

PURCHASING INFLUENCE FOR UNAUTHORIZED ENTERTAINMENT PRODUCT CONSUMERS IN NEW YORK

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ABSTRACT

Product piracy inhibits creative talents, innovation and significantly affects the economic benefits for original creators of entertainment ideas and products. Based on Theory of Planned Behaviors, the purpose of this qualitative multiple-case study was to explore some consumer behaviors which influence purchases of pirate entertainment products in New York City. Data were collected from 50 participants who have purchased pirated entertainment products for at least 2 years. Data analysis involved thematic analysis. The 3 emergent themes in final report related to Personal, Cultural, and Social Influences on entertainment consumers purchases of pirated products. The findings could result in strategies for managers to inhibit piracy and alleviate damaging effects to sales and profitability of entertainment products. This study is beneficial to the entertainment practitioners, academics, managers and policy makers.

KEYWORDS: Entertainment product, Movie piracy, Replication

JEL Classification: L80, L82, L89

I. INTRODUCTION

Foundation of the Study

Entertainment business is made up of organizations that produces and distribute of motion pictures, videos, television programs, or commercials (Connaughton & Madsen, 2011). However, entertainment corporations managers can only earn profit through the sales of original products (Oestreicher, 2011). Product piracy is a significant problem responsible for the decline in sales of about 31% music products between 2004 and 2011 (Smallridge & Roberts, 2013). Piracy of products also results in loss of approximately \$6 billion annually to U.S. movie studios (Ho & Weinberg 2011). Chinaka (2016) suggested that the main intent behind purchasing any product or service is satisfying needs and wants. The purpose of this qualitative multiple case study was to explore some consumer behaviors that influence purchases of pirated entertainment products. The study focus is on consumers of entertainment music and movies in New York City.

Background of the Problem

Entertainment business sector is critical to the survival of U.S. economy (Kureshi & Sood, 2011). However, the advent of Internet and development in digital technology has resulted to an increase in the art of entertainment product piracy (Al-Rafee & Dashti, 2012; Rybina, 2011). Advancement in digital technology also made identification and prevention of entertainment-product piracy difficult. N. Akaeze (2016) suggested that reproduction of films is highly significant in NYC than anywhere else in the United States. Piracy of products has negative effect on local and national economies (Ahmad, 2010).

Resultant secondary harms from product piracy include loss of artistic talent, job loss, and loss of creative motivation by producers (Morris & Higgins, 2010). According to Smallridge and Roberts (2013), sales of music products declined approximately 31% between 2004 and 2011 due to product piracy. Burke (2010) and Walls and Harvey (2010) suggested a decline in profit margin to entertainment corporations and stakeholders due to the increase in products piracy. Despite the enforcement of copyright laws, sales of original entertainment compact discs in the U.S. declined over 74% between 2001 and 2010 (Koster, 2012). The production, selling and buying of pirated entertainment products is increasingly significant and at an alarming rate (Hsiao-Chien & Wang, 2012).

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To curb the practice of product piracy, entertainment industry leaders and stakeholders need to adopt new strategies to address the problem. Wan, Luk, Yau and Tse (2009) suggested that the practice of piracy is increasing because of consumers who purchase pirated products to satisfy entertainment wants and needs. Therefore, exploring consumer behaviors that influence purchases of pirate entertainment products may result to strategies for inhibiting entertainment products piracy. According to Wiedmann, Hennigs and Klarmann (2012), entertainment managers may develop strategies to reduce global appetite for pirated products with a better understanding of consumer purchasing behavior.

Problem Statement

The U.S entertainment industry loses an estimated three billion dollars in total annual income to purchases of pirate entertainment-product (Walls & Harvey, 2010). Annual losses to piracy of entertainment products result to job losses exceeding 71,000 annually (Al-Rafee & Dashti, 2012). The problem is demand by some consumers for pirate entertainment products. Specifically, some consumers purchasing behaviors are complaisant towards pirate entertainment products.

Purpose Statement

The purpose of this study was to explore some consumer behaviors responsible for complacency towards purchases of pirated entertainment products. Responses from a convenient sample of up to 50 participants in New York City to an on-line questionnaire aided collection of qualitative data. Participants were consumers of entertainment music and video products who answered questions on Survey web site and self administered questionnaires. Results of this study may assist entertainment managers better understand consumer motivation for purchasing pirate entertainment products.

