

Determinants of Consumer Purchase Behaviour of Pirated Music CDs In Mainland Tanzania: A PLS SEM Approach

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Abstract

The purpose of this paper is to investigate the influence of subjective norms, idolatry and intentions of consumer purchase behaviour of pirated music CDs in Tanzania. In order to empirically test the hypotheses of the study, questionnaires were distributed to 491 users of pirated music CDs in Tanzania. The data from the questionnaires were analyzed using PLS-SEM. The results of the study revealed that subjective norm and intention are positively related to consumer purchase behaviour. On the other hand, idolatry has a negative relationship with purchase behaviour. The results of this study will be useful for marketers, businessman and music promoters when identifying the factors that are to be considered when intending to improve the level of sales among music CDs users in Tanzania. It will also assist the policy makers to come up with policies especially in the area of norms so as to improve the rate of sales. The findings of this study may benefit music marketers, producers and practitioners in their marketing communication to design their music strategies in the Tanzania context

Keywords:

Subjective Norm, Idolatry, Intention, Purchase behavior, Tanzania

Introduction

The international trade of music piracy is enormous. According to an estimate provided by the The Recording Industry Association of America (RIAA) music piracy worldwide causes US\$ 12.5 billion of economic losses annually (Jesse, 2015). However, the majority of pirated music CDs are manufactured in countries where legal sanctions are not strong (Lin, 2011). The production of pirated music is usually linked to countries like Thailand, Malaysia, China, Singapore and Taiwan (Economics, 2011; Khadka, 2015). Most of these pirated CDs are then traded to African countries.

In the recent years, the Tanzanian Government has been seriously involved and played its significant role to eradicate this issue as many campaigns and activities have been carried out such as briefings, seminars and workshops with the aim to create awareness among Tanzanian on how to stop this unethical behavior. The latest campaign conducted by the government of Tanzania is, is known as, “Twenzetu”, and were undertaken at the capital city of Tanzania (Dodoma) in May 2013. The government had publicity campaigns via the media and newspapers to alert customers. For example, several newspapers had the following issues announced: “*Tanzania: Over 65,000 Contraband Local, Foreign CDs, DVDs Confiscated*” (The Daily News dated 3 June 2015); “*Poor CD, DVD sales affect local film, music industries*” (The Daily News dated 6 July 2015); “*Substandard goods flood Tanzania market*” (The Daily News dated 26 October 2013); and “*Tanzania: Fake substandard goods pose risk to local industries*” (All Africa dated 23 May 2014). However, government laws and enforcement are not sufficient to solve the problem (Alex Makulilo & Boshe, 2013).

Despite the worldwide legal sanctions against the music piracy, the problem is expanding rapidly. Given that the market for music relies on consumers purchase behaviour (Mushi, 2016), insights into the profile of consumers purchase behaviour and identifying the underlying factors that influence the purchase of pirated music CDs, are deemed important. The study of Sinclair and Green (2016) has revealed that without knowing the underlying factors for individuals to engage in such piracy behaviour and the continuing changes and shifts in consumers’ behaviour music piracy cannot be effectively handled. In this regard, in order for the music industry to flourish, marketers should examine the underlying factors that can enable music piracy. In this vein, the study of Riekkinen and Frank (2014) suggests that both from an

individual's perspective marketers need to keep improving their understanding of consumer behaviour in terms of market sectors in order to attract and retain consumers. In view of the above, there is an increasing trend in the body of academic research from developing countries calling for further research to determine predictive factors that can abolish or eradicate music piracy (Mushi, 2016) especially since a majority of previous studies were conducted in developed countries where the level of technology usage has reached an advanced phase. Based on the concerns above and the recent clarion calls, the objective of this paper is to identify the factors that influence consumers to purchase pirated music CDs in Tanzania because by doing so it will discourage the continuous usage of this pirated CDs.

Literature Review

This study adopts the Theory of Planned Behaviour by Ajzen (2006). The choice of this model is influenced by the fact that it has been most widely used and accepted in intention-behaviour relationship (Arli et al., 2015; Bashir et al., 2012; Bellini et al., 2017; Jesse, 2015; Yoon, 2011). Studies have proved that it has a good predictive validity based on the analytical support derived from their studies from the adoption of TPB (Armitage & Conner, 1999). The theory was used to test the conceptual framework of this study in order to boost the research work by using the statistical tool, Structural Equation Modelling (SEM). More so, the TPB has some constructs that link between intention and behaviour which may positively or negatively affect an individual's formation of purchase of pirated music CDs behaviour.

Purchase Behaviour

Purchase behaviour is defined as an "individual's readiness and willingness to purchase a certain brand or service" or "decision processes and consumer involvement in purchasing pirated music CDs" (Ajzen & Fishbein 1980). Consumer purchase behaviour is the process by which individuals search for, select, purchase, use, and dispose of goods and services, in satisfaction of their needs and wants (Bello, 2008). Along the same lines, music piracy is the copying and distributing of copies of a piece of music for which the composer, recording artist, or copyright record company did not give consent (Chiou et al., 2005). If the behavior a music pirate is similar with that of a consumer who actually purchases pirated music CDs, examining the purchases of pirated music CDs will give a clear picture.

