

School of Marketing

Understanding Consumers' Attitudes towards Online Digital Piracy

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Understanding Consumers Attitudes Towards Online Digital Piracy

By

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CERTIFICATION STATEMENT

I hereby certify that this paper constitutes my own work, that where the language of others is set forth, quotation marks are indicated, and that appropriate credit is given where I have used another's language, ideas, expressions or writings.

Signed: _____

Shakeil Bashir

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Abstract

The research is a theoretical study, which uses a prominent underpinning framework, the Theory of Planned Behavior, and looks at consumers' attitudes, subjective norms, perceived behavioural control, intentions and behaviours in the realm of piracy, specifically, illegally downloaded music online. The present literature has been extensively reviewed, and ideas, concepts and theories have been extracted. The current research will help the industry understand what drives illegal downloading behaviour amongst Malaysians. This study will investigate if attitude, social norms and perceived behavioural control influence intention to download. Secondly, this paper will investigate if intention to download leads to actual downloads.

Furthermore, the research investigates the mediating role of intention between the antecedents and actual downloading behavior. Lastly, it will investigate the moderating roles (background variables) of value consciousness and variety seeking in the conceptual model.

The data for this study was acquired through 501 questionnaires, which consisted of five sections; in section A, it questioned individuals on their attitude towards music piracy, section B consisted of questioning individuals on their attitudes towards lawfulness and social morality, section C consisted of questions pertaining to the individual's subjective norms and perceived behavior control, section D questioned the individual's intentions and behaviors, as well as included questions which were used as moderating background variables, and lastly, section E asked for the individuals demographics, which included their age, gender, income, ethnicity and education level. The sample mainly consisted of individuals with a Bachelor Degree,

with an income between zero and RM3,599 (roughly AUD\$1,200) and predominantly between the ages of 20 and 29.

From the data collected, statistical analysis was done using SPSS. Regression analysis was done to test the relationship between the independent and dependent constructs. EFA (Exploratory Factor Analysis) and Scale Reliability tests were conducted on the scales. Furthermore, mediation analysis was done on the two background variables, value consciousness and variety seeking.

The regression analysis results indicate significant relationships between the antecedents and intention, specifically, attitudes towards illegal downloads, attitudes towards interpretive law (which is part of the attitude towards lawfulness and social morality), informative susceptibility, facilitating conditions and self-efficacy. Further, intention does have a significant relationship to behavior, as well as partially moderates the relationship between facilitating conditions and fully moderates the relationship between self-efficacy and behavior. Both value consciousness and variety seeking as background variables, also partially moderate the relationship.

The implications of this study suggest that individuals are largely and mainly affected by their perceived behavioural control, more specifically the facilitating conditions that surround them and their perceived self-efficacy. This means that there are new opportunities for business to develop their business to cater to individuals who are affected by their surroundings. Furthermore, it is potentially possible for authorities to curb the issue by enforcing tougher laws on piracy.

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CHAPTER 1: INTRODUCTION

1.0 OVERVIEW

This chapter will discuss the background of piracy, more specifically, music piracy, which is the focus of this research. Following this, a brief synopsis of the literature as well as the research scope and objectives will be highlighted. This is then continued with the discussion of the significance of the study as well as the delimitations, method and analysis that will be used for this research. The flow of this thesis will be presented at the end of the chapter.

1.1 MUSIC PIRACY

1.1.1 Background of Music Piracy

Piracy, a growing issue in today's highly technological advanced world, has been cited in previous studies as being caused by one main issue, namely the price of the original goods (Chiang and Assane, 2002; Molteni and Ordanini, 2003; Gopal et al, 2004); as well as culture and its effects on piracy (Husted et al, 1996; Shore et al, 2001; Depken and Simmons, 2004; Proserpio, 2005). However, very little research has been done on the behavioural and attitude aspects of an individual taking part in piracy. Researchers have highlighted that because of the Asian collectivistic culture, it is in their nature to want to share goods, whether it be music, software, or movies (Husted 2000; Marron and Steel, 2000). This paper examines further into the perspective by focusing on Malaysia, which has been found to be one of the major contributors to copyright trade losses amongst developing countries that were selected (Kuppusamy and Santhapparaj, 2006).

“Piracy of information goods is a major problem facing firms in the software, recorded music, and motion picture industries” (Khouja and Rajagopalan 2009, 372). Online music piracy “can be seen as a behaviour that is analogous to swapping music on the web” (d’Astous et al 2005, 291). It is the act of acquiring “digital goods from illicit channels such as via websites, peer-to-peer (P2P) file sharing networks, blogs, Internet relay chat (IRC), or Lan-Parties” without paying for it (Fetscherin 2009, 43), which is similar to shoplifting. However, because an individual can remain anonymous on the internet, and the perceived risk of getting caught ‘shoplifting’ online is low, consumers are willing to download illegally (Liao et al, 2009). There are many websites which cater to such an audience, providing consumers with ample amounts of music to choose from, as well as movies, TV shows, and software. Piracy became a noticeable problem starting from 1999 when Napster was created by Shawn Fanning. It allowed people to upload, share and download each other’s music, movies or any files with each other for free (Bender and Wang 2009, 157). Through the revolution of the worldwide web, broadband internet connections, the digitization of music and the introduction of the audio file format MP3, it has given birth to a whole new meaning for piracy, thus calling it digital piracy (Bender and Wang, 2009)

Aside from price being a common factor as to why individuals pirate, researchers have been trying to narrow down other factors that affect an individual’s behaviour to pirate (Cheng et al 1997; Moores and Dhillon 2000; Wee et al 1995; Traphagan and Griffith 1998). Digital piracy being free has lowered the standards of how much people are willing to pay for legal purchases. Fetscherin (2009, 44) mentions that because the price of legal music is so high, for example CD’s, people are more inclined to just “take it’ from the internet. Plowman and Goode (2009, 85) also

mentions that price is the major determinant in people's attitudes towards downloading. Most consumers have the perception that the artists behind the music are only making a miniscule amount out of a \$20 CD. It is therefore assumed that the consumer would be willing to pay if they were convinced that the money was going to the artist; hence they feel cheated by the big businesses in be charged so much for a CD especially when the cost of producing each CD is so low. There are some contradicting views however, on the impact of price of piracy. The arguments put forth are not that if prices decline, piracy would also go decline, but that piracy will only cause prices to increase. Khouja (2009) examines how piracy affects prices and profits for the industry. He states that if piracy does not decrease, the industry will have to increase prices in order to make adequate profits. This implies that for the few consumers who are law-abiding citizens are the ones who will be financially affected by piracy.

Cultural aspects have also been looked at closely when exploring piracy. Asian cultures have been widely researched as they are usually considered a collectivistic culture. In the Chinese culture, the widely used proverb "He who shares is to be rewarded; he who does not, condemned" has been cited in research (Wang et al, 2005, 5) as one of the cultural aspects to be blamed (Husted 2000; Marron and Steel 2000). BBC News that Malaysia was one of the largest, if not, the largest distributor of pirated CDs in the world, exporting to regions like Europe and Asia (November 6, 2005). However, even though the rate of piracy in Asian countries is higher, piracy occurs in other countries as well.

This raises the question of even though the rate of piracy in collectivistic cultures is higher, can culture really be blamed as a reason for piracy? Several researchers have found various other factors that determine a consumer's inclination to engage in the

act of piracy. Fetcherin (2009, 50) compared two countries with two different cultures and found that the attitudes of people were different, hence, what caused them to engage in piracy was different. In the United States, he found that consumers felt there was less risk of getting caught. In Switzerland, people did not feel any moral guilt over the matter. This carries over to Hinduja's (2008, 69) work, which found that people have little self-control when it comes to piracy. The research found that if people did not find the act of piracy morally or ethically wrong, it was hard for them. Lysonski and Durvasula (2008, 170) mentioned that people who were more ethically conscious tended to be more affected by the social cost of piracy, for example, if they knew other people who were losing their jobs in the industry. Altschuller and Benbunan-Fitch (2009, 50) further argued that "since everyone is doing it", people tended to have the perception that the chances of them getting caught were slim.

1.2 PURPOSE AND SCOPE OF RESEARCH

A research model was developed based on the Theory of Planned Behaviour (TPB), in which an individual's intentions are based on three antecedents; their attitudes, subjective norms and perceived behavioural control. The research will help us to understand what drives illegal downloading behaviour amongst Malaysians. This research concentrates purely on illegal downloading online where individuals download music for free from the internet.

1.3 RESEARCH OBJECTIVES

The research aims:

- (1) To investigate if attitude, subjective norms and perceived behavioural control influence intention to download (H1 – H3)
- (2) To investigate if intention to download leads to actual downloads (H4)
- (3) To investigate the mediating role of intention between the antecedents and actual downloading behaviour (H5)
- (4) To investigate the moderating roles (background variables) of value consciousness and variety seeking in the conceptual model (H6)

1.4 KEY THEORIES

To support this research's model and hypothesis, there are several theories that are key to shaping this research. This research underpinning theory is the Theory of Planned Behaviour (TPB), as well as several supporting theories. Brief descriptions of some of the major theories are summarized below.

Theory of Planned Behaviour (TPB) – first proposed by Icek Ajzen (1991), this theory facilitates predicting an individual's behaviour. The theory is an extension of the theory of planned action uncovered by Martin Fishbein in 1975, who worked with Icek Ajzen. The theory of planned behaviour proposes that an individual's behavioural intent can be predicted by understanding their attitude towards the behaviour, the social norm of that behaviour and the perceived behavioural control. Perceived behaviour control is the perceived difficulty or ease of doing something. This applies to this paper's model as being the individual's attitude is being measured.

Moral Competence Theory (Kohlberg 1976) – this theory proposes the idea that an individual's behaviour is dictated by a subjective sense of justice. This is important as

the study being conducted is trying to understand an individual's attitude and ethical decisions when downloading illegally.

Moral Reasoning Theory – There are six stages of moral development, which consolidate into three groups; Pre-conventional, which includes stage one and two, consists of obedience and punishment respectively; Conventional, which includes stage three and four, and consists of interpersonal accord and conformity driven level for the former and authority and social order obedience level for the latter; and Post-conventional, which includes stage five and six, consists of the social contract level and the ethical principle level respectively (Kohlberg, 1976).

Social Cognitive Theory and Social Learning Theory – it is a theory in which an individual is able to obtain information concerning a particular behaviour through the method of observing others (Bandura, 1997). This is applicable to this research as it may explain how an individual is able to learn how to commit the act of piracy, if it is not taught to society.

Ethical Decision-Making Theory – Thong and Yap (1998) used this theory to help test a person's behaviour based on their moral or ethical judgment. This is based on Hunts and Vitell's (1986) research on marketing ethics. This use of this theory is to help understand a person's ethical judgment based on their deontological or teleological evaluation of the ethical problem. This could help with understanding the reasons behind an individual's decision to download illegally despite knowing it is unethical.

Attitude Model of Legal Socialization – this model, developed by Emler and Reicher (1987) allows for a better understanding of the individual's attitude towards general authority. This is important because assessing the extent of the correlation between attitude towards authority and piracy is being studied in this paper.

Self-Control Theory – Gottfredson and Hirschi (1990) explained that an individual will make decisions on whether to commit an act by weighing out between the benefits and the potential negative consequences. Individuals with a low self-control are more likely to be risk takers and commit acts and behaviours spontaneously, with little regard or thought for the potential consequences. This theory could help explain why an individual is more willing to commit the act of downloading music illegally, but not steal from a shop.

Interpersonal Theory – the theory posits that an individual is influenced by people that are emotionally close to the individual, or by knowledgeable others, in order to enhance the individual's image. This could be done through conforming to the expectations of others or observing the behaviours and acquisitions of people that the individual is attempting to identify with (Bearden et al, 1989).

Neutralization Theory – it is postulated that individuals are able to neutralise or counteract their negative behaviours by using one or more of nine techniques, which include: denial of responsibility, denial of injury, denial of victim, condemnation of the condemners, appeal to higher loyalties, metaphor of the ledger, claim of normalcy, denial of negative intent, claim of relative acceptability (Sykes and Matza, 1957; Klockars, 1974; Hinduja, 2007). This could help in understanding an individual's arguments as to why they are able to commit a behaviour, which is unacceptable with such ease and able to disregard the negative consequences.

1.5 KEY VARIABLES AND DEFINITIONS

1.5.1 Attitudes

1.5.1.1 Attitudes towards Illegal Downloading Behaviour

Attitude towards Illegal Downloading Behaviour, roots from Wang et al (2005).

Attitude towards Purchasing Behaviour, is defined as the “consumers’ legal and ethical judgments and their risk evaluation of the behaviour of purchasing pirated software” (Wang et al, 2005, p347). This definition is adapted for the purposes of this paper in order to define an individual’s attitude towards illegal downloading behaviours, evaluation and judgment of the legal, ethical and risks of the behaviour.

1.5.1.2 Attitude towards Illegal Downloads

Attitude towards Illegal Downloads can be defined as an individual’s concerns in comparing downloading illegal music, and purchasing music legally (Wang et al, 2005). Individuals’ attitudes may vary depending on whether they perceive that illegally downloaded music, as a good or product, does or does not match legally purchased music.

1.5.1.3 Attitude towards Social Consequences

Attitude towards Social Consequences can be defined as the individual’s evaluation of the damages or benefits their behaviour may have on society (Wang et al 2005). This means an individual may consider how their actions may affect the population on a larger scale.

1.5.1.4 Attitude towards Lawfulness

Attitude towards Lawfulness can be defined as an individual’s willingness to partake in the purchase of illegal or counterfeit goods (Cordell et al, 1996). It is the

individual's willingness to partake in a transaction involving illegal activity, in this case illegal downloading, regardless of their justification for committing the act.

1.5.2 Subjective Norms

1.5.2.1 Informative Susceptibility

Informative susceptibility is when an individual is more willing to accept information in two ways: either from knowledgeable individuals or experts in the field, or by observing other's behaviour (Bearden et al, 1989).

1.5.2.2 Normative Susceptibility

Normative susceptibility is when an individual is influenced to conform or follow the acts or behaviours of others (Bearden et al, 1989). Individuals may seek to conform in an attempt to; better identify with a role model or enhance their own self-image, known as a value expressive influence; or to conform to social pressures and expectations in order to receive rewards, acceptance, or avoid negative repercussions (Bearden et al, 1989).

1.5.3 Perceived Behavioural Control

1.5.3.1 Facilitating Conditions

Facilitating Conditions can be defined as the perceived ease or difficulty in committing an act (Limayem and Hirt, 2003). If an individual has the necessary tools and skill to commit an act supported by an enabling environment, conditions are facilitative towards committing the act.

1.5.3.2 Self-Efficacy

Self-efficacy is an individual's belief in their own ability to complete or commit an act successfully, and be able to gain the outcome they desire (LaRose and Kim, 2007). An individual is only able to commit an act if they have the necessary skills and belief in their ability to commit the act.

1.5.4 Intention

Intention has been defined as, factors that motivate and influence an individual's willingness and effort to perform a behaviour (Ajzen, 1991). As a general rule, the greater an individual's willingness to perform a behaviour, and the more effort they are willing to exert, the higher their intention to perform the act.

1.5.5 Behaviour

An individual's behaviour is difficult task to explain and measure (Ajzen, 1991). Most researchers' models or theories only analysed up to the point of intention. (Glass and Wood, 1996; Al-Jabri and Abdul Gader, 1997; Loch and Conger, 1996), and subsequently it is assumed that an individual's behaviour is affected by their intentions (Ajzen, 1991). Limayem et al (2004) tested piracy behaviour by conducting a longitudinal study.

1.5.6 Background Variables

1.5.6.1 Value Consciousness

Value Consciousness can be defined as an individual's overall valuation and assessment of a good or product, based on what has to be given and what is received

(Zeithaml, 1988). It is generally assumed that the most common components of an individual's value consciousness is assessing the price and quality of a product (Lichtenstein et al, 1990).

1.5.6.2 Variety Seeking

Variety seeking behaviour, a behaviour in which an individual seeks out a variety of products within the same product category, can be defined as “the biased behavioural response by some decision-making unit to a specific item relative to previous responses within the same behavioural category due to the utility inherent in variation per se, independent of the instrumental or functional value of the alternatives or items” (Van Trijp 1995, p.9).

1.6 SIGNIFICANCE OF THE STUDY

1.6.1 Conceptual Significance

Unlike other research, which have primarily focused on either pricing or culture and its effects on piracy, this research attempts to combine two separate models and moulding them into the TPB model, thus enhancing the TPB model itself. Using the suggestion from Wang's et al (2004) of combining a multi-attribute attitude model and attitude towards law, into one attitude antecedent, it is enhancing the attitude attribute in the TPB model. By using the respect for law scale, this paper attempts to uncover the relationship between lawfulness and its effects on consumers' intentions to illegally download music.

