

**Factors Influencing Undergraduates' Intention to Watch
Pirated Movies in Sri Lanka
(Reference to Rajarata University of Sri Lanka)**



By

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MGT/2019/315

MGT/5689

Department of Information Systems

Faculty of Management Studies

Rajarata University of Sri Lanka

Mihintale

Research Thesis

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A Research Report submitted to the Department of Information Systems of the Faculty of Management Studies, Rajarata University of Sri Lanka, for the Partial Fulfilment of the Requirement for the BSc (Hons) Information Systems Degree.

Department of Information Systems

Faculty of Management Studies

Rajarata University of Sri Lanka

Mihintale

CERTIFICATION

I hereby recommend the research report titled **Factors Influencing Undergraduates' Intention to Watch Pirated Movies in Sri Lanka**. Prepared by G.A.M.R. Samudika (Registration No. MGT/2019/315) under my supervision, it is accepted in partial fulfillment of the requirements for the Bachelor of Science Honors in Information Systems.



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Sun, Jan 14, 2024 at 8:30 AM

Dear Raveen,


I hereby certify that the Thesis titled “**Factors Influencing Undergraduates' Intention to Watch Pirated Movies in Sri Lanka**” was prepared by GAMR Samudika (Registration No. MGT/2019/315) under my supervision and recommend the Thesis for submission.

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VKN Gamini

Research Supervisor

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Name of the student: GAMR Samudika

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Index Number: MGT/5689

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ABSTRACT

The purpose of this study was to examine the Factors influencing Undergraduates' intention to watch pirated movies in Sri Lanka. Habitual Conduct, Social Factors, Self-Efficacy, and Facilitating Conditions were used as independent variables, and the Intention to Watch Pirated Movies was considered as the dependent variable. The sample was 364 respondents selected by stratified random sampling Method from all faculty students in Rajarata University of Sri Lanka. A questionnaire was used to collect the data from the undergraduates. Respondents were asked to indicate their agreement or disagreement on the Five Point Likert Scale as the scaling method. The data were analyzed and the mean score and standard deviation were used for all the variables for univariate analysis and the correlation coefficient was used for bivariate analysis. The hypotheses were tested using correlation and regression analysis. Through the analysis, researchers tried to identify whether there are significant relationships between above mentioned independent variables and the Intention to Watch Pirated Movies among university students. The results of correlation analysis illustrated that there is a significant effect of Habitual Conduct, Social Factors, Self-Efficacy, and Facilitating Conditions toward Intention to Watch Pirated Movies among university students.

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CHAPTER ONE

INTRODUCTION

1.1 Introduction to the Study

Pirated content has emerged as a prevalent phenomenon in contemporary society, wherein individuals seeking access to the latest movies or songs opt to acquire them without remunerating the rightful owners by downloading them from online sources. However, this action is a violation of the rights held by the copyright holder. Unauthorized distribution of copyrighted content, such as music and movies, occurs when individuals unlawfully put this material onto various online platforms, enabling others to freely download and view it without proper authorization. The phenomenon of unauthorized distribution of digital content is sometimes perceived as advantageous by those who prefer not to incur expenses for their viewing preferences. However, it is important to recognize that this practice poses significant challenges for production companies, leading to substantial financial losses. Digital Piracy is a punishable offense by the Intellectual Property Act of 2003. The significance of this study lies in its potential to provide valuable insights into the factors influencing Undergraduates' intention to watch pirated movies in Sri Lanka. By understanding these factors, policymakers and educators can develop effective strategies to combat piracy and promote legal means of movie consumption. However, it is important to acknowledge the limitations of this study, such as the focus solely on Undergraduates and the potential for biased responses due to the sensitive nature of the topic. Further research involving a more diverse sample and comprehensive data collection methods would enhance the generalizability of the findings.

1.2 Background of the Study

The development of digital technologies has made it possible to engage in digital piracy. These same technologies have also made it possible for a wide variety of opportunities for the almost immediate possession of digital (Danaher et al., 2010). Rapid technological breakthroughs have completely transformed the ways in which people communicate with one another, acquire information, listen to music, and watch films. These changes have occurred as a result of the proliferation of new opportunities for socialization and the distribution of information. According to Culiberg and Miheli, the simplicity with which digital products can be duplicated and used without a license is

one of the many reasons why these quick advances have also been producing a number of problems for society(Culiberg & Mihelič, 2016).

The Motion Picture Association, also known as the MPA, is an association that serves as a representative for major film studios in the United States. It helps studios distribute their films internationally, advises studios on tax issues, fights film piracy, and manages a nationwide public relations program for the film industry. These are just some of the many roles that it plays. Among the responsibilities of the Motion Picture Association (MPA) are the following: ensuring that appropriate movie ratings are assigned, supporting global distribution efforts, providing tax information, fighting against piracy, and promoting the film industry to the general public (*Motion Picture Association Film Rating System - Wikipedia*, n.d.).

The prevalence of digital piracy in Sri Lanka is a notable concern, mostly stemming from a dearth of societal understanding regarding the adverse consequences associated with the utilization of pirated copies. In 2003, Sri Lanka passed a law called the Intellectual Property Act in an effort to address these concerns. Nevertheless, the percentage of software piracy in Sri Lanka reached as high as 84% in the year 2012. This indicates that 84 out of every 100 users use software that was illegally obtained on their personal computers. On the other side, the recording industry has recorded a piracy rate of 99% for international repertoire CDs, whereas the rate was approximately 35% for Sinhalese repertoire. These stats make it very evident that the lawsuits that have been filed in an attempt to curb the piracy of software and other forms of digital media have not been successful (*Digital Piracy in Sri Lanka.2016, Sep 13*).

Red Chillies Entertainment, the production firm associated with renowned Bollywood actor Shah Rukh Khan, generated a revenue of 148 crore through the theatrical release of its film Dilwale. However, it is noteworthy that the pirated version of the film, which was illicitly made available to the public a day before its official release, garnered far larger earnings (Perera, 2018).

According to MUSO, a group specializing in anti-piracy analysis, HBO's Game of Thrones had an exceptionally high level of piracy, with its seventh season being illegally downloaded a staggering 1.03 billion times. This indicates that the show garnered a viewership of 1.03 billion yet failed to generate any revenue. HBO implemented various strategies to mitigate this concern, including refraining from

organizing pre-release viewing of the program for media professionals and completely discontinuing the use of physical scripts.(Perera, 2018)

Numerous endeavors have been undertaken to combat the act of piracy within the realms of marketing and the provision of assistance for anti-piracy measures. Several campaigns have been implemented with the objective of educating clients from an early stage in order to stigmatize piracy. Copyright organizations have initiated educational campaigns, programs, and instruments with the objective of enlightening young consumers about the significance of intellectual property. Additional strategies employed to promote anti-piracy often involve the utilization of advertisements that convey a social message or emphasize the gravity of and probable legal consequences associated with the unauthorized acquisition of digital content. Regrettably, not all endeavors are yielding the expected outcomes. Certain nations and businesses have employed the deployment of role models in advertising campaigns as a persuasive strategy to discourage individuals from engaging in piracy. An example of a campaign that aimed to combat piracy is the "Mission to Stop Piracy" initiative. This campaign strategically targeted locations where pirated goods were likely to be present. Notably, it leveraged the influence and popularity of renowned actors Jackie Chan and Arnold Schwarzenegger, who served as role models for promoting anti-piracy efforts. Nevertheless, there exists a deficiency within the industry's capacity to discern the messages, appeals, and communication strategies that might effectively influence the behavior of consumers who engage in the unauthorized downloading of films due to a lack of information about these particular customers (Phau et al., 2016).

Given the convergence of external factors, it is crucial to investigate the impact of novelty-seeking behavior on digital piracy alongside the more conventional determinants such as views against piracy, moral feelings (namely guilt and shame), and neutralizing strategies. The main objective of the present study is to examine these concerns, subsequently followed by the objectives of investigating the role of novelty-seeking behavior in relation to digital piracy and assessing the influence of neutralization strategies and moral emotions on digital piracy while simultaneously considering the novelty-seeking factor. This suggests that restrictions on access to and availability of the latest films could exert a substantial influence on the prevalence of movie piracy. There needs to be more scholarly investigation conducted on this subject, particularly in marketplaces where there is a prevalence of elements that promote

piracy. This phenomenon occurs when the technical infrastructure is conducive to unauthorized downloading activities. Therefore, this research aims to achieve three primary objectives. The primary objective of this study is to construct a comprehensive model that examines the correlation between individuals' attitudes towards downloading pirated films from the internet and four key antecedent components, namely social factors, facilitating situations, habitual action, and self-efficacy. The second objective of this study is to examine the relationship between individuals' attitudes towards the act of downloading pirated films from the internet and their subsequent intention to engage in such behavior. The conceptual framework is constructed based on the theory of planned conduct as its foundational premise. The self-control theory is employed as a supporting framework to elucidate the relationship between the hypotheses and substantiate the conclusions produced in the study. The present study is structured into several sections. The initial segment provides an overview of the relevant literature, followed by the subsequent development of the model and assumptions. The subsequent section of the paper provides an overview of the research methods employed, followed by a discussion of select findings derived from the data analysis. The subsequent section presents an analysis and interpretation of the results. The outcomes of the study underscore the implications and limitations of the research, hence highlighting the need for further exploration.

1.3 Problem Statement

The prevalence of digital media piracy in Sri Lanka is very high, with a particularly significant rate of 99% for foreign digital media piracy. In contrast, the incidence of piracy for Sinhalese digital media (repertoire) is roughly 35%. This implies that despite the implementation of the Intellectual Property Act in 2003 and other legal interventions, the problem of digital media piracy continues to be a noteworthy concern inside the nation. The problem at hand is attributed to two key factors: the public's limited knowledge regarding the adverse consequences associated with the utilization of unauthorized copies and the prevailing view that the current legal framework needs more stringency (Perera, 2018).

The prevalence of pirated movie consumption has emerged as a prominent concern in the contemporary digital era, with Undergraduates frequently being a significant portion of the target demographic for such illicit content. Gaining insight into the determinants that impact Undergraduates' inclinations to engage in the consumption of

pirated films is of utmost importance in formulating efficacious approaches to mitigate piracy. The objective of this descriptive research is to investigate the diverse factors that impact the intentions of Undergraduates to participate in unlawful activities. In order to effectively mitigate digital piracy and devise effective advertising strategies to dissuade customers from engaging in the unlawful downloading of digital movies, it is imperative first to gain a comprehensive understanding of the behaviors exhibited by individuals who partake in such activities. Moreover, a study has been undertaken on the subject of Undergraduates' inclination to utilize pirated software at Rajarata University of Sri Lanka (Munasinghe & Pamarathna, 2017). Historically, the scope of research conducted in Sri Lanka was primarily confined to individuals who had obtained a university degree, with few prior investigations conducted specifically pertaining to pirated films. The objective of this study is to examine the determinants that impact the use of pirated films among Undergraduates in Sri Lanka, employing a comprehensive case study including the entirety of the country. The study holds importance in its investigation of the factors that impact the consumption of pirated films, namely among undergraduate students.

This demographic represents a potential client base that is now being lost by the film industry. The identification of factors that contribute to sales losses holds considerable significance within the Film industry.

