

Appendix A: Variables Description and Specification of the Design Variables

Table A1: Variables Description

Variable	Variable Description
BUY	Response to the question: Buy and Use=1, Otherwise (Did not buy or use/ Use but did not buy)=0
AGE	Age of the respondent
GENDER	Female=0, Male=1
MARRIED	Married (Still married or divorced)=1, Not Married=0
RELIGION	Religious Belief (Reference Group=Islam)
ETHNICITY	Ethnic Background (Reference Group=Malay)
EDUCATION	Current Level of Study
DISCIPLINE	Discipline of Study (Reference Group=Computer Science)
COMPOWN	Own a computer=1, Otherwise=0
COMPKNOW	Level of computer skills (1=Know nothing, 5=Expert)
PERCEPTION	Do you think that illegal copying is the same as stealing (Yes=1, No=0)

Table A2: Specification of the Design Variables

DISCIPLINE	<u>DesignVariables</u>		
	Disc1	Disc2	Disc3
Computer Science	0	0	0
Science & Technology	1	0	0
Business & Economic	0	1	0
Art & Social Science	0	0	1

RACE	<u>Design Variables</u>		
	Ethnic1	Ethnic2	Ethnic3
Malay	0	0	0
Chinese	1	0	0
Indian	0	1	0
Others	0	0	1

RELIGION	<u>Design Variables</u>			
	Rel1	Rel2	Rel3	Rel4
Muslim	0	0	0	0
Buddhist	1	0	0	0
Hindu	0	1	0	0
Christian	0	0	1	0
Others	0	0	0	0

