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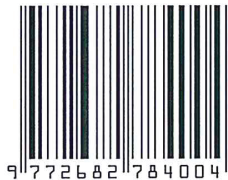
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# TABLE of CONTENTS

<b>Knowledge Sharing Among Academicians: The Role Of The Big Five Personality Traits</b> Arenawati Sehat Haji Omar <sup>1</sup> , Shahren Ahmad Zaidi Adruce <sup>2</sup>	<b>1 - 11</b>
<b>Macroprudential Policy In Malaysia: Implications, Key Measures And Experiences</b> Sutina Junos <sup>1</sup> , Masturah Ma'in <sup>2</sup> , Siti Ayu Jalil <sup>3</sup>	<b>12 - 25</b>
<b>Survival-of-the-Fittest: Embracing Change Through Enhanced Supply Chain Resilience Capabilities</b> Ainul Haniza Mohd Rashid <sup>1*</sup> , Noorain Omar <sup>2</sup>	<b>26 - 37</b>
<b>A Study of Digital Piracy Behavior among Undergraduate Students in the Context of Higher Education, Universiti Teknologi MARA</b> Shamshul Anaz Kassim <sup>*</sup> , Rokiah Ahmad Fuaad , Nurul Farihin Mhd Nasir , Jati Kasuma Ali	<b>38 - 52</b>
<b>The Awareness of Life Cycle Costing Among Architects</b> Nor Azlinda Mohamed Sabli , Mohd Abdul Hadi Siddiqin Bin Razali , Sharifah Nur Aina Syed Alwee , Mysarah Maisham	<b>53 - 63</b>
<b>The Importance of Information in The Preparation of Feasibility Study for Construction Development</b> Sharifah Nur Aina Syed Alwee <sup>*</sup> , Nursazwaziha Salehudin, Nor Azlinda Mohamed Sabli, Nurul Afida Isnaini Janipha, Mysarah Maisham	<b>64 - 73</b>
<b>The Intersection between Transformational Leadership and Employee Retention within SMEs in the Services Sector</b> Nor Sabrena Norizan <sup>1</sup> , Ramlee Abdul Rahman <sup>2</sup> , Irzan Ismail <sup>3</sup>	<b>74 - 82</b>
<b>The Role of Microcredit in Promoting Self-Employment in Urban Area : Lesson from Amanah Ikhtiar Malaysia (AIM), Malaysia</b> Siti Noor Shamilah Misnan <sup>1*</sup> , Rafizah Mohd Noor <sup>2</sup> , Rosfaraliza Azura Ramli <sup>3</sup>	<b>83 - 90</b>
<b>Study on the Development of Sustainability Measurement for Malaysia Rural Public Libraries</b> Siti Khadijah Rafe <sup>1*</sup> , Roziya Abu <sup>2</sup>	<b>91 - 100</b>



# A STUDY OF DIGITAL PIRACY BEHAVIOR AMONG UNDERGRADUATE STUDENTS IN THE CONTEXT OF HIGHER EDUCATION, UNIVERSITI TEKNOLOGI MARA

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## ABSTRACT

*This paper outlines an empirical study, which seeks to identify digital piracy behavior among undergraduate students, Universiti Teknologi MARA (UiTM). This study was conducted to find out the factors such as moral equity, relativism, attitude, religiosity and social influence and how they affect digital piracy behavior towards UiTM undergraduate students. By investigating these factors, the researcher will be able to know the most critical factor that contributes to the digital piracy behavior. The respondents were undergraduate students with the total of 340 respondents. The technique used was stratified random sampling. All five independent variables were found significant relationship with digital piracy behavior. The most significant and related to the digital piracy behavior were relativism, attitude and religiosity. Moral equity, relativism, attitude, religiosity and social influence were found to have a relationship to digital piracy behavior among undergraduate students.*

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## 1. Introduction

Digital piracy is a copy of digital materials, folder, audios and visual illegally without asking lawful consent on authorized holder for any circumstances for several purposes (Hesty, 2014). This digital piracy practice increases rapidly as there is an improvement of technology from internet. It influences not just the piracy variation although also the value of the duplication product itself. After the improvement of the internet, the quality of copy materials diminished less and reaches high similarity than the original materials (Hesty, 2014).