1.4 Research Questions

1.4.1 Primary Question

What are the factors that influence Undergraduates' intention to watch pirated movies in Sri Lanka?

1.4.2 Secondary Question

1. How to affect the Habitual conduct to intention to watch pirated movies among Undergraduates in Sri Lanka.
2. How to affect the Social Factors to intention to watch pirated movies among Undergraduates in Sri Lanka.
3. How to affect the Self efficiency to intention to watch pirated movies among Undergraduates in Sri Lanka.

4. How to affect the Facilitating conditions to intention to watch pirated movies among Undergraduates in Sri Lanka.

1.5 Research Objectives

The study aims to accomplish the following objectives. Based on the findings of this study, the resolution of the research challenges will enable the attainment of the subsequent research objectives.

1. To identify whether the factors that influence Undergraduates' intention to watch pirated movies in Sri Lanka.
2. To identify whether the Habitual conduct among Undergraduates in Sri Lanka regarding the consequences of intention to watch pirated movies
3. To identify whether the Social Factors among Undergraduates in Sri Lanka regarding the consequences of intention to watch pirated movies
4. To identify whether the Self efficiency among Undergraduates in Sri Lanka regarding the consequences of intention to watch pirated movies
5. To identify whether the Facilitating conditions among Undergraduates in Sri Lanka regarding the consequences of intention to watch pirated movies

1.6 Hypothesis

- H₁: There is a significant positive effect among the habit of engaging in illegal downloading activities with the Intention to watch pirated movies.
- H₂: There is a significant effect among the Social Factors of engaging in illegal downloading activities with the Intention to watch pirated movies.
- H₃: There is a significant effect among the Self efficiency of engaging in illegal downloading activities with the Intention to watch pirated movies.
- H₄: There is a significant positive effect among the Facilitating conditions of engaging in illegal downloading activities with the Intention to watch pirated movies.

1.7 Research Methodology

Previous research investigations used a quantitative methodology, utilizing closed-ended questionnaires.(Ballano, 2016),(Munasinghe & Pamarathna, 2017),(Lin et al., 2015),(Pham & Dang, 2017),(Yoon, 2011) have been cited in this work. The research methodology employed in this study will be quantitative, drawing upon previous research with similar objectives.

It allows respondents to communicate their experiences without constraint freely and provides greater knowledge of experiences and opinions. This study is based on 17 universities in Sri Lanka, and the universities were chosen based on a number of characteristics. In addition, a questionnaire is used to collect data. This study will investigate the association between Rajarata University Undergraduates in Sri Lanka's views toward downloading pirated movies.

1.8 Significance of the Study

Understanding the factors influencing Undergraduates' intention to watch pirated movies in Sri Lanka holds significant importance for several reasons:

- **Cultural Context:** Sri Lanka has a unique cultural landscape, and its student population has specific characteristics. Investigating their intention to watch pirated movies can shed light on the impact of cultural elements on piracy behaviors (Munasinghe & Pamarathna, 2017).
- **Educational Implications:** The study can help educational institutions and policymakers develop strategies to promote legal content consumption and educate students about intellectual property rights, fostering a culture of respect for copyrights.
- **Economic Implications:** Piracy can have adverse effects on the film industry and copyright holders. Identifying the factors influencing piracy intentions can contribute to understanding the economic implications of piracy in the Sri Lankan context.
- **Technology and Accessibility:** With technological advancements, access to pirated content has become easier. Examining the role of technology and accessibility in piracy intentions can provide insights into the evolving landscape of content consumption.

- Legal and Regulatory Framework: The research can inform policymakers about the need for effective legal and regulatory frameworks to deter piracy and protect intellectual property rights.
- Future Research: This study can serve as a foundation for future research in the field, allowing for a deeper exploration of the motivations and influencing factors behind piracy intentions among university

1.9 Limitations of the Study

The purpose of this study is to analyze the factors that influence Sri Lankan Undergraduates' proclivity to download pirated movies. The study used a quantitative method, with university undergraduates completing a questionnaire. The goal of this study is to examine the elements that influence Sri Lankan Undergraduates' proclivity to download pirated movies. The study's findings can be used in future studies in Sri Lanka and other developing countries. There are a number of limitations to this study. The first limitation is that this study is only open to Undergraduates at Rajarata University Sri Lanka. In addition, the study will last six months, during which time data will be collected, evaluated, and interpreted. As a result, the research is constrained to a brief framework. This time constraint may limit the amount of data collected as well as the scope of the study. Another area for improvement of this study is the need for a comparison examination of local and international students in examining the factors influencing Sri Lankan students' proclivity to download pirated movies.

1.10 Chapter Summary

This chapter provides an overview of a study, laying the groundwork for the current research. It discusses the context, problem identified, root causes, and potential consequences on society. The researcher identifies the main research issues and aims to address them. The study objective is expanded to answer these questions and achieve the objectives. The chapter concludes by examining the study's significance, its contribution, and potential benefits to various sectors. It also discusses the limitations of the study and its interpretation. The chapter includes an academic organization as a roadmap for readers. Each chapter is structured to achieve the researcher's research objectives. The next chapter will consider relevant literature and the interpretations of scholars on the variables identified in the study. It delves deeper into previous studies' findings, laying the foundation for the present study. Overall, the chapter serves as a roadmap for readers to understand the study's content and its implications.

CHAPTER TWO

LITERATURE REVIEW

2.1. Chapter Introduction

This chapter aims to provide a comprehensive review of the existing literature pertaining to the factors that influence Undergraduates' intention to engage in the watching of pirated movies. This chapter aims to provide a comprehensive analysis of Digital Piracy, the idea of planned behavior, and Factors Affecting Intention towards Digital Piracy. Drawing upon relevant literature, this chapter will delve into the intricacies and nuances of each topic, offering a full examination of the various components that comprise these variables. This will provide a comprehensive comprehension of the theoretical framework underpinning the research. Within this chapter, the investigator scrutinizes and elucidates the empirical foundation of the variables and terminologies utilized in the investigation.

2.2 Digital Piracy

In today's world, digital piracy has become a trend in which people who want to view the latest movies or listen to the latest songs but are unwilling to pay for them resort to downloading them for free from the internet. This, however, is an infringement on the rights of the copyright owners. Copyrighted material, such as music and movies, is unlawfully uploaded to numerous websites for free download and viewing. Although this is a fantastic thing for those who do not want to pay for what they watch, it is a major strain for production houses, as they suffer significant losses as a result of the unlawful distribution of such digital material. Under the Intellectual Property Act of 2003, digital piracy is a penal offense (Samson, n.d.).

Digital piracy, which refers to the act of copying or using copyrighted digital goods without authorization, is commonly perceived to be increasing in prevalence. This trend can be attributed to various factors, such as the widespread availability of the Internet and advancements in piracy techniques, including the use of torrents, the sharing of subscriptions, and the decreasing costs of storage. Certain developers have researched to determine the extent of piracy, revealing rates as high as 90%. This was achieved through the implementation of no malicious technology known as "phoning home." Despite the introduction of subscription models, music piracy remains prevalent, with approximately 20% of Internet users accessing unauthorized sources for music. Despite

the apprehensions around the proliferation of piracy and the general recognition of piracy as morally objectionable, if not outright criminal, pirates tend to perceive their acts as having no direct negative impact on others (Hashim et al., 2018).

Digital piracy refers to the act of consuming unauthorized copies of digital services. Lovelock and Wirtz argued that in the initial conceptualizations of services, they were distinguished from products by definitions that emphasized "deeds, processes, and performances." The subsequent conceptualizations of services have broadened the scope of this term to encompass the utilization of specialized talents, knowledge, and skills. This expansion is achieved by highlighting fundamental principles, such as economic activities that are characterized as performances involving the exchange of value. Digitized products, such as DVD movies, encompass more than the creative contributions of writers, directors, and performers. In the context of consumption, the activities mentioned above encompass the provision of services, which involve the necessary abilities for creating the service product and the value perceived by the client. Therefore, digitized products are encompassed within the realm of service marketing (Lovelock & Wirtz, 2007) (Vargo & Lusch, 2004).

Digital service products also frequently possess a noteworthy characteristic that has significant implications for service marketing: despite requiring substantial expertise to create, they are straightforward and effortless to replicate (Van Kranenburg & Hogenbirk, 2005),(Sinha & Mandel, 2008), making them susceptible to digital piracy. Hence, matters pertaining to dynamic pricing are also encompassed under the domain of service marketing. The act of digital piracy poses a substantial risk to service businesses that engage in the production of digital products, with a particular emphasis on software (Gopal et al., 2004), music (Kalakota et al., 2000), and movies (Klein, 2007). As an illustration, the Business Software Alliance (2007) reported that over 35% of the packaged software installed on personal computers worldwide in 2005 was obtained through unauthorized means, resulting in a substantial economic impact of \$34 billion in global losses. According to the research conducted by Hennig-Thurau, Henning, and Sattler (Hennig-Thurau et al., 2007) the act of sharing movie files incurs an annual cost of \$300 million in Germany exclusively. According to Klein (2007), it is estimated that movie piracy is responsible for a global loss of almost \$6 billion on an annual basis. According to the International Federation of the Phonographic Industry

(2006), a significant proportion of music CDs acquired in 2005, namely 37%, were obtained by unauthorized means, resulting in a substantial financial loss of \$4.5 billion. Furthermore, an estimated 20 billion songs were unlawfully downloaded during the same period. Furthermore, it can be observed that the utilization of peer-to-peer file-sharing platforms lead to a notable decline in the likelihood of purchasing music, with a reduction of nearly 30%. This, in turn, exerted a negative influence on the overall sales of music in the year 2002, resulting in an estimated decrease of around 7.8%, according to Taylor (Taylor et al., 2009).

2.3 Intention

The term "intention" pertains to an individual's cognitive state or resolve to execute a particular action or accomplish a predetermined objective. It involves the deliberate choice to engage in a specific course of action, often guided by one's personal interests, beliefs, and motives. The role of intentions, whether they are of a short-term or long-term nature, holds significant influence in shaping human behavior and the process of decision-making. The concept of intention holds significant importance within the fields of psychology, philosophy, and other scientific disciplines since it serves to elucidate the underlying motivations behind human behavior. The reason behind an action can have significant implications in ethical and legal contexts since it can influence the moral and legal consequences of the action. The concept of intention can be further delineated into two distinct categories: explicit intentions, which refer to clearly articulated aims, and implicit intentions, which pertain to subconscious motivations. The comprehension of one's intentions holds significant importance in the context of self-reflection, personal development, as well as interpersonal relationships, and social engagements (Raz, 2017).

Bratman has made notable methodological contributions to the field of intention research. Bratman's most comprehensive methodological thesis posits that the characterization of intention should be based on its role in rational behavior. According to Bratman, the appropriate approach for examining intention is not to organize our intuitive understanding of language related to terms such as "intend" or "intentional," nor to contemplate challenging scenarios like instances of poor willpower. Instead, the recommended method is to explain the norms and patterns that are associated with intention. The act of holding an intention exposes individuals to a range of norms that dictate how they should reason and behave. If individuals possess rationality, these

norms will manifest as consistent patterns in their thought processes and behaviors (Velleman & Bratman, 1991).

