

ABSTRACTS

The Internet provides an incredible simplification and cost reduction of digital contents distribution. Although many researches have been conducted for the online user behavior, there have been few studies on the digital contents piracy issues. In order to understand the behavior of digital contents piracy, this paper conducts empirical research for the purpose of ethical decision making. This paper uses the theory of planned behavior(TPB) as a framework in an attempt to determine factors that influence digital contents piracy on online. The TPB model is frequently used for research on ethical decision making and, furthermore, a lot of empirical studies have been conducted using the TBT model to explain the piracy behavior.

This study is important because it will identify the individual propensity(i.e., behavioral beliefs and norm fairness, certainty) that may reduce an individual's ability to see the inhibiting factors of engaging in digital piracy. Furthermore, it will implicate the factors that may reduce the instances of digital piracy in deterrent policy nowadays.

The final research model is built with the adding of social learning theory based on the TPB Model. Two hundred ninety three data were collected and structural equation modelling was used to test 22 hypotheses. The results show that, first, the TPB model is very useful in explaining the digital piracy on line. Attitude, subjective norm, and perceived behavior are all significantly affected by the intention of digital piracy. In deterrence behavioral beliefs and norm fairness, certainty is affected by the attitude and subjective norm.

Keywords : Online Digital Contents, TPB model, Deterrence