

**A STUDY ON CONSUMPTION OF PIRATED OPTICAL DISC  
IN TUARAN, KOTA KINABALU**

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## ABSTRACT

This research was conducted to study the consumption of pirated disc in the district of Tuaran, Kota Kinabalu. The study was done due to the uncontrolled activity of piracy which damaged especially the Malaysian entertainment industry, and even though many action has been undertaken by the enforcement division of the MDTCA, demand and supply for pirated disc still exist. The objective of this research was to identify the background of consumers in the population at subject that are purchasing pirated disc, to identify their behavior towards the consumption of pirated disc, and to identify the level of public awareness toward the piracy issue.

In order to achieve and establish the objective, information was gathered among the public in Tuaran District, which was chosen randomly using the convenience sampling technique. Whereby 150 respondents were approached and given a structured questionnaire form to fill in. Data obtained from the questionnaire were processed using the SPSS software in order to formulate detailed analysis and make an overall conclusion and recommendations out of the result gained. Several factors that contributed to piracy activity have been identified. It ranged from consumer behavior and public awareness, to government enforcement regarding the piracy issue. However, some conclusions and recommendations have been stated at the end of this report as a feedback and chance to state the personal opinion of the researcher in response to the research at hand.