ABSTRACT

Objectives - The objective of this research paper is to investigate and analyze the pattern of consumer behavior towards purchasing activities of pirated products that are very exposed.

Method – A quantitative study paper based questionnaires were distributed within Jakarta area, Indonesia. A total of 160 questionnaires were distributed to potential respondents with range of age 17 and above. The outcome came up with 150 valid and reliable questionnaires, which then was analyzed using Descriptive analysis, Cronbach’s Alpha, Factor Analysis, Multiple Linear Regression and Crosstab Analysis. This study is designed to become part of a wider study to understand the consumer behavior of Indonesian towards piracy.

Results and Conclusion - Considering the fact that moral equity and relativism does effect how people think and act towards attitudes to act morally and ethically, the research analysis result stated that even people with high moral equity and relativism will still have high attitudes to purchase pirated products.

Practical Implications - The act of purchasing and selling of pirated products in Jakarta, Indonesia has been in a worrying state. This study aims to benefit the companies who sell authentic and original products. Providing them with more insight of what they’re potential customers are thinking and doing.

Keywords - Pirated Products, Piracy, Jakarta, Indonesia, Ethic, Moral, Relativism, Moral Equity, Consumer Behavior.