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**Consumer Ethics in Buying Pirated DVDs:
Influencing Factors**

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Piracy is different from counterfeit in terms of the consumer awareness of the legitimacy of a product. A counterfeit product is one which a manufacturer produces with the intention of deceiving customers by leading buyers to believe that they are purchasing the genuine article. A pirated product is one where consumers are aware that the product is pirated (McDonald & Roberts, 1994).¹

Malaysia Ministry of Affairs and Domestic Trade is the responsible authority in Malaysia who are accountable to handle this piracy matters. However, the problems are becoming beyond the control. Malaysia identifies pirated material over the past two decades. However, the sales are not widespread because the material was brought from Hong Kong and Taiwan and we have no modern technology to produce it. Among the targeted countries, including Malaysia, that when they think a good place to see our country as no other act except the Copyright Act. Some are made on the basis of them are investors who wants to

¹ McDonald, G. and Roberts, C. (1994). "Product piracy: the problems that will not go away". *The Journal of Product and Brand Management* , Vol 3 No 4.

CHAPTER 2

LITERATURE REVIEW & CONCEPTUAL FRAMEWORK

2.1 Introduction : Literature review

Literature review is a body of text that seeks to identify critical points currently includes the discovery of substantive knowledge and theoretical and methodological contributions to specific topics (Wikipedia).

2.2 Consumer Ethics

For the sake of this paper, consumer can be understood as an individual who buys products or services for personal use and not for manufacture or resale. A consumer is someone who can make the decision whether or not to purchase an item at the store, and someone who can be influenced by marketing ad advertisements. Any time someone goes to a store a purchase a thing, they are making that decision as a consumer. Even as, in standard microeconomic theory, a consumer is assumed to have a budget which can be spent on a range of goods and services available on the market.

Consumers, on the other hand, have enjoyed the power to choose and exercise, in their preferences, what, why, where, and how to buy a product or services (Barrutia and Charterins, 2006; Mackay, 2008; Smith, 2004; Stolle *et al*, 2005).

CHAPTER 3

RESEARCH METHODOLOGY

This chapter describes the methodology employed in the study, which includes the research design, measurement of variables, questionnaire design, sampling techniques, data collection techniques, as well as data analysis techniques. The targeted respondents selection, sampling plan and statistical techniques used for data analysis form parts of the chapter.

3.1 Research design

The data related to the research was collected through primary and secondary data. The primary data will be collected from a survey which will be conducted. The respondents will be asked to complete a structured questionnaire which intends to collect their views on the perceptions and behaviour towards pirated DVD/VCDs in Malaysia.

The purpose of the secondary data search is to have an overview and understanding on the situations of pirated products in the Malaysia and world market. It is intended to explore the existing theories and concepts of buyers' perceptions and behaviours towards pirated products. The data was collected from articles in newspapers, journals, magazines, previous research reports and thesis.