

CONSUMER PURCHASE OF PIRATED VCD: DO NON-PRICE FACTORS MATTER?

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ABSTRACT

Piracy is a severe problem worldwide and the common perception is that it is increasing (BSA, 2001). However, it is virtually impossible to find accurate statistics to substantiate these perceptions because of the clandestine nature of the activity. This study aims to discover the non-price factors that affect the consumer purchases of pirated VCDs. Four variables namely, attitude towards piracy, value consciousness, social influences and product attributes were examined. A convenience survey of consumers in the northern region of Peninsular Malaysia suggested that consumer purchase of pirated VCDs is directed by value consciousness towards the product. Therefore, the high price differential between pirated VCDs and originals is still a consideration when purchasing a pirated VCD.