



UNIVERSITI TEKNOLOGI MARA (UiTM)
Cawangan Sarawak Kampus Samarahan

FACULTY OF BUSINESS MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING (BM240)

INDUSTRY TRAINING PROJECT PAPER
(MK672)

PURCHASING ILLEGAL PIRATED SOFTWARE BEHAVIOR AMONG
IPTA STUDENT AT KOTA SAMARAHAN

PREPARED BY

LANTONG ANAK SERGEN
2015833994

PREPARED FOR

DR. JATI KASUMA ALI
DR. THALANY BT KAMRI

SUBMISSION DATE

21st June 2018

TABLE OF CONTENTS

Items	Pages
1.0 CHAPTER 1 : INTRODUCTION	
1.0 Background of the Study	1 - 2
1.1 Problem Statement.....	2
1.2 Research Objectives.....	3
1.3 Research Questions.....	3
1.4 Significance of study.....	4
1.5 Limitation and delimitation.....	4
1.6 Chapter Summary.....	4
2.0 CHAPTER 2 : LITERATURE REVIEW	
2.0 Introduction	5
2.1 Review of the Literature	
2.1.1 Digital Piracy.....	5
2.1.2 Purchasing Illegal Pirated Software	
2.1.3 Moral Equity.....	5 - 6
2.1.4 Relativism.....	6
2.1.5 Attitudes of Purchase Behavior.....	7 - 8
2.2 Theoretical Framework.....	9 - 11
2.3 Chapter Summary.....	11
3.0 CHAPTER 3 : RESEARCH METHODOLOGY	
3.0 Introduction.....	12
3.1 Research Design.....	12
3.2 Type of Research Design.....	12 -13
3.3 Instrumentation and Measurement.....	13 - 14
3.4 Operational Definition Table (ODT).....	15
3.5 Sampling Frame.....	16
3.6 Sampling Size.....	16
3.7 Data Collection.....	17
3.8 Data Preparation	
3.8.1 Data Checking.....	17
3.8.2 Data Editing.....	17
3.8.3 Data Coding.....	17
3.9 Reliability Test/ Pilot Test.....	18 - 19
3.10 Inferential Analysis	
3.10.1 Pearson Correlation.....	19
3.10.2 Multiple Regression Analysis.....	19
3.11 Chapter Summary.....	19 -20
4.0 REFENCES AND APPENDIX.....	21 -25

~~PURCHASING ILLEGAL PIRATED SOFTWARE BEHAVIOR AMONG IPTA STUDENTS~~

AT KOTA SAMARAHAN

CHAPTER 1: INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Illegal pirated software is copyright of digital media such as software, music and voice and also document that as backup without explicit permission (Higgins, 2007). Based on the report an illegal downloading of music was higher behavior among university student in the US (Lysonski & Durvasula, 2008). IIPA International Intellectual Property Alliance, (2008), there are higher number of university students that involved in internet piracy, thus call for many research to be undertaken to understand the driving forces of the incidence of internet piracy activities. Mastura et al. (2008) found that high incidence of use pirated software among university student in Malaysia. The research was identifying the university student behavior intention toward internet piracy in context of Malaysia.

Digital piracy involves act that acquire in digital media with illegal channel without the owner permission the copyright holders (Robert G. Morris, 2009). It can take owner the internet through peer to peer of file sharing network through the traditional copying document. Suki (2011), software piracy has brought increase massive loss in the industry globally and has aroused question on behavior and related ethical issues. A study attempted found factor and determinants of software piracy behavior. Meanwhile, external factor was examined and result show factor per capita income, cultural, and institutional factor that determinants of software piracy rates.

Lysonski and Durvasula (2008) reported that illegal piracy downloading of music highly prevalent among college student in US. A recent research indicates that Malaysia showed that there is highly of use piracy software among university student (Mastura et al. 2008). Based on that premise, present research is conducted to identify the university behavior toward internet piracy in context of Malaysia.

Based on study found that digital piracy currently regarded most popular of intellectual property theft and has been characterize as a criminal act in the USA since the Copyright Act of 1976. Furthermore, mass copyright violations of movies and music made a felony offense in 1982 by the Piracy and Counterfeiting Amendments Act and amended to include the distribution of copyright material over internet via the No Electronic Theft Act. (Jackman.M, 2014) Piracy is an issues activity that carrier a greater influences to the economy, social and the cultural well is of a nation than generally realized by the consumer. Apart from that, they realized that China, Thailand and Malaysia

known as the “Home of piracy”. So that can make consumer are facing problem when they attempt to distinguish the pirated products from the original one,

The main purpose of this study is to determine how three factors which are moral equity, relativism and attitudes, it can determine student purchasing behavior toward illegal pirated software. It can contribute to IPTA students such as UiTM and UNIMAS.

1.2 PROBLEM STATEMENT

The issues of the IPTA students are more advances and in technology of digital media in such as young age. Besides that, there are several factors that influence the student behavior intention toward digital piracy. There a lot of students are actively involved in digital piracy behavior of their software and downloading document because it more cheap and easier to access from original products. The main factor that impact students in illegal pirated software is student’s attitudes. Attitudes related to students feelings of joy, and pleasure with respect to a particular behavior. The positive effect of attitude among students towards the act of digital piracy which can indicate the significant impact of attitude toward purchase illegal pirated software.