According to Sigi (2010), piracy materials can be categorized into two parts; file sharing and hard goods piracy. Illegal practices and production of tangible materials is one of it. For instance music DVD, CD, visual or software is known as hard good piracy, while file sharing piracy is known as practices which gain-sharing communities by using internet. Sigi (2010) advanced, with regard to the type of pirated software, much prior work has theorized that entertainment and games software are the most common. It has been contended that one factor for this emphasis on entertainment software is that piracy is often used by adolescents.



According to Krawczyk et al. (2014), students tend to be influenced with recent social influence and depend likely towards the surroundings. In contrast, they could be low in tending to follow standard of self-norms in their life experience compared to other adults. Recently, the usage of digital piracy by students in university and Internet-savvy college through digital piracy practices such as duplicating and copying digital song or visual have brought such losses to the copyright authorization and music company (Hohn, Muftic, & Wolf, 2006). IIPA (International Intellectual Property Alliance, 2008) made some current report by stated that in 2007, 60% internet penetration occurs in Malaysia which hosted about 15 million internet user though the broadband access has remain low.

As recorded by industry report, it is not an odd situation when digital piracy has turned as a trouble to the copyright authorization in Malaysia. In a same record, it was expressed which a critical increment in a number of breach of software contract found on the web expanded from instances 705 per month in 2006 to 1134 per month in 2007, a rapidly increase of 61%. It is demonstrates that digital piracy is clearly as a critical problem in context of Malaysia (Eric, 2006).

As a result of the increasing of digital piracy usage, there is some study needs to be investigated behind this phenomenon of digital piracy usage among university students to use digital piracy. It is important for marketers to understand the usage of digital piracy among students to maintain sales and market share especially for who involved in information technology industries.

With the increasing of development in technology and the expanding worldwide accessibility and availability of computerized channels, practices of downloading and make a duplication of digital piracy materials remain to disturb software owner and researchers as well. Digital piracy represents a growing trouble to the welfare of both software owner and customer (Phau and Ng, 2010; Sinha et al., 2010). Unfortunately, it has also been recorded that there was exist a downloading a pirate materials among students in the US (Lysonski and Durvasula, 2008). Similar report recorded by IIPA (International Intellectual Property Alliance, 2008), high amount of university students are committed in digital piracy, hence it is forced for more study to be done to know the factors that forceful of the practices of digital piracy.

It has been recorded that there was exist a downloading pirate materials among students in the US (Lysonski and Durvasula, 2008). Similar report recorded by IIPA (International Intellectual Property Alliance, 2008), high number of university students are committed in digital piracy. Mastura et al. (2008) stated that there was a record of a usage of digital pirated software involved in students in one of the university in Malaysia as her recent study. Thus it is forced for more research to be done to understand the factors that driving of the practices of digital piracy which are moral equity, relativism, attitude, religiosity and social influence.

Rahim et al. (2000) also advanced university students did not see digital piracy as a moral issue. Records from university students stated that 71% believes that duplicating original software was acceptable socially and ethically. Likewise, in the Gallup Poll survey in 2003, 83% of young people especially university students believe that downloading free music in the internet was morally acceptable. Young adults have self-financing compared to students which have financially constrained, thus it may reduce their intention to purchase original materials. Students also may easily attract to commit digital piracy based on their observation among friends and colleagues as the social norm makes they feel it is safe and acceptable (Eric, 2006).

Malaysia represents almost 15 million of users, which shows of 60% internet penetration; however it shows low of broadband penetration as a most recent report by IIPA (International Intellectual Property Alliance, 2008). It is not surprising that digital piracy practices might be as threat to the authorized owner based on the industry statistics (Mastura et al., 2008). There was recorded a steadily increasing in the number of digital piracy practices and the increasing from approximately 705 instances per month in a year 2006 to 1134 per month in the 2007. It shows a 61% dramatic increase of digital piracy practices in Malaysia. It is obviously shows that digital piracy is a critical issue in Malaysia.

There was recorded a result that shows positive relationship in terms of attitude and influence in the intention to pirated software. The effect on based of the study also shows that all the information and internet materials which are fun and enjoyable should be free as it is agree and acceptable by the students itself. Therefore, they tend to beliefs that digital piracy materials in internet makes they feel convenience and costless thus it might encouraged their attitude towards it.