Another methodological assertion made by Bratman is that the functional role of intention is more easily discernible in future plans compared to immediate or present-focused intentions. Consequently, Bratman allocates a significant portion of the book to expounding upon a philosophy of planning. Bratman's methodology encounters a varied degree of success. On one hand, the theory of planning proposed by the individual in question constitutes a significant and noteworthy contribution to our comprehension of practical thinking. However, Bratman's ability to fully deliver on his commitment to apply the principles of future-directed plans to present-directed intention is limited. Bratman's theory posits that the norms and regularities governing future-directed plans serve the purpose of promoting coordination between different instances of deliberation and action that occur at different points in time. This coordination enables the agent to effectively address practical problems by planning and executing actions in advance and in a step-by-step manner, rather than relying on spontaneous decision-making at the moment of action. Given that these norms and regularities do not have any apparent immediate applicability to intentions, it becomes necessary to inquire whether future-directed plans and present-directed intentions possess sufficient similarities in their roles to warrant treating them similarly within a functionalist philosophy of mind (Velleman & Bratman, 1991).

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2.4 Undergraduates

Undergraduates are college or university students pursuing their initial degree. This category generally comprises individuals pursuing a bachelor's degree, which in numerous nations typically spans four years. Undergraduates represent a diverse range of academic disciplines and backgrounds, and they are yet to embark on their formal college education. Graduate students are distinguished from undergraduates in that they still need to complete a bachelor's degree. The latter group is pursuing advanced degrees, such as doctorates or master's (Russell et al., 2007)(Sadler & McKinney, 2010).

Consider the following when conducting research using undergraduates as the sample population:

- **Diversity:** Undergraduates represent a wide range of demographics, origins, and academic fields.
- **Accessibility:** The easy accessibility of undergraduates on campus facilitates their utilization as a research sample. This accessibility may facilitate data collection.
- **Learning Opportunity:** The inclusion of undergraduate students in research endeavors offers them valuable opportunities to gain hands-on experience and familiarize themselves with the intricacies of the research process. This presents a significant educational opportunity.
- **Mentorship:** It is advisable to contemplate the various prospects for mentorship. In the capacity of a researcher, one can guide undergraduate students, nurturing their curiosity in research and cultivating their potential for future pursuits in academics.

In Sri Lanka, both the government and the private sector play key roles in official and informal education. The government provides free education at all levels, including primary, junior secondary, senior secondary, and university education. Following that, based on the GCE (A/L) examination results, the University Grants Commission

(UGC), the regulatory body of state institutions, admits around 15% of students who meet the minimum qualification for university admission to 15 state universities (Thayamathy et al., 2018). However, following the establishment of the University of Vavuniya, the University Grants Commission presently manages 17 state universities in Sri Lanka (University Grants Commission - Sri Lanka, 2023).

2.5 Internet Usage

The utilization of the Internet has become a fundamental practice in contemporary society, significantly influenced by the phenomenon of globalization: all sectors worldwide, encompassing business, finance, science, health, education, and others. According to a study conducted by Madhavika and Kodithuwakku (Madhavika & Kodithuwakku, 2019), it has been found that individuals rely on the Internet for various objectives, including academic, social, and recreational activities. When evaluating enterprises, research indicates that the utilization of the Internet has a positive impact on the long-term viability of firms. Organizations leverage the Internet as a platform to facilitate the sale of their products and services, execute marketing campaigns, and effortlessly reach a vast client base (Mohamad & Chin, 2018). Based on a study conducted in the medical profession, it has been determined that the utilization of the Internet for educational purposes in the healthcare sector is imperative in the current digital age (Madhavika & Kodithuwakku, 2019). Consequently, various industries worldwide are embracing the use of the Internet.

Users can access the World Wide Web through various devices such as computers, mobile phones, game consoles, digital televisions, and other similar technological tools. According to Abduvaliyevna (Abduvaliyevna, 2023), individuals can obtain internet connectivity through various means, including wired or mobile networks. These networks encompass technologies such as analog dial-up modems connected to standard telephone lines, ISDN, DSL or ADSL, cable modems, high-speed leased lines, fiber optics, telephone or card-based connections, as well as built-in SIM cards in computers or USB modems. Mobile technology has emerged as a key catalyst, leading to increased internet accessibility and the creation of applications that have had substantial societal implications (Pereira & Pereira, 2015). According to Sinha Manoj Kumar (Kumar et al, 2018), the utilization of the Internet contributes to the cultivation of distinct social aptitudes and talents in pupils, hence playing a crucial role in fostering success in both social and academic spheres.

The world is entering an era in which billions of items can feel, communicate, and share data via networks. Data is collected, evaluated, and used to start action on these interconnected items on a regular basis, offering a wealth of intelligence for planning, management, and decision-making. The internet is fast changing our lives, affecting everything from how we shop, work, amuse ourselves, and keep healthy (Yeo et al., 2015).

2.6.1 Habitual Conduct

A habit is a set style of thinking, willingness, or feeling developed via previous repetition of a mental event, according to psychology. A freshman arrives at college with little enthusiasm for the school. He quickly adopts the traditional attitude of "loyalty to Alma Mater." This scenario is repeated throughout his college career, and this feeling attitude becomes habitual. The habit, technically speaking, is the comparable form that consciousness regularly adopts in terms of sensation; it is the fixed manner that the stream of mind flows when these familiar feeling processes comprise its content. It is not the familiar emotion that is conscious; it is merely the mind working in such a way that the familiar processes are conscious. According to Breuer's study conducted in 1910.

The concept of the habit of thinking, similar to the habits of volition and feeling mentioned before, refers to a specific pattern of molding that is evident in awareness. The phenomenon mentioned above does not involve conscious or deliberate actions. The term "habit" can be defined as the established manner in which an individual experiences, desires, or performs actions. It refers to the relatively stable pattern of consciousness that arises from repeated experiences rather than the consciousness itself. In essence, habit is the cognitive mode that occurs when recurring mental processes are present. According to Breuer's study conducted in 1910.

According to Turner, the consistent behavior of individuals results in the production and reproduction of habits rather than practices in their true sense. Accordingly, the author proposes that "The alternative is a widely recognized option." The concept of habit is inherent in the notion of practices and related concepts. When discussing the cognates of the practice concept, it is common to include terminology such as traditions, rules, norms, habitus, mentalités, and similar expressions to convey a similar notion. According to Kilpinen (Kilpinen, 2009).

The notion of habit holds a well-established position within the conceptual framework of philosophy and social theory. However, it has yet to be sufficiently acknowledged that there exist two distinct variations of this notion. The traditional understanding also referred to as the classic 'Humean' perspective, conceptualizes habit as a behavioral pattern characterized by routine, in which the individual's consciousness, logic, and intentionality do not play a role. The alternative proposed in this context originates from the philosophical lineage of pragmatism. It conceptualizes "habit" as a phenomenon that can be susceptible to the reflective contemplation of the individual engaged in the process of action. According to Stephen Turner (Turner, 1994), a philosopher, it can be argued convincingly that numerous theories of action in contemporary social theory implicitly rely on the concept of habit.

Nevertheless, the outlook for social theory may not be as bleak as the perspective mentioned above suggests. This is due to the potential for reinterpreting the concept of habit within those mentioned above, a more sophisticated pragmatic framework. According to Kilpinen (Kilpinen, 2009).

2.6.2 Social Factors

According to Limayem, perceived social pressure refers to "individuals' perceptions affected by the people they believe are influential to them on what they feel if the behavior should be performed." (Limayem et al., 2004).

The social pressure theory pertains to instances wherein individuals inaccurately perceive the attitudes or behaviors of their peers and other members of the community to be dissimilar from their own despite the absence of any actual differences. The concept referred to as "pluralistic ignorance" has been identified by Miller and McFarland (1991) and Toch and Klofas (1984). Misperceptions can arise with regard to problem or risk behaviors, often leading to an overestimation of their prevalence. Similarly, misperceptions can also develop with respect to healthy or protective activities, typically resulting in an underestimation of their significance. Pluralistic ignorance might lead individuals to modify their conduct in order to align with the perceived norm that is actually distorted.

Consequently, this might lead to the manifestation or justification of maladaptive conduct and the restraint or repression of beneficial conduct. The pattern mentioned above has been extensively documented in relation to alcohol consumption, smoking,

illicit drug usage, and various other health-related behaviors and attitudes, encompassing prejudice as well. According to the source (Center, 2022).

Social norms refer to the established, customary, or ideal patterns of behavior that individuals within a social group strive to adhere to. The endeavor to delineate a clear demarcation between standards and conventions, as attempted by certain scholars, needs more productivity. The existence of a straightforward dichotomy between the two notions cannot be determined only based on whether or not external entities enforce the conduct. There exists a collection of both internal and external mechanisms that serve to maintain societal standards, and the significance of these variables fluctuates depending on the specific context, according to the study conducted by Burke and Peyton Young (Burke & Peyton Young, 2011).

2.6.3 Self-efficacy

The concept of perceived self-efficacy pertains to individuals' ideas of their ability to exert control over their functioning and the events that impact their lives (Bandura, 1991). Perceived self-efficacy, when examined in a broad context, exhibits notable distinctions from perceived behavioral control, as the latter primarily concerns the individual's confidence in executing a specific behavior. *Efficacy expectation* can be defined as the belief in one's ability to perform the necessary actions to achieve specific outcomes successfully. Perceived self-efficacy, in line with this definition, refers to an individual's beliefs in their capability to effectively plan and execute the required actions to attain desired levels of success (Bandura, 1998). The primary focus of these definitions is evidently centered on exerting authority over the conduct itself rather than exerting authority over the results or occurrences. Self-efficacy, which was initially proposed by Bandura (1977) and later became a fundamental aspect of social cognitive theory (Bandura, 1986), was offered as a key construct to address coping behavior within the framework of behavior modification. Similar to the clinical approach of successive approximation towards a desired objective, the process of breaking down a behavior into its successive components is employed. In the context of self-efficacy, the analysis focuses on the perceived capability to execute each step within the sequence, as well as in diverse situations (Bandura & Cervone, 1983; Bandura & Schunk, 1981; Bandura & Wood, 1989). Perceived behavioral control and self-efficacy exhibit notable similarities. Both constructs are focused on the individual's perceived capability to engage in a particular behavior (Lavasani & Khandan, 2011).

High self-efficacy is a psychological construct that enables individuals to effectively utilize their creative abilities and achieve self-actualization in challenging tasks. It is closely linked to the anticipation of positive outcomes and the experience of pleasant emotions. Bandura and Adams (1977) have had a significant impact on the concept of self-efficacy, with their research being influential in the fields of social psychology and pedagogy (Caprara & Servon, 2003; Frager & Feidiman, 2019; Schwarzer & Jerusalem, 2010; Sherer et al., 1982). These scholars have emphasized the importance of various types of self-efficacy (Schwarzer & Jerusalem, 2010), as well as its interconnectedness with other subjective constructs (Caprara & Servon, 2003). Furthermore, they have explored the formation of self-efficacy within the realms of scientific inquiry and educational processes (Frager & Feidiman, 2019). According to the study conducted by Lavasani and Khandan (Lavasani & Khandan, 2011).