Software piracy may create an effect on student’s appreciation of the need for moral behavior. A student who makes unauthorized copyright of software can influences somebody else to involve. The higher moral equity will reinforce negative attitudes to acting unethically of pirated software and purchase it. Nowadays, students think that purchasing illegal software is culturally acceptable. Thus, this study is to determine relationship of attitudes, morally equity and relativism toward behavior of purchase illegal pirated software among IPTA students. The higher the individual’s moral equity and relativism based attitudes, the stronger negative attitude toward software piracy and purchases illegal software. Students think that use pirated software was not morally right, but sometimes they think it may be a bit morally right because they can save money by the original software. Traditionally also acceptable that because they belief buy original or pirated software also the same activity but the quality not same.

Student will come from low income family more attracted involved. But they cannot affordable pay high price. So they make decision on purchase illegal software. Poor of money management first shadow students close to the pirated software. Because think not enough money to bought the original product. Sex and age have been included as variable affect attitudes in unethical decision making. Sims et al. (1996), find that male student more often than female students. It expected that females lower attitudes toward pirated software than male.

1.4 RESEARCH OBJECTIVES

The purpose of this research to identify factors that influence IPTA student's behavior intention toward digital piracy. There are a few research objectives that listed below to answer the question above

- 1) To determine the relationship between moral equity and purchase illegal software among IPTA students.
- 2) To determine the relationship between relativism and purchase illegal ~~pirate~~ software among IPTA students.
- 3) To determine the relationship between attitudes and purchase illegal ~~pirate~~ software among IPTA students.
- 4) To determine the critical factor among student moral equity, relativism and attitudes towards purchase illegal pirated software.

1.3 RESEARCH QUESTIONS

Research Question is a statement that will answer specific component of the problem and also to seek specific information needed with respect to the problem component. When I conduct this research, there are some questions that I have used. The questions are used to analyze the behavior purchase illegal pirated software among IPTA student at Kota Samarahan. The main of this research are as follow:

- 1) Is there any relationship between moral equity and purchase illegal pirated software behavior among IPTA students at Kota Samarahan?
- 2) Is there any relationship between relativism and purchase illegal pirated software behavior among IPTA students at Kota Samarahan?
- 3) Is there any relationship between attitudes and purchase illegal pirated software behavior among IPTA students at Kota Samarahan?
- 4) What are the most significant factors that engage IPTA students purchasing behavior towards illegal pirated software?

1.5 SIGNIFICANCE OF THE STUDY

Targeted of study is IPTA student at Kota Samarahan which is from UiTM and UNIMAS. During this study, questionnaire have distribute only to IPTA student at Kota Samarahan and asking the student around that area to answer questionnaire. Questionnaire related to purchasing illegal pirated software behavior among IPTA student at Kota Samarahan.

This study is conducted purchasing illegal pirated software behavior among IPTA student at Kota Samarahan. There are three major that are focused in this study which are moral equity, relativism and attitudes. The study identify problem that cause independent variables toward pirated software among students. Nowadays, many higher educational students that involved in pirate software because it can easy to access and more cheaply during original goods. Digital piracy is not a new issue to individual.

1.6 LIMITATIONS AND DELIMITATIONS

Limitation that face for this study is time taken to complete the questionnaire in IPTA at Kota Samarahan because the time of the each university students was difference from each IPTA of the time them was break. Apart from that, questionnaires distribute using Google form to make it. In this case, it makes them easy to answer with network.

1.7 CHAPTER SUMMARY

To summarize this chapter, this research is focused on purchasing illegal pirated behavior among IPTA student and factors that leads students to involve in the digital piracy activity. The sample size of the research is based on student behavior toward usage of digital piracy at IPTA, Kota Samarahan. These chapters consist of the background of the study, the research statement, research objective, research question and scope of the study, the limitation and delimitation of the study, and the significant of study.

CHAPTER 2: LITERATURE REVIEW

2.0 INTRODUCTION

Literature review defined as a document of what has been published on a topic by researchers. Especially, this study be asked to write one separate assignment but it can more depend on the introduction to research topic. Apart from that, in literature review, purpose to convey to the reader what knowledge and idea that have to establish on a topic. With that, literature review will comment or explain about purchase illegal pirated software among IPTA students at Kota Samarahan.

2.1 REVIEW OF THE LITERATURE

2.1.1 DIGITAL PIRACY

Digital piracy is copyright of digital media such as software, music and voice and also document that as backup without explicit permission (Higgins, 2007). Nowadays digital piracy was the more practices that can improve the internet piracy among university students. Based on the research, Internet connectivity and digital technology have rapidly increased in online sharing digital materials, and issues of copyright of the document among IPTA students (Sudip Bhattacharjee, 2003).

