

MODELING PIRATED MUSIC COMPACT DISCS (CDs) PURCHASE BEHAVIOUR IN TANZANIA MAINLAND

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Abstract

Despite all the effort made to convince consumers on the consequences of purchase of pirated music CDs and consumption, it still unknown how they dare to continue purchase these unethical music CDs in Tanzania. This shows that there is a low level of purchase of original music CDs in Tanzania by Generation Y. Furthermore, there seems to be an absence of enforcement on government regulation among her citizens such as lack of penalty, fines, lack of awareness of risk involved in purchasing pirated music CDs, expensive original music CDs prices, lack of self-regulatory efficacy and the issue of what influences others affected also the purchases of original music CDs in Tanzania. The main objective of this study is to propose a research model for determining pirated music CDs in Tanzania. The literature also identifies four probable factors (Idolatriy, subjective norm, self-regulatory efficacy and governmental regulations) that could be the causal factors for poor purchase behaviour of original music CDs. The proposed methodology is the quantitative approach by collecting primary data from consumers represented by Generation Y at eight selected Malls at Dar- es- salaam City in Tanzania. The data collected will be analyzed using partial least square. The expected findings will illustrate the real factors that could affect purchase behavior of original music CDs which could benefit the policy makers, consumers and the marketers of Music industry in Tanzania.

Keywords: Actual Purchase of pirated CDs, Tanzania, Modeling, Self-regulatory efficacy, Subjective Norm, Idolatriy and Enforcement (Government regulation).

1. INTRODUCTION

Music industry produce business music material which is intangible and also intended for listening to the consumer. This material product is creative work of an Artists (cassette, compact disc) which also sold to final consumer. Artists in order to increase additional source of income frequently go on live tours, but the main source of income comes from the sale of records through distribution and mass production in the entertainment industry [1]. According to [2], a compact disc is regarded as in part material while a song is regarded as in part not and concluded that non-material part is of most important than the first in record industry.

Marketing effort and creativity are necessary to make a record valuable, as well as a sense helping to identify the product that can be sold well. Normally, 80% of records are unsuccessful, whereas the remaining 20%, which can turn into hits, bring enough profit to make music production a successful business [3].

The creation of piece of music needs the record companies that work in the music industry to invest large in asserts, its distribution and recording in physical format, including marketing activities prompting the purchase of a particular record so as to maximize profits. Hence the economies of scale, cost on creation and distribution of recorded music stable determines the success of a record, while earnings are directly dependent on the number of records sold. That's why the major threats of diminishing sales revenue in music industry is digital piracy which is increasing rapidly as a forest fire due to development of Internet industries and digital development. Sales of music on physical media have declined 53%, from \$14.6 billion to \$7.0 billion in 2013 [4]. However, in developing countries, weak or non-existent distribution networks, piracy, and a non- enforceable law, cause a significant loss of revenue for both the artists and the national economy due to purchase pirated music CDs [5]. In Tanzania sales of music CDs has continued to drop tremendously, for instance, production of music CDs for past 10 years was 300 per year but dropped to 100 in 2015 and further decline of over 50 per cent in both production and distribution original audio (CDs) due to increase sales of fake CDs in a country in 2015 [6].

1.1. Research problem

Music CDs Purchase behavior has been hampered by factors such as price sensitivity, quality of music CDs; availability is some regions [7]. Coupled with this; there is also low enforcement of the government regulations [8; 9]. It has been noted with dismay that consumers (Gen Y) no longer have self-regulatory efficacy means power or ability to avoid this temptation of purchase pirated music CDs [10; 11]. As regards to Tanzania, there is low level of purchase of original music CDs and high level of sales of pirated music CDs, and the absence of idol worship among Gen Y which have led to the parlous state of the Tanzanian musicians. To further emphasize this, it was quoted in [12], that Tanzania is confronted with several peculiar challenges which make music industry unsuccessfully.