Despite such extensive efforts to prevent music piracy, it is still expanding. New ways are needed to control this phenomenon. Prior research on music piracy (Bartkus & Akulavicius,

2015; Blake & Kyper, 2013; Choi & Burnes, 2013; Eisenberg & Dhahi, 2015; Karaganis, 2011; Martinsen, 2014; Perullo & Eisenberg, 2015; Shang, Chen, & Chen, 2008) has focused on controlling the supply of pirated music (e.g., manufacturer, company, industry, retail channel, and government). Because consumers purchase pirated music CDs, what is more important is to study factors that contribute to consumer decision making with regard to pirated music CDs as a way to determine how to gain control over this situation. Thus, as consumers play a leading and growing role in the existence of music piracy trade (Sinclair & Green, 2016). It is important to gain a deeper insight in potential factors of consumers' intention to knowingly purchase pirated music CDs.

As such, there is limited research on demand for pirated music CDs and what stimulates it (Asif, 2013; Kwong et al., 2003; Nova et al., 2015; Wang, Chen, Yang, & Farn, 2009). In particular, there is limited research that focuses on specific antecedents of intention and purchase behavior of this unethical behavior and compares the findings (Arli et al., 2015). In a similar vein, there are very limited researches conducted to understand consumers' behaviour in purchasing pirated music CDs particularly in Tanzania. Many of past research have been done in countries such as Indonesia, Pakistan, Hong Kong, Belgrade, Serbia, Sweden, (Arli et al., 2015; Asif, 2013; Kwong et al., 2003; Reardon et al., 2012; Jesse, 2015)

Intention

In academic research has absorbed on a number of motives as to why consumers intending to purchase pirated music. The literature on consumption of pirated music proposes that while consumers purchase pirated music for diverse reasons, the irresistible factor that effect behavioural intention to purchase is distinctive price advantage over genuine counterparts (Bartkus & Akulavicius, 2015; Herjanto, Gaur, Saransomrurtai, & Quick, 2014) Supplementary, price is a key mutable when choosing music piracy (Lalović et al., 2012 & Lin et al., 2013) Consumers' intention to purchase pirated music since they are priced much lower than original music (Plowman & Goode, 2009) Even those who favoured to buy original music found the low prices of pirated music attractive (Kwong & Park, 2008; Wang et al., 2009). This is principally common in circumstances where consumers cannot have enough money to buy the genuine music and when the pirated music likens well with the genuine in relationships of physical appearance.

At first glimpse, it seems that consumers' behavioural intention to buying pirated music's mostly because of low price Yoon, (2011). This would infer that music piracy are predominantly attractive to low income customers. However, even though they can afford the genuine music, high income consumers in well-developed countries also committed to purchase pirated music (Fetscherin, 2009; Hardy et al., 2013; Mehta & College, 2009). Empirical research examining the determinants of music piracy behavioural intention shows extra antecedents than the monetary motive as possible clarifications for the intention to purchase pirated music.(Dilmpéri, 2013)

To rejoiner to this discussion, the current study emphases on "why do they buy" issue by discovering the non-price factors of consumers' intention to purchase pirated music At this stage, this study focuses only on consumers who knowledgeable intent to purchase pirated music CDs and not on consumers who are deceived into purchasing pirated music CDs in a trustworthy setting. Regardless of the fact that "price is undeniably one of the most important marketplace clues" Kwong & Park (2008) this study only centres on non-price determinants due to the fact that it is not clear that customers intent to purchase pirated music for they are cheaper version of the branded originals. Still, as noted by Wang et al.,(2015), what is perfect is that buyers are very heterogeneous in relationships of their consideration and response to price and price promotions, therefore, we must look afar beyond the price issue when exploring consumers' trend to purchase pirated music CDs .These non-price factors provide motivating data for producers to apply to marketing actions. These actions are aimed at stimulating the pirate's' price-base proposals since the price is not a problem that producers of original CDs will be able to discourse without risking a downgrading of the brand image or financial losses.

Studies have shown that not all the time intentions can be transformed into actual behaviour Nevertheless, there are some factors which can change the intentions over time such as new technology, unexpected circumstances such as injury, illness, financial constraints, job loss and family matters (Ajzen, 1985). Unluckily, many researchers examine music piracy behaviour by using Theory of Planned Behaviour anticipated that intentions are good measure of actual behaviour and still yet ignored to measure the actual behaviour (Jesse, 2015). This consumer 'intention-behaviour gap' with respect to ethical issues has been noted by several researchers (Coyle et al., 2009; Huang et al., 2015; Lin et al., 2015; Tat et al., 2012; Van Belle, Macdonald, & Wilson, 2014). Based on the above discussion, the following hypothesis is hereby proposed:

H1: Purchase intention is positively related to purchase behavior of pirated music CDs

Subjective Norm

Subjective norm comprising of injunctive norm and descriptive norm has been viewed as a second order construct. what is usually approved of is referred to injunctive norm, i.e., ideally what ought to be done; and on the other side of the coin in reality what people do refer to descriptive norm (Lapinski & Rimal, 2005). Both the descriptive and injunctive norm loaded significantly on the general subjective norm. Such interpretation from theoretical and managerial perspective might have increased the significance validity of such operationalization.

According to Tan and Teo (2000), subjective norms refer to “the person’s perception that most people who are important to him think he should or should not perform the behavior in question” (Fishbein & Ajzen, 1975, p. 302). Although some findings from the marketing literature were contradictory, many studies reported that subjective norms are crucial in describing the relationship between intention and behaviour (Bashir et al., 2012; Kiksen, 2012; Lin et al., 2013; Reardon et al., 2012), and act as antecedent for behavioural intention (Blake & Kyper, 2011; d’Astous et al, 2005; Plowman & Goode, 2009; Setiawan & Tjiptono, 2013; Wang et al., 2009).

