** This study gathered data from individual consumers aged between 20 and 40 years old since these consumers have the capability to acquire not just free apps but also paid apps along with better experience in using smartphones. Respondents must also have experienced purchasing and installing smartphone apps through app stores or repositories such as Google Play Store and Apple Store. The research uses nonprobability convenience sampling and snowball sampling as it has been widely used by researchers and academicians in the past with regard to investigating consumer behaviors on e-commerce related issues.

**Results:** The paper provides significant insights on the issue of privacy concern in the usage of smartphone app stores which can help the developers such as Google and Apple to improve their app stores to provide better protection for the users' privacy and security in Malaysia.