



MOBILE USERS' SUSCEPTIBILITY TO PHISHING ATTACKS

A QUANTITATIVE STUDY

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MOBILE DEVICE USE

-
- Mobile banking
 - Shopping
 - Various apps



PHISHING

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



HUMAN FACTOR



Human behavior



Phishing attacks

METHODOLOGY



Sample (123 participants)



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.



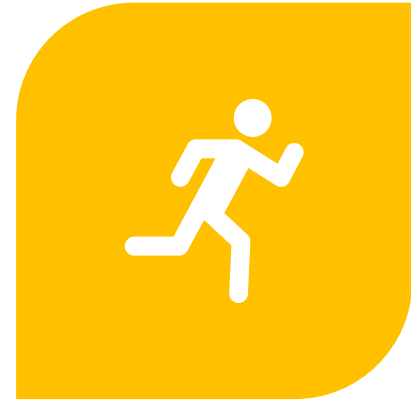
CONCLUSION



PERCEPTION OF
THREAT



AVOIDANCE BEHAVIOR



AVOIDANCE
MOTIVATION

THANK YOU!

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