Case Study

Internet Piracy among Business Students: An Application of Triandis Model

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Abstract: This paper reports the findings from a survey of 116 Business Students intention towards Internet piracy. This study was based on the Triandis (1980) model which proposed six factors that influence intention to perform a behavior but only four factors are discussed in this paper. Results from the study shows that habit has a positive relationship with affect towards internet piracy. Perceived consequences and social factors were positively related to intention towards internet piracy. Besides that, affect was found not to be a significant predictor of intention towards internet piracy. The awareness from the individual is the most important thing in order to prevent the widespread problem of internet piracy. Implications of the study are discussed and recommendations for future research are provided.

Keywords: Internet piracy, perceived consequences, social factors, intention

INTRODUCTION

Internet is one of the most valuable technologies of the information age. As it was developed to make our daily life much more comfortable with faster and easier to access to available and useful information but it has also opened up a new dimension of misconduct such as internet piracy which is related to the down side of the technology. Internet piracy is a term used for the general use of the Internet to illegally copy or distribute counterfeit of other unauthorized software. Internet piracy occurs when the Internet is used to advertise, offer, acquire or distribute pirated software. Software, music and video theft and distribution threaten to undermine the tremendous innovation, job and revenue that the Internet promises. As the Internet continually gets easier, faster, and less expensive, Internet piracy has also moved in tandem. The Internet allows products to move from computer to computer, with no hard media transaction and with minimum risk. Due to its

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