Appendix B: Charts

Figure A: WTP for Local Music CD

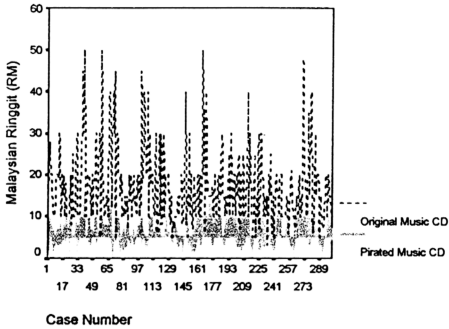


Figure B: WTP for Foreign Music

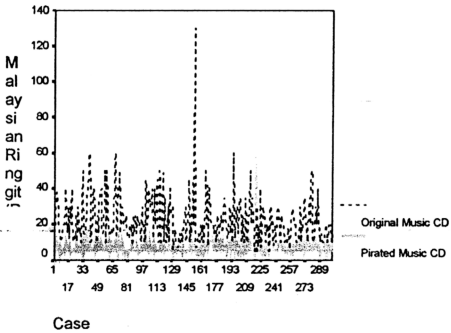


Figure C: WTP for Local VCD

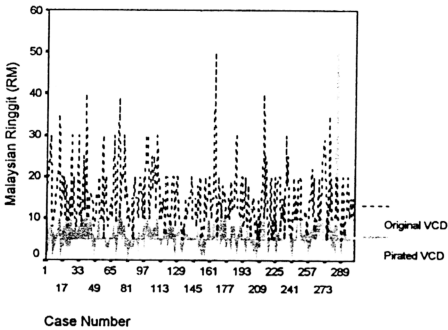


Figure D: WTP for Foreign VCD

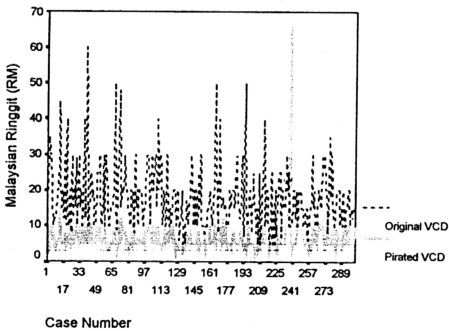


Figure E: WTP for Local DVD

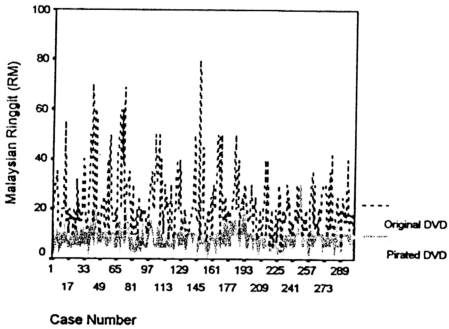


Figure F: WTP for Foreign DVD

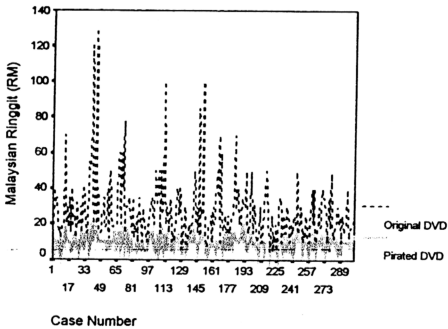


Figure G: WTP for Business Software

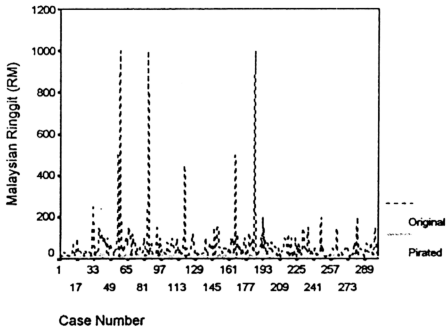
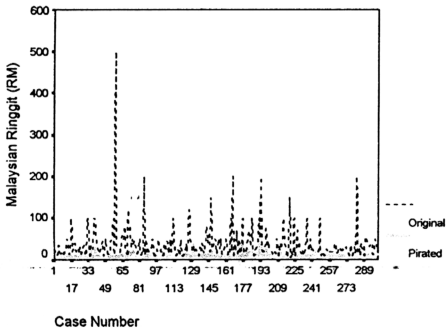


Figure H: WTP for Entertainment Software



Appendix C: Questionnaire

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SURVEY OF OPTICAL DISC PRODUCTS PIRACY AMONG TERTIARY STUDENTS 2004

INSTRUCTIONS

The purpose of this survey is to gather information on piracy of software, movies VCD/DVD and music CD among students. This questionnaire consists of 5 pages in 4 parts as follow:

Part A: PARTICIPANT'S GENERAL INFORMATION

Part B: PARTICIPANT'S CONSUMPTION EXPERIENCE

Part C: LEGAL ISSUES

Part D: SUGGESTIONS

Your response is very important to us. Please complete the entire questionnaire accordingly. Your kind cooperation is greatly appreciated.

Statement of Confidentiality

This questionnaire is on the condition of anonymity. All the information you provide will be held in strictest confidence and will be use in current research ONLY.

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B. PARTICIPANT'S CONSUMPTION EXPERIENCE

2.1 Do you buy/use pirated CD/VCD/ DVD/ Software?

<input type="checkbox"/>	Buy and use
<input type="checkbox"/>	Use but did not buy (go to Question 2.3)
<input type="checkbox"/>	Did not buy or use (go to Question 2.6)

2.4 Why do you use pirated pirated CD/VCD/ DVD/ Software?

<input type="checkbox"/>	Cost
<input type="checkbox"/>	Availability
<input type="checkbox"/>	Quality is comparable to originals
<input type="checkbox"/>	Others (please specify) _____

2.2 What is the main reason that influence you for BUYING pirated CD/VCD/ DVD/ Software?

<input type="checkbox"/>	Originals are too expensive
<input type="checkbox"/>	Low risk of being caught
<input type="checkbox"/>	Most people I know buy pirated copy
<input type="checkbox"/>	Pirated copy is easily available
<input type="checkbox"/>	Other (please specify) _____

Please go to Question 2.4

2.3 If you used but did not buy pirated copy, how do you get to use the pirated copy?

<input type="checkbox"/>	Borrow from friend
<input type="checkbox"/>	Use at work/ study place
<input type="checkbox"/>	Use at cyber cafe
<input type="checkbox"/>	Download from the internet
<input type="checkbox"/>	Other source (please specify) _____

