An Empirical Study: Influencing Factors of Normative Susceptibility, Collectivism, Novelty, Value Consciousness on Consumer's Attitude towards Pirated Software in Bangkok, Thailand

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Abstract

This study aimed to find a relationship between normative susceptibility, collectivism, novelty seeking, value consciousness, and consumers' attitude towards pirated software. The researcher collected the data from customers who has experienced to purchase pirated software from two locations in Bangkok metropolis. The final data were 369 respondents. Non-probability was used to find sampling unit by using quota and convenience sampling. All hypotheses were tested using Structural Equation Model (SEM). The adequate quality of model was measure by measurement model in order to use discriminant validity, convergence validity, and goodness-of-fit. The results of this study, the researcher found that normative susceptibility and collectivism were significant relationship with consumers' attitude towards pirated software. The results of novelty seeking and value consciousness were not statistical significant relationship with consumers' attitude towards pirated software.

Keywords: normative susceptibility, collectivism, novelty seeking, value consciousness, attitude towards pirated software

Introduction

Positive attitude towards pirated software has become a major problem at the global level as it becomes more difficult to change people's attitude. The major factor is value consciousness, which most customers concerned about low price, especially people in Asia . Swinyard et al. (1990) implied that Asian have more casual attitude towards software piracy more than Western countries. The researchers reported that the major problem came from people in Asia, which was supported by the data from BSA Global Software Survey in May 2016, Goff (2016) reported that the value of unlicensed software in use by region, the highest percentage from Asia-Pacific, is $19.1 billion in cost . Asia has a high level of using pirated software. Four of the nine countries, Korea, Malaysia, Vietnam, and Thailand have the highest level of using pirated software (Prior, 2018). Based on many previous researches, normative susceptibility, collectivism, novelty seeking, and value consciousness are important factors that impact and create positive customers' attitude to buy more pirated software (Wang et al, 2005; Ang et al., 2001; Lichtenstein et al, 1990; Swinyard et al, 1990; Wee et al, 1995; Husted, 2000; Maron and Steel, 2000).

Objective of Study