2. LITERATURE REVIEW

2.1 Introduction

This chapter examines the previous research related to the ethics, behavior and digital piracy. The information was collected from certain sources such as journals, books, dissertation and other reliable source from internet support. The Digital Piracy Model of TPB (Theory of Planned Behavior) and DIT (Defining Issue Test) is also elaborated and related to the previous studies. The factors that influencing attitude toward digital piracy (i.e., moral judgment, age, gender, Machiavellianism, perceived importance, affective beliefs, cognitive beliefs and subjective norms) and the hypothesis development would be examined.

2.2 Digital Piracy

The dissemination of the Internet around the globe has given way to a new type of theft, i.e., Digital Piracy (Al-Rafee & Dashti, 2012). Digital Piracy is the illegal copying and/or downloading licensed software, music, video, or other material such as MP3s, Hollywood movies and e-books (Al-Rafee & Cronan, 2006). Digital music is frequently characterized as an information good that is expensive to produce but cheap to reproduce (Sinha & Mandel, 2008).

Over the last decade, sellers of digital products have actively fought the availability of pirated copies of their products. Nevertheless, digital piracy rates are still high and increasing in many markets, despite a continuous increase in the availability and sophistication of copy protection and digital rights management

technologies (Sundararajan, 2004). Somehow government did little to address the growing concerns of digital piracy although it is being worse and worse (IIPA, 2012). Moreover, in their report, IIPA (2012) emphasized that Indonesian Government has never been investigated and brought an internet piracy case seriously. Otherwise, there is also a portion of consumers who still willing to pay a positive amount to download music legally through legal file sharing websites such as iTunes (Sinha & Mandel, 2008; Wade, 2004).

In a research by Bhattacharjee, Gopal and Sanders (2003), they found that the digital music pirates were often to be young male subjects. Their likelihood in pirating digital music increases with the price of the song, the popularity of the song, and the size of the bandwidth available (Bhattacharjee, Gopal & Sanders, 2003). Likewise, Wade (2004) declared that college students made up a large portion of doing illegal downloads, as a result of high-speed network connections and had a lot of time to spend with.

2.3 Digital Piracy Attitude Model

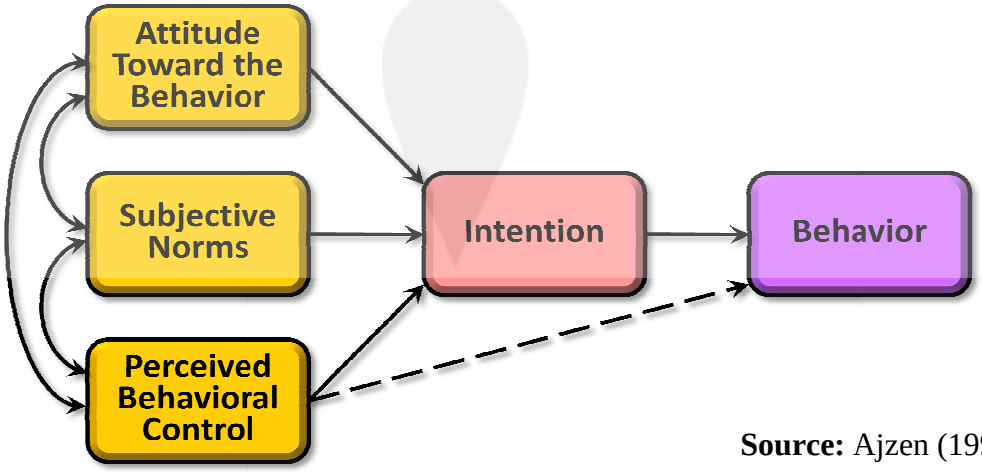
In order to identify the factors that influencing attitude towards digital piracy, this study has carrying out a review of behavioral/ethical research. According to Schiffman, Kanuk and Wisenblit (2010, p. 253) "*the attitude toward behavior model is designed to attitude toward behaving or acting with respect to an object, rather than the attitude toward the object itself*". In the past study, Al-Rafee and Cronan (2006) were adapting the Theory of Planned Behavior (TPB), because this theory has been used to identify and explain different kinds of behavior. The Defining Issue Test

(DIT) is also being used to predict ethical judgment and attitude. The following section explains both of models in more detail.