1.2. Research objectives

The study seeks to achieve the following objectives:

1. To gauge the level of consumer intention to purchase pirated music CDs among Tanzanian consumers.
2. To examine the relationship between intention and purchase behavior of pirated music CDs among Tanzanian consumers.
3. To investigate the moderating effect of enforcement (government regulation) on the relationship between intention and purchase behavior of pirated music CDs.
4. To examine the influence of idolatry, subjective norm and self-regulatory efficacy on intention to purchase pirated music CDs among Tanzanian consumers.
5. To examine the influence of self-regulatory efficacy on purchase behavior of pirated music CDs among Tanzanian consumers.

2. LITERATURE REVIEW

2.1. Purchase behavior of pirated music CDs

Purchase behavior is defined as an “individual’s readiness and willingness to purchase a certain brand/service or music CDs” or “decision processes and consumer involvement in purchasing and using music CDs” [13]. Simply, as purchasing goods and services for personal consumption, and means of consumption through the process of buying or using goods, or the amount that people buy or use [14].

According to [15], purchase behavior is evident when a consumer goes through all the relevant steps of a purchase. This would involve the brand, method of payment, package, location of purchase, and all the other factors related to purchasing a particular brand. The aforementioned definition states that actual purchase behavior is the end step that results from the different processes that a consumer goes through. According to studies by several authors [16] there are different stages in buying purchasing behaviour, and these can be summarized as the need/desire to recognize brands, search for information about the brands that can complete the need, estimate the set of options presented in the market, decided to purchase a brand, and the estimation of their decision after actual purchase. Consumers may make their purchases at several locations and at any time, but purchase behavior need not involve all the processes mentioned above.

According to [15], understanding purchase behaviour is therefore very important in order to attract and retain consumers. Thus, marketers need to keep improving their understanding of consumer behaviour, both from an individual’s perspective, and also in terms of market sectors. Therefore, the definition of purchase behaviour in this study is the individual’s readiness and willingness to purchase and use a certain brand or service [13]. Consumer purchase behaviour is not only important for marketers or companies, but also for Government, which benefits from an understanding of consumer purchase behaviour as well. It can help the Government in planning its strategies to support and co-operate with public and private sectors. In the present study, the main issue is less confidence of Y-Generation to avoid temptation to purchase pirated music CDs which lead to low purchase of original music CDs Tanzania.

2.2. Music piracy intention

Intention refers to the tendency and willingness of individual to do something. Intention toward music piracy is willingness and tendency that the individual wants to use or purchase pirated music [17]. Also he argued that purchase intention is significant factor and a proxy to actual purchase intention whereas intention easily translates into behavior, the probability of which individual using pirated music is large when the individual has a strong intention. According to [14], intention refers to the subjective probability of one’s engagement in any behaviour. Purchase intention is a full intermediary between attitude, subjective norm, perceived behavior control, and actual behavior [18, 19], and partially mediates the impact of perceived behavioural control [18]. However, the other definition of purchase intention is defined as the probability for consumer’s intention to adopt certain actual purchases [20]. It represents the intention to actual purchase in the purchasing decision process. Behavioral intention appears in various forms, such as a tendency to purchase a music CDs for the first time, or a commitment to repurchase a current music CDs.

Additionally, there are many studies that indicated that purchase intention is a good predictor of the actual purchase of a pirated music CDs, as established by numerous empirical studies [21; 22; 23; 24; 25; 17]. Below are the antecedents of music piracy intention which have been

examined in previous studies. The findings revealed that music piracy intention was significantly influenced by these variables in the context they were investigated. They are idolatry [26; 27] subjective norm [28] and self-regulatory efficacy [10].

