

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.