



Contents lists available at ScienceDirect

Journal of Retailing and Consumer Services

journal homepage: www.elsevier.com/locate/jretconser

The role of religious leaders on digital piracy attitude and intention

Riza Casidy^a, Ian Phau^{b,*}, Michael Lwin^b^a Deakin University, Australia^b Curtin University, Australia

ARTICLE INFO

Article history:

Received 26 January 2016

Received in revised form

8 April 2016

Accepted 9 April 2016

ABSTRACT

This study examines the role of religious leaders and individual's religiousness in affecting attitude towards digital piracy and behavior intention. The data analysis of 400 usable responses from a religious organisations provided several significant relationships. Attitude towards digital piracy and subjective norms has a negative relationship with digital piracy intention. There are also significant differences between highly religious and less religious respondents in terms of their attitude towards digital piracy, motivation to comply with their religious leaders, and intention to engage in digital piracy behavior.

© 2016 Elsevier Ltd. All rights reserved.

1. Introduction

Digital piracy is defined as the act of copying, downloading, and sharing of digital media for any reason other than backup without authorization from the copyright holder (Gopal et al., 2004; Yu, 2013). Recent studies have found that 57% of global computer users admitted of being involved in software piracy (BSA, 2012), and up to 600,000 copies of films are traded every day, costing the industry over \$18.2 billion globally (Cronan and Al-Rafee, 2008). Fast, inexpensive internet connections with large data allocations have facilitated illegal downloading of media through peer-to-peer (P2P) networks (Terrell and Rosen, 2003). The pervasive nature of the internet makes it difficult to track illegal downloaders, making it plausible for people to 'get away' with digital piracy.

In countries where the bandwidth of the internet network is limited, people resorted to buying pirated copies of music, movies, and software from unauthorized distributors. For instance, Indonesia's infamous markets remain saturated with retail piracy in kiosks and malls including factories and burned-to-order CDs and DVDs containing music, movies, software, videogames, and published materials (IIPA, 2013). These so-called 'physical piracy notorious markets' are also popular in China, Ukraine, Thailand, Mexico, Paraguay, and Brazil, amongst others (IIPA, 2012). Past studies have shown that digital piracy is often perceived as a 'victimless crime', where an individual believes that their behavior is not harming anyone directly (Phau et al., 2014b; Chellapa and Shivendu, 2003). The issue is further complicated due to the fact that digital pirates perceive that illegal downloading behavior as

anonymous and untraceable (Bakker, 2005). Thus, they do not view their behavior as stealing and feel "guilty" for it (Phau et al., 2014b). Additionally, the purchase of pirated products are hard to resist due to low perceived risk of being caught (Liao et al., 2010), the ability to obtain the pirated product for a low fee (Terrell and Rosen, 2003), and a more convenient way in obtaining the pirated product (De Kosnik, 2010). Due to these factors past studies have confirmed that consumers have developed a dependency on digital piracy and the behavior has become an addiction and a 'bad' habit (Limayem et al., 2004).

The subject of digital piracy has attracted the interests of researchers in various disciplines including information systems (Bai and Waldfogel, 2012; Filistrucchi et al., 2012; Handke, 2012; Thomes, 2013), marketing (Gerlich et al., 2010; Phau et al., 2014b; Wang et al., 2005), psychology (Jambon and Smetana, 2012), criminology (Yu, 2013), and business ethics (Al-Rafee and Cronan, 2006; Cronan and Al-Rafee, 2008; Yoon, 2011). The current literature on digital piracy is dominated by the Theory of Planned Behavior (TPB), which has been used to explain unethical behavior such as downloading (LaRose et al., 2005), piracy (Cronan and Al-Rafee, 2008; Yoon, 2011), and counterfeiting (Ang et al., 2001; Phau and Min, 2009; Wang et al., 2005). Some studies have also integrated ethical decision making model based on ethical theories to explain digital piracy attitude and behavior (Gopal and Sanders, 1998; Shang et al., 2008; Yoon, 2011).

Despite an array of studies in this area, there are a number of gaps in the literature in which this study aims to contribute. First, there is currently lesser-known literature in the field of study addressing the role of religiousness within the digital piracy phenomenon (Wagner and Sanders, 2001). Studies in the past have demonstrated a relationship between religiosity and people's attitudes toward several moral and ethical issues such as illicit drug use (Mellor and Freeborn, 2011; Sanchez et al., 2011;

* Correspondence to: Curtin University, The School of Marketing, GPO Box U1987, Perth, Western Australia 6845, Australia.

E-mail address: ian.phau@cbs.curtin.edu.au (I. Phau).

Wagener et al., 2003), alcohol consumption (Brechtling et al., 2010; Brown et al., 2001; Lambert et al., 2010), and viewing internet pornography (Rostosky et al., 2004; Stack et al., 2004), but few have looked into the role of religiousness in affecting digital piracy behavior.

Second, although the Theory of Planned Behavior has been used to explain digital piracy behavior, there are very limited empirical studies on the role of religious leaders as 'relevant others' within the TPB framework, as past studies only focused on 'friends', 'peers', and 'family members' as part of relevant others (Chang, 1998; Cronan and Al-Rafee, 2008; d'Astous et al., 2005; Kwong and Lee, 2002; Peace et al., 2003; Phau et al., 2014a; Yoon, 2011).

