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Testing a Causal Model of Internet Piracy Behavior Among University Students

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Abstract

The present study tested a causal model of Internet piracy among university's students using a structural equation modeling (SEM) procedure. Using a sample of 116 university students, the relationships among habit, affect, intention, and actual behavior towards Internet piracy were tested. The results showed that habit has a strong effect on Internet piracy behavior. The results also revealed that affect and intention are significant mediators of Internet piracy behavior among students. It is suggested that the respective university should take action in order to control these activities from becoming widespread. Campaign in terms of raising awareness among students on the negative consequences of piracy activities is one of the many ways that can be taken to curb such activities. Besides that, business ethics subject should also highlight the unethical and illegal aspects of Internet piracy to discourage such misconduct among our future knowledge workers.

Keywords: Internet piracy behavior, habit, affect, intention, university students

Introduction

For years, the practice of Internet piracy by Internet-savvy college and university students through downloading and copying digital music or videos has incurred tremendous loss to the software and recording companies (Hohn, Muftic, & Wolf, 2006). It was reported that in 2000, the revenue losses for the US software industry in Malaysia as a result of software theft were estimated to be almost US$ 95.9 million, reflecting a piracy rate of 66 percent. These losses continue to inflict significant damage