2.3.1 Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) is an extension of the Theory of Reasoned Action (TRA) model, which is also one of the most respected and used model of human behavior (Crano et al., 2006). The difference between TRA and TPB that is the perceived behavioral control (i.e., the determinant of behavioral intention) has been added to the TPB, as well as control beliefs which influence the perceived behavioral control (Chang, 1998). However, both theories assume that *"human beings are basically rational and make systematic use of information available to them when making decisions"* (Chang, 1998, p. 1826). TRA and TPB have already been successfully employed to examine and explain digital piracy (e.g., Aleassa, Pearson & McClurg, 2011; Al-Rafee & Dashti, 2012; McCorkle et al., 2012; Robertson et al., 2011), highlighting the expected relationship between attitude, subjective norms and intention to engage in software piracy.

Figure 2.1 Theory of Planned Behavior Model



Source: Ajzen (1991)

According to the TPB, an individual's actual behavior can be predicted based on attitudes, subjective norms, perceived behavioral control (PBC), and especially, intentions (Moores & Esichaikul, 2010; Pickett et al., 2012; Yoon, 2011). In other word, people's behavior is according to their intentions and perceptions of control over the behavior, where intentions are influenced by attitude toward the behavior, subjective norms and perceptions of behavioral control (Ajzen, 2001) (see Figure 2.1).

The Theory of Planned Behavior has been successfully applied to various situations in predicting the performance of behavior and intention (Chang 1998). A number of previous studies concerning a similar issue with the present study have made use of the TPB as conceptual models to explain the behavioral intention of individuals. Many studies have also validated the TPB empirically in digital piracy literature. Chang (1998) has done a comparison study between TRA and TPB that applied to the moral behavior area (illegal copying of software), and found that the PBC is a better predictor of behavioral intention then attitude.

Riemenscheinder, Leonard and Manly (2012) used TPB on their study to assess the influences on behavioral intention when IT is involved in academic setting. Their study's result showed that Attitude and Subjective Norms were significant variables influencing behavior, while PBC was not shown as a significant variable. Meanwhile, through 270 undergraduate students, Yoon (2011) investigated the individuals' behavioral intention in performing Digital Piracy. The finding of Yoon's (2011) study has shown that the TPB variables (i.e., attitude, subjective norms,

perceived behavioral control) were significantly influenced the behavioral intentions of individuals to commit Digital Piracy.

Furthermore, in Robertson's et al. (2011) study, they argued that which reasons could explain why individual could not apprehend the messages that stated if downloading is illegal. On the contrary, they always keep to downloading digital material through P2P computer network and other devices without feeling guilty. Cronan and Al-Rafee (2008) found guilt from engaging in the act (moral obligation) predicted intention to pirate. In their study, Cheng, Sims and Teegen (1997) suggested that higher software price will make piracy more desirable. A research also found that the effect of attitude on intention to pirate software was significantly moderated by ethical ideology (Aleassa, Pearson & McClurg, 2011).

However, instead of attempt to testing every component of the TPB, this study examines the relationship between attitudes of an individual in pirating digital material to subjective norms, and the other variables outside the TPB, i.e., moral judgment, age, gender, Machiavellianism, perceived importance, affective beliefs and cognitive beliefs.

2.3.2 Defining Issue Test (DIT)

In the early 1970s, James Rest has developed the Defining Issue Test as a paper-and-pencil alternative to Lawrence Kohlberg's semi structured interview measure of moral judgment development (Thoma, 2006). It is a self-administered, multiple-choice questionnaire that using the same ethical dilemmas as Kohlberg's original analysis that already developed to be a questionnaire format which based on

an interpretation of the stage in Kohlberg's stage-sequence theory (see Table 2.1) (Doyle, Hughes & Summers, 2009). In Nordmann's (2000, p. 101) study, the DIT has defined as *"an objective multiple-choice alternative to Kohlberg's subjective interview procedure of assessing moral reasoning through the use of hypothetical moral dilemmas"*.