The examination of psychological, scientific, and psychological literature reveals that Russian academics have conducted extensive research on the concept of self-efficacy (Romek, 1996; Krichevsky, 2001; Gaidar, 2008; Gonchar, 2012). According to Krichevsky (2001), self-efficacy can be defined as individuals' belief in their capacity to utilize motivational and cognitive resources, as well as psychophysiological efforts, to regulate their educational, cognitive, and communicative activities (Gonchar, 2012).

2.6.4 Facilitating Conditions

Facilitating conditions are perceived enablers or barriers in the environment that influence a person's perception of ease or difficulty in performing a task (Teo, 2010).

According to Triandis's conceptualization, facilitating conditions encompass the degree and nature of assistance offered to users, which subsequently impact their utilization of the technology. Within the realm of workplace technology utilization, conducive conditions are commonly perceived to encompass factors such as the presence of training opportunities and the provision of adequate support. The variable in question underwent testing in various research on technology acceptability, and empirical evidence was discovered supporting the hypothesized impact on perceived usefulness and perceived ease of use. In recent studies, researchers have discovered the significance of conducive conditions in influencing the infusion or adoption of many new information system advances. According to the study conducted by Lavasani and Khandan (Lavasani & Khandan, 2011),

Facilitating conditions pertain to an individual's perception of the extent to which the current organizational and technical framework is capable of facilitating the utilization of technology (Chan et al., 2010). According to Venkatesh's research, it was found that facilitating situations have no significant impact on behavioral intention, but they do influence use behavior. Facilitating conditions pertain to the presence of adequate resources and assistance that enable individuals to utilize technology (Neslin & Shankar, 2009) effectively. According to Kamaghe, users may be deterred from using web-based technology due to factors such as insufficient assistance, untimely support, inadequate knowledge, and restricted resources. The global expansion of internet connectivity and the proliferation of social networking sites have exhibited significant advancements across various geographical zones. Social networking platforms have rapidly transformed global communication patterns. According to Lee, mobile phones have become one of the most widely used devices for electronic communication, bridging the gap between virtual and face-to-face interactions (AMBARWATI et al., 2020).

2.7 The Theory of Planned Behavior

The theory of planned behavior (Ajzen, 1988, 1991) has gained significant prominence and widespread recognition as a prominent conceptual framework in the field of human action research (Ajzen, 2001). In accordance with the theoretical framework, human behavior is influenced by three distinct factors: behavioral beliefs, normative beliefs, and control beliefs. Behavioral beliefs pertain to an individual's perceptions regarding the anticipated outcomes or attributes associated with a particular behavior. Normative beliefs refer to an individual's beliefs about the social expectations and norms surrounding the behavior as perceived by others. Lastly, control beliefs involve an individual's beliefs regarding the presence of factors that may facilitate or impede the execution of the behavior. Behavioral beliefs, when considered collectively, generate either a positive or negative attitude towards a particular behavior. Normative beliefs, on the other hand, lead to the perception of social pressure or subjective norms. Lastly, control beliefs contribute to the perception of behavioral control, which encompasses the perceived level of ease or difficulty associated with executing the behavior. The amalgamation of one's attitude towards a certain behavior, subjective norm, and perception of behavioral control collectively contribute to the development of a

behavioral intention. Ultimately, individuals are anticipated to execute their intentions when provided with a satisfactory level of genuine influence over their actions.

The immediate antecedent of behavior is supposed to be intention. Nevertheless, it is important to take into account perceived behavioral control alongside intention, as numerous actions present challenges in their execution that can impede volitional control. Suppose individuals accurately assess the level of difficulty associated with a certain action. In that case, the perception of their ability to control that behavior can be used as an indicator of their actual control. This perception of control can then be utilized to make predictions about the likelihood of engaging in the behavior in question. The theory's overall support is consolidated in a meta-analysis conducted by Armitage and Conner (Armitage & Conner, 2001), a comprehensive literature review by Sutton (1998), and an overview of its implications for health-related behavior by Conner and Sparks (1996). Furthermore, an examination of contemporary scholarly investigations pertaining to the theory of planned conduct is available in the work of Ajzen (Ajzen, 2001). According to Lavasani and Khandan (Lavasani & Khandan, 2011).

2.8 Chapter Summary

This chapter explored the history of literature by existing literature on factors influencing undergraduates' inclination to watch pirated movies. It investigates digital piracy, planned behaviour, and factors influencing intention to engage in it. The chapter digs into the complexities of each topic, exploring its components and theoretical background. This study was undertaken to determine the factors influencing the intention to view pirated movies. Hence, it included Sri Lankan State University undergraduates. All relevant data is derived from previous investigations. As a result, it can detect the existing gap in this study area.

CHAPTER THREE

METHODOLOGY

3.1. Chapter Introduction

Research Methodology is a systematic approach to issue resolution in research, and some researchers consider it a science that investigates how research is conducted scientifically (Kothari, 1990). The actions that will be followed to explore the research problem, as well as the justification for employing specific processes or approaches in locating, choosing, processing, and evaluating material, will be discussed in this chapter, allowing the reader to evaluate the study's overall validity critically. It also refers to the process that will be used to conduct the study in a deductive manner. The chapter then confers additional factors on the study design by comparing the investigation's variables to the linked literature. Given that the study's population will be Rajarata University Undergraduates in Sri Lanka, with a targeted population of Undergraduates in Sri Lanka, the chapter then addresses the study's sample, as well as the sampling technique and the reasons for selecting the sampling technique. The chapter goes on to present the data-gathering methodologies employed as well as the tools and devices that will be used for data collection. The chapter, which is accompanied by the study procedure, presents the data analysis methodologies that will be employed in the study.

3.2 Conceptual Framework

Habitual conduct, Social Factors, Self-efficacy, and Facilitating conditions are core variables that determine the Intention to watch Pirate Movies, according to the theoretical and empirical data described in the previous chapter. As a result, Habitual conduct, Social Factors, Self-efficacy, and Facilitating conditions are treated as independent variables in this study, while Intention to watch Pirate Movies is treated as a dependent variable. The following conceptual framework was established for this study based on the link between research variables.

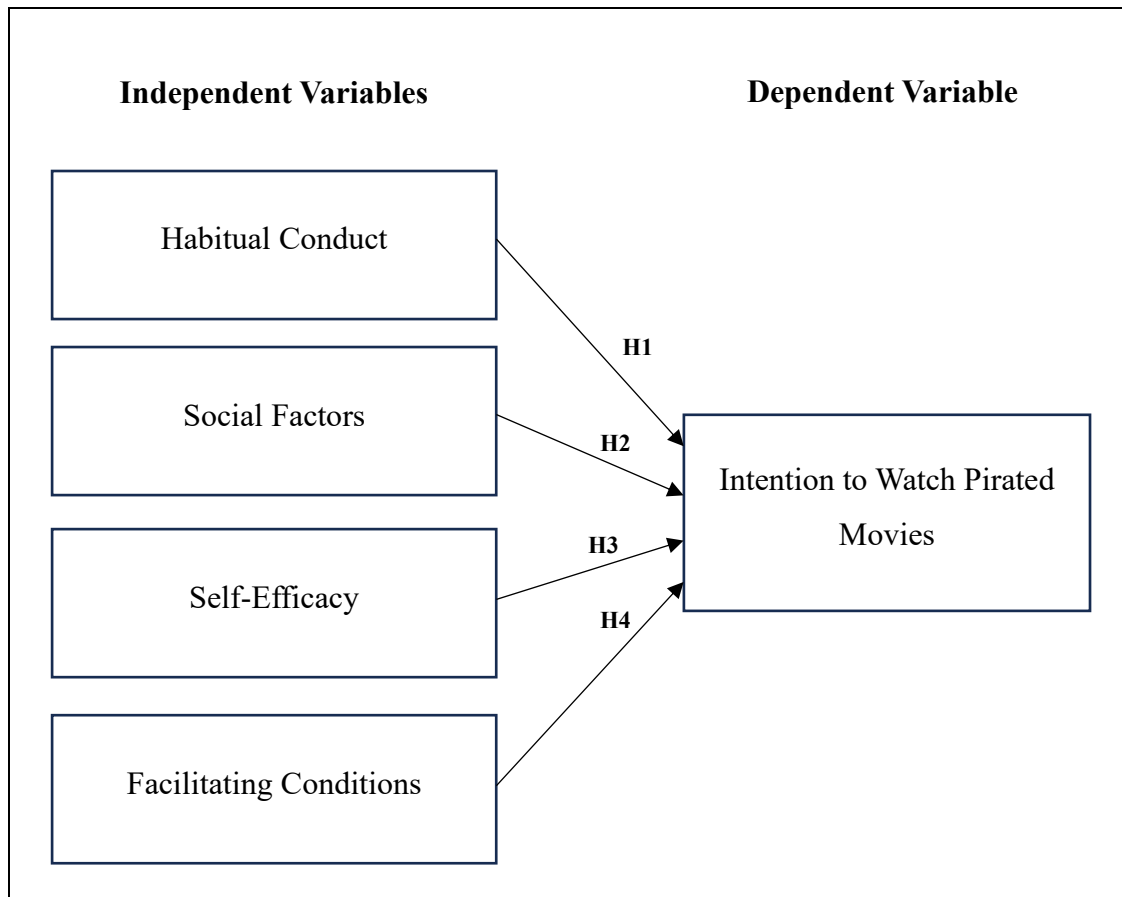


Figure 1 Conceptual Framework of the Study

3.3 Conceptualization

In this study, social factors, facilitating conditions, Habitual conduct, and Self-efficacy were considered as independent variables, and Intention to watch Pirated Movies was considered as the dependent variable. According to the empirical evidence explored in the literature, the following hypotheses were developed.

3.3.1 Habitual Conduct

As Triandis says, "habitual conduct is situation-behavior sequences that have become automatic and occurred without self-instruction." As a result of deriving pleasure or gratification from their illicit downloading activities, individuals who engage in such conduct may develop a pattern of behavior (Limayem et al., 2004; Goles et al., 2008; Yoon, 2011; Nandedkar & Midha, 2012). Therefore, post-experienced digital piracy among downloaders can only be curbed through substantial penalties imposed by criminal organizations that apprehend them for their illicit activities. The inclination of university undergraduates to engage in downloading activities for the purpose of streaming pirated films from the Internet is positively impacted by their habitual

conduct by the concept of premeditated behavior. The subsequent hypothesis is thus proposed:

H1: There is a significant positive effect among the habit of engaging in illegal downloading activities with the Intention to watch pirated movies.

3.3.2 Social Factors

Limayem define perceived social pressure as the subjective perception of individuals, influenced by those they consider as influential, regarding their feelings about whether a particular behavior should be undertaken. Social variables encompass the cultural norms, roles, and values that exert an impact on an individual's inclination to engage in the act of downloading pirated movies from the internet. Several studies (Bordoloi et al., 1996; Limayem et al., 2004; Shin et al., 2004; Lau, 2007) have underscored the significance of incorporating social factors as an independent variable that impacts attitudes towards illicit downloading behaviors. The impact of social influences on individual behavior is substantiated by both the mere exposure effect and neutralization theory. Within the framework of this research, the social factors encompass the norms and values that are communicated through interpersonal engagement with friends, coworkers, and family members. These social factors manifest in various forms, including remarks, suggestions, or directives, as highlighted by Limayem (Limayem et al., 2004). In these particular cases, there exists a positive correlation between the impact of social norms and individual conduct. Therefore, the subsequent hypothesis is posited,

H2: There is a significant effect among the Social Factors of engaging in illegal downloading activities with the Intention to watch pirated movies.