2.5 Do you feel guilty about pirating?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

2.6 Will you continue to use pirated CD/ VCD/ DVD/software?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

2.7 Have you ever copied any software illegally ?

<input type="checkbox"/>	Yes (please go to Question 2.8)
<input type="checkbox"/>	No (please go to Question 2.9)

2.8 Please state your major purpose(s) for copying CD/VCD/ DVD/ Software?

<input type="checkbox"/>	For personal use
<input type="checkbox"/>	For friends and relative
<input type="checkbox"/>	For sale

Please go to Question 2.10

2.9 Please state your major reason for not copying CD/VCD/ DVD/ Software?

<input type="checkbox"/>	I would rather purchase original CD/VCD/ DVD/ Software
<input type="checkbox"/>	I would rather purchase pirated CD/VCD/ DVD/ Software?
<input type="checkbox"/>	I do not know how to copy
<input type="checkbox"/>	I don't have the necessary equipment
<input type="checkbox"/>	I can always borrow from someone
<input type="checkbox"/>	Other (please specify) _____

2.10 Based on your own experience, why do you think there are so many pirated VCD/ DVD/ Software available in the market? (please choose one)

<input type="checkbox"/>	Weak enforcement/ low censure
<input type="checkbox"/>	High profitability of the business
<input type="checkbox"/>	High price of originals
<input type="checkbox"/>	High availability of pirated copy
<input type="checkbox"/>	Consumer's attitude
<input type="checkbox"/>	Others (please state) _____

2.11 Please state the maximum amount that you are willing to pay for each of the following items:

		Original (RM)	Pirated (RM)
Music CD	Local		
	Foreign		
VCD	Local		
	Foreign		
DVD	Local		
	Foreign		
Business Software (please specify) _____			
Entertainment Software (please specify) _____			

4. Person to person direct selling
5. Other

**2.12 What are the types of pirated software which you used/ currently use?
(choose as many as applicable)**

Microsoft Windows 98/ME/2000	Mathlab
Microsoft Office (Word, Excell, Powerpoint, Access, Outlook)	UBS Accounting
Microsoft Project	Norton Antivirus
Eviews	Corel Draw
SPSS	Macromedia Flash
Electronic Workbench	Macromedia Dreamweaver
Adobe Photoshop	ACD See Viewer
Picture Publisher	Shahzam
Pro Engineer	Others (please specify)
Statistica	1. _____
	2. _____
	3. _____

2.13 Please state your total amount of the following items purchased in the last 6 month:

Type of Software		Original		Pirated		Purchase Location*				
		Quantity	Price (RM)	Quantity	Price(RM)	1	2	3	4	5
Music CD	Local									
	Foreign									
Movie VCD	Local									
	Foreign									
Movie DVD	Local									
	Foreign									
Business Software (please specify _____)										
Entertainment Software (please specify _____)										

- *Purchase Location:
1. "Pasar malam"
 2. "Pasar pagi"
 3. Shopping complexes
 4. Person to person/ direct selling
 5. Others

C. LEGAL ISSUES

3.1 Do you think that illegally copying software is the same as stealing?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

3.2 Do you know that buying or using pirated CD/VCD/DVD/Software is against the law?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

3.3 Are you aware of the Copyright Act 1987?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

3.5 Are you aware that making a back up copy of a computer program for personal use is considered NOT illegal as long as the copy is made from original copy?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

3.6 Are you aware that our government will impose a ceiling price on CD/VCD/DVD?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No (please skip Question 3.7 and 3.8)

3.7 How much is the proposed ceiling price for

Local Music CD RM _____
Foreign Music CD RM _____
Video CD RM _____

3.8 When is the proposed date of implementation?

Month _____
Year _____

3.4 Do you know that under Copyright Act 1987, making a copy for purposes of non-profit research and private study is considered as NOT illegal?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

D. SUGGESTIONS

4.1) Please give your comment on the following:

Suggest how the government should reduce the pirated CD/VCD/DVD/ software market in Malaysia?