The DIT is highly influenced by the Kohlberg interview method. It begins by presenting participants with ethical dilemma stories which many of them were originally used by Kohlberg and his students (Thoma, 2006). However, the DIT is way easier to arrange the data collection due to its multiple choice questionnaire formats compare to the Kohlberg's original approach, i.e., in-depth interview to find the main moral reasoning in making ethical judgment (Ishida, 2006). In essence, there is only a few people (outside the professional moral development research community) has the knowledge, skill, desire or time to do the interview transcribe and understanding the certain codes (Nucci, 2002).

Kohlberg's theory assigned six stages of moral development that arranged within three levels, i.e., pre-conventional morality (stage 1 and 2), conventional morality (stages 3 and 4), and post-conventional morality (stages 5 and 6) (Al-Rafee, 2002). ***Pre-conventional*** stages involve a rules obedience to avoid punishment (stage 1), or conforming the rules to attain rewards in order to satisfy personal wishes and desires (stage 2) (Al-Rafee, 2002; Moores & Esichaikul, 2010). At the ***conventional*** stage, young people think as a component of the conventional society with its values, norms, and expectations (Crain, 1985). In the conventional stage, social norms

established based on empathy where individuals comply by laws and regulations to avoid any feelings of disapproval from others (stage 3), and a consideration of guilty feeling by adhering to rules of law (stage 4) (Al-Rafee, 2002; Moores & Esichaikul, 2010). At the ***post-conventional*** stage actions are guided by societal-agreed-upon principled (stage5), and self-principles that appeal to universal human rights (stage 6) (Al-Rafee, 2002; Moores & Esichaikul, 2010).

Table 2.1 Kohlberg's Stages of Moral Development

Level	Stage	Behavior Motivation
Level 1: Pre-conventional Morality	**Stage 1:** Punishment and Orientation	To avoid punishment
	Stage 2: Reward Orientation	To obtain rewards
Level 2: Conventional Morality	**Stage 3:** Good-boy/ Good-girl	To avoid disapproval of others
	Stage 4: Authority Orientation	To avoid feeling disapproval authorities
Level 3: Post-conventional Morality	**Stage 5:** Social Contract Orientation	Actions guided by what is best for public welfare
	Stage 6: Ethical Principle Orientation	Actions guided by self-chosen ethical principles

Source: Al-Rafee (2002, p.18)

However, not everyone progresses through all six stages because it depends on some factors such us age, gender, environment, etc. (Moores & Esichaikul, 2010). Individual begins at the stage one and move to subsequent stages depends on their moral development (Riemenschneider, Leonard & Manly, 2012). They will surpass stages of moral development as they transform by early childhood to adulthood (Riemenschneider, Leonard & Manly, 2012). According to Gilligan (cited in Crain, 1985), men and women often score at different stages. Women commonly score at

stage 3, with its focus on interpersonal senses, meanwhile men more typically score at stage 4 and 5, which reflect more abstract conceptions of social organization. Thoma et al. (1999) postulated that people also can change their DIT scores when they adopt different political identities.

Nonetheless, the present study is more concern to the post-conventional stage of an individual that can be interprets by implementing the DIT by James Rest, using P-score. The P-score represents the percentage of the overall high moral judgment areas (stage 5 and 6) of the time subjects make decisions (Al-Rafee & Cronan, 2006).

By 1986, Rest listed that over 500 studies adopted the DIT from over 20 years which considered as a 'well-established findings' (Nucci, 2002) and has been the most widely used instrument to measure cognitive moral development (Ishida, 2006). About 150 new studies each year in various professions such as accounting, marketing, nursing, dentistry, teaching, and veterinary medicine, have been used the DIT test with consistent validity (Rest & Narvaez, 1994, cited in Ishida, 2006). The DIT have generally argued for its use, instead of to assess an individual's moral judgment, it is better to use it as an assessment to evaluate the relation between moral judgment to another variable (Nucci, 2002). As well as this study that examining the moral judgment of an individual to their attitude toward digital piracy.