Digital piracy was act that involves in digital media with illegal network without the owner permission of copyright. Moreover, digital piracy was taken over the Internet through peer to peer of file sharing document through the traditional copying document. Nowadays, digital piracy was an issue of interest for academic research. Students are a key factor that influences unethical behavior for example software piracy. Furthermore, digital piracy is currently regarded the most popular forms of intellectual property theft and has been characterized as a criminal act in the USA since the Copyright Act of 1976.

There are several pirated activities among student such as use entertainment software, e- book, business software, media and voice. In higher education level, mostly student can involve in pirated software because it easy to download, for example student can download software entertainment and make free movie and voice at media social. In Malaysia, there are various downloading services on internet tempt students to download media product illegally without spending any money. Apart from that, the students tend that cheap goods without concern about the product quality.

2.1.2 PURCHASING ILLEGAL PIRATED SOFTWARE

Bender and Wang (2009), digital piracy refer to the form of an end user of piracy, when the people can obtain digital materials for them own personal without the physical transaction activities. During this case, there are two types of digital products which are software and music CDs that can be digitalized of students. Student can use the advance technology that there can easier to assess which is using the social media and mobile phone business.

Digital product easy to pirate use downloads document activities, copyright and sharing of files. Digital products that have been pirated heavily which are software, audio and video, books and then pictures (Robert G. Morris, 2009). With advances in technology and increase availability and access of digital channeling for information can make people more involved in software pirated such as product significantly easier to distribute especially in online and mobile business. During illegal software students more in downloading file because sometimes that software is free and the cheaper price. Modern communication and copying technologies have greatly enhanced potential for theft of intellectual property. (Mittelstaedt, 1995)

2.1.3 MORAL EQUITY

Moral equity examines something that right and wrong issues. It was specifying a universal ethics construct and also is the predominant evaluate criterion for ethical judgment (Porto, 2015). According to Porto (2006), more progress attention on digital piracy behavior, which was studies on the ethicality of digital piracy have indicates different result. The researcher found that among college students, software piracy was able acceptable and normal to use. Many people who buy illegal copies of CDs often deny that they are doing nothing illegal in music industry because of industry charge in high price. So by pirate digital product make them low willingness to pay for quality copies to original product.

Based on study, research found that consumers value to need for satisfaction more than the quality of the product (Ahasanul Haque, 2009). In that case, people believe for the price of the pirated product was goods, meanwhile the quality doesn't count as long as they can get what they want. So peoples personality and believes had a positive influence. Other than that, price of product play important in the perceptions that consumers involved of pirate. Pirated goods play a role as a price advantage because it can affect people by product at cheaper cost.

Software piracy is mainly defined as legal, moral or ethical problem in West. The data uses in early research commonly come from student samples in USA, whereby that software copyright law has long figured very prominently (Lau, 2006)So it can influence the evident in the generous

protection afforded to software developer against software piracy. It can emphasize on protecting people and personal interest that characterize Western society.

Lau (2006), study found that problem of morality that affect people at independent variable on the use of pirated software. It was study the effect of traditional Chinese morality that using pirated software. Apart from that, Chinese cultural norms indicated that interpersonal and analyzed behavior depend how well is can be serves to enhance the hierarchical norms of society. Therefore, make that high levels of moral development can be correlated with less use of pirated software. A study found that, computer experience, gender, and also education level had insignificant cause on morality of software piracy. Apart from that, study found that age had significant because result found that younger respondents are more acceptable use pirated software.

2.1.4 RELATIVISM

Relativism is used to measure person ethics. Relativism measure that a people attitudes (Jackman.M, 2014). In fact, people that low relativism content that morality always requires with them. Meanwhile, high relativists will be stronger intention to involve in purchases of illegal pirated software than low relativists. Person with high relativism more likely to involved in pirate software. Based on the survey, the researcher found the result that Barbadians are highly relativism which is approximately 78%. It indicated that many people do not feel much guilt involved to piracy. This suggests that people trust that copyright holders were losing money due to piracy. Apart from that, they may not trust copyright owner are use too much money to start the business. The local anti-piracy campaigns and laws should be demonstrate digital piracy is a real crime as opposed to a petty offence and then will be penalized as such.