Nature of the Study

A researcher can use the qualitative method to understand social situation of a person, group, or organization (Trotter, 2012). Qualitative method is appropriate for this study because qualitative method is flexible and allows open-ended questions, observation, interviews, and analyzing of documents (Hunt, 2014). In addition, researchers can use qualitative method to gain insight into issues, claims, and concerns by identifying views, opinions, and perceptions of participants (Hunt, 2014). For this study the choice of multiple case designs was to augment external validity and guard against observer bias.

Case study design was appropriate for this study because of the use for clarifying findings. According to Yin (2011), a qualitative case study design is vital to finding answers to a research question. The goal of this qualitative case study was to determine the behaviors that influence consumer purchases of pirated entertainment products in NYC. Researchers may use qualitative case study designs rather than quantitative designs to explore how participants interpret phenomenon (Saxena, Gupta, & Ruohonen, 2012).

Research Question

The central research question for this study is as follows: What consumer behaviors influence complaisance towards purchases of pirate entertainment products?

Conceptual Framework

Conceptual framework for this study is theory of planned behavior (TPB). Researchers widely use TPB authored by Ajzen in 1985 to describe the practice of purchasing pirate products (Wiedmann et al., 2012). Purchases of pirate entertainment product are an unconventional practice that seems harmless, and involves human conduct (Hinduja, 2011). Wiedmann et al., (2012) associated consumer purchase of pirate products with multifaceted reasons which explains pirate consumption using the TPB. Researchers use the TPB theory to analyze attitudes, subjective norms, and perceived behavioral control, to predict intention with relatively high accuracy (Wiedmann et al., 2012). Furthermore, TPB assumes that a person's intention, when combined with perceived behavioral control will help predict behavior with greater accuracy.

Scholars use the TPB to determine purchase intentions, particularly people's situational mood (Hinduja, 2012). In the case of pirated products, researchers use mood processes to explain why people are prone to buy pirate products even when the individuals know the unconventionality of their behavior or the lack of post purchase satisfaction with a product of inferior quality (Hinduja, 2012). One reason for the prevalence of pirate movie purchasing is that many people do not consider the practice as wrong. The TPB is widely used to explain practice of purchasing pirated products (Wiedmann et al., 2012). The TPB concept indicates that actions and planned behavior affect behavioral intentions and influence attitude of an individual regarding the practice, consequences of behavior, and subjective norms (Wiedmann et al., 2012).

Researchers use TPB to analyze attitudes, subjective norms, and perceived behavioral control, and predict intention with relatively high accuracy. The theory assumes that a person's intention, when combined with perceived behavioral control will help predict behavior with greater accuracy. Scholars also use the TPB to determine purchase intentions, particularly individual's situational mood. The TPB provides a sound theoretical basis to explore behaviors which influence entertainment consumers' purchases of pirate products.

A product buyer begins with the recognition of a need, then search for information, evaluates alternatives, and makes purchase (Spear, 2012). Wiedmann et al. (2012) revealed the multifaceted reasons why consumers purchase pirated products using the TPB. The concept of TPB facilitates understanding of beliefs about resources and opportunities, often viewed as underlying factors influencing planned behavioral control (Muthiani & Wanjau, 2012). Having positive attitudes toward purchasing a product and having social reasons to do so predict intentions of knowingly purchasing pirate products, based on perceived ease or difficulty associated with behavior. In line with the concept of TPB, Muthiani and Wanjau (2012) identified that a significant factor influencing product piracy is pricing.

Definition of Terms

Entertainment product. Entertainment product is an optical disc, which the entertainment producers make in various formats of compact discs and digital video discs (Oestreicher, 2011).

Product Piracy. In general exists in four common forms of intellectual property rights (IPRs) infringements which includes; counterfeiting, piracy, imitation and gray market (Wiedmann, Hennigs & Klarmann, 2012).

Assumptions

We assumed that participants for this study would give honest, thoughtful, and comprehensive responses to the questions. A further assumption was that participants gave accurate information on their experiences. Final assumption was that sample size for this study was adequate and represents the consumers of entertainment products throughout NYC. The research design and methodological procedures minimized the impact of these potential problems.