3.3.3 Self-efficacy

Self-efficacy refers to an individual's conviction in their ability to effectively arrange and carry out the necessary actions to achieve specific degrees of success (Bandura, 1998). Self-efficacy, as conceptualized in this study, pertains to individuals' assessment of their competence to partake in digital piracy activities across different circumstances, with a particular emphasis on their technological aptitude (Rahim et al., 1999; Kuo & Hsu, 2001; Macdonald & Uncles, 2007; Zhang et al., 2009; Jacobs et al., 2012; Redondo & Charron, 2013). Individuals who engage in digital piracy should possess knowledge regarding the methods of accessing pirated movies, which may be obtained without charge through software or direct download channels on the Internet.

Furthermore, it has been suggested by Krueger and Dickson (Krueger & Dickson, 1994) that individuals who possess a heightened sense of self-efficacy are less likely to be apprehended. Hence, those who possess the intention to obtain illicit content, such as pirated movies, from the Internet should recognize their ability to execute the actions mentioned above. Thus, the subsequent hypothesis is postulated,

H3: There is a significant effect among the Self efficiency of engaging in illegal downloading activities with the Intention to watch pirated movies.

3.3.4 Facilitating Conditions

Facilitating conditions refer to the controlling aspects present within an individual's environment that enable the act of acquiring pirated movies over the internet. The factors contributing to the prevalence of illegal downloading encompass the lack of punitive measures, the accessibility of pirated films for free downloading, and the absence of an established ethical framework (Triandis, 1980; Limayem et al., 2004; Nandedkar & Midha, 2012). In a study conducted by Cheng, Sims, and Teegen (Cheng et al., 1997), it was discovered that the facilitation of piracy may be attributed to two primary factors: the low likelihood of detection and the simplicity of engaging in piracy. Within the framework of this research, the facilitating conditions scale solely assesses the control variables associated with engaging in movie piracy. Facilitating conditions will exert a positive impact on attitudes towards downloading pirated movies from the internet, provided that facilitating conditions align with the endorsement of digital piracy and there are no external limitations present. In line with Azjen's conceptualization of perceived behavioral control, enabling situations can be understood as a construct including two distinct dimensions. Two specific elements that have been identified are the perception of the work as being challenging and the presence of control factors that encourage engagement. Facilitating conditions are the factors that hinder the ability to engage in digital piracy despite persons holding favorable views and subjective norms towards such behavior. For instance, in the event of a collaborative effort between the Australian government and internet service providers (ISPs) to implement a comprehensive filtration and blocking system targeting websites offering pirated movies, the act of downloading such illicit content would become unfeasible for internet users, despite their familiarity with the process.

Consequently, they assume a significant role in shaping an individual's inclination to engage in the act of downloading pirated movies from the internet. Nevertheless, the

execution of the action is contingent upon the external context, which has the potential to impede its implementation. Thus, the subsequent theory is proposed,

H4: There is a significant positive effect among the Facilitating conditions of engaging in illegal downloading activities with the Intention to watch pirated movies.

3.4 Operationalization of Research Variables

Variable operationalization refers to the process of defining and measuring a variable in a research study. This includes stating how the variable will be observed or changed, as well as what precise measures or indicators will be utilized to quantify it. The purpose of operationalization is to guarantee that the variable is properly and consistently specified so that it can be monitored reliably and the impacts on other variables can be accurately assessed. In this study, the variables are operationalized as follows.

Table 1 Operationalization

Independent Variables	Indicators	Sources
Habitual Conduct	Consistency	(Limayem et al., 2004)
	Addiction	
	Attitude	
	Lack of Consideration	
	Quantity	
Social Factors	Family Influence	(Limayem et al., 2004)
	Colleague Influence	
	Friend Influence	
Self-efficacy	Access Self-Efficacy	(Zhang et al., 2009)
	Installation Self-Efficacy	
	Usage Self-Efficacy	
	Downloading Self-Efficacy	
Facilitating Conditions	Copyright Protection	(Limayem et al., 2004)
	Awareness Campaign	

Dependent Variable	Indicators	Sources
Intention to watch Pirated Movies	Intend	(Limayem et al., 2004)
	Likelihood	
	Expectation	
	Future Action	

3.5. Research Methodology

Research Methodology is a systematic technique for solving research problems that some scholars see as a science that analyzes how scientific research is conducted (Kothari, 2004). This chapter will go over the methods that will be followed to explore

the research problem, as well as the reasoning for employing specific procedures or approaches in locating, choosing, processing, and evaluating information, allowing the reader to evaluate the study's overall validity critically. As a result, the following two significant crucial questions will be addressed in this chapter: How will the information be gathered or generated? Furthermore, how will it be studied?

3.5.1 Type of the Study

The three categories of research investigations are explanatory, exploratory, and descriptive (Gray, 2013). Exploratory research is described as an exploratory examination of a hypothetical or theoretical idea with the goal of learning more about it. Exploratory research can take two forms: a new topic or a new perspective. Explanatory study is not done to produce conclusive evidence; rather, it has been done to help us find a problem that needs to be properly researched. Explanatory study, on the other hand, helps us comprehend the problem. Finally, descriptive research looks into and explains a topic while also providing extra information. It attempts to go into deeper detail on what is going on. According to David E Gray, explanatory and descriptive research incorporates both qualitative and quantitative research. According to (Uma Sekaran, 2006), research is classified into two types. The first is to solve a current problem at work that requires a quick solution. Such investigations are known as "applied research." The second purpose is to build a body of knowledge by striving to understand how to handle specific organizational challenges. These are known as "basic Researches."

This study falls under basic research because it aims to improve understanding of the factors influencing Undergraduates' intention to watch pirated movies in Sri Lanka, and it was conducted as an explanatory study.

3.5.2 Research Approach

There are three different sorts of research approaches. Deductive research, inductive research, and adductive research are the three research methodologies. The applicability of hypotheses to the investigation is the key contrast between deductive and inductive techniques. The deductive technique investigates the validity of the assumptions under discussion, whereas the inductive approach helps to build new theories and generalizations. Adductive research, on the other hand, begins with 'surprising facts' or 'puzzles,' and the research process is committed to explaining them (Dudovskiy, 2015).

Furthermore, because the study employs a quantitative approach, the deductive approach is heavily utilized. The deductive approach is always used to test the relationships and connectivity between two or more variables, and it provides supporting evidence for the hypothesis developed.

3.5.3 Time Horizon of the Study

Time horizons in future research generally denote study periods or chronological horizons that differ in scope (Kosow & GaBner, 2008). Additionally, this research is limited by a temporal scope. In this context, the researcher employed a cross-sectional time horizon, which refers to cross-sectional survey research.

3.5.4 Research Design

There are two kinds of study designs: quantitative and qualitative. The major aim of qualitative research is exploratory inquiry. It is utilized to obtain a better understanding of other people's reasons, perspectives, and motives. It sheds light on the issues and aids in the formulation of hypotheses for future quantitative studies. Unstructured or semi-structured qualitative data collection approaches are used. Group talks, individual interviews, and observations are all typical ways.

Normally, the sample size is tiny. Quantitative research is used to quantify a problem by generating numerical data that can subsequently be turned into statistics. It is used to quantify and generalize findings from a wider sample population's beliefs, behaviors, and attitudes. Quantitative data collection methods encompass a range of approaches, such as systematic observations, online surveys, paper surveys, mobile surveys, kiosk surveys, longitudinal studies, face-to-face interviews, website interceptors, and online polls (DeFranzo, 2011). Quantitative data is data that focuses on gathering numerical data rather than qualitative data. Qualitative data are not tested or measured empirically.

Qualitative data proved to be significantly less beneficial than quantitative data. It was discovered that quantitative data could be acted upon because the numbers were measured analyses of quantitative data on the relationships between variables. Qualitative data was widely collected in domains where numerical solutions were unavailable, such as psychology and other social sciences. This research is based on numerical data.

3.5.5 Population and Sampling

This study refers to the Rajarata University of Sri Lanka, which has 7,814 undergraduates from all six faculties as of the end of 2023, the time frame for data collection for this study. However, because of the time and resources available for the study, the complete undergraduate population cannot be accessed. Thus, the researcher conducts the study using a sample population. Morgan chart is used to determine the appropriate sample population size. The population is divided according to the percentage of students from the university's faculties. Statistics for undergraduates were obtained from the Rajarata University of Sri Lanka website (*Rajarata University of Sri Lanka*)

Table 2 Sample Population

Faculty	Total Undergraduates	Percentage of Total Undergraduates (%)	Total of 364
Management Studies	2,374	30	120
Social Sciences and Humanities	2,100	27	98
Medical and Allied Sciences	1,074	14	50
Applied Sciences	919	12	43
Technology	810	10	28
Agriculture	537	7	25

3.5.6 Data Collection

The present study is based on a quantitative research design. Consequently, in the course of this study, the researcher intends to gather data from both primary and secondary sources. Primary data refers to information that is acquired directly from the original source by various methods such as experiments, surveys, observations, questionnaires, interviews, or case studies. The data collection approach employed in this study involves the use of a questionnaire, which serves as a means of gathering primary data. The questionnaire has been partitioned into three distinct components. The initial segment of the questionnaire comprised demographic inquiries prepared by the researcher to ascertain the characteristics of the sample population. The subsequent section of the questionnaire has inquiries pertaining to the independent variable.

Secondary data will be collected from previous research findings and research articles published between 1980 and 2023.

3.5.7 Questionnaire Development

The questionnaire that the researcher developed in order to gather the requisite data from the chosen sample was meticulously organized. The questionnaire is, as indicated previously, composed of three sections. The letters A, B, and C Section A comprises demographic data, Section B comprises inquiries pertaining to the independent variable, and Section C comprises inquiries concerning the dependent variable.

The questionnaire is divided into three sections. The first section contains a cover letter, the second section contains demographic information about Undergraduates in Rajarata University, and the third section contains dimensions for dependent and independent variables.

A five-point Likert scale was used to measure above questions 1 - “Strongly Disagree”, 2 - “Disagree”, 3 - “Moderate”, 4 - “Agree”, 5 - “Strongly Agree.”

Table 3 Questionnaire Development

	Variables	Indicators	References	Level of Measurement
Independent variables	Habitual Conduct	Consistency	(Limayem et al., 2004)	Likert Scale
		Addiction		
		Attitude		
		Lack of Consideration		
		Quantity		
	Social Factors	Family Influence	(Limayem et al., 2004)	Likert Scale
		Colleague Influence		
		Friend Influence		
	Self-efficacy	Access Self-Efficacy	(Zhang et al., 2009)	Likert Scale
		Installation Self-Efficacy		
		Usage Self-Efficacy		
		Downloading Self-Efficacy		
	Facilitating Conditions	Copyright Protection	(Limayem et al., 2004)	Likert Scale
		Awareness Campaign		
Dependent Variable	Intention to watch Pirated Movies	Intend	(Limayem et al., 2004)	Likert Scale
		Likelihood		
		Expectation		
		Future Action		

3.6 Data Analysis

Data collected via Google Forms will be exported to a Microsoft Excel spreadsheet. SPSS, a statistical software for social sciences, will be used to analyze the data. The SPSS statistical software package can be used to perform a variety of statistical investigations in social science research. Using a variety of SPSS techniques, the crucial and time-consuming work of data analysis can be accomplished quickly. It can ensure that data is processed correctly and without errors. As a result, the SPSS software will be used as a data analysis tool in this study. Using SPSS will assist this study in appropriately measuring the data and obtaining a reliable concept about analysis.