2.1.5 ATTITUDE TOWARD DIGITAL PIRACY BEHAVIOR

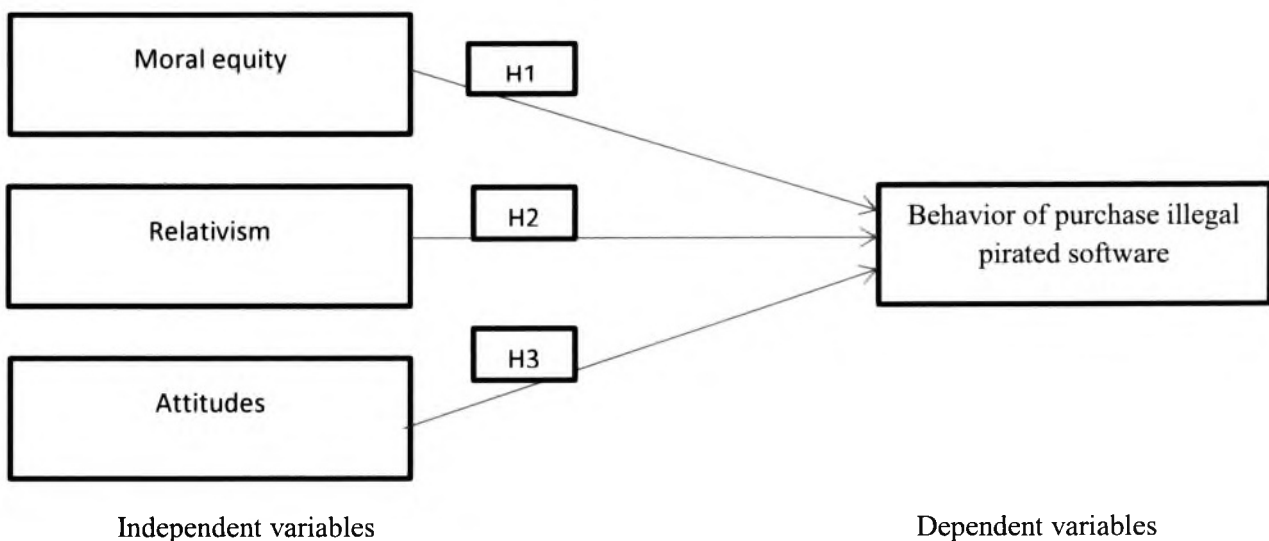
Attitude toward digital piracy has used in study as an independent variables, during this study attitude treated as a dependent variable. IPTA student's attitude toward digital piracy mean that students has a favorable and unfavorable evaluate toward digital materials and purchases an illegal copies of the music CDs without permission of the owner (Porto, 2015). Based on the research, there are 75% of college students have downloaded music's; video and software from P2P file sharing sites (B.Dawn Medlin, 2015). Napster (1999), determine their site create by two college students that who want to share MP3 files and obscure music and the lawmakers have been way to deter college students from engage in music piracy behavior.

Cronan (2006) has found that attitudes are more significant factor that influences student behavioral of pirate. Research shown that 29 out of 30 of the studies that student attitudes was most indicator of behavior intention. It related to student attitude has more strongly engage intention to pirate software. Furthermore, research founded 24% of their variance of students in attitude toward the software piracy was explained by punishment and software costs.

The researcher found that a younger people must be involve to place more weight on their perceived advance than received risks with involve to illegal music download. Nowadays, younger people are more likely to develop on bias toward illegal sharing of music files than older people (B.Dawn Medlin, 2015).

2.7 THEORETICAL FRAMEWORK

According to Sekaran (2011), the theoretical framework was logically developed, describes and explained network of associates among variables of interest to researcher. It includes of dependent variables (DV) and independent variable (IV). In other word it influences the relationship between DV and IV. The original conceptual framework in this study was developed by Shoham et al. (2008). However, for the purpose of this study, the researchers have adapted and adopted the framework to suit the need of the study. The theoretical framework for this study comprises of behavior of purchase illegal pirated software among IPTA student. This theoretical framework work aid in answering the core research question and provide a deeper understanding of the study. The knowledge derived from the theoretical framework is going to be applied to the empirical part of the research by designing and executing the research methods used in the study. The study structure and theoretical framework is further illustrated.



Source: Adapted from Shoham *et al.* (2008)

Based on the theoretical framework above, the researcher has adapted and adopted several behavior of purchase illegal piracy software dimension based on Shoham *et al* (2008) namely attitudes, moral equity and relativism. These variables interlink to one another because each variables will affect the other variable. There are the hypotheses generated from the above figure:

1: Attitudes affects student's behavior of purchase illegal pirated software.

Attitudes towards digital piracy behavior related to the degree which a students has a favourable or unfavourable towards purchases of illegal pirated software. Student involved in digital software

behavior because they encouraged by family and friend. The more positive student's attitude toward digital piracy, it can influence students more involved in pirated software.

2: Moral equity affects student's behavior of purchase illegal pirated software.

Software piracy among IPTA students nowadays was able acceptable and normal to use at higher education level. Student maybe cannot afford to buy the original software because the price so expensive. Besides that, students think that pirated digital product it more cheap willingness to pay for the original products. The higher the degree of moral equity among students, the lesser to indicated to a positive attitude toward digital piracy behavior. Moral equity reflects justice and design value which are fair, just and morally right among students.

3: The relativism affects students behavior of purchase illegal pirated software.

Relativism was affected students behavior of purchase illegal pirated software at higher level education such as IPTA. Relativism concerns with beliefs about what is culturally and traditionally acceptable or unacceptable. Students that high relativists will be stronger involve in purchases of illegal pirated software than low relativists.

4. Three different factors explain the students' behavior of purchase illegal pirated software.

The three factors mentioned (moral equity, relativism and attitudes) affects students' behavior of purchase illegal pirated software at high level education. This means that their behavior purchase illegal pirated software is explained by three factors. It also mean students have own reason of purchase illegal pirated software.