The third gap of research relates to the context of the research. While previous empirical research has been done in countries such as China (Bai and Waldfogel, 2012; Wang et al., 2005), Korea (Yoon, 2012), United States of America (Lyonski and Durvasula, 2008; Taylor, 2012; Waldfogel, 2009, 2010), Australia (Phau et al., 2014a, 2014b), and New Zealand (Robertson et al., 2012), few studies have examined the factors affecting digital piracy in Indonesia. Digital piracy is considered a global issue found in almost every nation, and thus there is a need for further studies on countries that are more prone towards this issue. Indonesia has an alarmingly high rate of software piracy (86%) and movie piracy (92%), second highest in the world after Ecuador (IIPA, 2004), whereas the music industry in the country reported an overall loss of 95% of the market due to piracy of all kinds – physical, Internet, and mobile (IIPA, 2013). The piracy situation in Indonesia remains severe, as the government has not succeeded in sufficiently restraining copyright infringements (IIPA, 2013, p.1). The severe piracy situations in Indonesia, along with high level of collectivism and power distance (Hofstede et al., 2002) makes it a highly relevant research context for the purpose of this study. That is, the study aims to explore people's motivation to comply with relevant others (including church leaders) within religious community settings where power distance and collectivism play an important role.

This study aims to examine the role of religiousness in digital piracy behavior context. The objective of this study is threefolds:

1. To replicate and extend on previous work on the application of TPB to explain the factors affecting digital piracy behavior (Chang, 1998; Cronan and Al-Rafee, 2008; d'Astous et al., 2005; Kwong and Lee, 2002; Peace et al., 2003; Phau et al., 2014a; Yoon, 2011)
2. To identify and evaluate the role of religious leaders within the TPB framework in affecting the attitude and behavioral intention of members of religious communities (Taylor et al., 2011)
3. To examine the effects of one's religiousness on key elements of the TPB, including attitude towards the behavior, motivation to comply with specific referents, and behavioral intention.

The paper begins with an overview of the digital piracy phenomenon, followed by a review of existing literature, conceptual framework, and the development of hypotheses. The methodology of the study, analysis, and discussions of results are then presented. The paper concludes with implications, limitations, and directions for future research.

2. Literature review and hypotheses development

2.1. Theory of Planned Behavior

The Theory of Planned Behavior (TPB) is an established model that has been applied in various situations to predict and

understand people's behavior. According to the theory, an individual's behavior is the outcome of behavioral intention which is affected by: (i) the individual's attitude towards the behavior, (ii) subjective norms – an overall perceived social pressure produced by the normative beliefs regarding different social referents (Ajzen, 2012), and (iii) perceived behavioral control – 'the extent to which people believe that they can perform a given behavior if they are inclined to do so' (Ajzen, 2012, p. 446). Since its conception, the TPB has been applied to predict behavioral intentions in various social problems such as to discourage private care use (Bamberg and Schmidt, 2001), promote job-search behavior (Ryn and Vinokur, 1992), encourage mothers to limit infant sugar intake (Beale and Manstead, 1991), and reduce AIDS-risk behavior (Fishbein et al., 1996) amongst others. The TPB has also been applied to explain digital piracy intention and behavior which includes software (Chang, 1998; Peace et al., 2003), music (d'Astous et al., 2005; Kwong and Lee, 2002), movie (Phau et al., 2014a), and digital media piracy (Cronan and Al-Rafee, 2008; Yoon, 2012).

2.2. Attitude towards the behavior

Attitude towards the behavior referred to the extent to which the performing of a behavior is positively or negatively valued (Ajzen, 2012). Studies in the past have shown attitude to be the antecedent of behavioral intention (Liu et al., 2012; Min-Young et al., 2008; Teresa et al., 2006). Within the digital piracy context, individual's attitude towards digital piracy was found to have a strong effect on digital piracy intention. Those who have positive views about digital piracy are likely to engage in digital piracy behavior (Cronan and Al-Rafee, 2008; Phau et al., 2014a). Likewise, those who have negative views about digital piracy are unlikely to engage in digital piracy behavior (Loch and Conger, 1996). Consistent with previous studies in this area, the following hypothesis is proposed:

H1. Attitude towards digital piracy is significantly related to intention to purchase pirated digital media.

2.3. Subjective norms

Subjective norms consists of two components: (i) normative beliefs – "a person's subjective probability that a particular normative referent...wants the person to perform a given behavior" (Ajzen, 2012, p. 441) and (ii) the motivation to comply with those referents. In the TPB, an individual can consciously or unconsciously consider the desires of relevant referents with regards to a particular behavior and weighing each referent's desires by the relative importance of the referent's opinions (Glassman and Fitzhenry, 1976). Consequently, previous studies utilizing the TPB have measured subjective norms as an index that was obtained by aggregating the products of each normative belief and the corresponding motivation to comply with each referent (Ajzen and Fishbein, 1974; Parker et al., 1992; Soyeon and Drake, 1990).

Although past studies have applied the TPB to predict digital piracy intention and behavior, these studies only examined respondents' perception of other referents' viewpoint without measuring their motivation to comply with each referent. This study refers to the original definition of subjective norms as proposed by Ajzen (2012), and extends the application of TPB to explain digital piracy phenomenon by taking into account respondents' motivation to comply with their specific referents as part of the subjective norms.

Past studies have shown subjective norms to be an influential factor affecting individual attitudes and behavioral intentions towards digital piracy (Limayem et al., 2004; Wang et al., 2009). Individuals who are more susceptible to interpersonal influence

Download English Version:

<https://daneshyari.com/en/article/7433841>

Download Persian Version:

<https://daneshyari.com/article/7433841>

[Daneshyari.com](https://daneshyari.com)