

**THE IMPACT OF MORAL EQUITY, RELATIVISM AND
ATTITUDE ON INDIVIDUALS' PIRACY BEHAVIOR**

THESIS

Presented as Partial Fulfillment of the Requirements
For the Degree of Sarjana Ekonomi (S1) in International Business Management
Program
Faculty of Economics Atma Jaya Yogyakarta University



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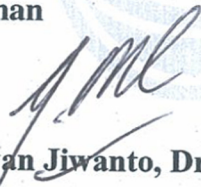
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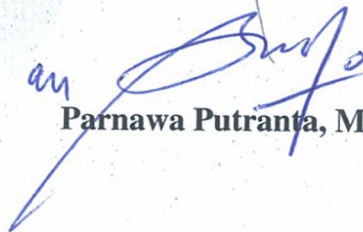


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STATEMENT OF THESIS AUTHENTICITY

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entitled:

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is truthfully my own thoughts and writing. Citations, statements and or ideas from several sources have previously been written in the references. I fully acknowledge that my writing does not contain others' writing, except for those that have been cited in the references.

Yogyakarta, September 6th , 2010



Rebeca de Jesus Porto

PREFACE

Getting a handle on what drives a consumer to choose a fake, illegal product is a complex job. Motives vary widely, from price and easy access to social acceptability and a perception that a counterfeit purchase is a game, which falls outside the law and to which there are no consequences. And, consumers include weak government commitment to fighting and prosecuting counterfeiting among their motives – or excuses – to look the other way.

In this research the focus is on the demand side of the marketplace, i.e. the consumer. The researcher wishes to investigate about consumers' ethics towards piracy and examine factors that motivate them to purchase pirated DVDs and CDs. In the previous study made by Shoham (2008) the factors that may influence consumers' willingness to engage in software and CD piracy were analyzed, they are relativism perception, moral/ethics and attitudes to piracy. This is a replication of the research made by Shoham (2008) taking place in Yogyakarta, Indonesia.

The research findings brought by 226 questionnaires have led the writer to the conclusion that: Moral Equity, attitudes toward the act and Relativism do affect individual's willingness to engage in software and CD piracy, however Relativism does not have enough significance.

ACKNOWLEDGMENT

Firstly I thank God, for making me who I am, for opening doors which I saw closed and for giving me faith so I could go on.

There are many people to thank, as no academic pursuit is solitary. Along the way, I have been driven, inspired and supported by many people who placed their confidence in me. In particular, I am forever indebted to my parents, **Enoque and Diná Porto** and my sister **Carolina** for their understanding, love, endless patience and encouragement when it was most required.

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My deepest gratitude to those who have graced my life with their compassion, kindness, courage, and hope; I am forever thankful.