1.6.2 Methodological Significance

As most research has previously been done on software, in which the individual purchases the goods for a lower price, this research primarily focuses on individuals who download music from the Internet for free. It therefore targets a more specific group of users. Furthermore, by using the same item scales and applying it to a different country sample and to a more specific type of piracy, it will help determine whether the scales can be applied more generally to a wider range of research, beyond the study of counterfeited goods and pirated products sold at a lower price to music piracy

1.6.3 Managerial Significance

An understanding of these findings will allow the Malaysian music industry to gain a better understanding of their consumers and their downloading intentions and behaviours. Furthermore, it possibly could give the authorities that govern piracy in the specified country a better understanding of their consumers, and thus finding a more detailed and unambiguous solution to combat the issue. It has been found more awareness about cyber-crimes and cyberlaws need to more attention (Kuppusamy and Santhapparaj, 2006), which piracy and illegal downloading fall under those categories. By identifying specific groups of individuals and their reasons for partaking in the act, it could lead to better marketing campaigns that speaks to the root cause of driver behind the individuals' behavior, therefore combatting the issue in a more practical and efficient approach.

1.7 DELIMITATIONS

The research is focused on the illegal downloading of music, and thus excludes the pirated CD's that are sold in shops for a cheaper price, which are in abundance in certain countries. Hence, this research only considers consumers with a working knowledge of computers and the ability to download music from the Internet for free. Furthermore, this research only focuses on one country and one culture, whereas the study could be extended to different countries for a comparative study to be conducted. This will then enhance the significance of the study as well as the model. Furthermore, in certain countries, the Internet is not fully developed in all regions of the country, therefore, impacting the results slightly. The targeted consumers would therefore comprise only of individuals with an Internet connection and an Internet connection fast enough for individuals to be concerned with download illegally.

1.8 RESEARCH DESIGN

The study was conducted on Malaysians who have access to the internet and have taken part in downloading, whether it is legally or illegally, regardless of their age, gender and ethnicity.

The sample will consist of a selection of Malaysians of different ethnicities, which includes Malays, Chinese and Indians, as well as foreigners who are now either citizens or permanent residents in Malaysia. The sample was not restricted to one age group but rather a wide variety of age groups was sampled. Surveys was handed out at various places, which include Chinatown (known for their counterfeit goods) shopping malls (ranging from low-end to high-end) as well as any other major hangout areas.

The survey questionnaire was an adaption of Wang et al (2005), Cordell (1996) and several other researchers, which was catered to understanding the download intent rather than the purchase intent. Cordell's (1996) questionnaire was followed directly as it is regarding moral and ethics.

The data analysis uses a variety of techniques, which included stepwise regression, a linear regression and exploratory factor analysis (Wang et al, 2005; Cordell et al, 1996).

The data was analysed using SPSS statistical software to test the construct reliability (Wang et al, 2005; Cordell et al, 1996).

1.9 THESIS ORGANIZATION

The flow of this thesis is as follows; Chapter 1 provided a brief outline of the overall research, including a brief synopsis of the background of piracy. Chapter 2 will provide a detailed literature review of piracy. Chapter 3 contains the research objectives as well as addresses the hypotheses and discusses the key and supporting theories. Chapter 4 highlights the research methodology, including the research design, scales, study procedure and sampling. Chapter 5 consists of the findings of the study, and provides a discussion of the findings. Chapter 6 finally discusses the contributions and limitations that this research provides.

CHAPTER 2: LITERATURE REVIEW

2.0 OVERVIEW

This chapter consists of a comprehensive review of the relevant literature and theories related to this study. Firstly, a general overview of piracy and pirated goods is discussed, in which piracy is also defined. Following this is a discussion of the theory of planned behaviour (TPB) and its use in previous studies. This precedes a discussion which addresses attitude towards lawfulness, facilitating conditions and self-efficacy as factors that influence the level of music piracy.

2.1 PIRACY

2.1.1 MUSIC PIRACY

Piracy is the act of replicating copyrighted intellectual property without the proper authorization (Van Wijk, 2002). This is not to be confused with the term counterfeit, which is a form of piracy, but is more specific to luxury goods like handbags.

Counterfeit can be defined as “any unauthorized manufacturing of goods whose special characteristics are protected as intellectual property rights” (Cordell et al 1996, p 41). Music piracy is the “act of distributing copies of copyrighted music without authorization from the music label” (Coyle et al 2009, p 1034). Legitimate purchasers of music are authorised to make copies for themselves, but they are not allowed to make copies and give it away to others either for free or for money.

Piracy is very topical for the software, movies/TV shows, and music industries.

According to the IFPI (2012), between the years 2004 and 2010, revenues in the music industry decreased 31%. The number of individuals who share music illegally, whether it is downloading or uploading, is rising, and as of 2009, in Europe, 29.8 million individuals are believed to be partaking in this behaviour (IFPI, 2010). As a

consequence, there has been a lot of research done in this field. Prior research has identified that high prices for authentic products are a primary motivator of piracy behaviour. Cordell et al (1996) and Cespedes et al (1998), for instance, found that the price difference between an original product and a counterfeit product was the strongest determinant of piracy. The less the difference, the more likely it is that an individual is going to purchase the original. This relationship is mitigated if the original product is perceived to offer higher quality (Chapman and Wahlers, 1999; Tellis and Gaeth, 1990). However, if the pirated product is perceived to offer the same benefits as the original, but for a much lower price or for free then the consumer has an incentive to pirate the product.

However, these perceived incentives are traded off with the disincentives put in place by the regulatory authorities. The risk of being caught also affects an individual's intention to pirate. For example, most individuals who download illegally from an online source would not steal a cd from a shop (Robertson et al, 2012). This may be because the likelihood of getting caught stealing physical goods is much higher than a digital product – 'everyone is doing it and getting away with it' (Lysonski and Durvasula, 2008).

Consumers of pirated products also risk the product being inferior to the authentic version. Huang et al (2004) found that individuals were more likely to purchase a counterfeit item if the product is similar enough to the original. Music is perceived to be a low risk product, therefore the tendency to consume pirated music is high.

Another contributing factor is individuals tend to perceive that they are at a risk if they download a lot of music illegally, but not if they download a few (Jeong et al, 2012).

Hunt and Vitell's (1986) ethical decision theory suggests that individuals evaluate an act either deontologically or teleologically. Deontological evaluation occurs when individuals' base the ethical perspective of an act on the universal definition of what is right. Therefore, the crucial assessment is what is 'right'. Piracy is illegal in most countries but tolerated by many people therefore assessing whether it is the right thing to do is difficult. Teleological evaluation occurs when an individual evaluates an act based on the consequences. Utilitarianist consumers will attempt to weigh the costs and benefits to society, while an egoist will weigh the costs and benefits to himself. Therefore, different consumers assess the ethics of piracy differently. Nevertheless, even if a consumer does assess piracy as being unethical, the consumer may still continue to engage in the activity. For example, Thong and Yap (1998) studied software piracy and found that even though individuals found the act of piracy to be unethical, they still partook in the act.

Habit has been found to be significant in affecting an individual's piracy intentions and behaviour (Limayem et al, 2004; Ramayah et al, 2009). In this regard, it has been argued that time plays a role in affecting an individual's intentions, habits and behaviour. Triandis (1980) argues that over time, an individual's behaviour is more likely to change due to the effect of intention rather than the effect of habit; meaning that when an individual first starts downloading music illegally, they would need to have high intent to commit the act, but as time goes by, downloading music illegally would become a habit and the individual would not give it a second thought.

2.1.2 ATTITUDES AND PIRACY

Attitudes have been used in studies regularly to understand its influence on an individual's piracy behaviour. Attitude is “. . . a learned predisposition to behave in a

consistently favourable or unfavourable manner with respect to a given object” (Schiffman and Kanuk, 1997, pg 167). Bagozzi et al (2002, p 4) argues that attitudes should be understood as an evaluation. Furthermore, Eagly and Chaiken, (1993, pg 1) states that attitude is “a psychological tendency that is expressed by evaluating a particular entity with some degree of favour or disfavour”. According to Ajzen and Fishbein’s (1980) research, attitude is highly correlated with one’s intention. According to Huang et al (2004), besides price and inferior guarantees, price and risk are likely to be factors related to attitude towards counterfeits.

A lot of research has been done using attitude in various ways. Some researchers look at the predictors of an individual’s attitude. Shoham et al (2008) found that individuals with a higher moral equity and relativism will have a lower attitude towards piracy. The researcher also found that there is a positive correlation between attitude and the purchase of illegal music CDs or pirated software. Higgins et al (2006) study, which focused on college students, found that self-control was a strong predictor of an individual’s attitude (Higgins and Makin 2004a, 2004b). Other research has shown that even younger students (before college) had a permissive attitude towards piracy and found that a higher attitude towards piracy can be caused by deviant peer associations (Malin and Flowers, 2009; Skinner and Fream, 1997). Al-Rafee and Cronnan (2006) found that their study indicated that moral judgement was not a significant predictor of attitude towards digital piracy. De Matos et al (2007) found that perceived risk is an important variable to predict consumers’ attitude towards piracy. Consumers who perceived there to be more risk in purchasing counterfeits had unfavourable attitudes toward them, in line with previous research dealing with perceived risk (Dowling and Staelin, 1994). Perceived risk can be

viewed at as the feeling of hesitation or insecurity in committing an act due to the possibility of negative consequences (Liao et al, 2009, Featherman and Pavlou, 2003). There are various ways to look at risk. Risk to some individuals could mean that there is a chance of getting caught by the authorities; however, some choose to look at risk of using the product. For example, the risk of buying a pirated watch could mean that it won't last as long as a genuine, or buying pirated software could come with viruses that could ruin your computer (Liao et al, 2009). All these examples are considered risk. Risk has been found to have a significant relationship on intention if an individual perceives that the risk of downloading illegally as high, the intention to do so is reduced (Koklic et al, 2014).

Some researchers look at attitude and how it affects an individual's intention or behaviour. Eining and Christensen (1991) developed a model consisting of 5 factors that influence software piracy; 1) computer attitudes, 2) material consequences, 3) norms, 4) socio-legal attitudes and 5) effective factors. All factors were found to be significant except for the last attitude construct, namely socio-legal attitudes. This study found that there is a gap between an individual's attitude towards piracy and their behaviour. This indicates that individuals may find the act unethical, but yet still commit the act. This finding parallels the findings by Astous et al (2005), which conclude that individuals decide to engage in piracy behaviour based on the individual's attitude towards the act and their capabilities to perform the act. It is further noted that by understanding these factors that affect an individual's behaviour, it raises the question as to why certain industries try to push certain types of marketing campaigns (e.g. guilt marketing) to individuals, when in actual fact, it has no effect on individuals. It has been found that anti-piracy messages, do not

effectively manipulate an individual's attitudes towards the behaviour (Brown and MacDonald, 2013).

Plowman and Goode (2009) found that there was no significant relationship between attitude, subjective norm and PBC with intention on non-downloaders. An individual's online music downloading behaviour is most affected by their attitude, their perceived ability to download music and the price of legitimate music. This is an interesting point, as it leads researchers to believe that there is no reason to test the difference between downloaders and non-downloaders and no insights can be drawn as to which direction industries should drive their marketing campaigns.

The Wang et al (2005) study on software piracy, leads to a different perspective of how an individual's attitudes should be researched. The study showed that attitudes are not uni-dimensional, but rather multi-dimensional. Attitudes should be tested using three factors of attitudes: 1) attitude towards the pirated product, 2) attitude towards purchasing the pirated product, and 3) attitude towards the social consequences of purchasing the pirated product. Attitude towards the pirated product measures the individual's evaluation of the pirated product compared to the legal product. Attitude towards purchasing the pirated product measured the individual's legal and ethical judgments and their risk evaluation of the behaviour of purchasing the pirated product. Attitude towards social consequences measures the individual's evaluation of the benefits compared to the damages of the pirated product to society. For example, does the act of illegally downloading damage the industry.

Cordell et al (1996) looked at attitude towards lawfulness and how it affects an individual's willingness to buy counterfeit products. Previous research in the same

field found that there is a relationship between attitudes towards institutional authority and acquiescent behaviour towards institutional strictures (Emler and Reicher, 1987). This relationship has been characterized by the authors as the attitude model of legal socialization. Cordell et al (1996) found that a significant relationship existed between attitude towards lawfulness and willingness to buy and its effect on intention to purchase a counterfeit. However, they further extend their argument by stating such relationships exist when the product involved is a low investment risk product. The relationship weakens when the product involved is of a much higher investment risk. For example, if an individual were to purchase a computer, which they were going to be using every day, for rather serious matters such as work or school, they can't afford for it to malfunction, and thus they would rather purchase the genuine product. However, music on the other hand, can be considered a low investment risk product. Being able to download it for free, the investment an individual makes is negligible. Therefore, even if they download a copy that may not have the best sound quality, the only investment they have made is their time; hence they will keep on trying and trying again until they find one that is of substantial quality.

2.1.3 SUBJECTIVE NORMS AND PIRACY

Subjective norm is an antecedent of the theory of planned behaviour (TPB) model. Ajzen and Fishbein (1980) argued that a person's intention is not only affected by their attitude but also the people around them, i.e. their friends and family who act as a reference group, making them the subjective norm of the TPB model. Using the TPB model, Peace et al (2003) found that individual attitudes, subjective norms and perceived behavioural control were all significantly related to the intention to commit digital piracy.

Bearden (1990) mentions that subjective norms can be divided into two factors: informative and normative influence. Deutsch and Gerard (1955) define informative influence as the ability to learn from others. Park and Lessig (1977) explain that individuals can learn through two methods: either by both through learning and understanding from other knowledgeable individuals, or by observing other individuals. Normative influence is defined as the ability to conform to others' expectations (Burnkrant and Cousineau, 1975). This means that individuals are more likely to learn behaviours not through knowledgeable sources but rather through close peers and family. Normative influence can be separated into two types; utilitarian influence and value expressiveness (Bearden and Etzel 1982; Park and Lessig 1977; Price, Feick, and Higie 1987). Utilitarian influence is when an individual complies with the expectations of others in order to avoid punishment or achieve rewards (Burnkrant and Cousineau, 1975). Value expressiveness is when an individual has the desire to improve or sustain their self-image using a referent identification (Kelman, 1961).

Research has shown that using the TPB model to examine illegal behaviours has found significant relationships between subjective norms and intention (Elliott, Armitage, & Baughan, 2007; Feng & Wu, 2005; Peters, Kok, & Abraham, 2008; Blake and Kyper, 2013). Social norms have been found to be significant in predicting an individual's intention to download (La Rose and Kim, 2007; La Rose et al, 2005). Wang et al (2005) found that normative susceptibility had a significant effect on attitude; however, an insignificant relationship was found between informative susceptibility and attitude.

2.1.4 Perceived Behavioural Control (PBC), Facilitating Conditions and Self-Efficacy

Perceived behaviour control was a factor that was non-existent in the Theory of Reasoned Action (TRA) model, and it has been argued that it was too broad as an attitude-behaviour model (Kuo and Hsu, 2001). The TRA lacked the ability to predict behaviours consistently (Chaiken and Stangor, 1987), which Ajzen (1985) rectified by including a Perceived Behaviour Control factor to the model, which we now know as the Theory of Planned Behaviour. The PBC construct can be defined as the ease or difficulty an individual perceives in performing a certain behaviour. This may include, but is not exclusive to, the individual's surroundings, which may or may not permit the individual to perform the behaviour, and whether the individual is personally capable of being able to perform the act. It has been found that besides attitudes, perceived behavioural control has a very strong impact on intention, in the Theory of Planned Behaviour (Yoon, 2011).

Facilitating conditions is defined as the objective factors in the environment that make an act easy to do (Triandis, 1980). Limayem (2003) found that there are certain factors in an individual's environment that facilitates the act of pirating software. Facilitating conditions is an important factor to consider when looking at the illegal downloading of music. This is due to the issue defined above as to whether the individual is capable of downloading music illegally. Besides having the know-how of performing such a task, does the environment permit the individual to do perform the act? For example, just because an individual has a computer and knows places online to download music illegally, if the individual does not have an internet connection, their intention to download music may be reduce significantly.

It has been mentioned that facilitating conditions do not have a direct causal link with intention, only actual behaviour (Triandis, date). However, Limayem (2003) points out that in the TPB model, PBC has a relationship with both intention and behaviour. This was further proven in his research, where facilitating conditions were found to have a direct influence on an individual's behavioural intentions.

Furthermore, it has been found that facilitating conditions, which can be considered equivalent to the PBC antecedent in the TPB model, moderates the relationship between intention and behaviour. It was found in Limayem's (2003) research that even though an individual has the intention to perform an act, if the facilitating conditions do not permit the individual to do so, the behaviour or act cannot be performed.

Self-efficacy is an individual's judgement of their own capabilities at performing a task, which includes establishing what needs to be done to perform the task, the individual's self-belief or confidence in being able to perform the task, and executing the task (Bandura, 1986; Bandura 1989). Lin et al (2013) found that self-efficacy, more specifically, ethical self-efficacy, has a significant relationship on intention to commit pirating behaviour.

