

A STRUCTURAL EQUATION MODEL OF FACTORS INFLUENCING THAI DIGITAL MUSIC PIRACY: A CONCEPTUAL PERSPECTIVE

Pannawit Sanitnarathorn*

Abstract

This study presents a conceptual framework, using structural equation modeling, of the variables that influence Thai digital music piracy. From both the 1997 and 2008 economic turmoil to the technological leaps from cassettes, to CDs, to the Internet and the related peer-to-peer (P2P) file sharing technologies, the Thai music industry has and continues to witness tumultuous times. More recently, broadband and Internet enabled smart phones have exacerbated the issues swirling around digital music piracy and the loss of revenue to both the music label houses and their artists. This study is therefore focused on the variables that contribute to factors influencing piracy. Music labels and artists need to understand the motives that cause users willingness to embrace illegal downloading and develop methods and markets to counter this act which is making business unsustainable.

Keywords: attitudes, music business, music piracy, perceived benefits, perceived risk, SEM

*Pannawit Sanitnarathorn is currently teaching at Assumption University of Thailand in the School of Music, Department of Music Business. He obtains an MA in Music Industry Studies from the Institute of Popular Music at the University of Liverpool, and a Master's Certificate in Music Business from the Berklee College of Music. He has been teaching in the areas of music business, artist management, including legal aspects of the music business. He is also a marketing consultant for music labels and concert organizers in Thailand with extensive expertise in new media marketing, concert management, and music production.