2.3 Enforcement

Lack of enforcing enforcement, as observed by [8]. "The enforcement in the regulation to curb music CDs piracy in Tanzania is not resilient to the society". This is due to lack of proper coordination of artists and enforcement agencies (e.g. COSATA), even though there is Copyright Society of Tanzania (COSOTA), what it does to its capacity is less than satisfactory. While music productions have committed audience/consumers, the society is faced by lack of awareness on the consequences of buying a pirated copies of music CD [12], lack of training and sensitisation of artists, institutions and members of public on regulations matters. Most past studies showed that enforcement appears to play a positive and significant role in purchase behaviour of pirated music CDs [29; 30; 31; 32; 33;]. However, in Tanzania, there is a few studies on enforcement among Tanzania consumers. There is a dire need for researchers to study enforcement, as the topic is still less studied empirically, as recommended by [8,9]. Proposed solutions to piracy have emphasized the importance of enforcement (e.g., threats of litigation and increased awareness of penalties for piracy) as well as economic incentives [34; 35].

2.3.1 Government regulation

These are Legislations and Laws which government formulate to intervene in music piracy issues [8]. Music piracy behavior could be influenced by government actions. Government awareness is a significant factor in influencing and predicting citizens' music piracy attitude and behavior. Logically, as the risk of getting caught increases, people refrain from pirating [22]. Fear of legal consequences to music piracy is very low [36] and punishment severity seems to mainly affect female music pirates [37]. [38], observed that although knowledge of copyright laws increased over the years, this greater law awareness did not translate in lesser piracy. This finding outlines the inefficacy of anti-piracy arguments [28] and copyright laws [38] over music. Conversely, [39] observed that law awareness influenced one's attitude towards piracy, but only at school. The role government plays in music piracy mitigation cannot be overemphasized. It is important that government initiates and promote purchases of original music CDs to the community for awareness purposes which may later on abolish the behaviour of purchase pirated music CDs.

2.4 Self-regulatory efficacy

One of the variables which play an important role in impacting music piracy purchase behaviour is Self-regulatory efficacy. Self-regulatory efficacy, generally defined as individual capability to resist temptation or pressure to execute a certain behaviour [10]. According to [40] the self-regulatory mechanism refer to how individuals constantly monitor their own behaviour (self-monitoring), judge it in relation to significant personal and social ethics (judgmental process), and apply self-reactive inducements to moderate their behaviour (self-reaction). Accordingly, intention to engage in music piracy is affected by Self-regulatory efficacy [28]. The trusting in one's self-abilities might be sufficient to engage in music piracy [41]. Many studies confirm the role of self-regulatory efficacy on participants' intention to use internet and pirated of digital material [10; 42; 43; 44; 45]. [42], discover that deficient self-regulatory efficacy is significantly correlated to internet use. Divergently, perceived self-efficacy did not significantly affects participants' number of movie downloads [46]. Consumer with capability to resist temptation or

pressure to pirate music CDs can easily buy original music CDs even though the environment has a lot of temptation.

2.5 Subjective norm

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” [14]. It is linked to intention, because people often act based on their perception of what others think they should do. Subjective norms were significant predictors of music piracy intentions and behavior [47]. Then, [38] proposed that peer related, rather than authority related, subjective norms were more influential. Posited by [26] that motivation to involve in piracy which encourage participants’ intention to illicitly download of music can be caused by a person social circle.

2.6. Idolatry

Idolatry, or idol worship, “is an unreciprocated or unarticulated attachment to a significant person characterized by frequent occurrence of fantasies in which the personal attributes of the idol are overly enhanced or idealized” [48] in [49]. Idolatry, is a transitional mental phenomenon in the development process of young people [50]. Idolatry is one of the unique characteristics of adolescents, is the excessive admiration of devotion to something or someone [51]. This personal trait is more emotional than rational. Identification is an individual’s emotional connection or attachment to an artist’s [52].

One of the basic factors enhances purchase intention of music is identifying with an artist, since musicians are the reason that consumers desire to purchasing registered CDs rather than illegitimately downloading, it a long-term relationship between the consumers (Y-Generation) and the music industry or the artists [25]. [27] posited that whether or not a person who has high idolatry has downloaded the artiste’s music, he/she would like to buy the licensed version, this means that the intention to buy the idol’s CDs is moderated by one’s idolatry toward the idol, in the case of high idolatry pirate level is less significant than that in the case of low idolatry, so idolatry is positive related with the intention to purchase original CDs.