Hypothesis Development

Hypothesis 1

Ho: There is no relationship between moral equity and purchasing illegal pirated software among IPTA students.

H1: There is a significant relationship between moral equity and purchasing illegal pirated software behavior among IPTA students.

Hypothesis 2

Ho: There is no relationship between relativism and purchasing illegal pirated software among IPTA students.

H1: There is a significant relationship between relativism and purchasing illegal pirated software behavior among IPTA students.

Hypothesis 3

Ho: There is no relationship between attitudes and purchasing illegal pirated software among IPTA students.

H1: There is a significant relationship between attitudes and purchasing illegal pirated software behavior among IPTA students.

Cesareo and Pastore (2004), found that favourable attitudes towards online piracy are negatively related to consumers' willingness to try subscription on music services.

Hypothesis 4

Ho: There is no relationship between critical factors of students' moral equity, relativism, attitudes and purchasing illegal pirated software behavior among IPTA students.

H1: There is a significant relationship between critical factors of students' moral equity, relativism, attitude and purchasing illegal pirated software behavior among IPTA students.

2.8 SUMMARY CHAPTER

This chapter discussed a literature review, a conceptual framework and three (4) hypotheses will be tested. This study looks on the significant between the three (3) determinants and purchase illegal pirated software behavior.

CHAPTER 3: RESEARCH METHODOLOGY

3.0 INTRODUCTION

Throughout the chapter, detailed explained on the methodology used in the research which are the research design, sample selection, data gathering procedure, data analysis, research instrument and data will be highlighted. The sampling and the instrument used in the research which includes the amount of respondents, sampling technique and measurement on the questionnaires survey will also be discussed.

3.1 RESEARCH DESIGN

Research design is a blueprint for conducting the marketing research. It assorted the detailed procedures necessary for obtaining the information needed to structure or solves marketing research problems. A research design lays of foundation for conducting the research project. An excellence research design will ensure that the marketing research project is been conducted effectively and efficiently (Malhotra, 2004).

3.2 TYPE OF RESEARCH DESIGN

This research design is conclusively designed based on exploratory and causal research. Exploratory research is used to explore or search through problem identifications to provide the information about the problems. Formulation of hypotheses was developed and also the key course actions are been identified. Exploratory research is also used to formulate and define the problems in more detailed and precisely. Other than that, causal research is used to obtain evidence of cause- and-effects relationships. A relatively controlled environment is one on which the other variable that may affect the dependent variables is then measured to infer causality. Causal research is used to understand which variables are the cause and which variables is the effect (Malhotra, 2004)

Data collection is a systematic approach to gathering and measuring information on targeted variables from several sources to get a complete and accurate picture of an area interest. Data can be from surveys, independent via data capture and data entry. There are two method of data collection can be used by researcher in their study. First method of data collection is primary data. It is information that can be collect for the purpose of the research study. Meanwhile, second method of data collection is secondary data, where the data collected by someone other users. Secondary data

analysis saves researcher time to spend in collecting data. As example, secondary data can use literature review for their study. Apart from that, use references book. References books provide secondary source material. Besides that, specific fact or summary of a topic is all that is included which are handbooks, encyclopedias and dictionaries.

3.3 INSTRUMENTATION AND MEASUREMENTS

The measurement that I used to collect data was questionnaires. This tool was used to survey the digital piracy behavior among university students at IPTA Kota Samarahan. According to Malhotra (2004) each stimulus object is scaled independently of the other objects in the stimulus set scaling technique commonly can be classified into comparative and non-comparative scale. For this study, non –comparative scaling technique is used under non-comparative scaled. For this research questionnaire, the Likert scale is as follow:

Score	Scale
1	Strongly disagree
2	Disagree
3	Neither Agree nor Disagree
4	Agree
5	Strongly agree

Questionnaire is means to collect information related to the behavior of purchases illegal pirated software among IPTA students at Kota Samarahan. Questionnaires are the suitable way of collecting data because using questionnaire easy to manage, time save and it easy the data processing and analysis. Thus, the section of this method was influenced by a few factors which are time constraint, cost and resources that are appropriate for this research. The questionnaire was divided into four parts (A, B, C, D and E). Part A section is focuses on the respondent’s demographic information while parts A, B and D are focusing on the digital piracy behavior among IPTA student at Kota Samarahan. For section E, researcher want to find the overall performance by suggest the open-ended question for recommendation.

Section A: Demographic Information

Basically this section are aimed to obtain the general information and demographic data of the respective respondents, nominal scale is used to measure the most appropriate answers for the respective respondents. There were seven (7) questions in this section. The questions would provide

information about their gender, age, marital status, religion, race, education, IPTA, aware about pirated software, kind of pirated that students involved. Demographic questions need to be in place as it will generate an understanding of the respondent's background that may involve in pirated software.