Limitations

This study of consumer behaviors that influences the purchase of pirated entertainment products has four limitations. First, the current study location was a limitation to a sample of convenience and results may not generally apply to other populations. Second, data collection for this study was limited to responses from questionnaires and triangulation of information using other means like field notes or followup questions was difficult. Third, participants may have relied on their memory and recollections and information they provided could be participants' perceived truth. Finally, information collected from participants lacked detail because questionnaire consisted of closed questions. Responses were fixed with less scope for respondents to supply answers which reflected true feelings on research topic. We addressed the limitation, through rich, thick description and analysis.

Delimitations

Delimitations include using a sample of consumer of entertainment products in NYC to collect data. Additional delimitation is the use of questionnaires consisting of closed ended question to collect data from up to 50 consumers of entertainment products about their understandings of product piracy. Convenience samples of consumers of entertainment products in NYC who are 18 years and over may not represent generalization to other locations.

II. LITERATURE REVIEW

A Review of the Professional and Academic Literature

The digital age may have brought about an abundance of ways to copy or pirate original works (Rybina, 2011). The advent of Internet has resulted in an increasingly serious problem regarding the purposeful theft of intellectual property (Al-Rafee & Dashti, 2012; Wu, Chou, Hao-Ren & Mei-Hung, 2010). Revenue loss to the practice of piracy of entertainment products in 2005 was \$1 billion in revenue, including film piracy, Internet piracy, bootlegged DVDs, and other forms of hard-good piracy (Klinger, 2010). The actions of individuals who pirate entertainment products may be responsible for weak distribution and sales of entertainment products. The goal of this study is to explore consumer behaviours which influence purchasing of pirate entertainment products.

Software Piracy

Software piracy is the unauthorized transfer of technology; use or piracy of intellectual property (IP) protected software (Chan & Lai, 2011). Liao, Lin, and Liu (2010) used TPB to quantitatively examine perceived risk influence on attitude and intention toward using pirate software. Goode (2010) quantitatively examined the supply of pirate software for mobile devices against a backdrop of conventional desktop-piracy theory using secondary data from 18,000 entries to a pirate software database. Woolley (2010) quantitatively examined whether the theory of reasoned action (TRA), adequately described music piracy in the same fashion that TRA described software piracy, using data from university students.

Sheng, Shin, and Chou (2010) qualitatively explored the intention to pirate software using their conceptual model. Rossman (2010) analyzed the music industry's anti-piracy efforts and how filesharing is changing the music industry. Phau and Ng (2010) quantitatively investigated the salient factors influencing consumers' attitudes and usage intentions toward pirate software with data from students and TPB. Aleassa, Pearson, and McClurg (2011) quantitatively investigate software piracy in Jordan using the theory of reasoned action and data collected from a sample of 323 undergraduate business students. Dahlberg (2011) explored how the legal processes against Swedish file-sharing site, The Pirate Bay. Meissner (2011) discussed whether filesharing is an ethically problematic act. Norazah et al. (2011) examined the factors that influence consumers' intention to purchase and use pirate software, using data from 289 consumers in Malaysia. Peerayuth and Elkassabgi (2011) quantitatively examined the relationship between software piracy and technological outputs in developed nations using data obtained from 28 industrialized countries between 2003 and 2007. Lindgren and Linde (2012) investigated the possibility of recognizing parts of the collective act of online piracy as a social movement.

Andrés and Asongu (2013) examined governance mechanisms by which global obligations for the treatment of intellectual property rights (IPRs) are useful in the battle against piracy. Kigerl (2013) investigated the predictors of digital piracy at the national level using data obtained from reports created by copyright industry representatives. Kigerl posited that poorer and less technologically advanced countries have a higher rate of piracy, but lower absolute piracy activity. Kigerl concludes that Software piracy rates inversely relate to predictors such as population size, GDP, the number of Internet users per capita. The author suggested that policy ought to focus on wealthier nations, than the poorer nations, when targeting piracy behavior.

Music Piracy

Music piracy is the practice of copying and distributing unlicensed copies of music or software productions (Woolley, 2010). The practice of downloading music without approval is a problem for the music industry (Tade & Akinleye, 2012). Legal loopholes through the Fair Use Act are contributory to problems of music piracy. Under the Fair Use Act, a critic can quote from a work under consideration in the review (Cummings, 2010). Gunter, Higgins, and Gealt (2010) quantitatively examined the gap in researching diverse populations potentially involved in piracy practice.

