



**FACTORS THAT INFLUENCE CONSUMER ETHICS IN  
PURCHASING PROCESS OF PIRATED VCDs AND CDs**

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## **ACKNOWLEDGMENT**

Praise to be to Allah s.w.t for without His grace and blessing none of this project would have been possible to be done.

First and foremost, I would like to express my deepest and sincere gratitude to my advisor Prof Madya Ruslan for his consistent and continuous support, advice, encouragement and invaluable guidance throughout the course of the project.

My very special thanks to my family who have given me plenty of support, encouragement, motivation, sacrifice and love during the course of this project.

I also like to convey my deepest gratitude to my fellow classmates, BMB5FA session July till November 2010 who has provide assistant as well as giving comment, advice and suggestion. Not to mention to Mohamad Azmi B. Abdullah who have been very supportive throughout the process of this project.

Finally, I would like to thanks to those who have contribute directly or indirectly towards the success of this project especially for those who were willing to be my respondents.

## **ABSTRACT**

This study explores the factors influencing consumer ethical in purchasing process of pirated vcds or cds. 50 questionnaires were distributed among potential respondents for this study, of which all were returned. After completing the screening process, all the responses were considered complete and valid to undergo data analysis. The results of this study showed that there is a significant relationship between consumer moral judgments, social influence, and price or value consciousness towards the consumer ethical decision making when purchasing pirated vcds or cds. The outcome of this research showed a comprehensively integrated framework allowing policy makers and responsible parties to explore dimensions like moral judgment, social influence and price or value consciousness and their effect on the consumer's decision making in purchasing pirated vcds or cds. However, further research is needed to examine these factors in Malaysia with additional samples before generalizations can be accurately made.