Applying this concept, studies have established the strong relationship between subjective norm and intentions to execute certain behaviours (Chang, 1998; D’Astous, Colbert, & Montpetit, 2005a; Peace, Galletta, & Thong, 2003). Study conducted in Taiwan by Chiu et al. (2014) found that subjective norms, had a positive influence on intention to purchase counterfeit sporting goods. This is consistent with the findings in recent counterfeit studies (Alfadl, Ibrahim, & Hassali, 2012; Jirotmontree, 2013; I. Phau, Sequeira, & Dix, 2009; Yoon, 2011). It seems that the decision to participate in buying counterfeit goods is one’s perception that significant others need one to do so. Study conducted in Northern Taiwan by Wang et al. (2009) discovered that subjective norms is positively related to intention to illegally download music. Study by Kwong & Lee, (2002) in Hong Kong exposed that subjective norms is positively affect individual’s behavioural intentions to exchange music in internet.

Furthermore, in response to Cronan and Al-Rafee (2008) suggestion, although research on subjective norm is diverse, limited studies were conducted in the African context. They suggested that further study should be conducted to fill this void. This study therefore fills this gap by further investigating subjective norm as a potential factor that influences intention to purchase pirated music CDs. Based on the above discussion, the following hypothesis is hereby proposed:

H2: Subjective norms towards music piracy is positively related to the purchase intention of pirated music CDs

Idolatry

The concept of idolatry introduced by Wang et al (2009), is defined as “a man-made object that is venerated by people”. According to Wang et al.(2009), idolatry strengthens the purchase intention of an artist’s record. Evidences from other behavioural studies have suggested that idolatry stimulate people to buy music and interfere with an individual’s behaviour and commitment (Kiksen, 2012; Yue et al., 2010). Although music piracy reduces the sales of music CDs, there are still reasons that encourage people to purchase music (Lin et al., 2015). According to Chiou et al.(2005), young people who have high idolatry wish to own commodities related to the idol to express identification and support. Several studies have found that idolatry significantly influences both intention and future behaviour (Cornwell & Coote, 2005; Gwinner & Swanson, 2003).

Consumers will buy their genuine album when consumers worship a singer or a band, by collecting its related products and hope to buy their record. They believe that they may eventually hurt their idol singers through purchases of pirated music (Lin et al., 2015). Likewise, Wann et al.(2000) suggested that there is a positive relationship between intention to become fans of a sport team and attempt to associate themselves with the team because of the sense of identification. Their findings showed that identification has been shown to be helpful in forming favourable usefulness perceptions of their sport team. Equally, Cornwell and Coote (2005) indicated that organization identification positively and significantly influenced future behaviour and also showed customers’ identification with an organization would lead to purchase intention. According to Yue et al.(2010), they found that identification has a positive relationship with teenagers’ achievement. Likewise Kwon and Armstrong (2002) reported that identification with a sport team have a positive significance with student’s

intention to buy team licensed merchandise. Similarly Gwinner and Swanson (2003), in their study on a model of fan identification, indicated that identification to the sponsor is positively significant to purchase intention. Correspondingly, identification was found to be a positive significant predictor towards teenager's intention and usage of internet with a means of forming self-definition or self-esteem (Joiner et al., 2005).

In addition, Ouellet (2007) reported that identifying with an artist have positive relationship with the purchase intention since performers are the reason that consumers prefer buying licensed CDs rather than illegally downloading . Similar study conducted in Taiwan by Wang et al.(2009) found that idolatry has positive relationship with the intention to purchase original CDs. The positive idolatry of consumers with the purchase of music piracy would strengthen the predictive power of their behavioural intention not to pirate music in the future (Lin et al., 2015). Therefore, the following hypothesis is developed:

H3: Idolatry has a positive relationship to intention to purchase pirated CDs in Tanzania.

Research Methods

This study is empirical as it uses a questionnaire based survey to collect data. From the 800 questionnaires distributed, 230 were not returned and 570 were returned, representing a 71% response rate (see Table 1). Data from (570) questionnaires were keyed into SPSS 16.0, and the data was then carefully examined for further data screening analysis. Other aspects concerning the data is missing detection and treatment; for this thirty respondents data sets were deleted due to incomplete data, such as severe missing data of more than 50%. Hair et al. (2010) argued that it is better for researchers to delete the case/respondent if the missing data is more that 50%, and if the study does not have any sample size problem. Then outliers of forty nine also was deducted from the remainder. Hence, the final usable responses became 491 datasets.

Table 1: Summary of Response Rates

Description	Total
The distributed questionnaire	800
Unreturned questionnaires	230
Returned and entered questionnaires	570
Response rate	71%
Incomplete questionnaires (>50% missing)	30
Outliers	49
	491

Total usable responses

Eight major shopping malls were involved in the study. The justification for choosing consumers in the Dar-es-salaam City are more exposed to the information on counterfeit products including pirated music CDs and, lastly, the variety of counterfeit products are broadly available in most of the shopping mall outlets around the Dar-salaam compared to others regions in Tanzania (Mushi, 2016), it would increase the external validity of the result (Roux, Bobrie, & Thébault, 2015).

One of the major issues when using mall intercept survey is guaranteeing the sampling procedure so that the right respondents are chosen (Babin, Chebat, & Michon, 2004). Since we chose a more random sample of the population and to evade the convenience nature in the sampling design, systematic sampling will be used. Hence, following the same method applied by Phau and Teah (2009), every tenth shopper who conceded our data collection point will be invited to participate in our study. The measures used for Purchase Behaviour were adapted from Lee (2009) and Tat et al.(2012), Purchase Intention measures from Cronan & Al-Rafee (2008) and Kumar (2015), Subjective Norm from Arvola et al.(2008), Idolatry from Wang et al.(2009). This therefore shows the degree of their content validity and reliability. Seven-point Likert scale was used to measure all the constructs with responses ranging from strongly disagree (1) to strongly agree (7). PLS SEM was used to validate the redefined TPB model.