Jens and Mich (2010) examined the digitalization of music and its profound impact on the music industry, witnessed through conflicts in music industry, artists, consumers, as well as changes in business models. Hougaard and Tvede (2010) analyzed the market for digital music. Bonner and O'Higgins (2010) examined the issue of music piracy under an ethical lens, with data collected from 84 students and workers through questionnaires on social-networking websites. Seidenberg (2010) studied the new vehicles for delivering music in innovative ways. Exum, Turner, and Hartman (2012) used quantitatively method to examine the diagnostic accuracy of self-reported intentions to offend (SRIO) scores by comparing participants' intentions to acquire illegal music files from a designated distributor to their actual attempts to obtain such data. Hinduja (2012) examined the connection among music piracy, general strain theory, and self-control theory, using data from a sample of university in the United States. Turri, Smith, and Kemp (2013) quantitatively examined how emotional, or affect-based brand relationships, are developed in online social communities.

Movie Piracy

Movie piracy occurs when individuals who do not own rights to original work pirate original movies. Reducing piracy rate and preventing counterfeit may shed light on several significant economic benefits for the market or economy. Neenu and Lobo (2011) posited that the film industry relied on its box-office collections, sale of Blu-ray discs, DVDs, and video CDs to create profit. Individuals who pirate movies seriously threaten the profits. Walls and Harvey (2010) examined the surviving brick-and-mortar market for pirate DVDs in Hong Kong.

Ho and Weinberg (2011) examined how different segments in the movie market respond to three marketing drivers namely, prices, product availability, and viewing channels (including piracy). Koster (2012) explored the

fight by French authorities against Internet piracy with Hadopi Law. Dolinski (2012) explored the Legal Boundaries between Internet piracy and Legal Exchange of Files through Internet. Wing (2012) explored the debate over copyright piracy and its control in Western countries, particularly the use of graduated response laws in countries like the UK. Banutu-Gomez (2013) explored effects of piracy and counterfeiting on international economy. The author suggested that though some governments have laws against product piracy, enforcement has not been strong enough.

Digital Piracy

Digital piracy is the act of copying digital goods, computer software, electronic documents, and digital media without explicit permission of copyright holders or consumption of illegal copies of digital services (Taylor, 2012). The use of Internet may facilitate this form of piracy by allowing the act to take place anonymously. The practice of digital piracy affects various stakeholders, like recorded music, movie and software industries, distributors and consumers (Vida, Mateja, Kukar-Kinney, & Penz, 2012). Individual who pirate can download products without cost or licensing. Digital piracy continues to perplex service marketers who produce replicable digital products such as music, movies, software, etc (Taylor, 2012). Efforts to curtail piracys involve promoting public awareness through consumer education and protection of intellectual property rights through legal threats and actions against operators facilitating digital piracy activities (Vidal et.al, 2012).

Morris and Higgins (2010) studied digital piracy and social learning theory using data collected from 585 college students in different universities. Lorde, Devonish, and Beckles (2010) examined factors that affect propensity for digital piracy in Barbados with data from 390 Barbadian participants. Danaher, Dhanasobhon, Smith, and Telang (2010) examined the impact of digital distribution on sales and Internet piracy with data from two large data sets from Mininova and Amazon.com documenting levels of piracy and DVD sales for NBC and other major networks' contents.

Williams, Nicholas, and Rowlands (2010) evaluated the literature on digital consumer behavior and attitudes toward digital piracy. Yoon (2010) studied ethics theory in digital piracy using data from 270 Chinese university students. Yu (2010) focused on a direct comparison between the propensities for committing digital piracy and that for stealing. Downing (2011) used cyber ethnography to study the community of retrograde gamers regarding digital piracy of retrograde and contemporary video games. Rybina (2011) examined influence of social norms and standards, perceived risk of physical injury, and consumer expertise in filesharing on digital piracy in post-Soviet economies.

Panas and Ninni (2011) examined the influence of attitude, subjective norms, perceived behavioral control, moral responsibility, perceived equitable relationship, and deterrence effect of the legislation in ethical decision making about electronic piracy. Oguer (2011) considered the decision to enforce the Hadopi Act rather than support the global licensing of piracy networks. Taylor (2012) studied how well digital piracy self-report intentions predict actual digital piracy behaviors in marketing research. Vida, Mateja, Kukar-Kinney and Penz (2012) investigated consumer perceptions of own risk and benefits of digital piracy behavior as determinants of the justification for such action and the consequent future piracy intention using a mixed method. Blankfield and Stevenson (2012) explored the technological methods which United Kingdom and United States publishers and their representative bodies are using to tackle the growing challenge of e-book piracy.