3. HYPOTHESES

H1: Intention to purchase pirated CDs has a direct positive relationship with actual purchase of pirated CDs

H2: Enforcement (Government regulations) moderate the relationship between intention to purchase pirated CDs and actual purchase of pirated music CDs.

H3: Self- regulatory efficacy has direct positive relationship with purchase intention of pirated music CDs.

H4: Self- regulatory efficacy has direct positive relationship with actual purchase of pirated music CDs.

H5: Subjective norm has direct positive relationship with purchase intention of pirated music CDs.

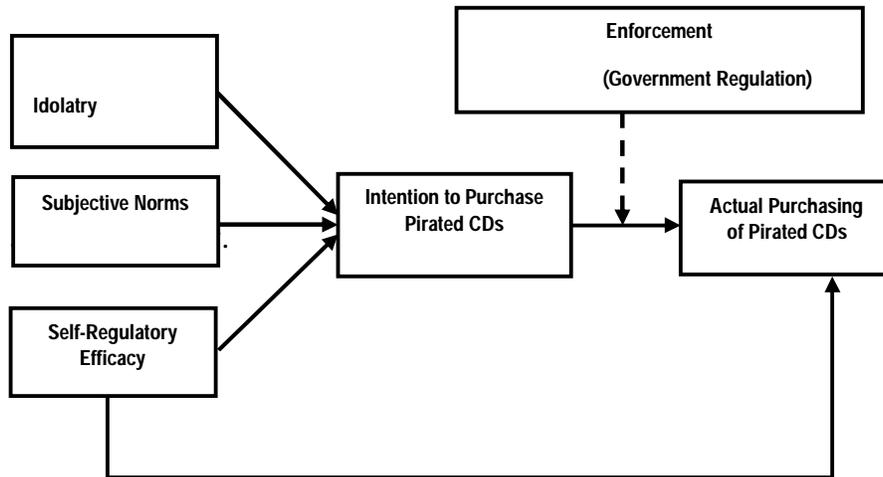
H6: Idolatry has direct positive relationship with purchase intention of pirated music CDs.

H7: Intention to purchase pirated CDs mediates the relationship between self-regulatory efficacy and actual purchase of pirated music CDs.

H8: Intention to purchase pirated CDs mediates the relationship between subjective norm and actual purchase of pirated music CDs.

H9: Intention to purchase pirated CDs mediates the relationship between idolatry and actual purchase of pirated music CDs.

4. Research model



For the purpose of this study, the proposed methodology is quantitative approach by collecting primary data from consumers represented by Y-generation aged 15 and above who go shopping at eight selected shopping malls in the Dar-es-salaam City. The eight malls selected are which are: Mlimani City, Shoppers Plaza, Myfair Plaza, Slipway, JM Mall (Harbour View Towers), and Strip Mall, Seacliff Village, and Quality Center shopping mall. The intended sample size is 800. (100 sample from each mall). The data collected will be analyzed using partial least square.

6. Discussion

The prevailing piracy problems and the issues music CDs piracy have made this study significant. It's important to ascertain consumer's purchase behaviour in Tanzania as a developing nation. It is assumed that the proposed model in this study will give insight to why there is low purchase behaviour. The frame work will enlighten marketers especially, music industry marketing professionals informative insight for strategic decision marketing. The empirical findings on the antecedents of pirated music CDs behaviour will serve as an impetus for studying drivers of pirated music CDs behaviour. The paper is a conceptual proposition which aimed at modeling pirated music CDs behaviour in Tanzania by examining the direct relationship between idolatry, subjective norm, self-regulatory efficacy and the mediating effect of intention and moderating effect of enforcement on the relationship between intention to purchase pirated music CDs and actual purchase of pirated music CDs.

7. Conclusions

Though these days' consumers continue to be conscious of pirated products, they are also mindful of the musician's development and are willing to enhance and promote them through their actions and also consider the consequences of their inaction towards the musicians. Though the variables in this study have not yet been tested, the complexity of the relationship between the variables are so glaring that it need to include them in this study becomes imperative.

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