## **2. Literature Review**

### **2.1 Trends and Law**

Nowadays, the pattern of digital piracy has become expanded. Subsequently, India, Thailand, China and Malaysia are known as the 'home for piracy'. Digital piracy is right now viewed as most popular amongst the most prevalent types of internet piracy burglary and has been described as a illegal in the USA based on Copyright Act 1976.

Duplication of digital goods, audios, documents and visual illegally without asking for lawful permission from the owner of the authorization for any reason beside back up purposes is defined by Software Publishers Association (SPA) in Gopal et al. (2004). These problems stressed by Eric (2006) suggestion that behavior towards software piracy will not be easily control by law and legal act. Intellectual property protection is unaffordable to certain people. It is apparent that the problem of digital piracy is not simply as illegal issue and will not be settled by law and regulations.

### **2.2 Digital Piracy Behavior**

Duplication of digital materials, audios, documents and visual illegally without asking for lawful authorization from the owner of the holder for any reason and circumstance intention and purposes is stated by Software Publishers Association (SPA) (1997b) in Gopal et al. (2004). Thus, people who commit in digital piracy do not see their behavior as wrong behavior and felt guilty when commit in digital piracy. According to Haque et al. (2009), digital piracy passes on significantly more hazard to any economy and social well-being generally acknowledged by the consumers. Study on online piracy has no exemption to a general tendency of relying on students. This is true regardless of location, as testified by examples from China (Bai and Waldfogel, 2012). For time being, the practice of digital piracy by Internet-savvy college and university students through downloading and copying digital music or videos has incurred tremendous loss to the software companies (Hohn, Muftic, & Wolf, 2006).

Mass copyright violations of films and music were made a crime offense by the Piracy and Counterfeiting Amendments Act and revised to include the sharing of copyrighted materials over the web by No Electronic Theft Act (Higgins et al., 2009). Besides, digital piracy is existing copyright

laws. Programming designers ensured by laws where unauthorized utilize distributed the copies of the software without any consent categorized as illegal (Rahim et al., 2000). In addition, with speedy advances in technology and the increasing global availability and accessibility of digital channels for information or media distribution, illicit behavior as regards digital goods continues to disturb practitioners and researchers alike.

### 2.3 Moral Equity

Moral equity examines essential issues of good and bad. It indicates a universal ethics construct and is the prior evaluative criterion for ethical judgment (Arli et al., 2015). Arli et al. (2015) advanced despite increased attention on digital piracy behavior; studies on the ethicality of digital piracy have recorded different results.

Eric (2006) found that among college students, software piracy was considered acceptable and normal. Individuals face with ethical issues traditionally attempts to resolution them by pleasing to moral standards and moral reasoning. Moral standards can be applied at either the organizational or the individual level. At the organizational level, moral standards influence policies and regulations concerning the ethical use of software. Unfortunately, traditional moral might not distinguish the digital piracy issue (Min-Young et al., 2008).

Some study have found the problem of how morality affect person in a different research that take morality as an independent variable, Eric (2006) study the cause of traditional Chinese morality on the utilize of pirated materials. Chinese cultural norms highlight interpersonal relations and assess behavior according to how well it serves to enhance the hierarchical norms of society Eric (2006). Therefore, Eric (2006) estimated that higher level of moral improvement would be interrelated with fewer usage of digital piracy. They study a sample of 263 undergraduate and graduate students in the USA, expecting that the graduate students, because of their higher maturity, would be operating at a higher moral level and using less in pirated materials. This argument turned out not to be the case. In fact, the graduate students used more pirated materials than the undergraduates.

In the West, software piracy is commonly defined as legal, moral or ethical problem. Data used in previous research mainly came from student samples in the USA, where software copyright law has long figured very prominently. This influence is especially evident in the generous protection afforded to software developers against software piracy. This is one instance of the general emphasis on protecting individual and personal interests that characterizes Western society. This personality, individualistic emphasis may be responsible for Western researchers' attention to "moral-rights" doctrines and ethical decision-making processes when examining digital piracy. Individuals confronted with ethical problems traditionally attempt to resolve themby appealing to moral standards and moral reasoning. Moral standards can be appliedat either the organizational or the individual level. At the organizational level, moralstandards influence policies and regulations concerning the ethical use of software (Lysonski and Durvasula, 2008).