Larsson, Svensson, de Kaminski, Rönkkö, and Olsson (2012) explored piracy using secondary data collected from 75,901 respondents overall in the study through BitTorrent tracker the Pirate Bay website. Al-Rafee and Dashti (2012) studied a behavioral model in the United States and the Middle East using TPB in the context of digital piracy. The authors collected data from 613 (328 Kuwaitis, 285 U.S. citizens) college undergraduate students. Al-Rafee and Dashti found that the attitude was significant in the Middle East, compared to the United States.

Related Studies

Ethics is essential for personal development of future business leaders while ethical values form the fundamentals of ethical culture within organizations and business environments, which operates on self-regulation (Nga & Lum, 2013). Consumers' attitudes, moral intensity, and perceived risk influence intention to buy while moral intensity and perceived risk determine attitudes (Koklic, 2011). Individual characteristics may influence propensity toward downloading and deterrent messages communicating that downloading is illegal or comparing downloading to stealing are unlikely to deter downloading behavior (Robertson, McNeill, Green & Roberts, 2012). Jančić (2010) explored a set of complex legislative proposals to reform the telecommunications sector of the European Union to find out whether an administrative organ or only a judicial body could impose

such a prohibition. Meyer and Leo (2010) studied the warning and sanction mechanisms aimed at fighting online piracy.

Pang (2010) explored Hong Kong Cinema and the use of dialect in the mass media particularly in China. Burke (2010) discussed the issue of online piracy, counterfeiting, and the role played by the United States in global efforts to fight the problem. Watson and Dow (2010) examined auditing compliance. McLennan and Le (2011) explored the relationship between intellectual property rights and the growth rate of per capita GDP during 1996–2006 periods in 71 countries using software piracy data as a proxy for intellectual property-rights infringements. Economic and social strain events are conditions that individuals dislike (Lin & Mieczkowski, 2011; Carlo, Padilla-Walker & Day, 2011) found that economic pressures can cause strain.

Consumer Behavior

Consumption is the use of goods and services with exchangeable value by individuals (Grauerholz & Bubriski-McKenzie, 2012). A consumer is the person who buys or uses goods or services. Consumer behavior refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants (Latuszynska, Furaiji & Wawrzyniak, 2012). The consumer's decision-making process is personal perceptions and non-personal perceptions like perceived conspicuousness, perceived uniqueness and perceived quality. Everyone has certain basic human needs that serve as motivation for him or her to take action, including buying action. According to Chinaka (2016), the central idea behind purchasing a product or services is to satisfy needs and wants. Consumers possess specific belief and attitude towards a variety of products. Since such beliefs and attitudes affect consumer buying behavior which should interest business managers.

Factors Affecting Consumer Behavior

The initial process of consumer behavior involves efforts to find what commodities the consumer wants. Thereafter, the consumer should select commodities with promises of superior benefits. After selecting commodities, consumers may estimate the available money. Finally, the consumer analyzes prevailing prices of commodities and decides on the commodities to consume. Other factors which influence purchases by consumers include social, cultural, personal and psychological (Rani, 2014).

1. Cultural Factors
2. Social Factors
3. Personal Factors
4. Psychological Factors
5. Marketing mix

Costs and Benefit

Benefits are the change in individual well-being which policy induces while costs are generally measured in terms of monetary costs of resources (Wolfson, 2001). Cost-benefit analysis refers to a narrower class of procedures of evaluation in terms of the net benefits to individuals (Wolfson, 2001). The concept of costs and benefits encompass an area of economics which relates to rational expectations and rational choices. In line with the concept of costs and benefits, individuals are likely to make the choice which has the most benefit to them, with the least cost under any given situation. The principle of costs and benefit extends beyond financial transactions and relate to choice that provides more in benefits than it costs.

In line with the principle of Cost and benefit, a beer consumer will buy the best beer he or she can afford, not, necessarily, the best tasting beer in the store. In order to explain individual behaviour, economic science uses the rational choice model. The main assumption in the rational choice model is that the behaviour of all economic actors is perfectly rational (Mcclennen, 2010). The perfect form of rationality is based on the principle of maximization that consumers always tend to maximize utility, while manufacturers tend to maximize profit.