According to the Social Cognitive Theory (SCT), "people base their behavior on both the effects of contingent reinforcement and their self-efficacy judgments of how well they can perform the behaviors necessary to achieve the consequences" (Kuo and Hsu, 2001, pg 301). There has been a significant amount of research in looking at the application of the self-efficacy construct and its effects on human behaviour. Self-

efficacy has been found to affect an individual's decisions on certain behaviours (Bandura and Wood, 1989), as well as affect the individual's determination and actual performance of those behaviours (Hollenbeck and Brief, 1987; Collins, 1985; Locke et al., 1984; Wood and Bandura, 1989).

2.1.5 Background Moderating Variables

2.1.5.1 Value Consciousness and Variety Seeking

Perceived value can be defined as “the consumer's overall assessment of the utility of a product based on what is received and what is given” (Zeithaml 1988, pg 14). Value consciousness however, is defined as “a concern for paying low prices, subject to some quality constraint” (Lichtenstein 1990, p. 56). In other words, if an individual is value conscious, his/her behaviour may be affected. When looking at music piracy, it can be argued that individuals who are more value conscious are more likely to be more accepting of piracy behaviour. This is because in an “exchange”, an individual has to weigh out that what they are receiving is of at least equal or more valuable than what they are giving up, which is usually money.

However, when it comes to piracy and looking at the monetary value of this exchange, a high value conscious individual would definitely be more prone to supporting piracy and partaking in the behaviour. This is because there is no exchange of any money, and the individual is able to enjoy the music, which is of an acceptable, if not equal quality to an original copy of the music, for free. Therefore, the value that the individual obtains is very high. It has been found that individuals are affected by the ratio of quality to price (Lichtenstein et al, 1990; Hansen and Moeller, n.d.).

Variety seeking is based on the idea that individuals have the tendency to seek for new and various products that are in the market. Relating to music, a variety seeking individual is one who would diversify their catalogue of music they listen to, not just by artist but may also spill over to variety of genre as well. According to McAlister and Pessemier (1982), there are two factors that derive an individual's variety seeking behaviour.

The first is 'multiple needs'. According to Laurent (1978), multiple needs are divided into three subcategories: multiple users, multiple uses and multiple situations. Of the three, only multiple situations are relevant to an individual's music preference. The multiple situations category is when the behaviour is based on the situation. An individual goes through multiple behaviours or feelings in a day; energized, relaxed, tired. No one type of music can accommodate to the ever-changing behaviour that an individual goes through daily. Therefore, a variety of music is needed to suit every mood that the individual is in. Of course, this is more applicable to individuals who listen to a lot of music on a daily basis.

The second factor is 'changing in the choice problem'. Changing in the choice problem is derived from changes in the set of possible alternatives, changes in an individual's taste, and changes in the restraints that an individual may face. Of the three, changes in taste and the changes set of possible alternatives most relate to music. It is obvious as to why changes in taste are important. An individual's taste in music is ever changing and individuals are more likely to appreciate different types of music as time goes by. Furthermore, change in the set of possible alternatives is a major factor that drives an individual to have variety seeking behaviour when it

comes to music. New music is launched everyday by already established and new artists. Individuals who have a higher variety seeking inclination are more inclined to seek out new music through any means possible.

2.2 CONCLUDING COMMENTS

The chapter reviewed the background of the research and literature of music piracy. In addition, the variables of the proposed research model were also discussed. The research model and hypotheses formulated are presented in the next chapter.

CHAPTER 3: THEORETICAL FRAMEWORK

3.0 OVERVIEW

This chapter discusses the components of the theoretical framework of this research.

First, the objectives and the research model are presented. Following is the overarching theory that underpins this research along with supporting relevant theories that support the hypotheses.

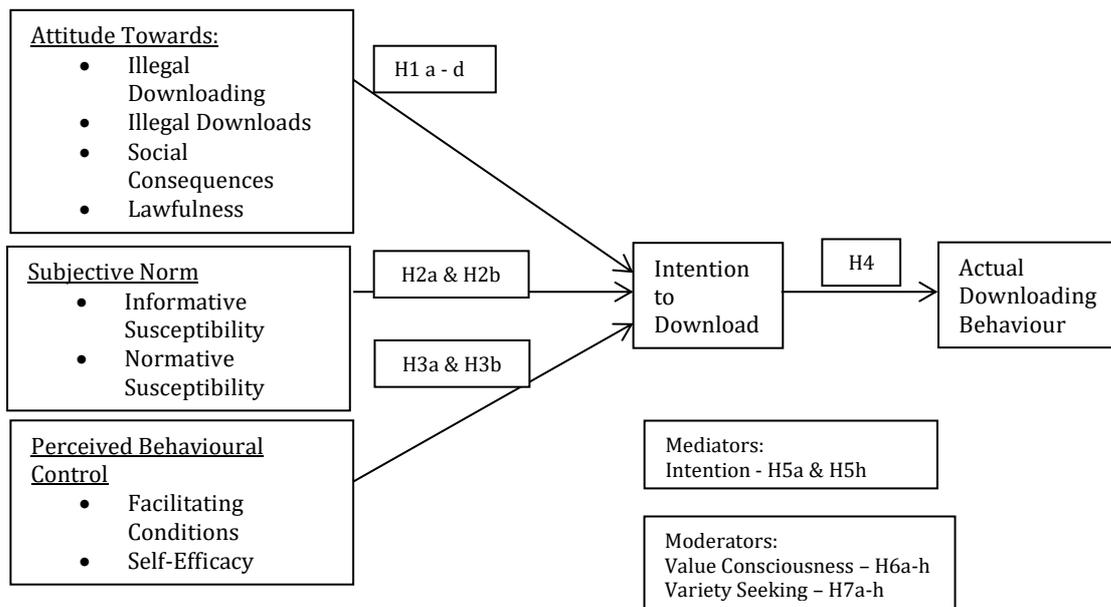
3.1 OBJECTIVES AND RESEARCH MODEL

This research is based on several gaps found in the literature, and the objectives proposed by this research are as follows:

- (1) To investigate if attitude, social norms and perceived behavioural control influence intention to download
- (2) To investigate if intention to download leads to actual downloading behaviour
- (3) To investigate the mediating role of intention between the antecedents and actual downloading behaviour
- (4) To investigate the moderating roles (background variables) of value consciousness and variety seeking

The research model for this is presented in Figure 3.1

Figure 3.1: Research Model



The theories and concepts that this research is supported by are presented in two parts. Firstly, is the underpinning theory of the research. Secondly are the supporting theories that support the hypotheses.

3.2 UNDERPINNING THEORY

3.2.1 Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour is derived from Fishbein and Ajzen's (1975) Theory of Reasoned Action (TRA). The theory of reasoned action is a successful model which predicts and explains an individual's intentions towards a certain behaviour. Furthermore, the theory of reasoned action posits that an individual's intention is driven by two factors or antecedents; 1) their attitude towards the specified behaviour and 2) by subjective norms. Attitude towards a specified behaviour, means the positive or negative view of the individual towards that behaviour. Subjective norms refer to an individual's perceived peer or social pressures that either condone or otherwise the specified behaviour.

The Theory of Planned Behaviour is an extension of the theory of reasoned action.

The Theory of Planned Behaviour has an added antecedent of intention, which is perceived behavioural control. Perceived behavioural control is an individual's perceived ease or difficulty in performing a task or behaviour (Ajzen, 1991).

According to the Theory of Planned Behaviour, there are three kinds of beliefs, which affect an individual's intention. Firstly, is behavioural belief, which is linked to an individual's attitude behavioural beliefs influence an individual's attitude towards a behaviour. For example, if the individual believes that downloading illegally is not wrong, then they are more likely to have a positive attitude towards the behaviour. Secondly is an individual's normative belief, which is the main determinant of subjective norms. Normative beliefs are based on the idea that individuals are concerned with the approval or disapproval of certain behaviours by others, such as friends or society. The third belief is control belief. According to the Theory of Planned Behaviour, this is an entirely separate antecedent that determines and affects an individual's intention. Control belief is based on the concept that to perform a behaviour, an individual requires certain skills or opportunities. In addition, the individuals will also be influenced by external factors such as second-hand information. For example, if an individual is told that performing a certain task is difficult, the individual may perceive that the task as indeed being difficult, even though they have not performed it. However, if an individual has the belief that performing such a task is easy, their perceived control of that behaviour would be higher.

3.2.2 Hypotheses Development

Supporting theories are introduced in the following sections, to justify the hypotheses as delineated in the research model.

3.2.2.1 Effect of existing attitudes toward illegal downloading behaviors and illegally downloaded products

Attitudes are comprised of enduring cognitions and feelings toward a particular topic. As shown in the TPB model, attitudes can be a prime determinant of intended and actual behavior. Therefore existing (enduring) attitudes to the behavior of downloading and to the resulting downloaded music are a primary determinant of downloading intentions and behaviors. Wang et al (2005), found that both attitude towards the pirated product and attitude towards purchasing the pirated product were positively related to downloading. As such, the following hypotheses are presented:

- **H1a – Attitude towards illegal downloading of music (behaviour) will have a positive relationship with intention to illegally download**
- **H1b - Attitude towards illegally downloaded music (product) will have a positive relationship with intention to illegally download**

3.2.2.2 Effect of existing attitudes toward Social Consequences and Attitude toward Lawfulness

Attitude towards social consequences measures the individual's evaluation of the benefits compared to the damages of the pirated product to society. This assessment is an important determinant of intention to illegally download. Wang et al (2005), found

that attitude towards the social consequences of purchasing the pirated product was negatively related to downloading. As such, the following hypothesis is presented:

- **H1c – Attitude towards the social consequences will have a negative relationship with intention to download**

The theory of moral reasoning can help us to understand the difference in attitudes to lawfulness. Moral reasoning is when an individual tries to identify the difference between right and wrong, based on their own moral judgement. According to Kohlberg (1976), there are six stages of moral development which can be consolidated into three groups.

The first group is pre-conventional, which consists of stages one and two. The first stage is the obedience and punishment orientation. This generally develops an individual's thought process in which they begin to understand the short-term consequences for their actions. For example, a child that breaks his toy is scolded by his parent, leading to the child learning that breaking his toy is wrong. The second stage is the self-interest orientation. This is when an individual begins to understand the benefits that they may gain from behaving in a certain way. At this stage, the individual is looking out for his own best interests. For example, if that child does not break another toy, the parents are more likely to buy the child more toys; hence the child looks out for his interest in receiving more toys. (Kohlberg, 1976)

The second group is the conventional level, which consists of stages three and four. This is the moral reasoning level of most adolescents and adults. Level three is called the interpersonal accord and conformity driven level. Individual is able to comprehend the approval or disapproval of society based on societal norms. Because individuals have begun to understand the benefits of behaving in a certain manner, the

individuals begin to live up to those expectations. Level four is the authority and social order obedience level. This is when individuals begin to understand the do's and don'ts, not just from a societal stance, but rather from a stance where it is morally wrong and the punishments are more severe. (Kohlber, 1976)

The third group is the post-conventional group, which consists of stages five and six. This stage is when individuals perceive themselves as separate from society, and their perspectives and perceptions are a priority over society's view. Level five is the social contract level, in which an individual is able to comprehend that other individuals may have their own point-of-view regarding values, rights and opinions, which should be respected. Level six is the universal ethical principle level, which is very rarely found. It is when an individual's moral reasoning is abstract, and their behaviour is based upon what others would do. Individuals base their behaviour on what another person would do in their shoes. (Kohlberg, 1976).

This results in some individuals having a strong moral stance (levels 5 and 6), others making decisions based on societies rules (levels 3 and 4), and others making decisions based on self-interest (level 2). These translate into strong attitude to lawfulness at levels 3 and 4, interpretive lawfulness at levels 5 and 6 and low attitude to lawfulness at level 2. Illegal downloading is against the law therefore the stronger their attitude to lawfulness, the less likely they are to intend to download. As such, the following hypothesis is presented:

- **H1d - Attitude towards lawfulness will have a negative relationship with intention to download**

3.2.2.3 Information and Normative Susceptibility

Interpersonal theory is based upon the idea that as an individual, we feel the “need to identify or enhance one's image with significant others through the acquisition and use of products and brands, the willingness to conform to the expectations of others regarding purchase decisions, and/or the tendency to learn about products and services by observing others and/or seeking information from others” (Bearden et al, 1989, p 474). The theory posits that an individual is influenced by their surroundings, whether it be people emotionally close to the individual, for example, family, peers or knowledgeable others, such as, experts in the trade. For example, an individual wanting to learn how to pirate music and downloading it illegally from the internet may not solicit advice from their peers. Or better yet, with technology nowadays, ‘expert’ information is at the fingertips of any individual who has access to the internet. Forums are a common source for individuals to ask questions and find out more about behaviours and acts which may not always be legitimate, which in this case would be downloading music illegally for free.

The social cognitive theory and social learning theory is based upon the idea that an individual is able to obtain information regarding a particular behaviour or act through the method of observing another (Bandura, 1997). The idea posits that individuals do not conjure their behaviours on their own, but rather they are influenced by society or peers. This theory applies directly to illegal downloading. By an individual viewing others around them downloading illegally, and especially, getting away with it without any consequences or punishments, it leads the individual to believe that the behaviour is acceptable. From there they learn, or inquire from

others regarding downloading illegally, whether it be how to do it, which sites are the best or which music to download. As such, the following hypotheses are presented:

- **H2a – Informative susceptibility will have a positive relationship with intention to download**
- **H2b – Normative susceptibility will have a positive relationship with intention to download**

3.2.2.4 Facilitating Conditions

Skyles and Matza (1957) argues that individuals will continue to behave in a certain manner despite knowing that their behaviour is against the law or socially unacceptable. Furthermore, they explain that an individual must be able to reason with themselves when pursuing the behaviour, even when understanding the adverse consequences of their behaviour. The researchers posit that there are five techniques that an individual uses to reason with themselves when behaving in certain ways; a) denial of responsibility, b) denial of injury, c) denial of victim, d) condemnation of the condemners and e) appeal to higher loyalties. Denial of responsibility is when an individual places the blame of their behaviour on other factors. Denial of injury is when individuals tend to make themselves believe that, there are no severe consequences to their actions. Denial of victim is similar to denial of injury except that here individuals believe that no one is getting hurt by their actions.

Condemnation of the condemners is when individuals' begin to shift the focus away from their behaviour, and tend to point out the mistakes of the individuals or authorities that are trying to stop individuals from behaving in a certain way. And finally, appeal to higher loyalties is when individuals believe that even though they are behaving negatively and the consequences of their actions are negative, they

believe that what they are doing is for the greater good of themselves and others (Hinduja, 2007)

Other researchers have found that there are four more aspects to the neutralization theory. Firstly, is the Metaphor of the Ledger (Klockars, 1974), where an individual will begin to reason with the fact that, if they do more good than bad, they are still a good person. The second attribute is claim of normalcy (Henry, 1990), when individuals argue that since a certain behaviour is the norm, and everyone around them is doing it, they should not be singled out and prosecuted. The third concept is denial of negative intent (Henry, 1990), where an individual pleads that they are not trying to cause any harm. The last attribute is claim of relative acceptability (Henry, 1990). This is when an individual begins reasoning that another alternative behaviour is worse.

Based on the neutralization theory, the rationale for the behaviour is usually displaced onto external factors; but these external factors are neither influencing nor deterring the individual from partaking in the act piracy. As such, the following hypotheses are presented:

- **H3a – Facilitating conditions will have a positive relationship with intention to download**
- **H3b – Self-efficacy will have a positive relationship with intention to download**

3.2.2.5 Intention and Behaviour Relationship

The relationship between Intention and Behaviour was first explained in the Theory of Reasoned Action, where it was argued that an individual's attitude towards an act and the subjective norms of an act leads to an individual's higher or lower intention to

partake in the act (Fishbein and Ajzen, 1985). However, with the addition of the perceived behavioural control antecedent in the Theory of Planned Behaviour by Ajzen (1991), it was found that aside from intention, perceived behavioural control was also a factor that influenced an individual's behaviour. Nonetheless, based on both theories, the Theory of Planned Behaviour and the Theory of Reasoned Action, both support the conclusion that an individual's behaviour is affected by their intentions. As such, the following hypothesis is presented:

- **H4 – Intention to download will have a positive relationship with actual downloading behaviour**

3.2.2.5 Mediating and Moderating Relationships

In order to deepen our understanding of the relationships in the study, we explore interactions between the hypothesized relationship and other variables that may moderate or mediate a relationship. A mediator influences the relationship between the independent variable and the dependent variable (Baron and Kenny, 1986). A moderator is the “function of third variables, which partitions a focal independent variable into subgroups that establish its domains of maximal effectiveness in regard to a given dependent variable” (Baron and Kenny, 1986, p 1173). Previous researchers have used demographic variables, such as age and gender, as moderators (Findley and Cooper, 1983) to discover its effects on relationships. Past research using the Theory of Planned Behaviour, has established that the relationships between the antecedents (attitudes, subjective norms, and perceived behavioral control) and behaviour, are mediated by intention (Songer-Nocks, 1976; Bentler and Speckart, 1979). Therefore, this current study also hypothesizes that:

- **H5a-h – Intention to download will mediate the relationship between each of the antecedents: a) attitude to illegal downloading, b) illegally downloaded product, c) social consequences, d) lawfulness, e) information susceptibility, f) normative susceptibility, g) facilitating conditions, and h) self-efficacy; and actual downloading behaviour**

A moderator can either be a quantitative or a qualitative variable, which can affect the strength of a relationship between two variables (Baron and Kenny, 1986). In this research, the two variables that are tested as moderators are value consciousness and variety seeking. Depending on how each variable's moderation affects the entire theory model, it may explain why psychological factors affect the relationship from the antecedents to intention in the Theory of Planned Behaviour, which has been applied to music piracy.

