

UNIVERSITI TEKNOLOGI MARA

**INVESTIGATING CULTURAL INFLUENCES TO
PRIVACY: CASE OF MALAYSIA'S COMPUTER
PROFESSIONALS' SELF-REGULATORY
EFFICACY CONCERNING INFORMATION
PRIVACY PRACTICES**

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Report submitted in partial fulfilment of the requirements
for the degree of

Master of Science (Information Technology)

Faculty of Computer and Mathematical Sciences

January 2013

STUDENT'S DECLARATION

I declare that the work in this report was carried out in accordance with the regulations of University Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledge as reference work. This report has not been submitted to any other academic institution or non-academic institution for any other degree of qualification.

In the event that my report is found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and agree to be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA.

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ABSTRACT

Information privacy is one of the most valuable and important element to be guarded for each individual. The importance of collecting and gathering the information about a person has become a must in most of our daily activities in recent years. There are many cases nowadays which involve the integrity of the data handler to safeguard our personal info, and not disseminating it without our consent. The objective of this research is to (1) propose conceptual framework of 'Cultural Influences to Information Privacy Self-regulatory Efficacy', and (2) investigate cultural influences to privacy by using case study of Malaysia's computer professionals' self-regulatory efficacy with information privacy practice. This research provides modest empirical contributions in order to find the relationship between Islamic culture and self-regulatory efficacy theory. By using theoretical frameworks of 'Islamic Cultural Dimensions' and 'Information Privacy Self-regulatory Efficacy Dimensions', further studies have been carried out. Survey method is used for data collection and convenient sampling is used for the data sampling. The data is then analyzed using SPSS 20.0.0 and Ordinal Regression Analysis. The findings include: (1) Conceptual Framework of 'Information Privacy Self-Regulatory Efficacy Dimensions' and 'Cultural Dimensions', and (2) empirical analysis results provided a mixture of a positive and negative relationship on the culture influence to the self-regulatory efficacy towards safeguarding information privacy. The empirical result and discussion provided in this study can provide a better understanding on the culture influence towards self-regulatory efficacy of a person concerning information privacy. The identification of self-regulatory efficacy factorial structure concerning information privacy may provide contribution in future studies, which may help to determine the relationship between psychological and privacy efficacy, for instance, ethical attitude, ethical intention and self esteem. Thus, this research can be a starting point for other researchers to further conduct the studies on how different cultures in different countries influenced the self-regulatory efficacy of a person towards information privacy.

ACKNOWLEDGEMENTS

BISMILLAHIRRAHMANIRRAHIM

Alhamdulillah, In the name of Allah, The Most Gracious and The Most Merciful. Praised be to Allah SWT and blessings be on His Prophet SAW for the ultimate guidance to complete this research.

I would like to express my sincere gratitude and heartfelt appreciation to the people who have directly or indirectly contributed to this thesis. To my supervisor and Program Coordinator, Dr. Wan Abdul Rahim bin Wan Mohd Isā for his patience, invaluable guidance, constant support and most importantly, for being a great advisor. It has been a great joy working with you and definitely without your support, I could not complete this thesis. My special thanks to my Dissertation Coordinator, Dr. Fariza Hanis Abdul Razak, for providing the guidelines and timeline, as well as constant reminder in order for me to complete my thesis. Not to forget, my gratitude also goes to Prof. Dr. Nor Laila Md. Noor and Dr. Ariza Nordin for the guidance and advice.

I would like to thank my parents, Haji Abdul Wahid Haji Sulaiman and Hajjah Lipah Ali for their love and support; my siblings, Eslindawaty, Emelin, Eza Eliana, Eza Syafīqa and their families, for their encouragement, and utmost understanding. The endless support given has made me what I am today.

A number of people have generously assisted me in reaching my goal of completing my thesis. My manager, En. Mohd Kamil Lob Ahmad Kasri for his understanding, my lovely cousins, Edzuina Mohd Sharif and Azura Shaari for assisting me to distribute the questionnaires, and not to forget, to Mohd. Azmir Mahzan and Mesiniaga staffs for all the supports given.

Last but not least, my highest gratitude goes to all the respondents who have participated in the survey for this thesis. Thank you for taking some of your precious time to complete the survey.

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