Theory of Planned Behavior

According to Coleman et al., (2011), theory of Planned Behavior (TPB) outperforms TRA in predicting favorable behavioral intentions. The TPB was added to existing model of reasoned action to address inadequacies that Ajzen and Fishbein had identified through their research using TRA. A significant limitation of TRA was with people who have little or feel they have little power over their behaviors and attitudes. Ajzen observed that aspects of behavior and attitudes as being on a continuum from one of little control to one of great control. To balance these observations, Ajzen added a third element to the original theory which he called the concept of perceived behavioral control. The addition of this element resulted in the newer theory known as TPB.

III. RESEARCH METHOD

Qualitative research method is appropriate for identifying perceptions of participants (Marshall & Rossman, 2011). We selected qualitative method because data collection consists of words rather than numbers (Castellan, 2010). In addition, the study sample is small and not a random selection which align with case studies. Therefore, in this study we used the qualitative case-study method to ensure an in-depth analysis. The central research question is a “What” question. However, what questions are rationales for exploratory studies (Yin, 2009).

Hashim, Hashim, and Esa (2011) posited that qualitative case studies enable researchers to analyze particular cases in perfect settings. For this study, we chose multiple-case-study design to facilitate an understanding of real-life contemporary phenomenon in context (Ritvala & Salmi, 2011). Researchers can use case designs deeply to investigate dynamic, experiential, complex processes and areas (Vissak, 2010). Halaweh (2012) noted that researchers generalize in single-case and multiple-case studies that apply to fundamental principles rather than to populations. Qualitative case study approach enabled us to describe how participants understand the issue of product piracy.

Data Collection

Questionnaires are a most convenient and inexpensive way of gathering information from people and could be used to cover a large geographical area (Hunter, 2012). The good thing about Qualitative questionnaires is the flexibility and possibility of wording in different ways to allow participants to give responses in their own words compared to a yes or no. The questionnaire was designed in such a way that participants had freedom to express views in response to the question asked without any influence or clues from the interviewer. The questions consisted of closed ended questions which allowed respondents write either positive or negative responses. Data gathered in this format is helpful if researchers seek to understand how people feel about certain issues.

Data Collection Technique

The questionnaire was designed to answer central research questions relating to four major factors that influence consumer purchasing behaviors. Lee (2009) and Rani (2014) identified the factors as;

- 1) Cultural,
- 2) Social,
- 3) Personal,
- 4) Psychological.

The use of questionnaires saves researchers some time (Harris & Brown, 2010). The questionnaire for this study consisted of closed ended questions structured to allow only answers which fit into categories that were decided in advance. Standardized closed questions facilitated ordinal data which we ranked using a rating scale to measure the strength of participants purchase behaviors. All participants are asked the same questions in the same order. Standardized questionnaire means that researchers can replicate research, ascertain consistency and easily check for reliability.

Data Analysis Technique

According to Braun and Clarke (2006), thematic analysis is a qualitative analytic method for identifying, analyzing and reporting patterns (themes) within data. Nvivo trademarks software, a qualitative program for data analysis, expedites thematic coding and categorization of the data collection during the analysis stage (Bergin, 2011). Nvivo trademarks software program facilitated the search and identification for themes within a data collection.

Reliability and Validity

Four criteria that form the frame work for determining the rigor of research in a qualitative study are credibility, dependability, confirmability and transferability (Houghton, Casey, Shaw & Murphy, 2013). We maintained an audit trail to enhance credibility of the study. To enhance transferability, we adequately describe original context of this research through thick description so that other researchers can make informed judgments (Houghton et al., 2013).

We addressed all study issues through our choice of research method, design, numerated self-completion questionnaires where standardized questions and standardized customs of decoding and interpreting of data eliminated the risks. To maintain reliability in the study, we avoided using any leading questions, and gave participants the space to answer questions freely. Research questionnaire was validated by triangulating with information from secondary data sources including books, business and academic journals and websites. We

used description of study findings, self-monitoring, or clarification of researcher's role, and an external auditor to review research to improve internal validity (Murphy & Yelder, 2010). To enhance internal validity, we established chain of evidence in the data collection phase, by using notes and journals. To establish the transferability in this study, we defined the scope, the boundaries, and use convenient sampling.