Demographic Factors

The importance of demographic factors in the purchases pirated music CDs and, accordingly, its behaviour cannot be underplayed. As most of the preceding studies have used non-student samples, it would be clarifying to test the potential effect of demographics on a sample representative of all demographic layers of the population. Out of 491 participants that were finally used for this study, 60 per cent are male and 40 per cent are female. According to some demographics, Riekkinen and Frank (2014) found that younger people in their sample purchase fewer pirated music, have lower incomes, and are less-well educated. Huang et al.(2015) on the contrary found that younger male consumers have higher purchase intentions to buy pirated

music. Females have been found to have less inclination to buy pirated music but more fashion clothing and accessories (Cheung & Prendergast, 2006; Fernandes, 2013). But this may reflect only male versus female purchase preferences.

About 56% of the total respondents who are consumers of pirated music belongs to the age range of 18-23 years. The discrepancy between some demographics such as age and purchase intention to buy pirated music CDs items may suggest that age on its own does not appear to be a conclusive factor (Sheehan, Tsao, & Yang, 2010). In fact, age when studied in conjunction with values and beliefs, suggests that older consumers are more conscientious than younger ones and score higher on material values and happiness which distinguish them from younger consumers and are less willing to purchase pirated music CDs (Riekkinen & Frank, 2014). Age was found to affect the rationalization people make which in turn influences the intention to pirate music (Weijters & Goedertier, 2016) Regarding demographic factors, one view from Jesse (2015) is that age, educational background, and family incomes are correlating factors to consumers' decisions.

Majority of respondents who purchased pirated music CDs in this study do not have more than secondary education. Specifically, about 76% of the respondents have maximum of secondary school certificates in Tanzania Y generation. Higher educated people usually buy less pirated music CDs, thus education level has an inverse relationship with the quantity of pirated music purchase (Gunter et al, 2010). On the contrary, other researchers (Cheung & Prendergast, 2006; Kwong et al., 2003) reported that these two factors have a little effect on the purchase such as highly educated people are also found with more intension to buy pirated music CDs. Karaganis et al.(2011) observed similar scenario that most of the pirated music CDs buyers had higher education and income.

The demographic consideration that is most obvious in this study is, perhaps, income, since music piracy involves obtaining a "free" product that would have justifiably required a disbursement or compensation. The consumers with low income constitute 69% of the total respondents which the highest number of Generation Y in Tanzania who purchase pirated music CDs. Higher educated people usually buy less pirated music CDs, thus education level has an inverse relationship with the quantity of pirated music purchase (Gunter et al, 2010). On the contrary, other researchers (Cheung & Prendergast, 2006; Kwong et al., 2003) reported that these two factors have a little effect on the purchase such as highly educated people are also found with more intension to buy pirated music CDs. Karaganis et al.(2011) observed similar

scenario that most of the pirated music CDs buyers had higher education and income. In contrast, Gopal et al.(2004) found that income has no significant influence on pirated music buying behaviour. Generation Y respondents are self-employed (66 %), thus, it is convenient for them to decide on how to make use of their profit to buy pirated music CDs. On the other hand, available research suggests that employment type may lead people to be more (less) likely to exhibit unethical decision-making tendencies or endorse unethical behaviour at work (Mushi, 2017)

Result

To get the result of this study, our model was tested using Smart Partial Least Squares (PLS SEM 2.0) (Ringle et al, 2005) SmartPLS is a non-parametric technique that accommodates small sample and free from many assumptions that are associated with other techniques that are parametric oriented.

Convergent and Discriminant Validity

The measurement model of this study is reflective and was assessed for its internal consistency reliability and validity. To ascertain these criteria, the composite reliability (CR), convergent validity (CV), and discriminant validity (DV) were established. The CR of all constructs surpassed 0.80, and average variance extracted (AVE) for each of the variable exceeded 0.50 (see Table 2). The outcomes of CR and AVE indicate convergent validity of the variables (Fornell & Larcker, 1981). For discriminant validity to be assessed, the researcher considered the results of the factor analysis while comparison of the AVEs with the inter-construct correlations was examined. The result of the factor analysis (see Table 3) shows that all items significantly loaded above (0.70) on their constructs as predefined. Also, the square-root of AVE for each construct to its correlations with other constructs was also compared as the correlations were in tandem with the required threshold of the AVE (see Table 4). The discriminant validity is supported by the two tests (Fornell & Larker, 1981). In sum, these analyses provided evidence of convergent and discriminant validity as reported by recent studies (Adeleke Bahaudin, & Kamaruddeen, 2015)

Table 2: Convergence and Reliability Analysis

Construct	Items Kept	Items deleted	Loadings after deletion	AVE	Composite Reliability	Cronbachs Alpha				
BEH	BEH1		0.800	0.637	0.933	0.919				
	BEH2		0.848							
	BEH3	(BEH6)	0.874							
	BEH4		0.761							
	BEH5		0.796							
	BEH7		0.782							
	BEH8		0.778							
	BEH9		0.736							
	INT	INT1	(INT9, INT10, INT12, INT13)				0.790	0.669	0.948	0.938
INT2			0.834							
INT3			0.867							
INT4			0.821							
INT5			0.699							
INT6			0.885							
INT7			0.869							
INT8			0.844							
INT11			0.736							
SN_Inj		SN4_Inj	(SN1_Inj, SN2_Inj, SN3_Inj)	0.812	0.629	0.870	0.801			
		SN5_Inj		0.892						
	SN6_Inj		0.867							
	SN7_Des		0.777							
SN_Des	SN8_Des		0.780	0.603	0.883	0.835				
	SN9_Des	(SN11_Des)	0.842							
	SN10_Des		0.767							
	SN12_Des		0.711							
SN	(2 nd Order)			0.588	0.940	0.929				
ID	ID1		0.840	0.760	0.950	0.938				
	ID2		0.836							
	ID3	(ID7)	0.861							
	ID4		0.898							
	ID5		0.896							
	ID6		0.902							

