

프라이버시 염려 영향요인이 인터넷 이용자의 신뢰와 온라인 거래의도에 미치는 영향

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키워드 : Privacy Concerns, Trust, Intention to Transact On-line

- Abstract -

This study focuses on the antecedents to the Internet privacy concern and their influence on trust and online transaction intention. Based on previous exploratory works and the literature review of privacy concern, four antecedents are identified -- Internet literacy, social awareness, perceived vulnerability, and perceived ability to control. Incorporating these antecedents, privacy concern, trust and online transaction, a conceptual model is developed and seven research hypotheses are proposed for empirical testing.

The proposed model is examined through structural equation analysis. The results show that Internet literacy, social awareness, and perceived vulnerability have statistically significant effect on the Internet privacy concern of users and the privacy concern has a positive influence on the trust. Finally, the trust has a positive effect on the online transaction intention. Implications of these findings are discussed for both researchers and practitioners and future research issues are raised as well.