3.6.1 Descriptive Analysis

Descriptive analysis is a sort of data analysis that aids in the constructive explanation, demonstration, or summarizing of data points so that patterns can emerge that satisfy all of the data's requirements. It is one of the most crucial steps in the statistical data analysis technique. Descriptive statistics are presented in the form of frequencies, central tendency measurements, and variance. Frequencies are simply the number of times different subcategories of a phenomenon occur. From these frequencies, the percentage and cumulative percentage of their occurrence may be easily estimated. The mean, median, and mode are three assessments of central trends. The range, standard deviation, variance, and interquartile range are all measures of dispersion; the mean and standard deviations will be used in this study.

3.6.2 Correlation Analysis

Correlation analysis is a statistical method commonly employed in research to assess the association between two variables and quantify the magnitude of the linear dependence between them. Correlation analysis, in its fundamental essence, investigates the extent to which a change in one variable is associated with a corresponding change in another variable.

3.6.3 Regression Analysis

Regression analysis refers to a set of statistical processes for evaluating relationships between a dependent variable and one or more independent variables. It can be used to assess the strength of a relationship between variables and anticipate how they will interact in the future. The dependent variable is online learning intention, which is measured by technical problems, skills and dispositions, physical resources, and parental and peer support. To obtain the means for all variables, Likert scale questions

were used, followed by regression analysis. The algebraic statement of the regression model, which consisted of the constant term coefficient and the error term, was as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

3.7 Data Presentation

Data presentation in the form of tables, graphs, or charts enables logical and statistical inferences to be derived from the data obtained.

3.8 Chapter Summary

The primary purpose of this chapter was to provide an overview of the researcher's methods for conducting the study. As a result, it explores the researcher's many actions in examining the research problem, as well as the logic behind them. This chapter focused on the procedures and techniques that the researcher thinks are important in data collection, storage, and analysis, as well as what they imply and why. The chapter offers the logic and explanations for the methodology that will be utilized in the context of the research study so that both the researcher and the readers can evaluate the research findings in later chapters.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

This chapter reports the results that were obtained from statistical analysis for the Factors influencing Undergraduates' intention to watch pirated movies in Sri Lanka of Rajarata university undergraduates in Sri Lanka. According to the methodology part, the estimated sample size was 364 undergraduates. After the data collection period, 427 responses were received.

Table 4 Expected and Actual Responses

No.	Name of the Faculty	Expected Responses	Actual Responses
01	Management Studies	120	150
02	Social Sciences and Humanities	98	101
03	Medical and Allied Sciences	50	54
04	Applied Sciences	43	60
05	Technology	28	32
06	Agriculture	25	30
Total		364	427

A self-administered questionnaire was utilized to collect data, and IBM SPSS Statistics-27 was used for analysis. This chapter began by describing the sample constitution using demographic analysis. The sample's reliability test results were then determined. The descriptive analysis of the independent and dependent variables was then interpreted. Finally presented the result of hypothesis testing regression analysis. Every result was tabulated and analyzed using statistics.

4.2 Sample Demographic Profile

Respondents' demographic information is included here. Those are Age, gender, faculty, and academic year. Descriptive statistics for those are generated as percentages using frequencies for each of the aforementioned variables.

4.2.1 Faculty-wise Distribution of the Sample

In this chapter, 427 responders representing six (6) Faculty in Rajarata University of Sri Lanka were considered as the research sample. A self-administered questionnaire was distributed among the target population using a stratified random sampling technique. The data collection period was 5 weeks started from 26th of November 2023 to the 31st of December 2023.

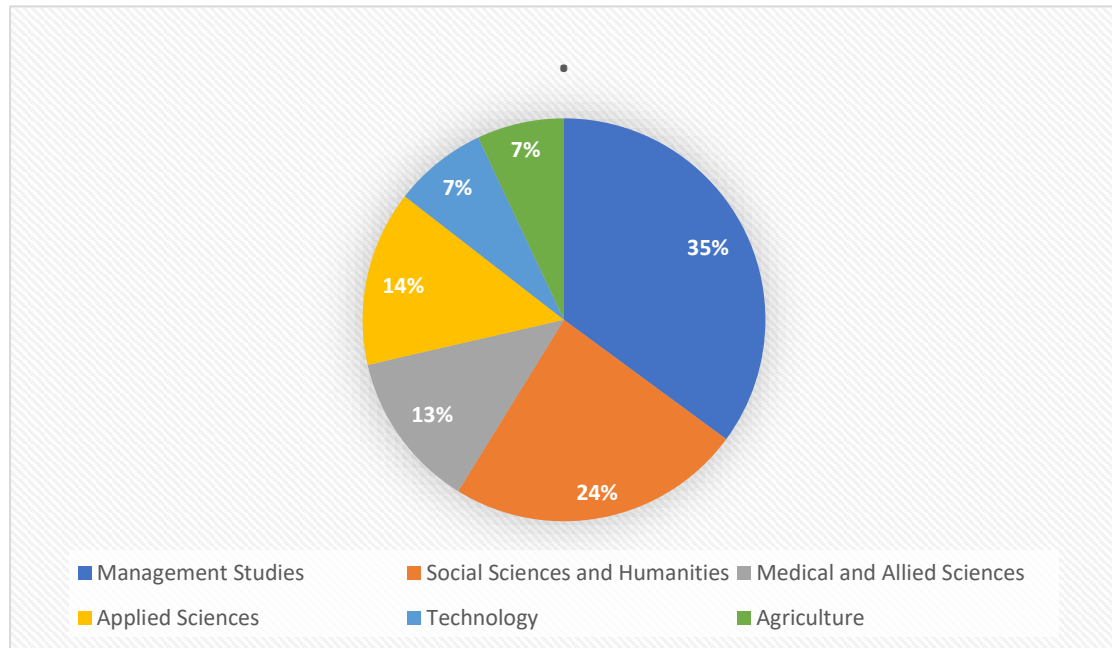


Figure 2 University distribution of responses

As depicted in above Figure 2 majority of the responses were reserved from the Management Studies Faculty and it was 35% of the total 427 responses. As the second highest, 24% of the responses were received from the Social Science and Humanities Faculty. 14%, 13% ,7% and 7% of responses were received from the Applied Sciences Faculty, Medical and Allied Sciences Faculty, Technology Faculty and Agriculture Faculty separately.

4.2.2 Gender Distribution

Figure 3 shows the gender distribution of the total 427 respondents categorizing them as male group and female group.

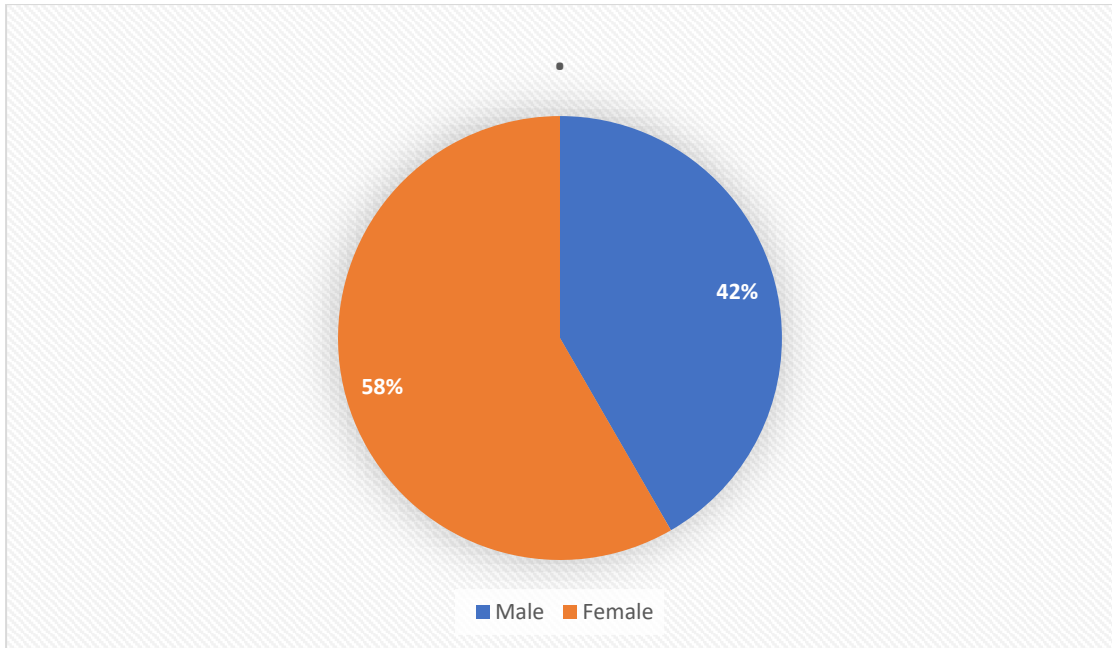


Figure 3 Gender Distribution

The above pie chart shows the number of Responders observed within the study and the majority of them were Female. That is 248 from the total 427 respondents and it was 58% of the total responses. The remaining 179 were male and that was 42% of the total respondents

4.2.3 Academic Year of the Respondent Analysis

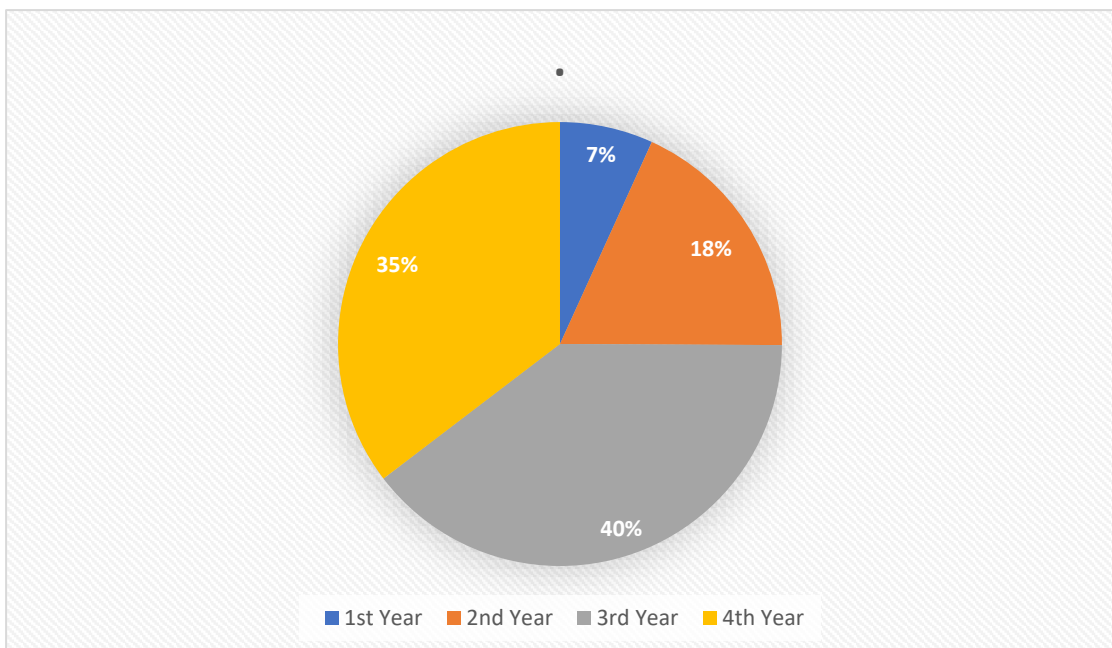


Figure 4 Academic Year of the Respondent

The aforementioned table and chart define the distribution of the sample by undergraduates' academic year. There are mainly 4 academic years are can easily

identified at Rajarata University while the Faculty of Medical and Allied Sciences has a 5th year as an academic year. But researcher only took the major 4 academic years around the capability of the study. According to the above graphs, 3rd-year undergraduates are taking the majority of the population but a little bit lower 4th-year undergraduates are taking place. Those two are at 40% & 35% accordingly. Also 2nd year undergraduates have responded to the survey as 18%. The minimum number of respondents is from the 1st year undergraduates.