2.4 Attitude

Attitude is one of the major components of the TPB (Cronan & Al-Rafee, 2008). The attitudes' ability to predict behavioral intentions and apparent behavior

continues to be the theory and research's main focus (Ajzen, 2001). There is many behavioral research frequently suggested that attitude is one of the most significant factors influencing behavioral intention (Cronan & Al-Rafee, 2008). However, there is only a small number of studies have examined factors influencing attitude, yet it is often used as an independent variable instead of dependent variable (Al-Rafee & Cronan, 2006). Since attitude could be changed through persuasion and other means (Al-Rafee, 2002; Cronan & Al-Rafee, 2008), it becomes an important values for many studies. However, some reviews have also discovered that attitude was the best predictor of intention in 29 out of 30 studies (Al-Rafee, 2002).

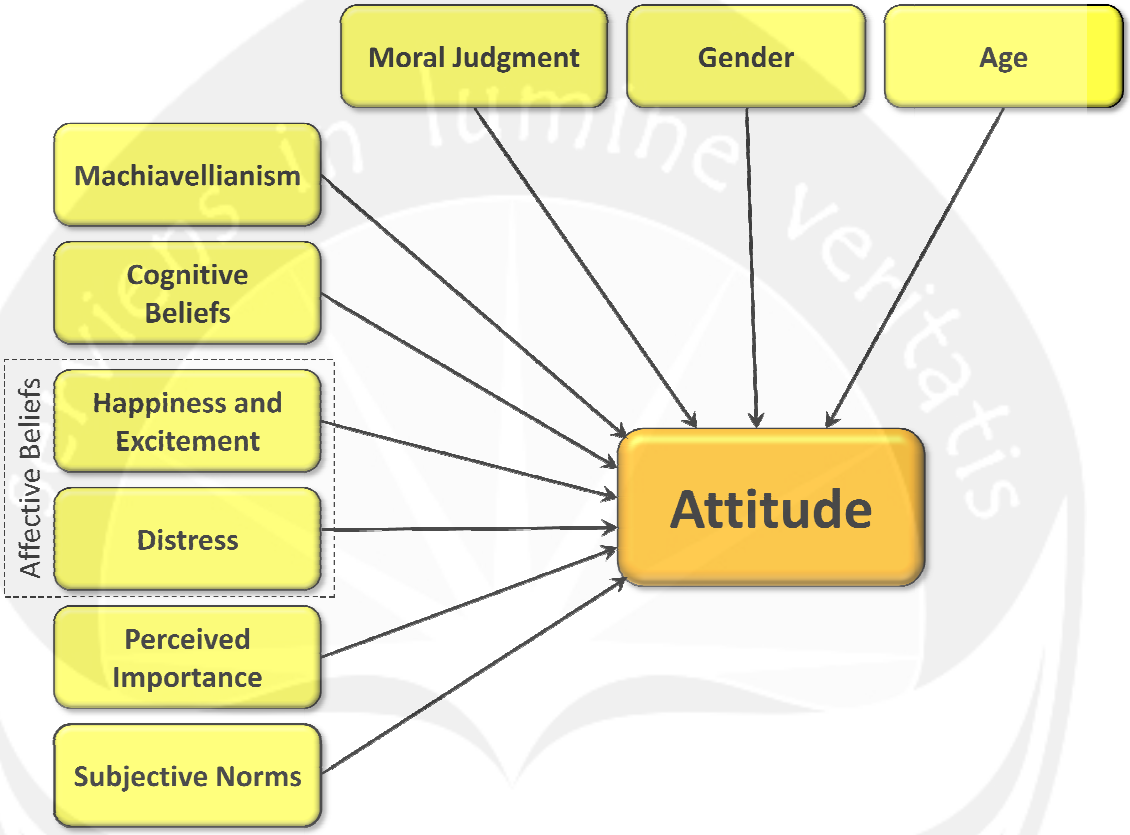
Attitude toward the behavior is interpreted as an individual's favorable or unfavorable assessment regarding the behavior in question which is directly influenced by the strength of the behavior and beliefs regarding the result possibility (Yoon, 2011). Based on the reviews, the attitude seems to be the most necessary factor, since TPB in general is important in understanding or explaining behavior.