**H<sup>1</sup>:** Moral equity has a negative relationship with university student's usage of digital piracy.

### 2.4 Relativism

Relativism used to measure behavior. Relativism measures an individual's behavior. Relativists' refuse basic moral standards and feel that the ethical that they practices relies on the

circumstance and individuals involved as stated by Lorde (2014). Relativist believes their behavior is accepted by others. People with low relativism argue that morality requires acting in ways that are along together with moral principles. Lorde (2014) advanced that person with high relativists will have high intentions to involve in digital piracy compared to low relativists.

People with high relativism suggest that local or cultural ethical norms are the important source for ethical standards and believe the old saying, “when in Rome do as Romans do”. Mele’ and Sánchez-Runde (2013) stated that, nevertheless, people who only act in accordance with their home cultural values and norms are often accused of being “ethnocentric” or in certain cases “cultural imperialists”.

The past study suggested that relativism as an ethical ideology plays a significant role in people’s ethical decision-making processes (Hastings and Finegan, 2011). Previous research has shown that relativism often connotes ethical leniency (Forsyth et al., 2008).

For instance, people high in relativism were found to be more likely to tolerate questionable budgetary practices (Douglas and Wier, 2005) than that low in relativism. Relativists were found to be negatively related to corporate ethics and less likely to report wrongdoers at work (Barnett et al., 1996). Similarly, Fan-Hua and Huang (2013) found that, among auditors for the Big Four accounting firms in Taiwan, universalism was significantly and positively related to their sensitivity to the doubtful behavior of clients, whereas relativism was significantly and positively associated with their tolerance of clients’ illegal actions.

According to Lorde (2014), person with high relativism are more likely to commit digital piracy. The result of the study shows Barbadians are highly relativism which recorded that approximately 78% in her study. So many individuals do not feel much guilt about committing piracy. This suggests that they believe that copyright holders were losing money due to piracy. They may even trust those copyright owners are assembly too much money to start with. Local anti-piracy campaigns and laws should demonstrate that digital piracy is a real crime as opposed to a petty offence, and will be penalized as such. In general, studies show that an individual’s perception of ethically questionable actions is affected by their ethical ideology, where relativism correlates with a lower level of ethically (Lu and Lu, 2010).

**H<sup>2</sup>:** Relativism has a positive relationship with student’s usage of digital piracy.

## 2.5 Attitude

Attitude is one of the evidence to determine the utilization of digital piracy among web surfers (Wang et al., 2009). In addition, attitudes bring the meaning of an individual’s feelings of happy, relax, pleasure, distaste or discontentment with respect to a particular behavior and it has long been acknowledged as the main construct in social psychology.

Lorde (2014) adds that attitudes are the main antecedents of intentions for individuals based on theory of planned behavior and many studies have a support for the assumption. Lorde (2014) advanced that attitude was the best indicator of intention in 29 out of 30 studies. As it relates to piracy, several studies have shown that individuals who strongly view piracy as unethical will have a lower intent to pirate and vice versa (Taylor et al., 2009). Thus, this study postulates that there is a negative relationship between attitudes and digital piracy intentions. The scale items were adapted from Wang

et al. (2015). One additional item: “buying illegal copies of music, movies, and software is sinful”, is added to suit the research context of the present study.

Attitude towards behavior sometimes depends on the practices of the behavior which it is positive or negative act (Ajzen, 2012). In the previous study, it shows attitude to be the antecedent of behavioral (Liu et al., 2012; Min-Young et al., 2008; Teresa et al., 2006). In the digital piracy scope, individual's attitude towards digital piracy was found to have a strong effect on digital piracy intention. Person who has a positive view about digital piracy might commit digital piracy because they do not think that it is wrongful practices (Cronan and Al-Rafee, 2008; Phau et al., 2014a). In the same circumstance, person who have negative view about digital piracy might not involve in digital piracy practices (Loch and Conger, 1996). According to Azjen (2012), attitudes is one of the main clues of the intention of people towards digital piracy itself as there are much empirical research which agree based on the theory of planned behavior.

