

UNIVERSITI TEKNOLOGI MARA

**STUDENTS' BEHAVIOR TOWARDS MUSIC PIRACY:
A CASE STUDY AT A POLY-TECH MARA COLLEGE**

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ABSTRACT

Music has been one of the most important elements of life and entertainment for many people including college students. However, due to the rapid and advancement of technology it has become a threat of piracy thus giving an impact to music industry. This IT project presents a quantitative study in measuring the key factors that lead students in music piracy and to what extent will the students continue to be involved in music piracy. To do that, the researcher had studied the students' behavior towards music and identified the factors that influenced students to music piracy. The survey was done at a college located in the Klang Valley. Five hundred and thirty eight students of ages between 17.to 25 years old were selected randomly to participate in this study. A self-administered questionnaire was distributed and collected to get the primary data which was then analyzed using SPSS. Descriptive statistics, reliability analysis and factor analysis were employed. The results show that social activity, knowledge and reasons were the key factors that lead students to involve in music piracy. Finally, the study also raises a number of useful recommendations to overcome music piracy among college students.

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