Section B: Moral equity, relativism and attitudes

The instruments used in this section are based on the previous study done by Shoham et al. (2008). Part B will test the items related to the dimensions of moral equity, relativism and attitudes the act as illustrated in the theoretical framework. The questions are designed to ask the students about buying pirated software at higher level education. The interval scale is used to measure the item. The 5 point of Likert Scale was used for the question in this section. The items are carefully selected to ensure that it can help to achieve the objectives in Chapter 1. This part of questionnaires consists of 5 items which represented the two independent variables. Attitudes the act ask question focus on feeling or impressions about using pirated software among IPTA students at Kota Samarahan. This part of questionnaires consists of 5 item which represent bad-good, unsatisfactory-satisfactory, unfavourable- favourable, negative-positive and unpleasant- unpleasant.

Section C: Piracy behavior

The question focuses on piracy behavior among IPTA students. Question how often do you a non-original software and how many non-original that have you purchased.

Section E: Suggestion

These part questionnaires give the respondent to make suggestion and opinion about purchase illegal pirated software.

3.4 OPERATION DEFINITION TABLE (ODT)

Malhotra (2010) an operation table (ODT) must be clear and detailed. It is because the researcher has to collect different types of data. To determining the data, an operation definition table must be clear and then detail to ensure that decision made are correctly and also information provided does exits. ODT measure the independent variable which consists of moral equity, relativism and attitudes towards the acts from theoretical framework toward the behavior of purchase illegal pirated software among IPTA students which is the dependent variables.

Variables/ Dimension	Item	Source
1. Moral equity	Do you think use illegal software is.....? 1.1 Fair – Unfair 1.2 Just – Unjust 1.3 Morally right – Not morally right	Shoham et al. (2008)
2. Relativism	People think purchase illegal software is....? 2.1 Culturally acceptable – Culturally unacceptable 2.2 Traditionally acceptable – Traditionally unacceptable	
3. Attitudes toward the acts	How does you feeling or impressions about using pirated software? 3.1 Bad – Good 3.2 Unsatisfactory – Satisfactory 3.3 Unfavourable – Favourable 3.4 Negative – Positive 3.5 Unpleasant – Pleasant	
4. Behavior of purchases	4.1 How often do you buy a non-original 4.2 Compared to other people, you buy digital piracy material 4.3 Of your purchase pirated software 4.4 How many non-original that have you purchased	

3.5 SAMPLING FRAME

Sampling frame was representing all the element of the targeted population who can be recognized as sample in the target population. Therefore, samples of digital piracy behavior among IPTA student from Kota Samarahan Kuching, Sarawak will be the sampling frame for the study.

Sampling Frame	
Respondent	IPTA, Kota Samarahan
City	Kuching
State	Sarawak

3.6 SAMPLE SIZE

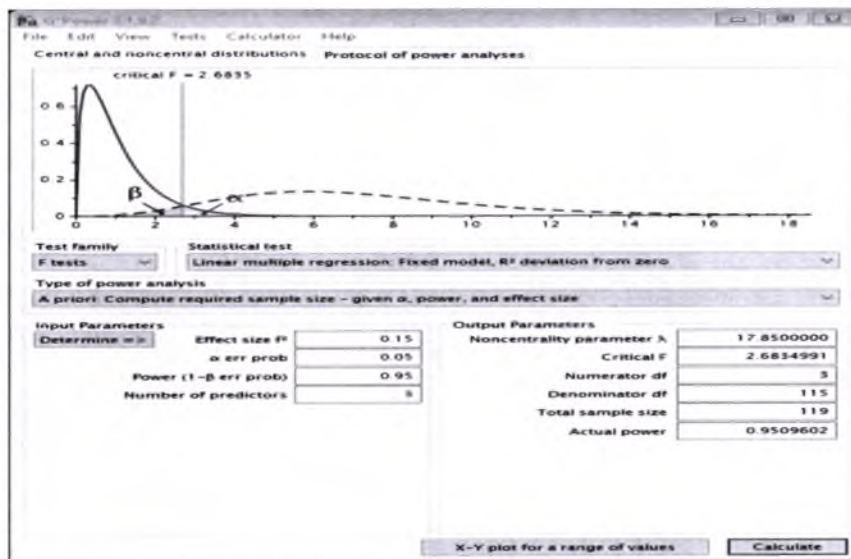


Diagram: G-Power Analysis

G-Power Analysis

The research will be using purpose sampling and by using G-Power 3.1.9.2, with number of 3 predictors tested, therefore 119 respondents is the minimum requirement for this study. The questionnaire are numbered and organized properly to represent the population therefore to make inferences on the characteristics of the population.

3.7 DATA COLLECTION

Data collection method was significant for a study and it is effective in assisting researchers greatly in their question of success. Apart from that, information collected by researchers should be reliable and valid to the study because inaccurate data collection can impact the outcome of the study and also ultimately lead to invalid results. During this study, primary and secondary data are used to analyze the data in order to provide a clear and in depth understanding of research. Furthermore, questionnaires form should be completed and returned by respondents. Besides that, the purpose of this research such as drop and collect technique are used by research to collect the data from respondents.

3.8 DATA PREPARATION

3.8.1 Data Checking

Malthotra (2006), after first stage the questionnaire was returned, so check for completeness and validity to avoid serious problem from occurring. Research should check the problems in parts of questionnaire was being incomplete and missing pages of some the questionnaires.