Key: BEH=Behaviour, INT=Intention, SN_Inj= Subjective Norm (Injunctive), SN_Des=Subjective Norm (Descriptive), SN=Subjective Norm, ID=Idolatry

Table 3: Factor loading and Crossloadings

	BEH	ID	INT	SN Des	SN Inj
BEH1	0.800	0.049	0.376	0.059	0.074
BEH2	0.848	0.005	0.381	-0.007	-0.012
BEH3	0.874	0.005	0.356	-0.034	0.016
BEH4	0.761	0.002	0.311	0.037	0.007
BEH5	0.796	0.012	0.327	0.013	0.011
BEH7	0.782	0.031	0.298	-0.002	0.018
BEH8	0.778	0.015	0.311	-0.050	-0.048
BEH9	0.736	0.001	0.283	-0.015	-0.019
ID1	0.004	0.840	0.055	0.425	0.353
ID2	0.002	0.836	0.075	0.420	0.387

	BEH	ID	INT	SN_Des	SN_Inj
ID3	0.011	0.861	0.105	0.462	0.392
ID4	0.020	0.898	0.104	0.427	0.348
ID5	0.002	0.896	0.083	0.477	0.389
ID6	0.035	0.902	0.108	0.474	0.425
INT1	0.415	0.153	0.790	0.157	0.176
INT2	0.294	0.056	0.736	0.098	0.132
INT3	0.355	0.085	0.834	0.108	0.115
INT4	0.309	0.052	0.821	0.078	0.084
INT5	0.261	0.043	0.699	0.000	0.045
INT6	0.350	0.098	0.885	0.106	0.103
INT7	0.330	0.098	0.869	0.112	0.123
INT8	0.352	0.112	0.844	0.123	0.158
INT11	0.294	0.056	0.736	0.098	0.132
SN7_Des	0.010	0.384	0.111	0.777	0.683
SN8_Des	0.013	0.380	0.112	0.780	0.595
SN9_Des	0.037	0.468	0.073	0.842	0.557
SN10_Des	0.003	0.393	0.077	0.767	0.508
SN12_Des	0.003	0.367	0.121	0.711	0.524
SN4_Inj	0.047	0.286	0.077	0.550	0.812
SN5_Inj	0.058	0.440	0.170	0.693	0.892
SN6_Inj	0.010	0.397	0.114	0.657	0.867

Table 4: Discriminant Validity

	BEH	ID	INT	SN_Des	SN_Inj
BEH	0.798				
ID	0.005	-0.483			
INT	0.419	-0.346	0.818		
SN_Des	-0.011	0.479	0.117	0.776	
SN_Inj	0.011	-0.417	0.139	0.744	0.857

Higher-order Model Establishment

Here, the justification for the inclusion of the higher-order model, also known as hierarchical component model (HCM), in this model is presented. As suggested by Hair et al.(2013) higher-order constructs involves testing a second-order structures containing two levels of components an approach that allows for a more parsimonious theoretical relationship and a reduction in model complexity. Based on previous studies, one construct in this study (subjective norm) is multi-dimensional and was considered as second order measurement model. Subjective norm has two dimensions namely: injunctive norm and descriptive norm. In estimating the model, the latent variable scores of this construct dimensions was taking as indicators. As suggested

by Byrne (2010) that the first order constructs have to be explained appropriately by the hypothesized second order constructs and they are also expected to be remarkably distinct. Thus, before the estimation of the research model, it is important to establish the fact that the second order constructs are capable to conceptually describe the first order constructs under consideration. Hence, Table 5 presents the results that establishes subjective norm and government regulation as the second order constructs in this present study.

Table 5: Second-Order Construct Establishment

Second-order Constructs	First-order Constructs	Standardized Loadings	SE	T-Value	P-Value	R ²
Subjective Norm	Injunctive Norm	0.945	0.010	70.62	0.000	0.759
	Descriptive Norm	0.922	0.000	321.23	0.000	0.944