Arli et al. (2015) stated that Asians have easy-going attitude toward digital piracy rather than Americans. Piracy has been accepted by Asians. They are tending to do duplicating the software, buy illegally pirate materials, and do not to criticize those who do so. Given the many, well-documented differences between Western and Eastern culture such an assumption would seem to be simplistic. Westerners tend to view morality in absolute terms based on principles of right and wrong that are not considered to be highly dependent upon the situation. For the Chinese, “good” and “bad” are the social evaluations, rather than objectively defined cognitive objects. One would be very shocked if the same factors that produce software piracy in the USA operated in the same way, and with the save effect, in Asia. The problem gains importance when one considers that Asia is a “black spot” with respect to piracy, accounting for millions of lost revenue dollars per year (BSA, 2002).

**H<sup>3</sup>:** Attitude has a positive relationship with student's usage of digital piracy.

## 2.6 Religiosity

According to Zafar (2013), religiosity is the religious duty of people towards their faith(s). In the utilization world setting, religious commitment and convince on peoples' behavior and feeling towards a range of products, such as food, nourishment, beauty equipment and pharmaceutical products (Jamal, 2003; Essoo and Dibb, 2004; Mullen et al., 2000). In overwhelming Muslim nations like Malaysia, the level of religious duty among individuals is high in the consequences, thus it possible to observe the impact of religiosity for digital piracy behavior (Kamaruddin and Kamaruddin, 2009).

Galbraith (2007; Guiso et al., 2003) found that, “religious beliefs are associated with ‘good’ economic attitudes, where ‘good’ is defined as conducive to higher per capita income and growth”. Research in the past has found mixed results in regards to the influence of religiousness and digital piracy. Lewer et al. (2008) found no relationship between Christian education and digital piracy attitude and behavior. A more recent study by Fawcett et al. (2013) however, found that personal bible reading and Sunday church attendance are significantly related with attitude towards digital piracy. It should be noted that Lewer et al. (2008) focused on a person's religion per se whereas Fawcett et al. (2013) focused on more personalized variables such as church attendance and personal bible reading.

In view of the limited experimental support for the link between religiousness and digital piracy attitude, this study seeks to examine how an individual's religiousness may affect his or her attitude towards digital piracy. It is postulated that highly religious individuals tend to have negative attitude towards digital piracy due to their strong ethical cognitions.

Previous studies have shown an evidence supporting that people with high religious commitment are low practices to involved in unethical behavior including consumption of alcohol (Mellor and Freeborn, 2011; Sanchez et al., 2011; Wagener et al., 2003), illicit drug (Brechtling et al., 2010; Lambert et al., 2010), and robbery (Rostosky et al., 2004; Stack et al., 2004).

In this study, it is shown that people with high in religiosity are less intention to commit digital piracy compared to person who are less in religiosity. This may be attributed to their own moral conscience or the influence of other referents. Only partial support was found to the hypotheses relating to the effects of religiousness on respondents' attitude towards digital piracy. According to Lindridge (2015), people with high religious have more negative perception regarding digital piracy rather to less religious respondents.

**H<sup>4</sup>:** Religiosity has a negative relationship with student's usage of digital piracy.

## 2.7 Social Influence

Social influence explained how others influence the convictions, emotions and conduct such as behavior (Ting et. al., 2011). In accordance to Norazah (2013) and Norazah et al. (2011) states that social influence will affect in terms of mood, behavior internally connected to an individual. According to Klobas and Clyde (2001); Ting et. al., (2011), individuals are not always aware of the social influence because they are so prevalent. Users may gain social influence through observation, perception on exception or expectation of a decision made by others (Norazah, 2013; Norazah et al., 2011). Norazah (2013) also noted that the influences of social class, culture and subculture although less significant, become important input factors that are internalized and affect how consumers evaluate and approve the product. The intention to purchase a brand is based on consumer's attitude towards brand and also the influence of social norms and expectations of others (Jamil and Wong, 2010).

**H<sup>5</sup>:** Social influence has a positive relationship with student's usage of digital piracy.

## 3. Estimation Method

The respondents were degree undergraduate students in UiTM Perlis Branch with the total of 340 respondents. The sample of UiTM Perlis branch students were chosen because majority of students felt that digital piracy was an acceptable practice behavior. The technique used was stratified random sampling. In order to gather the necessary data, the researcher used questionnaire that have been distributed to the respondents. Based on their own experience, they will provide their own perception towards their usage of internet and the utilization of digital piracy in their daily life. This research uses quantitative data which the data collected through questionnaire. According to Malhotra and Peterson (2006), the questionnaire is being used for collecting data in which it consists of a set of questions either in written or verbal that responders need to answer in a structured technique.