3.8.2 Data Editing

Data editing is a process whereby the raw data are checked for mistakes made by respondents. It was to examine the questionnaires by identifying incompleteness and inconsistency response to enhance the accuracy of the data collected.

3.8.3 Data Coding

Data coding is a process to assign a code to each possible question. All data types should be recorded using numerical codes. This to enable researcher to enter the data quickly using the numeric keypad on keyboard without making any errors (Saunders, 2009)

3.9 RELIABILITY TEST / PILOT TEST

The reliability test is to measure the stability and consistency of the variable. Cronbach's Alpha was used to measure the reliability of constructs within the questionnaires. The closer Cronbach's Alpha is to 1, the higher the internal consistency and reliability (Sekaran, 2003).

Rule of Thumb for Result

Cronbach Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Before going for official data collection, pilot study on questionnaires will take place to test the logic and the gather information before make larger study. For the research, pilot test of thirty (30) respondents will be carried out first to ensure the consistency of the questionnaire. Through pilot test researcher will find out if there is a potential problem and then make the corrective measure to enhance the questionnaire before actual research conducted.

Component	Dimension	Cronbach' Alpha	Items	Reliability
1.	Moral equity	0.782	6	Good
2.	Relativism	0.634	4	Questionable
3.	Attitudes	0.758	10	Good
4.	Purchase Behavior	0.840	4	Good
Overall Reliability		0.830	24	Good

From the table above, the result for Reliability Analysis that was obtained from this research which was tested ion 30 respondents. It can be concluded that all the items result in good reliability because all the Cronbach's Alpha value is above 0.70. The results have revealed that internal consistency of each dimension is ranging of 0.643 to 0.840 except for overall reliability which

indicates 0.830. The most reliable dimension is Purchase Behavior with reliability coefficient of 0.840, followed by Moral Equity with reliability coefficient is 0.782, Attitudes with reliability coefficient of 0.758, and the lowest reliability coefficient is Relativism with reliability coefficient of 0.634. Based on table above, Purchase behavior and Moral Equity indicates very high reliability coefficient with 0.840 and 0.782 respectively. Therefore, some items deletions is made for both of dimensions.

3.10 Inferential Analysis

3.10.1 Pearson Correlation Coefficient Analysis.

The Pearson correlation coefficient is appropriate for interval and ratio scaled variables (Sekaran, 2003). Pearson Correlation Coefficient is to measure the strength of a relationship between two ranked or numerical variables. This coefficient can take on any value between -1 and +1. A value of +1 represents a perfect positive correlation and vice versa. The closer its absolute value is to 1, the stronger the indication that a linear relationship exists between variables. Furthermore, a value of 0 means the variables is perfectly independent, a value of -0.7 means a strong negative relationship and 0.7 is a strong positive relationship (Saunders et al., 2009).

3.11.2 Multiple Regression Analysis

Multiple regression analysis is an extension of bivariate regression analysis, which allows for simultaneous investigation of the effect of two or more numerical independent variables on a single interval scaled dependent variable (Zikmund, 2003). Multiple Linear Regression analysis refers to the degree to which change in the dependent variable is related to the change in the independent variables (Sekaran, 2003). Low significance values (usually less than 0.05) mean that the coefficient is unlikely to have occurred by chance alone. A value larger than 0.05 means the coefficient could have occurred by chance alone (Saunders et al., 2009)

3.12 CHAPTER SUMMARY

In conclusion, the research methodologies were use in collecting, analyzing and interpreting data. Computer software, SPSS version 22 was used to assists in analysis and interpretation of the data. First questionnaires will be used to obtain the accurate information from the respondents. Secondary data for example, journals and reference books will be used to help the researchers to gain further knowledge and the research topics which were being investigated. The target populations, sampling frame, and the location and sampling elements, sampling technique and sample size were

discussed in the earlier part. Scale used in constructing the measurement will be also explained. Other than that, data preparation process such as checking, editing and coding and transcribes were discussed.

REFERENCES

- B.Dawn Medlin, S. A. (2015). Music piracy among college students. *Twenty-first American Conference on Information System, Puerto Rico*.
- Cronon, S. A.-R. (2006). Digital piracy: Factor that influence attitude toward behavior. *Journal of Business Ethics, 63*, 237-259.
- Higgins, G. E. (2007). digital piracy, self control theory, and rational choice: An examination of the role of value. *International Journal of Cyber Criminology, 33*.
- Lau, E. K.-w. (2006). Factors motivating people toward pirated software. *Qualitative Market Research: An International Journal, 9*(4), pp.404-419.
- Mahalia Jackman, T. L. (2014). "Why buy when we can pirate? The role of intentions and willingness to pay in predicting piracy behavior". *International Journal of Social Economics, 41*(9), pp. 801-819.
- Mittelstaedt, M. P. (1995). Illegal Adoption of a New Product: a model of Software Piracy Behavior. *Advances in Consumer Research, 22*, 639-698.
- Porto, D. A. (2015). "The impact of moral equity, relativism and attitude on individuals' digital piracy piracy behaviour in a developing country". *Marketing Intelligence & Planning, 33*(3), pp 348-365.
- Robert G. Morris, M. C. (2009). The role of gender in predicting the willingness to engage in digital piracy among college students. *22*(4), 393-404.
- Sudip Bhattacharjee, R. D. (2003, July). Digital music and online sharing : Software piracy 2.0? *Communication of thw ACM, 46*(7), 107.