Value consciousness is an inherent attribute of the individual that reflects the emphasis of the person on getting good value. An individual with high value consciousness will try to obtain a product of equal or similar quality for a lower price (Phau and Ng, 2010). Therefore, we hypothesise that:

- **H6a-h Value consciousness will moderate the relationship between the antecedents and intention to illegally download.**

Variety seeking is an inherent attribute of the individual that reflects the emphasis of the persona on experiencing a variety of products in the same category. It has been found that variety seeking behaviour strengthens or is found to be more frequent amongst products of low cost (Wee et al, 1995). As such, the following hypotheses are presented:

- **H7a-h Variety seeking will moderate the relationship between the antecedents and intention to illegally download.**

3.3 Concluding Comments

In this chapter, the objectives as well as a theoretically driven model were presented. The underpinning theory, as well as supporting theories were also presented, which support the hypotheses of this research. Chapter three lays a solid foundation for the research methodology in the following chapter.

CHAPTER 4: METHODOLOGY

4.0 OVERVIEW

This chapter consists of the methodology that was conducted for this study. To begin the chapter, a description of the research design will be presented, followed by the questionnaire design and questions used in the study. The sample frame and method of data collection are discussed after that. Finally, there is a discussion of the ethical issues that are associated with data collection.

4.1 RESEARCH DESIGN

This research is designed around the Theory of Planned Behaviour model. Subjects' attitudes, subjective norms, perceived behavioural control, intention and behaviour regarding illegal downloading were tested using a 5-section questionnaire. Wang et al (2005) in their research regarding pirated software, found that attitude should be broken up into three parts, and not tested as a singular antecedent. The three parts should be broken into attitude towards purchasing behaviour, attitude towards pirated software, and attitude towards social consequences. Furthermore, in this research, a fourth antecedent of attitude was added based on Cordell et al (1996) research of counterfeit purchase intentions. The fourth attitude antecedent added was attitude towards lawfulness. In the subjective norm section, informative and normative susceptibility was tested. As for perceived behavioural control, facilitating conditions and self-efficacy was tested. These three sections were tested on how it affects an individual's intention to download illegal, which then affects their behaviour.

4.2 QUESTIONNAIRE DESIGN

The questionnaire used for this research comprised of five sections with the use of established scales. Section A of the questionnaire comprised of the antecedent scales measuring attitude towards purchasing behaviour, pirated downloads and social consequences (Wang et al, 2005). Section B of the questionnaire comprised of one antecedent scale measuring subjects' attitude towards lawfulness (Cordell et al, 1996). Section C comprised of 4 antecedents' scales measuring informative susceptibility and normative susceptibility (Bearden et al, 1989), as well as facilitating conditions (Limayem and Hirt, 2003) and self-efficacy (LaRose and Kim, 2007). Section D comprised of antecedent scales measuring variety-seeking (Donthu and Gilliland, 1996), value consciousness (Lichtenstein et al, 1990), intention (Limayem, 2003) and behaviour. Finally, section E captured the respondents' demographic information. The questionnaire and scales are discussed in detail in the following section. A copy of the questionnaire can be found in Appendix 1.

4.2.1 SCALES AND MEASUREMENTS

Eleven previously established scales were used for this study. The table below presents the sources of the scales, the number of items in each scale and their reliability coefficients.

After data collection, each scale was tested for reliability and structure using EFA, then the hypotheses were tested using multiple regression. While these were somewhat established scales, an EFA was used to test the composition and dimensionality of the scales because each scale was adapted to this research context.

Table 4.1 Adapted Scales

Scale	Source	Number of Items	Reliability Coefficients
Attitude towards Purchasing Behaviour	Adapted from Wang et al (2005)	3	0.680
Attitude towards Pirated Downloads	Adapted from Wang et al (2005)	3	0.730
Attitude towards Social Consequences	Adapted from Wang et al (2005)	4	0.750
Attitude towards Lawfulness	Cordell et al (2996)	22	0.830
Informative Susceptibility	Bearden et al (1989)	4	0.733
Normative Susceptibility	Bearden et al (1989)	4	0.721
Facilitating Conditions	Limayem and Hirt (2003)	6	0.700
Self-Efficacy	La Rose and Kim (2007)	6	0.84
Intention to Download Illegally	Adapted from Cronan and Al-Rafee (2008)	3	0.979
Value Consciousness	Lichtenstein et al (1990)	7	0.800
Variety Seeking	Adapted from Donthu and Gilliland (1996)	3	0.870

4.3 SURVEY QUESTIONNAIRE

The survey questionnaire consists of 5 sections: Section A, Section B, Section C, Section D and Section E.

4.3.1 Section A

4.3.1.1 Scale: Attitude towards illegal downloading behaviour, pirated

downloads and social consequences

The first part of the attitude antecedent is to measure the subjects' attitude towards downloading pirated music. For example, is it illegal or unethical to download music from the internet without paying for it? The second part is to measure subjects' attitude towards illegal downloaded music. For example, does pirated music downloaded from the internet serve its purpose as well as legally purchased music? Does it have the same or similar quality? Thirdly, it measures subjects' attitude towards the social consequences of music piracy. For example, does it damage the industry or the artists? Respondents were asked to rate the ten statements on a seven-point Likert scale, where "1" represented "Strongly Disagree" and "7" represented "Strongly Agree". This scale was adopted from Wang et al (2005).

4.3.2 Section B

4.3.2.1 Scale: Attitude towards Lawfulness

This scale measured subjects' attitudes towards authority, equality amongst society, social moralities and respect and law abidance, respondents were asked to rate the twenty-two statements on a seven-point Likert scale, where "1" represented "Strongly Disagree" and "7" represented "Strongly Agree". This scale was adopted from Cordell et al (1996).

4.3.3 Section C

4.3.3.1 Scale A: Informative susceptibility

This scale measures subjects' acceptance of music information, either through gathering information from others or observing others' musical tastes and downloading behaviours, respondents were asked to rate the five statements on a seven-point Likert scale, where "1" represented "Strongly Disagree" and "7" represented "Strongly Agree". This scale was adopted from Bearden et al (1989).

4.3.3.2 Scale B: Normative Susceptibility

To measure subjects' tendency to follow or conform with the others around them, respondents were asked to rate the four statements on a seven-point Likert scale, where "1" represented "Strongly Disagree" and "7" represented "Strongly Agree". This scale was adopted from Bearden et al (1989).

4.3.3.3 Scale C: Facilitating Conditions

To measure subjects' surrounding environment and its ability to enhance subjects' ability to download illegally, respondents were asked to rate the seven statements on a seven-point Likert scale, where "1" represented "Strongly Disagree" and "7" represented "Strongly Agree". This scale was adopted from Limayem and Hirt (2003).

4.3.3.4 Scale D: Self-Efficacy

To measure subject's own ability and skill in downloading music illegally from the internet, respondents were asked to rate the six statements on a seven-point Likert scale, where "1" represented "Strongly Disagree" and "7" represented "Strongly Agree". This scale was adopted from La Rose and Kim (2007)

4.3.4 Section D

4.3.4.1 Scale A: Value Consciousness

To measure subjects' illegal downloading intentions, respondents were asked to rate the three statements on a seven-point Likert scale, where "1" represented "Strongly Disagree" and "7" represented "Strongly Agree". This scale was adopted from Lichtenstein et al (1990).

4.3.4.2 Scale B: Variety Seeking

To measure subjects' illegal downloading intentions, respondents were asked to rate the three statements on a seven-point Likert scale, where "1" represented "Strongly Disagree" and "7" represented "Strongly Agree". This scale was adopted from Donthu and Gilliland (1996)

4.3.4.3 Scale C: Intention

To measure subjects' illegal downloading intentions, respondents were asked to rate the three statements on a seven-point Likert scale, where "1" represented "Strongly Disagree" and "7" represented "Strongly Agree". This scale was adopted from Cronan and Al-Rafee (2008)

4.3.4.4 Scale D: Behaviour

To measure subjects' current illegal downloading behaviour, respondents were asked to rate the three statements on a seven-point Likert scale, where "1" represented "Strongly Disagree" and "7" represented "Strongly Agree".

4.3.5 Section E

Section E captured the demographic information of the respondents: gender, age, ethnicity, income (monthly in Ringgit Malaysia) and education level.

4.4 PRE-TEST STUDY

Burns and Bush (2003) pointed out that it is highly effective to conduct a pre-test study, as any issues with the questionnaire may be rectified before being distributed on a larger scale. A pre-test study was done using a method of convenience sampling. Due to the fact that the sample that would be collected would be of Malaysians living in Malaysia, the pre-test study was conducted on first year Malaysian students studying at Curtin University to capture a sample that was as similar to the Malaysian sample. A total of 30 respondents were used in the pre-test. A pre-test study was conducted to allow the researcher to ensure that the questions asked in the survey were easy to comprehend by the respondents, and subsequently to adjust and resolve any issues that were faced by the respondents (Zikmund, 2000). Minor amendments were made to the questionnaire; however, certain aspects of the questionnaire were unavoidable and had to be retained, such as the length of the questionnaire.

4.5 SAMPLE

The sample consisted of males and females that aged between 18 to 60 years. Previous research on piracy has predominantly used students for their sample; however, this research sample consisted not only of students, but also of the working class as well as retirees. Furthermore, the sample was based in Malaysia. The total sample size for the research was approximately 450 respondents.

4.6 MODE OF DATA COLLECTION

To capture a slightly different sample to previous studies, where samples were focused almost entirely on university students, the survey for this research was distributed to all individuals regardless of age, race or employment status. Data was collected in six main areas. Firstly, the collection was around both government and private sector offices. Government offices include Malaysia Airports Holdings Berhad headquarters, which is a GLC (government-linked company); private offices include KPMG. Data was collected at government and private universities. Shopping malls were also important data collection areas, as on weekends, it is frequented by a wide range of members of society. Individuals' at high-end shopping areas such as KLCC and Pavilion were approached, as well as low-end shopping areas, such as Sungai Wang and China Town. Data was collected on weekdays as well as weekends. It took a total of eight weeks to collect sufficient data. Since it was a self-administered questionnaire, it took a lot longer than if administrators were hired. However, it was important that it was self-administrated because in general, Malaysians took some convincing before listening to researcher. Once the researcher had grabbed their attention, the researcher had to explain the research in detail, before they would sit down and take five to ten minutes to fill out the survey. During the week, the researcher would be around the offices and university areas, collecting data from respondents. On weekends, however, the shopping malls and districts were the preferred to collect data. During the weekdays, the researcher would be around the offices during lunch breaks, which are for be an hour anytime between 12pm and 2pm, as well as after office hours between 5pm and 7pm. The researcher would go to different cafeterias, cafes and restaurants to ensure different people from different companies, groups, social and financial status were reached. A similar approach was

conducted when visiting universities, however, the time constraint was less stringent. The focus instead was to visit different universities and different hangout areas, such as cafes, food courts, pool and arcade centres and any other hangouts on and off campus.

4.8 ETHICAL CONDITIONS

Before conducting the data collection process, an ethical approval was needed from the ethics committee at Curtin University. The survey was presented to the ethics board. It was found to be a minimal risk and all ethical requirements were addressed. A cover letter accompanied each questionnaire, which explained the purposes of this study to the respondents. The letter ensured that measures had been taken to ensure a high standard of ethical behaviour. Respondents were advised that their confidentiality and anonymity would be respected. Furthermore, the researcher advised respondents on how to be contacted if necessary. A copy of the cover letter can be found in appendix 2.

4.9 CONCLUDING COMMENTS

This chapter examined the methodology that was used in order to complete this study. A detailed list of the questionnaire was presented and discussed as well as the sample and mode of the data collection. The following chapter discussed the analysis of the research.

CHAPTER 5 – DATA ANALYSIS, RESULTS AND DISCUSSION

5.0 OVERVIEW

This chapter describes the data collected in the current study, outlines the results of the data analysis and discusses those results. The chapter begins by examining the overall profile of the sample, followed by factor analysis and scale reliability for each construct, and lastly, testing of each hypothesis.

5.1 SAMPLE

A total of 501 questionnaires were collected from respondents in Kuala Lumpur, Malaysia. However, after the removal of 67 incomplete questionnaires, 434 completed questionnaires were accepted for analysis. Table 5.1 describes the final sample.

5.1.1 Demographics

The sample was intended to be comprised of predominantly young, Malay or Chinese individuals, who have low incomes. 80% of the respondents were aged between 20 and 29 years. The sample was relatively evenly distributed between the genders, with 52.1% being males and 47.9% being females. Even though the study was not only focused on this age group, but rather aiming to take a more holistic point of view, and include all ages when possible, it was expected that the majority of illegal downloaders would fall under this category, as they have been exposed to the concept of piracy through digital means. The two main ethnicities that responded were Malays

and Chinese, representing 41.5% and 42.1% of the sample respectively. It was expected that the respondents would mainly consist of Malays and Chinese as they are the two largest races in Malaysia (www.cia.gov). The majority of respondents earned an income under RM1, 799 a month (RM21, 588 per annum) Technically, that category falls below the average monthly income (<http://www.statistics.gov.my>). However, due to the possibility of the sample consisting of also students, it may explain as to why the majority of respondents fell under that category. Of the 434 respondents, nearly 78% had at least a bachelor degree. Table 5.1 below highlights the demographics of this study.

Table 5.1: Demographics Frequencies

Variable		Frequency	Valid Percentage
Gender	Male	226	52.1
	Female	208	47.9
Age	Under 20	9	2.1
	20-29	347	80
	30-39	49	11.3
	40-49	13	3.0
	50-59	12	2.8
	60 or above	4	0.9
Ethnicity	Malay	180	41.5
	Chinese	184	42.4
	Indian	36	8.3
	Indigenous	4	0.9
	Other	29	6.7
Income (Monthly in Ringgit Malaysia)	Under RM1,799	159	36.6
	RM1,800 – RM3,599	150	34.6
	RM3,600 – RM 5,39	74	17.1
	RM 5,400 – RM 7,199	18	4.2
	RM7,200 – RM8,999	15	3.5
	RM 9,000 and above	17	3.9
Education	Secondary School	13	3
	Diploma / A-Levels or equivalent	76	17.5
	Bachelor Degree	299	68.9
	Postgraduate level	40	9.2
	Others	6	1.4

5.2 Data Analysis

All data was analysed using the Statistical Package for the Social Sciences (SPSS) version 17.0 software

5.2.1 Data

5.2.1.1 Exploratory Factor Analysis

Factor analysis's main purpose is to define the structure of the data set. This technique analyses correlations between variables by defining similar sets of factors (Hair et al, 2006). Exploratory factor analysis with Varimax rotation was used to define the underlying factor structure of items that represented the 7 key constructs (attitudes, lawfulness, informative and normative susceptibility, facilitating conditions, self-efficacy, intention and behaviour).

The factor analysis was done as suggested by Hair et al (2006). Eigenvalues had to be greater than 1.0 to be considered significant, communalities must be greater than 0.3, and the Kaiser-Meyer-Olkin measure of sampling adequacy (KMO) higher than 0.6.

5.2.1.2 Scale Reliability

Scale reliability was tested by calculating Cronbach alpha. Scale reliability refers to how well a group of items fit together as a set, based upon how correlated they are to each other. A Cronbach alpha of 1 is considered the best, hence, the closer the scale is to 1, the better. Coakes and Steed (2003) mention that a sufficient alpha value for basic research is 0.5, however, Nunnally (1967) argues that a reliable Cronbach alpha is 0.7. Harman's single factor score did not indicate Common Method Bias (CMB) due to the instrument used.

5.2.2 Analysis

5.2.2.1 Regression Analysis

Multiple regression analysis was used in this study to determine the link and relationship between the independent and dependent variables. The independent variables are Attitude, Subject Norm and Perceived Behavioural Control. The dependent variable is Intention. This analysis was used to test the validity of the hypotheses presented in chapter 3. Hypotheses were only accepted if the p-value was less than 0.05 ($p < 0.05$). The b-value determines the direction of the relationship. To test the goodness-of-fit model, the R^2 , the coefficient of determination, which is equal to the square of the coefficient of correlation, was examined. According to Nagelkerke (1991), the closer the R^2 is to 1, the better it is, as 1 means the regression line fits perfectly to the data.