4.3 Reliability Test

The reliability test is used to examine the internal consistency of the constructs that was used to measure key independent and dependent variables of the statistics. For this purpose, Cronbach's Alpha value for each variable was calculated. Table 5 bellow shows the summary of reliability statistics for the independent variable and the dependent variable.

Table 5 Reliability test result

No.	Variables	Cronbach's Alpha Value	No. of Questions
01	Habitual Conduct	0.791	5
02	Social Factors	0.737	3
03	Self-Efficacy	0.782	4
04	Facilitating Conditions	0.463	2
03	Intention to Watch Pirated Movies	0.681	4

According to Table 5 The Cronbach's alpha values of all variables were ranged from 0.463 to 0.791. It fulfills the relevant accepted level of reliability but Facilitating Conditions variable didn't fulfill the relevant test because that value was 0.463. Generally, values should be located in between 0.6 -1.0. if the alpha value lies between that range, it concludes that the variables are reliable. The table is also indicating that all the questions which were used to measure independent, and dependent variables internally consistent

4.4 Descriptive Analysis

Descriptive analysis, which involves the systematic and objective description of the properties of a set of data, is an important component of research. Some of the benefits of conducting descriptive analysis in research include: providing a clear knowledge of the data, assisting in data organization, providing insights into research topics, facilitating data comparison, and assisting in decision-making. Descriptive analysis is an important tool for researchers since it provides a thorough knowledge of their data. It allows data to be organized, interpreted, and compared, providing significant insights into research topics and supporting informed decision-making.

Table 6 Descriptive statistics

No.		N	Mean	Std. Deviation	Skewness	
		Statistic	Statistic	Statistic	Statistic	Std. Error
01	Habitual Conduct	364	4.29	.554	-1.703	.128
02	Social Factors	364	4.18	.737	-1.045	.128
03	Self-Efficacy	364	4.40	.566	-1.476	.128
04	Facilitating Conditions	364	4.47	.502	-1.011	.128
05	Intention to Watch Pirated Movies	364	4.44	.469	-1.593	.128

According to Table 6, The mean value of Intention to Watch Pirated Movies from undergraduates are 4.4 with a standard deviation of 0.469. However, when considering the skewness of the dependent variable it is -1.593 which means that it is negatively skewed. The mean values of the independent variables Habitual Conduct, Social Factors, Self-Efficacy, and Facilitating Conditions are 4.29, 4.18, 4.40, and 4.44 respectively. The standard deviation of Habitual Conduct, Social Factors, Self-Efficacy, and Facilitating Conditions are 0.554, 0.737, 0.566, and 0.502 respectively. Habitual Conduct, Social Factors, Self-Efficacy, and Facilitating Conditions have -1.703, -1.045, -1.476, and -1.011 of skewness respectively.

4.5 Correlation Analysis

Table 7. below shows the correlation of each variable with other variables together with dependent variable. The correlation template is useful to the researcher to identify primarily whether if there is a relationship with each variable and relationship between each dependent variables and independent variables. This can be explained by using the following table format (Table). The correlation value generally lies between -1 and +1. -1 symbolizes a complete negative relationship while +1 signifies perfect positive relationship between variable.

Table 7 Correlation analysis

		AHC	ASF	AFC	ASE	AIW
Habitual Conduct (AHC)	Pearson Correlation Sig. (2-tailed)	1				
Social Factors (ASF)	Pearson Correlation Sig. (2-tailed)	.743	1			
Facilitating Conditions (AFC)	Pearson Correlation Sig. (2-tailed)	.590	.547	1		
Self-Efficacy (ASE)	Pearson Correlation Sig. (2-tailed)	.697	.723	.596	1	
Intention to Watch (AIW)	Pearson Correlation Sig. (2-tailed)	.717	.635	.551	.700	1

**. Correlation is significant at the 0.01 level (2-tailed).

According to the above Tabel 7. the Pearson correlation value of Habitual Conduct and Intention to Watch Pirated is 0.717 and it implies that there is a positive relationship between Habitual Conduct and Intention to Watch Pirated Movies. The significant value among these two variables is 0.000 and it is lower than 0.05. Therefore, it can be

statistically said that there is a significant and positive relationship between habitual Conduct and Intention to Watch Pirated Movies from Undergraduates in Sri Lanka.

Similarly, the Pearson correlation value of Social Factors and the Intention to Watch Pirated Movies is 0.635 and it implies that there is a positive relationship between social Factors and the Intention to Watch Pirated Movies. The significant value among these two variables is 0.000 and it is lower than 0.05. Therefore, it can be statistically said that there is a significant and positive relationship between Social Factors and Intention to Watch Pirated Movies from Undergraduates in Sri Lanka.

Similarly, the Pearson correlation value of Facilitating Conditions and the Intention to Watch Pirated Movies is 0.551 and it implies that there is a positive relationship between Facilitating Conditions and the Intention to Watch Pirated Movies. The significant value among these two variables is 0.000 and it is lower than 0.05. Therefore, it can be statistically said that there is a significant and positive relationship between Facilitating Conditions and Intention to Watch Pirated Movies from Undergraduates in Sri Lanka.

Similarly, the Pearson correlation value of Self-Efficacy and the Intention to Watch Pirated Movies is 0.7 and it implies that there is a positive relationship between Self-Efficacy and the Intention to Watch Pirated Movies. The significant value among these two variables is 0.000 and it is lower than 0.05. Therefore, it can be statistically said that there is a significant and positive relationship between Self-Efficacy and Intention to Watch Pirated Movies from Undergraduates in Sri Lanka.

4.6 Regression Analysis

Regression analysis is used to explain the contribution of independent variable in manipulation of the dependent variable. As well as regression analysis is used to indicate the overall fit of the model. Researcher applied simple regression analysis to test the hypothesis and R^2 to measure the overall fit of the model.

Table 8 Regression analysis (Model summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.773 ^a	.598	.594	.299
a. Predictors: (Constant), Habitual Conduct, Social Factors, Self-Efficacy, Facilitating Conditions				
b. Dependent Variable: Intention to Watch Pirated Movies				

In the above table (Table 8), the R^2 value indicates how much of the total variation in the dependent variable can be explained by the independent variable. According to the obtained results, R^2 value is 0.598 and it implies that, 59% of the Intention to Watch Pirated Movies is affected by the independent variable. The rest of 41% of the Intention to Watch Pirated Movies is decided by the other factors which are explicit to the study.

Table 9 Regression analysis (ANOVA Table)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.794	4	11.949	133.551	.000 ^b
	Residual	32.119	359	.089		
	Total	79.913	363			
a. Dependent Variable: Intention to Watch Pirated Movies						
b. Predictors: (Constant Habitual Conduct, Social Factors, Self-Efficacy, Facilitating Conditions						

The above ANOVA table, (Table 9) F value is 133.551 and significant value is 0.000. The significant value is lower than 0.05. It represents the significant relationship between independent variables and dependent variable.

Table 10 Regression analysis (Coefficient Table)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.278	.155		8.267	.000
Habitual Conduct	.330	.046	.389	7.101	.000
Social Factors	.034	.035	.054	.968	.334
Facilitating Conditions	.086	.041	.092	2.100	.036
Self-Efficacy	.278	.044	.335	6.263	.000

The regression coefficient of the level of Habitual Conduct indicates that it has a positive effect on the Intention to Watch Pirated Movies from Undergraduates in Sri Lanka as the β value is 0.330 and 0.000 significant value secure the significance of the aforesaid impact (i.e. $p < 0.05$). this result further supports the first hypothesis (H1) of the study. It means that; the level of Habitual Conduct will increase the Intention to Watch Pirated Movies from Undergraduates in Sri Lanka.

Similarly, the regression coefficient of Social Factors indicates that it has a positive impact on the Intention to Watch Pirated Movies as the β value is 0.034 and the 0.334 significant value secures the significance of the aforesaid impact (i.e. $p < 0.05$). this result further supports the second hypothesis (H2) of the study.

Similarly, the regression coefficient of Facilitating Conditions indicates that it has a positive impact on the Intention to Watch Pirated Movies as the β value is 0.086 and the 0.36 significant value secures the significance of the aforesaid impact (i.e. $p < 0.05$). this result further supports the third hypothesis (H3) of the study.

Similarly, the regression coefficient of Self-Efficacy indicates that it has a positive impact on the Intention to Watch Pirated Movies as the β value is 0.278 and the 0.000 significant value secures the significance of the aforesaid impact (i.e. $p < 0.05$). this result further supports the fourth hypothesis (H4) of the study.

4.7 Hypotheses Test

This research study has Four hypotheses. The formation of hypotheses was depicted to Figure 5.