In this research paper, there are 49 questions altogether being used to determine the student's demographic profile, digital piracy behavior, relativism, attitude, religiosity and social influence. There are 7 sections in each set of questionnaire that has been distributed to the target population. The sections of the questionnaires were: section A: Demographic, section B: Digital piracy behaviour, section C: Moral Equity, section D: Relativism, section E: Attitude, section F: Religiosity and section G: Social influence. Respondents are given 7 options to answer in likert scale which is 1: Entirely disagree, 2: Mostly disagree, 3: Somewhat disagree, 4: Neutral, 5: Somewhat agree, 6: Mostly agree, and 7: Entirely agree. The questionnaires were distributed in UiTM Perlis. The constructs were adopted from the questionnaires of the previous studies before they modified to fit in the current study.

#### 4. Results and Discussion

Table 1: Pearson Correlation Analysis

Pearson Correlation Analysis						
Variables	1	2	3	4	5	6
Digital Piracy Behavior	-					
Moral Equity	-.18**	-				
Relativism	.23**	-.11*	-			
Attitude	.19**	-.12*	-.00	-		
Religiosity	-.31**	.03	-.17**	-.12	-	
Social Influence	.15**	-.09	.01	-.01	-.07	

\*\* Correlation is significant at the 0.01 level (2-tailed), \*0.05 level (2-tailed)

As according to the table, the relationship between the independent variables which are moral equity, relativism, attitude and social influence are indicated to be positive and significantly associated with digital piracy behavior. As can be seen, moral equity is correlated negatively with digital piracy behavior,  $r = -0.18$  or -18%,  $p < 0.01$ , it shows both of the variables have low negative significant relationship. For relativism, it was correlated positively with digital piracy behavior and indicates low positive significant relationship with  $r = 0.23$  or 23%,  $p < 0.01$ . For attitude, it has low positively correlated with digital piracy behavior, it shows 0.19 or 19%,  $p < 0.01$ . For religiosity, it has a moderate correlated negatively relationship with digital piracy behavior which is -0.31 or 31%. Next, for social influence, it shows very low positively correlated with digital piracy behavior which is 0.15 or 15%,  $p < 0.01$ .

Table 2: Regression Analysis

Independent Variable	Dependency Variable: Digital Piracy Behavior	
	Beta	Sig. values
Moral Equity	-.12	.02**
Relativism	.16	.00**
Attitude	.18	.00**
Religiosity	-.27	.00**
Social Influence	.12	.02**
R square	.20	
Adjusted R square	.18	
F Value	15.33	

\*\* Significant at the 0.01 level (2-tailed), \*Significant at the 0.05 level (2-tailed)

The results of the analysis can be seen that all five independent variables had significant relationship with the dependent variable. The most significant and related to the digital piracy behavior was relativism, attitude and religiosity. As according to the table, the relationship between the independent variables which are moral equity, relativism, attitude and social influence are indicated to be positive and significantly associated with digital piracy behavior. As can be seen, moral equity is correlated negatively with digital piracy behavior,  $r = -0.18$  or -18%,  $p < 0.01$ , it shows both of the variables have low negative significant relationship. For relativism, it was correlated positively with digital piracy behavior and indicates low positive significant relationship with  $r = 0.23$  or 23%,  $p < 0.01$ . For attitude, it has low positively correlated with digital piracy behavior, it shows 0.19 or 19%,  $p < 0.01$ . For religiosity, it has a moderate correlated negatively relationship with digital piracy behavior which is -0.31 or 31%. Moreover, for social influence, it shows very low positively correlated with digital piracy behavior which is 0.15 or 15%,  $p < 0.01$ .

Hypothesis 1 explained the relationship between moral equity and digital piracy behavior. The findings showed that there was a significant and negative relationship between moral equity and digital piracy behavior. Beta value negative which is -0.12 means that when the moral equity increases, the digital piracy behavior will decrease and vice versa. Thus, hypothesis 1 was accepted. This negative relationship was supported by Mike et al. (2016).

Hypothesis 2 explained the relationship between relativism and digital piracy behavior. The findings showed that there was a significant and positive relationship between relativism and digital piracy behavior. Beta value positive which is 0.16 means that when the relativism increases, the digital piracy behavior will also increase and vice versa. Thus, hypothesis 2 was accepted. This was supported by Mahalia (2014) and Forsyth (2008).