5.2.2.2 Mediation Analysis

To test whether a relationship between constructs is influenced by a mediator, multiple regression analysis can be used (Baron and Kenny, 1986). There is a total of three possibilities as outcomes when testing mediation; no mediation, partial mediation and full mediation. There are four steps to test mediation:

1. Regression analysis with the independent variable (X) against the dependent variable (Y), a significant relationship must be present in order for mediation to exist.
2. Regression analysis with the independent variable (X) against the mediating variable (M), a significant relationship must be present for mediation to exist.
3. Regression analysis with the mediating variable (M) against the independent variable (Y), a significant relationship must be present for mediation to exist.

4. Multiple regression analysis running both the independent variable (X) and mediating variable (M) against the dependent variable (Y). If both variables are found to have a significant relationship with the dependent variable, a partial mediation is supported, if the independent variable (X) is found to be insignificant while the mediating variable (M) is still significant, a full mediation is supported.

For the mediated relationships, the Sobel test of mediation significance showed a test statistic of 8.24 ($p < .05$) for facilitation conditions and 5.11 ($p < .05$) for self-efficacy.

These validate the significance of the mediated relationships

5.3 Data

5.3.1 Antecedents

5.3.1.1 Factor Analysis: Attitudes

A factor analysis of the ten-item attitude scale showed that the items loaded onto 3 factors. After removing two items that were cross loading, the remaining 8 items continued to load, as expected, onto 3 factors (table 5.2). The item ‘music piracy infringes intellectual property’ was retained despite a slightly low loading (0.59) as it was considered an important indicator of the ‘social consequences’ construct. The three factors were named: Attitude toward the downloading of pirated music, Attitude towards pirated music and attitude towards social consequences of pirated music. The scale explained 71.874% of the variance (31.639%, 27.284%, and 12.952%). The factors had a Cronbach alpha of 0.759, 0.804, and 0.719 respectively.

The 22-item scale for attitude towards lawfulness faced several issues with poor loading as a one-dimensional construct. Instead the items loaded on multiple factors with substantial cross loading. After removal of items due to cross-loading and low

loading, a total of 7 items remained which loaded on two factors (shown in table 5.2). Four of these items loaded onto the first factor and three loaded onto the second factor. The two factors explained 56.186% of the variance (31.367% and 24.819%). The factors had a Cronbach alpha of 0.687 and 0.659 respectively. Based on the scale items that were retained, the first factor was named attitude to lawfulness - absolute and the second factor was named attitude to lawfulness - interpretive. The absolute lawfulness factor included questions about strict (absolute) interpretation of the law. While interpretive lawfulness included questions about willingness to circumvent but not violate the law.

Table 5.2: Factor Analysis - Attitudes

Item		Factor Loading	Eigenvalues	Cronbach's Alpha
Attitude towards the downloading of pirated music	Downloading pirated music is illegal	0.891	1.036	0.759
	Downloading pirated music is unethical	0.845		
Attitude towards pirated music	Pirated music has similar quality as the legal version	0.840	2.531	0.804
	Pirated music provides similar functions as the legal version	0.855		
	Pirated music pirated music is as reliable as the legal music	0.847		
Attitude towards the social consequences of music piracy	Music piracy infringes intellectual property	0.590	2.183	0.719
	Music piracy damages interests and rights of the artists	0.875		
	Music piracy damages the music industry	0.850		
KMO Measure of Sampling Adequacy		0.681		
Bartlett's Test of Sphericity Significance		0.000		
Attitude towards lawfulness (absolute lawfulness)	A person should obey the laws no matter how much they interfere with personal ambitions	0.783	2.196	0.687
	Personal circumstances should never be considered as an excuse for law breaking	0.722		
	A person should tell the truth in court, regardless of consequences	0.668		
	All laws should be strictly obeyed because they are laws	0.688		
Attitude towards lawfulness – (interpretive lawfulness)	The law protects property rights at the expense of human rights	0.631	1.737	0.659
	A person should obey only those laws that seem reasonable	0.848		
	It is all right to evade the law if you do not actually violate it.	0.809		
KMO Measure of Sampling Adequacy		0.668		
Bartlett's Test of Sphericity Significance		0.000		

5.3.1.2 Factor Analysis: Subjective Norms

A factor analysis of the eight items used to measure subjective norms revealed two factors as expected however two items cross-loaded and were removed. This resulted in two factors. The first represented informative susceptibility and the second normative susceptibility. Two items remained in the informative susceptibility factor and four items remained in normative susceptibility (see table 5.3). Together the factors explained 63.917 of the variance (23.632% and 40.285% respectively), and produced a Cronbach's Alpha of 0.713 for informative susceptibility and 0.740 for normative susceptibility.

Table 5.3: Factor Analysis – Subjective Norms

Item		Factor Loading	Eigenvalues	Cronbach's Alpha
Informative Susceptibility	If I have little experience with an artist, I often ask my friends about the artist.	0.867	1.418	0.713
	I often consult other people to help choose the best alternative available from a music genre	0.882		
Normative Susceptibility	It is important that others like the music I download	0.737	2.417	0.740
	If other people can see me listening to an artist, I often purchase the artist they expect me to download	0.770		
	I like to know what music makes good impressions on others	0.755		
	If I want to be like someone, I often try to download the same music that they buy.	0.730		
KMO Measure of Sampling Adequacy		0.681		
Bartlett's Test of Sphericity Significance		0.000		

5.3.1.3 Factor Analysis: Facilitating Conditions

The six items used to measure facilitating conditions loaded as one scale but poor loading of one item led to it being removed. After removal of the item, the 5 remaining items formed one factor, explaining 44.613% of the variance. The reliability was acceptable with a Cronbach's Alpha of 0.672.

Table 5.4: Factor Analysis – Facilitating Conditions

Item		Factor Loading	Cronbach's Alpha
Facilitating Conditions	I have a good understanding of how to download pirated music	0.603	0.672
	I have easy access to the internet	0.752	
	I have inexpensive access to the internet	0.698	
	I know people who can help me to download pirated music	0.632	
	I have a fast internet connection	0.645	
Eigenvalues		2.231	
KMO Measure of Sampling Adequacy		0.764	
Bartlett's Test of Sphericity Significance		0.000	

5.3.1.4 Factor Analysis: Self-Efficacy

The six items that represent the self-efficacy scale were analysed using factor analysis. It was found that the items loaded as a single factor. This confirms the unidimensionality of the self-efficacy construct. As shown in table 5.5, the six items explain 60.616% of the variance, had an Eigenvalue of 3.637, a KMO of 0.867 and was acceptable according to Bartlett's test of sphericity. Reliability was acceptable with a Cronbach's Alpha of 0.863.

Table 5.5: Factor Analysis – Self-Efficacy

Item		Factor Loading	Cronbach's Alpha
Self-Efficacy	I know all of the tricks and traps of file sharing.	0.800	0.863
	I know how to avoid spy ware attacks when I use file sharing.	0.871	
	I know how to use file sharing software.	0.607	
	I know how to avoid detection by the authorities when I file share.	0.835	
	I know how to tell the good files from the bad files.	0.835	
	I am confident I won't get caught downloading illegal files.	0.663	
Eigenvalues		3.637	
KMO Measure of Sampling Adequacy		0.867	
Bartlett's Test of Sphericity Significance		0.000	

5.3.1.5 Factor Analysis: Intention

The three-item intention scale was also analysed using factor analysis. The factor analysis revealed that the three items loaded well as a single factor. The factor explained 89.724% of the variance, with an Eigenvalue of 2.692, a KMO of 0.751 and sig. of 0.000. The factor was also reliable ($\alpha = 0.942$),

Table 5.6: Factor Analysis - Intention

Item		Factor Loading	Cronbach's Alpha
Intention	I intend to download pirated music in the future	0.949	0.942
	I will try to download pirated music in the near future	0.963	
	I will make an effort to download pirated music in the future	0.930	
Eigenvalues		2.692	
KMO Measure of Sampling Adequacy		0.751	
Bartlett's Test of Sphericity Significance		0.000	

5.3.1.6 Factor Analysis: Behaviour

Three items were used to represent the actual music downloading behaviour of individuals. As shown in table 5.7, factor analysis revealed that the scale was comprised of one factor that explained 81.089% of the variance, had an Eigenvalue of 2.433, a KMO of 0.739 and satisfied Bartlett's test. The scale had an acceptable level of reliability ($\alpha=0.881$).

Table 5.7: Factor Analysis - Behaviour

Item		Factor Loading	Cronbach's Alpha
Behaviour	I like to download pirated music	0.914	0.881
	I have always downloaded pirated music	0.905	
	I will continue to listen to downloaded pirated music	0.882	
Eigenvalues		2.433	
KMO Measure of Sampling Adequacy		0.739	
Bartlett's Test of Sphericity Significance		0.000	

5.4 Hypothesis Testing, Results and Discussion

5.4.1 Regression Analysis

The relationships shown in the research model were tested using multiple regression analysis. Table 5.8 shows the results of the relationships between the antecedent variables and intention to download. The adjusted R² was found to be 0.298.

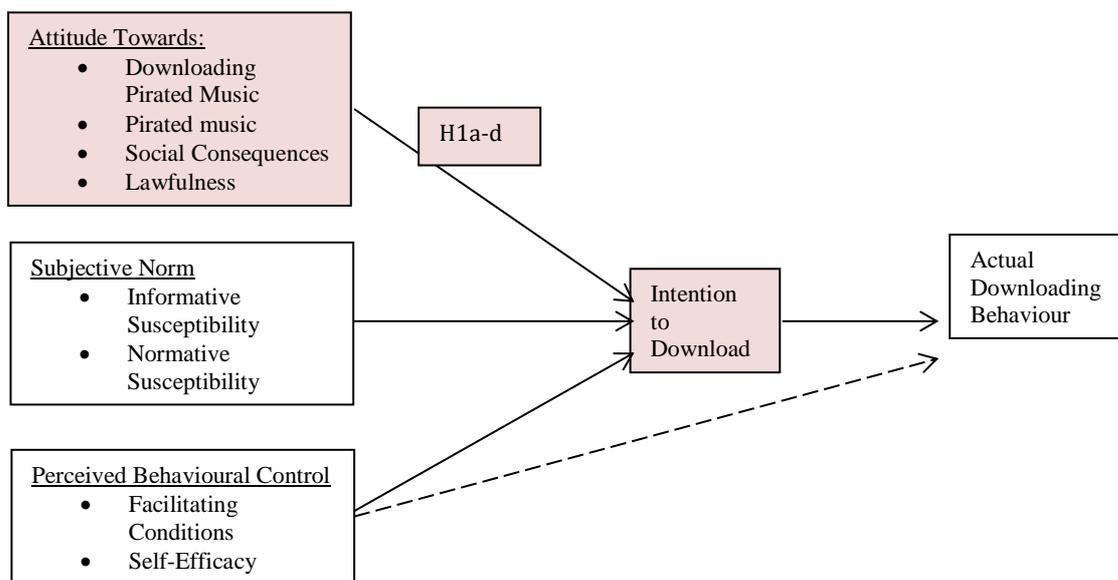
Table 5.8 Multiple Regression – Antecedents to Intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Attitude towards the downloading of pirated music	-0.058	0.054	-0.049	-1.081	0.281
Attitude towards pirated music	0.251	0.050	0.216	4.987	0.000**
Attitude towards the social consequences of music piracy	-0.043	0.064	-0.032	-0.683	0.495
Attitude towards lawfulness – absolute lawfulness	0.046	0.067	0.031	0.689	0.491
Attitude towards lawfulness - interpretive lawfulness	0.346	0.057	0.260	6.032	0.000**
Informative susceptibility	0.109	0.051	0.069	2.154	0.032**
Normative susceptibility	-0.029	0.058	-0.022	-0.495	0.621
Facilitating conditions	0.276	0.072	0.180	3.805	0.000**
Self-efficacy	0.239	0.053	0.203	4.507	0.000**

5.4.1.1 Multiple Regression: Hypothesis H1a-d

The relationship between attitude towards illegal downloading behaviour, attitude towards illegal downloads, attitude towards social consequences, attitude towards lawfulness (independent variables), and intention to download (dependent variable) are being tested in H1a, H1b, H1c and H1d

Figure 5.2: Research Model – Attitudes and Intention



The Hypotheses were:

- H1a – Attitude towards the act of downloading pirated music (behaviour) will have a negative relationship with intention to download
- H1b - Attitude towards downloaded pirated music (product) will have a positive relationship with intention to download
- H1c – Attitude towards the social consequences of piracy will have a negative relationship with intention to download
- H1d - Attitude towards lawfulness will have a negative relationship with intention to download

It was found that attitude towards illegal downloads ($p = 0.000$, $\beta = 0.216$, $t = 4.987$) has a positive significant relationship to intention, therefore H1b was accepted.

However, attitude towards illegal downloading behaviour and attitude towards social consequences were not significant 0.05 ($p > 0.05$) therefore H1a and H1c were rejected. H1d was tested by assessing the relationship between both absolute lawfulness and interpretive lawfulness. Attitude to absolute lawfulness was not related to intention to download however attitude to interpretive lawfulness was positively related to intention to download (beta = 0.260, $t = 6.032$, $p = 0.000$). This result means that H1d was rejected as it stated that the relationship would be negative.

Table 5.9 Multiple Regression- Attitude Antecedents to Intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Attitude towards the downloading of pirated music	-0.058	0.054	-0.049	-1.081	0.281
Attitude towards pirated music	0.251	0.050	0.216	4.987	0.000**
Attitude towards the social consequences of music piracy	-0.043	0.064	-0.032	-0.683	0.495
Attitude towards lawfulness – absolute lawfulness	0.046	0.067	0.031	0.689	0.491
Attitude towards lawfulness - interpretive lawfulness	0.346	0.057	0.260	6.032	0.000**

5.4.1.1.1 Discussion – Attitude Antecedents to Intention

As expected, the regression analysis shows that consumers with positive attitudes toward downloaded pirated music have a higher intention to download pirated music. Having a positive attitude toward downloaded pirate music may mean believing that the music will deliver the same or similar satisfaction that legally purchased or downloaded music does. This is similar to Huang et al's (2004) findings in which he argues that an individual is more likely to purchase, or in this case download, a counterfeit product, if the product is similar enough to the original. If the end consumer is able to successfully use and be satisfied with the pirated or counterfeit item, in other words, if the individual is able to listen and enjoy the music that they have obtained illegally, their intention is higher.

However, the regression analysis results showed that attitude towards the act of illegally downloading music (behaviour) and attitude towards social consequences of piracy were not significantly related to intention. This suggests that attitude to illegal downloading behaviour and social consequences are unrelated or do not affect people's intentions to download illegally. This is similar to Al-Rafee and Cronnan (2006) findings that moral judgement was not a significant predictor of attitude. If moral judgement does not predict attitude, and attitude towards social consequences and attitude towards the act of illegally downloading music is similar to an individual's moral judgement, it can help explain why, these two attitudes tested in this research, did not have a significant relationship with intention.

Absolute lawfulness was not related negatively to intention to download pirated music. Therefore, H4d was rejected.

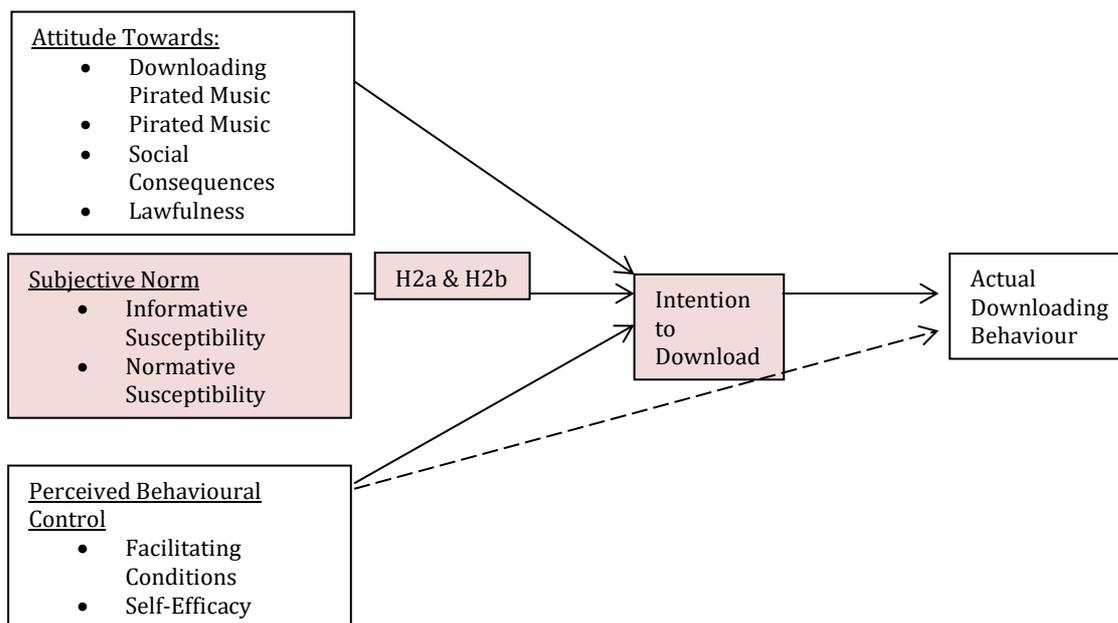
However, interpretive lawfulness was found to have a significant relationship positive towards intention to download pirated music. The interpretive view of lawfulness

indicates that the consumer believes that the law is something that can be interpreted flexibly (rather than strictly). Including ideas that the only reasonable laws need to be obeyed, or evading the law is acceptable while violating it is not. This is not the interpretation of lawfulness that was intended in H4d therefore this finding does not appear to speak to that hypothesis. Rather it extends the interpretation of lawfulness beyond the original intention of the scale to indicate that an interpretive view of lawfulness is positively related to intention to download pirated music. This was an interesting finding, as previous research argues that the relationship between attitude towards lawfulness and intention strengthens when the product is of a low risk (Cordell et al, 1996) and it has also been found that downloading music illegally, is also perceived as a low risk product (Jeong et al, 2012). Further research should be conducted regarding lawfulness and its effects on individuals regarding music piracy specifically, as there is the potential to be extremely beneficial not only to the academic society, but to industries and government authorities in trying to combat piracy on a whole.