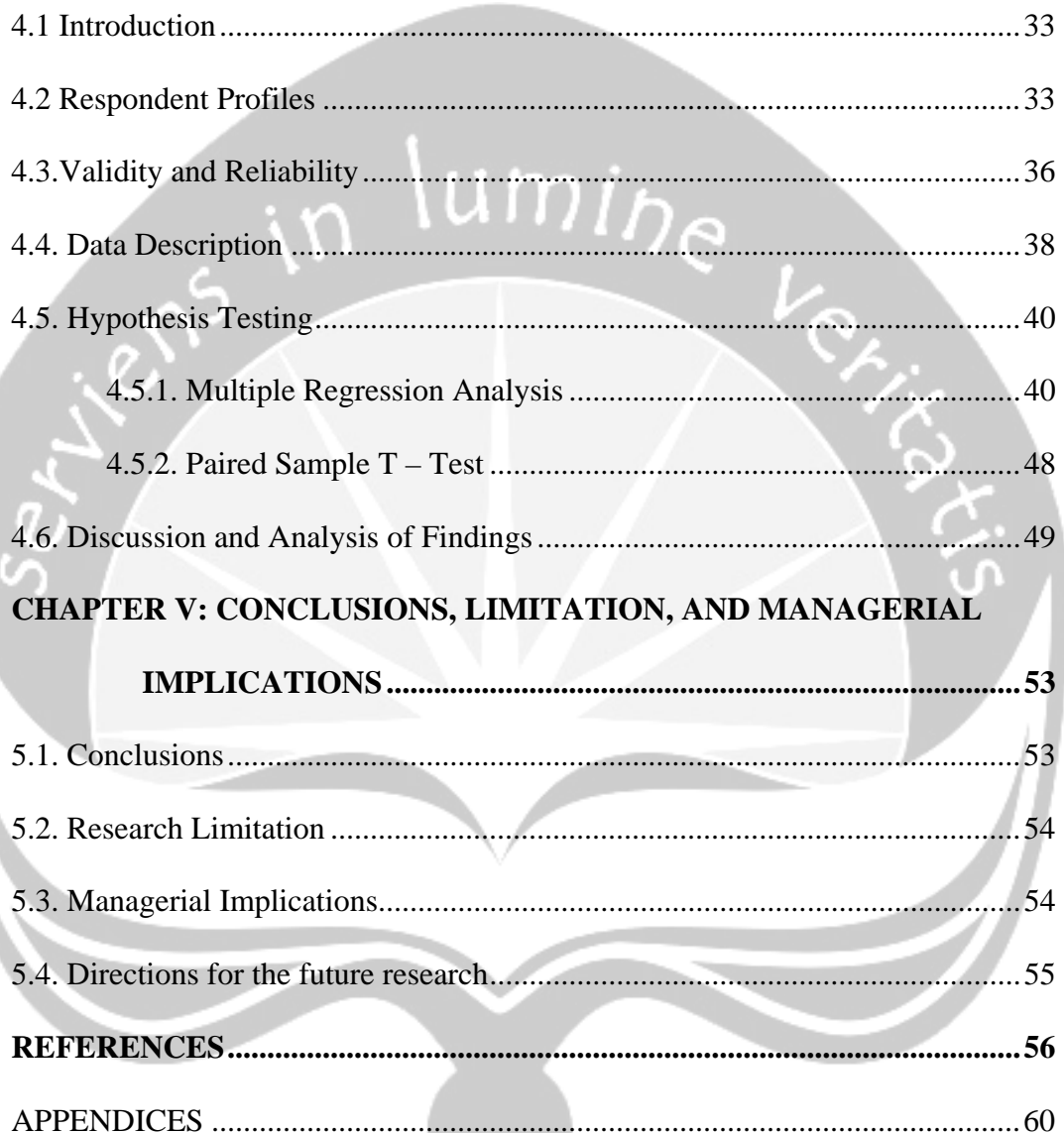
With my love and thanks, Rebeca

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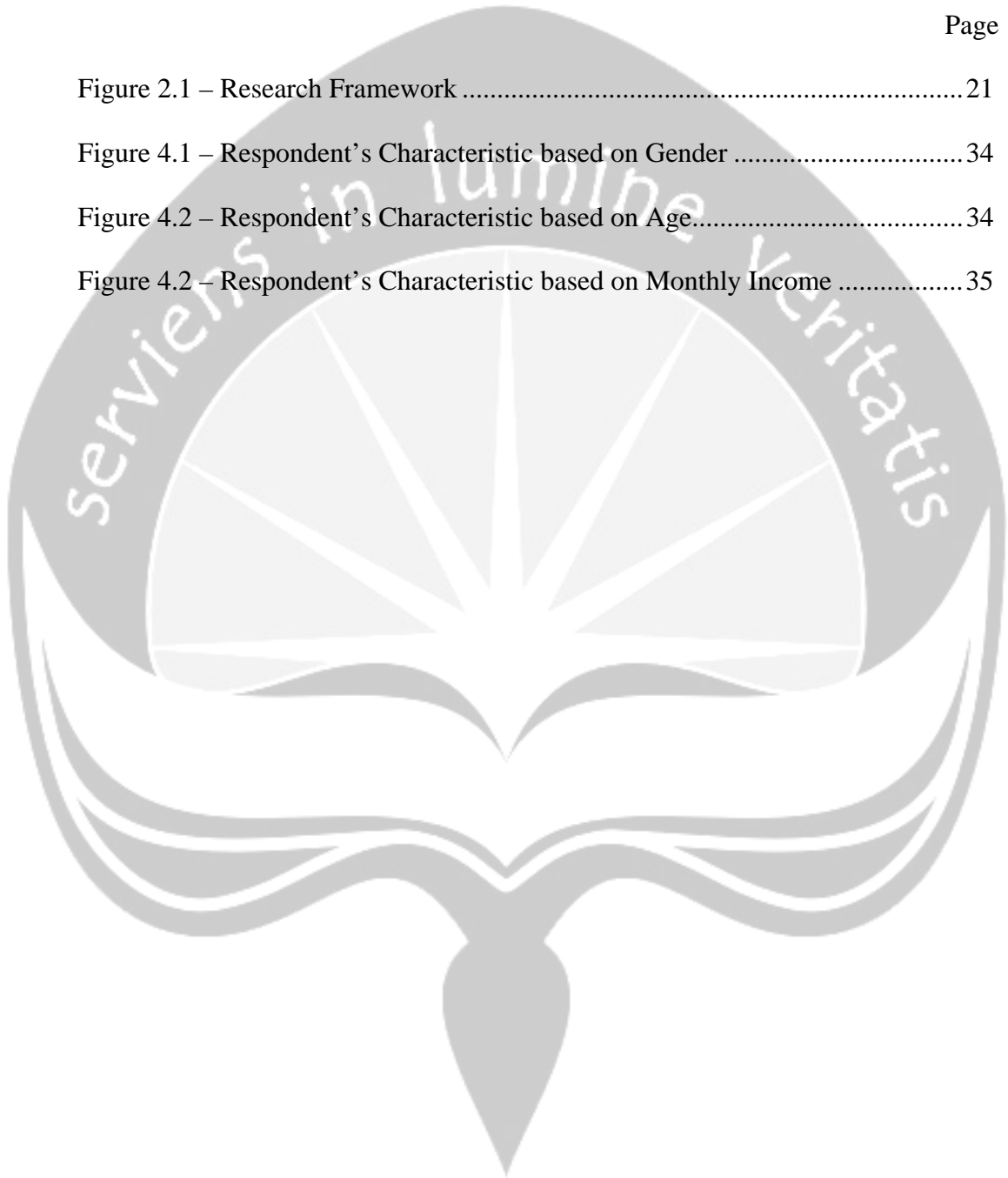
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