2.5 Hypothesis Development

Since the present research is a modified replication of Al-Rafee and Cronan's study (2006), the following hypotheses were adapted from the original study. Based on the previous review of variables influencing attitude, a model of digital piracy attitude was developed. The Figure 2.2 has shown some factors that hypothesized to influencing individual's attitude while pirating digital material. The model consists of: moral judgment, gender, age, Machiavellianism, perceived importance, affective

beliefs, cognitive beliefs and subjective norms. The following section includes a discussion on the factors that influence attitude.

Figure 2.2 Factors Influencing Attitude toward Digital Piracy Model



Source: Adapted from Al-Rafee and Cronan (2006)

2.5.1 Moral Judgment

Moral Judgment is one of the four components of cognitive development psychologist which developed by Lawrence Kohlberg (Jagger, 2011). It implicates the determining individual's consideration to which behavior that ethically corrects (Bay & Greenberg, 2001). Similarly, Banerjee, Cronan and Jones (1998) defined moral judgment as the way a person reasons when faced with an ethical decision.

Kohlberg views a high moral judgment will consider their actions and compares them to the goodness of the society (Al-Rafee & Cronan, 2006). Moral judgment has been used to predict ethical judgment and attitude in the ethics research (Banerjee, Cronan & Jones, 1998). However, Thoma et al. (1999) view that the DIT is not a pure measure of moral judgment, because DIT scores also probably influenced by other factors outside moral judgment such as: political attitude, religious ideology, socio-economic status, ethnic background, occupational ideology, geographic region and social environment.

The DIT was also used by many studies to examine study in digital piracy. Logsdon, Thompson and Reid (1994), for instance, they found that pirating illegal software is perceived as an issue of low moral intensity. They suggested that individuals must become more concern and aware about the unauthorized material that very harmful for the society, especially the copyright owners. The previous study by Al-Rafee and Cronan (2006) postulated an insignificant affect between moral judgment and the attitude toward digital piracy of individual. Hence, the first hypothesis, H_1, helps determines the relationship between moral judgment and attitude in digital piracy.

> ***H_1.*** *Individuals who are high on the moral judgment scale will have a lower attitude towards digital piracy*

2.5.2 Gender

Sex and age have been included as variables affecting attitude in ethical decision-making (Al-Rafee & Cronan, 2006). A previous attitude research has found

any differences between male and female attitude toward digital piracy. Moores and Esichaikul's (2010) study found that males were more likely to buy pirated software than females, whereas females were more likely to share to others. While some other studies (e.g., Odell et al., 2000; Robertson et al., 2012) argued that the gap is closing between males and females, where both gender have a similar behavior towards downloading digital material.

Nonetheless it is interesting to bring those reviews into a hypothesis. In spite of the previous study by Al-Rafee and Cronan (2006) found no support between digital piracy attitude and gender, this study still expect to get a contrary results that females would have a lower attitude towards digital piracy than male. Therefore, H_2 can be hypothesized as:

H_2. *Females will have a lower attitude towards digital piracy than males*

2.5.3 Age

Age is one of the most important demographic variables in ethic research (Moores & Esichaikul, 2010). Some studies found that younger people are more likely to do the piracy (e.g., Bhattacharjee, Gopal & Sanders, 2003; Eri, 2012; Moores & Esichaikul, 2010). A local newspaper, *Kompas*, has done a research about this issue in 15-16 September 2012 through phone call (Eri, 2012). The research that participated by 555 respondents with the minimum age of seventeen years old has found that one's attitude toward digital piracy was highly determined by their ages. The younger the subject, the more often they download/ pirate digital material through the internet (Eri, 2012). The study shows that people who aged less than 25 years old were more likely doing piracy than people who had older ages.