5.4.1.2 Multiple Regression: Hypothesis H2a and H2b

The antecedent's, informative susceptibility and normative susceptibility (independent variables) are being regressed against intention (dependent variable) to test H2a and H2b.

Figure 5.3: Research Model – Subjective Norms and Intention



The hypotheses were:

- H2a – Informative susceptibility will have a positive relationship with intention to download
- H2b – Normative susceptibility will have a positive relationship with intention to download

Of the two hypotheses, only one was found significant. Informative susceptibility ($p = 0.032$, $\beta = 0.096$, $t = 2.154$) was found to have a significant relationship towards intention, thus H2a was accepted. However, the relationship between normative susceptibility was not significant ($p > 0.05$) therefore reject H2b.

Table 5.10 Multiple Regression – Subjective Norm Antecedents to Intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Informative Susceptibility	0.109	0.051	0.069	2.154	0.032**
Normative Susceptibility	-0.029	0.058	-0.022	-0.495	0.621

5.4.1.2.1 Discussion – Subjective Norm Antecedents to Intention

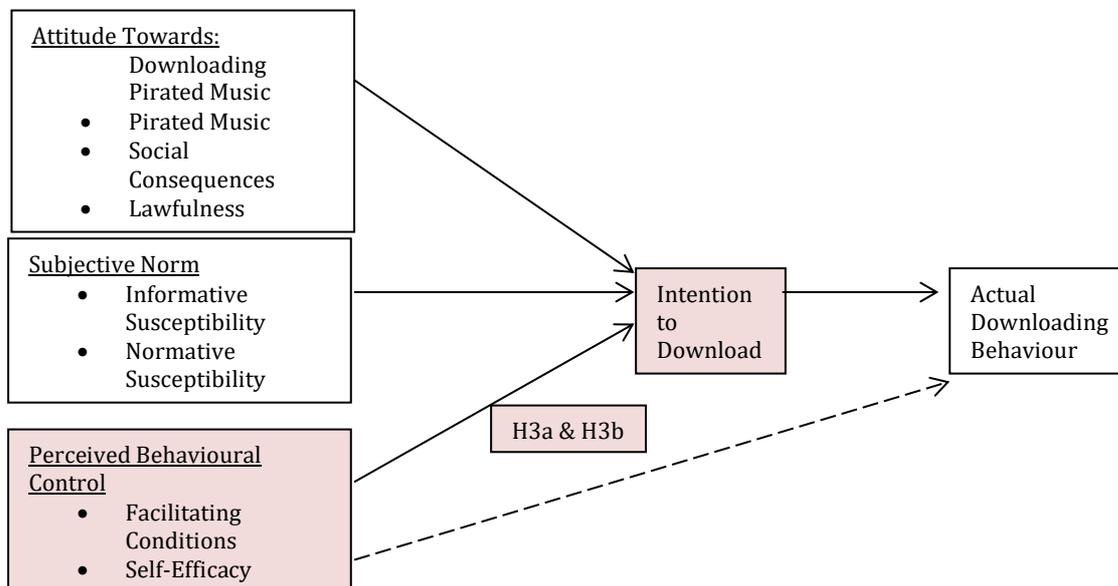
The results of the regression analysis provide insight to the societal effects on an individual's intentions. The results show that informative susceptibility has a significant relationship towards intention. This means that individuals are affected by learning from others when it comes to downloading music illegally (Deustch and Gerard, 1975), such as learning where to download, which sites are safe, and which artist are worth downloading. As mentioned by Park and Lessig (1977), learning can be done through two methods, observing others or asking and gathering information from knowledgeable individuals. Normative susceptibility was found to have an insignificant ($p > 0.05$) relationship with intention. Burnkrant and Cousineau (1975) define normative influence as the ability to conform to others' expectations. Being that downloading music illegally is a behaviour that is sought out by the individual, and not taught to society as the common practice to obtain music, it may reflect as to why the relationship between normative susceptibility was found to be insignificant. This means that the act of want to download illegally is a behaviour that is obtained by an individual, and has very little to do with the societal factors around them. Holistically however, it has come to the researcher's attention that perhaps, the items used in the scale for both informative and normative susceptibility were not properly

adapted for this research. For more conclusive evidence on this particular section, future researchers could adapt it better to suit music piracy rather than just music.

5.4.1.3 Multiple Regression: Hypothesis H3a and H3b

The antecedents facilitating conditions and self-efficacy (independent variables) were regressed against intention to test H3a and H3b.

Figure 5.4: Research Model – Perceived Behavioural Control and Intention



The hypotheses were:

- H3a – Facilitating conditions will have a positive relationship with intention to download
- H3b – Self-efficacy will have a positive relationship with intention to download

It was found that both, facilitating conditions ($p = 0.000$, $\beta = 0.180$, $t = 3.805$) and self-efficacy ($p = 0.000$, $\beta = 0.203$, $t = 4.507$) had a significant relationship towards

intention. This then supports the hypotheses H3a and H3b.

Table 5.11 Multiple Regression – Perceived Behavioural Control to Intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Facilitating Conditions	0.276	0.072	0.180	3.805	0.000**
Self-Efficacy	0.239	0.053	0.203	4.507	0.000**

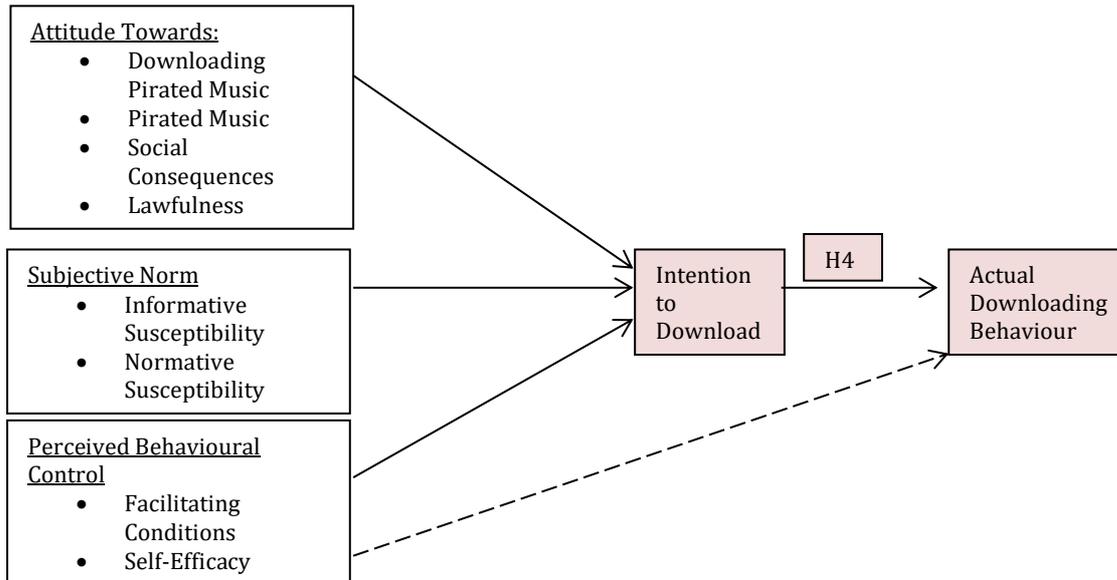
5.4.1.3.1 Discussion – Perceived Behavioural Control to Intention

The results further gave light to the idea that an individual’s surroundings do affect their intentions. It was found that facilitating conditions has a significant relationship towards intention. This proves that if an individual has all the necessary ‘equipment’ to perform the task of illegal downloading, for example, first and foremost, a computer, an easy internet connection, a fast-enough internet connection and the knowledge of how to download, it is more likely that the individual is going to download illegally. The results also show that self-efficacy does have a significant relationship towards intention, which is similar research findings (Lin et al, 2013; Kuo and Hsu, 2001; Limayem, 2003). This concludes the notion that if an individual has the ‘know-how’ of downloading illegally, for example, being able to avoid any detection and unwanted spywares and viruses as well as being able to tell the difference between good and bad files, the intention to download illegally will be higher.

5.4.1.4 Linear Regression: Hypothesis H4 (Intention towards Behaviour)

A regression analysis was done between the previous dependent variable, intention (independent variable) against behaviour (dependent variable) to test H4.

Figure 5.5: Research Model – Intention and Behaviour



The Hypothesis is:

- H4 – Intention to download will have a positive relationship with actual downloading behaviour

The adjusted R² was found to be 0.679. Furthermore, the relationship between intention and behaviour (p = 0.000, beta = 0.825, t = 30.253) was found to be significant. This means that H4 is supported. This is presented in Table 5.4.1.5 below.

Table 5.12 Linear Regression – Intention to Behaviour

Model	Unstandardized coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Intention to download	0.792	0.026	0.825	30.253	0.000**

** p < 0.05

5.4.1.4.1 Discussion – Intention to Behaviour

The results concluded that there is a significant relationship between intention and behaviour. This suggests that if an individual does intend to download illegally, it is more than likely they will partake in the behaviour of downloading illegally.

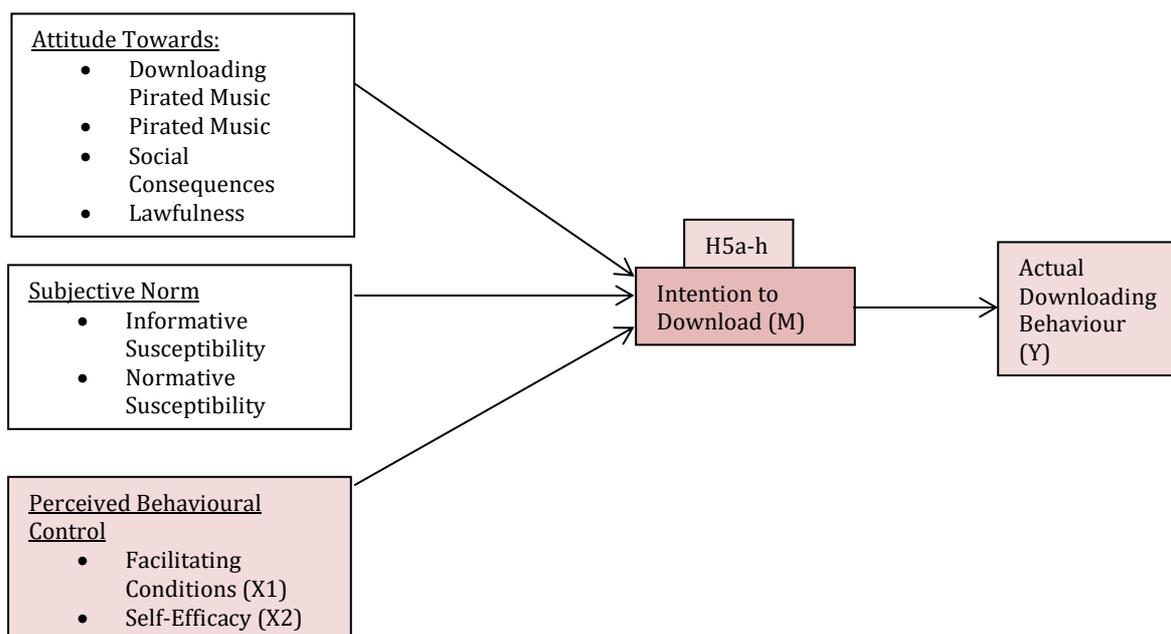
However, of course, this is not conclusive evidence, but rather still speculation. In order to test the relationship effectively, research should be done on intention to actual behaviour. There are several ways to do so, however, it was not in this research.

5.4.2 Mediation Analysis

5.4.2.1 Mediation Hypothesis: H5a and H5b

The mediation analysis was done between both antecedents from perceived behavioural control (facilitating conditions and self-efficacy), intention and behaviour. The relationships were tested separately as pointed out in figure 5.6 below

Figure 5.6: Research Model – Mediation Analysis



The hypotheses are:

- H5a-h – Intention to download will mediate the relationship between each of the antecedents: a) attitude to illegal downloading, b) illegally downloaded product, c) social consequences, d) lawfulness, e) information susceptibility, f) normative susceptibility, g) facilitating conditions, and h) self-efficacy; and actual downloading behaviour

Mediation analysis was used to test whether intention mediated the relationship between facilitating conditions and self-efficacy as the predictors, and behaviour as the dependent. Baron and Kenny's (1986) four step process was used.

Using the PBC constructs as an example: Step 1. A significant relationship must be present between facilitating conditions, as the independent variable (X1), against behaviour, as the dependent variable (Y1), in order for mediation to exist. A significant relationship must also be present between self-efficacy as the independent variable (X2) against behaviour as the dependent variable (Y2), in order for mediation to exist.

As expected the results showed that intention mediated the hypothesized relationships. For example, the relationship was significant between facilitating conditions (X1) and behaviour (X1) ($p = 0.000$, $\beta = 0.415$, $t = 9.473$). The relationship between self-efficacy (X2) and behaviour (X2) was also found significant ($p = 0.000$, $\beta = 0.246$, $t = 5.277$). This is presented in Table 5.13

Table 5.13 Facilitating Conditions (X1) and Self-Efficacy (X2) against Behaviour (Y)

Model	Unstandardized coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Facilitating Conditions	0.622	0.066	0.415	9.473	0.000
Self-Efficacy	0.277	0.053	0.246	5.277	0.00

Step 2. A significant relationship must exist when doing the regression analysis between the predictors, facilitating conditions (X1) and Self-Efficacy (X2) against the mediator variable, intention (M1 & M2), in order for mediation to exist.

It was found that the relationship for both facilitating conditions (X1) ($p = 0.000$, $\beta = 0.379$, $t = 8.504$) and self-efficacy (X2) ($p = 0.000$, $\beta = 0.243$, $t = 5.217$) against the mediator, intention (M1 & M2) was significant. This is presented in Table 5.14 below.

Table 5.14 Facilitating Conditions (X1) and Self-Efficacy (X2) against Intention (M)

Model	Unstandardized coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Facilitating Conditions	0.580	0.068	0.379	8.504	0.000
Self-Efficacy	0.285	0.055	0.243	5.217	0.00

Step 3. A significant relationship must be present between the mediator, intention (M) and the predictor, behaviour (Y), in order for mediation to exist.

It was found that there is a significant relationship between the mediator, intention (M) ($p = 0.000$, $\beta = 0.825$, $t = 30.253$) and the predictor, behaviour (Y). This is presented in Table 5.15 below.

Table 5.15 Intention (M) against Behaviour (Y)

Model	Unstandardized coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Intention to download	0.792	0.026	0.825	30.253	0.000

Step 4. To test whether there is a full, partial or no mediation, a multiple regression analysis must be done. In order to do this, both the independent (X1 & X2) and the mediation variables (M1 & M2), will be analysed against the dependent variable (Y1 & Y2). If both variables are significant, then there is partial mediation. If (X1) is insignificant, but (M1) is significant, then full mediation is supported.