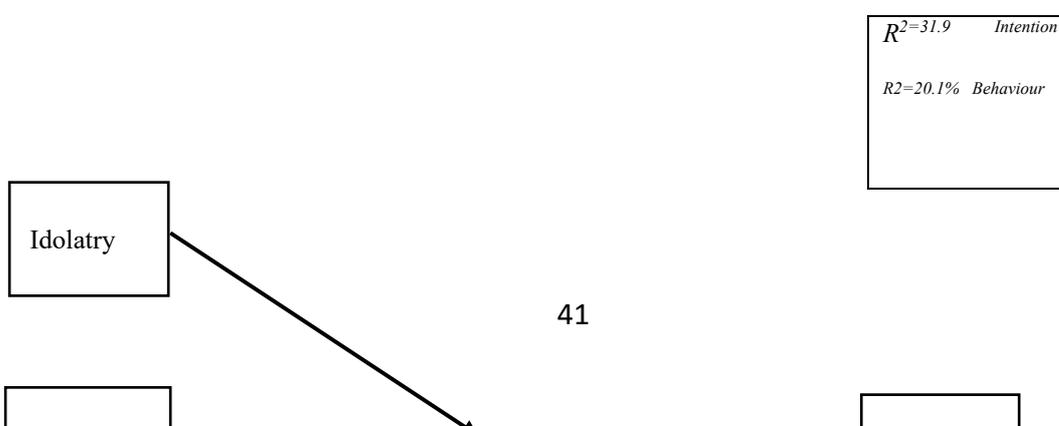
p < 0.01

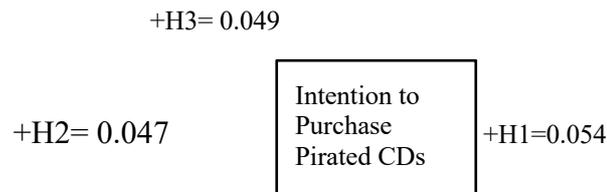
It can be seen in Table 5 that the two first orders constructs of subjective norm which are: injunctive norm and descriptive norm are well explained by subjective norm construct as the R² values for these two ranges from 75.9% to 94.4%.

Structural Model Testing

The structural model displays the paths between the constructs. Figure 1 (PLS algorithm), Figure 2 (PLS bootstrapping), and Table 4 all show the structural relationships among the constructs. Figure 1 shows the paths between exogenous variables and endogenous variable and significance level of the relationships. Based on the algorithm, the three exogenous variables explain the variance in the endogenous variable of behaviour and intention at (R² = 20.1% and R² = 31.9 %). Therefore, H1 ($\beta = 0.054$, $t = 6.814$, $p < 0.05$) and H2 ($\beta = 0.047$, t -value = 2.268, $p < 0.05$), are supported. Subjective Norm use was the strongest determinant of intention. However, H3 ($\beta = 0.049$, $t = 0.221$, $p < 0.05$) that is, idolatry was not significant in predicting intention (see Table 4). These results are discussed in detail in the next section.

Figure 1: Model testing the result





Path	β	SE	t-Value	P- Value	Decision
INT→BEH	0.054	0.054	6.814**	0.000	Supported
SN→ INT	0.047	0.047	2.268**	0.012	Supported
ID→ INT	0.049	0.049	0.221**	0.413	Not Supported

Note *** Significant at 0.01 (one-tailed), ** Significant at 0.05 (1 tailed), * Significant at 0.1 (one tailed)

Discussion

Consumer intention shows the attitudinal and behavioral piracy of consumer's towards purchases of pirated music CDs. It entails the possibility of the consumers still purchasing pirated music CDs to the different source of pirated music, possibility of giving encouraging words or the possibility of paying for pirated music CDs. With regards to the findings, it indicates that the level of consumer intention of the designated respondents is moderate. This can be observed from the mean of consumer intention analyzed also. This result is in line with previous studies (Chiou et al., 2005; Gwinner & Swanson, 2003; Lacher & Mizerski, 1994; Ouellet, 2007).

This study has shown that there is a moderate level of consumer intention towards purchases of pirated music CDs, which indicates that the level to which existing customers constructively encourage and recommend their friends to purchase pirated music CDs to others is moderate, and dedicated to re-patronizing their preferred piracy behaviour.

One possible motive to explain the moderate level of consumer intention among the respondents is due to the tight competitiveness of the music piracy service market in Tanzania, where the music piracy channels in Tanzania provide pirated music CDs that are on par with each other. They nearly provide the same services; hence there is no extraordinary features in terms of service provision which none of the music distributors has over others. This certainly justifies why consumer intend to purchase pirated music CDs is at a moderate level. Similarly, all Tanzanian music distributors are assessed in the same way by the music users (Makulilo, 2013) and they use price as the only distinction tool (Perullo & Eisenberg, 2015).

The study found significant relationship between intention and consumer buying behaviour. This is in line with prior researchers in this matter (Chiou et al., 2005; Gwinner & Swanson, 2003; Lacher & Mizerski, 1994; Ouellet, 2007). From the above conversation, it demonstrates that intention influences several behavioural tendencies in many different situations and in addition, behavioural intention has been well-known to have a significant positive relationship towards behaviour. Infact, based on the position by Ajzen, (1991) that the intention is predictive of behaviour, as well as overwhelming empirical evidence that supported such proposition, many past studies on music piracy context took behavioural intention as a proxy of studying behaviour, and not the actual consumer buying behaviour (Bhattacharjee et al., 2003; Blake & Kyper, 2011; Fetscherin, 2007; Kwong & Lee, 2002; Robert Larose & Lange, 2006) .

Even though the behavioural intentions are good predictor of behaviour, there are insufficient studies that revealed a considerable gap between behavioural intention and behaviour, and rather little empirical studies has observed factors that may clarify and help to overwhelmed the gap between behavioural intention and behaviour (Arli et al., 2015; Belle et al., 2007).

In meta-analyses reviews showed that behavioural intention represents for 20 to 40 percent of the clarified variance of behaviour (Downs & Hausenblas, 2005; Godin & Kok, 1996; Hagger, Chatzisarantis, & Biddle, 2002). Also, in his analysis on consumer behaviour, Sheeran (2002) specified that 47 percent of consumers with greater intention, failed to accomplish their intended behaviour. An examination of consumer behaviour by Young et al. (1998) also stated that intention to purchase among consumers were converted into action in less than 62 percent of situations. While, in their meta-analysis study stated by Sheeran & Orbell (1998) that on average intention explain for 28 percent of the variance in behaviour. This means that another 72 percent of variance is still unsolved. The current study may conform to the above findings that reported significant yet the relationship of low magnitude in models that dealt with predicting or framing consumer behaviour in various contexts.