APPENDICES

GANTT CHART

Activities/Weeks	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Identifying topic research and looking for articles that are relevant to research topic																
Formulate an introduction for the research topic																
Formulate the problem statement from the research topic																
Preparing the research question and research objectives																
Making theoretical framework and hypotheses																
Preparing literature review of the research																
Develop a questionnaire																
Completed a research proposal																
Submit a proposal																
Preparing for the presentation																
presentation																
Preparing the report																
Report submitted																

Table 1: Gantt chart for the proposal of digital piracy behavior among IPTA student



--	--	--	--

**PURCHASING ILLEGAL PIRATED SOFTWARE BEHAVIOR AMONG IPTA STUDENT
AT KOTA SAMARAHAN**

Dear respondent,

I am a student of Universiti Teknologi MARA (UiTM) pursuing Bachelor in Business Administration (Hons) Marketing and from Faculty of Business Management. I am conducting a research on **“Purchasing illegal pirated software behavior among IPTA students at Kota Samarahan”** for partial requirement by University in completion of bachelor study.

I would like to invite you to participate in this survey and I would greatly appreciate your time in answering this questionnaire. Your answers and responses will be kept strictly confidential and will be used for academic purposes only. Thank you for your cooperation. For more information, please contact me at 017-8535698 (Lantong anak Sergen) or email me at lantongsergen23@gmail.com.

Section A: Background information

Please tick (√) at the relevant box.

<p>1. Gender Male <input type="checkbox"/> Female <input type="checkbox"/></p> <p>2. Age (years) 20 or less <input type="checkbox"/> 21 – 23 <input type="checkbox"/> 24 – 26 <input type="checkbox"/> 27 and above <input type="checkbox"/></p> <p>3. Marital status Single <input type="checkbox"/> Married <input type="checkbox"/> Divorced <input type="checkbox"/></p> <p>4. IPTA UiTM <input type="checkbox"/> UNIMAS <input type="checkbox"/></p>	<p>5. Level of Education Diploma <input type="checkbox"/> Undergraduate <input type="checkbox"/></p> <p>6. Race Malay <input type="checkbox"/> Iban <input type="checkbox"/> Bidayuh <input type="checkbox"/> Others <input type="checkbox"/></p> <p>7. Faculty: _____</p> <p>8. Years study: _____</p> <p>9. Semester: _____</p>	<p>10. Do you aware about piracy? Yes <input type="checkbox"/> Neutral <input type="checkbox"/> No <input type="checkbox"/> Others <input type="checkbox"/></p> <p>11. What kind of pirated software do you involve with? Music and voice <input type="checkbox"/> Document file <input type="checkbox"/> CD's <input type="checkbox"/></p>
---	--	---

SECTION B: MORAL EQUITY, RELATIVISM AND ATTITUDES

Please rate the following statements by **circling** the relevant number as shown below:

1	2	3	4	5
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

Particulars													
Moral equity													
Do you think use illegal pirated software is.....?													
B1.i.	Fair	1	2	3	4	5	ii. Unfair	1	2	3	4	5	
B2.i.	Just	1	2	3	4	5	ii. Unjust	1	2	3	4	5	
B3.i.	Morally right	1	2	3	4	5	ii. Not morally right	1	2	3	4	5	
Relativism													
People think purchase illegal software is.....?													
B4.i.	Culturally acceptable	1	2	3	4	5	ii. Culturally unacceptable	1	2	3	4	5	
B5.i.	Traditionally acceptable	1	2	3	4	5	ii. Traditionally unacceptable	1	2	3	4	5	
Attitudes toward the acts													
How does you feeling or impressions about using pirated software?													
B6.i.	Bad	1	2	3	4	5	ii. Good	1	2	3	4	5	
B7.i.	Unsatisfactory	1	2	3	4	5	ii. Satisfactory	1	2	3	4	5	
B8.i.	Unfavourable	1	2	3	4	5	ii. Favourable	1	2	3	4	5	
B9.i.	Negative	1	2	3	4	5	ii. Positive	1	2	3	4	5	
B10.i.	Unpleasant	1	2	3	4	5	ii. Pleasant	1	2	3	4	5	

SECTION C: PIRACY BEHAVIOUR

Please rate the following statements by **circling** the relevant number as shown below:

1	2	3	4	5
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

Particulars						
Piracy Behavior						
C1.	How often do you buy a non-original software	1	2	3	4	5
C2.	Compared to other people, you buy digital piracy material	1	2	3	4	5
C3.	Of your purchase pirated software	1	2	3	4	5
C4.	How many non-original that have you purchased	1	2	3	4	5

SECTION D: SUGGESTION

.....

.....

.....

.....

.....

.....

Thank you for completing the questionnaire.