

A project completed as part of the requirements for the

BA (Hons) Marketing

entitled The Factors Determinant Malaysian Youth Intention Towards

Illegal Online Music Downloading

by

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Abstract

Due to the development of information technology, illegal online music downloading has become an escalating problem. The proliferation of illegal online music downloading user and pervasiveness among youth is on the increase. Peer -to-peer file transfer is gaining fast acceptance in the user community. A survey conducted in various universities and high schools around Malaysia sought to identify the factors that influence the youth intention to commit illegal online music downloading. Essentially, the study is aimed to examine the relationship between the factors influencing Malaysian youth to commit illegal online music downloading. Eight factors influencing Malaysian youth intention were identified. This study has employed the theory of planned behaviour (TPB) as the psychological factors and also other general factors such as price, idolisation, convenience, social acceptability and perceived deterrence effect. Data were collected from 200 youth in Malaysia through self-administrated questionnaire. The results were determined through Pearson correlation reconfirm the explanatory power of the TPB model and also other general factors. Generally, results showed that all factors are significant and it is proved that there are relationship between the eight factors that were identified. Idolisation was the strongest factor influencing Malaysian youth intention to commit illegal online music downloading. The possible explanation is the price of music CD's whereby high idolisation would trigger higher intention to illegally download music. The outcomes of the study contribute the managerial implications concerning the music industry economics and also affecting the marketing strategies implied by the music record distributors.