MOBILE USERS' SUSCEPTIBILITY TO PHISHING ATTACKS

A QUANTITATIVE STUDY

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MOBILE DEVICE USE

- Mobile banking
- Shopping
- Various apps

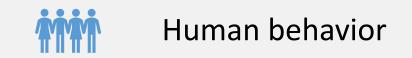


PHISHING

- Why phishing
- What can I do
- User's risky behavior



HUMAN FACTOR





METHODOLOGY



Instrument (Technology Threat Avoidance Theory)



Regression Analysis

HYPOTHESES

- Perceived susceptibility of being attacked by phishing positively affects perceived threat.
- Perceived severity of being attacked by phishing positively affects perceived threat.
- Perceived susceptibility and perceived severity of a phishing attack have a positive interaction effect on perceived threat.
- Perceived threat of being phished positively affects avoidance motivation.
- Safeguard effectiveness against phishing attacks positively affects avoidance motivation.
- Perceived threat of phishing attack and safeguard effectiveness against phishing have a negative interaction effect on avoidance motivation.
- Safeguard cost against phishing attacks negatively affects avoidance motivation.
- Self-efficacy for taking safeguard measures against phishing attacks positively affects avoidance motivation.
- Avoidance motivation positively affects the avoidance behavior of using safeguard measures.



CONCLUSION



PERCEPTION OF THREAT

AVOIDANCE BEHAVIOR

AVOIDANCE MOTIVATION

THANK YOU!

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