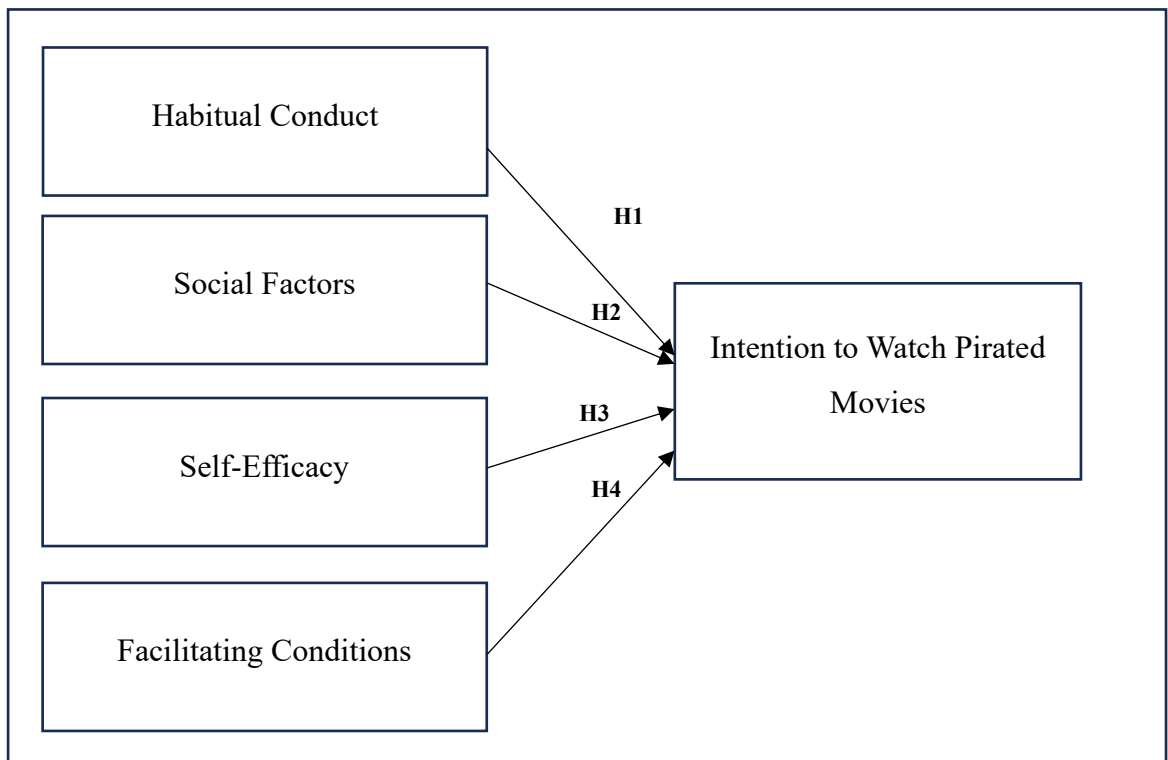


Figure 5 Hypotheses formation

The result of the correlation analysis and the regression analysis were considered to testify the hypotheses and the results were summarized to the below Table 11.

Table 11 Summary of hypotheses testing

Hypothesis	Pearson Correlation	Regression
H1 There is a significant positive effect among the habit of engaging in illegal downloading activities with the Intention to watch pirated movies.	Supported	Supported
H2 There is a significant effect among the Social Factors of engaging in illegal downloading activities with the Intention to watch pirated movies.	Supported	Supported
H3 There is a significant effect among the Self efficiency of engaging in illegal downloading activities with the Intention to watch pirated movies.	Supported	Supported
H4 There is a significant positive effect among the Facilitating conditions of engaging in illegal downloading activities with the Intention to watch pirated movies.	Supported	Supported

H1: There is a significant positive effect among the habit of engaging in illegal downloading activities with the Intention to watch pirated movies.

According to the correlation analysis, the significant value of Habitual Conduct towards Intention to watch pirated movies Pearson correlation value is 0.717, Which is over 0.000 and less than 0.05. on the other hand, the significant value of Regression value is over 0.000 and it is also less than 0.05. It indicates that there is a substantial positive correlation between Habitual Conduct and the Intention to watch pirated movies. That means the Habitual Conduct, brings a positive effect on the Intention to watch pirated movies. Therefore, Habitual Conduct makes a significant, positive effect on the Intention to watch pirated movies; which means the first hypothesis (H1) is accepted.

H2: There is a significant effect among the Social Factors of engaging in illegal downloading activities with the Intention to watch pirated movies.

According to the correlation analysis, the significant value of Social Factors towards Intention to watch pirated movies Pearson correlation value is 0.635, Which is over 0.000 and less than 0.05. on the other hand, the significant value of Regression value is over 0.000 and it is also less than 0.05. It indicates that there is a substantial positive

correlation between Social Factors and the Intention to watch pirated movies. That means the Social Factors, brings a positive effect on the Intention to watch pirated movies. Therefore, Social Factors makes a significant, positive effect on the Intention to watch pirated movies; which means the second hypothesis (H2) is accepted.

H3: There is a significant effect among the Self efficiency of engaging in illegal downloading activities with the Intention to watch pirated movies.

According to the correlation analysis, the significant value of Self-Efficacy towards Intention to watch pirated movies Pearson correlation value is 0.700, Which is over 0.000 and less than 0.05. on the other hand, the significant value of Regression value is over 0.000 and it is also less than 0.05. It indicates that there is a substantial positive correlation between Self-Efficacy and the Intention to watch pirated movies. That means the Self-Efficacy, brings a positive effect on the Intention to watch pirated movies. Therefore, Self-Efficacy makes a significant, positive effect on the Intention to watch pirated movies; which means the third hypothesis (H3) is accepted.

H4: There is a significant positive effect among the Facilitating conditions of engaging in illegal downloading activities with the Intention to watch pirated movies.

According to the correlation analysis, the significant value of Facilitating conditions towards Intention to watch pirated movies Pearson correlation value is 0.551, Which is over 0.000 and less than 0.05. on the other hand, the significant value of Regression value is over 0.000 and it is also less than 0.05. It indicates that there is a substantial positive correlation between Facilitating conditions and the Intention to watch pirated movies. That means the Facilitating conditions, brings a positive effect on the Intention to watch pirated movies. Therefore, facilitating conditions makes a significant, positive effect on the Intention to watch pirated movies; which means the fourth hypothesis (H4) is accepted.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

5.1. Chapter Introduction

This study used four independent variables to measure the effect of Intention to Watch Pirated Movies by analyzing the study by referencing Rajarata University undergraduates. The researcher completes the empirical data and provides a brief explanation of the findings, recommendations, and future study suggestions in this chapter.

5.2. Discussion

The data for the study was acquired from 364 respondents at Sri Lanka's Rajarata University. There were 58% female respondents and 42% male respondents in the sample group. The bulk of responders (35% from all 6 faculties of Rajarata University) are undergraduates from the Faculty of Management Studies. When examining the academic year of responses, third-year undergraduates take 40%, fourth-year undergraduates take 35%, and the remaining two years make up the remaining 25%. As a result, their average age is between 24 and 27 years old. Previous research on this topic has been conducted by (Harerimana & Mtshali, 2018) and (Maqableh et al., 2021) with data largely collected by this age category.

According to the Pearson correlation, all of the variables have a positive significance relationship with the dependent variable. Habitual Conduct, Social Factors, Self-Efficacy, and Facilitating Conditions have 0.717, 0.635, 0.7 and 0.551 correlation values respectively. So, it shows that the independent variable and Intention to Watch Pirated Movies have a significant relationship.

According to the regression analysis, the R Square value of the independent variable with the Creativity of university undergraduates is 0.598. It implies that 59% of the Intention to Watch Pirated Movies is affected by the independent variable. According to the Coefficient table of multiple regression analysis, Habitual Conduct, Social Factors, Self-Efficacy, and Facilitating Conditions have 0.000 significant values. It is less than 0.05 and therefore all of those impacts are proven correctly. So, both the H1, H2, H3, H4 hypotheses are accepted.

5.3 Conclusion & Recommendation

The research on factors influencing undergraduates' intention to watch pirated movies in Sri Lanka reveals valuable insights. Several studies, such as the one examining attitudes towards pirated digital products among university students in Sri Lanka, shed light on key factors impacting this intention. The findings suggest that attitudes play a significant role, aligning with the Factors Affecting the Digital Piracy Behavior study, which emphasizes the positive correlation between attitudes and behavioral intention towards digital piracy.

Additionally, the Intention to Engage in Digital Piracy study contributes by providing a conceptual model and empirical testing. It highlights the importance of understanding factors influencing the intention to pay for movie streaming services. This adds nuance to the broader spectrum of attitudes towards piracy.

Understanding these factors is crucial for developing strategies to curb digital piracy and promote legal alternatives. By addressing attitudes and other influential elements, educational institutions and streaming platforms can work towards fostering a culture of ethical content consumption among undergraduates in Sri Lanka.

Promote Awareness Campaigns and launch awareness campaigns highlighting the consequences of using pirated Content. This can include legal ramifications, security risks, and a negative impact on the Digital industry.

Emphasize Streaming Legality, for video content, promote legal streaming platforms and their benefits. Highlight the convenience, quality, and diverse content available on legitimate platforms to discourage piracy.

Engage Parents in Cyberbullying Prevention If relevant, engage parents in preventing cyberbullying. Share information on the factors influencing parental attitudes and involvement in children's online activities to create a safer digital environment.

5.4 Suggestions for Future Research

Future researchers will have several options thanks to this work. Future research into the Effect of intention to watch pirated movies in Sri Lanka. Because there has been so few research done in this area in Sri Lanka, it should be done. The sample size for this study is 364 people. This sample size can be increased for future research. This study was limited to a small sample of Rajarata University students in Sri Lanka. It is advised that future research be expanded to include all Sri Lankan 17 universities. Future

research should look into the Effect of information technology infrastructure on Digital piracy, according to the researcher.

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Questionnaire

Dear Respondents,

I am G.A.M.R.Samudika , a final year undergraduate from the Department of Information Systems at the Rajarata University of Sri Lanka. You are kindly invited to participate in my final year research study title " *Factors Influencing Undergraduates` Intention to Watch Pirated Movies in Sri Lanka* ", as a partial requirement of my degree program.

I kindly request you to spare a few minutes of your valuable time and complete this research study. Your responses will be confidential and used only for academic purposes.

Thank you in advance for your support!

Your Sincerely,

G.A.M.R.Samudika

Department of Information Systems

Faculty of Management Studies

Rajarata University of Sri Lanka

Section A – Demographic Information

- Please indicate your answer by putting “✓” mark in the relevant box.

1. Age

☐ 17-20 Years

☐ 21-23 Years

☐ 24-27 Years

☐ 27-30 Years

2. Gender

☐ Male

☐ Female

3. Academic Year

☐ 1 Year

☐ 2 Year

☐ 3 Year

☐ 4 Year

4. Faculty

☐ Management Studies

☐ Social Sciences and Humanities

☐ Medical and Allied Sciences

☐ Applied Sciences

☐ Technology

☐ Agriculture

Section B – Independent Variable

- Please indicate your answer by putting “✓” mark in the relevant box.

01. Downloading movies for free from the internet is a habit for me.

☐ Strongly Disagree

☐ Disagree

☐ Neutral

☐ Agree

☐ Strongly Agree

02. I am addicted to downloading movies for free from the internet.

☐ Strongly Disagree

☐ Disagree

☐ Neutral

☐ Agree

☐ Strongly Agree

03. I always like to download movies for free from the internet.

☐ Strongly Disagree

☐ Disagree

☐ Neutral

☐ Agree

☐ Strongly Agree

04. I don't even think twice before downloading movies for free from the Internet.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

05. The number of movies I have downloaded for free from the internet is High.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

06. My family encourages me to download movies for free from the internet.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

07. My colleagues encourage me to download movies for free from the internet.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

08. My friends encourage me to download movies for free from the internet.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

09. There is insufficient copyright protection for movies in Sri Lanka.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

10. There is a lack of awareness campaign on illegal downloading of movies in Sri Lanka.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

11. It is easy to access movies that can be downloaded for free from the internet.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

12. It is easy to install the software to download movies for free from the internet.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

13. It is easy to use the software to download movies for free from the internet.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

14. It is easy to download movies for free from the internet.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

Section C – Dependent Variable

01. I intend to download movies for free from the internet in the future.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

02. It is likely that I will download movies for free from the internet in the future.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

03. I expect to download movies for free from the internet in the future.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

04. I will download movies for free from the internet in the future.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree



Questionnaire -
Google Forms.pdf