III. Findings and Discussion of the Study

Presentation of Findings

The TPB concept reveals that a person's behavior is determined by intention to perform a behavior; in turn, this intention is a function of attitude towards the behavior, subjective norm, and the perceived behavioral control (Ajzen, 1991). The concept of TPB details explanation on the factors of human behaviors which influences consumption of products. Analysis of data from questionnaire responses indicated 13 themes, classed within five categories. The five main themes morphed into three consumer behavior with significant influences on purchases of pirate products were Personal influences, Cultural Influences, and Marketing mix Influences.

Summary of Themes

This result supports Purcarea et al., (2011) posited that Personal Influence of age, sex, occupation, life-style, personality influence consumer behaviors and differs from Muthiani and Wanjau (2012) who suggested price as the significant factor influencing product piracy. Interaction between two or more people has a significant influence purchasing decisions. In addition, the finding regarding the Cultural Influence aligns with Ijewere and Odia (2012) findings that cultures influence purchases and consumption of products as well as the derivable satisfaction. Culture enables consumers to view products either as luxury and or a necessity (Ijewere & Odia, 2012). According to Haque et al., (2009), Social influence is the affects others have on a consumer purchasing behavior.

Consumer behavior involves assessing the influences on consumers from family, friends, reference groups, and society in general (Ajibola & Njogo, 2012). Three significant entertainment consumer behaviors which influence purchasing pirate products identified in this study were Personal Influence, Cultural Influence and Social Influence. According to the participants, Personal Influences were most significant influence towards pirate entertainment products. In regards to consumer behavior, lifestyle, economic situation, occupation, age, personality and self-concept are important towards the purchases of pirate entertainment products. Consumers of entertainment products perceive Personal Influences as important influence on decision to purchase pirate entertainment products.

Applications to Professional Practice

The findings and recommendations might serve as the basis for entertainment business managers improve products, distribution, services, and customer satisfaction. Results could guide entertainment business managers who are struggling with product piracy to improve strategies and practices. The result could provide a practical guide for entertainment business managers to change practices and improve business strategies to curb piracy of products.

Implications for Social Change

The knowledge acquired from understanding entertainment consumer behaviors which influences their purchases of pirate products may facilitate management success in inhibiting product piracy. The information gained from this study may also serve as a guide for entertainment corporation managers to curb product piracy, increase sales of original products and opportunities to succeed. Positive social change may result from an improvement in the success rate of entertainment corporations through increase in jobs, sales revenue, and creative talents. Successful, sustainable, and resilient businesses benefit employees, their families, other businesses, communities, and result in the reduction of unemployment rate.

IV. CONCLUSION

Entertainment industry and affiliate businesses contribute significantly to U.S. economy. The problem of entertainment business sector in U.S. is product piracy which results in losses of sale and revenue. Deterrent strategies have not been sufficient to inhibit product piracy (Akaeze, 2016). Data collection had 13 emergent themes which we morphed under five categories (a) Personal Influences, (b) Cultural Influences, (c) Social Influences, (d) Marketing mix Influence, and (e) Psychological Influence. Responses from participants indicated that Personal Influences was key consumer behavioral traits for purchasing pirated products.

Entertainment productions directed at addressing consumer personal influences may result in purchases of original product, improved sales resulting to an increase in revenue for sustenance. Participants suggested that

lifestyle significantly influences consumer entertainment products purchasing behavior. Income also significantly influences consumer purchasing behaviors for pirated products. Income is pivotal for competitive pricing, product differentiation strategies and managerial success. Participants provided insights into purchasing behaviors of entertainment consumers which manager may address to succeed in business. Study of consumer buying behaviors is vital for success in production, distribution and marketing of entertainment.

V. RECOMMENDATION OF THE STUDY

Recommendations for Action

Findings from the study indicated that products directed towards addressing entertainment consumers lifestyle, economic situation, occupation, age, personality and self-concept may lead to increase in purchasing of original products. Udo-Imeh (2015) showed that lifestyle significantly influence consumer buying behavior in Nigeria. Income is also a determinant of consumer purchasing behaviors (oszkowska-Holysz, 2013). Therefore, manager's concerted efforts towards producing and marketing products designed to satisfy consumer needs influence their purchases and motivates them to purchase original products instead of pirates.

Recommendations for Further Study

Quantitative studies may expose a different account to the significance of these behaviors as influences to consumer purchases of pirate entertainment products. Further research can be carried out using more number of respondents. A valuable recommendation for further study is to explore how factors such as type of entertainment products influence consumer purchases of pirate.

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