Hypothesis 3 explained the relationship between attitude and digital piracy behavior. The findings showed that there was a significant and positive relationship between attitude and digital piracy behavior. Beta value positive which is 0.18 indicates that when positive attitude is towards digital piracy increases, digital piracy behavior will also increase and vice versa. The hypothesis 3 is accepted. This was supported by Norazah (2011).



Hypothesis 4 explained the relationship between religiosity and digital piracy behavior. The findings showed that there was a significant and negative relationship between religiosity and digital piracy behavior. Beta value negative which is -0.27 indicates that when religiosity increases, digital piracy behavior will decrease and vice versa. The hypothesis 4 is accepted. This was supported by Lindridge (2015) and Zafar (2013). Therefore, people with high religious commitment are low practices to involve in unethical behavior such as alcohol, illicit drug, robbery including digital piracy. It shows that people with high in religiosity are less intention to commit digital piracy compared to people who are less in religiosity.

Hypothesis 5 explained the relationship between social influence and digital piracy behavior. The findings showed that there was a significant and positive relationship between social influence and digital piracy behavior. Beta value positive 0.12 indicates that when the social influence increases, the digital piracy behavior will also increase and vice versa. Hypothesis 5 is accepted. This was supported by Haque et al. (2009).

According to the study made by researcher, it can be concluded that students who have high moral equity tend to have less usage of digital piracy materials (T. Ramayah, 2009). Thus, it is pivotal for the university's administrator to consider implementing more stringent rules and regulations pertaining to digital piracy among the students to restrain such unethical conduct as well as to create awareness that such behavior is both legally and morally wrong. The researcher suggests the marketers to create an original application which is interesting and high in quality at the affordable cost. Thus, it will change student's behavior towards digital piracy materials and start to use original materials for education purposes (Mike et al., 2016). Moral equity has a negative relationship and insignificant relationship with digital piracy behavior. It is suggested that marketers should promote their original products using advertising to encourage students to use original materials rather than pirate materials. According to the study made by researcher, it can be concluded that students who have high moral equity tend to have less usage of digital piracy materials (T. Ramayah, 2009). Thus, it is pivotal for the university's administrator to consider implementing more stringent rules and regulations pertaining to digital piracy among the students to restrain such unethical conduct as well as to create awareness that such behavior is both legally and morally wrong. In this study, religiosity has a negative relationship with digital piracy behavior among students.

Thus, students with high religiosity will tend to have less usage of digital piracy materials. Based on the findings of this study, the government should make greater efforts in appealing to religious leaders in university such as lecturer to make a stand against digital piracy. Informing and educating the religious leader about digital piracy could have a significant impact on the member of the religious community which in turn could discourage their members from engaging in digital piracy behavior (Arli et al., 2015). Since the statistical populations of this study were university students in UiTM Perlis only and they represent only one race of the society which is Malay, then the results are not expandable to other parts of the society. The researcher can use other social sample such as races of Indian and Chinese as a sample and not specified to Malay students only.

## 5. Conclusion

There is a growing trend in usage of digital piracy among university students. This digital piracy practices expands rapidly as the evolution of technology of internet and also computer. It influences not only the piracy itself but also the quality of copy product. This study was conducted to examine the digital piracy behavior towards university students. The variables predicted to be the

major influencers were moral equity, relativism, attitude, religiosity and social influence. For moral equity, there was a negative relationship with digital piracy behavior towards UiTM students. It occurs when moral equity increases, the digital piracy behavior will decrease and vice versa. Next, relativism has positive relationship with digital piracy behavior, which when the relativism increases, the digital piracy behavior will also increase and vice versa. For the third independent variable, attitude has positive relationship with digital piracy behavior.

When attitude towards digital piracy is increase, digital piracy behavior will also increase and vice versa. Next, religiosity has a negative relationship with digital piracy among UiTM students. It shows that when religiosity increases, the digital piracy behavior will be decreases and vice versa. Lastly, the independent variable 5 which is social influence, explained the positive relationship with digital piracy behavior among UiTM students.

When social influence is increases, the digital piracy behavior will also increase and vice versa. Therefore, all variable tested were reliable and it is also shown that the respondents agreed that moral equity, relativism, attitude, religiosity and social influence have contribute to digital piracy behavior among university students.

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