According to Moores and Esichaikul (2010), younger people have a more egocentric view of their needs and desires through any possible means. As people get older, they start to think morally the importance of obeying the rules of law. We can conclude that as people get older and 'touch' a higher level of stage, they will understand that downloading illegal material is an unethical behavior and unconsciously their bad habit will decrease. However, support was found in Al-Rafee and Cronan's study (2006), that younger people will engage the digital piracy more than the older people. Consequently, this proposition is reflected in H_3:

H_3. *Older subjects will have a lower attitude towards digital piracy than younger subjects*

2.5.4 Machiavellianism

The term of Machiavellian has begun in the sixteenth century when Niccolo Machiavelli published The Prince (1513) (Wastell & Booth, 2003). Through The Prince book, he made the term of Machiavellian to describe *"a negative character trait that includes manipulation, cunning, duplicity and bad faith"* (Wakefield, 2008, p. 115) and provided recommendation to leaders through advice for leader behavior (Corzine, Buntzman & Busch, 1999). Machiavellian individual was also described as a less emotionally involved with others, having few interpersonal relationships and more likely to reject ethical norms in order to accomplish personal goals (Wakefield, 2008). Thus, Machiavellian is a term to describe people who have Machiavellianism behavior in their selves.

The concept of the Machiavellianism as someone who manipulates others for personal gain is part of popular culture (Wastell & Booth, 2003, p. 730). *"It is characterized by 'cool detachment' and clever manipulation of others to achieve personal goals"* (Sinha & Mandel, 2008). Therefore, the Machiavellianism could be referred to an individual who intentionally or unintentionally has a nature bad faith that likely to cunning, duplicity, manipulative, deceiving and persuade others for personal gains. Many previous studies often found a significant result of the Machiavellian personality trait regarding the variable influencing career choice and behavior in the workplace (Wakefield, 2008).

The Machiavellianism is a construct which has been widely researched by contemporary scholars all over the world (Corzine, Buntzman & Busch, 1999). A study by Gunnthorsdottir, McCabe and Smith (2002) explained that the Mach scale has been used in more than 500 psychological studies, both experimental and demographic. They also revealed there were many experiments in the 1970s and 1980s focused on justifying the predictive power of the test by evaluating how the behavior of high and low Machs differs.

In 1970, Christie and Geis have been making it possible for contemporary scholars to determine the existence of individuals' Machiavellian inclination (Corzine, Buntzman & Busch, 1999). Based on their study results, Christie and Geis concluded that *"Machiavellianism as a construct represents a set of behaviors which includes negativism, lack of conventional morality, and emotional detachment"* (quoted in Corzine, Buntzman & Busch, 1999, p. 73). According to Christie and Geis

(1970, cited in Wakefield, 2008), Machiavellian individuals were described as less emotionally involved with others, having few interpersonal relationships and more likely to reject ethical norms in order to accomplish personal goals. Wastell and Booth's (2003) study postulated that Machiavellianism was positively related with shame tendencies but negatively related with guilt tendencies. In fact, it was *"positively associated with externally oriented thinking and difficulty in identifying feelings"* (Wastell & Booth, 2003, p. 730).

Following Christie and Geis' scales, Machiavellianism was measured by the MACH IV, with the recommended constant of 20 added, scores on this 20 items inventory can range from 40 to 160 (Corzine, Buntzman & Busch, 1999), through seven-point Likert scale. The measurement consists of nine statements address Machiavellian *tactics*, nine statements characterize personal *views*, and two statements categorize abstract *morality* (Wakefield, 2008) (see Chapter 3). For instance, The Machiavellian scale includes items such as 'Most people are basically good and kind' and 'It is wise to flatter important people'.

Christie and Geis (1970) ascertained that Machiavellianism exists across culture based on research they reported involving Eastern and Western cultures (cited in Corzine, Buntzman & Busch, 1999). They figured out that Low Machs often to be found in *'traditional'* cultures, while High Machs in *'non-traditional'* cultures ('transitional' settings). Somehow, the concept of the Machiavellianism (i.e., as someone who manipulates others for personal gain) is part of popular culture (Wastell & Booth, 2003).

