

## FROM GENERAL TECHNOLOGY FAMILIARITY TO ANTI-SPYWARE PROGRAM ADOPTION: COMPARISON BETWEEN THE U.S. AND SOUTH KOREA

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Although the inventors of the first spyware program had good intentions, spyware has become a type of malware, posing serious privacy and security issues. Adopting anti-spyware programs is recognized as the best way to prevent users from spyware threats.

While a number of technology adoption studies have addressed protective technology adoption, few studies have addressed the cross-cultural issues related to protective technologies.

Based on the theory of reasoned action, planned behavior theory, and the technology acceptance model, this study identified the following predictors of anti-spyware program adoption: general technology familiarity, knowledge of spyware, perceived risk of spyware, and trust of anti-spyware programs. This study divided general technology familiarity into the following constructs: computer, internet, and security familiarity. Lastly, differences between the U.S. and South Korea were identified.

This study proposed 11 hypotheses and empirically tested them by using confirmatory factor analysis (CFA), structural equation modeling (SEM), and analysis of covariance (ANCOVA). Using structural equation modeling, this study found that general technology familiarity was not significant to inform behavior intention. However, knowledge of spyware, perceived risk of spyware, and trust of anti-spyware programs were significant predictors to inform behavior intention.

While computer and security familiarity were significant dimensions of general technology familiarity, internet familiarity was not. Also, significant differences were found in spyware adoption attitude between the U.S. and South Korea, specifically related to how computer familiarity, security familiarity, knowledge of spyware, perceived risk of spyware, trust of anti-spyware programs, and intention to adopt anti-spyware programs are perceived.