Facilitating Conditions - The analysis showed that the adjusted R^2 is 0.690, and facilitating conditions ($p = 0.000$, $\beta = 0.116$, $t = 4.003$) and intention ($p = 0.000$, $\beta = 0.780$, $t = 26.890$). This result shows there is a partial mediation, thus supporting H5a. This is presented in Table 5.16 below

Self-Efficacy - The analysis showed that the adjusted R^2 is 0.681, and self-efficacy ($p = 0.085$, $\beta = 0.048$, $t = 1.725$) and intention ($p = 0.000$, $\beta = 0.813$, $t = 28.989$). This result shows there is a full mediation, thus rejecting H5b. This is presented in Table 5.16 below

Table 5.16: Facilitating Conditions (X1), Self-Efficacy (X2) and Intention (M) against Behaviour (Y)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Mediation
		B	Std. Error	Beta			
Facilitating Conditions (X1) and Intention (M1)	X1 to Y1	0.174	0.043	0.116	4.003	0.000	partial
	M1 to Y1	0.749	0.028	0.780	26.890	0.000	
Self-Efficacy (X2) and Intention (Y2)	X2 to Y2	0.054	0.032	0.048	1.725	0.085	full
	M2 to Y2	0.780	0.027	0.813	28.989	0.000**	

5.4.2.1.1 Discussion – Mediation between Perceived Behavioural Control, Intention and Behaviour

The results showed that intention partially mediates the relationship between facilitating conditions and behaviour. This suggests that an individual may not need to have the intention to do something, but rather if they are able to do it, they may do it. Meaning that, if individuals' surroundings allow them to download illegally, they may skip the intention part of the process, and proceed to downloading illegally. This is similar to Limayem's (2003) findings, in which it was found that the Perceived Behavioural Control (PBC) construct of the TPB model was found to have a relationship with both intention and behaviour directly. However, contrary to facilitating conditions, self-efficacy was found to have full mediation. This suggests that self-efficacy only affects intention to download illegally, which in turn affects behaviour. As found by Lin et al (2013) that self-efficacy has a significant relationship to intention, Bandura (1989) points out that self- efficacy is an individual's judgement of their own capabilities, hence, it could mean that, an

individual's capabilities only affect their intentions, not their behaviour. This is contradictory to previous research by Bandura and Wood (1989) who found that self-efficacy effects individual's decision on their behaviours.

5.5 Moderators - Testing Value Consciousness and Variety Seeking as Moderators of the Relationships Between Attitude, Subjective Norms, Perceived Behavioural Control and Intention

There are four secondary models that were analysed. They were analysed based on two background variables; Value Consciousness and Variety Seeking. A multiple regression analysis was done based on splitting the background variables into high versus low, using a 50% median split. For value consciousness and variety seeking, the split was greater than and less than 5.571 (low < 5.571 < high) and 6.000 respectively (low < 6.000 < high). The hypotheses were:

- H6a-h Value consciousness will moderate the relationship between the antecedents and intention to illegally download.
- H7a-h Variety seeking will moderate the relationship between the antecedents and intention to illegally download.

5.5.1 Value Consciousness

A factor analysis was done on the Value Consciousness scale. The scale had a strong Cronbach's Alpha of 0.828. Furthermore, the Eigenvalue was 3.527, KMO was 0.806 and had a sig. value of 0.000. The results of the factor analysis are below in Table

5.17

Table 5.17 – Factor Analysis: Value Consciousness

Item		Factor Loading	Cronbach's Alpha
Value Consciousness	I compare prices for the best value for money.	0.635	0.828
	I am very concerned about low prices, but equally concerned about product quality	0.794	
	Whenever purchasing a product, I always try to maximize the quality I get for the money I spend	0.797	
	I like to be sure that I get my money's worth.	0.781	
	I generally shop around for lower prices on products, but they must still meet certain quality requirements before I buy them	0.664	
	When I shop, I usually compare the "price per ounce" information for brands I normally buy	0.887	
	I always check prices at the grocery store to be sure I get the best value for the money I spend	0.894	
Eigenvalues		3.527	
KMO Measure of Sampling Adequacy		0.806	
Bartlett's Test of Sphericity Significance		0.000	

5.5.1.1 Low value consciousness as a background variable

The adjusted R² found was 0.235. It was found that illegal downloads (p = 0.002, beta = 0.204, t = 3.174), facilitating conditions (p = 0.035, beta = 0.148, t = 2.121) and self-efficacy (p = 0.000, beta = 0.262, t = 3.794), all had significant relationships towards intention. This is presented in Table 5.18 below.

Table 5.18: Multiple Regression – Antecedents to Intention (Low Value Consciousness)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Attitude towards the downloading of pirated music	0.067	0.078	0.059	0.857	0.392
Attitude towards pirated music	0.240	0.076	0.204	3.174	0.002**
Attitude towards social consequences of piracy	-0.149	0.090	-0.166	-1.659	0.099
Attitude towards Lawfulness - Absolute	0.097	0.100	0.064	0.969	0.334
Attitude towards Lawfulness – Interpretive	0.183	0.094	0.126	1.949	0.053
Informative Susceptibility	0.108	0.070	0.103	1.554	0.122
Normative Susceptibility	0.064	0.084	0.052	0.765	0.445
Facilitating Conditions	0.210	0.099	0.148	2.121	0.035**
Self-Efficacy	0.290	0.076	0.262	3.794	0.000**

5.5.1.2 High Value Consciousness as a background variable

The adjusted R² found for low value consciousness was 0.326. The results showed that attitude towards illegal downloading behaviour (p = 0.016, beta = -0.150, t = -2.421), attitude towards illegal downloads (p = 0.001, beta = 0.220, t = 3.469), attitude towards lawfulness 2 (p = 0.000, beta = 0.328, t = 5.532), facilitating conditions (p = 0.003, beta = 0.199, t = 3.055) and self-efficacy (p = 0.005, beta =

0.178, $t = 2.806$) had a significant relationship towards intention. This is presented in Table 5.19 below.

Table 5.19: Multiple Regression – Antecedents to Intention (High Value Consciousness)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Attitude towards the downloading of pirated music	-0.179	0.074	-0.150	-2.421	0.016**
Attitude towards pirated music	0.247	0.071	0.220	3.469	0.001**
Attitude towards social consequences of piracy	0.056	0.090	0.039	0.620	0.536
Attitude towards Lawfulness - Absolute	-0.033	0.088	-0.024	-0.378	0.706
Attitude towards Lawfulness – Interpretive	0.407	0.074	0.328	5.532	0.000**
Informative Susceptibility	0.080	0.073	0.067	1.092	0.276
Normative Susceptibility	-0.130	0.080	-0.101	-1.630	0.105
Facilitating Conditions	0.331	0.108	0.199	3.055	0.003**
Self-Efficacy	0.212	0.076	0.178	2.806	0.005**

5.5.1.3 Discussion – Low and High Value Consciousness

The result of the multiple regression analysis of both low value consciousness and high value consciousness revealed similarities and differences between them. For both multiple regressions, attitude towards illegally downloaded music (H1b), facilitating conditions (H3a) and self-efficacy (H3b) were all found to have significant

relationships towards intention. Even though Lichtenstein et al (1990) found that individuals are affected by the quality to price ratio, it can be argued that when the product is obtainable for free, the ratio is not applicable anymore. Since no financial investment is made, and as it has been found, the quality of the music that was obtain for free, is perceived to be as of a good enough quality for an individual's purposes, it makes sense that a significant relationship was found in both low and high value conscious individuals. Similarly, with the facilitating conditions and self-efficacy constructs, it makes sense that it applies to both low and high value conscious individuals, as again, no monetary value can be placed on an individual's ability or the environment an individual is situated in, which enables them to download music for free.

Specifying on the differences mainly, it showed that high value consciousness individuals are more likely to have a respectful attitude towards lawfulness, thus, which leads them to having a lower intention to download illegally. This is partially supports hypothesis H1d. The other difference is individuals' attitudes towards illegal downloading behaviour, as revealed by hypothesis H1a. It was interesting to find that high value consciousness individuals were more aware that downloading illegal is a negative behaviour, as generally speaking, it would be high value consciousness people that would want to download illegally, as it is free. This just highlights the fact that regardless of whether someone is cost savvy or not, they do understand the behaviour of downloading illegal is wrong. The other antecedents are similar to each other, meaning it did not make a difference between whether an individual was low or high value consciousness, their intentions towards downloading illegally was based on the group of antecedents.

5.5.2 Variety Seeking

Similar to the value consciousness scale, variety seeking was factor analysed. It resulted as one neat factor, having an Eigenvalue of 2.436, KMO of 0.728 and a sig. of 0.00. The Cronbach's Alpha for the self-efficacy scale was found to be 0.884. The results of the factor analysis are below in Table 5.20 below.

Table 5.20: Factor Analysis – Variety Seeking

Item		Factor Loading	Cronbach's Alpha
Variety Seeking	I like to try listening to different music	0.896	0.884
	I like a great deal of variety in music	0.926	
	I like new and different styles of music	0.880	
Eigenvalues		2.436	
KMO Measure of Sampling Adequacy		0.728	
Bartlett's Test of Sphericity Significance		0.000	

5.5.1.1 Low variety seeking as a background variable

The adjusted R² found was 0.307. The regression analysis discovered that attitude towards illegal downloads (p = 0.000, beta = 0.259, t = 4.133), attitude towards lawfulness (p = 0.000, beta = 0.22, t = 3.603), facilitating conditions (p = 0.008, beta = 0.182, t = 2.665) and self-efficacy (p = 0.002, beta = 0.214, t = 3.171) had significant relationships towards intention. However, the other antecedents were found to have an insignificant relationship (p > 0.05) towards intention. The results of the multiple regressions are presented in Table 5.21 below.

Table 5.21: Antecedents to Intention (Low Variety Seeking)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Attitude towards the downloading of pirated music	-0.076	0.786	-0.063	-0.955	0.341
Attitude towards pirated music	0.302	0.080	0.259	4.133	0.000**
Attitude towards social consequences of piracy	0.007	0.073	0.005	0.083	0.934
Attitude towards Lawfulness - Absolute	0.010	0.083	0.008	0.118	0.906
Attitude towards Lawfulness – Interpretive	0.287	0.087	0.225	3.603	0.000**
Informative Susceptibility	0.131	0.073	0.118	1.798	0.074
Normative Susceptibility	-0.004	0.081	-0.003	-0.052	0.959
Facilitating Conditions	0.262	0.098	0.182	2.665	0.008**
Self-Efficacy	0.256	0.081	0.214	3.171	0.002**

5.5.1.2 High variety seeking as a background variable

The adjusted R² found was 0.383. The multiple regression analysis results showed that only attitude towards lawfulness 2 (p = 0.000, beta = 0.360, t = 4.577), facilitating conditions (p = 0.002, beta = 0.256, t = 3.105) and self-efficacy (p = 0.030, beta = 0.174, t = 2.204) had a significant relationship towards intention based on high variety seeking individuals. The other antecedents were found to have an

insignificant relationship ($p > 0.05$) towards intention. The results of the regression are presented below in Table 5.22 below.

Table 5.22: Multiple Regression – High Variety Seeking

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Attitude towards the downloading of pirated music	-0.007	0.101	-0.006	-0.71	0.994
Attitude towards pirated music	0.169	0.103	0.137	1.651	0.102
Attitude towards social consequences of piracy	-0.108	0.127	-0.070	-0.847	0.399
Attitude towards Lawfulness - Absolute	0.205	0.139	0.129	1.545	0.125
Attitude towards Lawfulness – Interpretive	0.511	0.112	0.360	4.577	0.000**
Informative Susceptibility	0.147	0.101	0.117	1.454	0.149
Normative Susceptibility	-0.218	0.115	-0.152	-1.892	0.061
Facilitating Conditions	0.447	0.144	0.256	3.105	0.002**
Self-Efficacy	0.222	0.101	0.174	2.204	0.030**

5.5.1.3 Discussion – Low and High Variety Seeking

The results of the regression provided insight into the difference between low and high variety seeking individuals, and what affects their intentions to download illegally. The antecedent that varies between the two is the attitude towards illegal downloads. For both multiple regressions, (H1d) attitude towards lawfulness (partially supported), (H3a) facilitating conditions, and (H3b) self-efficacy were found to have

significant relationships towards intention. As is was found similarly with low and high value conscious groups, facilitating conditions and self-efficacy have significant relationships towards intention, despite whether the individual is considered a low or high variety seeker. This supports previous research in saying that the perceived behavioural construct has a very strong influence on intention (Yoon, 2011)

Again, it was interesting to see that low variety seeking individuals are more likely to have a favourable attitude towards illegal downloads (H1b). This specifically is talking about the actual product, meaning the music they are listening to. This is interesting because it shows that individuals who are not looking a repetitive or specific of a kind music, not exploring the world of music and discovering new material, are more inclined to be happy downloading illegally, and enjoy illegally downloaded music. This could prove that an individual who is out to discover new music, is more inclined to purchase the artist's music legally, either online or in shops. This does make some sense in way, especially in Malaysia, where new, undiscovered artists do have trouble getting their music into shops, and are more likely to be able to sell their albums at gigs. Another point to consider is that Malaysia has a very small music industry as compared to countries like America, England and Australia. Furthermore, local artists do not have a large enough following for individuals to be bothered to upload music online in order for others to be able to download for free, unless of course the artist is one of the more famous artist, which there are only a handful of them in Malaysia, for example, Siti Nurhaliza.

5.6 Concluding Comments

The analyses and results of this research paper were presented in this section, as well as the discussion after each regression analysis. Seven factor analyses were presented (attitudes, lawfulness, informative and normative susceptibility, facilitating conditions, self-efficacy, intention and behaviour) as well as two factor analyses for the background variables (value consciousness and variety seeking). The results did show some of the hypotheses being supported, which further builds from previous research.

However, there were certain hypotheses, which were rejected for various reasons, which include not being adapted well enough for this topic. Nonetheless, it was still important to include such antecedents and hypotheses, and it does provide some sort of insight into future research, and how it can be built upon.

In summary, after taking consideration of the research, firstly, as a whole, and furthermore, dissecting further and comparing models between low and high value consciousness and variety seeking, the research concludes that attitudes towards illegal downloads, facilitating conditions, and self-efficacy are the most likely to influence an individual's intention to download illegally. In addition, it is also shown that attitude towards lawfulness does in fact partially affect an individual's intention, however, this specific scale, and as antecedent needs to be further researched.

The following chapter will present the implication and limitations of the research as well as the conclusion.

CHAPTER 6: CONTRIBUTIONS, LIMITATIONS AND FUTURE RESEARCH

6.0 OVERVIEW

There are three purposes to this chapter. Firstly, this chapter re-examines the findings of this research in relation to the objectives set out in chapters one and three.

Secondly, it is discussed the conceptual, methodological and managerial implications and contributions from this study. Lastly, the research limitations and possible future research directions concludes this chapter.

Table 6.1: Accepted / Rejected of Hypotheses

H#	Hypothesis	Accepted / Rejected
H1a	Attitude towards illegal downloading of music will have a positive relationship with intention to download	Rejected
H1b	Attitude towards illegally downloaded music will have a positive relationship with intention to download	Accepted
H1c	Attitude towards the social consequences will have a negative relationship with intention to download	Rejected
H1d	Attitude towards lawfulness will have a negative relationship with intention to download	Partially Accepted
H2a	Informative susceptibility will have a positive relationship with intention to download	Accepted
H2b	Normative susceptibility will have a positive relationship with intention to download	Rejected
H3a	Facilitating conditions will have a positive relationship with intention to download	Accepted
H3b	Self-efficacy will have a positive relationship with intention to download	Accepted
H4	Intention to download will have a positive relationship with actual downloading behaviour	Accepted
H5a	Intention to download will be a partial mediator between facilitating conditions and actual downloading behaviour	Partial
H5b	Intention to download will be a partial mediator between self-efficacy and actual downloading behaviour	Full

H6a	Value consciousness will moderate the relationship between the antecedents, intention to download and actual downloading behaviour	Partial
H6b	Variety seeking will moderate the relationship between the antecedents, intention to download and actual downloading behaviour	Partial

6.1 REVIEW OF RESEARCH OBJECTIVE AND FINDINGS

To briefly recap, these are the following findings for each research objective

- (1) To investigate if attitude, social norms and perceived behavioural control influence intention to download (H1 – H3)

Using the TPB model has its benefits and on the whole, using all the constructs and antecedents, it was successful in determining which construct affects individuals' intentions the most, therefore allowing a better understanding of the population.

Wang et al (2005) suggested that attitudes should be multi-dimensional and through this research, even though the results showed that only one of the dimensions was significant (attitude towards illegally downloaded music), overall, the multi-dimensional attitude model is significant. The factor analysis and scale reliability also reflect similar dimensions as Wang et al's (2005) research.

The results showed that how individuals view their justice system does in fact have an effect on intention, but theoretically this can only be partially supported due to the fact that only one of the two factors were accepted. Nonetheless, it still suggests that a defined attitude towards lawfulness is a significant component of the attitude construct that affects intention to download.

- (2) To investigate if intention to download leads to actual downloads (H4)

The results provided insight into the societal effects on an individual's intention. It suggests that because music is of a personal interest, and no two individuals have the exact same taste in music, it causes individuals to be more susceptible to a more informative source.

This research finds that facilitating conditions and self-efficacy play the strongest roles in determining an individual's intention. The research strengthens the concept that if an individual is empowered with the knowledge to do something, and there is nothing stopping the individual from committing the act, the individual will commit the act without hesitation.

