Usage of Pirated Optical Disc Products among Students in the University Malaya

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Submitted to the Faculty of Economics and Administration, University of Malaya in partial fulfillment of the requirement for the Degree of Master of Economics

OCTOBER
2004

Perpustakaan Universiti Malaya
A512500297

Acknowledgements

I wish to express my sincere thanks to the University of Malaya and many individuals who have in many ways supported and assisted in this thesis. Special thanks to Ms Muthalahee Rajendran, Ms Kalaiselvi Somasundram, Mr Fakhrul Razi and Mr Li Jian Feng (China Li) for their kind help in the survey field works. Without their help, the survey could not be completed before the semester holiday break, when it would became more difficult to get respondents' cooperation.

This thesis has benefited much from my experience in undertaking the Economic of Network Industries, under the tutelage of Associated Professor Dr Cassey Lee Hong Kim who happens to be my supervisor for this research. This research would not have been completed without his invaluable help and guidance. He have given me the necessary "push and pull", and have been very patient with my slow progress at times due to neglect on my part and unavoidable incidents. Much of the achievement of this research is the fruits and guidance from him. Any inadequacy is due solely to the incompetence on my part; and I am solely responsible for any errors in this thesis.

Last but not least, I would also like to thank my family unfailingly and unconditionally support me throughout my study, financially and spiritually. Without them, it would be almost impossible to complete my study. I dedicated this research to the memory of my late father, who passed away while I am still undertaking the Master degree.

Rantai ak Naga

Abstract

Current study finds that around 97% of the students were involved in pirated optical disc products (ODPs) in a varying degree. Majority of them cited high price of originals and easy availability of pirated ODPs as main reason for both buying and using pirated ODPs. Only slightly more than half of the students did not copy any software illegally but copying was mostly for personal use. Less than half of them admitted to feel guilty about pirating, thus unsurprisingly more than 80% of them articulated they would continue to use pirated ODPs. Night market vendors were the most popular source of supply for all types of ODPs, except for business and entertainment software.

The propensities to buy pirated ODPs were found to be more likely for a student who is i) male and ii) owns a computer. Analysis on their maximum Willingness to Pay (WTP) reveals there is a significant difference between students' WTP for original local ODPs and WTP for original foreign ODPs. Students' WTP were also significantly different between original and pirated ODPs. Students' awareness on ODPs' legal and policy issues were found to be low, with almost half of respondents being not aware of the Copyright Act 1987 and the proposed ceiling price.

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