However, there are many studies using Machiavellianism to discover a similar perspective of a High Machs measurement. Wakefield (2008), for example, defines that individual with high score of Machiavellianism is a person who *"manipulate more, win more, persuaded less, and persuade others more than those who has lower score on the scale"*. Hartmaan and Maas (2010, p. 31) offers a similar definition where *"individual who is high in Machiavellianism (high Machs) have a stronger tendency than individuals low in Machiavellianism (low Machs) to detach from ethical considerations and to opportunistically take actions that benefit themselves"*. A study by Schepers (2003, p. 341) revealed that a "*High Machiavellians (high Machs) are not immoral individuals, and therefore may share the same sense of right and wrong (the moral equity dimension) with others in society"*. Schepers also mentioned that a high Machs person also more integrated to the exploit chances of the given situation for personal benefit, and therefore may seek variance in the tacit exchange understanding.

Meanwhile, Christie and Geis (1970) suggested that *"high Machiavellians would be more likely to exploit loosely structured elements of situations"* (quoted in Schepers, 2003, p. 341). They postulated that individuals high in the trait may be drawn into occupations where manipulative skills are important assets.

A great number of studies have found different results of Machiavellianism measurement in their studies. Gunnthorsdottir, McCabe and Smith (2002), for instance, used Machiavellianism to predict the behavior of participants in *a-two person one-shot constituent game* in which subjects face a choice between trust and

distrust, and between reciprocation (trustworthiness) and defection. They found that the MACH IV scale does not predict behavior, but predict reciprocity. Therefore, Corzine, Buntzman and Busch (1999) did a Machiavellianism test through 700 randomly selected commercial bank officers in Southwestern, United States, with a purpose to examine relationship involving Machiavellianism, the career plateau, job satisfaction and salary of the sample. The result of their study has found that an American banker has relatively low Machiavellianism scores compared to scores reported for other groups (non-commercial bank officers). In Wakefield's (2008) study, he examines the relationships between the Machiavellian trait and accountants' demographic characteristics, job satisfaction, career satisfaction and ethical ideology. The finding has shown that accountants who participated to the study were significantly less Machiavellianism compare to the other professions.

The literatures suggest that individuals with high Machiavellianism will not be concerned about unethical behavior. Thus, respondents who have a high score on this scale are likely demonstrate a distrust of others and show less sympathy for the losses of artists, music companies (Sinha & Mandel, 2008) and other developers. Based on that, a high Machiavellianism individual will have a higher attitude towards digital piracy. Support was found in Al-Rafee and Cronan (2006) study, where Machiavellianism indicated a significant positive relation on a person's attitude in pirating digital material. In line with this, H_4 can be postulated as follows:

> ***H_4.*** *Individuals with high Machiavellianism will have a higher attitude towards digital piracy.*

2.5.5 Cognitive Beliefs

According to the TPB, the attitude development is determined by the behavioral beliefs of the individual. Beliefs are usually elicited from a representative sample of the population and were used to predict attitude (Al-Rafee, 2002). According to Ajzen et al. (2011), a belief is basic information that eventually determines behavior, which assumed to guide intention of an individual. The questions such as ”I believe that digital material is overpriced” and “I believe that one will save money by pirating digital media”, assess the respondent’s beliefs about the outcome of the behavior (Fishbein & Ajzen, 1975).

Cognitive beliefs represent the individual’s opinion about an object (in terms of attributes or characteristics of an object) or behavior (in terms of outcomes of a behavior) (Al-Rafee, 2002). Al-Rafee and Cronan (2006) revealed that cognitive beliefs have a significant positive effect on the individual’s attitude in digital piracy. Hence, this reasoning leads to the following H_5:

H_5. *Individuals with positive/higher beliefs/ evaluations will have a higher attitude towards digital piracy*

2.5.6 Affective Beliefs

Some studies have established the impact of affective beliefs (beliefs based on emotions and feelings) on attitude (Al-Rafee, 2002). Bodur, Brinberg and Coupey (2000), for instance, discovered that affect does influence attitude directly. In a study

by Ramayah, Chin and Ahmad (2008), they found that habit has a positive relationship with affect for the intentions towards Internet piracy.

