Abstract

Objectives - The objectives of this study are to examine how Indonesian consumers’ behavior toward purchasing pirated music CDs and to seek whether any different according to demographic that influence Indonesian people pirated music CDs.

Method – The questionnaires were distributed around Jakarta area, particularly in Senayan area. Data gathered then analyzed using Reliability & Validity analysis, Multiple Regression Analysis, ANOVA, and t-test.

Results – There were 11 hypotheses, 4 were accepted and 7 were rejected. The findings brought out several important implications to several people, who are: business owner, musician, the government, and the consumer.

Conclusion – From to the demographic results of this study, the author found that females had strong purchasing power in buying pirated music CDs. The higher the income level, individuals tended to purchase more pirated music CDs. Anti-big business attitude could be measured as one of the reason for Indonesian people to purchase pirated music CDs. Social benefit and deontological judgment were also became the other reason for individuals decision making to purchase pirated music CDs.

Keyword – Piracy, Consumer Behavior, Cultural Behavior, Demographic, Counterfeiting, Music, Indonesia, Intention to buy.