- (3) To investigate the mediating role of intention between the antecedents and actual downloading behaviour (H5)

It was found that intention acts as either a partial or full mediator between facilitating conditions, self-efficacy and behaviour. This then suggests that an individual may in fact proceed to committing the act, as long as there is nothing to stop them from doing so. This is contrary from self-efficacy as intention fully mediates the relationship between self-efficacy and behaviour. Having this knowledge is powerful in the sense that it is possible to deter consumers from downloading illegally. If an individual needs to know how to commit the act before they have the intention to commit the act, there is still a chance that individuals may not be able to understand how to download illegally. Alternatively, more education regarding how to purchase music legally may suffice. Furthermore, with intention only partially mediating the relationship between facilitating conditions and behaviour, it is assumed that if barriers are put in place to make the facilitating conditions less enabling to the individual (for example, stricter laws, more authority crackdowns on piracy), the

individual may in fact think consciously about the act, which will drive them to decide their intentions, rather than just immediately committing the act without much thought.

- (4) To investigate the moderating roles (background variables) of value consciousness and variety seeking in the conceptual model (H6)

There are similarities between the high versus low models for each background variable. When looking at value consciousness, it was interesting that individuals who are have high value consciousness are more like to have a respectful attitude towards lawfulness. Furthermore, high value conscious individuals seem to view illegal downloading negatively, which counterintuitive, considering high value consciousness individuals would stereotypically search for a bargain.

When looking at variety seeking, it can be observed that individuals, who were low variety seekers had a more favourable attitude towards piracy. Stereotypically, it would be high variety seekers that would be more receptive to illegal downloading as they would be able to experience different music for little to no costs.

6.2 RESEARCH CONTRIBUTIONS

6.2.1 Conceptual and Methodological Contributions

There are several conceptual contributions from this study. Firstly, by using the full TPB model, it allows for better understanding of music piracy in its entirety. This enhances the work done by Wang et al (2006) where only part of the TPB model was used (attitudes towards intention). Furthermore, this study reaffirms the idea that

Wang et al (2006) raised of attitudes being not uni-dimensional. In this research, it was found to be multi-dimensional.

The use of the lawfulness scale is another conceptual contribution that needs to be taken further in future research. In past research, it was found to be highly significant when looking at the study of counterfeit goods (Cordell et al, 1996). From this study, it can be concluded that individuals are indeed affected by their attitudes towards their authorities and judicial system. Furthermore, the scale does include certain aspects of morality which enhances the scale, and can enhance the attitude dimension as well as the overall TPB model.

In addition, by using background variables in this study, and comparing between low and high variety seeking and value conscious individuals, it provides avenues for more research to be conducted in comparing background variables that affect individuals' intentions by using the TPB model. The research has also provided methodological contributions in understanding music piracy. By not using a student sample, but instead gathering a more workforce driven sample, this research allows for a better understanding of music piracy and individual's intentions and behaviours and the antecedents that affects them. This allows for more conclusive evidence as to what affects individuals in the real world.

6.2.2 Managerial Contributions

There are several managerial contributions from this research. Overall, it benefits the Malaysian music industry. By understanding the population, which is also their target market, they are able to understand what drives individuals to pirate. By proving that individuals are affected by their respect for authorities and judicial systems, certain aspects need to change in order for any results can be seen. It is a trickle-down effect.

If change happens at the top of the 'food chain', it results in change lower down the pyramid. Individuals need to see that piracy and pirated goods are not going to be tolerated by the appropriate governing authorities. For example, shops selling pirated DVDs are in abundance in Malaysia and are running as legitimate shops causing individuals to be almost immune to the idea that piracy is illegal. Therefore, it can be assumed that if individuals do not see these shops being shut down for good, individuals are not going to be fearful of downloading at home illegally. The mindset could be that if the authorities are not going to shut down illegal business, the likelihood of them going after an individual is almost non-existent.

Another aspect that needs to be considered is the environment that facilitates the downloading of music. It is without a doubt that Internet companies are in a constant battle to provide the best and fastest Internet service for the cheapest price. However, this facilitates the environment to pirate or illegally download music. Music is now at the fingertips of individuals and within minutes, music is available for individuals to enjoy. Slowing down the Internet service would not be the solution; however, governing bodies should consider working with Internet companies in battling this issue.

Furthermore, businesses could potentially venture out and understand what other nations are doing to combat this issue. Fundamentally, aside from the factor that downloading illegal music at home is easy, the cost of listening to legitimate music (i.e. purchasing albums online) is expensive due to possible economic factors. With the introduction of a leasing system, that is catered to the economic settings of the country, could benefit both the industry and help combat the need to download illegal music.

Appropriate marketing needs to be in place in order to raise awareness of the effects of piracy, not on to the big corporations and labels, but onto the individuals and artists. Unfortunately, the media has focused their attention the more successful artist, who are making substantial incomes yearly, despite the issue of piracy. However, it is the smaller and lesser-known bands that are most affected.

6.3 Limitations and Future Research

This study, even though it did not use a student sample, concentrated on a very small urban sample of Malaysia, by only sampling the capital city of Kuala Lumpur.

Therefore, this sample is not representative on the entire population. To gain a better perspective of the population, it would be recommended that in the future, samples are gathered from different cities around Malaysia would better represent the population. Furthermore, the sample was not representative of the age groups, income, and ethnicity of the entire population. A large group of the sample comprised of individuals between the ages of 20 to 29 years old with an income of between RM1800 to RM3599 (roughly AUD\$600 to AUD\$ 1200) a month. Furthermore, this sample did not allow for any comparative study between ethnic groups.

The use of certain scales did limit the generalizations or assumptions that can be concluded from this study. The attitude towards lawfulness scale, after being factor analysed only ended up having two factors, with only 4 and 3 scales respectively.

This is contradicting Cordell et al's (1996) work where the scale was representative of two clear factors; attitude towards lawfulness and morality. Nonetheless, from this study, it can be concluded that attitude towards lawfulness should be part of the attitude dimension, especially when researching piracy. Furthermore, upon reflecting on the subjective norm scales (informative and normative susceptibility), it was concluded that the scales were not adapted well enough for research on piracy as it

did not relate closely enough to piracy. In future, better scales should be used as this may have hindered the study and slightly affected the results, resulting in inconclusive assumptions.

There are several points to be raised when considering at future research based upon this study. Firstly, the attitude towards lawfulness scale and subjective norm scale should be adapted, as these scales have been shown to be important. Furthermore, researchers may want to consider using structural equation modeling (SEM) on top of the analysis done in this research. Despite the success of the analysis done in this research, SEM could prove the importance of the entirety of this model.

Looking at the model that has been used in this research, future research could also consider using different background variables to compare samples, as well as the use of different moderators. An improved scale for actual behaviour could also lead to a better overall model, which would enhance future studies.

This study only looks at a snapshot of the illegal downloading of music in one country, Malaysia. Future researchers could consider two options to further research this topic. The first option would be to do a longitudinal study of piracy in Malaysia, being that 10 years from now, a similar but improved study could be conducted on a similar sample, comparing piracy then and now. The other option would be to do a cross-cultural study, comparing Malaysia to either foreign western countries (for example, Australia) or a cross-national study, comparing Malaysia to other south east Asian countries (for example, Singapore, Indonesia and Thailand).

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8.0 Appendix

Appendix 1: Questionnaire

Study on Digital Music Piracy

This survey is part of a research project conducted by a Masters student with the School of Marketing in Curtin University Australia. The purpose of the study is to better understand Malaysian consumers and their music downloading traits. The findings will provide helpful insights to academics and practitioners. We appreciate if you could take 10 minutes of your valuable time to answer all the survey questions.

Please answer all the questions in this survey form and give the response which most accurately reflects your views. There is no right or wrong answers. Please note that your answer will be treated in the strictest confidence.

Screening Question:

- a) Have you downloaded pirated music from the internet?
 b) Have you listened to pirated music that has been downloaded from the internet?

Section A:

The following statements examine your Attitudes towards Music Piracy. Please circle the number that best represents the degree of agreement to each statement.

A	Questions	<i>Strongly Disagree</i>				<i>Strongly Agree</i>		
		1	2	3	4	5	6	7
1	Downloading pirated music is illegal.	1	2	3	4	5	6	7
2	Downloading pirated music is unethical.	1	2	3	4	5	6	7
3	There is little chance of being caught when downloading pirated music.	1	2	3	4	5	6	7
4	Pirated music has similar quality as the legal version.	1	2	3	4	5	6	7
5	Pirated music provides similar functions as the legal version.	1	2	3	4	5	6	7
6	Pirated music is as reliable as the legal music.	1	2	3	4	5	6	7
7	Music piracy infringes intellectual property.	1	2	3	4	5	6	7
8	Music piracy damages interests and rights of the artist.	1	2	3	4	5	6	7
9	Music piracy damages the music industry	1	2	3	4	5	6	7
10	Without pirated music, many people will not be able to enjoy listening to music.	1	2	3	4	5	6	7

Section B:

The following statements examine your Attitudes towards Lawfulness and Social Morality. Please circle the number that best represents the degree of agreement to each statement.

B	Questions	<i>Strongly Disagree</i>				<i>Strongly Agree</i>		
		1	2	3	4	5	6	7
11	The law protects property rights at the expense of human rights	1	2	3	4	5	6	7
12	A person should obey only those laws that seem reasonable	1	2	3	4	5	6	7
13	It is all right to evade the law if you do not actually violate it	1	2	3	4	5	6	7
14	The sentences of judges in court are determined by their prejudices	1	2	3	4	5	6	7
15	On the whole, judges are honest.	1	2	3	4	5	6	7
16	Juries seldom understand a case well enough to make a really just decision	1	2	3	4	5	6	7

17	On the whole, police are honest.	1	2	3	4	5	6	7
18	A person should obey the laws no matter how much they interfere with personal ambitions.	1	2	3	4	5	6	7
19	Court decisions are almost always just.	1	2	3	4	5	6	7
20	In the courts a poor person will receive as fair treatment as a millionaire.	1	2	3	4	5	6	7
21	Personal circumstances should never be considered as an excuse for law-breaking.	1	2	3	4	5	6	7
22	A person should tell the truth in court, regardless of consequences.	1	2	3	4	5	6	7
23	A person who reports minor law violations is only a troublemaker.	1	2	3	4	5	6	7
24	A person is justified in giving false testimony to protect a friend on trial.	1	2	3	4	5	6	7
25	A hungry person has a right to steal.	1	2	3	4	5	6	7
26	All laws should be strictly obeyed because they are laws.	1	2	3	4	5	6	7
27	Laws are so often made for the benefit of small selfish groups that a person cannot respect the law.	1	2	3	4	5	6	7
28	Almost anything can be fixed up in the courts if you have enough money.	1	2	3	4	5	6	7
29	It is difficult to break the law and keep one's self-respect.	1	2	3	4	5	6	7
30	On the whole, lawyers are honest.	1	2	3	4	5	6	7
31	Violators of the law are nearly always detected and punished.	1	2	3	4	5	6	7
32	It is all right for a person to break the law if he or she doesn't get caught.	1	2	3	4	5	6	7

Section C:

The following statements examine your Subjective Norms and your Perceived Behaviours. Please circle the number that best represents the degree of agreement to each statement.

C	Questions	<i>Strongly Disagree</i>							<i>Strongly Agree</i>						
		1	2	3	4	5	6	7	1	2	3	4	5	6	7
33	To make sure I download the right music or artist, I often observe what others are buying and listening to.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
34	If I have little experience with an artist, I often ask my friends about the artist.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
35	I often consult other people to help choose the best alternative available from a music genre.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
36	I frequently gather information from friends or family about an artist before I download.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
37	It is important that others like the music I download.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
38	If other people can see me listening to an artist, I often purchase the artist they expect me to download.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
39	I like to know what music makes good impressions on others.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
40	If I want to be like someone, I often try to download the same music that they buy.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
41	I have a good understanding of how to download pirated music	1	2	3	4	5	6	7	1	2	3	4	5	6	7
42	I have easy access to the internet	1	2	3	4	5	6	7	1	2	3	4	5	6	7
43	I have inexpensive access to the internet	1	2	3	4	5	6	7	1	2	3	4	5	6	7
44	I know people who can help me to download pirated music	1	2	3	4	5	6	7	1	2	3	4	5	6	7
45	I am too busy to download pirated music	1	2	3	4	5	6	7	1	2	3	4	5	6	7
46	I have a fast internet connection	1	2	3	4	5	6	7	1	2	3	4	5	6	7

47	I am concerned about price and music quality.	1	2	3	4	5	6	7
48	I know all of the tricks and traps of file sharing.	1	2	3	4	5	6	7
49	I know how to avoid spy ware attacks when I use file sharing.	1	2	3	4	5	6	7
50	I know how to use file sharing software.	1	2	3	4	5	6	7
51	I know how to avoid detection by the authorities when I file share.	1	2	3	4	5	6	7
52	I know how to tell the good files from the bad files.	1	2	3	4	5	6	7
53	I am confident I won't get caught downloading illegal files.	1	2	3	4	5	6	7

Section D:

The following statements examine your Intentions and Behaviours. Please circle the number that best represents the degree of agreement to each statement.

D	Questions	<i>Strongly Disagree</i>				<i>Strongly Agree</i>		
		1	2	3	4	5	6	7
54	Downloading pirated music has become a habit for me	1	2	3	4	5	6	7
55	I am addicted to downloading pirated music	1	2	3	4	5	6	7
56	I must download illegally	1	2	3	4	5	6	7
57	I don't even think twice before downloading pirated music	1	2	3	4	5	6	7
58	Downloading pirated music has become natural to me	1	2	3	4	5	6	7
59	I compare prices for the best value for money.	1	2	3	4	5	6	7
60	I am very concerned about low prices, but equally concerned about product quality	1	2	3	4	5	6	7
61	Whenever purchasing a product, I always try to maximize the quality I get for the money I spend	1	2	3	4	5	6	7
62	I like to be sure that I get my money's worth.	1	2	3	4	5	6	7
63	I generally shop around for lower prices on products, but they must still meet certain quality requirements before I buy them	1	2	3	4	5	6	7
64	When I shop, I usually compare the "price per ounce" information for brands I normally buy	1	2	3	4	5	6	7
65	I always check prices at the grocery store to be sure I get the best value for the money I spend	1	2	3	4	5	6	7
66	I like to try listening to different music	1	2	3	4	5	6	7
67	I like a great deal of variety in music	1	2	3	4	5	6	7
68	I like new and different styles of music	1	2	3	4	5	6	7
69	I intend to download pirated music in the future	1	2	3	4	5	6	7
70	I will try to download pirated music in the near future	1	2	3	4	5	6	7
71	I will make an effort to download pirated music in the future	1	2	3	4	5	6	7
72	I like to download pirated music	1	2	3	4	5	6	7
73	I have always downloaded pirated music	1	2	3	4	5	6	7
74	I will continue to listen to downloaded pirated music	1	2	3	4	5	6	7
	Please Give An Estimated Number							
75	In the last three months, I have downloaded # of pirated music							

Section E: Demographic Information

The following section contains demographic questions that are used to help classify information. Your responses will not be linked to you in anyway and will remain confidential.

1 What is your gender?			
[1]	Male	[2]	Female

2 What is your age group? (Years)			
[1]	Under 19	[2]	20 – 29
[3]	30 – 39	[4]	40 – 49
[5]	50 – 59	[6]	60 and above

3 What is your ethnicity			
[1]	Malay	[2]	Chinese
[3]	Indian	[4]	Indigenous
[5]	Others _____ <i>(please specify)</i>		

4 What is your monthly income? (Income per month in RM)			
[1]	Under \$1,799	[2]	\$1,800 - \$3,599
[3]	\$ 3,600 - \$5,399	[4]	\$ 5,400 - \$7,199
[5]	\$7,200 - \$8,999	[6]	\$9,000 and above

5 What is your education level?			
[1]	Secondary school	[2]	Diploma/A-Levels or equivalent
[3]	Bachelor degree	[4]	Postgraduate level
[5]	Others _____ <i>(please specify)</i>		

6 What is your Usual Occupation? _____			
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Appendix 2: Cover Letter

Study on Music Piracy

Dear Respondent:

I am a student undertaking the Master of Philosophy (Marketing) from Curtin University. The purpose of this study is to assess consumer's attitudes towards music piracy and how attitudes influences intentions and decisions. The findings will provide some insights to academics and practitioners. We appreciate if you could take 15 minutes of your valuable time to answer all the survey questions.

You have a choice to participate in this study and that you may end the survey at any time without giving a reason or justification. In this instance, your data will be deleted. Completion of the survey will be taken as evidence of consent to participate in this study.

In addition, the Curtin University Ethics Committee has cleared the survey instrument in line with the Curtin University of Technology policy on research with low risk involving human participants. The approval registration number is _____. Please answer all the questions in this survey form and give the response which most accurately reflects you views. There is no right or wrong answer. Please note that your answer will be treated in the strictest confidence. If you have any questions, please contact the undersigned.

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