Thus, without any of the exogenous variable affecting behaviour, the mere influence of intention on behaviour appears to be low. The low yet significant explanatory influence of intention on behaviour means that although intention is influential on actual purchase behaviour, other variables might be at play that need further exploration. It confirms the early notion by past researchers that intention-behaviour inconsistency exists in purchases of pirated music CDs (Arli et al., 2015).

Some of the notable studies that support the important role played by subjective on purchase intention are Alfadl, Ibrahim, & Hassali., (2012); Jirotmontree., (2013); Phau, Sequeira, & Dix., (2009) and Yoon., (2011). The finding of this study further substantiates prior studies that examined the association between subjective norm and intention across numerous study settings as well as various cultures (Chang, 1998; D'Astous et al., 2005a; Peace et al., 2003). Some instances are the studies of Peace et al.(2003); Wang et al. (2009); D'Astous et al. (2005c) and Kwong & Lee, (2002). Study conducted in Taiwan by Chiu et al. (2014) found that subjective norms, had a positive influence on intention to purchase counterfeit sporting goods. This is consistent with the findings in recent counterfeit studies (Alfadl, Ibrahim, & Hassali, 2012; Jirotmontree, 2013; Phau, Sequeira, & Dix, 2009 and Yoon, 2011).

Another study conducted by Fernandes (2013), in his study of counterfeit fashion in UAE discovered that subjective norm influences consumer to purchase counterfeits. Cronan & Al-Rafee (2008) stress that subjective norms was not significant to individual's intention to pirate digital material in U.S.A. Millar & Shevlin, (2003) also states that subjective norms exercised no significant influence on career exploratory behavior in adolescents. According to Phau & Ng (2010) and Ang et al. (2001), subjective norm not influences behavioral intention directly. However, Ang et al. (2001) stress that subjective norm serves as a radical factor that improves behavioral intention. Therefore, the higher the normative pressure from significant others whether to purchase counterfeits or not, the more he/she is possible to purchase them. Meanwhile, there are a few reliable reasons for attaining significant association between subjective norm and intention.

Younger people prefer music better than older people Wang et al. (2009). According to Matos et al., (2007) and Bian & Moutinho (2011) the attraction of the younger generation towards piracy is based on seeking achievement and brand prestige such as , music piracy and exchanging jokes; these could motivate young people to use the pirated music. Gratification was found to be positively related to intention towards counterfeits. Thus consumers who seek to have a sense of achievement are positively likely to purchase counterfeits (Matos et al., 2007). Bian & Moutinho (2011) suggest that consumers who value brand prestige but are incapable to afford the luxurious genuine goods are expected to go to counterfeits as cheap alternatives to express status through consumption. This would infer that music piracy are predominantly attractive to low income customers. However, even though they can afford the genuine music, high income consumers in well-developed countries also committed to

purchase pirated music (Fetscherin, 2009; Hardy, Krawczyk, & Tyrowicz, 2013; Mehta & College, 2009), thus significance others show a great influence to these people who have high income but still purchase pirated products.

Empirical research examining the determinants of music piracy behavioural intention shows other antecedents than the monetary motive as possible clarifications for the intention to purchase pirated music (Dilmeri, 2013). Wang et al (2009) also suggest that in order to motivate and entice sales from young people, there is need for music industry to introduce awareness to young generation on consequences of significant others to illicit behaviour, such as various purchases of pirated music CDs and other pirated related applications. Subjective norm is identified as a significant instance of repurchase intention as stated by Chiu et al. (2014) Freestone & Mitchell, (2004) stress that generation Ys use to exploit business via the Internet and related technologies like buying pirated music CDs, and despite the fact that these activities are costly to business and society, many were not seen as wrong as it looked upon in a less serious manner, both from an ethical and legal perspective, than other crimes.

Specifically, Generation Y users enjoy a deep relationship with their peers. Most of the times, they rely heavily on technology to interact with others, for entertainment, and even for emotion regulation (Park & Gursoy, 2012). Generation Y as the first generations to have high tech know-how and the internet from their very early age. Also, they are more possibly more than older internet users to download music, to play online games, to create blogs and utilize instant message tools (Lysonski & Durvasula, 2008).

Purchasing pirated music CDs is the decision made based on young people who have low idolatry. This finding is in line with some previous findings, such as McCutcheon et al. (2002) and Fekadu & Kraft (2001) who find that there is a negative relationship between idolatry and intention. Meanwhile, this finding is not in line with some previous studies that find positive influence of idolatry and intention (Chiou et al., 2005; Wann et al. 2000; Yue et al. 2010; Joiner et al., 2005; Ouellet 2007) .

However, such results were not unusual for purchases of pirated music CDs in behaviour studies. Similar findings were mentioned by past researchers that idolatry might not be significant for music piracy (McCutcheon et al. 2002 and Fekadu & Kraft 2001). It was observed that people with high idolatry would not purchase pirated music CDs compared to these with low idolatry (Wang et al., 2009). According to Fishbein & Ajzen, (2005) suggested

that the model doesn't essentially becomes invalid if in a particular cross-sectional sample one or more variables were insignificant. The characteristic of the sample concerned could be attributed to this peculiarity in a particular time and situation

However, the non-significance of idolatry may have other consequences. It means that attachment and identification to idols may not act as a significant determinant of purchase intention. According to McCutcheon et al. (2002) , most of the respondents surveyed were actually purchase pirated goods due to various reasons, thus their attachment level of idols in buying non pirated music CDs did not affect their intention to buy. Under Tanzania context, this might mean that despite the attachment and identification with idols (Chiou et al., 2005), Y-Generation who intend to buy pirated music CDs may not actually perceive the attachment they have to their musicians as retracting factors in determining their purchase intention .