Bodur, Brinberg and Coupey (2000) used four affect categories to identify the relationship of affect and attitude toward a behavior in their study. Three items were included into each category, i.e., arousal (aroused, astonished, surprised), elation (elated, active, excited), pleasantness (pleased, satisfied, happy), and distress (anxious, fearful, nervous). Meanwhile, according to them, another research only use two-dimensional structure of affect, i.e., positive affect and negative affect. The previous study by Al-Rafee and Cronan (2006), happiness and excitement has found support for a significant effect toward the digital piracy attitude; while on the contrary, distress was not a significant variable. However, following the original formulation in Al-Rafee and Cronan (2006), H_6 is stated as follows:

> ***H_6.*** *Individuals who score high on the excitement and happiness scale will have a higher attitude towards digital piracy, and who score high on the distress scale will have a lower attitude towards digital piracy*

2.5.7 Perceived Importance

Al-Rafee and Cronan (2006) have adapted the concept of perceived importance from a study by Robin et al. (1996). Robin theorized that high levels of Perceived Importance will correspond with more unethical judgments and more reluctance to behave in an ethical manner (cited in Al-Rafee, 2002). In other word, the perceived importance of the issue will have an effect on an individual's judgment

(Al-Rafee & Cronan, 2006). The actual behavior in question is also known to have an effect on attitude (Al-Rafee & Cronan, 2006).

In addition, when people think that an issue as an important thing, they will more respect and avoid doing such immoral attitude. They might realize that the issue can be impacts to another problem. The literature suggests that more important an issue is, the more likely that individual would view that issue as unethical (Al-Rafee & Cronan, 2006). While the previous study by Al-Rafee and Cronan (2006) found a significant negative influence of perceived importance toward individual's attitude, this study expected that the more important issue, the lower the attitude toward digital piracy, which can be proposed as follows:

H_7. *The more important the issue, the lower the attitude towards digital piracy.*

2.5.8 Subjective Norms

Since attitude is an overall judgment or evaluation of a behavior, it is likely that this overall evaluation could possibly be affected by what significant others think (Al-Rafee, 2002). There are many studies were often reported a strong correlations between attitudes and subjective norms (Ajzen, 2001). As described in the TPB, some studies defined Subjective Norms in a similar way. According to Fishbein and Ajzen (1975, p.401), *"a persons' subjective norms is his/her belief that important others think he/she should or should not perform a given behavior"*. In a similar explanation, Ajzen certified subjective norms as *"a person's perceptions of that most people who are important to him think he should or should not perform the behavior*

in question" (Chang, 1998). However, in Schepers' (2003) study, subjective norms were explained as an individual's beliefs regarding what other think should be done. Subjective norms were also propounded as determinants of intention and have been empirically validated (Ajzen, 1991).

Likewise, Pickett et al. (2012) expressed that subjective norms are consist of influences forms the person's social costs and benefits of the issue. A subjective norm is a combination of expectation from relevant individuals or groups, along with intentions to conform to consider the behavior to performing or not performing the action (Fishbein & Ajzen, 1975). Yoon (2011) explicated that subjective norms is referring to the perceived social pressure to perform or not to perform the behavior in question. It is also affected by the strength of each normative belief multiplied by the person's motivation to comply with the referent in question (Yoon, 2011). Although many studies found no significant affect of subjective norms to certain behavior (e.g., Al-Rafee & Dashti, 2012; Cronan & Al-Rafee, 2008), Al-Rafee and Cronan (2006) reveal that subjective norm has a positive influence on the attitude towards digital piracy. It means social pressure and important people around an individual could influence one's attitude toward digital piracy. Therefore, subjective norms are hypothesized to affect attitude. The higher the evaluation of subjective norms (significant others influencing behavior), the higher attitude towards digital piracy. As a result, hypothesis 8 is formulated as follows:

H_8. *Higher subjective norms will correspond with higher attitude towards digital piracy.*