Another reasons for non-significant of idolatry could be the type of respondents covered in the study. Oftentimes, the behavioural research design calls for the "decision makers" surveying as behind purchase motives researchers are interested to find the "influencing factor (Coyle et al., 2009). The same applies to the current study as it was probed before filling-in the questionnaire whether the person is able to purchase pirated music CDs on his/her own. As a result, it is expected that the sample consists of respondents who was supposed to have substantial control of his/ her decision. In a view at the response pattern, respondent's tendency to respond about the central answer might cause slightly positive kurtosis and skewness and the score without much variation. Statistically non-significance result might be caused by such invariability, which is actually the sample representative. In other words, it elaborates the fact that no matter how much level of idolatry (high/Low) a person feels to have on his/her decision in buying pirated music CDs, he /she has the behavioural intention which is independent of the level of idolatry.

The non-significance of idolatry may also be linked to the limited source music channels in the market, this leaving consumers with a few alternatives to choose from. Recent studies explored that consumers in Tanzania really do not have much choice when it comes to music service providers, since in most cases sellers service-depth is very low (Makulilo, 2013).

Limitations and Future Research Directions

Even though, this study was able to provide support for the hypothesized relationships between the exogenous and endogenous latent variables, the results recorded should also be interpreted

by bearing in mind limitations in the study. First and substantial, this study adopts one-shot, single-point-in-time data collection technique and apart from the fact that adopts a cross-sectional research design, it also impedes causal inferences to be made from the population of study. Therefore, an alternative research design, a longitudinal design, is recommended for future research reflections. To further confirm the results in this study the measurement of the latent variables at different points in time is allowed.

Secondly, probability sampling is adopted in this study (specifically, mall survey technique), where eight malls of Dar-es salaam Tanzania were categorised as mutually exclusive stratum. The extent to which this study could reflect local populations' understandings has restricted by this technique used, as direct application of the findings to a contexts, specific local situations and individual consumer buying behaviour under review might be too abstract. Hence, future research should use non-probability sampling technique as a sample frame, by going beyond this sampling technique already used.

Thirdly, this study offers quite limited generalizability as it focused mainly on large malls. Although, these large malls are observed to be more capable to have users of pirated music CDs than the local shops who are constrained due to their size and resource (Babin et al., 2004; Wee, Ariff, Zakuan, & Tajudin, 2014). Nevertheless, other previous studies have revealed that some small traders also engaged in music piracy (Makulilo & Boshe, 2013) and the fact that music piracy goes beyond mall size, but a function of perception of clear economic benefits to a large extent. Therefore, future researchers may wish to extend this study further to include small traders who has also been shown to be more responsible towards music piracy activity. And considering their size, smaller traders are more likely to be committed to changes in their construction business initiatives that may be ant- piracy campaign (Berland, 2013). Smaller traders have also been observed to possess the ability to make quick decisions in response to issues within their business due to their relative structural flexibility and movement (Pennings & Smidts, 2015).

Fourthly, the research model in this study was only able to explain 31.7% and 20.1% of the total variance in the endogenous latent variable (intention and consumer buying behaviour) respectively, implying that there are other latent constructs that could possibly and significantly explain the variance in consumer buying behaviour. In other words, it shows that there are other factors that could explain the remaining 68.3% and 79.9% of the variance for intention and consumer buying behaviour respectively. Thus, future research considerations should

include other possible factors that are capable of motivating music industry to gauge the level music piracy intention and behaviour, apart from their idolatry, subjective norm, self-regulatory efficacy and government regulation that are considered in this study.

Conclusion

The finding of the study indicates that the level of consumer intention to purchase pirated music CDs of the designated respondents is moderate. This means that the level to which existing consumers positively encourage and recommend the purchase of pirated music CDs to others is moderate, and is dedicated to their re-patronizing their preferred pirated channels. This finding is considered as an addition to the body of knowledge linking to the importance of higher levels of consumer intention to purchase pirated music CDs in the music industry. It also suggests that the managers of the music industry should employ more persuasive strategies on consumer buying behaviour, since the intention is not necessarily being the actual behaviour. Findings of the study also suggest that subjective norm have significant influence on purchase intention and intention while idolatry has insignificant influence on purchase intention. The finding avails managers and academicians a much stronger basis for recommending strategies to ensure high level of consumer buying behaviour. Therefore, it is imperative that music industry should take extra effort to improve self-regulatory efficacy, subjective norm particularly idolatry level in their efforts to attain higher level of consumer buying intention.

Despite the fact that many studies have examined several underlying factors to consumer buying behaviour among Generation Y. Over again, this study's theoretical framework was also able to add to the domain of consumer buying behaviour for change and Theory of Planned Behaviour (TPB) by examining the influence of intention on consumer buying behaviour as well as the effect of intention factors on consumer buying behaviour. In addition to this theoretical contributions, the results from this study has also provided some important practical implications to music industry and other music stakeholders. The study also demonstrated that TPB is a feasible theory to explain and predict behaviour intention and purchase behaviour of pirated music CDs of Y-Generation consumers in Tanzania. Moreover, regarding this study's limitations, several future research directions has been suggested.

In conclusion, according to Hart, (1998 p. 24) all the relevant originality requirements of a doctoral thesis has been able to meet in this study. These requirements are: firstly, this study

has not been carried out earlier and is an empirical-based research. Secondly, known ideas and practices already established this study utilised but different and new interpretations imbibed. Thirdly, the present study was able to lay new suggestion to bear on the concept of consumer buying behaviour in Tanzania music industry. Fourthly, the study discovers new dimension to idolatry that scholars in music industry have not considered earlier.

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